Wrong Way Driver Detections and Treatments Along U.S. 30 near Ames, Iowa

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Abstract

Over 80 wrong way drivers have been officially reported along the U.S. 30 corridor between Boone and Nevada, Iowa over the past five years. The Iowa DOT in concert with local enforcement agencies and InTrans have formed a multidisciplinary team to address this issue. Enhanced signing, painting, lighting and use of technology thru Intelligent Transportation System (ITS) tools are being used to detect and inform drivers and 911 centers. This presentation will step thru the process and treatments the team has used to reduce future wrong way drivers in this corridor.

Keywords: wrong way driver 1—WWD 2—911 3—ITS 4—detection 5

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