

Modernizing Teen Driver Work Zone Safety Education & Engagement



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THE CRISIS

Traffic Crashes & Fatalities are Increasing

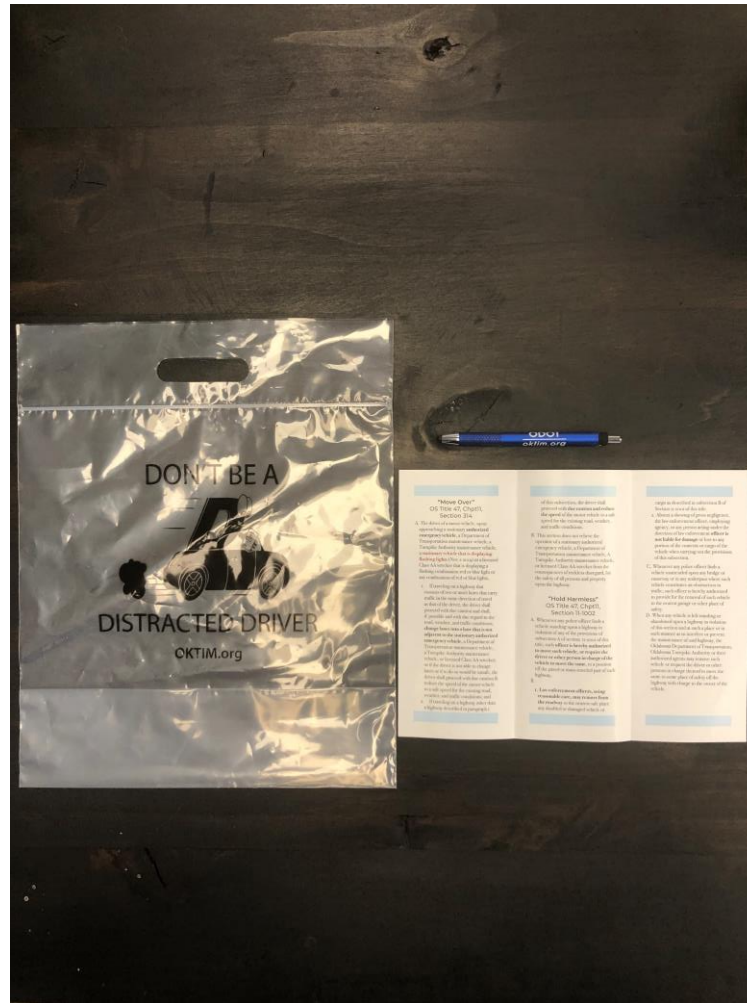
We are Failing



- The United States registered its greatest-ever rise in traffic deaths in 2021.
- *Digitally Drunk Distracted Drivers* have flooded the roads.
- Speeding has normalized.
- Oklahoma is top 10 for work zone crashes involving CMVs.

OUR CHALLENGE

Work Zone Safety, Education & Engagement for New Teen Drivers Has Not Been Modernized



New Teen Drivers

- Developing lifelong driver safety habits and behaviors
- High risk for crashes, injuries, and fatalities
- Don't understand the risks
- Don't see a face behind the flag

THE OPPORTUNITY

Modernize Teen Driver Education & Engagement

Hands-on

Face Behind the Flag



Modernized Work Zone Safe Learning
365/24/7





Modernized Work Zone Safe Learning

365/24/7

www.WorkZoneSafe.com

Teen Drivers Learn

- Work Zone Safe Behaviors
- Work Zone Safe Signs & Laws
- Work Zone Safe Faces

OKLAHOMA WORK ZONE SAFE

FREE & ONLINE work zone driving safety course for all Oklahoma teens ages 15-19

\$1,000 Monthly Scholarship Drawing

Every teen who completes the course will be entered into one of two \$500 monthly scholarships.

OKC Thunder Tickets Drawing

Every teen who completes the course will be entered to win two free Thunder tickets to attend a 2023 game with Work Zone Safe.

