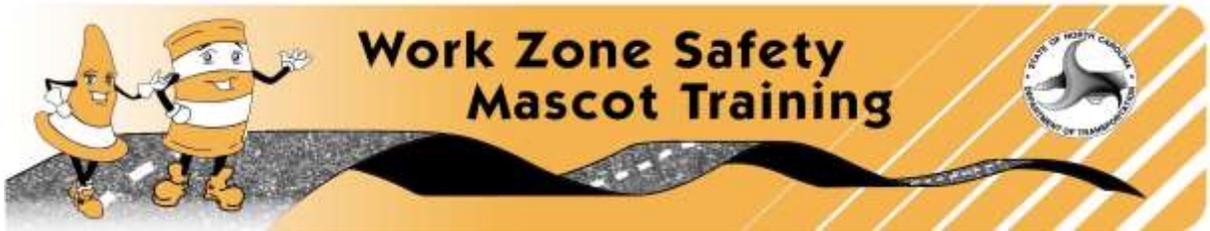


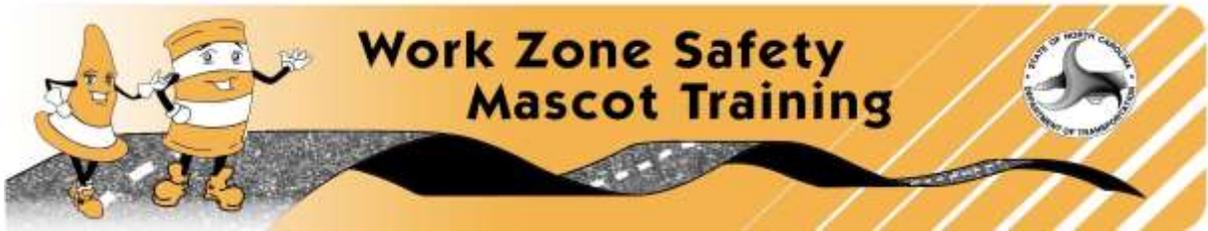
Work Zone Safety Mascot Training Manual





Work Zone Safety Buddy Barrel and Connie Cone Costume Training Manual

- Dressing and appearance instructions
- How to generate exposure for Buddy Barrel and Connie Cone



North Carolina Department of Transportation's Dressing and Appearance Instructions for Buddy Barrel and Connie Cone

Costume Specifications

Please remember that the costumes can get hot. It is important that Buddy and Connie feel comfortable in the heat or situations that require a lot of walking.

The costumes can accommodate up to size 3x.

Buddy Barrel and Connie Cone Get Dressed

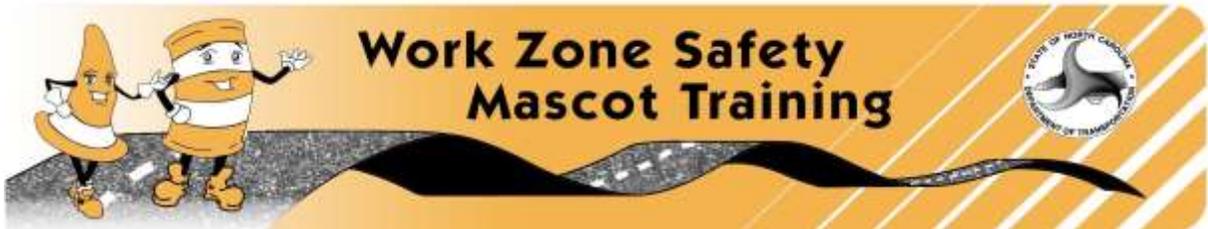
The costume is comprised of:

- Black shirt and black pants
- Barrel/cone-shaped body pod
- Oversized shoes
- White gloves
- Fan
- Cool pack vest
- Cold packs
- Battery pack

Be sure to wear lightweight clothing (T-shirt and shorts) and tennis shoes under the character suit. Dress as follows:

- Put the black shirt and pants over your t-shirt and shorts.
- Put on the shoes. (You may want to take your tennis shoes off, insert them into Buddy/Connie's oversized shoes and then slide your feet inside your tennis shoes.)
- Put on the gloves.
- Have your costume escort lift the body pod over your head and put it on.

It is very important to make sure that each item in the costume cases are accounted for before you return the costumes. There will be a checklist in each case. Please be sure to check each item off after each event.



