

Road Business

A quarterly newsletter from New Hampshire's Local Technical Assistance Program
Summer 2024

SLIDE OVER SOCIAL MEDIA . . . DPW NEWSLETTERS STILL HAVING A MOMENT

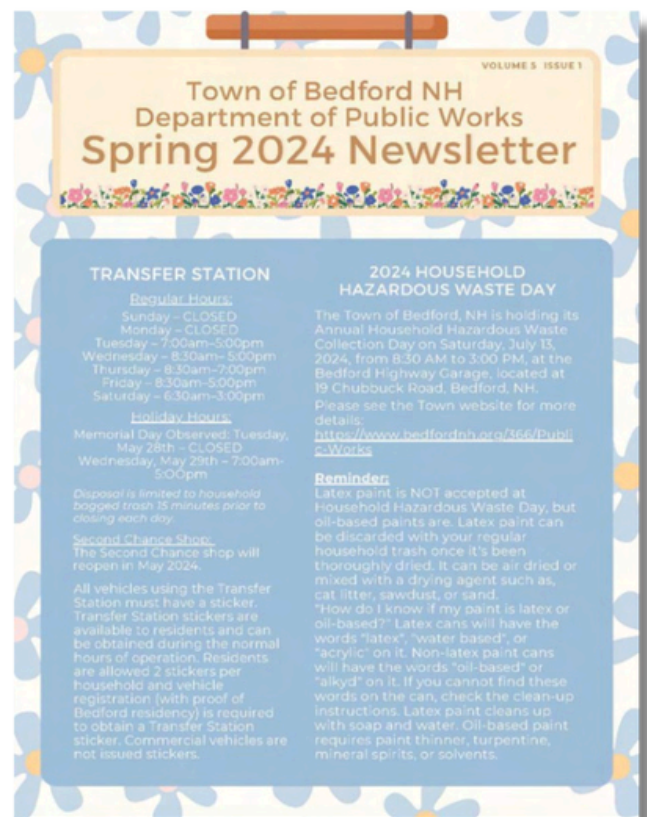
WRITTEN BY MARILEE ENUS, DIRECTOR, UNH TECHNOLOGY TRANSFER CENTER AND NH LTAP

You've heard people say, "Communication is key." For public works departments, strong communication may mean the difference between adequate funding or a failed budget, safe and effective equipment, or hours lost repairing the grader of long-ago yesteryear, or a frustrated motorist waiting in the work zone versus a well-informed citizen who left home early to detour around the project.

While many local agencies turned to social media for sharing updates in recent years, the humble newsletter remains a tried-and-true method for informing, educating, and connecting with residents for many departments.

The Town of Bedford, New Hampshire's Department of Public Works introduced its DPW Newsletter (bedfordnh.org/919/DPW-Newsletters) in the summer of 2020, aiming to increase public visibility, foster community engagement, showcase ongoing projects, and improve its communication as the department sought APWA accreditation.

What started as a simple quarterly publication quickly evolved into a dynamic platform, facilitating communication on a diverse range of topics. From conveying operational updates and highlighting significant events to supporting local organizations like the CUB Road Club and its Clean Up Bedford Day, the newsletter became an essential tool for connecting with residents and nurturing a sense of community involvement.



Continued on page 4

Road Business is a quarterly publication. The editorial content, opinions, findings, and recommendations expressed in this newsletter do not necessarily reflect the views of our sponsors.

To contact or subscribe, email us at t2.center@unh.edu, call 603-862-0030, or visit our website, www.t2.unh.edu.

