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**Go a Different Way**

(358 Words)

By Bill Moore, Tennessee Infrastructure Alliance Chair Emeritus

Sitting still in traffic on Interstate-75 and Interstate-24 makes me wonder when I became a lemming. I'm an optimist by nature. Every day I think, of course, yesterday's traffic was an exception. Today will be better. There's a word for doing the same thing and expecting a different outcome. Crazy.

Here in Tennessee, we live in one of the most beautiful places on earth. And half the time I hop on the Interstate to get across town I'm so distracted by construction and other drivers that I miss it all. At least half the time it also takes longer – certainly longer than I'd planned.

With Tennessee being a major national crossroads, especially during extra busy times like the summer tourist season, the typical traffic volume balloons with families headed to and from the beach, up to the Smokies or Great Lakes, or just touring cross country. That's all on top of the increased 18-wheeler traffic hauling goods inland from east coast ports. According to Tennessee Department of Transportation traffic data, more than 135,000 vehicles travel on the I-24 and I-75 intersection in Chattanooga each day. But that's just one regular choke point that has a scenic, less stressful Alternative Route.

This summer, go a different way to take back control of your daily commute or social activity across town. You'll arrive feeling better and there are all kinds of options along the way when you're not overwhelmed by the anxiety of being at the mercy of other drivers with nowhere to escape. Alternative Routes tend to be more predictable and are less prone to unexpected bottlenecks precisely because they include the possibility of variation at every corner. Even with traffic lights and stop signs they are often faster and their greater predictability always makes a better experience.

This summer, go a different way - explore an Alternative Route in Chattanooga.

Local? Share your favorite way to beat the Interstate bottlenecks around town with us by emailing our team at Tennessee Infrastructure Alliance at [info@TNinfrastructure.net](mailto:info@TNinfrastructure.net).

Learn more at [www.tninfrastructure.net](http://www.tninfrastructure.net).

**Alternative Routes Media Kit**

Still Photos, B-Roll (Videography) and Sound Clips available at the link below  
Chattanooga - [www.tninfrastructure.net/chattanooga26](http://www.tninfrastructure.net/chattanooga26)

**About Tennessee Infrastructure Alliance**

Since 2005, Tennessee Infrastructure Alliance has served as an umbrella organization and advocate for adequate and consistent funding for Tennessee's infrastructure needs. The key drivers of the organization are safety, mobility, economic competitiveness, and overall quality of life. Tennessee Infrastructure Alliance is the presenter of the podcast series Highway See (found at [www.HighwaySee.com](http://www.HighwaySee.com)) on the history of Tennessee's roads and bridges. To learn more about Tennessee Infrastructure Alliance visit [www.TNinfrastructure.net](http://www.TNinfrastructure.net).

[www.TNinfrastructure.net/News-Room](http://www.TNinfrastructure.net/News-Room)

**Verification Resource on Annual Average Daily Traffic Count**

[http://www.ms2soft.com/tcds/?loc=Tdot&mod=tcds&local\\_id=33000163](http://www.ms2soft.com/tcds/?loc=Tdot&mod=tcds&local_id=33000163)

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