



N.C. Department of Transportation Continuous Process Improvement Results & Award Form

Category (Check One Only)

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| <input type="checkbox"/> Dollar Savings
<input type="checkbox"/> Cycle Time Reduction
<input type="checkbox"/> Internal Communications
<input checked="" type="checkbox"/> External Communications
<input type="checkbox"/> Environmental Sustainability | <input type="checkbox"/> Internal Customer Service
<input type="checkbox"/> External Customer Service
<input type="checkbox"/> Safety Improvement
<input type="checkbox"/> Labor Hour Savings |
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Submission (Check One Only) Award Application Results Book Only
 (Do not complete questions 1-4)

Person or Team Being Nominated:

Team Name NCDOT Work Zone Safety Team Team Leader Jimmy Travis, PE

Team Members Jimmy Travis, Beth Anne Atkins, Gary Roberts, Tammy Stewart, Nicole Burris, Stuart Bourne, Meredith McDiarmid, Terry Hopkins, Marc Nichols, Major Charlie Carden, Steve DeWitt, Roberto Canales, Chuck Stanfill, Debbie Leonard, Battle Whitley, Rhonda Johnson, Jay Bennett, Debbie Barbour

Facilitator(s) _____ Team Sponsor Steve DeWitt, PE

Process Owner Roberto Canales, PE

Organization Name: NCDOT Construction Unit

Name of the Project: Work Zone Education & Safety Program

Provide a brief description of the problem, action taken to solve it and results of your action. This description is not considered in scoring but will appear in the Results Book. (300 words)

As the new century begins, NCDOT faces many new challenges. The safety of highway workers and the traveling public throughout the state continues to be one of the most important challenges the department must face. NCDOT continuously strives to provide a safe, efficient, customer-service driven transportation system for the citizens of North Carolina.

Construction on North Carolina highways is reaching a new historical high. With increased growth throughout the state, work zones and construction-related activities also are reaching unparalleled proportions. There are currently over 400 major work zones across the state.

The increase in highway construction work zones places North Carolina motorists and tourists at a potentially greater risk. Data shows that 151 people were killed in N.C. construction, utility and maintenance work zones between January 1996 and December 2000. This number alone confirms the need for an aggressive and effective education effort directed at increasing safety and awareness in highway work zones.

In April 2000 & 2001, the NCDOT kicked off a Work Zone Safety public information initiative -- "*Speed a Little. Lose a Lot.*" -- targeting speeding in the work zone. Three events were held across the state each year during Work Zone Safety Awareness Week in April.

In addition to educating motorists about the risks associated with speeding through work zones, the campaign helps motorists understand how, when and where these crashes occur to help prevent them.

Work zone safety is an ongoing responsibility. NCDOT must always be able to adapt to meet the present need of work zone safety. This means stepping “outside of the box” and understanding that work zone safety affects everyone. By maintaining a coordinated Work Zone Education and Safety Program, NCDOT can produce a safe and efficient transportation system for the citizens of North Carolina.

To check eligibility for the State Employee Incentive Bonus Program, contact the DOT Bonus Program Coordinator at (919) 733-7686.

Criteria

1- What are the tangible, intangible and verifiable results or impact of the project? Applicant should compare before and after data. In projects without data, evidence should indicate a verifiable improvement in quality. [50 points]

If one life is saved or one injury avoided because someone remembered a statistic they had heard or the campaign slogan, then the program is a success.

Informal polls were taken at the N. C. Mountain State Fair and the N.C. State Fair late last year to determine the visibility of the program. The majority of the people polled had seen or heard the message on television and/or radio. The most remembered were the fruit and nut public service announcements that ran on television.

The Work Zone Education & Safety Program is a great return on the Governor’s Highway Safety Program (GHSP) and NCDOT’s investment. (The production of program materials and paid advertisements were funded through a grant from GHSP.) The program’s primary goals are to save lives and reduce injuries in work zones. As long as the goals are being reached and the message is being disseminated, the program is a good investment.

After DMV Enforcement stepped up their work zone patrols in 1999, fatal work zone crashes decreased 32% (from 22 to 15) while DMV was present in work zones.

2- What is the size of affected population, or potential population if the project is implemented among its widest possible audience? [10 points]

The Work Zone Safety Program aims at reaching all North Carolina citizens and the out-of-state motorists that are traveling through the state. Many of North Carolina’s efforts have been duplicated on a national level.

