



Work Zone Awareness at TxDOT

Public outreach activities and engagement strategies for National Work Zone Awareness Week

What we'll discuss...

- Partnerships for successful events
- Overview of outreach activities
- Strategies for promoting public awareness
- Additional outreach opportunities
- Program success and growth

Valuable partnerships

- Associated General Contractors (AGC)
- American Traffic Safety Services Association (ATSSA)
- Texas Legislators
- Local elected officials
- Local law enforcement officers
- N-Line Traffic Maintenance
- CH2M Hill
- DIJ Construction



Why is public outreach needed?



Overview of outreach activities

Public location = public attendance

- Press conferences
- Memorial wall road tour
- Work zone simulations
- Educational fairs



Overview of outreach activities



Well-known individual = high visibility

- State senators or representatives
- Group association leaders
- Local celebrities



Overview of outreach activities

Work zone victim = human factor

- Crash survivor
- Family or friends
- Co-workers



Overview of outreach activities



Good visuals and transportation industry partner support = generate media interest

- Memorial sleeves or hard hats
- Crashed vehicles or equipment
- Orange vests, cones, signs
- Large crowd



Successful strategies – external

If your objective is to reach the public you have to have events and outreach opportunities that allow you to accomplish that goal.



Search



Texas Department of Transportation
Liked · April 24, 2012

Traffic cones fashioned in the shape of a memorial ribbon and static mobile ICU provided by Austin/Travis County EMS were present during the April 23 work zone event.

Tag Photo Add Location Edit

Like Comment Share Edit

Write a comment...

Sponsored [Create an Ad](#)

Bride on a Budget?
kylemurphyphotograph...
Austin! Kyle Murphy Photography offering a DEAL for Weddings occurring before May 11 Why?

Teachers: Master's Degree
wcatnu.edu
Time to get your Master's Degree in Education at WTAMU. Click Now!

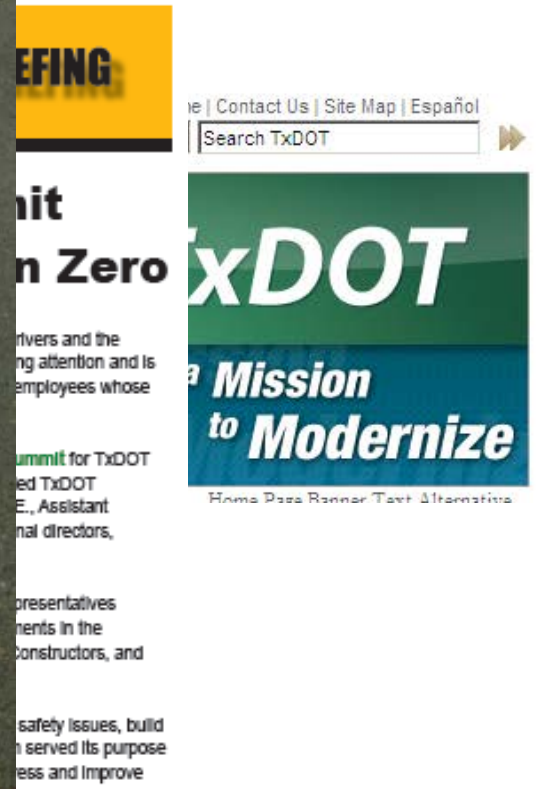
Amarillo Area



Successful strategies – internal



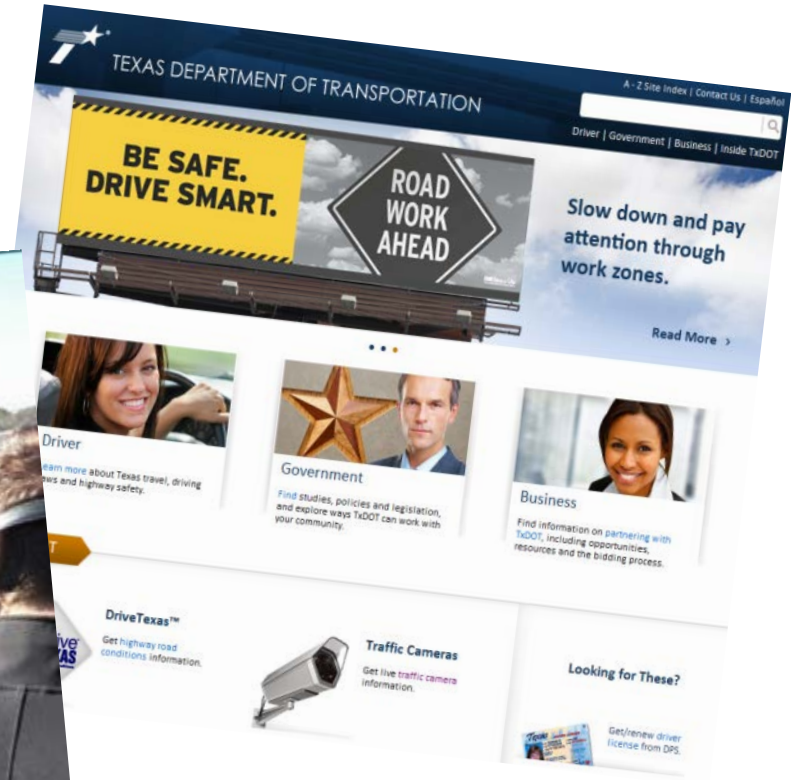
A large poster titled 'WORK ZONE AWARENESS'. The background is a dark asphalt road with a yellow center line, lined with orange traffic cones. The text on the poster reads: 'WORK ZONE AWARENESS' at the top, 'No matter which side of the line' in the middle, 'we both need to do our part.' in the lower middle, and 'Think Safety.' in large letters at the bottom. At the very bottom, a small line of text states: 'Everyone should take responsibility for work zone safety. TxDOT is working to educate and raise awareness of safety precautions for workers and motorists in work zones.' There is a small TxDOT logo in the top right corner of the poster.



Additional outreach opportunities

Safety: Mission

ZERO



Program success and growth



To date, we've seen a decrease in the number of work zone fatalities and crashes for the past three years.

Lessons learned:

- Think outside the box and don't be afraid to change it up
- Always make it personal
- Do what works best for you
- Don't lose sight of your goal



Work zone awareness goal

All of these outreach activities were done to protect our workers and educate motorists about the need to slow down, pay attention, and drive safely through work zones.

After all, our number one goal is to make sure EVERYONE makes it home safely each day.

