

Development of Public Service Announcements (PSA) Library

Final Report



research for winter highway maintenance

Western Transportation Institute

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Final Report

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TABLE OF CONTENTS

CHAPTER 1: Introduction	1
CHAPTER 2: Survey Results	2
2.1 Survey Results.....	2
2.2 Priority Topics for Winter Maintenance Operations Communication Needs	3
2.3 Preferred Types of Communication Materials	6
2.4 PSAs on Winter Maintenance Operations.....	7
2.5 Effectiveness of PSAs.....	7
CHAPTER 3: Library of Public Service Announcement Materials	10
3.1 PSA Library.....	10
3.2 Existing Winter Maintenance PSA Campaigns.....	10
3.3 Sharing PSA Content.....	11
3.4 Finding Success in PSA use	13
3.5 Suggested PSA Format, Content, and Topics.....	14
CHAPTER 4: Developed PSA Materials	17
4.1 Partnership in Winter Road Safety	17
4.2 Developed PSAs	18
CHAPTER 5: Conclusions	20
REFERENCES	21
APPENDIX A - Survey Supplemental materials	A-1
Survey Instrument	A-1
Survey – Supporting Information	A-4
PSA Materials Provided by Respondents.....	A-6
APPENDIX B – PSA Library	B-1
APPENDIX C - Additional PSA Topics	C-1

Clear off your car	C-1
Don't Crowd the Plow.....	C-11
Winter Driving Speeds and Stopping Distance	C-19

LIST OF FIGURES

Figure 1. States from which survey responses were received.....	2
Figure 2. Agency Priority Topics.....	4
Figure 3. Preferred Types of Communication Materials.....	6
Figure 4. Winter maintenance PSA campaign materials, a) Ice & Snow, Take It Slow and b) Don't Crowd the Plow (NY DOT).	11
Figure 5. National Weather Service Infographic "Getting Traction." (https://www.weather.gov/wrn/winter_hazard_infographics)	15
Figure 6. Partnership in Winter Roads Safety logos.	18
Figure 7. Graphics imagery of the Salt doesn't work until it's a liquids PSA.	19

LIST OF TABLES

Table 1. Summary of social media and information sharing platforms used by state DOTs.....	12
Table 2. Job titles of survey respondents by Category.	A-4
Table 3. PSA Library	B-1

LIST OF ABBREVIATIONS

AASHTO – American Association of State Highway and Transportation Officials

APWA – American Public Works Association

ATV – All Terrain Vehicle

AV – Audio Visual

CMS – Changeable Message Signs

DMS – Dynamic Message Signs

DOT – Department of Transportation

PIO – Public Information Officer

PSA – Public Service Announcement

TRB – Transportation Research Board

VMS – Variable Message Signs

EXECUTIVE SUMMARY

The objective of this project was to develop a library of communication products (e.g., short videos, fact sheets, posters, infographics, dynamic message sign (DMS) messages) that aim to educate the public on winter maintenance operations and practices. To accomplish this, a survey of winter maintenance agencies and communication staff was used to gather information on existing PSAs focused on winter maintenance and to provide input on PSA topics they would like to see developed.

From a review of available PSA materials on winter maintenance-focused topics, a library of PSA content, including existing PSA campaigns, and slogans or themes were developed. Social media platforms used by agencies are summarized and a literature review of considerations in the design and execution of successful PSA campaigns was provided along with suggested PSA themes for development. From the literature, the following concepts are encouraged to ensure successful PSA - PSAs should not be complicated, PSAs should be repeated frequently on multiple platforms and convey information using both audio and visual methods, PSAs designed to appeal to individuals' emotions – empathy, humor, or sad (shocking) can be more memorable. Additionally, the use of peers or local personalities in the PSA, not a national celebrity, can provide weight and context to the PSA. A wealth of work and PSA content has been created and is effectively used for roadway and pedestrian safety. Leveraging successful PSA techniques and campaigns can serve as starting place to communicate winter maintenance operations and best practices to the public.

To craft PSAs to support winter maintenance operations using best practices identified from the survey and literature, short format content – videos less than 30 seconds, ideally 10-15 seconds were developed, infographics were used to reinforce concepts, and templates that can be tailored by each agency or organization were created.

A campaign was developed on theme of Partnership in Winter Road Safety including branding and logos. In support of this campaign, PSA materials were developed for the following topics:

- Thank you for keeping your distance.
- When visibility is low, keep it slow.
- We're all in this together.
- Using liquids in winter maintenance operations
 - Why Liquids?
Six unique Why Liquids? PSAs were developed.
 - Salt does not work until it is a liquid.

When using the developed PSAs, materials from other agencies, or PSA content developed by your agency consider using many formats – infographics, tag lines, DMV/VMS/CMS content, and short format videos (less than 30 seconds), that can be easily posted on many platforms (e.g., social media) to allow for wide dissemination of the messaging.

Future PSA efforts may consider using State DOT Public Information Officers (PIOs), successful campaigns developed by other agencies, working with media, marketing, and audio visual (AV) consultants, or hiring interns or students to support quick content development.

CHAPTER 1: INTRODUCTION

The objective of this project was to develop a library of communication products (e.g., short videos, fact sheets, posters, infographics, dynamic message sign (DMS) content) that aim to educate the public on winter maintenance operations and practices. The information provided in this report is organized as follows:

Chapter 2 Survey Results A survey of winter maintenance agencies and communication staff was used to gather information on existing public service announcements (PSAs) focused on winter maintenance and to provide input on PSA topics they would like to see developed. A summary of the survey results is provided. The survey questionnaire is provided in Appendix A. Survey Instrument.

Chapter 3 Library of Public Service Announcement Materials A review of available PSA materials on winter maintenance-focused topics was used to develop a library of PSA content, including existing PSA campaigns and slogans or themes. Social media platforms used by agencies are summarized, and a literature review of considerations for the design and execution of successful PSA campaigns is provided along with suggested PSA themes for development.

Chapter 4 Developed Public Service Announcement Materials A PSA campaign was developed on the theme of “Partnership in Winter Road Safety”, including branding and logos. To support this campaign, the following PSA materials were developed for the following topics:

- Thank you for keeping your distance.
- When visibility is low, keep it slow.
- We’re all in this together.
- Using liquids in winter maintenance operations
 - Why Liquids?
Six unique “Why Liquids?” PSAs were developed.
 - Salt does not work until it is a liquid.

Chapter 5 Conclusions The conclusions were made on the work completed for this effort, and suggestions are provided to support current and future PSA development and implementation.

CHAPTER 2: SURVEY RESULTS

A survey was conducted to capture information on existing winter maintenance and operations PSAs and future PSA topics of interest.

The survey was created in Qualtrics, a web-based survey tool. The tool was approved as exempt by the Montana State University Institutional Review Board. The survey was distributed on March 4, 2024, to the Clear Roads Technical Panel and member states, the American Association of State Highway and Transportation Officials (AASHTO) Snow & Ice List Serv, the Transportation Research Board (TRB) Winter Maintenance Committee, and the Road Weather Committee. Several individualized efforts were made to target Clear Roads member states that had not responded. The survey was closed on April 5, 2024.

2.1 SURVEY RESULTS

There were 37 survey responses received: 32 were completed online via the Qualtrics interface, 4 were emailed as portable document format (PDF) documents, and 1 email was received with feedback.

Responses were received from 25 state departments of transportation (DOTs), 1 national-focused entity, and 3 local agencies (a city, a county, and a planning agency) across the United States (Figure 1) as well as 1 local agency from Canada. Several responses were received from within the same state.

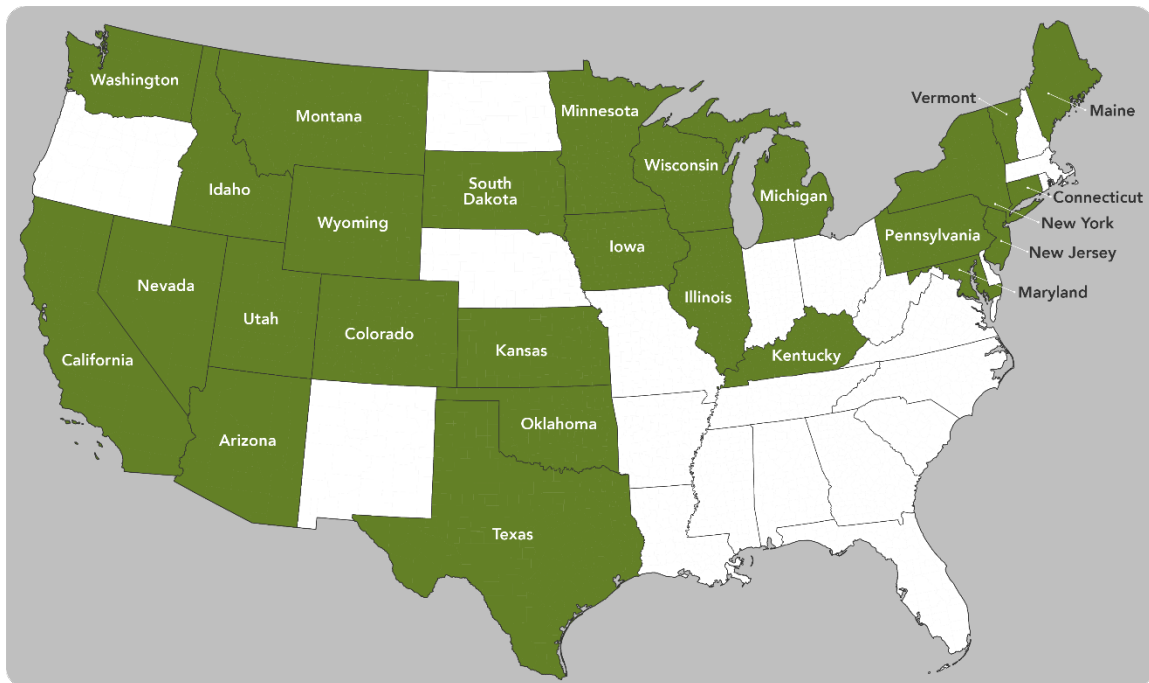


Figure 1. States from which survey responses were received.

The survey respondents were almost evenly divided between what can broadly be considered technical professionals (n=18) and communication professionals (n=19), highlighting the multidisciplinary

requirements of getting the right information out to people. A detailed list of respondents' job titles can be found in Appendix A, Table 2.

2.2 PRIORITY TOPICS FOR WINTER MAINTENANCE OPERATIONS COMMUNICATION NEEDS

Survey respondents were provided with a list of 16 winter maintenance operations and practices topics that are commonly communicated to the public. They were asked which topics were relevant to their agency. By far, the topic identified by the greatest number of respondents (n=26) was, "Where can I find information on current conditions? Where does the information on conditions come from?" (Figure 2). The second most commonly identified cluster of topics (ranging from 14 to 19 respondents selecting them) included:

- Road treatments and techniques
- How do you prioritize/decide which roads to plow first?
- Liquid anti-icers/deicers – what are they, how do they work, what are their benefits?
- When is winter maintenance being conducted (e.g., starting at 4am)?
- Can I pass a plow? How to safely pass a plow.
- Liquids (e.g., deicers) vs. Solids (e.g., sand), and when to use them
- How many workers contribute to snow removal? How many pieces of snow removal equipment does the agency have?
- Is there a way to track a plow? Has my area been plowed yet?

Survey response results indicate that messaging related to potholes, conspicuity (re: visibility), number of plows hit, why snow is left on the road, impact of winter maintenance on the environment and to vehicles, plowing in groups, and information related to maintenance decision support systems (MDSS) were least important (ranging from 2 to 11 respondents selecting them).

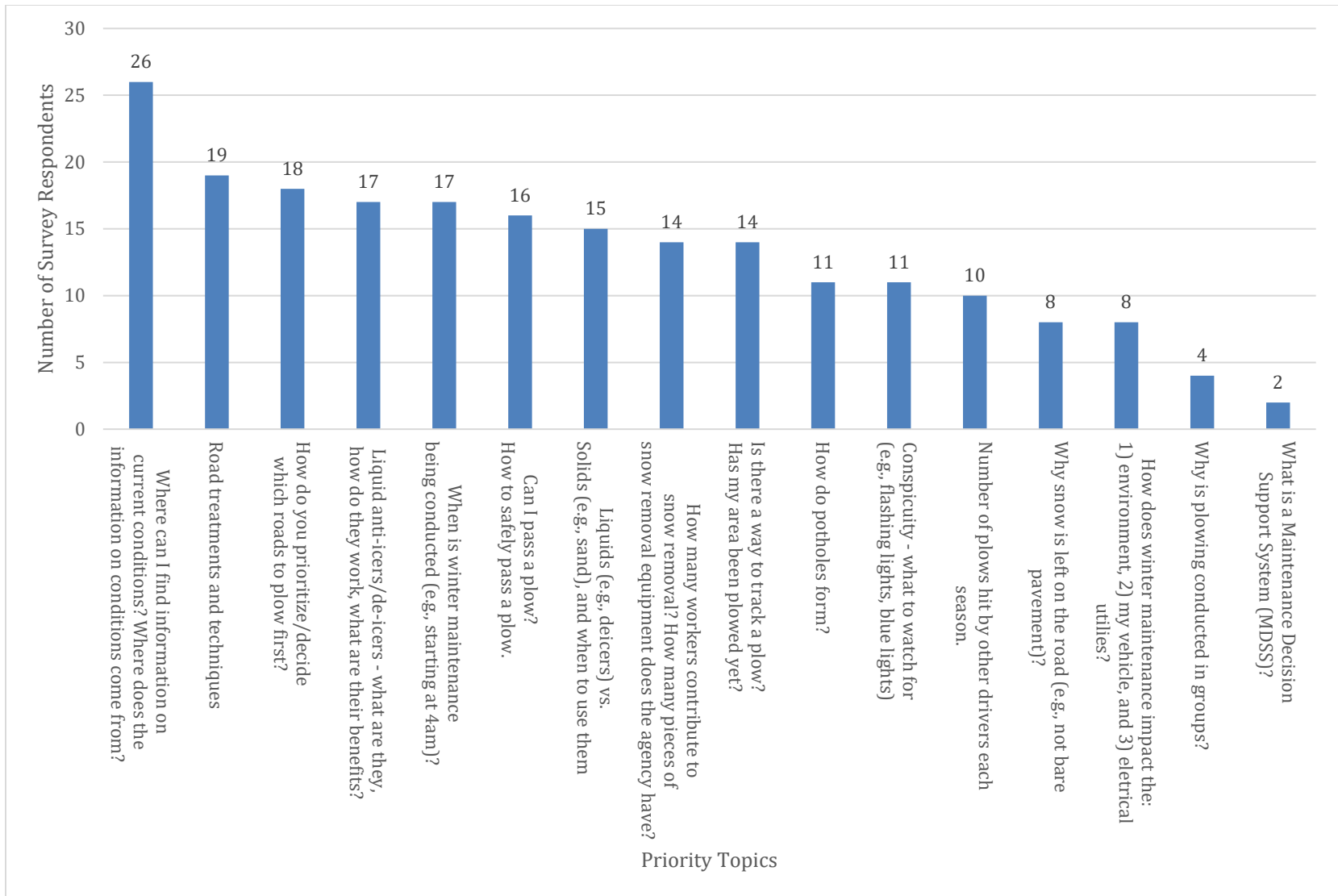


Figure 2. Agency Priority Topics

Survey respondents were also asked if there were additional topics relevant to their agency. Many of these responses provided topics related to travel impacts to motorists (e.g., road closures, parking and other necessary services availability), safe winter driving, and winter maintenance materials use (e.g., brine use). The following were suggested:

- 1) "When I-70 is closed in the western part of the state. There are limited parking and hotels."
(Kansas)
- 2) "Move over for stopped Maintenance vehicles and winter chain requirements for commercial vehicles."
- 3) "Mountain pass or state highway closure due to spin outs, crashes or avalanche control work information, answers to 'I don't see a plow on my road so you must not be doing anything' or real-time updates related to road closures and priority routes. The general public doesn't understand that highway maintenance road crews do more than plow snow; they are also responding to real time crashes, conducting pavement and guardrail repairs, catch basin cleaning and helping support litter and graffiti removal as time and resources allow."
- 4) "Safe winter driving"
- 5) "However, we are interested in seeing how other states approach public education on winter maintenance topics such as safe driving near snowplows, optimizing the supply and distribution of salt and emerging best practices in snow and ice clearance. We're interested in what's been successful as well as what has perhaps not been as successful."
- 6) "What chemicals are used and what are the working limitations."
- 7) "What are the travel impacts to motorist (i.e., ice and slick spots, blowing snow, freezing fog, etc.)"
- 8) "I'm not sure a PSA is the best tool to use to talk about these topics. Video[s] are challenging for many reasons – messaging or facts change often, so that can impact the shelf life of a video. Social media audiences aren't really watching videos that long – maybe a few seconds, definitely not anything longer. We're utilizing other tools instead: infographics, compelling photos, or images from our 511 system."
- 9) "Motorists should clear their entire vehicle of snow and ice."
- 10) "Aggressive driving and not driving for conditions in winter."
- 11) "Why are safety closures needed? Why are the[re] Chain and Traction Laws? How does the Department conduct forecasting and use that to strategize winter maintenance operations? How long are plow operators on the road? Why can't we use pre-treatment when precipitation is predicted to precede a snowstorm? Why doesn't the Department use sand everywhere?"
- 12) "You can get a flavor for many of our key messages in our winter media center: <https://www.penndot.pa.gov/about-us/media/winter/Pages/default.aspx>. We also do a lot of messaging about our 511PA system as well as the vehicle and speed restrictions that we use during storms (described here <https://www.penndot.pa.gov/TravelInPA/Winter/Pages/Vehicle-Restrictions.aspx>). And here is our winter YouTube playlist: https://www.youtube.com/playlist?list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ <https://www.pa.gov/content/dam/copapwp-pagov/en/penndot/documents/public/pubsforms/publications/pub%20628.pdf>"
- 13) "We utilize our VMS (variable message signs) to communicate with motorists - Storm Predicted, Travel Early; Slippery Conditions Possible; Travel Advisory; Travel Ban; Don't Crowd the Plow"

- 14) “Weather in New Jersey varies in each region. If it's snowing in North Jersey, it may be raining in South Jersey. In these events, we like to focus on flooding safety messages and drainage maintenance. We also release press advisories to inform the public of Commercial Vehicle Restrictions.”
- 15) “PSAs about brine: 1) dispel myths that salt brine is more corrosive than salt, 2) explain the benefits of brine.”

