



**Wisconsin Department of Transportation  
Policy Research Program**

**Request for Proposal**

**Highway Safety Media Campaign Awareness and Attitudes  
July 18, 2022**

**Proposal Deadline**

**Proposals must be received no later than 4:30 PM Central Time on August 18, 2022.**

**For more information regarding this RFP contact the WisDOT Research & Library Services Unit  
at: [research@dot.wi.gov](mailto:research@dot.wi.gov)**

## **I. Definitions**

The following definitions are used throughout the RFP:

**NHTSA** means the National Highway Traffic Safety Administration

**POC** means the project oversight committee, comprised of WisDOT and/or other representatives to oversee the research

**Proposer** means a company or individual submitting a proposal in response to this RFP

**Researcher** means proposer awarded the contract

**WisDOT** means the Wisconsin Department of Transportation

## **II. Overview**

The Wisconsin Department of Transportation (WisDOT) utilizes federal funding sources to promote safe driving behavior through various media channels and formats. Message campaign recommendations from the National Highway Traffic Safety Administration (NHTSA) seek to heighten awareness of drivers to make safe choices that can prevent crashes and reduce serious and fatal injuries.

To effectively communicate this information, WisDOT is seeking to assess the current media in use, garner public feedback to create more appropriate media safety campaigns and develop a communication strategic plan.

## **III. Objectives**

The department is seeking research proposals to conduct a survey to determine the attitudes and perceptions of Wisconsin drivers regarding the usage of media to promote awareness of traffic safety and impact driver behavior. The survey shall meet the following criteria:

1. The research should be conducted on a representative sample of Wisconsin's population.
2. The data collection should be statistically valid and allow for consideration of major demographic breakdowns in Wisconsin, including by age, race/ethnicity, and geography.
3. The results should assist WisDOT gain a clear understanding of the attitudes and perceptions of Wisconsin residents regarding media for traffic safety messaging, including:
  - a. Overview of what the general public knows and are familiar with regarding traffic safety advertising and media.
  - b. Effectiveness of media safety campaigns on driver behavior?
  - c. What media resonates with the driver?
  - d. What media would impact driver behaviors?
    - i. To impact impaired driving
    - ii. To impact seat belt usage
    - iii. To impact speeding
  - e. What is most effective messaging to impact traffic safety?
    - i. To impact impaired driving
    - ii. To impact seat belt usage
    - iii. To impact speeding
  - f. What of kind of spokesperson they follow/listen to that influences decisions and their decision making (influencers that resonate with the targeted audience)?

#### **IV. Scope of Work**

The selected researcher shall complete the following tasks:

##### **Task 1 – Review of national literature on traffic safety attitudes and perceptions**

This task will review and examine the data collection methodologies, theoretical approaches, and findings of nationally conducted research about public attitudes, perceptions, and understanding of traffic safety media campaigns.

Under this task, the researcher will also review other relevant and similar data collection efforts conducted by other states, especially state department of transportations, NHTSA, U.S. Department of Transportation, and other safety groups in transportation.

##### **Task 2 – Data collection**

In this task, the researcher will perform data collection as per the parameters identified in Task 1 and meet for discussion with the project managers and the Project Oversight Committee (POC).

##### **Task 3 – Data review and analysis**

The researcher will work with the WisDOT's Office of Public Affairs and the Division of State Patrol's Bureau of Transportation Safety and Technical Services to review the data and draft proposed recommendations for effective safety communication.

##### **Task 4 – Communications Plan and Creative Materials**

The researcher will develop a safety communications plan with regard to traffic safety messaging, based on findings in Task 1 and recommendations from Task 3.

##### **Task 5 – Focus Groups**

The researcher will conduct focus groups that are sensitive to the social demography, urban and rural mix of Wisconsin. The focus groups should address safety message theme familiarity, behaviors associated to them, impact on their decision making and seek input on how to improve messaging to impact behavior.

##### **Task 6 – Preparation of final report and presentation**

The researcher will compile a final report summarizing all tasks and results from the project and present the findings to the department.

#### **V. Proposal requirements**

The proposer should list any relevant experience and qualifications for the principal investigator(s) and all other key project team members, including subcontractors, with a focus on how the experience and qualifications relate to the project.

#### **VI. Deliverables and review points**

Final details will be negotiated between the department and the selected contractor. Proposals should at a minimum account for task deliverables and points of review. Proposals should identify likely methods (meetings, conference calls) needed for these steps.

**VII. Schedule and budget**

Project duration – The contract shall be effective on the date indicated and shall continue for twelve (12) months from that date. Proposers should include a detailed schedule showing the placement of the tasks, meetings and expected review periods. Based on the date of this request for proposal, WisDOT expects that the start date of this contract to be effective on or after October 1, 2022.

**VIII. Project budget**

Proposals cannot exceed **\$125,000**. Any proposal that exceeds this amount will be considered non-responsive to the RFP requirements and will not be accepted. All proposed budgets should detail the activities of research personnel as well as other direct cost factors (e.g., survey mailing costs).

**IX. Proposal submission deadlines and guidelines**

The issue date for this RFP is July 18, 2022. Proposers may direct any questions, noted errors, discrepancies, ambiguities, or deficiencies concerning this proposal via e-mail to [research@dot.wi.gov](mailto:research@dot.wi.gov) by 4:30 PM Central time on August 1, 2022. WisDOT will collectively post all questions and answers to <http://wisconsindot.gov/Pages/about-wisdot/research/researchers.aspx> by 4:30 PM Central time on August 8, 2022. Proposers must direct questions, etc. about this RFP only to this designated e-mail and not to any other staff or agent of WisDOT.

Proposers must submit an electronic version of a proposal (Adobe PDF preferred) by 4:30 PM Central time on August 18, 2022 via e-mail to [research@dot.wi.gov](mailto:research@dot.wi.gov). Proposals submitted after the deadline will not be accepted for evaluation.