



I-40 SkyDance Bridge Glows Orange for Work Zone Awareness



INTRODUCTION

The campaign targeted Oklahoma motorists ages 25-65

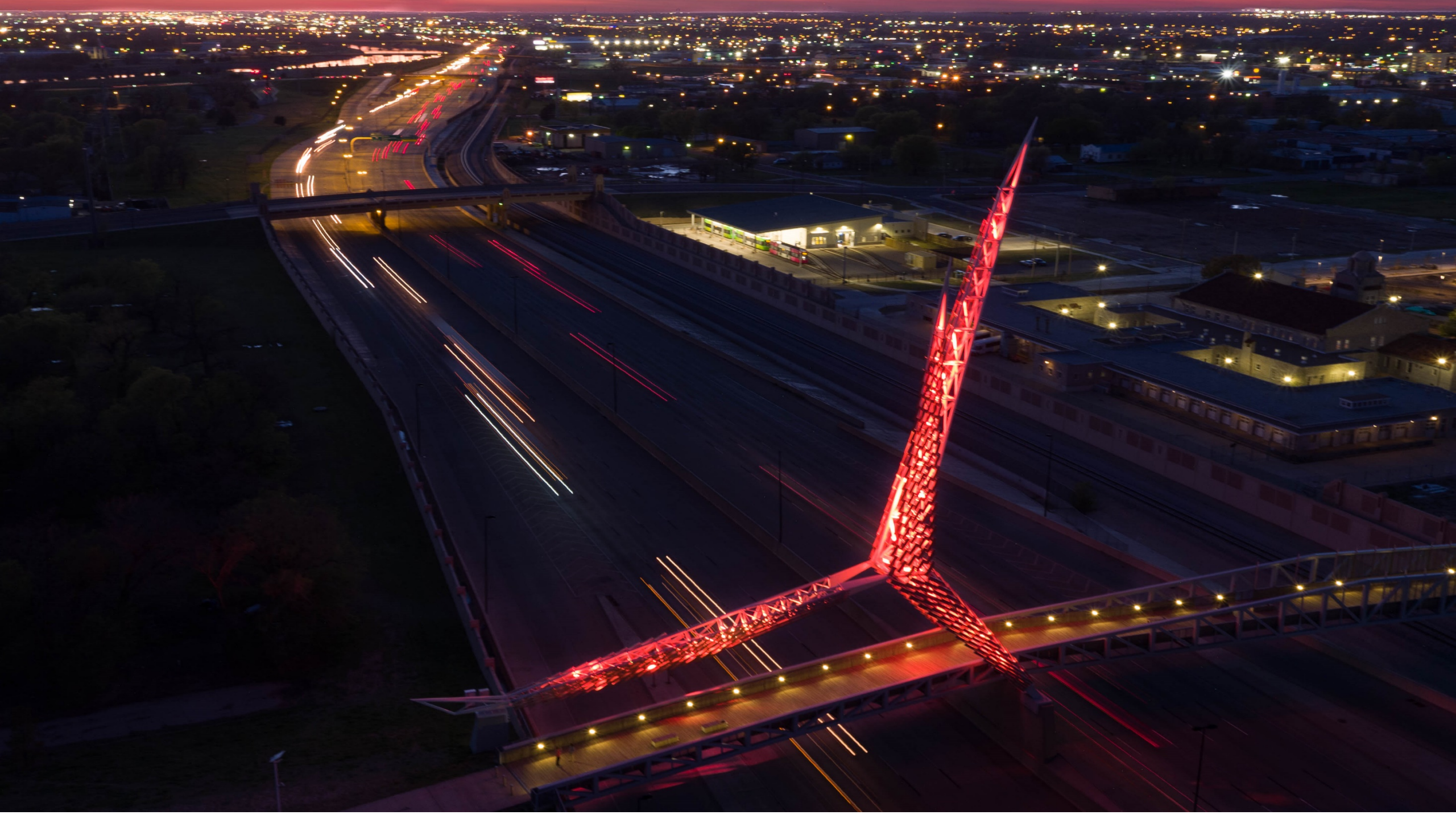
Main Objective...

The SkyDance Bridge glowing orange overnight April 8 was designed to remind motorists of the Oklahoma Department of Transportation's 61 fallen workers in its history and to highlight the need for work zone safety awareness by every driver, every day.

How we reached our targeted audience...

This was one of several tactics used as part of the larger 2019 work zone awareness campaign, Your Life Matters: Drive Like It. The evening bridge lighting event was promoted in a campaign launch press release, in social media posts and placed on an event calendar poster for ODOT employees, with more than 500 printed and distributed statewide.





About the SkyDance



126,500 vehicles
per day

This location on I-40 at the SkyDance Bridge in downtown Oklahoma City had an average of 126,500 vehicles per day in 2017, the latest count available. This iconic sculpture is a representation of the state's bird, the Scissortail Flycatcher.



Facebook

14,667 organic reach


This was one of 47 work zone safety awareness campaign Facebook posts from April 1-14, 2019, and had the most reach of any post during the two-week campaign.