2.3 PREFERRED TYPES OF COMMUNICATION MATERIALS

Respondents were asked about the types of materials that would be most helpful to their agency. By far, the preferred communication type was the short video (30 seconds) (Figure 3). The second most popular option was “Infographic,” followed by “Templates or resources for creating tailored public service announcement (PSA)/communication materials.” The latter suggests how important state or local specific materials are to an agency. The remaining two topics are “Content for Dynamic/Variable/Changeable Message Sign” and “Fact sheets.” The gap between the former topics and the last three topics, “Radio Advertisements,” “Longer video (3 minutes or less),” and “Poster,” suggests their lack of relevance.

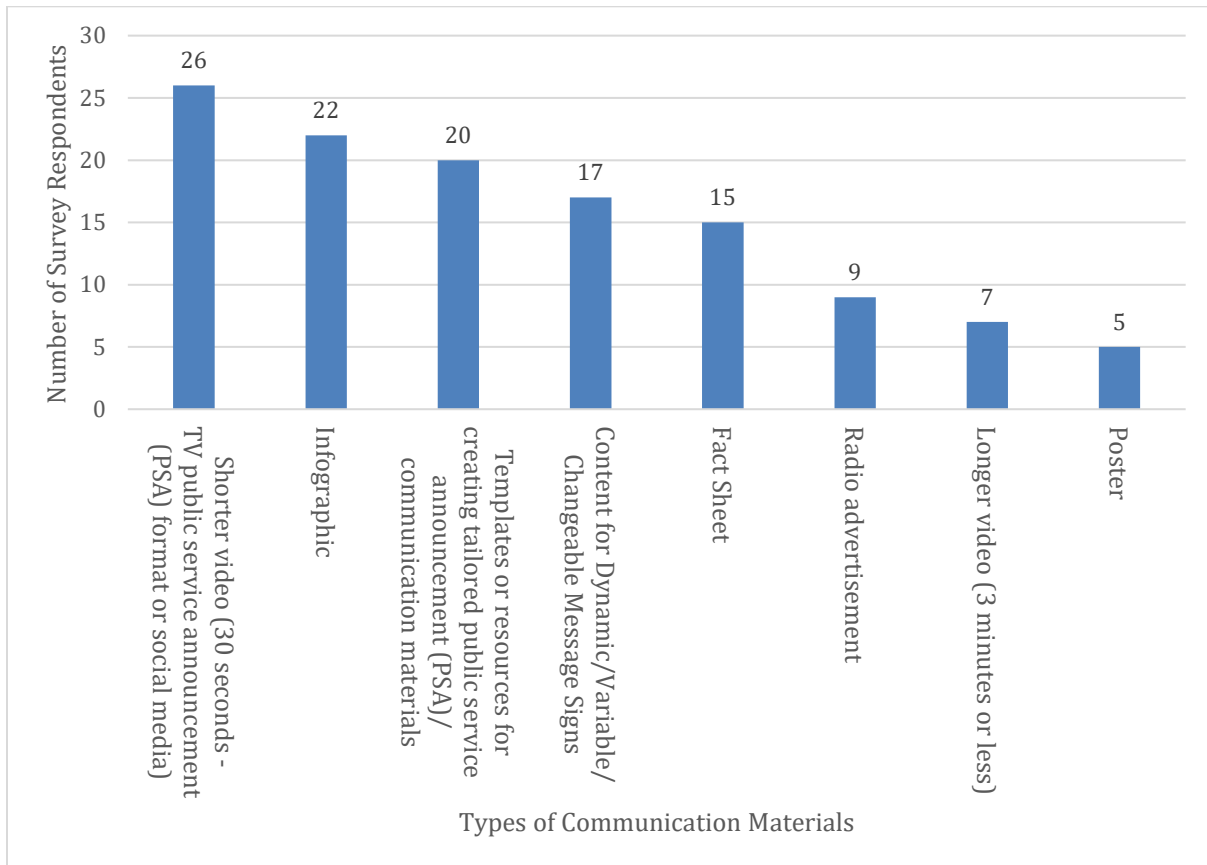


Figure 3. Preferred Types of Communication Materials

The following are other types of communication materials, primarily social media-related, suggested by survey respondents:

- Social media graphics (n=2)
- Same tweets for X or social media posts, news release templates, and ideas for blog stories that other DOTs could consider as part of their winter snow and ice communications strategy
- Social media text
- Social media posts
- Fact sheets, posters aren't used as much anymore. And longer videos have not proven to be helpful on our social media channels.
- Website Banner/Announcement
- Social media
- Vertical video
- Content for Social Media Messaging, including Tweets and 24-Hour Stories

In the previous question, one survey respondent identified that their agency was moving away from media to a focus on infographics, or “compelling photos,” or images from their 511 system. The above suggests that even if some are using a variety of communication materials, the effectiveness is unknown. Yet little information has been offered regarding the quantitative evaluation of the effectiveness of media campaigns.

2.4 PSAS ON WINTER MAINTENANCE OPERATIONS

Survey respondents were asked if they had any PSAs on winter maintenance operations that they may be willing to share, and 31 survey respondents provided a response. The majority (68%; n=21) indicated that they did have/use existing PSAs. However, not everyone who indicated yes provided more information. Shared PSA materials can be found in Appendix A. PSA Materials Provided by Respondents and are included in the PSA library (Table 3).

Survey respondents were asked if, from their experience, they would not recommend using past PSAs, and the following feedback was provided.

- “We were asked to notify the public of fuel shortages in some rural towns. This caused a panic in fuel buying.”
- “We will still use PSAs from time to time, but we do find that our social media audiences do not watch or interact with the videos. We tend to get more engagement using infographics, photos, and other tools.”

2.5 EFFECTIVENESS OF PSAS

Survey respondents were asked if they had data that described the effectiveness of current or past PSAs. Four respondents shared that featuring their employees has seen positive engagement and has improved knowledge of what the DOT does. Others highlighted benefit of educating the public to

manage expectations around how roads are treated and prioritized during a storm. Sixteen survey respondents provided the following input:

- Don't crowd the plow is well-liked by both our agency and the public. Most feedback online is positive about our snow plow drivers and maintenance workers.
- Showcasing people in action (snow plow contest/live photos) are our best engagement tools!
- ADOT has not created or used a winter driving PSA.
- We have links and posts on how roads are prioritized for winter maintenance. Constant reminders help manage expectations.
- Typical feedback has been mostly positive. We always seem to have some who question our methods and material usage.
- Images of crews in action always do well. Messaging around the government telling drivers what to do/not to do doesn't resonate well.
- We find that winter maintenance outreach has potential to spark a lot of public feedback. When methods are discussed, such as brine, it can create debate over effectiveness. When the focus is more personal, such as on individual drivers, feedback is often much more positive and thankful.
- I believe we can do a better job in the Fall/ Early Winter either reminding the residents or educating residents on best winter practices.
- We began adding limited parking messages to DMS when closures occurred during winter weather. Would post the signs miles ahead of the closure as hotels and rest areas would fill up quickly. We believe this has helped detour some motorists.
- Our agency used to create PSA type videos that were less than a minute and covered various topics about maintenance operations. But we found that even something as short as a minute was not getting many views or interactions with our social media audience. Maybe someone would watch for a few seconds, but few people watched for the entire minute (and it's hard to say too much and still educate in less than a minute). Plus, each social media platform has different requirements - on FB, it's better to upload a video directly and not use a link to YouTube, on Instagram, content should be vertical - and these requirements changed often, so this was also a challenge using videos. We have found more success using items like infographics, photos, and screen grabs from our 511 system.
- 2015-2016 Winter Driving Campaign (first year)
 - 2,000+ video views on YouTube (www.snowhow.ca)
 - 825+ video views on Instagram (@snowhow.ca)
 - 12,746 video views through Twitter
 - 1,721 Twitter profile visits, 221 Twitter followers, and 235+ retweets
 - 2 media interviews
 - 1.52M impressions on Weather Network app/webpage
 - 135,950 impressions in the National Post
 - We have had individuals, or individual sheds, or our PR person utilize social media like tik tok and twitter [X]. Those have seemed to be effective but only relevant to the particular individual who is managing the account.
- People respond positively to our 511 travel info products. On social media posts about driving safe around our plows, there is a lot of support for the most part, but the trolls always show up to point fingers and assign blame.

- CDOT's "Winter Driving in the Wild" video series has been widely viewed by the public and has been referenced while CDOT communications staff have conducted outreach events for other projects. Our media and engagement analysis has shown that our campaign materials have reached a wide audience and various demographics. Our campaign has also garnered organic media by being cutting edge without needing to do a specific press push.
- Featuring our employees - the folks conducting the operations - has over time shown more understanding of our operations and sometimes appreciation for the people out there at all hours. We have steadily seen more positive results in our statewide winter survey as well as we consistently explain our operations, we look for teachable moments, and continually push people to resources like 511PA and our plow tracker.
- We have reports from some of our safety campaigns that detail the amount of people that saw our post, advertisement, etc. and who truly interacted with our content instead of scrolling past or closing out.

CHAPTER 3: LIBRARY OF PUBLIC SERVICE ANNOUNCEMENT MATERIALS

A variety of communication materials, such as videos, fact sheets, and infographics were collected to examine what types of resources already exist to help populate a PSA library focused on winter maintenance and operations topics. The search focused on relevant winter maintenance organizations including Clear Roads, the American Public Works Association (APWA), the Transportation Research Board (TRB), the America Association of State Highway and Transportation Officials (AASHTO) Snow and Ice Cooperative Program, PIARC (The World Congress), Aurora Pooled Fund, as well as state departments of transportation (DOTs) and local agency websites, and social media sites for existing content. From this search and feedback from survey respondents, the researchers compiled a PSA library of resources in an Excel spreadsheet, organized by source, identifying media type (e.g., fact sheet, longer video (>3 minutes), short video (<3 minutes), poster, content for dynamic message signs (DMS)/changeable message sign (CMS)/variable message sign (VMS), audio file, infographic, template, website, news release, other), topic, and areas that the researchers would recommend for improvement.

3.1 PSA LIBRARY

A library of close to 300 items has been developed (Appendix B, Table 3). The greatest amount of PSA content found are the longer format videos (up to and/or greater than 3 minutes), websites that host PSA content, shorter format videos (30 second or less), fact sheets, infographics, and recorded radio ads.

Commonly identified themes and general winter maintenance and operations topics covered in the PSA material include:

- Safe winter driving tips
- Driving around snow plows and other equipment
- Winter operations personnel stories, such as “What it is like for plow drivers?” or “Meet the operator.”
- Winter weather conditions
- Road closures
- Chain up requirements, traction laws, commercial vehicle requirements
- 511 – checking for existing conditions
- Winter operations – plowing, deicer use, etc.

The table with the PSA library content can be found in Appendix B, Table 3.

3.2 EXISTING WINTER MAINTENANCE PSA CAMPAIGNS

The two most visible winter maintenance PSA campaigns include “Ice & Snow, Take It Slow” and “Don’t Crowd The Plow” (Figure 4). For “Ice & Snow, Take It Slow,” specific PSA materials were developed that can be used by anyone (Table 3, <https://www.clearroads.org/national-winter-safety-campaign/>). In

contrast, for the PSA “Don’t Crowd The Plow,” many transportation agencies use this slogan but create their own content with the message (see Figure 4b created by New York State DOT). The effectiveness (view, click, recall, change in behavior, etc.) of these campaigns has not been determined.

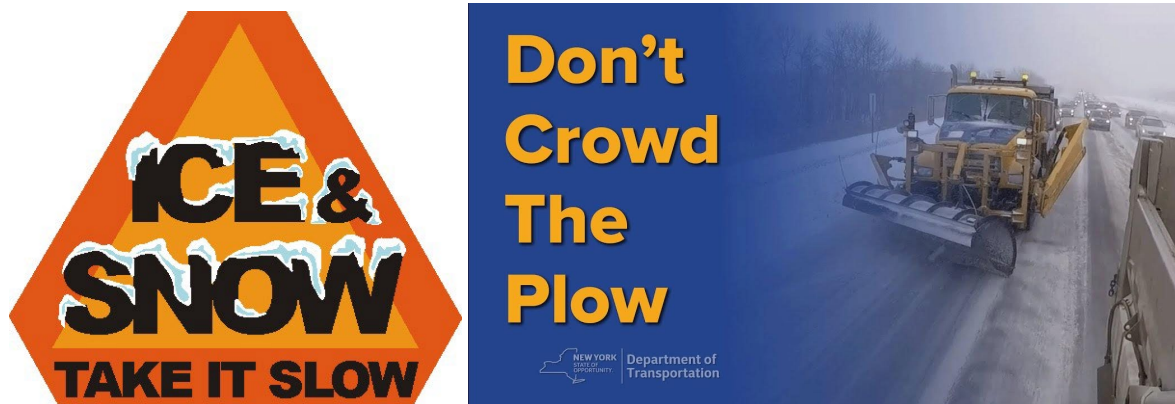


Figure 4. Winter maintenance PSA campaign materials, a) [Ice & Snow, Take It Slow](#) and b) [Don't Crowd the Plow](#) (NY DOT).

A variety of other slogans were identified as being used by transportation agencies including:

- Know Before you Go (511)
- Safe Winter Driving
- Work Zone Safety
- Keep Clear of Plows
- Keep ATVs off Roads
- Ice & Snow – remove it before you go
- Keep it Clear
- Bow to the Plow (an off shoot of Don't Crowd the Plow)

3.3 SHARING PSA CONTENT

In addition to searching for developed PSA content, social media and other platforms used to share information by state DOTs were identified in Table 1. The most commonly used information sharing platforms include Facebook, Instagram, X (formerly Twitter), and YouTube, followed by LinkedIn and Flickr. Other options include photo sharing sites and podcast platforms. Only agencies identifying social media and other information sharing platforms on their websites are indicated as having these accounts.

Table 1. Summary of social media and information sharing platforms used by state DOTs.

State DOT Website	Facebook	Instagram	LinkedIn	TikTok	X (Twitter)	YouTube	Other
Alabama							
Alaska	X	X	X		X	X	Flickr, Vimeo
Arizona	X	X	X		X	X	Flickr
Arkansas	X	X			X	X	Flickr, Vimeo
California	X	X			X	X	
Colorado	X	X	X	X	X	X	Flickr
Connecticut	X	X	X		X		
Delaware	X	X			X	X	
Florida	X	X			X	X	
Georgia	X	X	X			X	
Hawaii	X				X	X	
Idaho	X	X			X	X	
Illinois	X	X	X		X	X	Flickr
Indiana	X	X			X	X	
Iowa	X	X			X	X	Flickr, Pinterest
Kansas	X	X	X		X	X	
Kentucky	X				X		
Louisiana	X				X	X	
Maine	X	X			X	X	
Maryland	X	X	X		X	X	Flickr
Massachusetts	X	X			X	X	Flickr
Michigan	X	X	X		X	X	Threads, Buzzsprout
Minnesota	X	X			X	X	
Mississippi	X	X	X		X	X	
Missouri	X	X			X	X	Flickr
Montana	X	X	X			X	
Nebraska	X	X	X		X		
Nevada	X	X	X		X	X	
New Hampshire	X				X		
New Jersey	X				X	X	
New Mexico	X	X	X		X	X	
New York	X	X	X		X	X	Threads, RSS Feed
North Carolina	X	X			X	X	Flickr
North Dakota	X		X		X	X	
Ohio	X	X			X	X	Flickr
Oklahoma	X	X	X		X	X	
Oregon	X	X				X	Flickr
Pennsylvania	X	X	X		X	X	
Rhode Island	X	X			X	X	Flickr
South Carolina	X				X	X	
South Dakota	X	X	X		X	X	
Tennessee	X	X	X		X	X	Flickr
Texas	X		X		X	X	
Utah	X	X			X	X	
Vermont	X	X			X	X	
Virginia	X	X	X		X	X	Flickr
Washington	X	X	X	X	X	X	Flickr, Blogspot
West Virginia	X					X	Sound Cloud
Wisconsin	X	X	X		X	X	
Wyoming	X	X	X		X	X	Pinterest

3.4 FINDING SUCCESS IN PSA USE

Work by Martins (2024) identified the following objectives to consider in creating a successful PSA messaging campaign - success is measured in the PSA's ability to increase public awareness, change attitudes, and encourage individuals to take specific actions in support of the messaging. They noted that PSA effectiveness can be maximized by tailoring the message content through targeted messages.

