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Wisconsin Rest Area Maintenance (RAM) Program *Literature Distribution Program*

The Wisconsin Department of Transportation Literature Distribution Program provides travelers with access to tourism and transportation-related materials at year-round rest area sites. For those contractors with tourist information racks, the following information will assist you in maintaining your racks:

Current Wisconsin Department of Transportation (WisDOT) policy allows for tourism materials only in 8 rest areas. Four are located in Dunn, Kenosha, Beloit and La Crosse and contracted with local tourism entities for tourism literature distribution. The other four are located in Columbia and Juneau Co. (2 sites in each county), where Ad-Lit Inc. holds the contract for tourism literature distribution.

- A.** Convention and Visitor Bureau staff provides literature distribution services in Dunn County at Rest Areas 61 & 62 on I-94 EB/WB, Kenosha County at Rest Area 26 on I-94, in La Crosse County at Rest Area 31 on I-90 and in Rock County at Rest Area 22 on I-90/39.

Beloit CVB Contact:

Celestino Ruffini, Executive Director
608-313-1360
celestino@visitbeloit.com

Explore Menomonie Contact:

Jody Hagman
715-235-9087
jody@menomoniechamber.org

Kenosha CVB Contact:

Eva Hoey
262-857-7164
eva@visitkenosha.com

LaCrosse CVB Contact:

Janet Dahl
608-397-0843
dahl@explorelacrosse.com

Gene Danialson
608-790-4627
danielson@explorelacrosse.com

- B.** Ad-Lit Inc. was awarded Rest Areas 11 and 12 in Columbia County and Rest Areas 9 and 10 in Juneau County, all located on I-39/90/94. This is a continuation of sites they have serviced for many years.

Ad-Lit Inc Contact:

Robbie Hale
608-254-8770 or 608-844-3220
robbie@ad-lit.com or Ad-Lit@ad-lit.com


Literature Approval Process:

NO TOURISM MATERIALS ARE ACCEPTED AT WISDOT's OTHER 23 REST AREAS.

If any tourism materials are dropped off at any of these 23 sites maintenance staff will make one attempt to contact the provider to pick them up. If the provider does not retrieve them within a reasonable amount of time, to be determined by maintenance staff, the materials will be disposed of \ recycled.

Contact Tom VanBeek at Wisconsin Department of Transportation for approval or questions regarding literature distribution at Wisconsin rest areas.

Phone: (608) 261-8183 Email: thomas.vanbeek@dot.wi.gov



05/31/12

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05/31/12

Approved on behalf of Department by the Bureau of Highway Maintenance

Wisconsin Rest Area Maintenance (RAM) Program

Display Case Materials

A. INTRODUCTION

WisDot Safety Material should be displayed. Display cases should be kept interesting with regional tourism attractions.

B. PROCEDURE

In seeking placement of material at any site with display cases should follow the following procedure:

1. For WisDOT safety material contact WisDOT stores to request posters.

Download a copy of the form at

<http://www.dot.wisconsin.gov/forms/docs/dt1265.doc>

2. For local tourism information contact Chamber of Commerce and Convention and Visitor Bureaus in your area.

<http://www.2chambers.com/wisconsi1.htm>

C. WISCONSIN DEPARTMENT OF TRANSPORTATION REQUIRED MATERIAL

The following posters should be displayed. These posters are supplied by WisDOT.

- ◆ “Move Over” Law (post year-round unless WisDOT or DSPN revises).
- ◆ Wisconsin 511 Traveler Info (post year-round unless WisDOT or DSPN revises)
- ◆ Construction Safety Awareness (post year-round unless WisDOT or DSPN revises).
- ◆ WisDOT or DSPN may provide additional posters, decals and/or cards throughout the year and request it be posted.

Wisconsin Rest Area Maintenance (RAM) Program ***NEWSPAPER/LITERATURE RACK POLICY***

This policy pertains to the placement of newspaper racks and other literature dispensing racks at roadside rest facilities. The placement of newspaper/literature racks, at year-round sites in particular, has increased and includes a wide variety of literature beyond newspapers. There is currently no defined limit to the number of dispensing racks at a site nor are there guidelines on literature content. The current policy is based upon WisDOT's directive included below as an e-mail from the Director of the Bureau of Highway Operations. It includes these points:

- The racks should not be moved unless they directly impede the use of the sidewalk,
- The racks should not be moved unless they are a direct and immediate safety hazard,
- The racks should not be moved unless they impede approach to and use of automatic door opening buttons/ push plates,
- If you move the rack, you should report that activity to DSPN and the Bureau of Highway Operations,
- Document problem racks with photos and written reports,
- Notify WisDOT if a new vendor places a rack at a site by contacting **Tom VanBeek at (608) 261-8183**.

