

Transportation Awareness Program (TAP)



For More information regarding the MDT TAP Program please contact

Prudy Hulman at
(406) 657-0222
phulman@mt.gov



The Transportation Awareness Program (TAP) is Montana Department of Transportation's (MDT) unique public outreach program. TAP was started in 1990; now over 175 employees can be seen at county fairs, rodeos, drivers' education classes, bus driver training, car shows, parades, elementary through university classrooms, and organization meetings across the state.

The Transportation Awareness Program's objective is to present a positive image of MDT through proactive marketing. TAP educates the public on topics such as fuel tax, noxious weeds, 511, snow plow safety, and work zone safety.

"This is an excellent and worthy presentation. There was humor, common sense- a joined multitude of factual/significant information. This is a 'MUST SEE' presentation for every Drivers Ed Class"

The TAP program helps MDT and Montana by:

- Increasing safety for drivers and workers
- Providing the public with a better understanding of MDT
- Gaining community respect for MDT
- Increasing employees' pride about their job
- Increasing employees' knowledge of other jobs done by the department

In 2003, the TAP program had "hand-to-hand" contact with more than 123,000 people. That represents approximately 14 percent of the population.

"Very informative booth. It is good to educate people/public about where tax dollars are spent."

The Transportation Awareness Program costs the tax payers a total of \$125,000 year for staff costs and materials. This is only \$1.00 per person reached by the program.

"A great program. Very informative and educational for kids (non-drivers as well as drivers of all ages)."

In 2004, phone and mail surveys were completed to get the public's opinion of this program. What the public said is:

- They are aware of TAP. 10 percent of phone respondents knew the program by name. 40 percent of phone respondents had spoken to an MDT employee at a public event. Almost half of the respondents that picked up a survey at a county fair had previous knowledge of TAP.
- People from other states also benefit from TAP as over 4 percent of mail survey respondents were from out-of-state.
- 80 percent of respondents would recommend the TAP booth to other people.
- 85 percent of respondents felt the information they were provided at the TAP booth was useful.
- 90 percent of respondents believed that using their tax dollars for transportation safety was important.
- Respondents suggested 30 additional topics for which they would like TAP to provide information.
- Several respondents suggested expanding and enhancing the Transportation Awareness Program.

"The booth is fun. My kids think it is a lot of fun and my husband and I always learn something new."

Organizations have also shown their appreciation for TAP. In 2004, two TAP volunteers were awarded the "educator of the year" by the Montana Drivers Education Association.

"This seems like a good program. It would be nice to see in other areas of the northwest."