

Virginia Statewide Directional Signing Advisory Committee

Meeting Minutes April 11, 2018

Meeting time: 9:30 a.m.

Virginia Tourism Commission, One James Center
901 East Cary Street, Richmond VA 23219

1. Introductions

Rick Burgess served as Chair in place of Ray Khoury. Rick opened the meeting while a sign-in sheet was distributed to the attendees who introduced themselves and the organization they represent.

Committee Members Present:

Michael O'Connor	Virginia Petroleum, Convenience, and Growers Association (VPCGA)
Val Guffy	Virginia Tourism Corporation (VTC)
Karen King	Federal Highway Administration (FHWA)

Committee Members Not In Attendance:

Dale Bennett	Virginia Trucking Association (VTA)
Katie Frazier	Virginia Agribusiness Council
Kristan Havard (VHTA)	Virginia Hospitality and Travel Association
Leighton Powell	Scenic Virginia
Martha M. Meade	American Automobile Association (AAA)
Ray Khoury	VDOT Traffic Engineering Division

VDOT Support Staff:

Rick Burgess	VDOT – Traffic Engineering Division
Al Bryan	VDOT – Traffic Engineering Division
Lewis Bridgforth	VDOT – Consultant

Virginia Logos Staff:

Not in Attendance

Guest:

Alleyn Harned	Virginia Clean Cities
Marie Henderson	Virginia Tourism Corporation (VTC)
Matt Johnston	Virginia Signing Program
David Alley	Virginia Signing Program

2. Previous Meeting Minutes: November 8, 2017

Copies of the previous meeting's minutes were distributed for review and discussion. The minutes were accepted as written.

3. IDSP

a. Status of Participation (Rick Burgess)

Rick Burgess of VDOT distributed and updated the report from Virginia Logos dated April 11, 2018. Marginal negative growth in the Logo and TODS programs was noted due to the timing of the SDSAC meeting being earlier than normal. The current Logo total is 11,998, down from 12,203 in November 2017, including Mainlines, Ramps and Trailblazers. The current TODS number is 1,058, down from 1,112 in November 2017.

Michael O'Conner of VPCGA requested a breakdown of the number of Mainline Logo Panels installed on High Volume and Low Volume roadways. The numbers are as follows:

High Volume: 4,207

Low Volume: 1,511

b. IDSP Draft for Drive-In Theater requirements (Rick Burgess)

Proposed Criteria for including Drive-In Theaters on the Logo and TODS programs was presented as follows:

Drive-In Theaters - A facility with a permanent outdoor screen where a minimum of 75 parking spaces are available for guests to view the screen from their automobiles. The facility shall have public restrooms available, a concession stand open during their normal hours of operation, and show major motion pictures, as defined by the Motion Picture Association of America, at least two (2) nights per week for a minimum of twelve (12) weeks a year. Drive-In Theaters are exempt from the minimum hours of operation typically required.

The Draft criteria was approved unanimously by the committee.

c. IDSP Draft hours of operation for Wineries, Distilleries, Breweries and Cideries under the Logo Attractions Category of the IDSP Participation Criteria (Rick Burgess)

Proposed modified hours of operation were presented for Wineries, Distilleries, Breweries and Cideries (Page 17 of the current IDSP participation criteria) and modified with input by the committee as follows (Definitions for each business will be added to the definitions section of the IDSP criteria accordingly):

Wineries, Breweries, Distilleries and Cideries shall be in continuous operation at least six (6) hours a day, five (5) days per week, for a total of 30 hours a week during its normal season or the normal operating season for the type of business, and shall offer tours of the production process during the posted hours of operation.

The proposed criteria for the Logo program currently reads similarly under the TODS category. The Draft criteria was approved unanimously by the committee.

d. IDSP Draft Electric Vehicle (EV) Charging / Alternative Fuel Station Requirements (Rick Burgess)

Proposed Criteria for Alternative Fuel Signing was presented to the committee as follows:

Electric Vehicle (EV) Charging / Alternative Fuel stations may qualify for signs under the three different programs that are part of Virginia's Integrated Directional Signing Program (IDSP): The Specific Travel Services (Logo) Program, the Tourist-Oriented Directional Signs (TODS) Program, and the General Motorist Services Signs (GMSS) Program.

Below is the proposed language for each of the programs that would fall under the IDSP.

