Work Zone Awareness Week: Outreach Ideas and Strategies from Virginia

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NWZAW Outreach Ideas and Strategies

Low cost ideas

Contractor participation

Review of ideas from other states
Low Cost Ideas

WZS Displays at Welcome Centers and Rest Areas
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Work Zone Safety Day at VDOT HQ
Low Cost Ideas

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Educate

Engage
Low Cost Ideas

Work Zone Safety Day at VDOT HQ

Vendor participation
Low Cost Ideas

WZS Day at VDOT HQ

Make it fun, entertaining, and informative!
Go Orange Day

Low Cost Ideas
Low Cost Ideas

Pledging to Drive Safely in WZ’s
Low Cost Ideas

Holding a Recognition Event Honoring Lost Workers
Low Cost Ideas

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Low Cost Ideas

Holding a Recognition Event Honoring Lost Workers
Low Cost Ideas

Sharing with High School Drivers Education Students
Low Cost Ideas

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Low Cost Ideas

Other low cost ideas include:

• Use of Social Media (Twitter, Facebook) to send daily WZS messages.

• Development of an electronic Media Kit.

• Display of WZA messages on CMS during non-rush hour traffic.
Other low cost ideas include:

• Send out daily WZS messages via e-mail.
• Send letters to the editors of newspapers across the state.
• Post WZA videos on YouTube.
• Hold a press conference in or near a work zone to raise the media’s attention to the dangers motorist present.
Other low cost ideas include:

• Encourage field forces to review and ensure all TCD’s are legible and up to standards.

• Obtain a proclamation from the governor recognizing NWZAW and the importance of driving safely through WZs.

• Join with other organizations to help spread the word!
Low Cost Ideas

http://www.virginiadot.org/programs/prog-wzsa-default.asp

Work Zone Awareness

National Work Zone Awareness Week

In 1997 a VDOT employee had an idea: during one week in April the agency should focus on educating the public about highway work zones. Over the next several years the observance spread across Virginia and, with the cooperation of the Virginia Transportation Construction Alliance, expanded to include presentations to high school driver’s education classes. In 2008 the observance of Work Zone Awareness Week became a national event.

VDOT and the transportation construction industry will participate in National Work Zone Awareness Week April 22-27, 2012. This year VDOT is partnering with the Virginia Department of Motor Vehicles and DriveSmartVirginia to highlight Distracted Driving Awareness Month, also observed during April.

Work Zone Awareness Week still provides an opportunity to educate the public about the crucial part that motorists play in keeping everyone safe in highway work zones. Since undivided attention to driving is the most important factor in avoiding a crash, the coordination of Distracted Driving Awareness Month and Work Zone Awareness Week reinforces both messages.

In Virginia in 2011 there were 3,457 crashes in highway work zones across the state. The crashes resulted in 11 deaths and 1,816 injuries. While the total number of crashes in 2012 has not been completed, preliminary analysis shows a significant decrease.
Contractor Participation

We work closely with the contracting industry in Virginia and have partnered in:

• Producing PSA’s
• Holding joint press conferences
• Writing letters to newspaper editors across the commonwealth
• Conducting training in HS Drivers Education classes
• Displaying NWZAW messages on PCMS’s during the week
Contractor Participation

We work closely with the contracting industry in Virginia and have partnered in:

• Utilizing their WZ TCD’s at Welcome Centers and rest areas
Contractor Participation

Some have even taken the initiative to sponsor billboards and expand the national safety message:

Billboard along I-81 near Harrisonburg
Some have even taken the initiative to sponsor billboards and expand on the national safety message:

Megaproject contractors in NOVA asked drivers to put their phones down.
Lessons Learned

If possible, plan early

Focus both internally and externally

Seek out partners to assist

Make the message personal

Be creative

It’s a year long campaign

We’re all in this together!!
Ideas From Other States

- IA, NC, PA, TN and VT had WZAW YouTube videos in 2012.
- NJ conducts a one-day safety conference every year.
- GA has a safety stand-down hour at construction sites to conduct safety training from 7 to 8 a.m.
- A few other states also have mascots (CT, NC).

Work Zone Wally  Buddy Barrel & Connie Cone
Ideas From Other States

• AL has created a WZ Safety rack card placed in rest areas, Welcome Center, and other areas.
• CDOT has an annual Remember Day event.
• CT has conducted a roadway safety children’s poster contest.
• SC has a “Take the pledge, wear the pin” (Highways or Dieways) campaign.
• Many states have used the appeal to ‘Slow Down My Mommy (or Daddy) works Here” signs.
Ideas From Other States

MSHA and WDOT have also obtained governor proclamations for NWZAW.
RIDOT partnered with AAA to light the state house dome orange and WIDOT also lit the dome of their capital.
Ideas From Other States

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http://www.atssa.com/Events/NationalWorkZoneAwarenessWeek.aspx
NWZAW Outreach Ideas and Strategies

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