An important caveat to consider in the design of PSAs is the perceived effectiveness versus actual effectiveness. For example, after watching a video about seat belt safety, a person may say they will always wear their seat belt, but if follow-up research is not done, it is unknown if they do wear their seat belt more. Work by Bigsby et al. (2013) looked at perceived versus actual effectiveness and found that even the positive intent to change behavior, or perceived effectiveness following watching a PSA, aids in positive outcomes of PSAs being effective at changing behavior.

Work by Bator & Cialdini (2000) further validated that to design an effective PSA, designers should consider attitude, persistence, memory, and social norms. Specific guidance includes designing content for the target audience with the greatest need for change or most open to change, and that follow up surveys or testing should be used to test the relevance of the PSA content. A selected spokesperson should be credible. Message content should be very specific. Work by Toncar et al. (2007) found that when using a spokesperson, a local person or victim is most effective, followed by a local celebrity, and least effective was a national celebrity. Similar results were found by Paek et al. (2011) when looking at the influence of PSAs on YouTube. When a perceived peer was the focus of the content, the message was more persuasive.

An interesting finding by Paek et al. (2011) is that peer-made PSAs on YouTube are more persuasive if the audience has little prior knowledge of the topic. If the audience has high prior knowledge of the topic, then the content of the message is more important than who delivers the message.

Use of empathetic, shocking, humorous, or blended messages have been found to be an effective way to convey information (Yoh et al., 2019; Silvia et al., 2020). Specifically for driver safety (drunk driving PSAs) and human health, fear driven messages can lead to positive outcomes for some populations, but have no impact on other populations (e.g., typically males) (Blonde & Girandola, 2019; Bleakley et al., 2015; Lee & Kang, 2017). Work by Stevens (2018) found that while fear-based PSAs were more common, humor-based PSAs were more engaging. Recent work for Montana Department of Transportation (MDT) on safety messaging found that videos were recalled more frequently than slogans, and videos that caused an emotional response had a greater recall (Villwock-Witte et al., 2023).

Using both spoken text and video or graphics is most effective at conveying information because it is processed through visual and auditory channels (Jabbour, 2012). Information can be captured as a sensory memory, working memory, and long-term memory. Sight, hearing, smell, taste, and touch are all used to create sensory memories. Working memory can only store up to seven pieces of information at a time (suggesting the use of simple, clear messaging). For information to be stored long-term, it must be rehearsed or viewed many times.

Research specifically on the use of dynamic message signs found that nontraditional messages were more memorable and helped drivers comply with speed limits, whereas in other instances, nontraditional messages distracted drivers but did result in reduced speeds (Zhai and Ouyang, 2024). Though it is important to note Song et al. (2016) found traffic speeds are commonly reduced when drivers pass a DMS regardless of message content. Zhai and Ouyang (2024) found humorous messages were effective at encouraging drivers to reduce text messaging, and emotionless and negative (warning) messages were effective at encouraging drivers to reduce speeds. Work by Boyle et al. (2014) found DMS messaging was less effective for younger drivers. To increase accessibility of DMS messaging, Song et al. (2016) recommends work be done to improve DMS message content to allow for quicker reading and response time, by using only single frame text that are graphic aided. The results of their study found drivers responded faster to “danger warning” messages followed by informative, then regulatory messaging.

Takeaways from the research include:

- PSAs should not be complicated.
- PSAs should be repeated frequently on multiple platforms and convey information using both audio and visual methods.
- PSAs can be designed to appeal to individuals’ emotions – empathy, humor, or sadness (shocking).
- Use a peer or local personality in the PSA, not a national celebrity.

3.5 SUGGESTED PSA FORMAT, CONTENT, AND TOPICS

Based on feedback from the survey (Survey Results), the following PSA formats are recommended:

- Short format content – videos less than 30 seconds, ideally 10-15 seconds
- Infographics
- Templates that can be tailored by each agency or organization
- Multiple file formats – infographics, tag lines, DMV/VMS/CMS content, short format video (>30 seconds) that can be easily posted on many platforms (e.g., social media).

The following potential PSA content and topics have been identified from the survey and review of existing PSA materials.

1. Where to find information on road conditions, create a template for social media posts and DMS/VMS/CMS messaging.
An example of this is the use of the existing but not well established “Know before you go” slogan that often focuses on information provided by the 511 systems.
2. Liquid deicers, solid deicers, sand – who, what, when, where, and why?

There are a few longer format videos on this topic, but there is little to no short format content to support this topic. A method to present this information would be to create a series of short format videos and infographics.

3. What does winter safety mean to you?

Create a social media campaign mirrored after Rural Road Safety Awareness Week. One concept is to create a poster board with the heading, “What does winter safety mean to you?” Then ask DOT personnel, plow drivers, etc. to fill it in. Take a picture or record a short video and post it to social media.

4. Create posts using existing content. Utilize developed work that can be modified, rebranded, or reshared.

An example would be using content developed by the National Weather Service, like the “Getting Traction, tips for traveling in winter weather” infographic, shown in Figure 5.



Figure 5. National Weather Service Infographic “Getting Traction.”
(https://www.weather.gov/wrn/winter_hazard_infographics)

5. Create a Winter Maintenance & Operations Awareness Week.

An example of effective PSA messaging is the safety messaging used by many DOTs. Where a defined safety week occurs, organizations are tasked with providing safety messaging content that states can use and tailor to their agencies. A similar campaign for Winter Maintenance & Operations with an awareness week could be developed.

Existing “safety weeks” can be found on the National Highway Traffic Safety Association (NHTSA) website - [communications-calendar-2024-15962-v7-tag.pdf](#) on the [trafficsafetymarketing.gov](#). The National Weather Service maintains a list for each state’s awareness and preparedness events: https://www.weather.gov/safety/events_calendar.

A wealth of work and PSA content has been created and is effectively used for roadway and pedestrian safety. Leveraging successful techniques and campaigns is a great starting place to bring winter maintenance and operations PSAs to the forefront.

CHAPTER 4: DEVELOPED PSA MATERIALS

The following PSA materials have been developed:

- Logos and branding to support the comprehensive theme of Partnership in Winter Road Safety
- PSA media on the topics of
 - Thank you for keeping your distance.
 - When visibility is low, keep it slow.
 - We're all in this together.
 - Using liquids in winter maintenance operations
 - Why Liquids?
 - Salt does not work until it is a liquid.

Developed PSA materials can be found on the Clear Roads website - <https://www.clearroads.org/public-service-announcement-library/>.

4.1 PARTNERSHIP IN WINTER ROAD SAFETY

The Partnership in Winter Roads Safety logos and branding were developed as a comprehensive theme to support all the developed PSA materials (Figure 6). The purpose of this theme is to show the relationship between the DOT and local transportation agencies, who work to keep roads passable and safe in winter, and the traveling public and what they can do to be safe. Additional logos in black and white and different formats to allow agencies to include their logos are available on Clear Roads website - <https://www.clearroads.org/public-service-announcement-library/>.



Figure 6. Partnership in Winter Roads Safety logos.

4.2 DEVELOPED PSAS

To support communicating the theme of Partnership in Winter Road Safety, the following PSAs have been developed and are available on the Clear Roads website: <https://www.clearroads.org/public-service-announcement-library/>

- A series of PSA videos were developed to support the theme Partnerships in Winter Road Safety, including.

- Thank you for keeping your distance, long (36 seconds) and short format (10 seconds)
- When visibility is low, keep it slow.
- We're all in this together.
- Why do we spray liquids?

This PSA has been developed so that varying imagery, messaging, and tag lines are used. The following messaging accompanies this PSA:

- Why do we spray liquids? Proactive liquid treatment gives us a head start.
- Why do we spray liquids? Liquids stick to the road and are ready to work.
- Why do we spray liquids? Liquids help prevent snow and ice from bonding to the road.
- Why do we spray liquids? Liquids get us to clear roads.
- Why do we spray liquids? Liquids reduce salt use and can lower costs.
- Why do we spray liquids? Liquids improve safety.

In addition to the messaging, three unique tag lines are provided:

- Our goal is your safety - it's what we're spraying for
- A clear road - it's what we're spraying for
- Proactive liquid treatment is our head start for safer winter roads.

Each unique Why do we spray liquids? PSA video is provided along with an editable working file (Adobe After Effects) which allows agencies to customize the imagery, message, tag line, and add agency logos.

- Salt doesn't work until it's a liquid. We get a step ahead by starting with liquids. Liquids help prevent snow and ice from bonding to the road. A clear road – it's what we're spraying for (Figure 7).

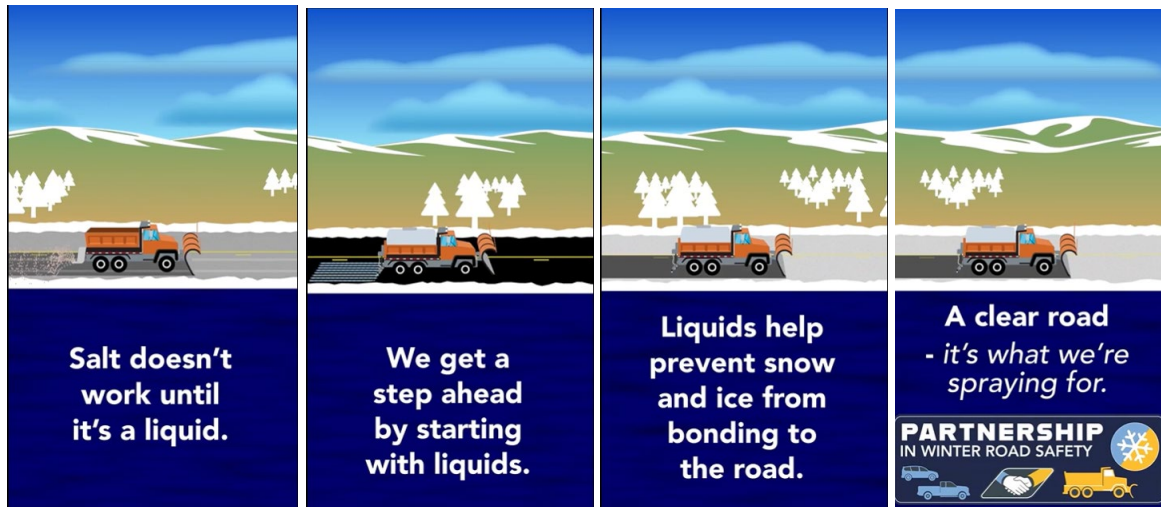


Figure 7. Graphics imagery of the Salt doesn't work until it's a liquids PSA.

In the PSA development process, many ideas were pitched that were not selected for development, these PSA ideas can be found in APPENDIX C - Additional PSA Topics.

CHAPTER 5: CONCLUSIONS

A library of PSA materials is provided, as well as gaps and suggested topics for future PSA development. When developing PSAs, success can be measured in the PSA's ability to increase public awareness, change attitudes, and encourage individuals to take specific actions in support of the messaging. Additionally, a PSA's effectiveness can be maximized by tailoring the message content through targeted messages.

For the developed PSA logos, branding, and media content, short format video was targeted. The developed PSA materials can be used as-is or modified based on individualized needs.

The following considerations may help in the development and promotion of this and future PSA efforts:

- Hire a Design, Marketing, and/or AV firm to help with future PSA development.
- Work directly with State DOT Public Information Officers (PIOs) to utilize existing campaigns and developed materials.
- Consider PSA content developed by other agencies, like Washington DOT that use funny messages developed by interns.
- Work with students or interns to develop PSA campaigns – weekly, daily; social media; etc.
- Track or measure effectiveness of PSA campaigns, if online or using social media by tracking watches, clicks, shares, etc.

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APPENDIX A - SURVEY SUPPLEMENTAL MATERIALS

SURVEY INSTRUMENT

CR 23-01 Development of a Public Service Announcement Library - Survey

The purpose of this survey is to capture information on Public Service Announcements (PSAs) used in winter maintenance operations with the goal of creating a PSA library and determining needs for future PSA development. We would like to identify which topics are the highest priority for your agency when communicating winter maintenance operations to the public.



The Western Transportation Institute at Montana State University is conducting this survey on behalf of the Clear Roads Pooled Fund and Minnesota DOT. You can learn more about this project and find the project deliverables here: <https://www.clearroads.org/project/23-01/>

1. What agency do you represent (e.g., Montana Department of Transportation; City of Bloomington)? _____

2. In what department within the agency do you work? _____

3. What is your job title? _____

4. Which topics would you identify as your agency's **priority** needs for communicating winter maintenance operations and/or practices to the public (check all that apply)?

- Conspicuity - what to watch for (e.g., flashing lights, blue lights)
- Number of plows hit by other drivers each season.
- Road treatments and techniques
- Why snow is left on the road (e.g., not bare pavement)?
- Liquid anti-icers/deicers - what are they, how do they work, what are their benefits?
- What is a Maintenance Decision Support System (MDSS)?
- How does winter maintenance impact the: 1) environment, 2) my vehicle, and 3) electrical utilities?
- How many workers contribute to snow removal? How many pieces of snow removal equipment does the agency have?
- Is there a way to track a plow? Has my area been plowed yet?
- When is winter maintenance being conducted (e.g., starting at 4am)?
- Why is plowing conducted in groups?
- Can I pass a plow? How to safely pass a plow.
- Where can I find information on current conditions? Where does the information on conditions come from?

- How do potholes form?
- Liquids (e.g., deicers) vs. Solids (e.g., sand), and when to use them
- How do you prioritize/decide which roads to plow first?

5. Are there any other winter maintenance operation and/or practice questions that are relevant to your agency for which a PSA would be valuable?

6. What types of communication materials would be most helpful to your agency (check all that apply)?

- Longer video (3 minutes or less)
- Shorter video (30 seconds - TV public service announcement (PSA) format or social media)
- Fact Sheet
- Infographic
- Poster
- Content for Dynamic/Variable/Changeable Message Signs
- Templates or resources for creating tailored public service announcement (PSA)/communication materials
- Radio advertisement
- Other (please specify) _____

7. Do you have any current or past public service announcements (PSA) on the topic of winter maintenance operations and/or practices that your agency is willing to share?

- Yes, then please describe or provide a link to the PSA documents or graphics

- No

8. Are there any current or past PSAs that your agency would **not** use again?

- Yes, please explain below.

- No

9. Do you have any feedback from the public or your agency, or data regarding the **effectiveness** of current or past PSAs? Please explain.

10. If we have follow-up questions based on the information you have provided, may we contact you? If yes, please provide contact information below. If no, then you have completed the survey.

- Name _____
- Email Address _____
- Phone Number _____

SURVEY – SUPPORTING INFORMATION

Table 2. Job titles of survey respondents by Category.

Technical Professionals	Communications Professionals
Snow and Ice Program Manager	Communications Specialist
Staff Engineer	Marketing and Communications Specialist
Maintenance Support Section Manager/Emergency Management Coordinator	Strategic Communications Coordinator
Winter Operations Manager	Assistant Communications Director
Systems and Operations Bureau Chief	Public Information Manager
Winter Operations Administrator	Communications Manager
Winter Maintenance Engineer	Public Information Officer
Projects & Safety Coordinator	Director of Communications and Public Outreach
Roads Manager	Media Relations Coordinator
KC Scout ITS Liaison	Media Relations Coordinator
Operations Engineer	Director of Communications
Manager, Technical Programs and Research	Deputy Director of Media Relations and Digital
Winter Maintenance Methods Engineer	Director of Communications
Maintenance Operations Manager	Public Affairs Office

Technical Professionals	Communications Professionals
Strategic Communications Lead, Major Projects, and Maintenance/Operations	Deputy Director
State Maintenance Engineer	Public Information Officer
Bureau Chief, Highway Operations and Maintenance	Communications Director
Program Manager	Public Information Officer
	Public Information Officer

PSA MATERIALS PROVIDED BY RESPONDENTS

The following PSA information was shared by 14 agencies.

