

Fatality rates are three times higher at night than during the day.



Brighter signs are a low-cost safety improvement that can help improve safety.

Research shows that use of higher performing reflective sheeting—resulting in brighter, more visible signs—reduces crashes. Upgrading signs from engineer grade sheeting to 3M™ High Intensity Prismatic or Diamond Grade™ DG³ Reflective Sheeting helps improve safety and has a positive cost-to-benefit ratio.

Upgrade programs in Mendocino County, California, Sioux City, Iowa and Putnam County, New York all resulted in crash reductions attributable to more visible signs.

	Years	Savings	Cost	Benefit-to-Cost Ratio
Mendocino County, CA	6	\$12.5 - \$23.7 million	\$ 79,300	159:1 - 299:1
Sioux City, IA	3	\$4.92 million	\$145,000	33.95:1
Putnam County, NY	1	\$185,000	\$160,000	1.16:1

Source: *Quantifying the Safety Benefits of Traffic Control Devices – Benefit-Cost Analysis of Traffic Sign Upgrades*. Douglas A. Ripley

Prepare now for the Federal Minimum Reflectivity Ruling.
Learn more: http://safety.fhwa.dot.gov/roadway_dept/retro/

Upgrade now—help improve sign visibility and safety. Contact your local sign fabricator or 3M sales representative today.



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