



The National Work Zone Memorial - Respect and Remembrance: Reflections Of Life On The Road” program

Frequently Asked Questions

What is the purpose of American Traffic Safety Services Foundation (the Foundation) National Work Zone Memorial? Approximately 900 people lose their lives each year in roadway work zone accidents. The vast majority of those killed are drivers. However, the tragic loss of roadway workers, police, fire and rescue personnel who also lose their lives in these accidents is too often overlooked. As America strains to keep up with the demands on its roadways, the men and women who shoulder that workload find themselves performing their duties in what can be a very dangerous workplace. Although several states have created memorials to acknowledge their sacrifice, the National Work Zone Memorial stands as the only monument to the loss of roadway workers, drivers, and public safety personnel in all states.

How are names arranged on the Memorial? Names are placed on the Memorial in the order received, not chronologically or alphabetically. No definitive national record exists of those killed in work zones, so Memorial organizers must rely on the annual submissions of state departments of transportation and other verifiable sources for new names.

When viewing the Memorial, how will I be able to tell which names are motorists’, workers’, or those of public safety personnel? A small icon appears next to each name denoting Work Zone Worker, Motorist, Law Enforcement Officer, Public Safety Official, or Child.

How do I submit a name for inclusion on the Memorial? Visit www.atssa.com, click on the “Foundation” tab, and follow prompts to the “Name Submission Form”. Fax the form to the Foundation @ 540/368-1717, ATTN: Kathy Toney.

What is the cut-off date for a fallen workers name submission on the Memorial? Names are accepted names submissions through December 31, 2008 to be included on the National Work Zone Memorial Exhibition in 2009.

How far back do the names on the Memorial go? The Foundation will accept the name of anyone killed in a roadway work zone at any time.

Who can host the traveling Memorial? The Memorial is made available to anyone in the roadway industry or interested communities nationwide. It can be used in schools, in community centers, government buildings, at airports, rest stops, or as part of roadway construction projects nationwide.

How can I bring the Memorial to my town? Visit www.atssa.com, click on The “Foundation” tab, and follow prompts to the “Application to Host the National Work Zone Memorial”. Fax the form to: ATSSF @ 540/368-1717, ATTN: Kathy Toney.

Who sponsors the Memorial? The American Traffic Safety Services Foundation (the Foundation) is responsible for the National Work Zone Memorial tour. The Foundation is the education arm of the American Traffic Safety Services Association, a trade group representing the roadway safety construction industry (for more information, visit www.atssa.com and click on “The Foundation” Tab). The Foundation’s “Roadway Safety Founding Sponsors” include: Eastern Metal/USA-Sign, 3M, National Capital Industries and Reflexite Americas who were the principle sponsors, material suppliers, and designers of the National Work Zone Memorial. The current “Platinum Annual Sponsors” include: ACCI, National Safety Council, National American Assoc. of Transportation & Safety Health Officials (NAATSHO), Potters Industries, LAI Construction, Riley’s Striping Services and Materials Company. The current “Gold Sponsors” include: Innovative Performance Systems, the Ohio Chapter of the American Traffic Safety Services Association, and the American Road and Transportation Builders/Transportation Development Foundation. The current “Bronze Sponsors” include: Crowley Construction Corporation, City of Greely, CO Traffic Division, and Rohm and Haas Corporation. Additional annual supporters maintain the Memorial and contribute in other ways.

How can I become an annual giving sponsor of the National Work Zone Memorial? There are four levels of annual giving sponsorship: Platinum (\$1,000), Gold (\$500), Silver (\$250), and Bronze (\$100). The names of sponsors appear on a panel of the Memorial. To become a sponsor, visit www.atssa.com, click on “the Foundation” Tab, and follow the prompts to download an annual giving sponsorship form.

My question is not answered on this FAQ sheet. To whom can I address additional questions? Contact Kathy Toney at kathyt@atssa.com, or 1-800-272-8772.