- City of Farmington Hills, Michigan
 - Department of Public Works (DPW) at Work: Beet the Storm (1:26):
https://www.youtube.com/watch?v=a6Dop82FDRM&list=PLIbFm_RG9JPqtWp8yvUH1_sDd-fKFNeem
 - DPW at Work: Plow Patrol (1:07):
https://www.youtube.com/watch?v=wHAACSbYKfE&list=PLIbFm_RG9JPqtWp8yvUH1_sDd-fKFNeem&index=3
 - DPW Clean Up Plow (1:14):
https://www.youtube.com/watch?v=PB7hDETMbo4&list=PLIbFm_RG9JPqtWp8yvUH1_sDd-fKFNeem&index=5
- Oakland County, Michigan:
 - “We heavily use social media outlets.
 - Facebook: <https://www.facebook.com/RoadComm/>
 - Twitter: <https://twitter.com/oaklandroads>
 - Instagram: <https://www.instagram.com/oaklandroadsmi/>
 - TikTok: <https://www.tiktok.com/@roadcommoakco>
- Colorado:
 - CDOT uses a campaign called "Winter Wise" to educate motorists on safe winter driving and how operations work. All campaign materials can be found through this link:
<https://www.codot.gov/travel/winter-driving>
 - Winter Driving in the Wild (0:54):
<https://www.youtube.com/watch?v=4XhTj22ExPU>
- Idaho: How Should You Drive Around a Snowplow (0:25): <https://fb.watch/r5vRaRntay/>
- Illinois: We did a 30 [second] radio spot to recruit CDL drivers to come on board as temporary winter help and assist with snow removal.
- Kentucky: Share the Road/Emergency Car Kit/Driving Tips, etc.:
 - Snow and Ice Resources: <https://transportation.ky.gov/Pages/SNIC-Resources.aspx>
 - SnowKY.ky.gov : <https://transportation.ky.gov/sites/snowky>
- Minnesota
 - Our agency used to create videos for social media called "MnDOT Minutes" - each was less than a minute and covered various topics: storm planning, pre-treatment, best advice for drivers, different equipment used. We stopped creating these messages because our audience was not responding to them. Not many people watched the entire minute, most were only watching for a few seconds and they took a lot of time to produce: shoot video/interviews, script approvals, video production, etc. We did make a conscious effort to write the scripts in a way that would ensure they could be used for multiple seasons: we kept the information general and avoided facts or details that may change often. These videos are on our agency YouTube channel:

- Pretreating – MnDOT Minute (1:07):
<https://www.youtube.com/watch?v=GQ0gGmWRnHU>
 - Best Advice for Drivers – MnDOT Minute (1:14):
<https://www.youtube.com/watch?v=YQgSij3Gtdo>
 - Technology in Snowplows – MnDOT Minute (1:13):
<https://www.youtube.com/watch?v=r3xQ0DT6pqo>
- Montana: We currently contract with a radio network to run "Don't crowd the plow" messages throughout the winter months.
- New Jersey: Please check out our X account @ NewJerseyDOT and Facebook account New Jersey Department of Transportation. I've pasted two links to our Commercial Vehicle Traffic Advisories below.
 - https://www.nj.gov/transportation/uploads/comm/news/details/comm_np_20240213_134757_CommercialVehicleTravelRestrictionsLIFTEDat2pmtodayTuesdayFebruary13.pdf
 - https://www.nj.gov/transportation/uploads/comm/news/details/comm_np_20240212_170242_2024-02-12NJDOTIssuesCommercialVehicleTravelRestrictionsbeginingatmidnighttonightFebruary13.pdf
- Pennsylvania
 - https://www.youtube.com/playlist?list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ
 - <https://www.penndot.pa.gov/about-us/media/winter/Pages/default.aspx>
- South Dakota
 - “Don't Crowd the Plow Winter Highway Maintenance Safety videos. They are tailored to the state of South Dakota so they may not be helpful outside of our state.”
 - <https://www.facebook.com/southdakotadot>
- Vermont: Behind the Wheel at VTrans: <https://www.youtube.com/watch?v=G6alGsl6pVc>
- Washington
 - A blog we produced about what goes into maintaining our state snowplow fleet from an equipment mechanic perspective: <https://wsdotblog.blogspot.com/2023/12/keeping-our-equipment-running.html>
 - WSDOT YouTube on visibility around snowplows: <https://www.youtube.com/watch?v=d6PKZII7V5E>
 - WSDOT YouTube on tire tread depth and travel safety tips during winter: https://www.youtube.com/watch?v=33_SJ2-5vxY
- Wisconsin
 - Snowplow Safety: December Law of the Month (1:20):
<https://www.youtube.com/watch?v=WxvhszpK33I&list=PL4DA6884A140EBFC8>
 - December Law of the Month: Snowplow Safety (1:28):
<https://www.youtube.com/watch?v=d4f48D1q4mc>
 - AUDIO: Snowplow Safety PSA (30 sec) (0:34):
<https://www.youtube.com/watch?v=6xkFGX0qUyl>
 - Snowplow Driver Appreciation Day: November 30th, 2016, (2:20):
https://www.youtube.com/watch?v=lZaji_4lqDw
 - Snowplow Driver Appreciation Day (0:51):
<https://www.youtube.com/watch?v=p9wRhdnI4-Q>

- Snowplow Safety (15-second PSA) (0:19):
<https://www.youtube.com/watch?v=koPkIM8JBHo>
- Clearing Winter Highways: Using Less Salt and More Brine (3:30):
https://www.youtube.com/watch?v=7Z_AnRlpSQ8&pp=ygURV2lzZG90IHhHbHQgYnJpbmU%3D
- Clearing Winter Highways: Using Less Salt and More Brine (1:06):
<https://www.youtube.com/watch?v=6Gu1sdSmTts&pp=ygURV2lzZG90IHhHbHQgYnJpbmU%3D>

APPENDIX B – PSA LIBRARY

Table 3. PSA Library

State, Country, Organization	Media Type												Topic	Time (if applicable)	Link
AASHTO												1	Talkin' Winter Ops Podcast		https://talkinwinterops.com/podcast/
Alaska		1											Focus on Alaska DOT's Granite Snowplow	7:22 minutes	https://www.youtube.com/watch?v=dKVdpJOP5b8
Alaska											1		Maintenance & Operations		https://dot.alaska.gov/stwdmno/
Alaska		1											DOT&PF Anti-Icing Program Overview	7:28 minutes	https://vimeo.com/121089191
Alaska			1										DOT&PF Anti-Icing PSA	29 seconds	https://vimeo.com/119388355
Alaska			1										ADOT&PF PSA - Safe Winter Driving	30 seconds	https://vimeo.com/151450568
Alaska			1										ADOT&PF PSA Winter Priority	30 seconds	https://vimeo.com/151450570
Alaska		1											ALASKA DOT High Speed Snow Plow Training	30:23 minutes	https://vimeo.com/95456904
Alaska			1										AKDOT&PF - Don't Crowd the Plow PSA	30 seconds	https://vimeo.com/88824115
Alaska		1											ADOT&PF Avalanche	5:33 minutes	https://vimeo.com/90164552
Alaska			1										DOT PSA Snowplowing Awareness	30 seconds	https://vimeo.com/90166711
Alaska			1										DOT Tow Plow PSA Awareness	30 seconds	https://vimeo.com/90166447
Arizona		1											"ADOT Snowplow Crews at Work"	3:18 minutes	https://azdot.gov/tags/weather?page=6
Arizona			1										Dust Storms	31 seconds	https://azdot.gov/tags/weather?page=6
Arizona			1										Work Zone Safety	37 seconds	https://www.allaboutarizonanews.com/adot-introduces-public-service-announcement-about-work-zone-safety/
Arizona			1										Snowplow Public Service Announcement	30 seconds	https://youtu.be/2JyFf4E3cHo

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
Arizona	1	1		1				1		1		Know Snow and Ice	2:57 minutes	https://azdot.gov/about/transportation-safety/severe-weather/know-snow-and-ice
California										1		District 2 Winter Maintenance and Operations		https://dot.ca.gov/caltrans-near-me/district-2/d2-popular-links/d2-winter-maintenance-operations
California		1										Caltrans HQ-On the Job with Caltrans-Winter Operations	6:55 minutes	https://www.youtube.com/watch?v=k_TRIf-1HFg
California		1										Winter Operations	7:28 minutes	https://www.youtube.com/watch?v=ALZ6YJPMxAw
California										1		Move Over Snowplow Naming Contest		https://gosafelyca.org/
California			1									Don't Crowd the Plow	>10 seconds	https://x.com/i/status/1205265208102404096
California		1										Don't Crowd the Plow - Caltrans News Flash #193	2:40 minutes	https://www.youtube.com/watch?v=ssgAWdMfqz0
California	1											Weathering the Storm - winter driving tips		https://dot.ca.gov/travel/winter-driving-tips
Canada				1								It's not a race, give plows space. They can't see you and you can't see the road ahead.		https://montanaedu-my.sharepoint.com/:f:/g/personal/t66j124_msu_montana_edu/jgBywYqLeUGQRq9c4hWhmAgNAX_jw8hAUS2EBj81E-hVGgw?e=lqhadD
Canada - Transport Canada		1							1	1		Winter Driving, video transcript	1:28 minutes	https://youtu.be/RC1llepjpio https://tc.canada.ca/en/winter-driving
Clear Roads	1											Understanding Salt Chemistry Helps Fight Snow and Ice		https://www.clearroads.org/project/20-02/
Clear Roads	1		3	1		1	2	2	1	1	1	National Winter Safety Campaign - Ice & Snow Take it Slow	7, 15, 30 seconds	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads						1						Driving Safety Tips	1 minute	https://www.clearroads.org/national-winter-safety-campaign/

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link	
Clear Roads							1						The First Storm is Worst	30 seconds	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Reduce Speed for Safety	1 minute	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Safety Around Snowplows	1 minute	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Preparing for a Trip	1 minute	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Driving Safely in Winter Conditions	1:21 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Advice for Driving around Snow Plows	1:32 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Reduce Speed with Dennis Burkheimer	1:39 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Safe Travel around Snow Plows with Dennis Burkheimer	1:48 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Safe Travel around Snow Plows with Dennis Burkheimer	1:19 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						Don't Crowd the Plow	1:28 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						General Driving Safety Tips	1:31 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Clear Roads							1						General Driving Safety Around Snow Plows	1:42 minutes	https://www.clearroads.org/national-winter-safety-campaign/
Colorado	X							1			1		Winter Wise		https://www.codot.gov/travel/winter-driving

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link	
Colorado		1											Winter Driving in the Wild	54 seconds	https://youtu.be/4XhTj22ExPU
Colorado		1											Winter Preparedness - CDOT Winter Driving in the Wild	55 seconds	https://www.youtube.com/watch?v=i6Ts4hQkBOA&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=2&pp=iAOB
Colorado		1											Tire Safety - CDOT Winter Driving in the Wild	1:01 minutes	https://www.youtube.com/watch?v=b0BauCqdNGY&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=3&pp=iAOB
Colorado		1											Traction Law - CDOT Winter Driving in the Wild	1:01 minutes	https://www.youtube.com/watch?v=hB2d2ql7BEc&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=4&pp=iAOB
Colorado		1											Winter Resources - CDOT Winter Driving in the Wild	1:02 minutes	https://www.youtube.com/watch?v=xvCVuM2JjZA&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=5&pp=iAOB
Colorado		1											Snowplow Safety - CDOT Winter Driving in the Wild	59 seconds	https://www.youtube.com/watch?v=OQD0E-pbnn0&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=6&pp=iAOB
Colorado		1											Speeding - CDOT Winter Driving in the Wild	1:01 minutes	https://www.youtube.com/watch?v=dVfZFLj2B8&list=PLYszme4xVADDrB-2Q0IHeA8qA2-SYsUds&index=7&pp=iAOB
Colorado			7										Bow to the Plow (video series)	30 second	https://youtu.be/asZf-Fwbtj8?list=PLYszme4xVADDSMQ3ZPchV_j4gg2vdJB5v
Connecticut		1											Connecticut DOT facing another snowplow driver shortage, but technology is helping		https://www.youtube.com/watch?v=qh-YsQdY2dM
Connecticut		1											CT DOT readies the roads for significant snowfall amid staffing shortage	1:58 minutes	https://www.youtube.com/watch?v=Mkfw8kA0e8E
Delaware											1		Managing Snow & Ice Control Operations		https://deldot.gov/Business/drc/pdfs/winter_workshop/2016/day1/06Presentation11-WW2016MOpresentation.pdf

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Delaware		1									1	What it's like to plow Delaware roadways	1:40 minutes	https://www.wdel.com/news/video-what-its-like-to-plow-delaware-roadways/article_e69d72d8-b48b-11ee-914e-77228910e244.html	
Idaho											1	1	ITD winter maintenance efforts earn another national honor		https://itd.idaho.gov/news/itd-winter-maintenance-efforts-earn-another-national-honor/
Idaho		2									1	Idaho Ready, Winter Safety Campaign	5:04 minutes	https://www.youtube.com/watch?v=QXw4h1sKKrg	
Idaho			1									How should you drive around a snowplow?	25 seconds	https://www.facebook.com/idahoitd/videos/759312785749701/ https://fb.watch/r5vRaRNtay/	
Idaho			1									Over Confidence		https://montanaedu-my.sharepoint.com/:f/g/personal/t66j124_msu_montana_edu/IgBywYqLeUGQRq9c4hWhmAgNAX_jw8hAUS2EBj81E-hVGqw?e=lghadD	
Idaho		1										Snowplow Safety in Idaho	1:03 minutes	https://www.youtube.com/watch?v=E5MI2uAn6Ac	
Idaho		1										Winter Driving Tips	1:38 minutes	https://www.youtube.com/watch?v=b1Vn5I9q8OU&feature=youtu.be	
Idaho		1										Why does Idaho close a road?	1:20 minutes	https://www.youtube.com/watch?v=bxommtEgB8s	
Idaho		1										Slow your roll	1:04 minutes	https://www.youtube.com/watch?v=u1pPGj-kEGL	
Idaho		1										Teen winter driving	1 minute	https://www.youtube.com/watch?v=jtT80F-my24	
Idaho		1										Prepare be aware, Winter Driving around Snow Plows	1:27 minutes	https://www.youtube.com/watch?v=BrFqo_nlPTI	
Idaho		1										511 - Download the App, Know before you go	56 seconds	https://www.youtube.com/watch?v=0-5SNXUeEU	

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Idaho		1										Winter Spring Driving Hazards	1:11 minutes	https://www.youtube.com/watch?v=yD0D9w4A3Rk
Illinois		1		1				1		1		Winter Weather, Get it Together	2:52 minutes	https://www.youtube.com/watch?v=pnYs2XfSPCs
Illinois				7								Public service announcements – Buckle up, Drive sober, Start seeing motorcycles, Share the road, Saved by the helmet	30 seconds	https://idot.illinois.gov/travel-and-maps/safety/campaigns.html
Indiana								1		1		Winter Operations		https://www.in.gov/indot/safety/winter-driving-safety-tips/winter-operations/
Indiana		1										Snow School - Winter Operations	1:05 minutes	https://www.youtube.com/watch?v=3Qa1AHnwjEU
Indiana		1										INDOT Plow Gang - US 20/31, South Bend	1:10 minutes	https://www.youtube.com/watch?v=Po2cZZ9crSk
Iowa	1							1		1		Winter Operations		https://iowadot.gov/maintenance/Winter-Operations/Roadway-deicing
Iowa										1		Winter Driving Tips		https://www.news.iowadot.gov/newsandinfo/2008/12/winter-2009-news-tips.html
Iowa		1										Prepare for Survival, winter driving tips	1:51 minutes	https://www.youtube.com/watch?v=eYRHQc0SW3U
Iowa							1		1			Reduce Speed to Improve Winter Safety		https://www.clearroads.org/wp-content/uploads/driver-safety-files/PSAs/radio%20scripts/radio%20scripts%20from%20Iowa%205-25-07.doc
Japan										1		Intelligent Transportation Systems and Winter Operations in Japan FHWA International Technology Exchange Programs (September 2003)		https://international.fhwa.dot.gov/Pdfs/converted_to_html/scanreports/intelligent/generalinfo.cfm
Kentucky								1	1			Snow and Ice Resources		https://transportation.ky.gov/Pages/SNIC-Resources.aspx

