



Snohomish County
Office of the Executive
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County Executive

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Bus ads highlight “Secure Your Load” campaign

Snohomish County’s new, eye-catching advertising campaign on the back of commuter buses is virtually guaranteed to remind residents to safely secure their truck or car loads.

Ten Community Transit buses will feature the new ads – a “full wrap” bus back with an image of a dangerously unsecured load hanging off a truck – that deliver a strong message to a large audience throughout the year. Drivers traveling behind the bus also will see the slogan “Secure Your Load for Safer Roads.”

A state grant will pay the majority of the costs associated with the Snohomish County advertising campaign. The Washington Department of Ecology has awarded Snohomish County \$65,000 for the advertisements that began running on buses earlier this month.

Since the “Secure Your Load for Safer Roads” campaign began in January 2007, the number of unsecured loads arriving at Snohomish County Solid Waste Stations has decreased to less than half what it was then.

“We’d like to see that number reduced even further,” said Sam Chandler, the county’s solid-waste director. “Unsecured loads have been responsible for several serious accidents in our area, and we need to be vigilant in preventing such accidents.”

Part of the county’s success has been an ongoing educational program run by Public Works’ Solid Waste Division. Money collected from unsecured load fees has been used in various ways to educate residents to the importance of properly tying down loads before traveling.

The Community Transit bus system is another way to increase awareness. The buses will run throughout the entire Community Transit system, which includes Arlington, Edmonds, Everett, Bothell, Lynnwood, Stanwood, Marysville, Mukilteo, Monroe, Lake Stevens and Mountlake Terrace. The system serves more than 1,300 square miles, provides 7.7 million passenger trips annually and serves 19 Park & Ride lots.

(Photo caption: Snohomish County Executive Aaron Reardon [left] discusses the new ad campaign with Jon Yeckley, the county’s community litter cleanup program manager.)

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YIELD TO BUS

Don't Forget to
Secure Your Load for Safer Roads

1-888-LITTER1

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A Message From
Snohomish County