Logo Program: *A facility independently meeting all of the qualifications for a Gas service, including selling gasoline, that also offers Electric Vehicle (EV) Charging / Alternative Fuel stations as approved by the Department of Mines, Minerals, and Energy (DMME), may display an approved VDOT Alternative Fuel text (ie. EV, CNG, LPG, E85 etc.) as a supplemental message on the bottom of their Logo plate on the Gas service sign.*

TODS Program: *A facility independently meeting all of the qualifications for a Gas service, including selling gasoline, that also offers Electric Vehicle (EV) Charging / Alternative Fuel stations approved by the Department of Mines, Minerals, and Energy (DMME), may display the VDOT and FHWA approved generic symbol for EV, CNG, LPG, E85 etc. Fueling stations.*

Under the Logo and TODS Programs for Gas, VDOT requires businesses to meet the following Criteria:

- Be located within 3 miles of the interchanges / intersection
- Shall provide fuel, oil, tire repair service or information on available tire repair service in the area, and compressed air for tire inflation
- Public restroom facilities with locking doors, sinks for washing, flushing toilets, and sanitary towels or drying devices
- Continuous operation at least 16 consecutive hours a day, 7 days a week
(12 hours for Category II Logo and TODS)

GMSS Program: *Facilities with Electric Vehicle (EV) Charging / Alternative Fuel stations approved by the Department of Mines, Minerals, and Energy (DMME) may qualify for a VDOT and FHWA approved symbol under the GMSS Program if they meet the other criteria listed for the Program except the selling of gasoline and oil. The participating facilities are responsible for the application fees, initial fabrication and installation, as well as any future maintenance associated with the requested signs. NOTE: VDOT's policy is that GMSS will not be erected at locations that Logo signs or TODS currently indicate a specific type of Alternative Fuel that is already being displayed on a participating facilities sign.*

The GMSS Program would require businesses to meet the following Criteria under the IDSP:

- Be located within 3 miles of the interchanges / intersection
- Shall provide Electric Vehicle (EV) Charging, tire repair service or information on available tire repair service in the area and compressed air for tire inflation

- Public restroom facilities with locking doors, sinks for washing, flushing toilets, and sanitary towels or drying devices
- Continuous operation at least 16 consecutive hours a day, 7 days a week

VDOT's minimum expectations a facility shall meet in order for DMME to provide an approval certification before signing is provided through the IDSP:

- Have 2 or more DC Fast Charger (DCFC) EV charging stations with the appropriate universal plug J1772 COMBO and CHAdeMO
- Parking spaces available for each DC Fast Charger
- On premise signing visible from the road indicating EV Charging stations are available at that location
- Adequate lighting for each EV charging station to ensure a safe environment
- Information clearly posted on EV Charger or on a kiosk for area tire repair services, air, free drinking water and restrooms (Note: EV Chargers often are Kiosk-like)

Note: DMME may add additional requirements that they deem necessary as we finalize the certification process with VDOT's concurrence. DMME will work with Virginia Clean Cities at James Madison University on this initiative.

Committee Discussion: The Committee was generally supportive of the IDSP Draft Electric Vehicle (EV) Charging / Alternative Fuel stations requirements with Michael O'Connor of VPCGA making a motion that the Draft move forward without including a provision for Alternative Fuels facilities being included for GMSS. This proposal was due to the assertion that EV owners pay far less tax than standard vehicles and that the signs came without any annual fee as with the case for Logos and TODS. Thus this appears as if VDOT is favoring EV businesses over businesses that offer standard fueling services. Rick Burgess explained that the GMSS are being offered for all alternative fuels in addition to EV. GMSS have never required an annual fee (hence, no change in the Fee criteria is being proposed or requested). GMSS are used to indicate general services such as services for all types of Fueling facilities, Camping grounds, Hospital Emergency Rooms, Lodging, and Food businesses to the travelling public and does not represent an individual facility or a particular business.

Alleyn Harned of Virginia Clean Cities indicated that based upon a straight comparison between an EV (Sedan) and standard vehicle (sedan) on miles traveled, that the amount of taxes paid in each case were about the same. Michael O'Connor of VPCGA questioned the accuracy of the statistics presented by Virginia Clean Cities and reiterated the opposition of VPCGA to the inclusion of GMSS as part of the Alternative Fuel Signing program.

Rick Burgess motioned that the Draft, as written, be voted on by the committee and that the proposed changes, if approved, be brought before the CTB for consideration if required.

The Draft criteria was approved by the committee with two voting yes, one voting no, and one abstention (FHWA).

e. Open Discussion

Rick Burgess: Indicated that proposals by Offerors for renewing the IDSP Statewide Contract had been received and were under consideration. The Current contract with Virginia Logos, LLC. ends on January 31, 2019.

Val Guffy of Virginia Tourism Corporation (VTC) asked if Cideries (Agri-business facilities that produce Cider) qualified under the same criteria as Wineries, Breweries and Distilleries. Rick Burgess of VDOT indicated that they would qualify under the same criteria.

4. Next Meeting Agenda Topics:

VDOT will provide an update on the status of the IDSP Contract and an update on IDSP Criteria changes presented to the CTB.

5. Next Meetings:

November 7, 2018 and May 8, 2019

6. Adjourn