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Kentucky		1										Kentucky's Newest Snow and Ice Fleet Addition - The Wide Wing Plow	1:01 minutes	https://youtu.be/PxAHAzhB-Sk?list=PLFou1OwtHzfTs9wsBNzGDQBleeXz_UAe3
Kentucky		1	8	2								Snow Video Playlist		https://www.youtube.com/playlist?list=PLFou1OwtHzfTs9wsBNzGDQBleeXz_UAe3
Maine		1										Maine Snowfighters - Driving Safely Behind a Plow Truck	1:28 minutes	https://youtu.be/uffXlrvy7PU
Maine							1					A graphic showing the blind spot of a typical snow plow		https://www.facebook.com/MaineDOT/
Maine									1			Winter Plowing Operations, Snow and Ice Control		https://www.maine.gov/dot/programs-services/snow-and-ice-control
Maine	1											Legal Winter Road Questions and Answers		https://www.maine.gov/dot/sites/maine.gov.dot/files/docs/mlrc/docs/technical/LegalWinterRoadQuestionsandAnswers.pdf
Maine	1											Maine DOT Snow & Ice Control Brochure		https://www.maine.gov/dot/sites/maine.gov.dot/files/inline-files/ice_snow_control2014_opt.pdf
Maine	1											Getting the Facts about Salt Brine		https://www.maine.gov/dot/sites/maine.gov.dot/files/inline-files/MaineDOT_Salt_Brine_Overview_2008.pdf
Massachusetts									1			Road Treatment Types		https://www.mass.gov/info-details/road-treatment-types
Massachusetts							1					Winter Emergency Car Kit		https://www.mass.gov/doc/winter-emergency-car-kit-0/download
Massachusetts									1			Winter Weather Driving		https://www.mass.gov/winter-weather-driving
Massachusetts	1											Make Your Own Salt Brine		https://www.mass.gov/doc/dwsp-how-to-make-your-own-salt-brine/download

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Massachusetts		1										A video showing how to make one's own salt brine		https://twitter.com/MassDCR/status/1743332276887331249
Michigan		1										Winter Driving Safety	3:43 minutes	https://youtu.be/hCG85h7sm-c
Michigan	1	1						1				When Green Means Slow	2:55 minutes	https://youtu.be/AUCHgrktrK8 . https://www.michigan.gov/mdot/travel/safety/road-users/winter-safety/green-lights-on-snowplows
Michigan						1						"Ice & Snow Take it Slow"		https://highways.dot.gov/safety/hsip/hsip-noteworthy-practice-series-use-hsip-flexible-funding-provision/michigan-uses-hsip
Michigan		1										DPW at Work: Beet the Storm	1:26 minutes	https://www.youtube.com/watch?v=a6Dop82FDRM&list=PLlbFm_RG9JPqtWp8yvUH1_sDd-fkFNeem
Michigan		1										DPW at Work: Plow Patrol	1:07 minutes	https://www.youtube.com/watch?v=wHAACSbYKfE&list=PLlbFm_RG9JPqtWp8yvUH1_sDd-fkFNeem&index=3
Michigan		1										DPW Clean Up Plow	1:14 minutes	https://www.youtube.com/watch?v=PB7hDETMbo4&list=PLlbFm_RG9JPqtWp8yvUH1_sDd-fkFNeem&index=5
Minnesota		1										Pretreating - MnDOT Minute	1:07 minutes	https://www.youtube.com/watch?v=GQ0gGmWRnHU
Minnesota		1										Best Advice for Drivers - MnDOT Minute	1:14 minutes	https://www.youtube.com/watch?v=YQqSij3Gtdo
Minnesota		1										Technology in Snowplows - MnDOT Minute	1:13 minutes	https://www.youtube.com/watch?v=r3xQ0DT6pqqo
Minnesota						1		1				Winter Driving PSA script		https://dps.mn.gov/divisions/ots/audio-visual-library/Pages/default.aspx
Minnesota							1	4				Media gallery - Watch out for black ice, blow ice, compaction, if it's snowing: Headlights on!, Know before you go, More salt is not always the cure for slippery roads, salt vs. sand, No travel advisory, Never assume a snowplow driver can see		https://www.dot.state.mn.us/mediaroom/graphics.html

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												you, Tandem axle snowplow, snowplow stats, Where are the snowplows?, Winter travel information		
Mississippi	1	1						1				Winter Weather Card - car kit check list, Safe driving tips, Car care tips; video - We don't take snow days	57 seconds	https://mdot.ms.gov/portal/winter_weather
Missouri		1										Snow Shoveling Secrets	40 seconds	https://www.youtube.com/watch?v=8Bm7mJxJOSU
Missouri									1			Chapter 4. Operating a Reliable Transportation System: Winter Storm Operations - 4f		https://www.modot.org/winter-storm-operations-4f
Missouri	1											MODOT Winter Operations		https://www.modot.org/sites/default/files/documents/Winter%20Ops_0_0.pdf
National			1									Don't Hope For A Miracle - Keep ATVs Off Roads	1:31 minutes	https://www.cpsc.gov/Safety-Education/Safety-Education-Centers/ATV-Safety-Information-Center
National									1			Program-Level Public Information and Outreach Examples		https://ops.fhwa.dot.gov/wz/publicinfostrategies/programlevel.htm
National									1			Committee on Transportation Communications (TransComm)		https://transportation.org/communications/membership/
National Weather Service				1			1		1			Winter		https://www.weather.gov/safety/winter
National Weather Service							2	0	1			Winter Infographics & Social Media templates		https://www.weather.gov/wrn/infographics_winter , https://www.weather.gov/wrn/winter_hazard_infographics , https://www.weather.gov/wrn/fall-winter-sm
NDLTAP									1			Snow and Ice Control Resources		https://www.ndltap.org/resources/results.php?cat=3

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NDLTAP		1											"The Science and Art of Brine" Why and How to Use Brine		https://www.youtube.com/watch?v=a-kMGt8UHFY&list=PLk1zpQxZlZO2jQh5vPAX3dxtKYKUsti4J
Nebraska											1		How to Prep for Winter		https://dot.nebraska.gov/safety/driving/winter/
Nevada											1		Safe winter driving tips, Image of plow driver with message "Take it slow so we can all get home safe!", winter driving brochure		https://www.dot.nv.gov/safety/safe-winter-driving
New Hampshire	1												Pros and Cons of Sand on Ice and Snowpack		https://www.maine.gov/dot/sites/maine.gov.dot/files/docs/mlrc/docs/technical/Pro_and_Cons_of_Sand_on_Ice_and_Snowpack_SandarticleUNH2008.pdf
New Hampshire											1		Winter Maintenance Snow Removal and Ice Control		https://www.dot.nh.gov/about-nh-dot/divisions-bureaus-districts/highway-maintenance/winter-maintenance-snow-removal-and
New Hampshire												1	Winter Maintenance Snow Removal and Ice Control Policy		https://www.dot.nh.gov/sites/g/files/ehbemt811/files/imported-files/winter-maint-snow-and-ice-policy.pdf
New Hampshire											1		Operational Guidelines for Snow Removal and Ice Control Operations		https://www.dot.nh.gov/sites/g/files/ehbemt811/files/inlin e-documents/nhsnowandicecontroloperationalguidelines-2020-2.pdf
New Hampshire											1		Levels of Service Summary for Snow Removal and Ice Control by Roadway Type		https://www.dot.nh.gov/sites/g/files/ehbemt811/files/inlin e-documents/levels-of-service-summary-for-snow-removal-and-ice-control-by-road-way-types.pdf
New Hampshire	1												Frequently Asked Questions about Winter Maintenance		https://www.dot.nh.gov/sites/g/files/ehbemt811/files/inlin e-documents/winter_maintenance_faqs.pdf
New Hampshire	1												Snow Removal in New Hampshire Brochure		https://www.dot.nh.gov/sites/g/files/ehbemt811/files/inlin e-documents/wintersnowremoval_innh_doublewide.pdf

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New Jersey											1	Ice & Snow - Remove It Before You Go		https://www.njoag.gov/about/divisions-and-offices/division-of-highway-traffic-safety-home/ice-and-snow-remove-it-before-you-go/
New Jersey											1	Ice & Snow - Remove It Before You Go		https://www.nj.gov/oag/hts/downloads/Ice-Snow_Palm_Card_Web.pdf
New Jersey											1	Ice & Snow - Remove It Before You Go		https://www.nj.gov/oag/hts/downloads/Ice-Snow_Poster_Web.pdf
New Jersey											1	Say it Ain't Snow: A Behind the Scenes Look Into How NJDOT Handles Winter Weather		https://www.nj.gov/transportation/about/townhall/doc/ctc_news_vol14.pdf
New Jersey											1	Winter Weather Hazards		https://www.nj.gov/njoem/plan-prepare/winter.shtml
New Jersey											1	Commercial Vehicle Travel Restrictions Lifted on all Interstate highways as of 2 p.m. today, Tuesday, February 13		https://www.nj.gov/transportation/uploads/comm/news/details/comm_np_20240213_134757_CommercialVehicleTravelRestrictionsLIFTEDat2pmtodayTuesdayFebruary13.pdf
New Jersey											1	NJDOT issues commercial vehicle travel restrictions on multiple Interstate highways beginning tonight at midnight		https://www.nj.gov/transportation/uploads/comm/news/details/comm_np_20240212_170242_2024-02-12NJDOTIssuesCommercialVehicleTravelRestrictionsbeginingatmidnighttonightFebruary13.pdf
New York										1	1	Don't Crowd the Plow infographics, safe winter driving tips		https://www.thruway.ny.gov/oursystem/maintenance/wintermaint.html
New York			1									"Don't Crowd the Plow"	6 seconds	https://www.youtube.com/watch?v=eZnnLBRI8s8
New York		1										The Tow Plow	47 seconds	https://www.youtube.com/watch?v=nuVl2DnKhI8
New York			1									Not Your Grandpa's Plow Trucks	30 seconds	https://www.youtube.com/watch?v=n--KmAXrK4Q&list=PLdauzvEu1kfcxguHYvNwl5OIC30MNjTW&index=5
New York		1										Winter Storm Training 2019	3:59 minutes	https://www.youtube.com/watch?v=yhnurzpuU84

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NHTSA			1									Winter Driving Tips	15 seconds	https://youtu.be/1XcB2qNorH0
NHTSA										1		Winter Weather Driving Tips		https://www.nhtsa.gov/winter-driving-tips?utm_source=partner_list&utm_medium=email&utm_campaign=WinterDrivingTips2020
North Carolina		1									1	Winter Storms, video - Preparing for winter	3:13 minutes	https://www.ncdot.gov/travel-maps/traffic-travel/severe-weather/Pages/winter.aspx
North Carolina		1									1	Winter Safety Hazards, video - The dangers of black ice	1:28 minutes	https://www.ncdot.gov/travel-maps/traffic-travel/severe-weather/Pages/winter-hazards.aspx
North Carolina		1									1	Treating Roads, video - Responding to snow and ice	1:03 minutes	https://www.ncdot.gov/travel-maps/traffic-travel/severe-weather/Pages/treating-roads.aspx
North Dakota							1				1	Snow and Ice Control Information, Image/infographics - Vision Zero. Zero fatalities. Zero excuses.		https://www.dot.nd.gov/travel-and-safety/road-conditions-weather-resources/snow-ice-control-information
North Dakota			1									NDDDOT - Ride in a Snow Plow	25 seconds	https://www.youtube.com/watch?v=TvNQvHmBVYw
North Dakota		1										NDDOT - Tow Plow operations	2:55 minutes	https://www.youtube.com/watch?v=dugA8-SSDyo
North Dakota											1	Road Weather Information System		https://www.dot.nd.gov/dot/rwis/
North Dakota											1	Winter Driving		https://www.dot.nd.gov/winter-driving
Ohio											1	Snow and Ice		https://www.transportation.ohio.gov/programs/snow-and-ice
Ohio		1										Snow and Ice Video Content	38 seconds	https://www.transportation.ohio.gov/traveling/snow-ice/media
Ohio		1										Snow Plowing "Mythconceptions"	1 :29 minutes	https://www.youtube.com/watch?v=8YJbpKIRuOI&list=PL0SPTxSVmT4hIJE0eLO6-GZAIQcr_Hgx

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Ohio		1										What to Bring in Your Winter Weather Kit	1:22 minutes	https://www.youtube.com/watch?v=Tw1Mb_h4BSE&list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx
Ohio		1										The Science Behind Salting the Roads	1:23 minutes	https://www.youtube.com/watch?v=o-3jiNg9--4&list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx&index=3
Ohio									1			Photo gallery		https://www.flickr.com/photos/ohiodot/albums/72157665096228964/
Ohio		1										Who knew that salt is tested before it is loaded into a plow truck.	1:14 minutes	https://youtu.be/s5sOV56QhTw?list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx
Ohio		1										How ODOT District 4 makes Salt Brine	1:01 minutes	https://youtu.be/gieTFtWb6XY?list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx
Ohio		1										A Day in the Life of an ODOT Snow Plow Driver	1:11 minutes	https://youtu.be/hy7jM078_cQ?list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx
Ohio		1										We Got This	48 seconds	https://youtu.be/wyVXGNecABk?list=PL0SPTxSVmT4hIIJE0eLO6-GZAIQcr_Hgx
Oklahoma		1										Snow Plow Safety	50 seconds	https://oklahoma.gov/ota/media/multimedia.html
Oklahoma	1											Traveling During Winter Weather?		https://oklahoma.gov/oem/readyok/be-aware/winter-weather.html
Oregon					1							Granny Trucker says Chain Up!	1:01 minutes	https://www.oregon.gov/odot/MCT/Documents/ChainUp.mp3
Oregon		1										Snow and ice impacts Oregon roads	3:07 minutes	https://www.foxweather.com/watch/play-63e7b31150000ae
Oregon									1			Winter Travel tips, Winter Operations images, Winter driving guide, Winter News Packet	3:50 minutes	https://www.oregon.gov/odot/pages/winter-driving.aspx
Oregon		1										Tire Chain Installation		https://www.youtube.com/watch?v=0JvGi7g4PBs

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Oregon		1										Winter car care tips	2:11 minutes	https://youtu.be/TcLsp5VTcCY
Oregon		1										Driving safely in the rain reminder	50 seconds	https://youtu.be/NG0BRdSQ5QA
Oregon		1										Winter truck safety tips for Oregon	2:45 minutes	https://www.youtube.com/watch?v=-8b4Z715wOo
Oregon			1									Five essential items for a car kit	30 seconds	https://www.youtube.com/shorts/wY1_ctH4v3k
Oregon			1									Five things to know before driving in the snow	30 seconds	https://gcc02.safelinks.protection.outlook.com/?url=https://youtube.com/shorts/HjQ-Ya3wLlI?feature%3Dshare&data=05%7c01%7cKevin.R.BECKSTROM%40odot.oregon.gov%7c26db7ee9b6a84b8645f208dbdc8ad30c%7c28b0d01346bc4a648d861c8a31cf590d%7c0%7c0%7c638346261031678154%7cUnknown%7cTWFpbGZsb3d8eyJWljoimC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6Ikh1haWwiLCJXVCi6Mn0%3D%7c3000%7c%7c%7c&sdata=t5Re1DODPwUNZfG%2BJ3NUAUnao7hjrGjrkWAZXpr0N8A%3D&reserved=0
Oregon			1									Five tips for winter driving	36 seconds	https://www.youtube.com/watch?v=ILte3lBfUHE
Oregon		1										Driving I-5 Siskiyou Summit in Winter - How to Drive it	3:33 minutes	https://youtu.be/SYlZLmaairA
Oregon			1									Ride the I-5 Roller Coaster	35 seconds	https://youtu.be/TZ9J5MnF6eM
Pennsylvania							3		1			Winter Operations and Maintenance, infographics - Did you know?, While snow is falling, The science of winter road treatments		https://www.pennndot.pa.gov/TravellnPA/Winter/Pages/Winter-Operations.aspx
Pennsylvania		1										PennDOT Winter Operations, Driving Safety	4:27 minutes	https://youtu.be/R7hPiS6vnBo
Pennsylvania	1											The Science of Winter Road Treatments		https://www.pennndot.pa.gov/TravellnPA/Documents/Winter_Long_Form_Infographic_science%20of%20winter%20road%20treatment.pdf

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Pennsylvania	1											Winter Driving Guide		https://www.pa.gov/content/dam/copapwp-pagov/en/penndot/documents/public/pubsforms/publications/pub%20650.pdf
Pennsylvania							1					Winter Emergency Kit List		https://www.penndot.pa.gov/TravelInPA/Winter/Documents/emergency%20kit%20list.pdf
Pennsylvania									1			Winter Tools and Terms		https://www.penndot.pa.gov/TravelInPA/Winter/Pages/Winter-Tools-and-Terms.aspx
Pennsylvania									1			Winter Event Vehicle Restrictions		https://www.penndot.pa.gov/TravelInPA/Winter/Pages/Vehicle-Restrictions.aspx
Pennsylvania							1					Winter Safety, Preparation, Plow Truck Routes, Pretreat & Clearing Driveways, Snow Squall Tips, 511PA, Speed/Vehicle Restrictions		https://www.pa.gov/agencies/penndot/news-and-media/media-resources/winter
Pennsylvania	1						1		1			Some of above can be found on this page, and there are many more		https://www.penndot.pa.gov/about-us/media/winter/Pages/default.aspx
Pennsylvania							1					Commercial Vehicle Restriction Terminology		https://www.penndot.pa.gov/TravelInPA/Winter/Documents/CMV-Restriction-Terminology.pdf
Pennsylvania									1			Winter Services Guide		www.pa.gov/content/dam/copapwp-pagov/en/penndot/documents/public/pubsforms/publications/pub%20628.pdf
Pennsylvania	1											Winter Fact Sheet		https://www.pa.gov/content/dam/copapwp-pagov/en/penndot/documents/travelinpa/winter/documents/2023-24%20winter%20fact%20sheet.pdf
Pennsylvania									1			Winter Maintenance Card		https://www.pa.gov/content/dam/copapwp-pagov/en/penndot/documents/public/pubsforms/publications/pub%20370g.pdf

