



Wisconsin Department of Transportation

Policy and Safety First Research Programs

Request for Proposals

FFY 2026

Proven Safety Countermeasure

Implementation

Request for Proposals Timeline and Information

February 18, 2026

Issue Date of this Request for Proposal (RFP). This RFP has been posted at: <http://wisdotresearch.wi.gov/rfps-and-proposals>.

Please read the [Proposal Preparation Instructions](#) as this document has been updated recently and contains important information, including tables and templates, necessary for writing a proposal for submission.

March 4, 2026
4:30 PM (CST)

Questions regarding this RFP are due by this date and time. Questions need to be submitted electronically with the project name to: research@dot.wi.gov. Questions received after this date and time will not be considered.

March 16, 2026
4:30 PM (CST)

Responses to Questions will be posted on the WisDOT Research and Library website at: <http://wisdotresearch.wi.gov/rfps-and-proposals>.

March 30, 2026
12:00 PM (CST)

Proposals are due by this date and time. Proposals must be submitted electronically in a PDF version to: research@dot.wi.gov. Proposals received after this date and time will not be considered.

May 29, 2026

Award and Deny letters will be sent by email to all proposal submitters (only lead investigator will be notified).

Project Budget and Schedule

\$100,000.

Project Budget shall not exceed this amount. Matching funds will not be considered in the proposal evaluation process. Proposals which exceed this amount will be disqualified.

12 Months Period of Performance / Duration of Project

August 1, 2026 Anticipated Start Date of Project

June 1, 2027 Researcher's Final Report due

July 31, 2027 Anticipated End Date of Project

Safety First WisDOT Research Program

For more information regarding this RFP contact the WisDOT Research Program at: research@dot.wi.gov.

NOTICE: Submission of a proposal does not guarantee an award. The Wisconsin Department of Transportation (WisDOT) reserves the right to reject any and all proposals received; however, in the event WisDOT does award a project, such award will be based on uniform evaluation criteria.

Wisconsin Department of Transportation Policy and Safety First Research Programs Request for Proposals

Proven Safety Countermeasure Implementation

Acronyms and Definitions

COP – Close-Out Presentation

DMP – Data Management Plan

FDM – Facilities Development Manual

FHWA – Federal Highway Administration

MAASTO – Mid-America Association of State Transportation Officials

PI – Principal Investigator, lead researcher

POC – Project Oversight Committee comprised of subject matter experts who are the main point of contact with the PI.

R&L – WisDOT Research and Library Unit providing administrative support

RFP – Request for Proposal

TEOpS – Traffic Engineering, Operations and Safety Manual

WisDOT – Wisconsin Department of Transportation

1

Background and Problem Statement

FHWA produces a list of 28 proven safety countermeasures which are safety countermeasures or strategies that have demonstrated success at reducing roadway fatalities and serious injuries on our nation's roadways. WisDOT has implemented many of the proven safety countermeasures within its improvement program to date but is continuously looking at ways to improve design policy and guidance for integration and implementation of these countermeasures to drive down fatal and serious injuries on Wisconsin roadways.

WisDOT is seeking assistance to investigate information on common practices, opportunities to expand usage in Wisconsin on the state highway network, and how these can be tied to performance measures to track their implementation. The researcher is to investigate WisDOT's current design practices, investigate other states design practices, and recommend metrics that can be used to tie into existing performance indicators to measure proven safety countermeasure implementation and effectiveness.

Research Objectives

WisDOT is seeking research proposals to identify how proven safety countermeasures implementation can be expanded on its state highway network. The research should meet all the following objectives:

- Review WisDOT's FDM and TEOpS manual to identify which FHWA proven safety countermeasures are being implemented on the state highway system.
- Identify current requirements for these countermeasures and identify if they are being installed through systemic, systematic or hotspot applications.
- Identify countermeasures that are not being implemented in Wisconsin. Provide a summary of best practices or design policies from up to 10 states. States must have similar design practices, populations, and weather patterns to Wisconsin, with preference towards MAASTO states.
- For countermeasures being implemented in Wisconsin, recommend opportunities to expand their usage. Provide a summary of best practices or design policies from up to 10 states. States must have similar design practices, populations, and weather patterns to Wisconsin, with preference towards MAASTO states.
- Identify and recommend performance indicators for proven safety countermeasure installation/implementation.
- Identify and recommend potential systems/methods for tracking safety countermeasure installations/implementation.

Research Approach

3.1 Task 1: Literature Review – WisDOT Practices

Conduct a comprehensive literature review and assessment of current practices for the 28 proven safety countermeasures used by WisDOT on the state highway system and identify the current requirements and implementation status (i.e., not implemented, systemic, systematic or hotspot). This involves investigating design policies and guidance within WisDOT's FDM and TEOpS manual. For each countermeasure, provide a level of effort and estimated budget in which it would take to further investigate under later tasks for the project which will be used by the POC to determine which countermeasures to prioritize.