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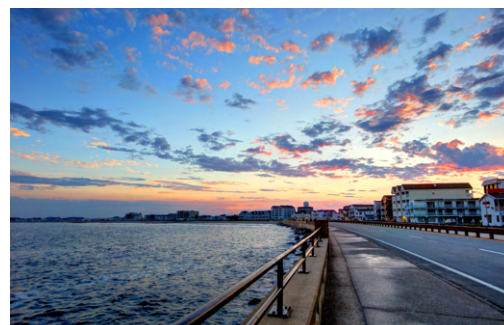
Vacant

About UNH T2 and NHLTAP

The UNH Technology Transfer Center fosters a safe, efficient, and environmentally sound surface transportation system by improving skills and increasing knowledge of the transportation workforce and decision-makers. As the site of the state's Local Technical Assistance Program, it works to enable local counties, cities, and towns to improve their roads and bridges by supplying them with a variety of training programs, an information clearinghouse, new and existing technology updates, personalized technical assistance, training videos and materials, and newsletters. LTAP Centers nationally are able to provide local road departments with workforce development services; resources to enhance safety and security; solutions to environmental, congestion, capacity, and other issues.

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ONE MUST MAINTAIN A LITTLE BIT OF SUMMER, EVEN IN THE MIDDLE OF WINTER.

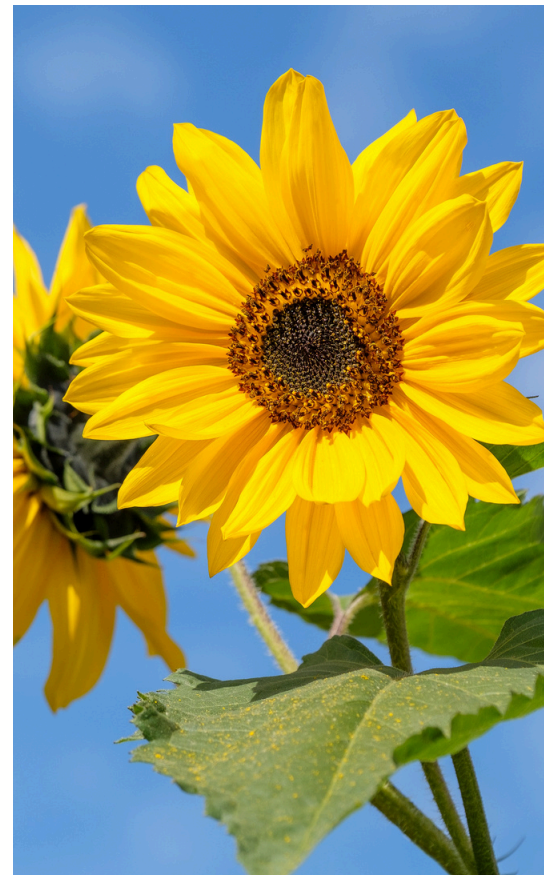
-Henry David Thoreau

Summer is my favorite time of the year. The flowers are in full bloom, beach days are back, and our workshop season is in full swing!

We are thrilled to have a new series of [Leadership Development Training](#) workshops created in partnership with Level Up Coaching! We hope that you will be able to join us for an in person session in Concord. These sessions are designed for public works managers and supervisors of all experience levels, from aspiring to senior, to improve critical leadership skills. More info about these exciting workshops can be found on [page 7](#) of the newsletter.

I know we are in full summer mode right now but we are busy preparing for our [NH Public Works Plow Rally & Backhoe Competition AND Winter Liquid Applicators Field Day](#) on August 12th at NHTI – Concord's Community College. For the Winter Liquid Applicators Field Day, expect demonstrations and lots of opportunities for hands-on liquid application practice using Granite State Deicing Supply's equipment, and much more! The NH Public Works Plow Rally and Backhoe Competition are back! NH Public Works Association (NHPWA) is sponsoring this event in partnership with UNH Technology Transfer Center (T2)'s Advanced Liquids Operator Field Day. We hope to see you there!

We hope that your summer has been going well! If you need technical assistance, resources, or have any questions, please do not hesitate to reach out to the T2 team. We would love to help support YOUR highway team! Be sure to check out our [training calendar](#), we have workshops coming up on a variety of topics.



Have a wonderful rest of the summer! We hope to see you soon!

