

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 packages on various topics.

PERIOD COVERED: July 1 – September 30, 2025

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

PROJECT MANAGER:
Hafiz Munir / Sheila Johnson

SP&R PROJECT NO:
MnDOT Contract No.
1054110

PROJECT IS:

☐ Planning
☒ 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: \$93,517.18

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 communication package was presented to CR on Nov. 18, 2024. The meeting notes, PPT slide deck, and comments tracking file were provided Dec. 4, 2024. A second meeting was held to reshare the Task 4 draft communication package on February 7, 2025. Following this meeting a change in plan was initiated, work would focus on developing final draft content for the Partnerships in Winter Roads Safety theme for presentation at the Clear Roads meeting in April. To support this an email requesting videos and images of winter maintenance operations from state and local agencies was sent out. April 16, 2025 presented developed PSA content at Clear Roads meeting. Requested video content from Clear Roads DOTs. Meeting with Project Panel 5/16/2025. Submitted revised Task 4 PSA content 6/30/2025. A meeting was held August 22, 2025 and notes were provided that same day. Revised and final Task 4 deliverables were submitted Sept. 29, 2025.
- A meeting has been scheduled for Oct. 6, 2025, to review the Task 5 PSA Liquids ideas.

SUMMARY OF ACTIVITIES EXPECTED TO BE PERFORMED NEXT QUARTER:

- Meeting to review Task 5 PSA on liquids ideas.
- Continue work on Task 5 PSAs

STATUS AND COMPLETION DATE: A no-cost extension completed 4/15/2025. The new project end date is 3/31/2026.