The initial literature review and summary will be submitted to the POC for review. Researcher will hold a 60-minute check-in meeting to summarize findings with the POC. Prior to work beginning on Task 2, POC approval will be required to determine which countermeasures to prioritize for further investigation.

Deliverable: Provide an executive summary of the findings from the WisDOT literature review. The deliverable will include a summary document that identifies the current implementation status of each proven safety countermeasure and the specific criteria or a generalized summary of how WisDOT is implementing the countermeasure. The document will provide an estimated level of effort related to the project budget for use by the POC to determine how many countermeasures should be prioritized for the remaining tasks. The literature review will be provided to the POC for review.

Check-in meeting will include a brief Power Point presentation or overview of the research status.

3.2 Task 2: Literature Review – External Agencies

Upon direction from the POC, conduct a comprehensive literature review and assessment of current practices for the countermeasures selected by the POC that are being used by other states with similar characteristics to Wisconsin (e.g., design practices, weather conditions, population, and driver behaviors) with a preference towards MAASTO states. Develop a summary of recommendations on how WisDOT can expand or modify their current practices of implementing proven safety countermeasures identified in Task 1.

Researcher will hold a 60-minute check-in meeting to summarize findings with the POC. Prior to work beginning on Task 3, POC approval will be required. Researcher shall coordinate with POC on which countermeasures to prioritize for Task 3 activities.

***Deliverable:** Provide an executive summary of the findings from reviewing other state agencies policies and guidance. The deliverable will be a technical memorandum that summarizes the specific criteria or generalized summary of how the other states are implementing the countermeasures that were approved for Task 2. The technical memorandum will provide recommendations for WisDOT to consider on potential expansion or modifications of current practices for the countermeasures. The literature review will be provided to the POC for review.*

Check-in meeting will include a brief Power Point presentation or overview of the research status.

3.3 Task 3: Identify Performance Indicators

Develop and recommend leading performance indicators which can be measured from a safety engineering perspective that focus on infrastructure improvements. Recommend potential processes or systems in which these performance indicators could be tracked for successful implementation and be used to estimate how effective certain countermeasures are at reducing fatal and serious injury crashes. Performance indicator recommendations should include any of the proven safety countermeasures recommended by FHWA, including any that were not further investigated as part of Task 2.

Researcher will hold a 60-minute check-in meeting to summarize findings with the POC. Prior to work beginning on Task 4, POC approval will be required. The expected deliverable is outlined below in the Reports, Presentations and Deliverable table and will be sent to the POC for review.

***Deliverable:** Provide a technical memorandum that identifies and recommends potential leading performance indicators focusing on proven safety countermeasure implementation that can be used by WisDOT's safety engineering program. Recommendations must describe how recommended performance indicators relate to existing safety performance indicators used by WisDOT. The technical memorandum will be provided to the POC for review.*

Check-in meeting will include a brief Power Point presentation or overview of the research status.

3.4 Task 4: Project Final Report

The research team will prepare and submit a Final Report following the timeline and requirements detailed in the [Final Report and Close-Out Presentation \(COP\) Information](#). This document contains important information for the Final Report and COP process.

The Final Report will include a summary of the project background and problem statement, research objectives and approach, best practices, recommendations, and interpretations developed during the project as well as a discussion of implementation options.

The POC members will review this report. Questions and comments will be submitted to the researcher and will require edits and revisions, or a response and explanation in a Summary Report. The Final Report will be considered complete and approved when the POC chair accepts all revisions and responses. Any data files collected from the lab and/or field testing/survey should be included for future use, analysis, and interpretation.

3.5 **Task 5: Close-Out Presentation (COP)**

The research team will create and present a 60-minute PowerPoint presentation that includes a summary of the background and problem statement, research objectives and approach, best practices, recommendations, and interpretations developed during the project.

4 **Required Testing/Equipment/Materials**

4.1 **Required Testing/Equipment/Materials**

N/A

5 **Required Travel and Meetings**

5.1 **Travel for Tasks and/or Field Work**

Travel by the researcher is not required for this project.

5.2 **Meetings**

A kick-off meeting, periodic progress meetings, and a close-out presentation are required. Meetings are anticipated to be virtual. Please see the [Policy and Safety First Meeting Information](#) for additional information.

5.3 **POC Meetings**

At the start of the project the POC Chair, lead PI and R&L will determine points in the project where discussions and decisions are needed. One hour to 1½ hour-long meetings will be set for the full POC, the researchers, and R&L staff at those times, based on meeting needs. The researcher will typically have a short presentation with relevant information and progress updates.