Take care - Lee Cooper

Now, the newsletter offers residents a comprehensive view of the department's efforts, provides insights into municipal separate storm sewer systems (MS4s) and environmental initiatives, shares cost-saving methods for residents, and highlights the dedication of DPW staff through an employee spotlight section. Interactive elements such as public works-themed word searches add an engaging element, making the newsletter informative and enjoyable for readers of all ages.

As a result, the DPW Newsletter has grown as a valuable resource for building stronger community ties and promoting sustainable practices.

Newsletters increase the transparency of DPW operations. Content, including pictures and infographics, can demystify public works, increase readers' awareness of the importance of infrastructure investments in their daily lives, and help the public understand the many factors that impact the department's work, such as budgets and priorities.

Interested in integrating a newsletter as part of your DPW's communication strategy? Here are some tips for editorial excellence:

✓ Consistency and organization

Have a schedule for planning and publishing the newsletter and for when residents should expect to see the latest issue released. Promote the newsletter and solicit contributions from the team, including photos often, at team meetings and other events throughout the year.

✓ Do what you can with what you have

There are many robust and dynamic applications available for designing newsletters, offering polished templates and rich-stock photo libraries; some may come with a price tag or learning curve unsuitable to the average user. Talk with others who publish newsletters to learn what systems they use; your state's Local Technical Assistance Program (LTAP) (nltapa.org) may also have some suggestions for you.

Avoid getting stuck in a design loop of recreating the newsletter's look; the more user-friendly and "plug and-play" your newsletter is, the more likely you are to sustain it. Consider also how AI (artificial intelligence) might assist with content creation. Try it for yourself! Open an AI application and enter the prompt, "Prepare a 200-word article for a municipal newsletter explaining to citizens what pavement preservation is."

✓ Promote public works awareness

Personalized content and stories of the incredible public works professionals that keep our communities running help to establish deeper connections with citizens and raise awareness of the critical role public works first responders have in thriving communities. Take a page out of Bedford's newsletter and share department achievements, special awards, and employee highlights, as well as showcase innovations that allow the team to work more efficiently or effectively or have otherwise benefited the community.

✓ Ensure accessibility

Post your newsletters on your municipality's website and link to them on municipal social media accounts. Provide alternative distribution methods or formats to ensure that newsletters are accessible to all residents, including those with limited internet access.

Bedford distributes hard copies to various town buildings, including the library, town office, safety complex, transfer station, and highway garage, so residents can easily access a printed copy of the newsletter if they prefer.

Unlike websites or social media pages that require residents to actively seek information, newsletters land directly in subscribers' email or postal mailboxes, increasing visibility. In a time when many seek to unplug but still want to be well-informed, newsletters are a powerful tool for engaging and informing, increasing transparency, and building municipal collaboration. Consider adding a newsletter to your communication toolbox.



This article was reprinted from the APWA Reporter - June 2024 Issue

<https://www.apwa.org/news-media/reporter-magazine/>

Nighttime Visibility for Safety

Improving visibility along corridors, at intersections, and at pedestrian crossings can help reduce nighttime crashes and fatalities.



Photo: VHB



Photo: FHWA



Photo: FHWA

The nighttime fatality rate on the Nation's roadways is three times higher than the daytime rate, and 76 percent of pedestrian fatalities occur at night. Enhancing nighttime visibility where non-motorists mix with traffic during darkness will save lives. The focus is to deploy countermeasures that improve nighttime visibility to safely connect people to the community and essential services.

A VISIBILITY PROBLEM WITH VISIBLE SOLUTIONS

FHWA has used a focused approach to safety for many years, based on findings that almost 90 percent of the traffic fatalities in the United States happen in three main areas: intersections, pedestrians and bicyclists, and roadway departures.

