

State Planning and Research Program Quarterly Report

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

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

PERIOD COVERED: July 1 to September 30, 2024

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

PROJECT MANAGER:

Hafiz Munir / Tom Peters

SP&R PROJECT NO:

MnDOT Contract No.

1054110

PROJECT IS:

 Planning

 X 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: \$54,251.99

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 was disseminated March 4, 2024. Task 2 Survey Results were submitted to the project panel April 15, 2024. A meeting was held to review and comment on the Task 2 Survey Results on May 15, 2024. The task deliverable was approved.
- Task 3 ID and Review of PSA materials task report was submitted to the project panel for review and comment on June 4, 2024. A meeting was held June 28, 2024. The task deliverable was approved.
- Task 4a Draft communication package was developed for the theme Partnership in Winter Road Safety and was submitted August 5, 2024. A meeting was held August 19, 2024, to discuss the developed material. Meeting notes and revised content were submitted August 26, 2024. Final revised logos were submitted September 16, 2024.
- Task 4b Draft communications package for PSA content is under development.

SUMMARY OF ACTIVITIES EXPECTED TO BE PERFORMED NEXT QUARTER:

- Task 4b Draft Communication Package will be submitted to the project panel for review and comment.
- Schedule a meeting to review the PSA materials, identify concepts to move forward with.
- Task 5 Work on PSA communication materials.

STATUS AND COMPLETION DATE: Nothing to report at this time. Contract end date is 3/31/2025.