

Maine State Library

Digital Maine

Transportation Documents

Transportation

4-11-2003

Backseat Driver Program : Work Zone Safety Awareness, April 2003

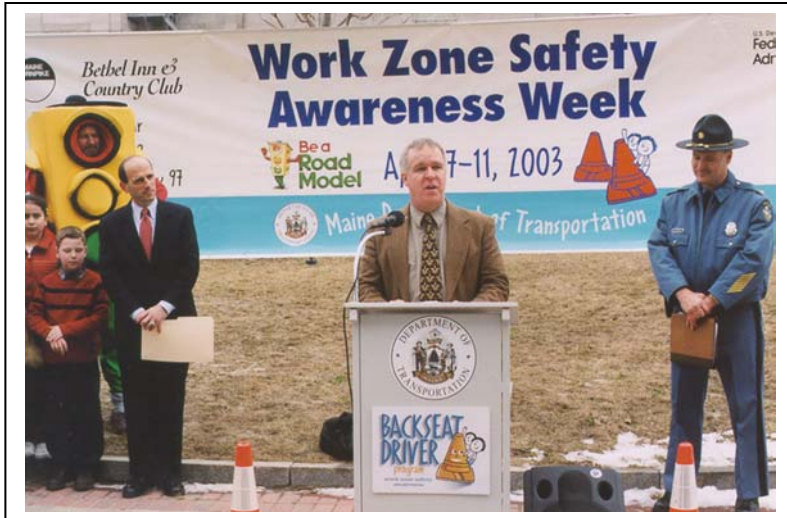
Maine Department of Transportation

Follow this and additional works at: https://digitalmaine.com/mdot_docs



MDOT Sponsors Work Zone Safety Awareness Week

Prepared by:
Safety Management
Systems Management Division
Bureau of Planning
Maine Department of Transportation



MaineDOT Commissioner David Cole speaks at the April 8th news conference. The Design-A-Sign contest winner, Jordan Mokarzel-Marsters is standing to the left of Governor John Baldacci. Maine State Police Colonel Michael Sperry is on the right.

For the fourth consecutive year, MaineDOT has sponsored events in observance of National Work Zone Safety Awareness Week, April 7 -11, 2003. This year's efforts were coordinated by MaineDOT's Safety Management Section and media consultant Garrand & Company to help get the Work Zone Safety message out to the public. Governor John Baldacci kicked off this year's activities with a Governor's Proclamation and a news conference. MDOT partners in this year's efforts included the Associated Constructors of Maine, Federal Highway Administration, the Maine Turnpike Authority and the Maine Department of Education. This year's successful public information campaign included:

- **4th grade Design-A-Sign Contest:** Over 35 schools statewide submitted nearly 400 posters. Seven regional finalists were chosen and the winner was selected by public vote via the internet. Over 2,000 people registered their on-line votes. Jordan Mokarzel-Marsters of Loranger Middle School in Old Orchard Beach won \$1,200 towards a classroom or field trip activity. The other 6 finalists were Sabrina Vivian of Surry Elementary School in Surry; Abby Gower at St. Mary's School in Augusta; Linwood Damon at Hartford-Sumner Elementary School in Sumner; Stephanie Schick at the Ella P. Burr Elementary School in Lincoln; Ashley Curtis at Manchester School in Windham; and Tucker Morehouse at Edna Drinkwater Elementary School in Northport. Each received \$200 for their class.
- **Web Sites:** www.mainebackseatdriver.com has been updated to conform to the school contest and includes teacher packages and downloadable games. All 2003 Finalist entries can be seen at this site. Work Zone Safety facts are posted on the MDOT Work Zone Safety web site at <http://www.state.me.us/mdot/workzone/homepage.htm>.
- **Press Conference:** Governor John Baldacci opened the news conference at the Capitol Building and issued a proclamation denoting April 7 through 11 as Work Zone Safety Awareness Week in Maine. MaineDOT Commissioner David Cole and Maine State Police Colonel Michael Sperry were key speakers at the event. Commissioner Cole announced Jordan Mokarzel-Marsters as the fourth-grade contest winner and Governor

Baldacci and Jordan unveiled the winning sign. TV stations were on hand as were Jordan's classmates, teacher, principal and family – Jordan was thrilled with winning and getting to meet the Governor! MaineDOT gave the class hardhats, vests, and winning sign magnet souvenirs. Governor Baldacci and Commissioner Cole presented Jordan the "large" check.