This initiative will place more emphasis on visibility improvements in close proximity to activity locations such as:

- Schools
- Parks
- Transit stops
- Sports complexes
- Entertainment (urban core)

Improving nighttime visibility in these areas can have a great impact on safety:

- Nighttime crashes at rural and urban intersections can be reduced using well-designed lighting.
- Adequate intersection lighting can reduce pedestrian fatalities.
- Crosswalk visibility enhancements can reduce pedestrian crashes.

Enhancing visibility in these activity areas with a targeted application of cost-effective and proven lighting and traffic control device countermeasures can save lives. Enhancing nighttime visibility can also increase pedestrians' perceived levels of safety and security associated with the use of pedestrian facilities, and for disadvantaged communities and underserved neighborhoods it can provide improved visibility for accessing essential services.

Available tools include proven safety countermeasures and products, as well as updated and new approaches for lighting design and application of traffic control devices to improve nighttime visibility for all road users at every level of government. A key focus of this effort will be lighting, including the design, maintenance, and technology advancements to improve pedestrian crossings near activity locations.

BENEFITS

Implementing measures to enhance nighttime visibility can save lives and, in some cases, reduce energy costs.

Intersections. Nighttime crashes at rural and urban intersections can be reduced by 33 to 38 percent using well-designed lighting. Adequate intersection lighting can help reduce nighttime pedestrian-injury crashes by 42 percent. In addition, light-emitting diode (LED) luminaires use less energy than traditional ones, like high-pressure sodium luminaires, creating cost savings.

Pedestrians and Bicyclists. Crosswalk visibility enhancements for pedestrians such as rectangular rapid flashing beacons (47-percent reduction) or advance markings and signs (25-percent reduction) make it safer for people to cross a road. Many of these countermeasures are also cost-effective and relatively easy to install.

Roadway Departures. Horizontal curve delineation enhancements using chevrons (16- to 25-percent reduction), in-lane pavement markings (35- to 38-percent reduction), or fluorescent sheeting (18-percent reduction) can alert drivers to upcoming curves and can be used individually or in combination with each other or other countermeasures to reduce fatalities.

STATE OF PRACTICE

- Communities across the Nation are already benefiting from the use of many of these countermeasures.
- The Minnesota Department of Transportation (MnDOT) developed a process to streamline prioritization and funding of lighting installation at higher-risk rural intersections. MnDOT's process allows luminaires to be proactively installed through systemic analysis on both District and County Road Safety Plans. Since implementation, MnDOT has noticed a reduction in nighttime crashes at the rural intersections where lighting was installed.
- The Florida DOT researched lighting solutions and directed \$100 million to its districts to replace high-pressure sodium lighting with LEDs for improved pedestrian visibility, resulting in enhancements at approximately 80 percent of the State's most dangerous intersections.
- Bonner County, ID, improved visibility at curves by using edge lines and delineators on 31 roadways to address roadway departure crashes. The edge lines are a durable pavement marking with a 10-year expected life. Delineators are installed at a 200-foot spacing (closer on sharp curves), are low cost, can be installed by maintenance crews, and are visible in snow conditions.
- The North Carolina DOT (NCDOT) evaluated durable pavement markings and wider lines (6 inches versus 4 inches) and found that while the 6-inch stripes had better crash reduction, using 4-inch stripes allows the agency to treat more miles of roads for the same amount of money, resulting in a larger overall crash reduction. NCDOT plans to use the wider lines on select roads with concentrations of lane departure crashes.

RESOURCES

[EDC Nighttime Visibility for Safety Website](#)

[FHWA Nighttime Visibility General Information](#)

[FHWA Proven Safety Countermeasures](#)

[FHWA Intersection Safety](#)

[FHWA Focus on Reducing Rural Roadway Departures \(FoRRRwD\) Website](#)

[FHWA Safe Transportation for Every Pedestrian \(STEP\) Website](#)

[Lighting—A Florida Case Study on a Proven Safety Countermeasure \(video\)](#)

[Pedestrian Lighting Primer](#)



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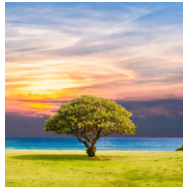


UNH T2 & LEVEL UP COACHING

Leadership Development Training Series

ABOUT THE INSTRUCTOR

Sadie Rosethorn believes any challenge can be overcome with enough focus, dedication, and a sincere willingness to learn. With over 10 yrs. of experience as an executive coach, trainer, and consultant, Sadie helps leaders improve culture and effectiveness of their teams so they can achieve their organization's mission.