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
Pennsylvania	1											Winter Storm Tactics		https://www.penndot.pa.gov/TravelInPA/Winter/Documents/Storm%20Tactic%20Fact%20Sheet.pdf
Pennsylvania										1		Pennsylvania Video Play List		https://www.youtube.com/playlist?list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ
Pennsylvania		1										Snow Seconds: Wing Plow with Chris Hynek	36 seconds	https://www.youtube.com/watch?v=38X5TYW4Pdo&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=1
Pennsylvania			1									Snow Seconds: Passable Roads	30 seconds	https://www.youtube.com/watch?v=5Lwcbom82RA&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=2
Pennsylvania			1									Snow Seconds: Stuck in Traffic	29 seconds	https://www.youtube.com/watch?v=iv8xlz0kpaw&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=3
Pennsylvania			1									Snow Seconds: Black Ice	30 seconds	https://www.youtube.com/watch?v=ZTG7bpbu4Mw&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=4
Pennsylvania			1									Snow Seconds: Visibility	30 seconds	https://www.youtube.com/watch?v=bbOOHYeW-wc&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=5
Pennsylvania		1										Snow Seconds: Changing Conditions	34 seconds	https://www.youtube.com/watch?v=Nfadov0hE0s&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=6
Pennsylvania			1									Snow Seconds: Winter Prep	21 seconds	https://www.youtube.com/watch?v=o9uwr_azlN8&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=7
Pennsylvania			1									Snow Seconds: Distracted Driving	25 seconds	https://www.youtube.com/watch?v=YXRjPD-o7t0&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=8
Pennsylvania		1										Snow Seconds: Snow Lane Miles	32 seconds	https://www.youtube.com/watch?v=9uDUI4xvN1g&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=9
Pennsylvania		1										Snow Seconds: Plow Routes	33 seconds	https://www.youtube.com/watch?v=fFoKwSF44s&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=10

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link	
Pennsylvania			1										Snow Seconds: Drive Slow	21 seconds	https://www.youtube.com/watch?v=eAAnsfnDGgs&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=11
Pennsylvania		1											Snow Seconds: Tips from a State Trooper	33 seconds	https://www.youtube.com/watch?v=y962KCzRloQ&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=12
Pennsylvania			1										Snow Seconds: Stranded Vehicles	20 seconds	https://www.youtube.com/watch?v=JezP01guDZM&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=13
Pennsylvania		1											What to Pack in Your Vehicle's Winter Emergency Kit	3:40 minutes	https://www.youtube.com/watch?v=h3kH2rwO9gk&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=14
Pennsylvania			1										PennDOT Operator Urges Safety First in Winter	18 seconds	https://www.youtube.com/watch?v=vjlkVTXl2w4&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=19
Pennsylvania			1										PennDOT Operator Shares Winter Message	28 seconds	https://www.youtube.com/watch?v=gOiG9ad4YmQ&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=20
Pennsylvania		1											Snow Plow During Snow Storm Video	37 seconds	https://www.youtube.com/watch?v=Zlevmnaxfjs&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=21
Pennsylvania		1											Ice and Snow, Take it Slow	55 seconds	https://www.youtube.com/watch?v=E1UsWtli3dw&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=22
Pennsylvania			1										Thank you to PennDOT snow plow drivers and maintenance staff	21 seconds	https://www.youtube.com/watch?v=4GYZ8NHUaWM&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=23
Pennsylvania		1											"PennDOT Presents" Snowfight ca. 1965	12:52 minutes	https://www.youtube.com/watch?v=-pkdZzVzSWE&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=24
Pennsylvania		1											PennDOT Presents "Snow Removal" ca. 1966	1:09 minutes	https://www.youtube.com/watch?v=yKhXJNiqbDA&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=25
Pennsylvania		1											PennDOT Winter Recruitment	2:09 minutes	https://www.youtube.com/watch?v=fNIOHd-CE&list=PL90uZRd80y1Pcx4MOGJVuWAIvXz_V4GVQ&index=26

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
Rhode Island											1	Winter Driving in Rhode Island		https://www.dot.ri.gov/travel/winter.php
Rhode Island											1	Staying Safe on the Roads in Winter		https://www.dot.ri.gov/travel/winter_driving_tips.php
Roadway Safety Foundation	1											Roadway Safety Foundation Snow Removal Compilation	2:25 minutes	https://www.youtube.com/watch?v=gbSAKyyGWzA
South Dakota											1	2023-2024 SDDOT Named Snowplows Blizzard Bracket		https://dot.sd.gov/inside-sddot/of-interest/sddot-snowplow-naming-contest
South Dakota										1		Equipment and Materials		https://www.facebook.com/photo?fbid=685660033753982&set=a.174503411536316
South Dakota												SD_DOT_CARLYLE (1).mp4	31 seconds	https://www.facebook.com/southdakotadot/videos/369250859062903/
South Dakota	1											Winter Weather Hub		https://dot.sd.gov/travelers/travelers/winter-weather-hub/
South Dakota	1											Brochure - Winter Driving Tips		https://dot.sd.gov/media/24949932/Winter%20Driving%20Tips.pdf
South Dakota										1	1	Media kits - Name a snow plow contest, Highway Maintenance Plan, Don't Crowd the Plow, photos of winter		https://dot.sd.gov/inside-sddot/media/media-kits
South Dakota		1										Don't Crowd the Plow, SDDOT Highway Patrol Cut Personal Story	1:26 minutes	https://www.youtube.com/watch?v=JDcqDsGuGJo&list=PL7r4A3q_sWAH0RhgZN_u53Wua2Mz1Qjxw
South Dakota		1										SDDOT Plow Driver Extended Cut Personal Story	56 seconds	https://www.youtube.com/watch?v=Wki3qk0Mkr4&list=PL7r4A3q_sWAH0RhgZN_u53Wua2Mz1Qjxw&index=2
South Dakota		1										Plow 2021 Drive Safe in winter, give yourself extra time, slow down; Don't Crowd the Plow	41 seconds	https://www.youtube.com/watch?v=e7K7JycSwVY&list=PL7r4A3q_sWAH0RhgZN_u53Wua2Mz1Qjxw&index=3

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
South Dakota		1										Plow 2021 Drive safe in winter, turn on headlight, leave earlier; Don't Crowd the Plow	41 seconds	https://www.youtube.com/watch?v=4cc8GsbnW3A&list=PL7r4A3q_sWAH0RhgZN_u53Wua2Mz1Qjxw&index=4
Tennessee		1										The people behind the plows	2:57 minutes	https://youtu.be/plqOska5wwE
Tennessee			1									Snowbusters	30 seconds	https://youtu.be/MOqT46lGgc4
Texas		1										TxDOT winter weather response 2024	50 seconds	https://youtu.be/4vqO_LOjsgc
Texas									1			Snow and Ice - Winter weather driving tips, winter travel guide, photos		https://www.txdot.gov/safety/severe-weather/snow-and-ice.html
Texas		1										DriveTexas.org - keeping travelers safe during severe weather	1:26 minutes	https://youtu.be/sSGnOFFEh7rg
Town of Lincoln; Canada										1		"Keep It Clear"		https://www.lincoln.ca/council-and-administration/news-updates/public-service-announcement-keep-it-clear-event-effect-9
Utah	1			1			1		1			Track Devices, Keeping our Canyons Safe		https://www.udot.utah.gov/connect/public/snow-tire-and-chain-up-requirements/
Utah		1										Chain Up!	3:06 minutes	https://www.youtube.com/watch?v=Vc4yHujstpA
Vermont		1										Behind the Wheel	1 minute	https://www.youtube.com/watch?v=G6alGsl6pVc
Vermont	1			1			1		1			Safe Winter Driving Tips (brochure)		https://www.youtube.com/watch?v=Vc4yHujstpA
Virginia		1										VDOT: Prepare for Winter Driving	1:32 minutes	https://youtu.be/ytbSmQP8XLE
Virginia		1										Snow Removal FAQ		https://www.vdot.virginia.gov/media/vdotvirginiagov/travel-and-traffic/driver-safety/weather/23090_snowFactSHEET-5-6_acc11212023.pdf
Virginia	1											Winter Weather		https://www.vdot.virginia.gov/travel-traffic/driver-safety/weather/

State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
Virginia		1										VDOT: How to Properly Shovel Your Driveway	49 seconds	https://www.youtube.com/watch?v=aYNrKsnW_Rs
Virginia		1										Road Clearing FAQ Video	44 seconds	https://www.youtube.com/watch?v=5Py24mhtG0o
Virginia		1										Snow Plow FAQ Video	40 seconds	https://www.youtube.com/watch?v=L8nQgkooC-Y
Virginia	1											Be Prepared for Winter Driving: How to Stay Safe on the Road in Snow		https://www.vdot.virginia.gov/media/vdotvirginiagov/travel-and-traffic/driver-safety/weather/easset_upload_file17772_149785_e.pdf
Virginia		1										VDOT Winter Weather Tips	54 seconds	https://youtu.be/N8etyLi6_WU
Virginia	1			1			1		1			Keep an Emergency Supply Kit in your Vehicle		https://www.vdot.virginia.gov/travel-traffic/driver-safety/weather/
Washington									1			WSDOT travel charts are one way to ensure a merry and bright holiday weekend		https://livingsnoqualmie.com/wsdot-travel-charts-are-one-way-to-ensure-a-merry-and-bright-holiday-weekend/
Washington		1										Safety and visibility from within a plow	1:31 minutes	https://www.youtube.com/watch?v=d6PKZl7V5E
Washington		1										Winter Travel Reminders	1:06 minutes	https://www.youtube.com/watch?v=33_SJ2-5vxY
Washington		1 2										WsDOT YouTube channel, Winter Videos	45 seconds, 5:13 minutes	https://www.youtube.com/wsdot
West Virginia									1			Winter Driving		https://transportation.wv.gov/winterdriving/Pages/default.aspx
West Virginia	1											2017-2018 Snow Removal & Ice Control		https://transportation.wv.gov/winterdriving/Documents/Statewide%20SRIC%20Fact%20Sheet%202017-2018.pdf
West Virginia		1										Driving Tips	4:14 minutes	https://youtu.be/zNya4HIPwyA
West Virginia									1			Snow Removal Products		https://transportation.wv.gov/winterdriving/Pages/Product.s.aspx

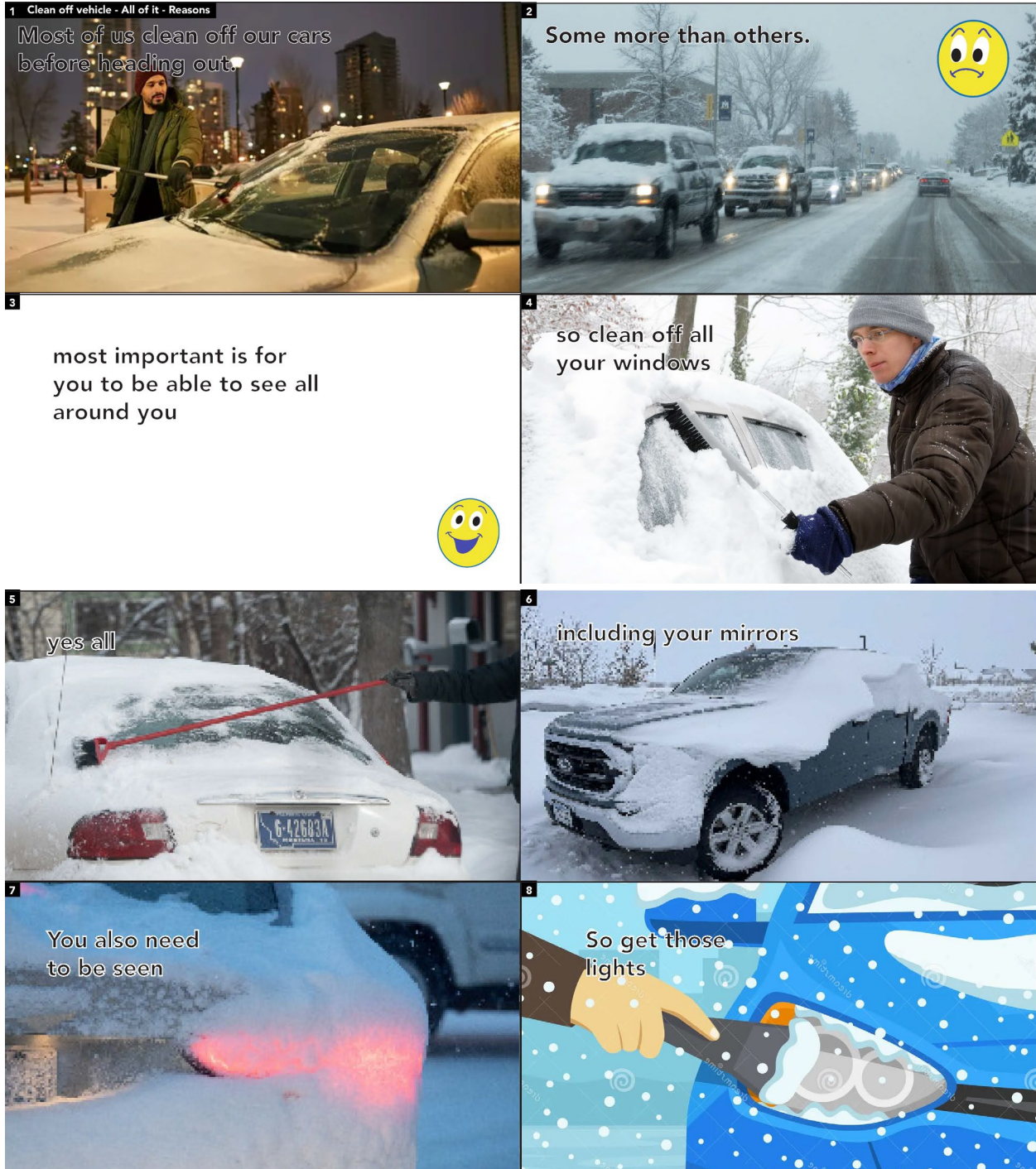
State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
West Virginia		1										Are YOU Ready?	1:57 minutes	https://youtu.be/fSHxEfm6nUU
West Virginia		1										Winter Weather Tip: Shoveling Your Driveway	32 seconds	https://youtu.be/eK294MrFVwg
West Virginia		1										WVDOH Winter Weather Preps	7:29 minutes	https://youtu.be/0Cw7ReXiTeU
West Virginia		1										Winter Safety: Advice from a Plow Driver	33 seconds	https://youtu.be/s-Q0o5e5Fcl
West Virginia		1										WVDOH Drivers Take Safety Seriously	53 seconds	https://youtu.be/wMXNL1QT5jQ
West Virginia		1										Winter Ready: Snow Removal and Ice Control Policies	4:49 minutes	https://youtu.be/vhJhY4iXJw
West Virginia		1							1			Driving Tips, WV511: How to check road conditions?	4:13 minutes	https://transportation.wv.gov/winterdriving/Pages/DrivingTips.aspx
Wisconsin		1										Snowplow Safety: December Law of the Month	1:20 minutes	https://www.youtube.com/watch?v=Wxvhszpk33I&list=PL4DA6884A140EBFC8
Wisconsin		1										December Law of the Month: Snowplow Safety	1:28 minutes	https://www.youtube.com/watch?v=d4f48D1q4mc
Wisconsin						1						Snowplow Safety PSA (30 sec)	34 seconds	https://www.youtube.com/watch?v=6xkFGX0qUyI
Wisconsin		1										Snowplow Driver Appreciation Day: November 30, 2016	2:20 minutes	https://www.youtube.com/watch?v=lZaji_4lqDw
Wisconsin		1										Snowplow Driver Appreciation Day	51 seconds	https://www.youtube.com/watch?v=p9wRhdl4-Q
Wisconsin			1									Snowplow Safety (15-second PSA)	19 seconds	https://www.youtube.com/watch?v=koPkIM8JBHo
Wisconsin		1										Clearing Winter Highways: Using Less Salt and More Brine	3:30 minutes	https://www.youtube.com/watch?v=7Z_AnRlpSQ8&pp=ygURV2lzZG90IHhnbHQgYnJpbmU%3D
Wisconsin		1										Clearing Winter Highways: Using Less Salt and More Brine	1:06 minutes	https://www.youtube.com/watch?v=6Gu1sdSmTts&pp=ygURV2lzZG90IHhnbHQgYnJpbmU%3D