The following directive that was issued by Bureau of Highway Maintenance on January 30, 2002. This directive modifies WisDOT's maintenance manual news rack policy until further notice:

The placement of news racks at rest areas has become an issue recently with complaints arising from both news rack owners and those involved in maintaining rest areas. As you may be aware, the Highway Maintenance Manual includes guidance on this topic in Policy 80.24, C. This directive modifies that policy effective immediately. The maintenance manual policy will be rewritten to incorporate these changes or provide further direction and will be issued at a later date. Any questions about the change may be directed to WisDOT by contacting DSPN.

WisDOT employees and those working for the Department to maintain rest areas are not to disturb news racks placed on or along sidewalks unless the news rack directly impedes the use of the sidewalk or constitutes a direct and immediate hazard. Do not move news racks unless there is a safety hazard created by the rack or its placement. Should you move a rack, you should report that activity to DSPN.

Rest Area maintenance personnel should not make judgments as to the legitimacy of the publication, or whether the content is appropriate for placement in rest areas. When there are concerns about the content, provide a copy of the material to DSPN. Those decisions will be made by the Bureau of Highway Maintenance.

News racks are to be respected and care should be taken to avoid any damage to the racks when working around them. When clearing snow from the sidewalks, no snow should be placed in front of the racks and care should be taken so that the rack remains accessible from the cleared walkway and is not obscured or damaged by snow discharged from a snow blower, shovel, or a plow near the rack. Maintain public access to the racks just as you would a garbage receptacle or recycling bin.

Failure of the news rack owner to notify the Department in advance of its intention to place a rack does not warrant any action to move the news rack. Similarly, the racks shall not be moved because of any concern about aesthetics or whether the racks are unobtrusive. Those conditions in the existing policy will be changed.

The racks may remain on the existing sidewalk, without requiring the addition of a concrete pad or any other additional paving so long as the sidewalk is not unreasonably obstructed. Requirements for separate pads or additional paving may be part of the future policy. Multiple news racks from a single news rack owner may be chained together.

This guidance is to remain in place until the policy is reissued.

Those distributing their materials through these racks have legal rights to do so. Work centers and their employees as well as WisDOT employees should understand that they may be held personally responsible for infringing on those rights. If you have moved news racks from the area in which they were placed, you are advised to return them to the location where they were originally placed, unless that would create a safety hazard or unreasonable obstruction for pedestrians. I appreciate that there are some concerns about the specific placement of these racks, the proliferation of the number and type of racks, and some other concerns about their impacts on pedestrian traffic flow, snow removal around the racks and impacts on other aspects of site maintenance. Those concerns should be identified and reported to WisDOT for a determination as to whether policy or rule changes are appropriate. It is not acceptable for those choices and decisions to be made on a case by case basis in the field. We are sharing this message with our region offices to assure that they also understand that the status of the news racks and the obligations of the Department not to interfere with the placement or operation of the racks.

Should you have any questions, please contact Tom VanBeek at (608) 261-8183. We would appreciate hearing from you about the specific concerns that should be considered for policy or administrative rulemaking in order to assure that racks do not interrupt the intended function of the rest areas as well as any specific maintenance issues related to the presence of the racks.

Additional directive as of July 24, 2012:

From this time forward, if a machine is found to have damage to the plexi-glass front that may cause injury to the public, please place a piece of cardboard over the entire front of the plexi-glass and duct tape it on securely. Leave the machine in place. Prior to taping the cardboard piece to the machine, take a picture of the damage and save the image.

All machines currently in secure lock-up should now be boarded and returned to their place on site.

When a machine must be removed due to a more imminent danger to the public, take a photo and remove the machine to the outside of the site garage or fence surround.

Whenever a machine is boarded in place or removed to a garage area, please e-mail Tom VanBeek and alert him to the situation noting date of boarding or removal and what newspaper the machine carried.

Hopefully, this approach to damaged newspaper machines will solve our ongoing issues with owners.

OTHER POSTED MATERIAL

Site Supervisors should remove and dispose of all items that are taped to the stalls or in any way affixed to the building or part of the building (e.g. work at home advertisements). If it is not part of a display case, approved tourist information, or in a newspaper/literature rack, it should be removed.



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09/21/12

Date



Approved on behalf of Department by the Bureau of Highway Maintenance

09/21/12

Date

Wisconsin Rest Area Maintenance (RAM) Program

Lost and Found Articles

A. STATEMENT

These procedures are to be followed when articles from the public are lost or turned in to the maintenance crew at Wisconsin Department of Transportation roadside rest facilities. These procedures pertain to all facilities maintained through the RAM Program including safety rest areas, waysides, scenic overlooks, historical markers, welcome signs, park & ride lots, and safety weight enforcement facilities.