Location: Concord, NH
\$75/pp
Open to NHDOT & municipal staff only

SEPT. 18TH



COMMUNICATING WITH IMPACT

Effective communication is critical to both personal and organizational success. Yet, leaders often feel frustrated when they spend a lot of time and energy communicating but don't get the results they want. In this workshop, you'll discover four distinct types of workplace conversations leaders need to have on a regular basis and learn how to leverage them to create buy-in, overcome resistance, inspire action and resolve lingering issues that prevent forward progress.

OCT. 23RD



BUILDING YOUR CONFLICT COMPETENCE

Conflict is an inevitable fact of organizational life. However, many leaders feel ill-equipped to manage conflict when it arises. This workshop will help strengthen your confidence and ability to address tough issues. You'll discover methods for managing strong emotions, overcoming defensiveness and resistance, and also learn how to leverage negotiation techniques to reach agreement and build an effective solution.

NOV. 13TH



COACHING FOR RESILIENCE & ACCOUNTABILITY

Holding others accountable can be one of a leader's hardest jobs, especially when you're trying to build positive relationships and maintain employee morale. In this workshop, you'll learn how to shift from a command-and-control culture to one of employee empowerment and engagement by providing effective coaching. You'll also discover powerful techniques for developing staff's resilience, problem solving skills, and willingness to take initiative.

REGISTER FOR 1, 2 OR 3 SESSIONS

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TAILGATE TALK

4 WAYS TO MOTIVATE PEOPLE TO WORK SAFELY

TAILGATE TALK LINK • [HTTPS://NLTAPA.ORG/WP-CONTENT/UPLOADS/2020/09/MOTIVATETOWORKSAFELY.P](https://nltapa.org/wp-content/uploads/2020/09/motivatetoworksafely.p)

Management can establish all the safety policies and procedures in the world, but when it comes right down to it, maintaining safety and health in any workplace

depends on the workers themselves. When we fail to recognize and promote the benefit of safety, chances are pretty good that it's going to show up on the accident and injury records. This ultimately increases our premium for Workers' Compensation coverage, adds to the cost of repairing and maintaining equipment, and may severely impact the lives of employees and their families.

So, it is more than just important to put the best techniques for motivating your people to work safety. It is absolutely critical. Some of the most effective techniques involve communication. Simply put, you need to establish or build employee awareness of safety in the workplace and out on the job.

1 Safety Meetings

By conducting regular safety meetings or tailgate talks, you will be accomplishing a variety of goals:

- you will advertise to the workers that there is a value placed on safety.
- you will provide detailed information regarding job safety procedures and other requirements related to the job they're about to do.
- you will be promoting team spirit and the idea that safety is really a team effort.
- you will provide a forum for people to ask specific questions.
- you will have a way to generate feedback and gather ideas.

Keep in mind that the best safety meetings need not be long and involved, Short, specific meetings are generally best. It is much easier to absorb a few ideas rather



A simple word or note of appreciation to an employee can work wonders.

than a slew of them. Choose an appropriate topic, such as the job of the day or the week and cover it.

To really encourage interaction, pause to ask for and respond to questions. If you don't know the answer, say so. But don't forget about it. Find the answer and get back to the worker who posed the question. If you need to, provide an handout to give people something to walk away with, to refer to, and to talk about.

2 Employee Recognition

When they are done well and provide good information, safety meetings can make a big difference in attitudes and work practices. And when you notice these differences, make sure they don't go unrecognized.

