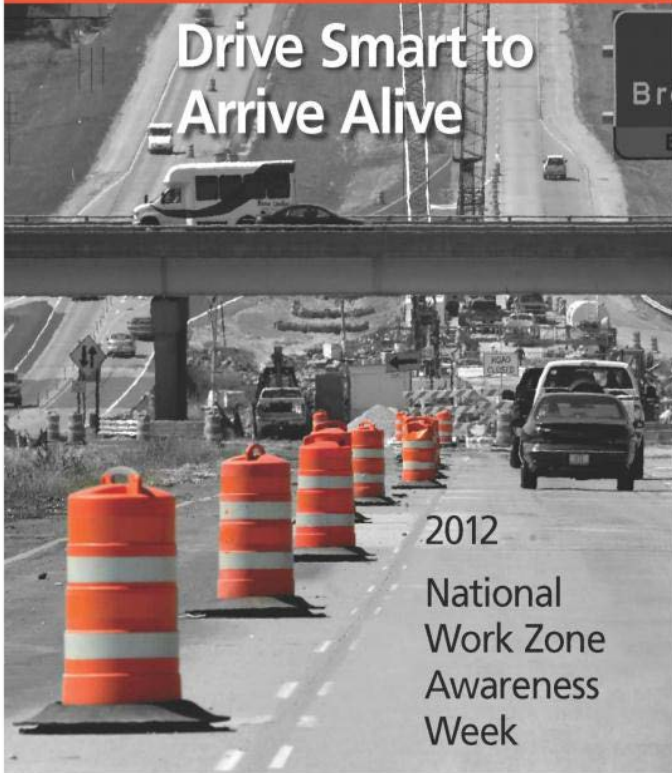


# Work Zone Awareness 2012

Don't Barrel Through  
Work Zones!

Drive Smart to  
Arrive Alive



# Work Zone Awareness

## National Work Zone Kickoff in MO

- April 23, Chesterfield, Route 141 Relocation project
- Featuring national work zone memorial wall
- Featuring: FHWA Administrator Victor Mendez
- Missouri was awarded this honor from ATSSA & NWZAW executive committee – based on past history of safe work zones and outreach efforts





# **Work Zone**

# **Awareness**

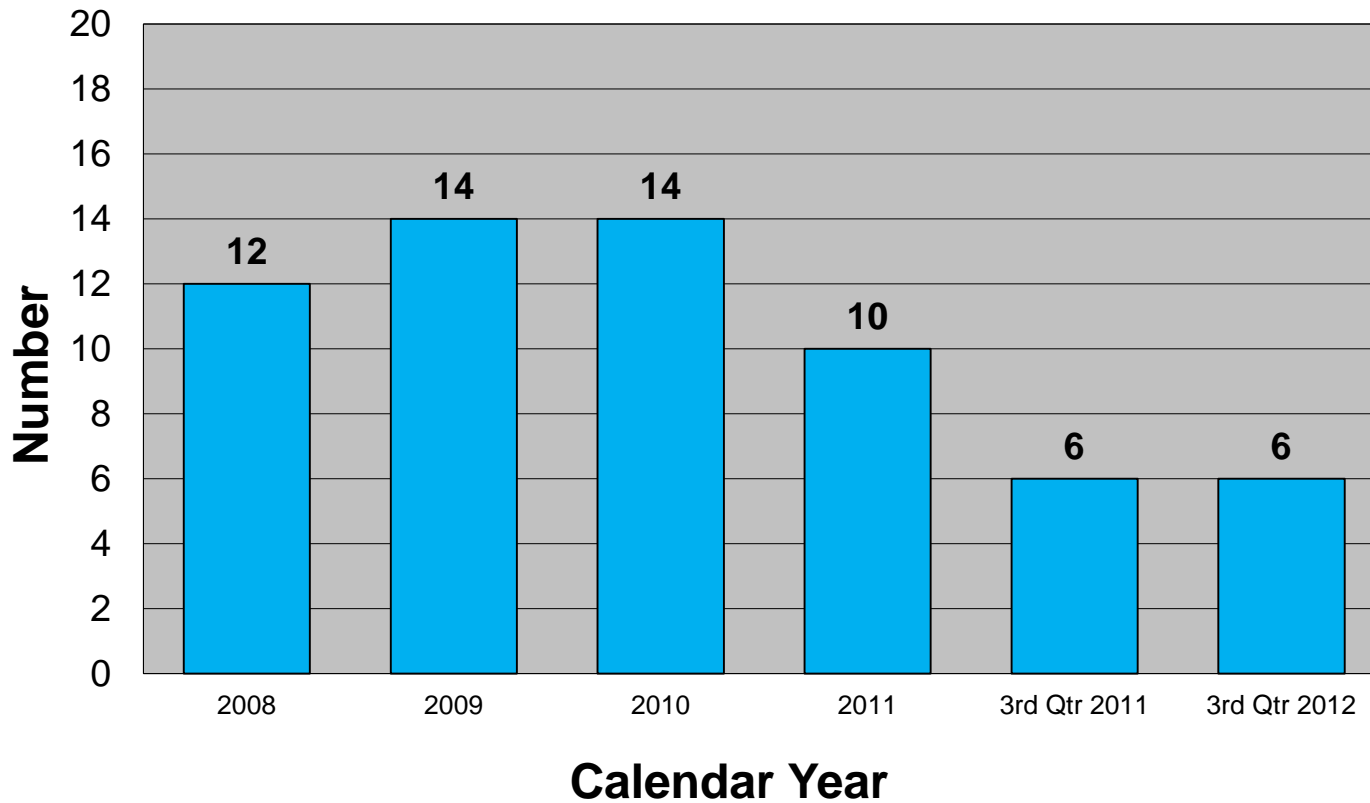
## **Selection Reasons**

- Measurable Results
- Project Selection
- Education & Outreach Efforts
- Innovations
- New Communication Strategies
- Partnerships

