OVERVIEW

• The work zone safety campaign will focus on two main objectives:

  • Reducing the number of CMV-related crashes in work zones through education and awareness.

  • Creating regular dialog with partners from Federal Highway Administration (FHWA), National Highway Traffic Safety Administration (NHTSA), multiple states Department of Transportation and other stakeholder organizations. The intent will be to frequently engage these groups on marketing and communications initiatives and opportunities surrounding CMVs and work zones.
TARGET AUDIENCES

• **Passenger vehicle drivers**: Safety measures that should be taken while driving in work zones, specifically when it comes to driving near commercial motor vehicles (CMVs).

• **CMV drivers**: Additional safety precautions they should consider while driving through work zones.

• In addition to these two primary audiences, we will also seek to educate bicyclists and pedestrians about ways they can travel around CMVs while getting through work zones safely.
PROPOSED KEY MESSAGES

CMV Drivers

• Reduce speed while traveling through work zones, paying close attention to signs and signals. Be prepared to stop or slow unexpectedly.

• Regularly scan the road for upcoming work zones and shifting traffic patterns. When possible, use detours to avoid having to pass through these areas.

• Be aware of passenger vehicle drivers around you, who may not be aware of commercial vehicle driving challenges, including large blind spots and longer stopping distances.
PROPOSED KEY MESSAGES

CMV Drivers

• When stopped or slowed, activate emergency flashers to alert vehicles behind you.

• Pay close attention to road workers and flaggers – give them extra room, always slow when approaching them and be prepared to stop if necessary.

• Rear-end crashes are common in work zones – obey all speeds, avoid distractions and maintain extra space between your vehicle and the one in front of you at all times.
PROPOSED KEY MESSAGES

Passenger Vehicle Drivers

• Avoid distractions while traveling through work zones, pay close attention to road work signs and be aware that traffic patterns may shift rapidly.

• Pay close attention to road workers and flaggers – give them extra room, always slow when approaching them and be prepared to stop if necessary.

• Work zones often require lane shifts, pay close attention to road work signs and be mindful of blind spots when changing lanes.
PROPOSED KEY MESSAGES

Passenger Vehicle Drivers

• Reduce speed while traveling through work zones, paying close attention to signs and signals. Be prepared to stop or slow unexpectedly and always maintain safe space between your vehicle and the one in front of you.

• Rear-end crashes are common in work zones – never tailgate or “cut off” a truck or bus. Trucks and buses can require the distance of up to two football fields to stop, and even longer in inclement weather.
PAST EFFORTS

• Working group
  • FMCSA’s Office of Outreach and Education works with the Federal Highway Administration (FHWA), the National Highway Traffic Safety Administration (NHTSA), state DOTs and other stakeholders to get the message about CMVs and work zone safety out to the public.

• FHWA work zones and CMVs virtual roundtable
  • The roundtable included the following topics: (1) FMCSA’s Safety Campaign and an overview its ITD Program, (2) progress to date on WZs and large truck safety, (3) an overview of the Plan, and (4) a discussion of the Plan’s effectiveness and potential enhancements.
The team compiled a comprehensive overview of work zone safety education, marketing and outreach efforts.

The list included federal government, state departments of transportation and associations/other. For the most part, many states maintain a simple webpage with tips and statistics. More extensive campaigns feature video PSAs, reusable graphics, memorials to honor fallen workers, targeted tips and other materials.

Below are an example of marketing taglines seen associated with work zone safety campaigns across the nation:

- Cone Zone
- Obey the Orange
- Drive Smart. Do Your Part.
- Humans At Work
- Make Work Zones No Phone Zones!
- Just Drive. Work Zone Smart.
- Slow for the Zone.
- Remember Cones are People Too!
- Your Car Is Like A Weapon
- Your Life Matters: Drive Like It
OUR ROADS, OUR SAFETY CAMPAIGN

• Purpose:
  • Educating passenger vehicle drivers of the unique operational challenges Commercial Motor Vehicles face on our roadways.
  • Bringing awareness on how people can drive/ride/walk safely and responsibly around CMVs.

• Website information:
  • Website location: [www.sharetheroadsafely.gov](http://www.sharetheroadsafely.gov)
  • Campaign-specific landing pages featuring animated videos.
  • The online toolkit allows users to either download digital assets, share content on social media platforms, print out materials for events, and request select printed materials, among other uses.
FMCSA created a printed toolkit that includes:

- Our Roads, Our Safety Brochure
- Three Tip Sheets
- Our Roads, Our Safety Postcards
- Our Roads, Our Safety Bumper sticker

One of the tip sheets in the toolkit is specifically for CMV drivers and highlights practicing work zone safety.

This information is also found on the Our Roads, Our Safety website at: https://www.fmcsa.dot.gov/ourroads/tips-cmv-drivers
Suggested Facebook Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert, be aware of your surroundings, and obey all work zone signs and signals. #OurRoads

Suggested Twitter Post: 30% of fatal crashes in work zones involved at least one large truck. Stay alert and obey all work zone signs and signals. #OurRoads
SOCIAL MEDIA INFOGRAPHICS

To highlight work zone awareness, FMCSA created multiple social media infographics to distribute to the Our Roads, Our Safety partners and FHWA.
ADDITIONAL SOCIAL MEDIA INFOGRAPHICS

GO SLOW FOR SAFETY

OBEY SIGNS AND SIGNALS

PLAN AHEAD

RESEARCH YOUR ROUTE TO PREPARE FOR WORK ZONES
USE MARKED DETOURS WHEN POSSIBLE

ADD A MARGIN OF SAFETY

DRIVE SLOWLY
STAY ALERT FOR SLOWDOWNS & STOPS
LEAVE EXTRA SPACE BETWEEN VEHICLES

MOVE EARLY INTO OPEN LINES DURING WORK ZONE TRAFFIC SHIFTS

KEEP YOUR DISTANCE

NEVER CUT OFF A TRUCK OR BUS

STAY FOCUSED

WHEN TRAVELING THROUGH WORK ZONES, AVOID ALL DISTRACTIONS
FUTURE PLANS

• Explore heightened activities to raise awareness and attention about CMVs and work zones in the following areas:
  • Partner engagement
  • Conference/Event marketing
  • PSA Distributions (Radio and Out-of-Home)
  • Digital Advertising
  • Social Media
    • Short social videos
    • Testimonials
    • Animated GIFs