

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



- \$500 monthly scholarships (sponsored by Wisconsin County Highway Association)
- 2,789 successfully completed course through Sept. 2025
- On track to surpass 3,000 by year's end



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



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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)



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