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.
Successful strategies – internal

WORK ZONE AWARENESS
No matter which side of the line
we both need to do our part.
Think Safety.

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.
Additional outreach opportunities
Program success and growth

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

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