

**State Planning and Research Program
Quarterly Report**

PROJECT TITLE: *Development of a Public Service Announcement Library*

OBJECTIVES: The objective of this project is to develop a library of communication products (e.g., short videos, fact sheets, posters, infographics, DMS messages) that aim to educate the public on winter maintenance operations and practices. Information will be captured through a national survey and review of communication materials used in winter maintenance operations. The outcomes will include development of PSA communication package on various topic.

PERIOD COVERED: October 1 – December 31, 2024

PARTICIPATING AGENCIES: Minnesota Department of Transportation, Clear Roads Technical Advisory Committee, and Montana State University

PROJECT MANAGER:
Hafiz Munir / Tom Peters

SP&R PROJECT NO:

PROJECT IS:

LEAD AGENCY: MnDOT

MnDOT Contract No.
1054110

Planning
 Research & Development

PRINCIPAL INVESTIGATOR:
Laura Fay, Western Transportation Institute,
Montana State University

Federal Project Number:
TPF-5(479)

ANNUAL BUDGET: \$149,957

PROJECT EXPENDITURES TO DATE: \$71,396

WORK COMPLETED:

- Task 1 Kickoff meeting was held January 17, 2024. The meeting notes and slide deck were submitted to the TAC on January 17, 2024.
- Task 2 draft survey questionnaire was submitted to the TAC on February 14, 2024 for review. The survey was revised based on TAC feedback. The survey was determined to not require IRB review by MSU February 29, 2024. The survey we disseminated March 4, 2024. Task 2 Survey Results were submitted to the project panel April 15, 2024. A meeting was held to review and comment on the Task 2 Survey Results on May 15, 2024. The task deliverable was approved.
- Task 3 ID and Review of PSA materials task report was submitted to the project panel for review and comment on June 4, 2024. A meeting was held June 28, 2024. The task deliverable was approved.
- Task 4a Draft communication package was developed for the theme Partnership in Winter Road Safety and was submitted August 5, 2024. A meeting was held August 19, 2024, to discuss the developed material. Meeting notes and revised content were submitted August 26, 2024. Final revised logos were submitted September 16, 2024.
- Task 4b draft communication package was presented to CR on Nov. 18, 2024. The meeting notes, PPT slide deck, and comments tracking file were provided Dec. 4, 2024.

SUMMARY OF ACTIVITIES EXPECTED TO BE PERFORMED NEXT QUARTER:

- Schedule an additional meeting to review the Task 4a draft PSA materials and identify concepts to move forward with.
- Task 5 Work on PSA communication materials.

STATUS AND COMPLETION DATE: A no-cost time extension has been discussed to allow CR enough time to review the developed content and determine a path forward.