Buddy Barrel and Connie Cone Never Work Alone

Once the suit is on, Buddy and Connie should always have an escort for safety reasons. It is difficult to see peripherally – you can see straight ahead, but it is more difficult to see to the sides. It can also be difficult to navigate steps, uneven pavement, doors, etc., due to the size of the costume. The Buddy/Connie escort also serves as their voice, **since characters don't speak!**

Wearing the Costume

Costumes can be worn in an air-conditioned site approximately 30-45 minutes, with a 15-20 minute break depending on site conditions. For an outdoor summer event, the costume should only be worn 15-20 minutes maximum between breaks.

Walking in Costumes

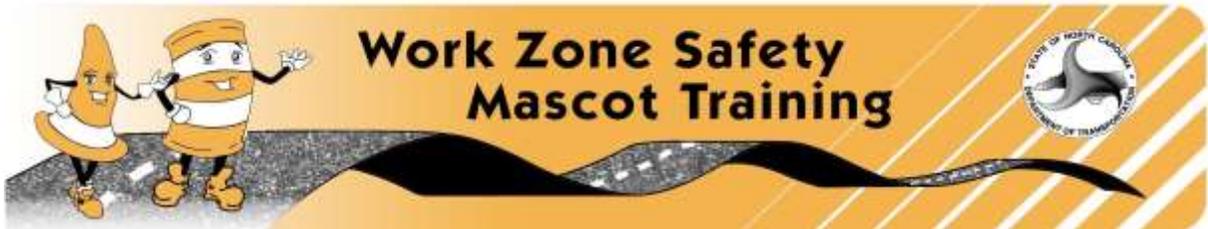
Escorts should allow enough time for Buddy and Connie to walk slowly. The suit can become quite warm, and the person can get overheated. Make sure Buddy and Connie always have an escort when walking to and from automobiles, up and down stairs, etc.

Cooling Off

Buddy and Connie's fans use a rechargeable battery that will be included with the costume, along with a battery charger and instructions. Please read those instructions PRIOR to using the costume. DO NOT USE the battery until it has been charged for a full 16 hours.

Buddy and Connie cold packs should be frozen the night before warm weather events and brought to the event in a cooler with ice. To wear the cold packs, place them in the ice "vest," and wear the vest over the black shirt and pants provided. The ice packs will help keep Buddy/Connie cool in extreme heat, but please keep in mind that the packs will unfreeze fairly quickly – 1-2 hours maximum. It is important to make sure the packs are frozen solid by freezing them the night before and keeping them in a cooler with ice until they are used.

It is important for Buddy/Connie to drink plenty of water during the day of and especially prior to any public appearances. In warm weather, it is easy to get dehydrated.



Buddy and Connie in Public

Buddy and Connie do not speak in public. He/she relies on gestures – waving, hugging, nodding and dancing – to interact.

When people ask Buddy/Connie questions, the escort can relate the following:

- His/her name is Buddy Barrel and Connie Cone.
- Buddy Barrel and Connie Cone are the mascots for the North Carolina Department of Transportation's Work Zone Safety Program.
- Buddy and Connie want all of us to slow down and pay attention while driving through work zones.
- Motorists are more likely to be killed or injured in a work zone than workers – because they are distracted and/or speeding.
- Buddy and Connie say if motorists "Speed a Little," they could "Lose A Lot" in North Carolina work zones.
- Buddy and Connie say if motorists don't "**Pay Attention**" while driving through North Carolina Work Zones, they could "**Pay the Price**," with their life or the life of someone else.

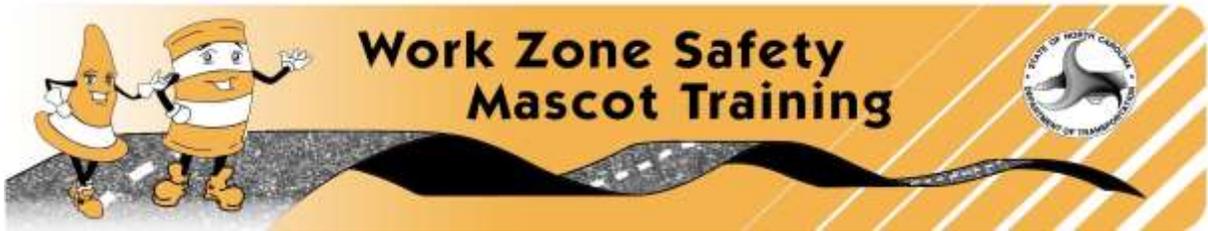
Buddy and Connie with Children

Children love to hug and cuddle Buddy Barrel and Connie Cone – sometimes too much. Buddy and Connie's escort needs to make sure that people don't pull on their suits, crowd them or push them, since the person in the suit does not have full range of vision and can lose balance easily.

