

Statewide Directional Signing Committee Meeting Minutes November 16, 2011

Meeting Time: 9:30 am

Location: Virginia Tourism Corporation
901 East Byrd Street, West Tower, Floor 19
Richmond, VA 23219

1. Introduction

Rick Burgess opened the meeting and all attendees introduced themselves as a sign-in sheet was distributed.

Committee Members Present

Martha Kapitanov	Federal Highway Administration (FHWA)
Val Guffy	Virginia Tourism Corporation (VTC)

VDOT Support Staff

Rick Burgess	VDOT – Traffic Engineering Division
Dee Audet	VDOT – Traffic Engineering Division

Virginia Logos Staff

Floyd Williams	President – Interstate Logos, LLC
Bill Jones	Virginia Logos – Regional Manager
Jason Newcomb	Virginia Logos – General Manager
Chip Dicks	Future Law, LLC
Barrie Bowers	Future Law, LLC

Other Attendees

Janaye Coggins	Federal Highway Administration
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Committee Members not in Attendance

Ray Khoury	VDOT – Traffic Engineering Division
Martha Mitchell	American Automobile Association (AAA)
Roger Cole	National Association of Truck Stop Operators (NATSO)
Larry Land	Virginia Association of Counties (VACO)
Katie Hellebush	Virginia Hospitality and Travel Association (VHTA)
Michael O’Conner	Virginia Petroleum, Convenience, & Grocers Association
Dale Bennett	Virginia Trucking Association
Leighton Powell	Scenic Virginia
Donna Pugh Johnson	Virginia Agribusiness Council

2. Previous Meeting Minutes: May 4, 2011

Copies of the minutes were distributed and accepted.

The updated list of the members of the SDSAC was discussed.

3. Integrated Directional Signing Program (IDSP)

- a) SDSAC Update: A handout was distributed by Jason Newcomb. This report included information about activity over the past year. Mr. Newcomb briefly reviewed the report that included the status of each program and a chart of completed maintenance. Rick Burgess discussed the growth of the program.
- b) Financial Status of the IDSP: Dee Audet spoke about the financial status of the program in relation to revenue and the 10% cap imposed by the 2005 legislation. Currently, the IDSP reserve is at 8.4% with a projected end of FY2012 at 7.7%. No fee changes to any of the programs under the IDSP are planned. Rick Burgess stated VDOT's goal is to continue the program at the current rates. He also stated he would send the financial report to Mike O'Connor.

4. Open Discussion

- a) 2011 Legislation: Chip Dicks commented on the legislation for 2011 and upcoming 2012 General Assembly Session concerning the IDSP being split out of the ABC signage regulations. Rick Burgess stated the legislation was commented on by VDOT during the 2011 Session, but no changes to the bill were made at that point. No other legislation is on the horizon at this point.
- b) Wayfinding Signs: Rick Burgess discussed the status of the Wayfinding programs. He stated the Fairfax Route 1 Program is in the works to be the third pilot program. He asked Martha Kapitanov how many Wayfinding signs were allowed on each approach. Martha indicated she did not know, but would get back to him. Rick stated the on-call consultant is working on this program as well. The preliminary review has been completed and Ben Catrell from the Research Council will be completing the final evaluation to ensure overall effectiveness with limited confusion by the motorist.

The Counties are paying for the Wayfinding programs, including initial fabrication and installation, as well as future maintenance. All counties may request a program either as a region or as individual counties after the program is finalized. No Wayfinding signs will be installed on limited access highways. The Supplemental Guide Sign Program will continue to direct traffic to locations from the limited access highways. If TODS or SGS signs need to be removed, Virginia Logos would remove the signs at the counties' expense.

- c) Overall Program Status: Rick Burgess stated the IDSP is running well overall. The largest problem is the cost of the SGS production and installation. He stated VDOT and Virginia Logos are looking for more inexpensive ways to maintain the current signs and install the newly requested ones. Maintenance of faded signs is important to the traveling public.
- d) Outstanding SGS Contracts: Virginia Logos is working to collect the outstanding contracts from participants in the SGS Program.

e) Bridge Mounted Signs: Rick Burgess discussed the removal of bridge mounted supplemental guide signs across Virginia. IDSP funds are being used for the relocation of the IDSP signs.

5. Next Meeting

The next meeting has been scheduled for May 16, 2012 and November 14, 2012. Rick stated Ray Khoury or Vanloan Nguyen should be attending the next meeting.

Rick Burgess thanked VTC for hosting the meeting and thanked Virginia Logos for meeting the needs of the IDSP Customers.