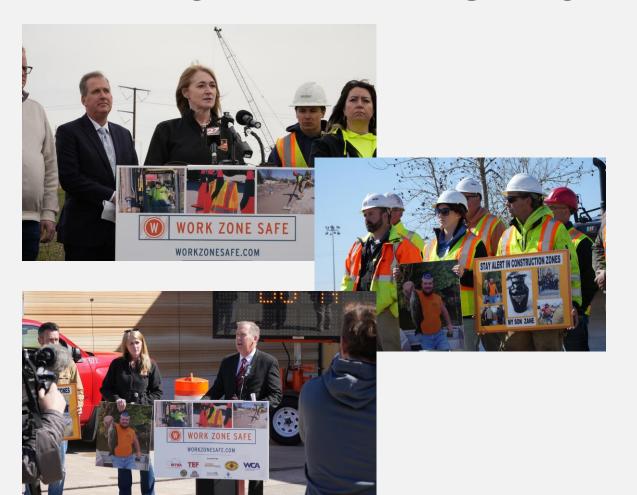
MODERNIZING WORK ZONE EDUCATION



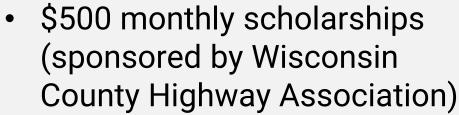
- Launched "Work Zone Safe Wisconsin" April 2024
- Free, online course available 24/7/365
- Teaches through real-life stories
- Second state in nation to adopt
- WisDOT encouraged all to adopt course to comply with 2024 law (30+ min. of work zone-specific education)
- WorkZoneSafe.com

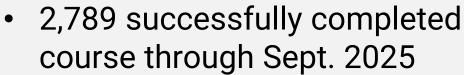


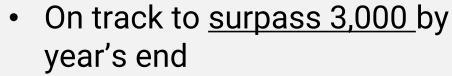


REWARDING TEENS' EFFORTS

















A COMBINED EFFORT

Third year of expanding messaging with WisDOT

- Statewide kickoff event in April
- Five regional events throughout 2025 construction season

May: DeForest

June: Waukesha

July: Superior

August: Elcho

September: Appleton

WTBA contractors spoke at each event













REACHING DRIVERS WHERE THEY ARE

WTBA Billboard Campaign

- Placed along I-41 expansion between Appleton & Green Bay
- Features NEA paving foreman and sons (ages 6 and 1)
- Went up in July, stays up through October
- Approx. 30,000 drivers pass by daily
- Covered by WBAY-TV, WLUK-TV, WFRV-TV, and WHBY (radio)









REACHING DRIVERS WHERE THEY ARE



