

# Virginia Statewide Directional Signing Advisory Committee

## Meeting Minutes Template

May 5, 2021

Meeting time: 9:30 a.m.

Conference Call

### 1. Introductions

Rick Burgess served as Chair in place of Ray Khoury.

#### Committee Members Present:

Karen King	Federal Highway Administration (FHWA)
Michael O'Connor	Virginia Petroleum & Convenience Marketers Association (VPCMA)
Val Guffy	Virginia Tourism Corporation (VTC)
Ray Khoury	VDOT Traffic Engineering Division
Robert Melvin	Virginia Restaurant, Lodging and Travel Association (VRLTA)

#### Committee Members Not In Attendance:

Shepherd Cronemeyer	Virginia Agribusiness Council
Kristan Havard	Virginia Hospitality and Travel Association (VHTA)
Martha Mitchell Meade	American Automobile Association (AAA)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia

#### VDOT Support Staff:

Rick Burgess	VDOT - Traffic Engineering Division
Dee Audet	VDOT - Traffic Engineering Division
Al Bryan	VDOT - Traffic Engineering Division

#### Directional Signing Program (DSP) Staff:

Curtis Ford	Directional Signing Program
Tyler Starr	Directional Signing Program
Trevor Hershey	Directional Signing Program
David Alley	Directional Signing Program
Misty Proffitt	Directional Signing Program
Todd Pitcher	Directional Signing Program
Christopher Nolen	McGuire Woods
Tracy Maynard	McGuire Woods

#### Guests:

Beck Stanley	Representing the Virginia Agribusiness Council
Amanda Harmon	Kimley-Horn & Associates (KHA)
Mark Herman	Kimley-Horn & Associates (KHA)

## 2. Previous Meeting Minutes: November 4, 2020

Copies of the previous meeting's minutes were distributed for review and discussion prior to the meeting. Meeting minutes have been reviewed and approved by the committee members.

## 3. IDSP

### a. Status of Participation (LOGO, TODS, SGS, GMSS and Historical Markers): Trevor Hershey / DSP

- Trevor Hershey presented the status of participation in the Logos, TODDS, SGS, GMSS and Historical marker Categories.
  - Mike O'Connor enquired how many GMSS signs are EV-related. Trevor indicated that there has only been one request which cannot be installed due to on-going roadway construction on I-66.

### b. Provide background information and provide update on General Assembly: Rick Burgess / VDOT and Trevor Hersey / DSP

- Rick Burgess presented information regarding recent legislation related to the IDSP including HB 1740, HB 1815, HB 2312, SB 1273 and SB 1406.

**HB 1740** proposes a change to the current "waitlist" policy for the IDSP which places applicants for qualified businesses on a list for participation in the program when a Logo space becomes available. The Legislation seeks to end this policy and to place IDSP customers at a saturated interchange on a three-year rotation for all eligible businesses in the affected category as follows:

*"When there is a waiting list of eligible entities to be included on any Class I sign or notice pertaining to the availability of food, lodging, or vehicle service, the Department shall establish and enforce a system to rotate every three years the entities included on such sign or notice among all eligible entities."*

VDOT reviewed programmatic concerns and potential financial impacts of HB 1740 to the IDSP as well as impacts to affected customers. Due to these concerns the House Committee on Transportation gave VDOT a Directive to convene a work group to study issues raised in the legislation and to submit a report outlining any recommendations to the House Committee on Transportation by December 31, 2021.

- Trevor Hershey presented a case study for I-95 at Exit 130 that illustrated a particular business at a saturated interchange under the policy as proposed in the legislation. The business in question would have to wait for 12 years in order to participate in the program and then would not be eligible to participate again for 24 years once they rotate off.
- Rick Burgess presented initial findings of a national research study underway by Kimley-Horn & Associates (KHA) regarding saturated interchanges and bumping policies in other states with similar programs.
- Rick Burgess then presented a brief outline of House and Senate Bills with regard to the

legalization of marijuana (HB 1815, HB 2312, SB 1243 and SB 1406) and potential impacts to the IDSP as well as conflicts with current IDSP Policy. For example, the IDSP does not allow for the signing of cigarette/cigar or vape shops, which fall in the same category. The legislation refers to both the IDSP and Outdoor Advertising as potential conduits for advertising agribusinesses and other establishments.

