



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer		6-3-7
CHAPTER 6	Work Zone Traffic Control	
SECTION 3	Elements	
SUBJECT 7	Freeway Service Team Sponsorship	

General

The department initiated the Freeway Service Team (FST) Sponsorship Program as an innovative source of revenue. The Sponsorship Program is intended to improve the transportation system and benefit the traveling public by increasing their awareness of available services. Additional revenues further enable WisDOT to provide necessary services and enhance the safety and efficiency of the State's highway system.

FST sponsorships offer recognition to a business or other entity for supporting FSTs that improve work zone safety. Sponsorship agreements *may* include sponsor recognition placed on FST vehicles under contract with the department and or signs as outlined in MUTCD 2H.08.

Goals and objectives

The goals and objectives of FST Sponsorship are to:

- Create a public/private partnership to provide FST services
- Increase public awareness of program
- Provide sponsors an opportunities to promote traffic safety

Responsibilities

Bureau of Traffic Operations (BTO)

- Management of the FST program via FST Program Manager
- Procure FST services
- Procure FST sponsorship(s)

Regional Traffic Engineers

Notify BTO of preconstruction meetings and project start dates *Other Stakeholders*

- Regional Communications Manager

- Law enforcement
- Counties and local officials
- Towing contractors

Eligible Sponsors

Eligibility for participation in the sponsorship program is limited to individuals, businesses and organizations that abide by state and federal laws that prohibit discrimination based on race, religion, color, age, sex, national origin, or sexual orientation, that do not promote illegal products or activities, and that do not harm the public image of the state or department.

Sponsorship Recognition

Vehicle marking, registered trademarks and lettering

- A. The Sponsorship Contractor *may* apply markings and trademarks onto the FST trucks operated by Operator Contractors. The sponsor **shall** submit a design to WisDOT for approval.
- B. No other markings *may* be placed on or in the FST vehicles, unless otherwise approved by WisDOT.
- C. Any painting, placing, maintaining, repairing, adding or removing Vehicle Markings, Logos and Lettering must be conducted in such a manner as to not reduce the FST Operator Contractor's contractually required level of performance and availability.
- D. Operator Contractors are required to have backup trucks to be used in the event the primary truck is damaged. When the backup truck is in use the Sponsorship Contractor *may* provide magnetic markings to indicate that the truck is part of the FST. The sponsor **shall** submit a design to WisDOT for approval.
- E. WisDOT will determine when FST Operator Contractor contracts will end.
- F. The sponsor is responsible for removal of all markings, logos and lettering from operator vehicles within two weeks of notification by WisDOT.
- G. The Sponsorship Contractor is responsible for any damage to Operator Contractor vehicles as a result of graphics placement or removal.

Roadside Signage

The Sponsorship Contractor *may* indicate its sponsorship of the FST program through roadside signage placed at certain designated locations within or approaching work zones where FST Operator Contractor vehicles are operating.

- A. All Sponsorship Contractor signage **shall** be approved by WisDOT inclusive of design and placement. WisDOT reserves the right to require in certain circumstances signs to be removed, or placed in other locations at WisDOT's sole discretion.

- B. All signs **shall** comply at all times with Federal Highway Administration (FHWA) guidelines, and all applicable Federal and Wisconsin rules, regulations and laws in effect at the present and in the future.
- C. Acknowledgement signs **shall** be designed and installed as follows:
- i. No more than two signs per direction along a single work zone, in locations approved by WisDOT.
 - ii. Signs (in one direction) *may* be spaced no closer than 3 miles apart except where approved by WisDOT.
 - iii. Sign logo, layout, size and design **shall** be in accordance with the requirements of the MUTCD.
 - iv. Signs shall be considered temporary and will be mounted on wooden posts. Sign size will be approved by WisDOT.
- D. WisDOT will approve all sign locations. The standard sign location will be 800' in advance of the "Road Work Ahead" sign.
- E. The minimum spacing between sponsorship acknowledgement signs and other signs should be:
- i. 150' on roadways with posted speed limits of 25 MPH or less.
 - ii. 200' on roadways with posted speed limits of 30 MPH to 45 MPH
 - iii. 500' on roadways with posted speed limits greater than 45 MPH
- F. WisDOT will determine when FST Operator Contractor contracts will end.
- G. Placing, replacing, maintaining, repairing, removing, covering or relocating signs must be done in accordance with WisDOT specifications. For questions contact the State Signing and Marking Engineer.

Operator Uniforms

The Sponsorship Contractor *may* choose to provide uniforms to FST Contractor Operator drivers. Uniforms must comply with the following:

- A. ANSI Class III compliant safety vests and pants. Vests **shall** have the Sponsors logo worn above the left chest pocket. Contractor **shall** provide enough sets of vests and pants such that each vehicle operator has clean sets of pants and vests.
- B. Sponsor colored baseball type hat. The hat **shall** be made entirely of fabric (no mesh style hats) and will have the Sponsor's logo on the front of the hat above the brim. Contractor **shall** provide enough hats such that the Operator Contractor *may* provide clean, legible hats as needed. FST Operator Contractor operators are not required to wear hats.
- C. Sponsorship Contractor supplied sponsor logo patches/embroideries/prints for the uniforms, **shall** be approved by WisDOT prior to ordering.