

## State Planning and Research Program Quarterly Report

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

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

**PERIOD COVERED:** April 1 – June 30, 2024

**PARTICIPATING AGENCIES:** Minnesota Department of Transportation, Clear Roads Technical Advisory Committee, and the Western Transportation Institute at Montana State University.

**PROJECT MANAGER:**

Hafiz Munir / Tom Peters

**SP&R PROJECT NO:**

MnDOT Contract No.

**PROJECT IS:**

       Planning

  X   Research & Development

**LEAD AGENCY:** MnDOT

Federal Project Number:  
TPF-5(479)

**PRINCIPAL INVESTIGATOR:**

Laura Fay, WTI, MSU

**ANNUAL BUDGET:** \$149,957

**PROJECT EXPENDITURES TO DATE:** \$33,602

**WORK COMPLETED:**

- Task 1 Kickoff meeting was held January 17, 2024. The meeting notes and slide deck were submitted to the TAC on January 17, 2024.
- Task 2 draft survey questionnaire was submitted to the TAC on February 14, 2024 for review. The survey was revised based on TAC feedback. The survey was determined to not require IRB review by MSU February 29, 2024. The survey we disseminated March 4, 2024. Task 2 Survey Results were submitted to the project panel April 15, 2024. A meeting was held to review and comment on the Task 2 Survey Results on May 15, 2024. The task deliverable was approved.
- Task 3 ID and Review of PSA materials task report was submitted to the project panel for review and comment on June 4, 2024. A meeting was held June 28, 2024. The task deliverable was approved.
- Work on the Task 4 Draft PSA Communication Package has begun.

**SUMMARY OF ACTIVITIES EXPECTED TO BE PERFORMED NEXT QUARTER:**

- Develop the Task 4 Draft Communication Package and submit to the project panel for review and comment.

**STATUS AND COMPLETION DATE:** This project is currently on-time and on-budget.