

Look Out Texans
Safety Topic of the Month

Local Government PIOs Coordination and Media Kit

Catherine Richardson

Regional Safety Advisory Committee

10.24.2025

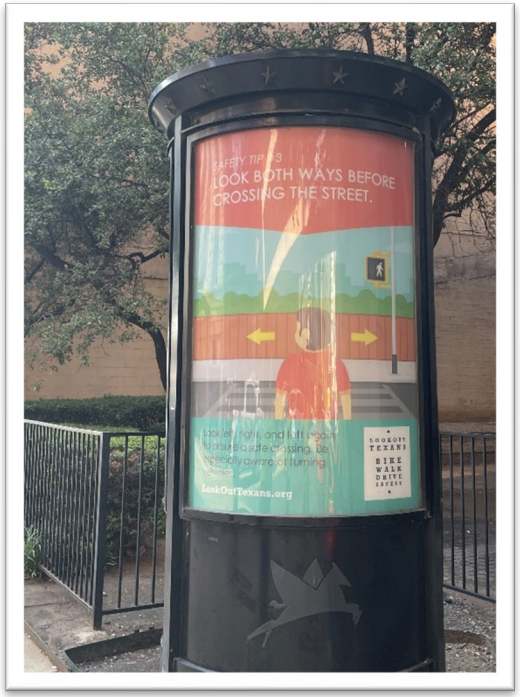
What is Look Out Texans?

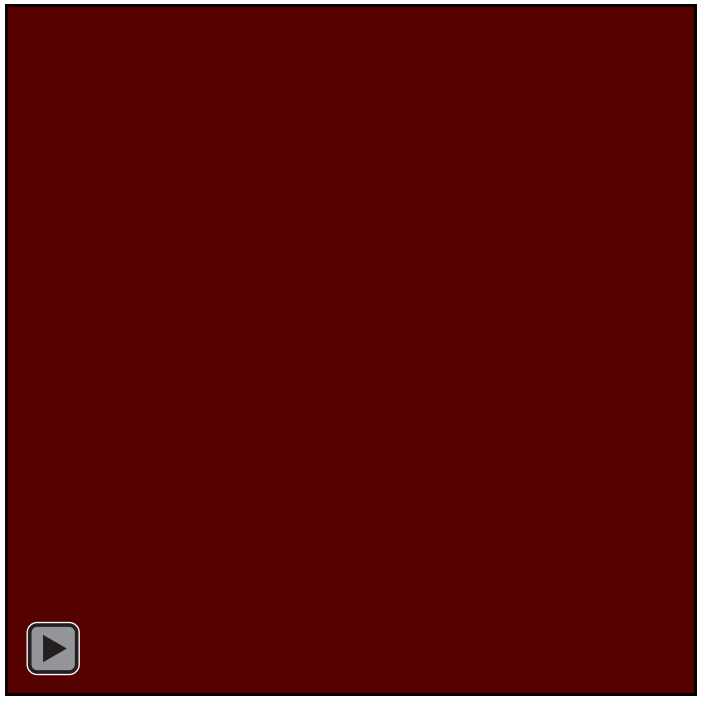
- Education campaign aimed at increasing safety for all road users in North Texas
- Safety Tips
- School Resources
- Multi-media, paid and unpaid advertising











Look Out Texans Video Distribution

NCTCOG Coordination with Local Public Information Officers (PIOs)

