

Jersey County, IL - Prioritizing driver safety and utilizing funding opportunities to implement wet reflective pavement markings on county roads.

Incorporating different safety countermeasures as a part of roadway projects is an effective way to systemically reduce crashes and fatalities. This is especially true on rural county road systems. This project overview highlights the process of introducing wet reflective pavement markings as a part of a county road highway project in Jersey County, IL. Wet Reflective Pavement Markings were included to achieve long lasting, visible road markings when they are needed most – at night and in the rain. Here, we dive deeper to observe some of the proactive steps to accomplish this.

Identifying Funding Opportunities:

Otterville Road is a primary travel corridor for both residents and tourists in Jersey County. The initial plans for this roadway project were to resurface the road and to add asphalt shoulders to improve travel for motorists and cut down on maintenance costs. As the design phase carried on, Jersey County turned to an engineering consultant and hired them to assist with the project design.

Working alongside the consultant group, Tom Klasner, County Engineer for Jersey County was made aware that it may be possible to acquire [Highway Safety Improvement Program \(HSIP\)](http://go.3M.com/roadsafetyau) funding. The size of this project and the motive to further improve existing conditions prompted the county to apply.

Project: CH 9 Otterville Road - Resurface & Shoulder Widening

Project Lead: Tom Klasner (Jersey County engineer)

Location: 4.5 mile section from IL Rte 16 to Town of Otterville

Countermeasures: Wet Reflective Pavement Markings, Rumble Strips, Improved Shoulder



Tom explained that acquiring HSIP funding was crucial to the project's success – “this allowed us to add the four-foot asphalt shoulder, rumble strips down the edge lines and the center lines. Since Wet Reflective markings are becoming more popular, the decision was to implement them into our safety improvements.”

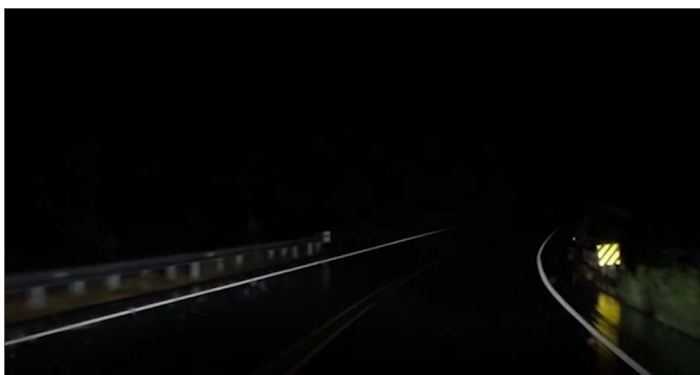
This intrigue to pursue wet reflective pavement markings soon became an important piece of the overall project by supporting the intent to reduce run-off-the-road crashes.

Commitment to Safety:

All-weather pavement markings have become prominent in District 8 where Jersey County is located. These markings are recessed below the road surface to maintain presence and long-term reflectivity. More importantly, all weather markings are reflective at night and in the rain, effectively guiding motorists in rainy/low visibility conditions.

Given the magnitude of this project and the safety driven approach, it was decided to feature [3M™ Stamark™ All Weather Tape Series 380AW](#) ("Product").

Tom noted, "I knew it is not something that was not going to be cheap, but I also needed to look at safety as a big thing... I am trying to improve the roads here in Jersey County for the citizens and other people in Jersey County. I am doing this to ensure my family and everyone's family has the safest roads possible with the funds we have available."



This effort did not come without challenges. However, it was important that key safety components remained in the plans. After navigating these challenges, Jersey County was successful in gaining support for this project, moving forward with all safety countermeasures.

Tom explained, "After seeing the success with how we used the money, we were able to secure funding for a continuation of these improvements on Otterville Road for another 3.5 miles."

Conclusion:

Leveraging funding to implement safety countermeasures is an important method in preventing crashes and fatalities on our nation's roadways. This example examines how local roads can benefit from HSIP funding to implement different safety countermeasures.

Tom's advice, "Take what opportunities you have. There are many different products out there that you can use. But if it's in your toolbox, take advantage and utilize them; because it may be your significant other, your child or somebody else that you know. And it may save their life. They may be able to come home that night and that goes a long ways."

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