5.4 **Check-In Meetings**

If there are gaps of more than eight weeks between meetings, check-in meetings of 20-30 minutes may be scheduled for the POC Chair, lead PI and R&L staff. A presentation is not expected at check-in meetings.

5.5 Close-Out Presentation (COP)

WisDOT welcomes a virtual Close-Out presentation; however, the researcher may present the results in person, paid by contract funds, if included in the project budget.

5.6 Conferences

Attendance at conferences is not expected to be a part of WisDOT research projects. If attendance at a conference is necessary for the project, the proposal must include justification and travel details.

N/A

WisDOT will NOT fund travel expenses apart from what is included in the research project proposal budget.

6

WisDOT/POC Contribution

WisDOT will provide the following support through the Project Oversight Committee (POC) to support the successful completion of the project:

- Work will be conducted with project oversight by WisDOT staff and the Project Oversight Committee (POC). The POC members support the successful completion of the project.
- The research team may assume that WisDOT staff/POC members can contribute a maximum of 40 hours over the project's duration.
- The research team will not assume the availability of WisDOT staff or equipment in the proposal. If WisDOT or another entity donates equipment or staff time, a commitment letter must be included in the proposal.
- The POC will coordinate access to WisDOT materials used in laboratory test programs, if needed.
- The POC and POC will also coordinate access to WisDOT databases, if needed.

Design and Traffic Manuals

WisDOT will provide access to its design and traffic manuals, which are publicly accessible at:

- FDM: <https://wisconsindot.gov/Pages/doing-bus/eng-consultants/cnslt-rsrcses/rdwy/fdm.aspx>
- TEOpS: <https://wisconsindot.gov/Pages/doing-bus/local-gov/traffic-ops/manuals-and-standards/teops/default.aspx>

7

Traffic Control (if needed)

N/A

8 Deliverables – Required Project Documentation

8.1 Quarterly Progress Reports (QPRs)

A 1-2 page summary of project activities, next steps and expenditures for the quarter. WisDOT will provide the QPR template. See [WisDOT Research Quarterly Progress Report Information](#).

8.2 Quarterly Invoices

Invoices are submitted quarterly. See [WisDOT Research Program Invoice Information](#).

9 Deliverables – Reports and Presentations

9.1 Meeting Updates & Interim Reports

Meeting updates are typically short PowerPoint presentations.

Interim reports may include the Literature Review and others as designated. Interim reports are flexible in format and length. These may be papers, graphs, tables, surveys, or other formats. The POC and researcher will determine what format and length is most appropriate for each report.

9.2 Project Final Report Requirements, Process and Timeline

The Final Report for the research project will go through three stages as it is reviewed by the POC and edited by the researcher(s): Project Report, Revised Report and Approved Final Report. For full details please see Policy and Safety First - Final Report and Close-Out Presentation (COP) Preparation and Submission Information.

9.3 Research Data

All research data will be identified and made available per the Data Management Plan (section 16).

Reports, Presentations and Deliverables

Researcher, please keep this table in the Proposal.

Task	Report / Presentation	Description of Deliverable
All	POC Meeting Updates	Throughout the project, PowerPoints, interim reports and meeting updates are requested to be emailed to R&L 1 week before POC meetings for POC review and preparation for meeting discussion.
1	Literature Review and Summary - WisDOT	<p>Deliverable: Provide an executive summary of the findings from the WisDOT literature review. The deliverable will include a summary document that identifies the current implementation status of each proven safety countermeasure and the specific criteria or a generalized summary of how WisDOT is implementing the countermeasure. The document will provide an estimated level of effort related to the project budget for use by the POC to determine how many countermeasures should be prioritized for the remaining tasks. The literature review will be provided to the POC for review.</p> <p>Check-in meeting will include a brief Power Point presentation or overview of the research status.</p>
2	Literature Review and Summary – External Agencies	<p>Deliverable: Provide an executive summary of the findings from reviewing other state agencies policies and guidance. The deliverable will be a technical memorandum that summarizes the specific criteria or generalized summary of how the other states are implementing the countermeasures that were approved for Task 2. The technical memorandum will provide recommendations for WisDOT to consider on potential expansion or modifications of current practices for the countermeasures. The literature review will be provided to the POC for review.</p> <p>Check-in meeting will include a brief Power Point presentation or overview of the research status.</p>
3	Technical Memorandum and summary of recommendations	<p>Deliverable: Provide a technical memorandum that identifies and recommends potential leading performance indicators focusing on proven safety countermeasure implementation that can be used by WisDOT's safety engineering program. Recommendations must describe how recommended performance indicators relate to existing safety performance indicators used by WisDOT. The technical memorandum will be provided to the POC for review.</p> <p>Check-in meeting will include a brief Power Point presentation or overview of the research status.</p>
4	Project Report	Email Word and PDF versions to R&L See Policy and Safety First - Final Report and Close-Out Presentation (COP) Preparation and Submission Information
4	Final Report and Summary	Email Word and PDF versions to R&L
5	COP Presentation	See Policy and Safety First - Final Report and Close-Out Presentation (COP) Preparation and Submission Information

