

RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: 1st

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: 3/31/2009
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	\$18,631.50	\$97,710.00	100%	100%

Project Description:

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

Meetings:

- Presented revised logo choices to committee.
- Presented two creative concepts for the TV spot.

Progress

- Finalized analysis of focus group survey data.
- Reviewed logo choices and committee decided to keep current logo.
- Developed recommendations for optimal media vehicles to support building awareness and impacting factors.
- Developed recommendations for optimal media channel selection
- Based on findings, created 30 second, 15 second and seven second spot.
- Based on findings, created a Flash Internet banner ad – Display and Leaderboard versions.
- Analysis of current Clear Roads member states use of social media and Ice & Snow Take It Slow materials/information.
- Developed Final Report that contains project overview, summaries of all Tasks, review of crash data and focus group data, message development and deployment plan and recommendations

Anticipated Work Next Quarter:
None

Circumstances Affecting Progress and/or Budget:
None

Gantt Chart:
None