

# #ENDTHESTREAKTX WRAP-UP

## SOCIAL MEDIA CAMPAIGN ASKS TEXANS TO HELP END DEATHS ON THE ROAD

**T**xDOT marked a grim milestone on Nov. 7 as we were reminded it's been 15 years since the last deathless day on Texas roads. With more than 51,000 people killed in motor vehicle crashes since Nov. 7, 2000, TxDOT challenged its employees and all Texans to end this deadly streak.

Created as a social media campaign and call to action, #EndTheStreakTX reminded drivers to stay alert, obey traffic laws and take responsibility behind the wheel. Relying on our employees, safety partners and the public, the campaign asked Texans to share TxDOT's public service announcement, change their social media profile pictures to black and use the hashtag to help raise awareness.

The outreach and response made #EndTheStreakTX a trending topic on Twitter and received print and news media coverage along with social media posts from notable elected officials, the Texas Department of Public Safety, Texas A&M University and even a reality TV star, to name a few.

To date, the campaign has been seen more than 4.3 million times on social media alone. And it's still not over. TxDOT will continue to spread the #EndTheStreakTX message this year.

Safety is our top priority at TxDOT. We make every effort to build safe roads, but safety also depends on each driver to obey traffic laws, put away distractions, stay alert and help Texas end the streak of daily deaths. We can do it, Texas! 



TxDOT photo

Employees at the 2015 TxDOT Rodeo in Austin lent their support to the #EndTheStreakTX social media campaign by posing with its logo. It's been 15 years since the last deathless day on Texas roads.

## 800 MILES OF TEXAS HISTORY: MERIDIAN HIGHWAY

**E**ven before the inception of the Texas Highway Department in 1917, the Meridian Highway was envisioned as a major north-south connection between Canada and Mexico. As proposed in 1911, the road stretched along the 6th prime meridian and covered approximately 800 miles in Texas alone.

Today, few parts of the old historic highway remain, so TxDOT and the Texas Historical Commission are putting together a history of this highway along with its engineering and roadside architectural features. TxDOT and the Texas Legislature funded this joint effort through the federal Transportation Enhancement Program.

Historians documented 1,800 Meridian Highway-associated resources along the historic alignments of the highway. These alignments roughly parallel modern-day I-35 West, with a major lateral along SH 6/U.S. 290 connecting Waco to Galveston. These efforts identified 521 gas stations, 210 hotels and motels, 158 restaurants, 150 auto dealerships, 280 road segments and four metal truss bridges associated with the historic route.

While most of these resources remain in private ownership, many historic engineering features occupy TxDOT right-of-way, such as a 9-mile segment of present-day FM 4281 between Itasca and Hillsboro. Soon, you will be able to explore more about resources like the 1920 Magnolia Gas Station in Itasca.

The Meridian Highway project will publish an [interactive map](#) this May. The interactive map will be similar to one created as part of earlier joint efforts along the east-west Bankhead Highway. 



TxDOT photo

Some of the old Meridian Highway's historic engineering features occupy TxDOT right-of-way.



TxDOT photo

Research efforts along the old Meridian Highway have identified 521 historic gas stations as well as 284 historic engineering features, restaurants and more.