

**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 package on various topics.

PERIOD COVERED: January 1 to March 31, 2024

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

PROJECT MANAGER: Hafiz Munir / Tom Peters	SP&R PROJECT NO: MnDOT Contract No. 1054110	PROJECT IS: <input type="checkbox"/> Planning <input checked="" type="checkbox"/> Research & Development
LEAD AGENCY: MnDOT	Federal Project Number: TPF-5(479)	
PRINCIPAL INVESTIGATOR: Laura Fay, WTI, Montana State University		

ANNUAL BUDGET: \$149,957

PROJECT EXPENDITURES TO DATE: \$14,867

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 and will remain open until April 5, 2024.
- Task 3 ID and Review of PSA materials began.

SUMMARY OF ACTIVITIES EXPECTED TO BE PERFORMED NEXT QUARTER:

- Develop and submit the Task 2 draft Survey Results. Meet with the TAC to review this deliverable.
- Continue to work on Task 3 ID and Review of PSA materials.
- Begin work on Task 4 Develop Draft Communication Package.

STATUS AND COMPLETION DATE: Nothing to report at this time.