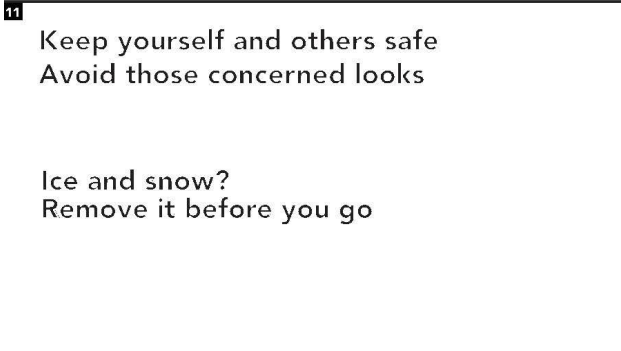
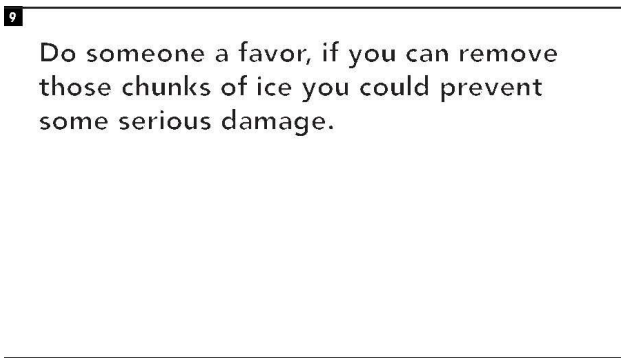
State, Country, Organization	Media Type											Topic	Time (if applicable)	Link
Wisconsin											1	Efficiency for Wisconsin Winter Maintenance		https://townofhollandwi.gov/assets/files/2024/01/winter-maintenance-fact-sheet-nov2023.pdf
Wyoming											1	Plows Create Snow Clouds, Pass with Care, Know Before you Go, Give 'Em Room to Work		https://montanaedu-my.sharepoint.com/:f/g/personal/t66j124_msu_montana_edu/IgBywYqLeUGQRq9c4hWhmAgNAX_jw8hAUS2EBj81E-hVGgw?e=lghadD
Wyoming			1									Know before you Go	30 seconds	https://youtu.be/h8C_r1r198Q
Wyoming	1										1	Winter Wheelin' in Wyoming (brochure)		https://www.dot.state.wy.us/files/live/sites/wydot/files/shared/Public%20Affairs/brochures/WinterWheelin_web-2020.pdf

APPENDIX C - ADDITIONAL PSA TOPICS

The following additional PSAs topics and storyboards were presented but not further developed.

CLEAR OFF YOUR CAR





1 Clean off vehicle - doing your part?

Most of us clean off our cars before heading out.



2 Most of us clean off our cars before heading out.



3 Most of us clean off our cars before heading out.



4 Most of us clean off our cars before heading out.



5 Most of us clean off our cars before heading out.



6 Most of us clean off our cars before heading out.



Are you doing your part?

7 Most of us clean off our cars before heading out.



Are you doing your part?

8 Most of us clean off our cars before heading out.



Are you doing your part?

9

Most of us clean off our cars before heading out.



Are you doing your part?

10

Most of us clean off our cars before heading out.

Winter road safety is a shared responsibility.



Are you doing your part?

11

Are you doing your part?

Safer for you, safer for others
Keep yourself and others safe
Avoid those concerned looks

12

Ice and snow?
Remove it before you go

Winter road safety is a shared responsibility.



1 Clean off vehicle - when?

Most of us clean off our vehicles **BEFORE** heading out.



2

Most of us clean off our vehicles **BEFORE** heading out.




3

Most of us clean off our vehicles **BEFORE** heading out.




4

Most of us clean off our vehicles **BEFORE** heading out!




1 Clean off vehicle - when?

Most of us clean off our vehicles
BEFORE heading out.



3

Most of us clean off our vehicles
BEFORE heading out.



2

Most of us clean off our vehicles
BEFORE heading out.



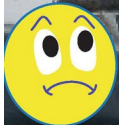
4

Most of us clean off our vehicles
BEFORE heading out.



5

When do you clear your's?



6

When do you clear your's?

Ice and snow?
Remove it **BEFORE** you go.

7

Keep yourself and others safe
Avoid those concerned looks

8

Ice and snow?
Remove it **BEFORE** you go.

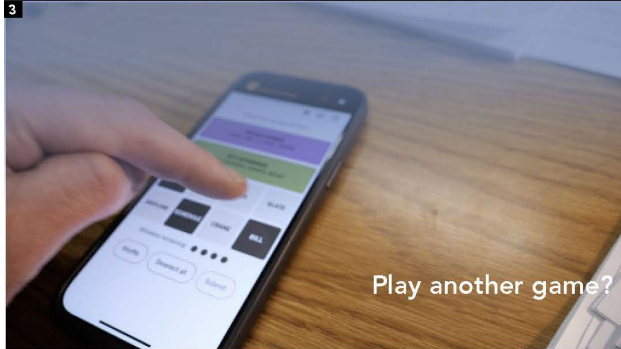
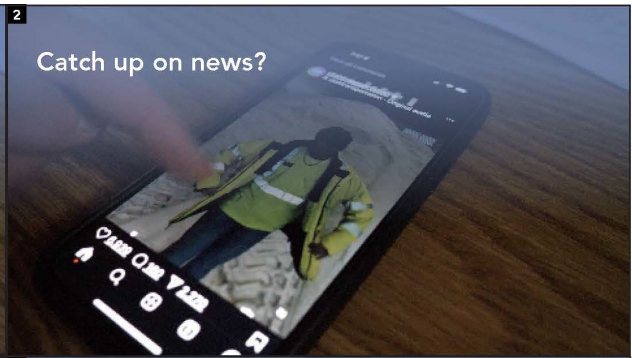
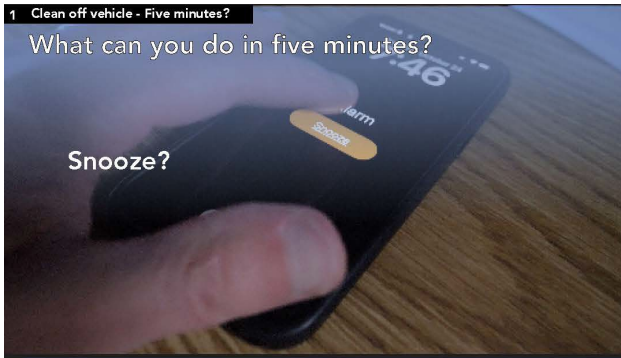
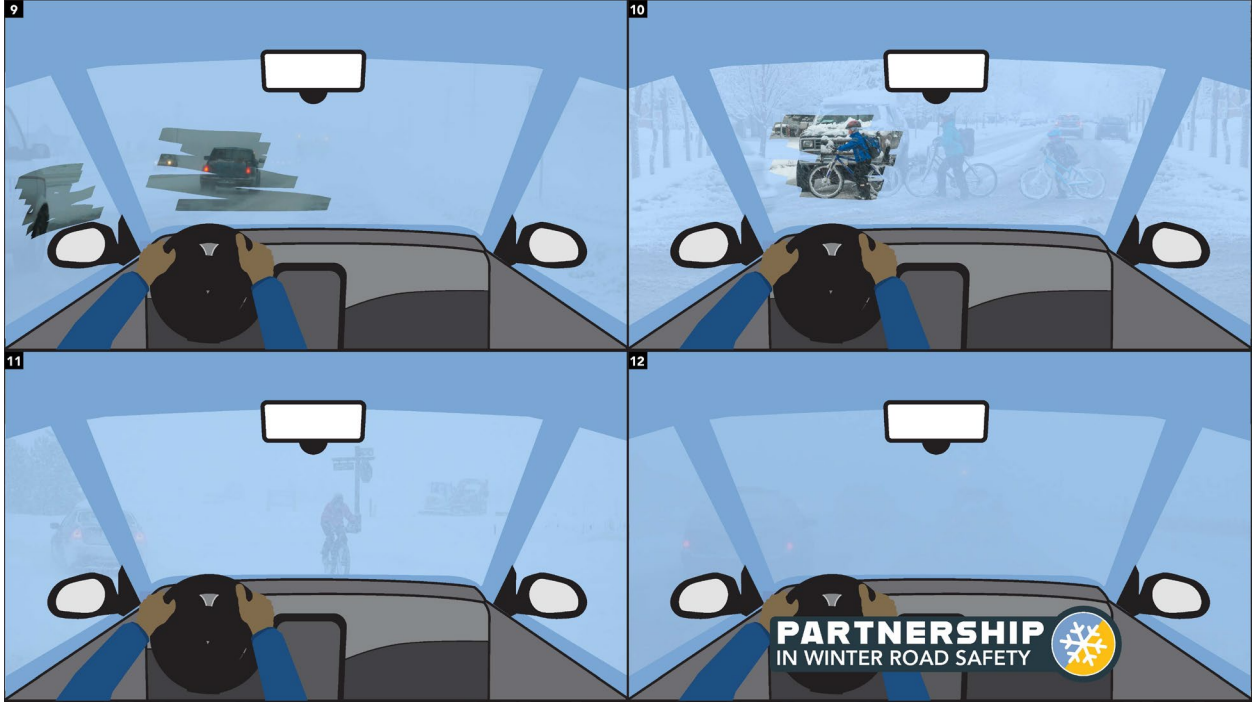
Winter road safety is a
shared responsibility.

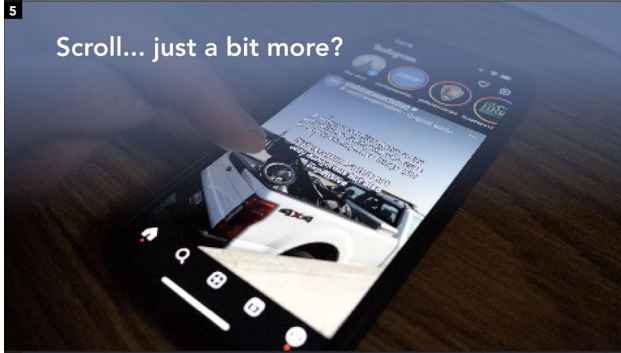


PARTNERSHIP
IN WINTER ROAD SAFETY









6

Winter road safety is a shared responsibility.

Make time to be part of the winter road safety partnership.

PARTNERSHIP
IN WINTER ROAD SAFETY

1 Clean off vehicle - Why bother?

Why bother clearing off your vehicle?

2

So you can see
all around
even behind

3

Let your lights shine
So you can be seen

4

Leave snow and ice behind
prevent it from falling from your vehicle

5

Reduce snow build up when driving

6

It MAY be the law in your state

7

It's the safe thing to do to
help reduce crashes and injuries

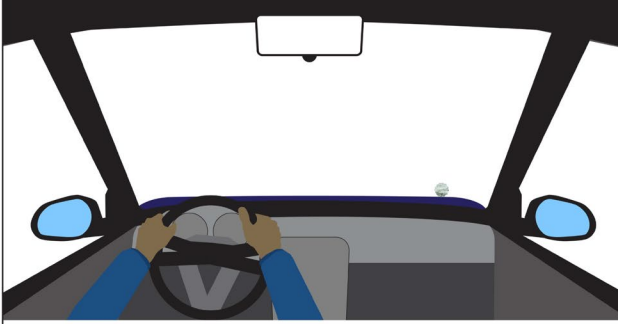
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Winter road safety
is a shared responsibility.

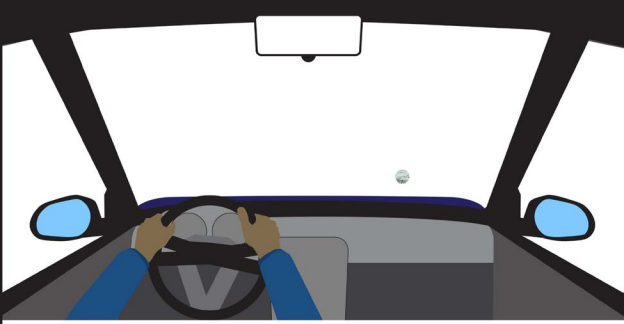
PARTNERSHIP
IN WINTER ROAD SAFETY



1 Clean off vehicle - Ice debris



2



3



4



DON'T CROWD THE PLOW

1 Out of Cloud

Stay out of the cloud



2

Stay out of the cloud



3

Stay out of the cloud

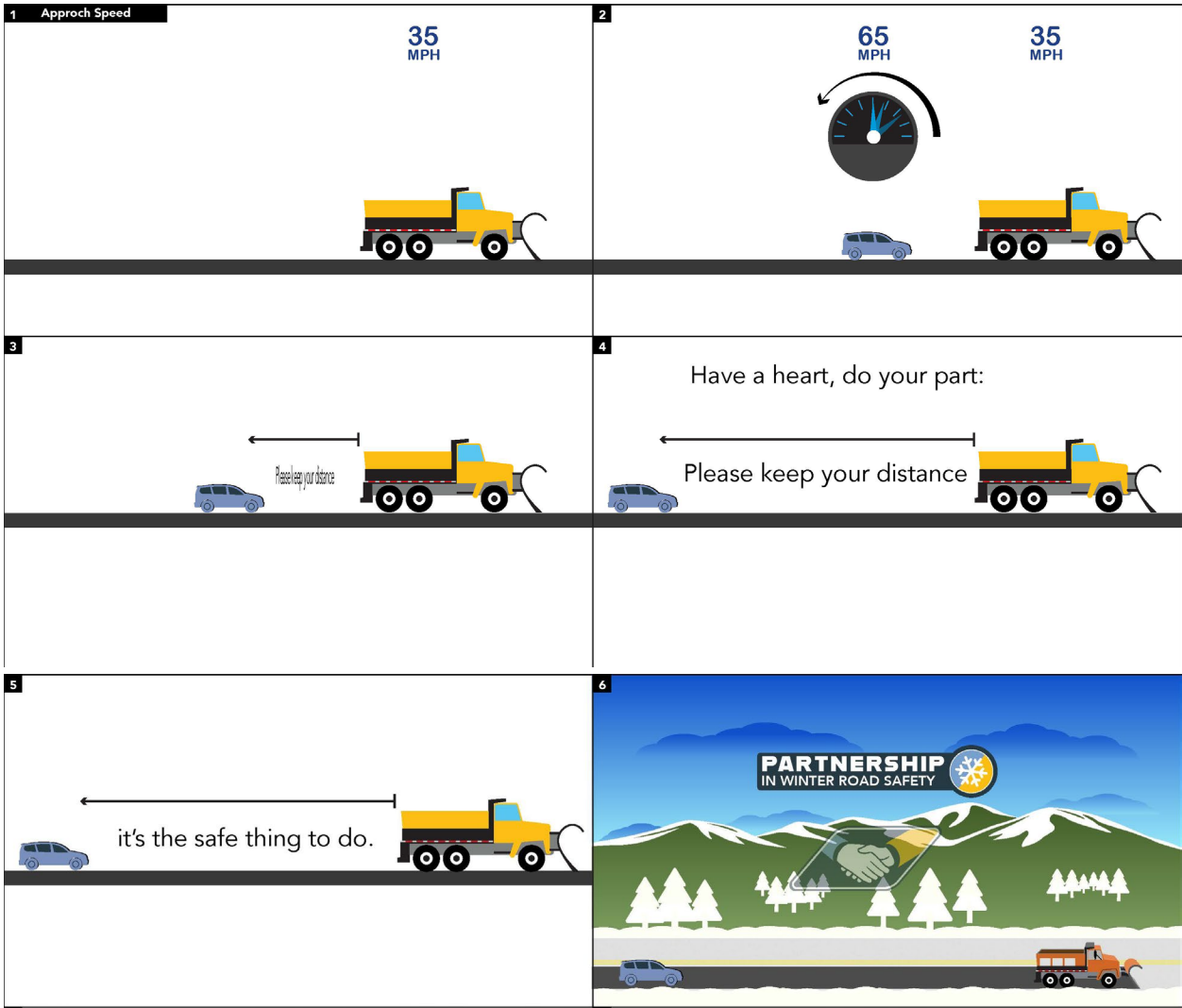


4

Stay out of the cloud



PARTNERSHIP
IN WINTER ROAD SAFETY 



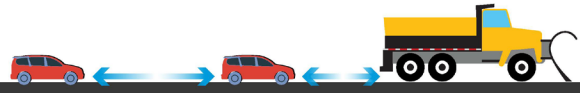
1 Keep clear

It's our job to keep the roads clear...



2

...it's your job to keep clear.
...help us do our job and keep clear.



3

Increase your following distance.

