Work Zone Awareness 2012

Don’t Barrel Through Work Zones!

Drive Smart to Arrive Alive

2012 National Work Zone Awareness Week
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
Selection Reasons

- Measurable Results
- Project Selection
- Education & Outreach Efforts
- Innovations
- New Communication Strategies
- Partnerships
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”
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…
Barrel Bob

6 Barrel Bob characters across Missouri

Barrel Bob Facebook page continues with more than 5,300 followers

1st Place – WZ Safety – Outreach Program/State – ARTBA

2nd Place – NAGC Facebook Award
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

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
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.
Sequential Lights

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

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130 MoDOT Fallen Workers since 1932.