



Wisconsin Department of Transportation Policy Research Program

Request for Proposal Safety Media Communication Strategies Evaluation Study

Project Duration: 12 months, starting August 2024
Project Budget Limit: \$150,000

Questions submitted to research@dot.wi.gov regarding the content of this Request for Proposal are due no later than 04:30 PM (CST) on April 11, 2024

Responses to questions will be posted to the WisDOT Research and Library website <https://wisconsindot.gov/Pages/about-wisdot/research/researchers.aspx> by 04:30 PM (CST) on April 25, 2024

Proposal Deadline

Proposers must submit a PDF version of their proposal no later than 4:30 PM (CST) on May 9, 2024, to research@dot.wi.gov.

I. Definitions

The following definitions are used throughout the RFP:

- WisDOT - Wisconsin Department of Transportation
- POC – Project Oversight Committee
- RFP – Request for Proposal
- Proposer - A company or individual submitting a proposal in response to this RFP
- Researcher - The party (from the field of proposers) who is awarded the contract

II. Overview

The Wisconsin Department of Transportation (WisDOT) develops transportation safety-related communications to promote safe use of the state's transportation system through various media channels and formats such as news releases, social media posts, videos, policy documents, etc. The department utilizes national safety-related media strategies (e.g., message campaign recommendations from the National Highway Traffic Safety Administration) and develops strategies tailored to Wisconsin.

WisDOT recently completed a Highway Safety Media Campaign Awareness and Attitudes research project which focused on the awareness of, attitudes towards and perceptions of specific safety-related media campaigns utilized by WisDOT such as "Click It or Ticket," "Drive Sober or Get Pulled Over," "Buckle Up, Phone Down," and "Share the Road." Several focus group discussions and a survey were conducted and analyzed in the earlier research project, which [can be found on the WisDOT website](#).

III. Objectives

Proposals should seek to further the research on the department's safety media campaign and communication strategy efforts. Proposals from the researchers should be inclusive of the following items:

- Analysis of how effective the department's safety campaign and communication strategies are, including:
 - An evaluation of how effective the campaign and communication strategies are at resonating with diverse and comprehensive demographics/populations/communities.
 - A quantitative evaluation of how effective the campaign and communication strategies are at reducing crashes, fatalities, injuries.
- The researcher should propose methods to measure and evaluate the reach/audience and overall effectiveness of existing safety messaging campaign and communication strategies.

The researcher should develop a strategic communications plan to increase safety campaign effectiveness, improve reach of the campaigns, and achieve better safety outcomes.

IV. Scope of work

While the full research approach will be negotiated with the selected researcher, the WisDOT project managers, the Project Oversight Committee (POC) and the Policy Research Program, proposers should base their submissions on the following general tasks:

Task 1 – Review Literature

This task will review and examine the data collection methodologies, theoretical approaches, and findings of state, regional and nationally conducted research about transportation safety communications messaging effectiveness at:

- Reaching and resonating with targeted audiences
- Reducing crashes, fatalities and injuries on the transportation system

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 – Collect Data

In this task, the researcher will propose and perform data collection methodologies in coordination with the Project Oversight Committee to better understand how the department’s safety-related communication messages are resonating with diverse and comprehensive demographics, populations, and communities, and to establish a quantitative evaluation process of how effective the campaigns and communication strategies are at reducing crashes, fatalities and injuries.

The researcher should take into consideration the complexities of Wisconsin’s characteristics (e.g., rural and urban, regional cultural differences, etc.) and diverse populations when developing the data collection methodologies.

Task 3 – Conduct Analysis of Outcomes

The researcher should propose methods to measure and evaluate the reach/audience and overall effectiveness of existing safety messaging campaigns and communication strategies including:

- An evaluation of how effective the campaigns and communication strategies are at resonating with diverse and comprehensive demographics/populations/communities (such as age, location, race and ethnicity, geographic location, income levels, etc.)
- A quantitative evaluation of how effective the campaigns and communication strategies are at reducing crashes, fatalities, injuries.

The methods used and results from the analysis should be documented in Task 4, defined below, and used to develop the project’s strategic communications plan.

Task 4 – Report Findings and Strategic Communications Development

The researcher should develop a final report to document the research finding, including the development of a strategic communications plan to increase the department’s safety messaging communications effectiveness and improve the reach of the messages with the goal of achieving better safety outcomes.

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

Although final details will be negotiated between the department and the selected contractor, any proposals should at a minimum account for these 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 August 2, 2024.

Project budget – Proposals cannot exceed **\$150,000**. 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).

VIII. Proposal submission deadlines and guidelines

The issue date for this RFP is March 27, 2024. Proposers may direct any questions, noted errors, discrepancies, ambiguities or deficiencies concerning this proposal via e-mail to research@dot.wi.gov by 4:30 PM Central time on April 11, 2024. 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 April 25, 2024. Proposers must direct questions, etc. about this RFP only to this designated e-mail and not to any other staff or agent of WisDOT.

Proposal Preparation Guidelines can be found at the Proposal Preparation Guidelines at <https://wisconsindot.gov/Pages/about-wisdot/research/researchers.aspx> For more information regarding this RFP, contact the WisDOT Research & Library Services Unit at research@dot.wi.gov.

Proposers must submit an electronic version of a proposal (Adobe PDF preferred) by 4:30 PM Central time on May 9, 2024 via e-mail to research@dot.wi.gov. Proposals submitted after the deadline will not be accepted for evaluation. Proposers will be notified no later than June 28, 2024.