WisDOT seeks to fund research with high implementation potential. Implementation potential will be tracked throughout the lifecycle of this research project and may include changes to expected implementation. The research plan must include specific statements describing anticipated research results and an assessment of implementation potential

10.1 Research Results

Proposals should detail the research results in terms of a specific deliverable(s)

10.2 Implementation Plan and Deliverables

This section also includes an implementation plan to address the planned implementation type(s) indicated in the RFP. While the plan may change as the research progresses, at a minimum the proposal should indicate:

- The product expected from the research.
- The stakeholder or intended audience that will most likely be impacted by the research results.
- Potential impediments to implementation.
- Activities necessary for successful implementation.
- Implementation deliverables
- Measures of success
- Data collection requirements

Please see the [Proposal Preparation Instructions](#) for specific directions related to Research Results and Implementation including completing the table below.

Researchers are invited to suggest deliverables as well as provide information regarding the deliverables included in the Implementation Plan and Deliverables table.

Implementation Plan and Deliverables

Researcher, please add and describe implementation plans and keep this table in the Proposal.

Successful implementation of this research will be achieved through the development of the following items:

Implementation Type	Description	Researcher's Anticipated Deliverables/ Products/ Activities
<input type="checkbox"/> Develop a Model:		
<input type="checkbox"/> New Design Method or Guidance:		
<input type="checkbox"/> New Product Implementation :		
<input checked="" type="checkbox"/> Recommend Future Studies:	Researcher can propose at the completion of the project a need for further research, or an expansion on the research conducted as part of the project or how this research can be updated with future modifications to FHWA's proven safety countermeasure list. This can be included as part of technical memorandums or within the final report.	
<input type="checkbox"/> Revise a Specification:		
<input checked="" type="checkbox"/> Inform Policy:	Throughout the project, summary documents will be produced that will be used to inform WisDOT on potential policy or guidance changes and performance indicator adoptions which can be used to reduce fatal and serious injuries on its state highway system. Researcher will provide several summary documents with recommendations at specific tasks and within the final report.	
<input type="checkbox"/> Other:		

11 Project Schedule

The duration of the research project is provided on page 2 of this RFP. The researcher will provide a work schedule which should be based on the assumed contract start date.

11.1 **Summary of Hours**– The proposal must include template [Summary of Hours](#).

11.2 **Gantt Chart** - The project schedule must include a Gantt chart.

12 Budget

12.1 **Budget Worksheet**

The researcher will completely fill-in the Excel [Budget Worksheet](#) template.

12.2 **Budget Justification**

The researcher will provide a detailed description of costs related to travel, materials and supplies and other direct costs. See Proposal Preparation Instructions for details.

13 Qualifications of the Research Team

The proposer will provide information on the qualifications and background of the research team.

14 Other Commitments of the Research Team

The proposer will complete the **Summary of Commitments** in [Commitments of Research Staff](#).

15 Facilities and Information Services

The proposer will provide their laboratory and technical certifications for project related activities.

16 Data Management Plan

The research team will include a Data Management Plan (DMP) documenting all field/laboratory data and analyses to ensure accessibility and transparency of research data as required by the USDOT per the Public Access Plan (<https://ntl.bts.gov/ntl/public-access/creating-data-management-plans-extramural-research>). All research data will be identified and made available per the Data Management Plan. See Proposal Preparation Instructions for details.

17 References

The proposer will provide references of the research team.

Proprietary Information in Proposal

DOA-3027 Designation of Confidential and Proprietary Information Form

Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to a request will be handled under applicable Wisconsin procurement regulations and the Wisconsin public records law. Proprietary restrictions usually are not accepted. However, when accepted, it is the proposer's responsibility to defend the determination in case of an appeal or litigation.

Any material submitted in response to this request that the proposer considers confidential and proprietary information and which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or material which can be kept confidential under the Wisconsin public records law, must be identified on a Designation of Confidential and Proprietary Information form (DOA-3027).

Proposal prices cannot be held confidential.

Public Records

WisDOT intends to maintain an open and public process in the solicitation, submission, review, and approval of procurement activities. Notwithstanding the foregoing, records may not be available for public inspection before issuance of the award of the proposal.

The proposer shall retain all records produced or collected under an awarded contract for five (5) years following final payment under the contract and allow access to such records in accordance with requirements established under 49 Code of Federal Regulations 18.42, subch. II of Chapter 19, Wis. Stats. and Chapter 16, Wis. Stats.

Evaluation Criteria

The Evaluation Criteria and Scoring Matrix are in the Proposal Preparation Instructions.

End of Request for Proposal