Safe Driver Discount

Teens who complete the course can check www.WorkZoneSafe.com for insurance companies offering a Work Zone Safe Driver Discount

60 Minute Jump Park Pass

Teens can take their course completion certificate to Edmond Sky Zone and redeem it for a free 60 minute jump pass

www.WorkZoneSafe.com



Scholarship Sponsors



BURGESS & NIPLÉ
Engineers ■ Surveyors ■ Planners

Bring Work Zone Safe Program to Your State



WORK ZONE SAFE

National FREE and ONLINE Work Zone Driving Safety Course for all
Teens Ages 15-19

Monthly Scholarship Drawing

Every teen who completes the course will be entered into a \$500 monthly scholarship from The American Traffic Safety Services Foundation

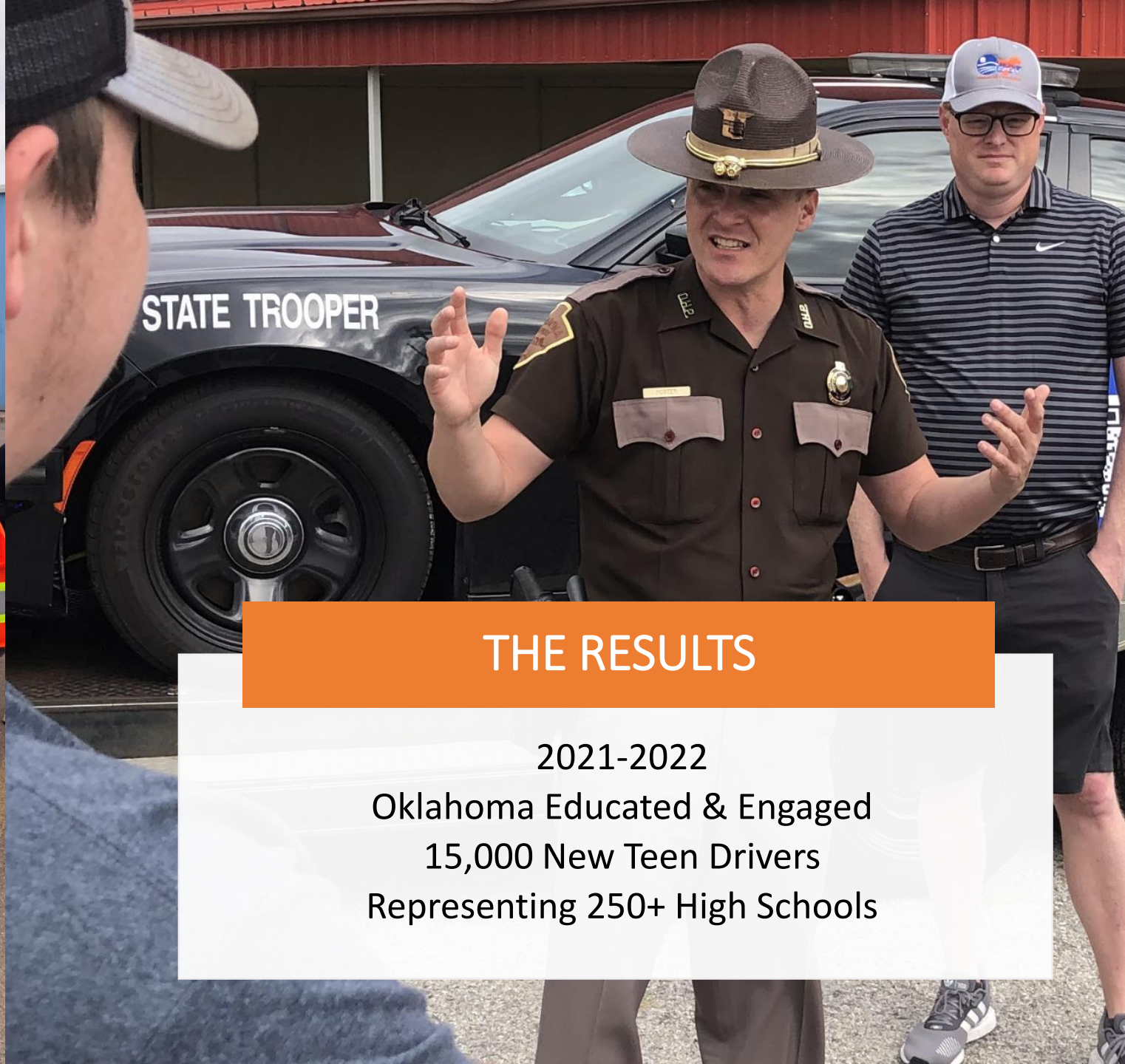
Teen Safe Driver Discount

Cornerstone Insurance Group www.cigok.com
Offers a Safe Driver Discount for teens who complete the course



www.WorkZoneSafe.com

The
Foundation
American Traffic
Safety Services Foundation



THE RESULTS

2021-2022

Oklahoma Educated & Engaged
15,000 New Teen Drivers
Representing 250+ High Schools

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