The post reached 14,667 people and saw 2,091 engagements, including 148 shares.



Oklahoma Department of Transportation
Published by Justin Reed [?] · April 9 at 12:00 PM · 🌐

Remembering the fallen: Last night, the Skydance bridge over I-40 in OKC glowed orange to remember the 61 fallen ODOT workers killed while on the job in work zones across Oklahoma, which is more than any other state agency in Oklahoma. #YourLifeMatters City of Oklahoma City - Government



Use Your \$15 Credit
This post is performing well. A \$15 credit will be applied when you boost a post on your Page to show it to more people.

14,667
People Reached

2,091
Engagements

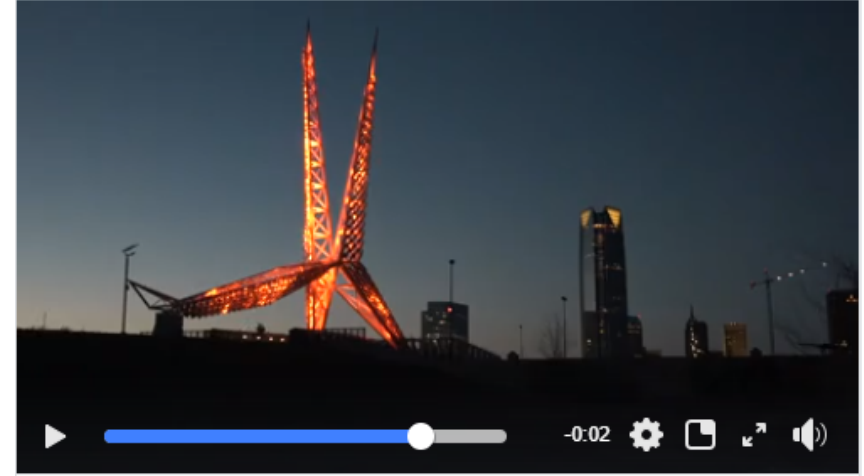
Boost Post

👍👎❤️ 197

3 Comments 148 Shares

Oklahoma Department of Transportation
Published by Justin Reed [?] · April 9 at 3:00 PM · 🌐

VIDEO: Watch a time lapse video captured Monday night of the Skydance bridge over I-40 in OKC turning orange to remember fallen ODOT workers killed while on the job in work zones across Oklahoma. #YourLifeMatters @City of Oklahoma City - Government



Use Your \$15 Credit
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1,280
People Reached

64
Engagements

Boost Post

👍 Brenda Reagan Perry, Patricia A. Duskin and 13 others 1 Comment 3 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Write a comment...

Patricia A. Duskin Beautiful! 👍 1

Like · Reply · Message · 1w

Twitter

3,381 impressions
48 interactions

The two-week work zone safety awareness campaign featured 66 tweets. The photo was viewed 3,381 times on Twitter and, along with the time-lapse video, was among the most liked tweets of the campaign.



Oklahoma Department of Transportation @OKDOT · Apr 9

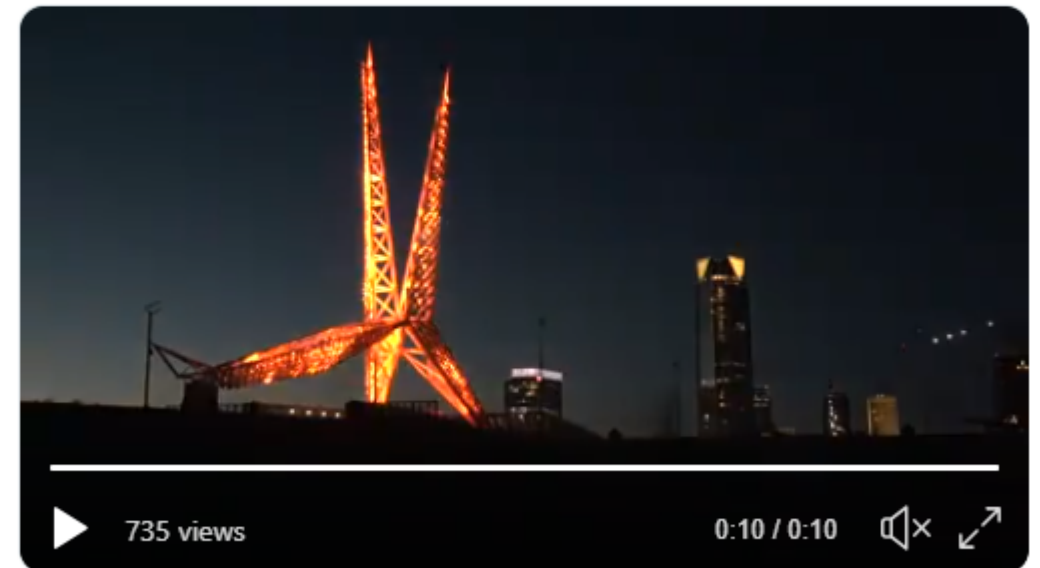
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