Buddy/Connie should always be in complete costume. No costume parts should be removed in public. When at public events, Buddy/Connie's escort should find a private dressing/changing area for him/her. Buddy/Connie should not eat, drink, or smoke in the costume or in public or private. Please be sure to keep stickers etc. off of the costumes.

Keeping Buddy Barrel and Connie Cone Clean

Please try to keep the costume as clean as possible – be considerate of the people who will be using it after you. The black shirt and pants can be washed in cold water and air dried between uses. You can use the lint roller included in the costume case to clean the costumes. **Please make sure you do not wear the costumes in rain or snow. Wet weather will damage the costumes.**



Transporting Buddy Barrel and Connie Cone

The Buddy and Connie costumes are stored in large, durable cases. The case for Buddy Barrel is 31 _" H and 31 _" W and 21 _" deep. The case for Connie Cone is 41 _" H and 41 _" W and 25" deep. You will need a large sport utility vehicle or van etc. to transport the costumes.

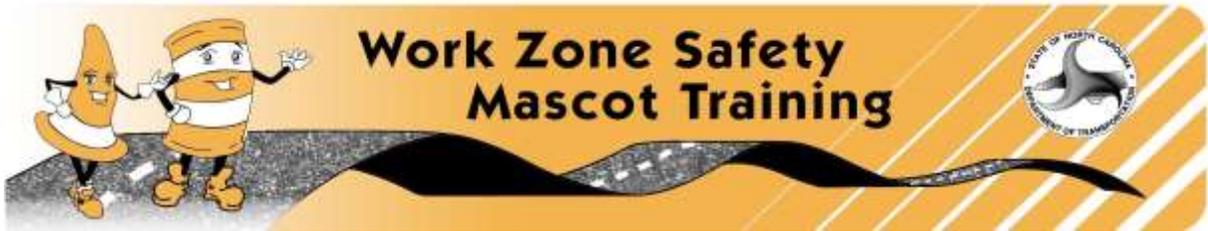
Buddy Barrel and Connie Cone Repairs

If the costumes become damaged, please report it to the Construction Unit immediately.

Contact

NCDOT Traffic Systems Operations Unit
1561 Mail Service Center
Raleigh, NC 27699-1561
Phone: (919) 707-2660
Email: Call for email address

Enjoy wearing the costumes and have fun!



How to Generate Exposure for Buddy Barrel and Connie Cone

Now that you know how to wear and take care of the Buddy Barrel and Connie Cone costumes, you are going to generate exposure for them – both internally and externally. Obviously, you’re going to make sure he/she is visible – at employee appreciation, division meetings, DOT retirement luncheons, DOT conferences, parades, wellness fairs and state fairs.

The costumes are to be used to promote NCDOT related events to help publicize the Work Zone Safety Program.

When you do a thorough job selecting the appropriate venues for Buddy and Connie appearances and pre-planning your logistics, generating exposure is easy. Buddy and Connie are bright orange and white and cute – they will attract attention wherever they go.

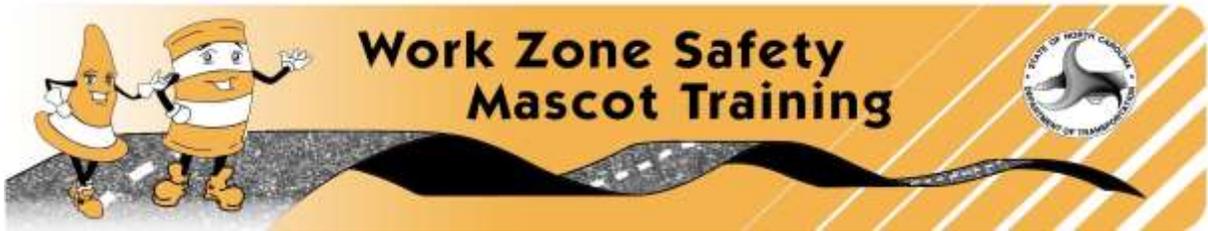
How to Get Exposure for Your Event

1.) Identify your Target Audiences

First, think about your target audiences – employees, contractors, the general public. What sub-groups within those audiences do you especially need to reach? Young males, for example, are a prime target audience because they tend to speed, drive aggressively and have a high percentage of work zone accidents. Children are also a prime target audience as part of the Work Zone Safety Program’s overall efforts since they take information home to their parents.