- Jordan's winning sign will be posted at select Information Centers and MaineDOT rest areas, as well as Maine Turnpike Authority Service Centers.
- Radio stations WBLM, WBPW and 104.7-The Bear each hosted a call-in contest to answer work zone trivia questions. Three getaway prize packages at the Bethel Inn were awarded.
- MaineDOT conducted an employee Work Zone Safety Quiz contest that included 38 teams and about 250 employees participating. Eleven teams won a free breakfast prize.
- MaineDOT also participated in the Maine State Parade on May 3, along with Jordan Mokarzel-Marsters and Flash, the MaineDOT safety mascot.



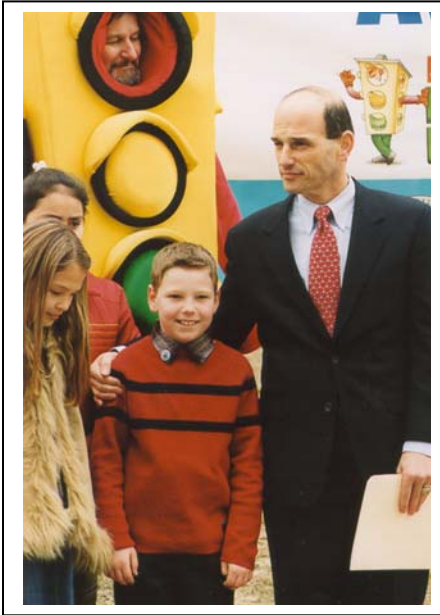
Fourth grade winner Jordan Mokarzel-Marsters and Governor Baldacci admire the winning sign following its unveiling. Joining in on congratulating Jordan are Commissioner Cole (left) and FHWA Division Administrator Jonathan McDade (far right).



Jordan Mokarzel-Marsters (3rd from right) is joined by his class from Loranger Middle School in Old Orchard Beach proudly holding their winning check. Jordan's teacher, Christine Clark (4th from left) and Flash (we think you can find him!) also are present.



Governor Baldacci addresses the audience at the news conference while MaineDOT Commissioner David Cole and Maine State Police Colonel Michael Sperry look on.



Jordan Mokarzel-Marsters not only is thrilled about winning the contest, but he also gets to meet Governor Baldacci! His expression says it all.

A couple of sights you will be seeing in Maine during 2003:



The "Be a Road Model" logo being used in the WGME-Channel 13 (Portland) and WABI-Channel 5 (Bangor) Transportation Safety Campaign and other MaineDOT safety promotions. Flash is the featured spokesperson in a series of topical Transportation Safety commercials.

MaineDOT reminds you...
Crashes are not Accidents, so Be a Road Model.



The winning sign, based on Jordan's artwork.

MaineDOT 2003 "Work Zone Safety Challenge" Employee Contest Winners

Division 1: Mark Day, John Monson, Ron Belmain, Larry Pulcifer, Peter Lunney, Norm Tuttle, Don Brock, and Stacey Lazore.

Division 3: Beverly Richardson, Red Robbins, Marge Cross, Bill Gormely, Veronica Bette, Jerry Waldo, Brenda Welch and Tom Vicaire.

Division 7: (See Photos below)



George Maxham's team: left to right is Lester Tolman, George Maxham, Peter Childs, Larry Watson, and Paul Conant.



Richard Brown's team: left to right is Bruce Karkos, Dave Abbott, Richard Brown, and Carl Holbrook. Mahlon Presby was absent.



Joe White's team: left to right is Norm Haggan, Gary Fuller, Joe White, Ed Patenaude, Skip Turner, Ron Ellis, Bob Russell, and Brian Verrill.



Rich Crawford's team: left to right is Norm Haggan, Bea Allen, Tim Storer, Rich Crawford, Emmie Merrill, Brian Mitchell, and Gary Fuller. Dale Carlton and Brian Mousseau were absent.



Leo Jolin's team: left to right is John White, Jeff Gallant, Wayne Hakala, Bill Gilbert, Leo Jolin, Kevin Bradley, Norm Haggan, and Freda Gaudreau.



Mark Hume's team: left to right is Gary Fuller, Dave Hutchins, Brian Wilson, Ernie Forgione, Norm Haggan, Mark Hume, Jeff Wallace, And Bill Bourne. Craig Nash and Steve Fuller were absent.



Norm Haggan's team: left to right is John Brown, Norm Haggan, Gary Fuller, Bob Spencer, Bob Holbrook and Dave Jarvis. Absent from photo are Don Rice, Trevin Cobb and Herb Noyes.



Sonya Fuller's Team. left to right is Pat Bessey, Sonya Fuller, Brian Keezer, Norm Haggan, Anna Barry, Gary Fuller, Brenda Norcross, Rick Jeselskis and Bill Austin.

Urban & Arterial: Steve Bodge, Heath Cowan, Ralph Webster, Rhobe Moulton, Wendy Burgess, Terri Kelley, Spencer Stewart, Kitty Breskin and Wayne Adams.