- Mike O'Connor asked if the HB 1815 etc. legislation specifically mentions the IDSP.
- Al Bryan indicated that the legislation does specifically mention the IDSP as follows:

*“All lawfully erected outdoor retail marijuana or retail marijuana product signs shall comply with the provisions of this chapter, Board regulations, and Chapter 12 (§ 33.2-1200 et seq.) of Title 33.2 and regulations adopted pursuant thereto by the Commonwealth Transportation Board. Further, any outdoor retail marijuana or retail marijuana product directional sign located or to be located on highway rights-of-way shall also be governed by and comply with the **Integrated Directional Signing Program** administered by the Virginia Department of Transportation or its agents.*

c. **Operations Procedures Manual Rollover Policy update: VDOT / DSP**

- Rick Burgess presented proposed administrative changes in the Operations Procedures Manual due to changes in the “Rollover” program per the new contract with DSP.

The old policy allowed for three-year contracts with customers who may have invested in the cost of erecting a new structure. Under the new contract, the IDSP Contractor is responsible for these costs, not the customer and, therefore, having a three-year contract is not necessary. That said, all current contracts will be honored.

- Trevor Hershey provided a case study example for I-95 at Exit 92
  - Mike O'Connor asked if this would cause participants to go to the Legislature to get this change in policy reversed.
- Rick Burgess replied that the policy change is to allow equal opportunity for businesses to participate, rather than for one business to monopolize a Logo position because they paid for a structure.
  - Robert Melvin asked why there was a need to change this policy if they had not received any complaints.
- Rick Burgess reiterated that the new IDSP contract placed the financial responsibility of erecting rollover structures on the IDSP Contractor, not the customer. With this being the case, having three-year contracts so that customers could recoup the investment costs of a new structure no longer applied.
- Trevor Hershey reiterated that this administrative change to the Operations Procedures manual was more in-line with the requirements of federal policy (MUTCD) to allow for opportunity for all categories under the Logo Program.
  - Mike O'Connor expressed his concern that this sounded like the change had

already been made without the benefit of review by the SDSAC.

- Rick Burgess indicated that VDOT wanted to communicate the changes verbally to SDSAC prior to revising the manual, but that the DRAFT revised text would be provided.
- Trevor Hershey reviewed specific impacts to customers (six participants at four interchanges) as well as next steps:
  - Make edits to Operations Procedures Manual
  - Evaluate waitlist interest and eligibility
  - Reach out to SDSAC stakeholders for their feedback
  - Implement policy with any agreed upon changes beginning in February 2022
  - Honor all existing contracts with customers
- Dee Audet reiterated that the changes to the manual as proposed were only minor administrative changes and should not have any widespread impact to participants. On the other hand, the changes would allow for more equity in the range of customers wanting to participate.
  - Mike O'Connor reiterated that the DRAFT changes to the Operations Procedures Manual should be provided to SDSAC for review and comment prior to making any final changes.
- Rick Burgess reiterated that VDOT would provide the DRAFT revised text for the manual to SDSAC for review and comment prior to issuing any formal revisions.

**d. Provide an update on the IDSP Management System Development: DSP**

- David Alley provided an update on the IDSP Management System. DSP is nearing completion of PHASE II Development and is now moving into Production and Configuration. David reviewed several "Phase II" initiatives that would benefit customers including:
  - Interactive inventory map (Sign Locations)
  - Participant map (Business locations)
  - Business Analyst (Marketing Report): The Business Analyst feature takes a "snapshot" of demographics at 1, 2 or 3 miles from a given interchange
- Rick Burgess made a summary of DSP progress and asked if there were any questions.
  - Val Guffy asked if SDSAC members could receive a copy of the PowerPoint presentation (A power point will be distributed by Trevor Hershey).

**4. Open Discussion**

- Rick Burgess outlined upcoming revisions to the MUTCD that were under consideration as effecting "Attractions" and Supplemental Guide Signs. As these changes, if implemented, would be in the "Should" rather than "Shall" category, there should be no impact to current IDSP policy. There are also proposed changes related to sub-messages for EV Charging being allowed in the food and lodging categories.
- Karen King indicated that the comment period was still open but closing soon, and that she

would send out a link to the MUTCD changes proposed.

**5. Next Meeting Agenda Items**

- Operations Procedures Manual proposed edits
- HB 1740 (Waitlist / Rollover)
- Marijuana Bills
- Proposed changes to the MUTCD

**6. Next Meetings (November 3, 2021 and May 4, 2022)**

- Val Guffy will reserve the VTC meeting room in the case we are able to have a face-to-face meeting.

**7. Adjourn**