2.) Identify Appropriate Events

Think about the events that will get Buddy and Connie in front of the greatest number of people within your target audiences. Which of those events have the highest opportunity for media exposure and are feasible from a logistics standpoint? (Parades and Fairs)



3.) Finalize Event Logistics

There are often a number of site logistics to finalize as well:

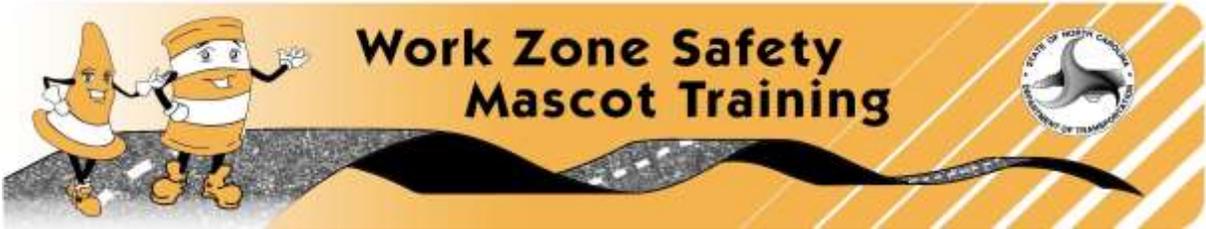
- Where can you park and unload the costume?
- Where can Buddy and Connie dress? Is there an area where Buddy and Connie can rest or take a break?
- Where are the closest restrooms?
- How long will Buddy and Connie's appearance last, and when should you plan their breaks?
- What kind of weather is expected, and what is your back-up plan in case of rain?
- Will Buddy and Connie be walking at the event, or riding in a vehicle? If riding, will the costumes fit in the vehicle, be visible from the vehicle and be positioned safely in the vehicle with an escort to ensure safety?
- Do you have someone to wear the costume and another person to serve as an escort?

4.) Generating Media Exposure for Buddy Barrel and Connie Cone

Generating media exposure for Buddy and Connie may be easier than you think because they are very photogenic. What could be a better photo opportunity for the local paper than Buddy and Connie surrounded by local school children, or Buddy and Connie with the Chief of Police? Photo opportunities are a great way to promote Buddy, Connie and the Work Zone Safety Program to local newspapers, TV and local cable stations.

Also, keep in mind that to generate media exposure for Buddy and Connie, you have to make them newsworthy. The media is not going to cover every appearance of Buddy and Connie. So, choose the events you want to publicize wisely, and tie them in with newsworthy events.

For assistance with media exposure for your event, please call (919) 707-2660.



Buddy Barrel and Connie Cone Event Recap Form

In order to track the effectiveness of Buddy Barrel and Connie Cone appearances, please complete the following form after each appearance. Please fax the form to (919) 733-9980.

Division/Unit _____

Form completed by _____

Event Date _____

Event _____

Estimated attendance _____

Demographics of attendees (children, employees, etc.) _____

How were Buddy Barrel and Connie Cone received at this event _____

Do you have pictures from this event (if so, please include)? _____

Do you have press clippings from this event? _____

Do you have TV footage from this event? _____

Would you recommend attending this event again? _____

Other comments? _____

Please send copies of all photos, press clippings, TV footage and thank you letters for Buddy and Connie appearances to:

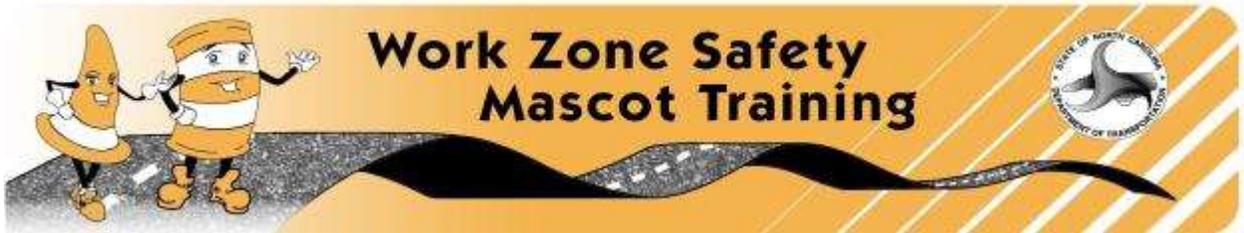
NCDOT Traffic Systems Operations Unit

1561 Mail Service Center

Raleigh, NC 27699-1561

Phone: (919) 707-2660

Email: Call for email address



Buddy Barrel and Connie Cone Costume Case Check List

Please check each item off of the list before returning the costumes.

Person in charge of costumes _____

Event _____

Date _____

- Costume case
- Barrel/cone-shaped pod
- Two shoes
- Two gloves
- Battery and charger
- Shirt and pants
- Lint roller
- Cold pack
- Cold pack vest