There are several team members who serve on national work zone safety committees. For the past two years, NCDOT has participated in National Work Zone Safety Awareness Week in Washington, D.C. In 2000, the FHWA reproduced NCDOT’s “A Sudden Change of Plans” driver education video for distribution in all 50 states.

3- Explain how the project could serve as a model for others to follow. Include the innovation, difficulty of implementation and documentation of results. [20 points]

The program was created so that other states could use it as a model for their own work zone safety campaigns. Each effort works independently, but towards a common goal and specific objective. Flexibility to pick and choose efforts that meet the ever-changing audience criteria is essential to have

an effective and efficient program. Other states look at the NCDOT program as one that is affordable and provides great access to the targeted audiences.

Creativity is a must in making any public relations/education campaign effective, especially when the campaign is being maintained in-house by a state government agency. The following are a few of the creative ideas implemented to create an effective, yet efficient work zone safety campaign.

- ❑ Use of animated fruit and nut spots to grab the attention of everyone from children to their parents.
- ❑ “A Sudden Change of Plans” drivers education video – It was created to be as realistic and graphic as possible, showing the tragedy that can occur when a teenager is distracted while driving through a work zone.
- ❑ Work Zone Safety Information Specialist – This is the only position of its kind in the nation. The person’s primary responsibility is overseeing the day-to-day operations of the NCDOT Work Zone Safety Program and making sure the message is disseminated as much as possible across the state.
- ❑ N.C. State Fair booth – For the past two years, the Work Zone Safety Program has teamed with the N.C. Division of Motor Vehicles to provide a booth at the N.C. State Fair in October. Fair goers are able to see the partnership between DMV as a law enforcement agency and the NCDOT Division of Highways.
- ❑ Nickelodeon’s “Big Help” – The Work Zone Safety Program had a booth at last year’s “Big Help” event, sponsored by Nickelodeon. There were over 2,000 school children present for the event.

Other states can take these ideas and model their programs after them.

4- Explain the process of implementation and provide documentation. [20 points]

Specific audiences with specific methods of message dissemination were determined. Work zone safety information and promotional items were created to be given out to schools, at fairs and at conferences and seminars across the state. The greater visibility a message has, the more likely it will be remembered.

NCDOT also purchased radio and television advertising spots during morning and afternoon “drive-times.” These times were found to be effective in reaching the specific audience of motorists and commuters.

A driver’s education video was created with the help of the Carolina’s Associated General Contractors. The video has been distributed to over 400 high schools across the state and is being used by nine other states nationwide. The video, “A Sudden Change of Plans,” won the 2000 National Quality Initiative “Making a Difference” Award for Partnering, the 1999 APEX Grand Award for Excellence in Video and Multimedia Publications, and the 1999 RPRS Gold Award for Audio/Visual Communications (Audio/Visual Presentation).

Program achievements include the top honor of being named one of the “top 25 newsmakers in 2000” by the *Engineering News Record*.

A new Work Zone Safety website has been developed. The site features upcoming events, pictures from past events and links to other work zone safety related sites. A new feature that was added is the promotional item request form. Internet users can view and request promotional items available for use at events across the state. The URL is <http://www.doh.dot.state.nc.us/safety/workzone/>.

Other tools that are still in the planning stage include:

- ❑ Work Zone Safety Poster contest: There will be 16 winners chosen for a 16-month calendar.
- ❑ Work Zone Safety Education Kit: This kit for elementary schools will include lesson plans and activities for teachers to use.
- ❑ Work Zone Safety Magic Van: This van will be used store work zone safety promotional items, TV/VCR, Buddy Barrel and Connie Cone costumes, etc. It will be taken to events across the state such as fairs, conferences, school events, etc.

Identify attached documentation:

- ❑ WZS Kickoff Events Materials Booklet
- ❑ Press coverage of WZS Events and overall program

Contact Person	Jimmy Travis, PE	Date Submitted	July 31, 2000
	(if different from team leader)		(No later than July 31)
Mailing Address	1543 Mail Service Center, Raleigh, NC 27699-1543		
E-mail Address	jtravis@dot.state.nc.us		
Immediate Supervisor	Steve DeWitt, PE	Phone #	733-2210

(Supervisor must approve application.)

E-mail to CPI@dot.state.nc.us, **mail** disk to Productivity Services, Transportation Building, Raleigh, or fax to (919) 715-2533.

(Revised 2/2000)