B. RESPONSIBILITIES

1. Wisconsin Department of Transportation, Bureau of Highway Maintenance (DOT) – Approve policy and procedures for processing lost and found articles.
2. Disability Service Provider Network (DSPN) – Distribute policies and procedures and ensure that they are followed as best as possible. Assist the traveling public with finding lost articles by contacting CRPs providing maintenance services at the described or named site(s).
3. Community Rehabilitation Programs (CRPs) – Process lost and found articles according to DOT policies and procedures.

C. GENERAL PROCEDURE

1. Accept the article along with name, address and telephone number of the person who found the article.
2. Any article of some value should be entered into a Lost and Found Log kept at the site. Include the date found and the description of the article. When the article is claimed or transferred it should be logged out. The log out should contain the signature of the employee responsible for signing it out, signature of the owner (if applicable), and the reason (claimed by owner, transferred to State Patrol, etc.).
3. Tag the article with the number from the log or somehow label it so it can be identified as the same article listed in the log.
4. Place the article into a Lost and Found Box or secure the article if it is considered to be of some value.
5. If the article is valued over \$100.00 (use your best judgment), turn article over to local Sheriff or Police Department. Be attentive to sentimental value of articles that may not have dollar values of \$100 or more such as a child's teddy bear or doll, photos, etc. These should be turned over to Law Enforcement as well. This should be done after a 48-hour waiting period to see if the owner stops back or calls to retrieve the article.
6. In the case of a purse, wallet, or other article with the owner's identification on it, try to contact the owner as soon as possible to let them know it has been found. If the owner is contacted, you can send the article to them.
7. In circumstances where a person stops at the site to personally pick up an article, request identification (picture I.D. preferred) and have them sign the logbook indicating that they have retrieved the article.
8. If sending article to the owner, include "Lost & Found Shipping Remittance" form to try to recoup shipping costs from the owner.

D. HOLDING PERIOD

Articles valued less than \$100.00 should be retained, at the site if possible, until there is a claim from the owner, or if no claim, then for a period of thirty (30) days.

E. DISPOSAL OF ARTICLES

Articles of any value should be taken to Goodwill or another charity, non-profit store. Articles that were entered in to the Lost and Found Log should be properly logged out.



Developed or Revised by Disability Service Providers Network, Inc.

5/23/16
Date



Approved on behalf of WisDOT by the Bureau of Highway Maintenance

5/23/16
Date

LOST AND FOUND SHIPPING COST REMITTANCE REQUEST

Please send check or money order for \$_____to cover cost of returning item to:

Name of Work Center: _____

Attention: _____

Address: _____

THANK YOU FOR YOUR REMITTANCE TO PAY FOR SHIPPING COSTS.

Wisconsin Rest Area Maintenance (RAM) Program

Vending Machines

The Blind Vendor (or Commercial Vendor) that services the vending machine at your site(s) should be notified of any vandalism or general issues regarding their machine(s).

FOR REPORTING MACHINE MALFUNCTIONS E-MAIL THE FOLLOWING:

Kent Walser
Randolph Sheppard Vendors of Wisconsin
Phone: 608-268-2710
Email: kent.walser@rsvw.org

AND

Joseph Giertych
Disability Service Provider Network
Phone: 608-661-2917
Email: jgiertych@dspn.org

AND

Tom VanBeek
WisDOT-Central Office
Phone: 608-261-8183
Email: thomas.vanbeek@dot.wi.gov

If a machine is not operable, place an "OUT OF ORDER" sign on the machine and contact the vendor. The sign should be hung on a suction hook placed directly on the machine. Please use the signs that DSPN provided you. They measure 8 1/2" x 11" on yellow/gold paper and are laminated. If you need additional signs, please contact the DSPN office at 608-661-2917.

Wisconsin Rest Area Maintenance (RAM) Program *Answering Machines*

Each rest area answering machine should have a specific message to greet the caller informing the caller of which rest area the caller has contacted, what highway and direction the rest area is located on and in which county the rest area is located.

Example: “Hello. You have reached Rest Area 34 on northbound highway 53 in Barron County, Wisconsin. If you leave a message, please include your phone number so we may call you at our earliest convenience. Thank you.”

Example: “Hello. You have reached Rest Area 10 on westbound Interstate 90/94 in Juneau County, Wisconsin. If you leave a message, please include your phone number so we may call you at our earliest convenience. Thank you.”

All rest areas should assure that their answering machine message conforms to this template.