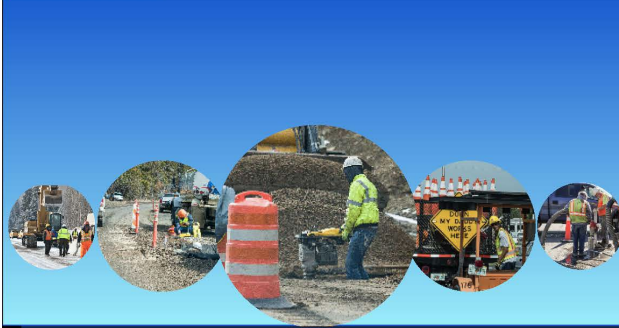


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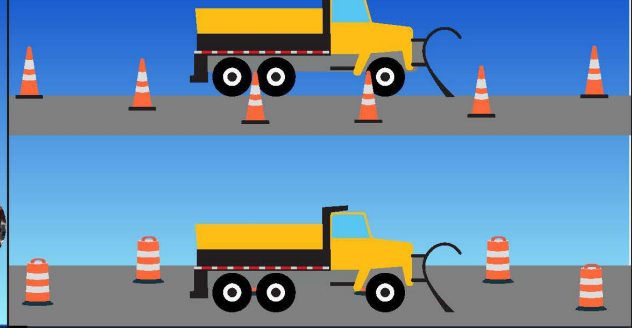
We're in this together.



1 Work Zone in Motion



2



3



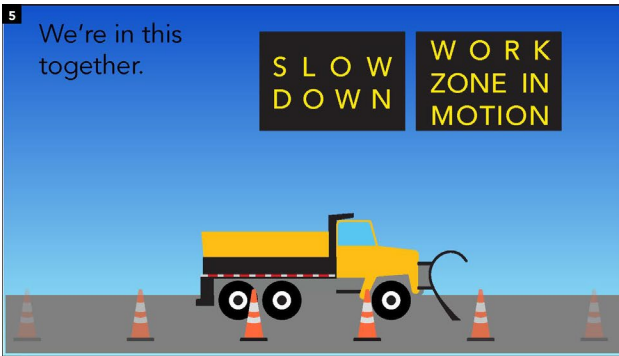
4



5

We're in this together.

S L O W	W O R K
D O W N	Z O N E I N
	M O T I O N



6



1 Comfortable when Crowded?



2



3



4



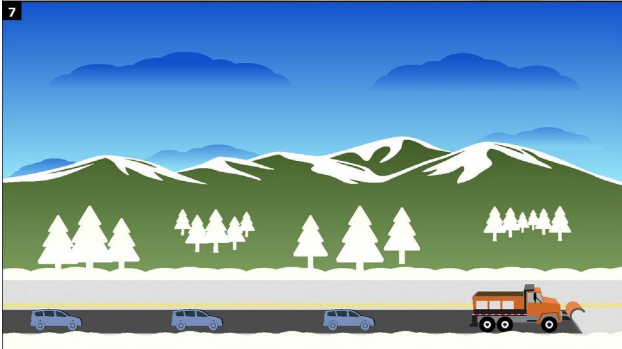
5



6



7

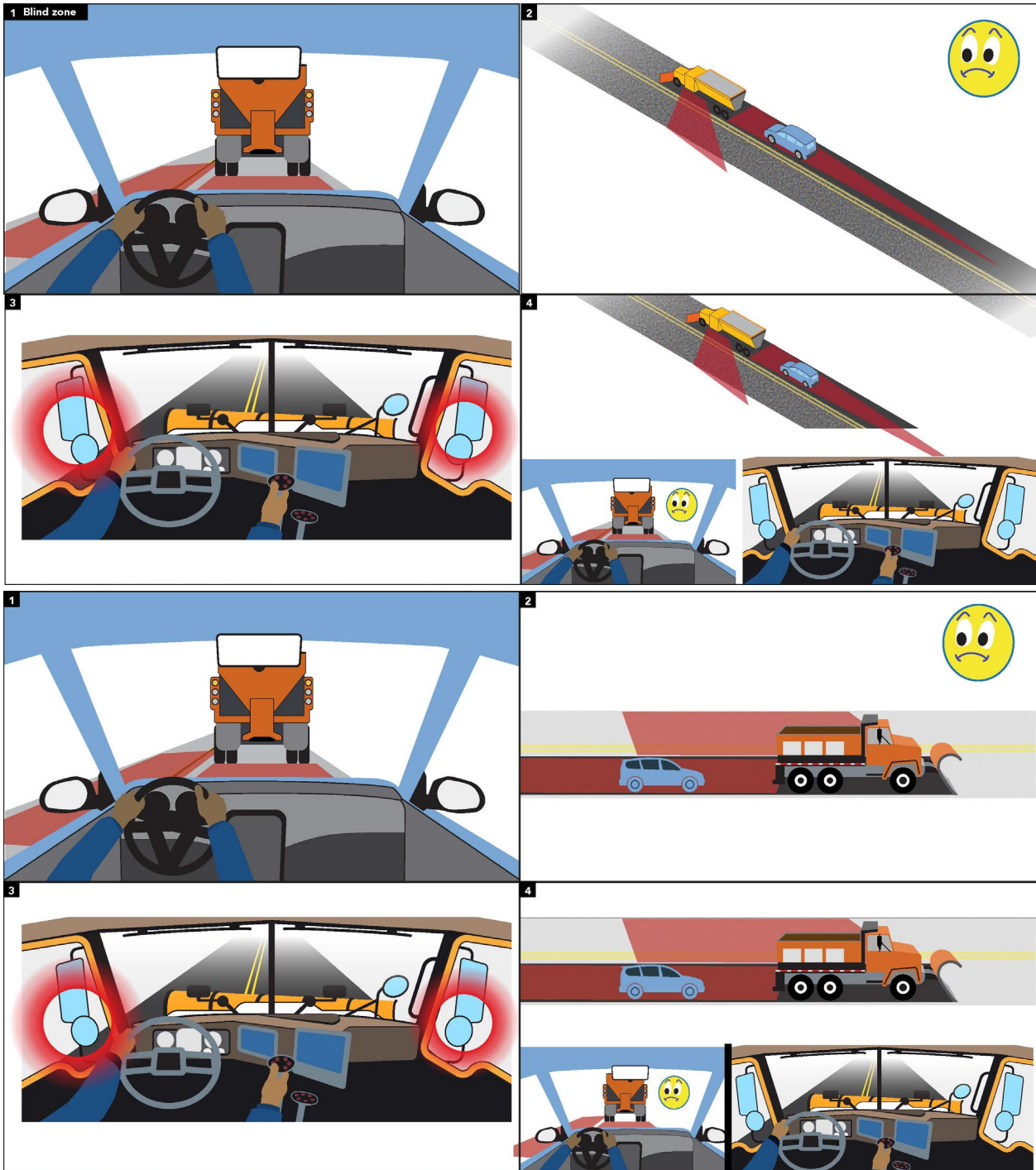


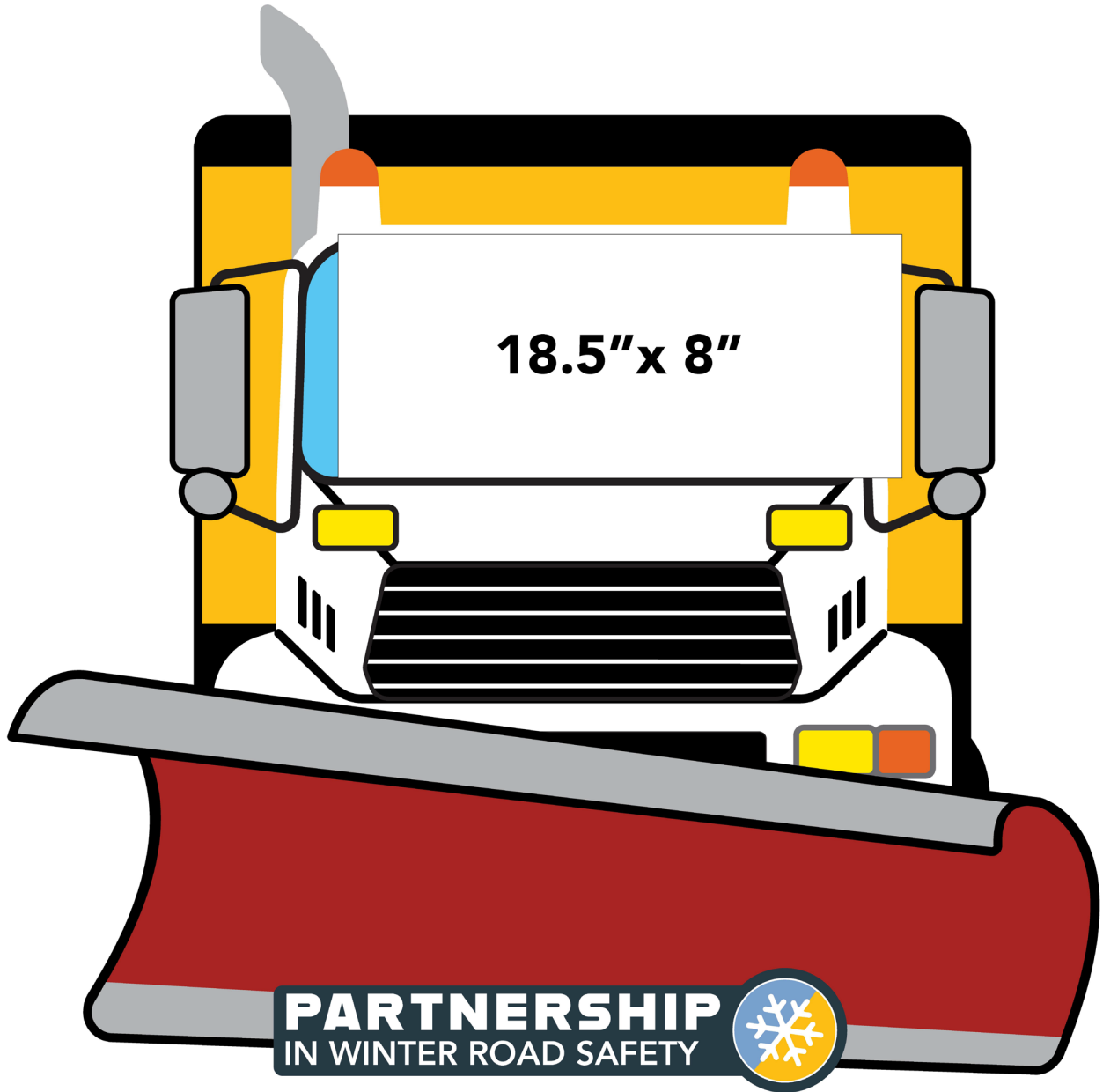
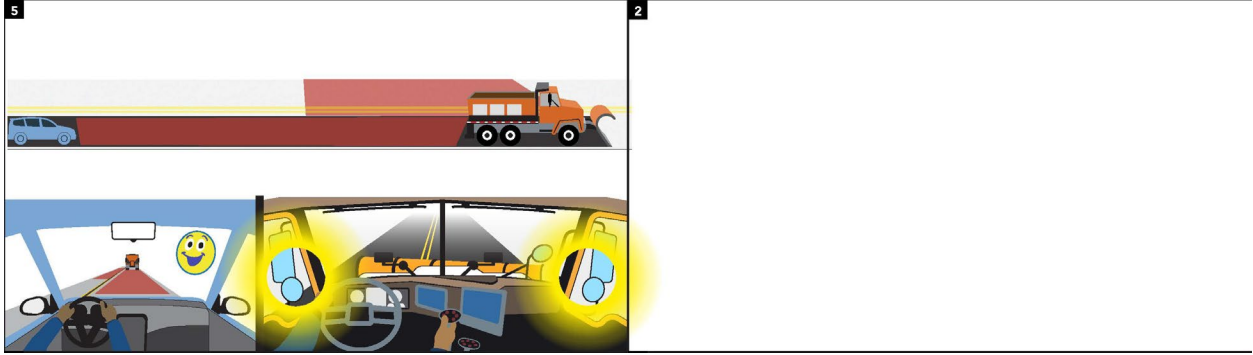
8



Printable Plow







WINTER DRIVING SPEEDS AND STOPPING DISTANCE

<p>1 Stopping Distance. Stopping distance on dry road at 35 MPH ?</p> 	<p>2 Stopping distance on dry road at 35 MPH ? How about 65 MPH ?</p> 
<p>3 Stopping distance on dry road at 35 MPH ? How about 65 MPH ? What about snowy roads at 35 & 65 MPH ?</p> 	<p>4 <i>Stopping distance on dry road at</i> 35 MPH ? <i>How about</i> 65 MPH ? <i>What about snowy roads at</i> 35 & 65 MPH ?</p> 
<p>5 Stopping Distance. Stopping distance on dry road at How about What about snowy roads at 35 MPH ? 25yds 65 MPH ? 100 yds 35 & 65 MPH ? 266 yds</p> 	<p>6 Stopping distance on dry road at How about What about snowy roads at 35 MPH ? 25yds 65 MPH ? 100 yds 35 & 65 MPH ? 266 yds</p> <p>25yds Think about it double speed on dry ~4 x stopping distance</p> <p>100 yds</p> 
<p>7 Stopping distance on dry road at How about What about snowy roads at 35 MPH ? 25yds 65 MPH ? 100 yds 35 & 65 MPH ? 266 yds</p> <p>60 yds double speed on snow more than 4 x stopping distance</p> <p>266 yds</p> 	<p>8 Stopping distance on dry road at How about What about snowy roads at 35 MPH ? 25yds 65 MPH ? 100 yds 35 & 65 MPH ? 266 yds</p> <p>60 yds Winter driving conditions? Your stopping distance is going to increase 4 times or more</p> <p>Drive accordingly: Ice & Snow, Take it Slow.</p> <p>266 yds Winter road safety is a shared responsibility.</p>  <p>PARTNERSHIP IN WINTER ROAD SAFETY</p>

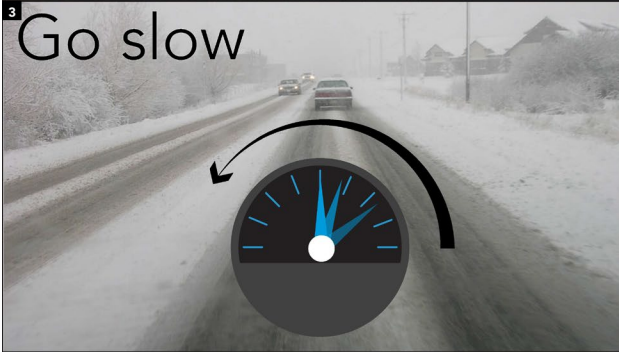
1 See Snow? Go Slow



2



3



4



Winter road safety is a shared responsibility.

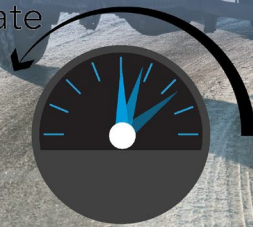


1 Be Winter Aware

Be winter aware, watch for
variable road
conditions

3

Be winter aware, watch for
appropriate
speed



2

Be winter aware, watch for
surrounding vehicles

4

Be winter aware, watch for
snowplows

5

Be winter aware,
drive with care

Winter road safety is a
shared responsibility.

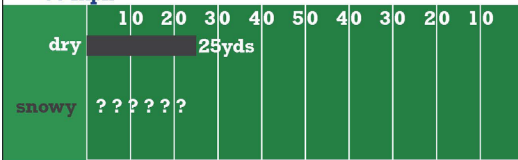


6

1 Trivia-Stopping

If it takes 25yds to stop at 35mph on a dry road, about how long do you think it takes to stop on a snowy road?

35 mph

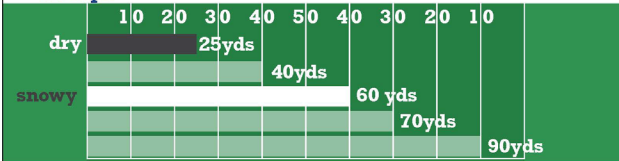


Stopping Distance Football Fields

3

That's it, 60 yds

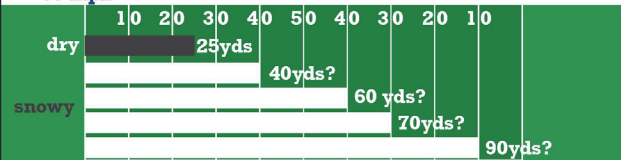
35 mph



2

40, 60, 70, 90yds?

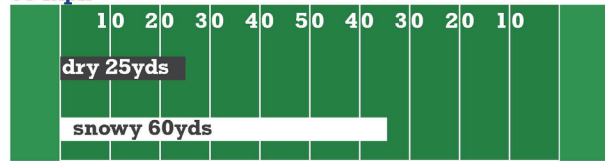
35 mph



4

That's more than twice the distance!

35 mph



Winter road safety is a shared responsibility.





research for winter highway maintenance

Lead state:

Minnesota Department of Transportation

Research Services
395 John Ireland Blvd.
St. Paul, MN 55155