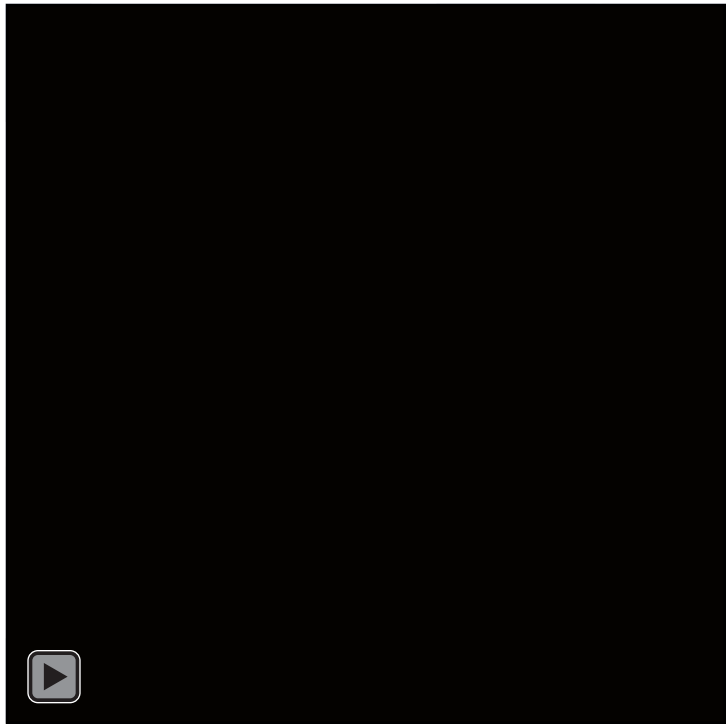
- Media kit distributed monthly via SharePoint
- Safety topic of the month
- Bring awareness and encourage safe road user behavior

