

RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: 4th

Wisconsin Department of Transportation
DT1241 2009

Research, Development and Technology Transfer	
Program: (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	
Project Title: Developing and Evaluating Safe Winter Driving Messages	
Administrative Contact/Phone #: Colleen Bos/ (608) 577-4805	WisDOT Project ID(s): 0092-09-21
WisDOT Technical Contact/Phone #: Michael Sproul/ (608) 266-8680	Other Project ID:
Project Investigator/Phone # (agency & contact): Craig Barnes, thembcgroup, 314.361.6717	Approved Starting Date: 5/28/2009
WisDOT Comments:	Original End Date: 12/31/2009
	Current End Date: 03/31/2010
Sponsor: Wisconsin Department of Transportation	Number of Extensions: 1

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	\$41,875.50	\$79,078.50	.81	83%

Project Description:

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

Meetings:

- Presented an overview of Task 1 findings and memorandum via teleconference on October 19th.
- Presented an overview of the focus group findings via teleconference on December 17th.

Progress

- Finalized analysis of Illinois crash data.
- Completed Task 1 findings and Task 1 memorandum.
- Completed secondary research evaluating communication channel preferences of banded age groups identified in winter crash data.
- Reviewed focus groups options and selected approach.
- Developed focus group survey instrument.
- Sent research focus group survey instrument to committee for review and modified based on feedback
- Deployed survey instrument to panels
- Performed initial analysis of survey results and developed PowerPoint with overview of findings.
- Based on findings, made recommendation to retain the "Ice and Snow Take It Slow" campaign theme
- Based on findings, developed and designed new potential logo executions of "Ice and Snow Take It Slow"
- Sent logo choices to committee for review and narrowing of choices
- Performed additional analysis of focus group data to develop a detailed understanding of how the subsets of the target access winter road condition information.
- Based on those findings, developed a PowerPoint presentation
- Reviewed current "Ice and Snow Take It Slow" media resources produced by Nebraska DOT

In Progress

- Preparing for January 5th teleconference to discuss committee review of logo choices and to review detailed findings of target access of winter road condition information.
- Based on focus group findings, develop recommendations for optimal media vehicles to support building awareness and impacting behaviors
- Based on focus group findings, develop recommendations for optimal media channel selection

Anticipated Work Next Quarter:

- Decide on official logo
- Develop application ideas for logo
- Develop campaign ideas ready for production
- Develop final report

Circumstances Affecting Progress and/or Budget:

- Timeframe for feedback and review of focus group survey instrument was longer than anticipated
- Joint decision to extend schedule to provide adequate time for developing final recommendations.

Gantt Chart: