Work Zone Safety Education Campaign

2015

We all have a stake in A 10 B

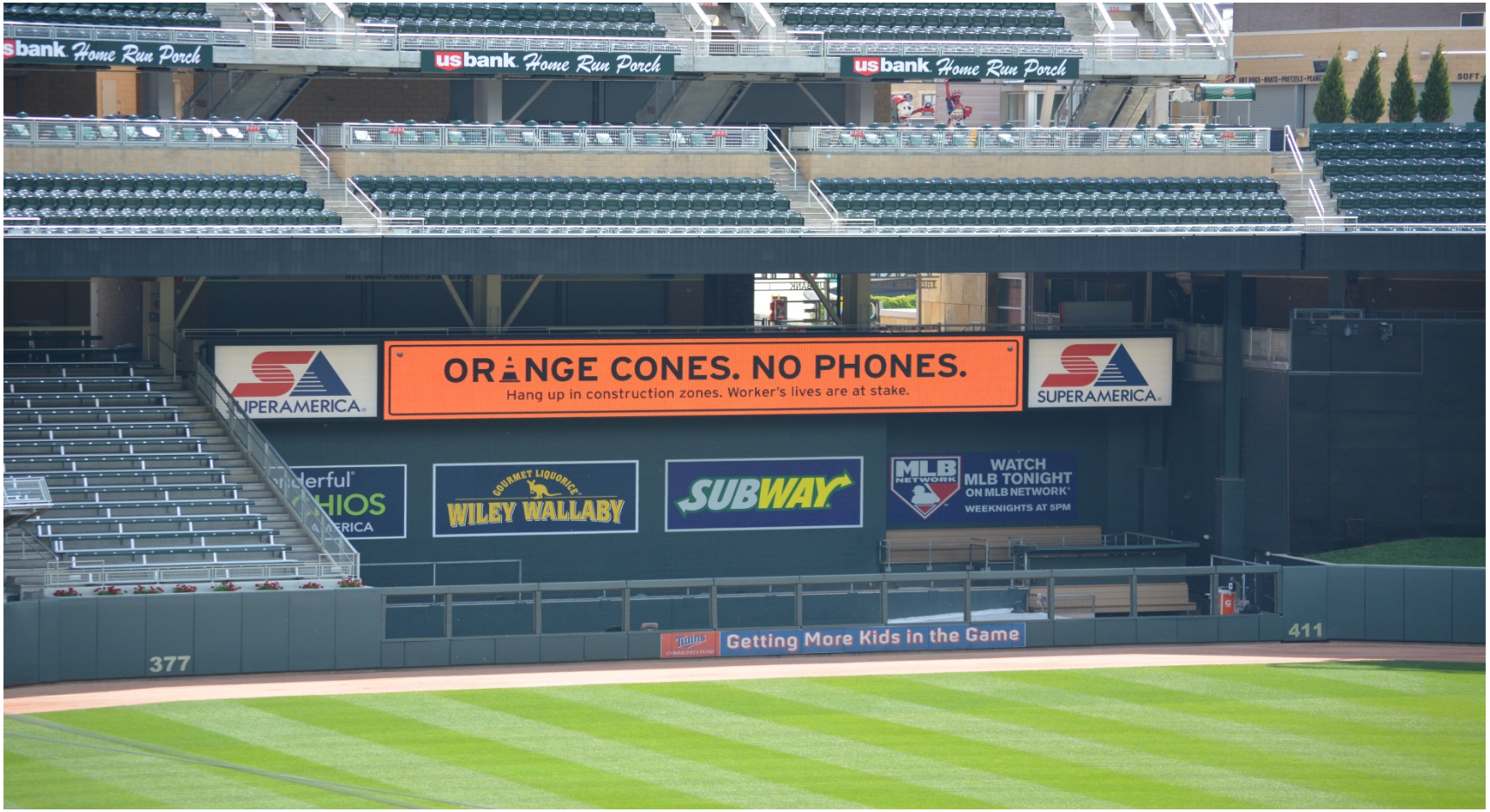
Campaign overview

- Purpose: educate public, change behavior, keep workers/motorists safe
- Supports TZD efforts
- Tactics: billboards, radio, gas station pump toppers, social media
- Close proximity of construction projects
- Projects selected throughout all districts
- Runs May to September

Messaging

HANG UP!
Workers Lives At Stake. Orange Cones. No Phones.
TOWARD ZERO DEATHS
CLEAR CHANNEL

Target Field



ABC Ramps

A
RAMP
ORANGE CONES.
NO PHONES.
Hang up in construction zones. Worker's lives are at stake.
TOWARD ZERO DEATHS
Traffic Information
MnDOT Traffic Map
Free Flowing
Slow
Congested
No Data
Weather
Minneapolis
High: 83
Low: 68
73°F
Sunrise: 5:27 am Sunset: 9:03 pm

Messaging revised

- Hang Up! Workers' Lives at Stake. Orange Cones, No Phones.
- Revised: Hang Up! Orange Cones, No Phones. Lives at Stake
- WZ crashes involve workers and motorists

Messaging revised

- New legislation – Work Zone violations peace officer motor vehicle driver citation
- Gives flaggers ability to report a motorist
- $300 fine issued by law enforcement

- New radio ad
- Video
- News release
- Social media

Budget

- Original contract was for $1.65 million
- Pedestrian safety education campaign
- FHWA funds – June 2013
- 2 WZ contracts in 2015
- $90,370 in extended contract from 2014
- New appropriation: $120,000 – Trunk Highway Funds
- Total: $210,370 for both contracts