Recognition can take many forms and it doesn't have to be complicated. For example, suppose that a few days after a safety meeting on wearing eye protection, you notice a formerly not-so-conscientious worker wearing safety goggles. This kind of attitude should be encouraged through recognition. A simple word or note of appreciation to the employee can work wonders. Even better is a more public recognition among peers at the next safety meeting. This shows your whole team that you do notice and that safety is a priority.

3 Safety Incentive Programs

One step beyond simple recognition can get you into an incentive program. While much has been written about the potential negative impact of incentive programs, they have been very successful for many companies.

The best advice is to tread lightly. Keep in mind that safety incentive programs are designed to promote safety attitudes and stir up enthusiasm. Improperly run incentive programs can turn into cut-throat, win-at-all-costs competitions that can destroy any feelings of either safety or team unity.

For example, pitting one group of workers against another to see which team can go the longest without a lost-time injury can cause problems. In some cases, workers will stop reporting accidents and injuries for the good of the team. This type of behavior defeats the purpose of a good safety program.



Incentive programs can have a positive impact as long as they are run properly.

It may work better to promote the positives. For example, consider providing awards for the best safety suggestion of the month. Or reward the team that does the best during a surprise safety audit.

4 Safety Reminders

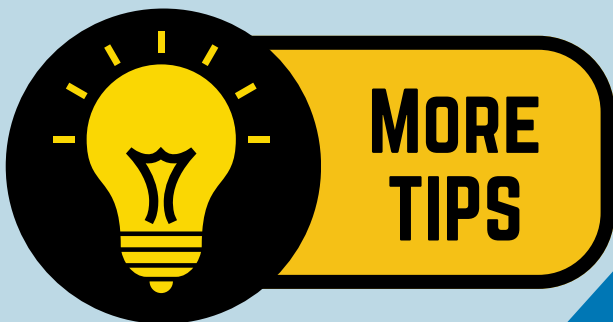
No matter what kind of safety program you have in place, it's important to provide constant reminders to people that you place a high priority on safety. This can be accomplished by simply making comments about good safety practices during daily walk-throughs. But there are other ways of keeping safety in the minds of your people.

Making your safety message visible is one of the best methods. You might consider looking into safety posters that are direct, informative, and eye-catching. However, remember that they quickly blend into the work environment and should be changed and updated regularly.

Many companies also make use of a designated safety bulletin board which keeps employees up-to-date on current policies, OSHA regulations, etc. Again, the contents of bulletin boards will lose their effectiveness unless they are routinely updated.

Finally, consider a safety suggestion system or encourage employees to use the existing ODOT idea program. Even if employees don't use it as much as you'd like, the mere fact that the program is there will help boost attitudes.

Users of this tailgate talk are advised to determine the suitability of the information as it applies to local situations and work practices and its conformance with applicable laws and regulations



NLTAPA has a library of tailgate talks! Visit their website to learn more!

NLTAPA TAILGATE TALK LIBRARY 

Road Business

Word Search

A P H W A I E T L A H P S A
N E E E R S V I L S T R A H
S A U D A M B C O R O B U E
I F T N E N G I N E E R L T
D N C H F S T R T D M I O N
E A S A F E T Y A L D D W E
W L D I R E K R L R L G I M
A N H I R U E R I N N E S P
L R B E D R A I N A G E E I
K A A T L S A S O H N I R U
I B A C K H O E L I N T A Q
L C K T R L T S I R P B A E

DRAINAGE

BRIDGE

ENGINEER

PEDESTRIAN

BACKHOE

ASPHALT

SAFETY

SIDEWALK

EQUIPMENT

SUBMIT YOUR COMPLETED ENTRY TO T2.CENTER@UNH.EDU BY 9/1/2024 FOR A CHANCE TO WIN A FREE WORKSHOP SEAT!