Look Out Texans Video Distribution

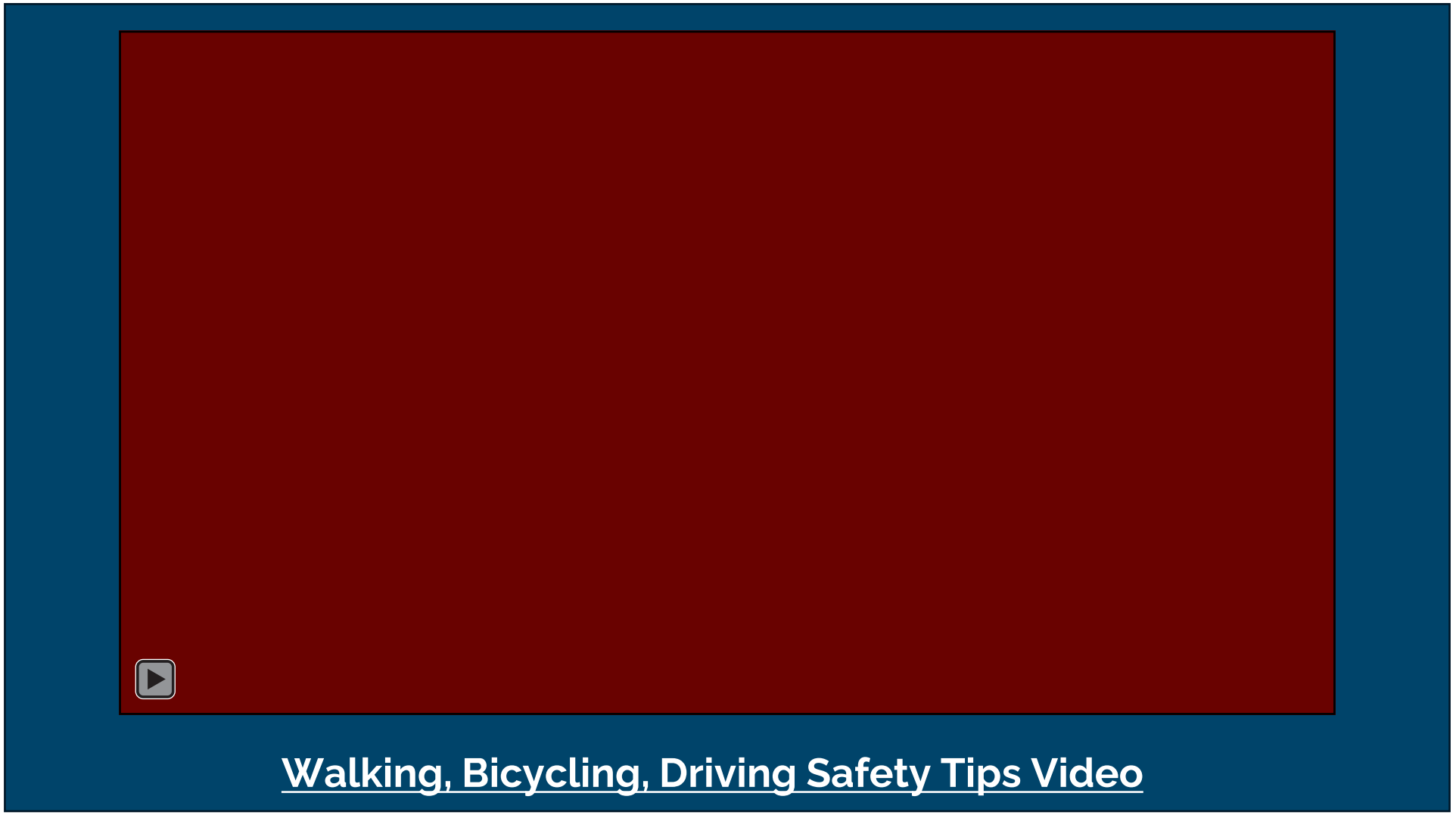
Media Kit

- Two social media post templates
- Newsletter article templates
- Video

November animation for social media post

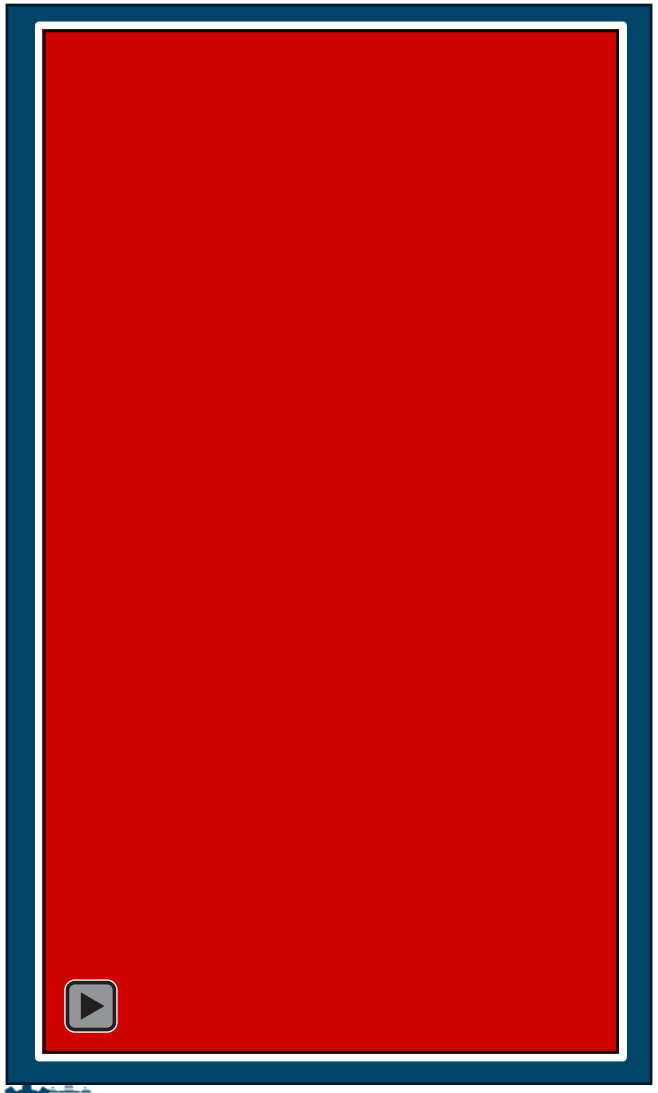


Look Out Texans Videos



Walking, Bicycling, Driving Safety Tips Video

Animation Example





Participating Agencies

Arlington	Fort Worth	Grand Prairie	Grapevine	Hurst
Mansfield	McKinney	Parker County	Trinity Metro	Weatherford
Willow Park	Your Agency Here	Your Agency Here	Your Agency Here	Your Agency Here

YOUR Agency can help improve safety!

Encourage your Agency staff to distribute the safety videos and tips far and wide

Provide your agency Communications Team contact information:

- Your name
- Agency
- Name of Communications Team Contact
- Title of Communications Team Contact
- Email of Communications Team Contact
- Phone number of Communications Team Contact



CONTACT US

Catherine Richardson

Transportation Planner III

crichardson@nctcog.org | (682) 433-0485

Kevin Kokes, AICP

Program Manager

kkokes@nctcog.org | (817) 695-9275