

Work zone safety

Re-emphasis on public awareness

Washington State Transportation Commission

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Using our tools to increase public awareness

- Increase public awareness of unsafe driving practices and encourage change to these behaviors.
- Increase public awareness of work zone safety practices.
- Reduce poor driving behaviors (distracted driving, speeding, tailgating, etc.)
- Partner with other agencies similarly impacted to determine future opportunities for coordination.
- Regularly communicate how unsafe driving practices impact our agency so that our message is both constant and consistent.
- Utilize existing channels and resources to promote public awareness (i.e. video, FaceBook, Twitter, blog, Periscope, etc.)

Social strategies & results

STRATEGIES

- Use humor where appropriate to promote awareness and good driver behaviors
- Share personal stories to make our employees more real to the constituents they serve
- Share visuals to promote awareness and engage in conversation

RESULTS

- # trafficlove – 28 posts, 5 accounts, 250,855 people reached
- Won first place in Gov. Social Media Golden Post Awards for best use of humor in social media.

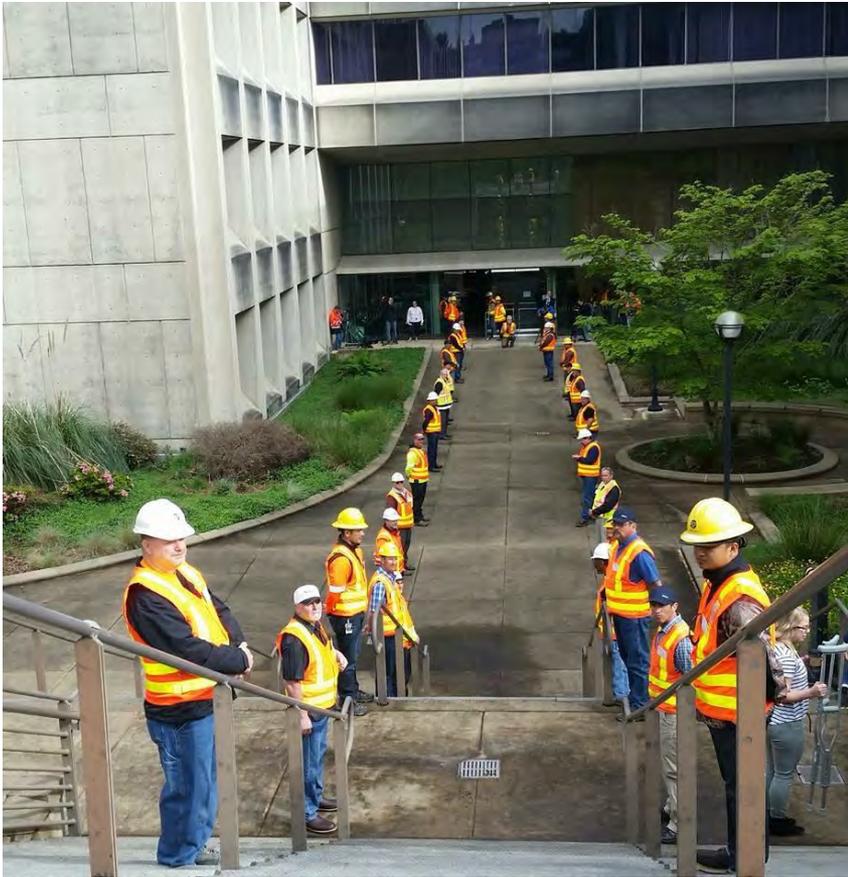


Washington State DOT @wsdot - Feb 12

If you look, you may find love actually is all around. ...but don't look while driving. Focus please. #TrafficLove



Next steps ...



- Engage partners to identify future coordination opportunities
- Engage media in work zone safety efforts
- Develop videos featuring employees injured in work zone incidents
- Develop related social media campaign around #ComeHomeSafe