JOIN

UNH T2 and Granite State De-Icing Supply for a

WINTER LIQUID APPLICATORS' FIELD DAY!

August 12th, 8 am - 2 pm

at NHTI-Concord's Community College Campus



Green SnowPro Refresher APPROVED COURSE

Demonstrations, presentation & hands-on practice for the proper application of liquids for anti-icing roadways and parking lots!

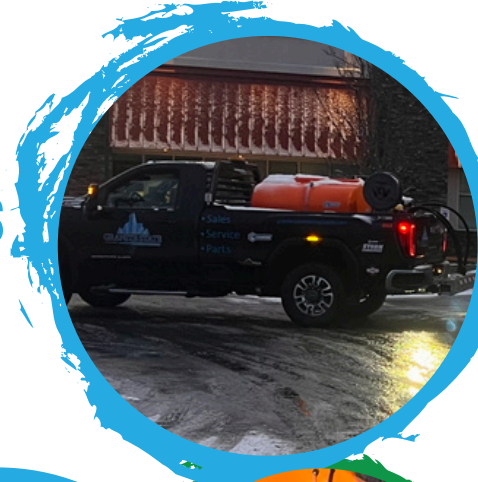
\$25/PP INCLUDES LUNCH

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Lead sponsor:



Culvert AOP Program



The 2024 NOFO is open!



Check out the fact sheet on our Resources page

JOIN THE NHDOT SAFETY & ACTIVE TRANSPORTATION TEAM FOR COFFEE AND A MEET-AND-GREET!

We are pleased to extend an invitation to municipal highway superintendents, DPW directors, road agents, municipal engineers, Regional Planning Commission staff, municipal administrators, elected officials, and local police chiefs to join us!

Date: Thursday, August 15th, 2024

Time: 8:30am to 10:00am

Location: NHDOT's Granite State Conference Room at 7 Hazen Drive in Concord

- Meet the NHDOT Safety & Active Transportation team, including new Highway Safety Program Manager Mark Munroe.
- Discover local highway departments' critical role in New Hampshire's Zero Deaths commitment, and learn what resources, technical assistance, and funding can support your local road safety efforts.
- Plenty of time for Q&A, networking, and meeting the team.
- Light morning refreshments will be served.

Please RSVP to Marilee.Enus@unh.edu



**NH PUBLIC WORKS FRIENDS,
SUBMIT YOUR PHOTOS . . .**

2025 CALENDAR PHOTO CONTEST

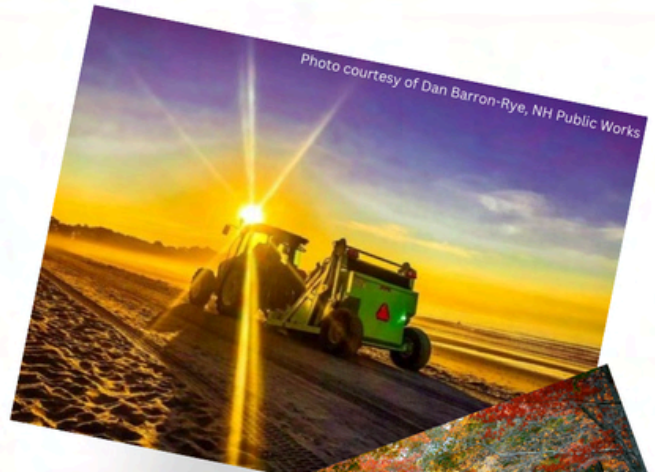
CAPTURE & SHARE YOUR
QUINT-ESSENTIAL NH ROADS &
UNIQUE PROJECT PHOTOS
WITH US & YOU MAY SEE IT
FEATURED IN OUR **2025
WALL CALENDAR!**

SUBMIT PHOTOS



PRIZES INCLUDE

**FREE WORKSHOP
SEAT FOR THE 13
PHOTOGRAPHERS**



*Kindly submit by
August 31st!*

#NHROADS

#PWPROJECTS