

# RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: 3rd

Wisconsin Department of Transportation  
DT1241 2009

Research, Development and Technology Transfer	
<b>Program:</b> (Choose One) <input type="checkbox"/> Policy Research <input checked="" type="checkbox"/> Pooled Fund TPF # 5(092) <input type="checkbox"/> Wisconsin Highway Research Program <input type="checkbox"/> Other	
<b>Project Title:</b> Developing and Evaluating Safe Winter Driving Messages	
<b>Administrative Contact/Phone #:</b> Colleen Bos/ (608) 577-4805	<b>WisDOT Project ID(s):</b> 0092-09-21
<b>WisDOT Technical Contact/Phone #:</b> Michael Sproul/ (608) 266-8680	<b>Other Project ID:</b>
<b>Project Investigator/Phone # (agency &amp; contact):</b> Craig Barnes, thembcgroup, 314.361.6717	<b>Approved Starting Date:</b> 5/28/2009
<b>WisDOT Comments:</b>	<b>Original End Date:</b> 12/31/2009
	<b>Current End Date:</b> 12/31/2009
<b>Sponsor:</b> Wisconsin Department of Transportation	<b>Number of Extensions:</b> 0

## Schedule Status:

- ☐ On schedule ☐ Ahead of schedule  
☐ On revised schedule ☒ Behind schedule (Please explain below)

Total Project Budget	Expenditures Current Quarter	Total Expenditures	% Funds Expended	% Work Completed
\$97,709.00	\$31,478.00	\$37,203.00	.38	40%

## Project Description:

Progress This Quarter: (Includes project committee meetings, work plan status, contract status, significant progress, etc.)

## Meetings:

- Presented an overview of Nebraska accident and driver data via teleconference on September 24.

## Progress

- Received 2 month samples of winter crash data from Nebraska and Illinois.
- Reviewed sample data files and then subsequently requested most recent two years of crash data from Nebraska and Illinois.
- Analyzed the data sets from Nebraska and Illinois.
- Conducted meetings internally and with subcontractors to discuss findings and determine additional analysis needed.
- Created an executive summary of data findings for Nebraska and Illinois.
- Developed PowerPoint presentations to demonstrate each state's data findings and to identify target audience(s) demographics.

## In Progress

- Scheduling a teleconference to present an overview of Illinois accident and driver data.
- Currently comparing Nebraska and Illinois data findings in order to develop a final recommendation.
- Began developing outline for focus groups
- Secondary research evaluating communication channel preferences of banded age groups identified in winter crash data

## Anticipated Work Next Quarter:

- Draft questions for surveys/focus group.
- Conduct focus groups.

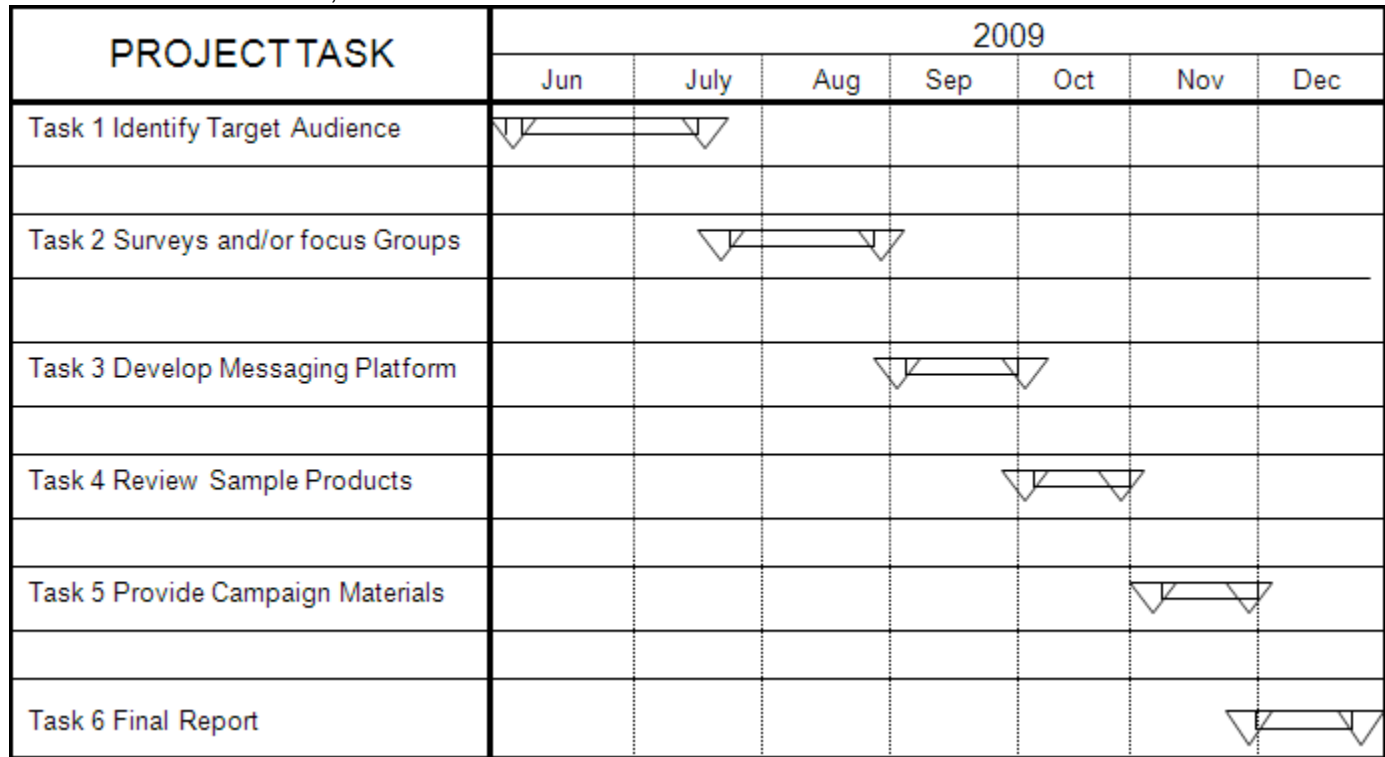
- Initiate message development based on research findings.

Circumstances Affecting Progress and/or Budget:

- Sample data files were delivered later than anticipated due to internal processing by both Nebraska and Illinois
- Two year crash data file from Nebraska was delivered on July 27<sup>th</sup>
- Two year crash data file from Illinois was delivered on August 19<sup>th</sup>

Gantt Chart:

Timeline Revised June 10<sup>th</sup>, 2009



Timeline Revised 9/30/09

PROJECT TASK	2009						
	JUNE	JULY	AUGUST	SEPT.	OCT.	NOV.	DEC.
Task 1 Identify Target Audience							
Task 2 Surveys and/or Focus Groups							
Task 3 Develop Messaging Platform							
Task 4 Review Sample Products							
Task 5 Provide Campaign Materials							
Task 6 Final Report							