# Work Zone

# Awareness

Number of Fatalities in Work Zones





# Work Zone Awareness

- **Project:**
- Rt. 141 – Missouri’s Largest ARRA Project
- Enhance Traffic Flow, Reduce Congestion & Generate \$ 1B in Economic Impact
- Intelligent Compaction, Two-lift Paving & “Smog-eating Concrete”

# Work Zone Awareness

## Outreach and Education

- Work Zone Awareness Week April 23-27, 2012
- Messages via radio, internet, social media
- Truck ads, and ads on televisions on top of gas pumps
- Barrel Bob continues...



# Work Zone Awareness



## Barrel Bob

- 6 Barrel Bob characters across Missouri
- Barrel Bob Facebook page continues with more than 5,300 followers
- 1<sup>st</sup> Place – WZ Safety – Outreach Program/State – ARTBA
- 2<sup>nd</sup> Place – NAGC Facebook Award

# Work Zone Awareness

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http://www.modot.mo.gov/

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Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

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(1-888 275 6636)

MoDOT's TRAVELER INFORMATION MAP APP  
Check State Road Conditions From The Palm Of Your Hands.

1 2 3 4 5 6 7

TRAVELER INFORMATION  
For weather-related road conditions and work zone locations, visit MoDOT's [Traveler Information Map](#).

MAJOR PROJECTS

- I-70 Public-Private Partnership
- Safe & Sound Bridge Improvement Program
- I-64/US 40-61 Missouri River Bridge (Daniel Boone)
- Mississippi River Bridge

PROGRAMS & SERVICES

YOUR LOCAL MODOT

DISTRICTS

- Northwest
- Northeast
- Kansas City
- Central
- St. Louis
- Southwest
- Southeast

NEWS & MEDIA

- March 5 Is Deadline for School No MORE Trash! Can

http://maps.modot.mo.gov/timi/

Internet | Protected Mode: Off

10:23 AM





# Work Zone

# Awareness

## Other Outreach & Education

- Posters, fliers, placemats & banners
- District memorial events
- Partnership with Labor Unions at rest areas
- Changeable message board messages
- *MoDOT Close Calls* video for YouTube

# Work Zone Awareness



WORK ZONE  
AWARENESS WEEK  
MoDOT CARES



PLEASE DO NOT  
TEXT AND DRIVE  
MoDOT CARES



DON'T BARREL  
THRU WORK ZONES  
MoDOT CARES

## Dynamic Message Signs

- Work zone awareness and distracted driving messages rotated throughout the state
- Only incident, work zone, and distracted driving messages to appear on rural message boards during the week

# Work Zone Awareness

## Work Zone Customer Survey



Rate work zones on MoDOT website, postcards at rest areas, welcome centers, public meetings, signs on projects and mass mailings

Results so far: 1700+ submitted in 2012

- Meeting customer expectations: 87%

# Work Zone Awareness

## Work Zone Management Focus

- Work Zone Planning efforts
  - Proactive on congestion
  - Predictive Modeling
  - New technologies
  - Portable cameras
  - Improved Traffic Management Plans
- No delays without warning
  - Message boards
  - Static signs



# Work Zone Awareness

## TMC Monitoring of Mobile Work Zones

- Notify TMC of Mobile Operation
- Dynamic Message System will notify public
- TMC will monitor and inform the operations of travel delay, crashes, etc.



# Work Zone Awareness

## Sequential Lights

- Provide a continuous light sequence along the taper of a work zone
- Recommended for nighttime interstate projects



# Work Zone Awareness

## Increased Law Enforcement

**MSHP Operation Protect – 27 agencies**

- **Total hours worked 2011 - 3,940**
- **Total Violations - 2,310**
- **DWI - 12**
- **Speeding - 1,244**
- **Careless and Imprudent - 11**
- **Occupant Restraint Violations - 409**
- **Drug Arrests - 18**
- **Felony Arrests - 16**
- **Suspended/Revoked Licenses – 94**





# Work Zone

# Awareness

## Lessons Learned

- Start early identifying all key people, partners (ATSSA, AGC, etc.) groups, companies, etc.
- Meet regularly as a TEAM.
- Identify resources that different groups can provide.





# Work Zone Awareness

## Event

- Largest event by attendees, speakers and media
- Speakers – FHWA Administrator Victor Mendez, congressional, St. Louis city/county, industry, highway patrol, and family members of fallen MoDOT worker Josh Slatten

# Work Zone Awareness

## Questions?



130 MoDOT Fallen Workers  
since 1932.

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