

**Virginia Statewide Directional Signing Advisory Committee**

**Meeting Minutes**

**November 2, 2022**

9:30 a.m. to 12:00 p.m.

Video Conference Call

**1. Introductions**

Chair: Ray Khoury

Committee Members Present:

<b>Name</b>	<b>Organization</b>
Ray Khoury	VDOT Traffic Operations Division
Karen King	Federal Highway Administration (FHWA)
Michael J. O'Connor	Virginia Petroleum & Convenience Marketers Association (VPCMA)
Morgan Dean	American Automobile Association (AAA)
James Hutzler	Virginia Association of Counties

Committee Members Not Present:

<b>Name</b>	<b>Organization</b>
Val Guffy	Virginia Tourism Corporation (VTC)
Beck Stanley	Virginia Agribusiness Council
Dale Bennet	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia
Robert Melvin	Virginia Restaurant, Lodging, and Travel Association (VRLTA)
Jim Dau	The American Association of Retired Persons (AARP)
Jessie Chambers	The American Association of Retired Persons (AARP)

VDOT Support Staff:

Vanloan Nguyen	VDOT - Traffic Operations Division
Rick Burgess	VDOT - Traffic Operations Division
Lewis Bridgforth	VDOT - Traffic Operations Division
Al Bryan	VDOT - Traffic Operations Division
Wenling Chen	VDOT - Traffic Operations Division
David Alley	Spy Pond Partners, LLC.
Maria Matteliano	Spy Pond Partners, LLC.
Brad Beardslee	Spy Pond Partners, LLC.

Directional Signing Program (DSP) Staff:

Tyler Starr	Directional Signing Program, LLC.
Trevor Hershey	Directional Signing Program, LLC.
Todd Pitcher	Directional Signing Program, LLC.
Michael Pierce	Directional Signing Program, LLC.

Guests

Christopher R. Nolen	McGuire Woods
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**2. Previous Meeting Minutes: May 4, 2022**

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

**3. IDSP Status of Participation in the IDSP (Logo, TODS, SGS and GMSS):  
IDSP (Program activity)**

**Presentation by Trevor Hershey:** A handout was provided by DSP outlining the status of participation in the Logos, TODS, SGS, GMSS and Historical Marker programs. The handout also summarized installs, removals and maintenance performed.

**Comment from Rick Burgess:** The IDSP is doing well with field work progressing at a productive pace. DSP increased its efforts on site clearing and sign cleaning during the hot and humid summer months to control vegetation and mold growth.

**4. Lewis Bridgforth Update on Fiscal Report for FY22:**

a) **FY22 Actuals:** Lewis reported IDSP revenue, expenses, special reserve balance, and reinvestment of funds into the program. Improvements to the program in FY22 included Google Street View, Power Automate, updates to ESRI ArcGIS, and work covered by VDOT Safety Improvement Projects.

- **FY22 Revenue** totaled \$7,939,609.00.
  - Expenses and planned projects totaled \$8,593,631
  - Revenue less expenses totaled \$654,022
- Balance remaining from FY21 is \$998,418
- Cumulative Revenue Balance is \$345,365 (4%)

b) **FY23 Projections:** Lewis also shared projected numbers for FY23

- Projected Revenue \$8,269,751
- Projected Expenses \$8,239,752
- Projected Special Reserve Balance \$375,365

**Question from Michael O' Connor:** Michael noted the variation in IDSP expenses from FY19 through FY23. He asked for an explanation for the increase in FY22 expenses/projected FY23 expenses and whether rebates given during Covid contributed to this upswing. **Lewis explained** that the increase in the expenses was due to direct investment back into the program including continued funding of the Google Street View project in FY23. The Google Street View project benefits waitlisted customers in the IDSP in an effort to avoid a repeat of concerns associated with HB1740.

**Comment Rick Burgess:** The Special Reserve Balance for FY22 was spent down effectively to a 4% level, only slightly lower than the 5% goal set by Rick. The funds were put to good use, addressing a backlog of Historical Marker activity. The Historical Markers are a value add to the program, encouraging tourism associated with the rich history of the Commonwealth. The reinvestment into the program also resolved data issues inherited from the former contractor. These reinvestments have improved the IDSP Data Management System since this transition.

**Question from Michael O'Connor:** Michael asked for a summary of the SGS Winery Program, in particular, the subsidizing of those customers by the state. **Rick answered** that the SGS Winery customers only pay an annual fee while the State pays for the maintenance of signs for these participants. Rick noted that while wineries and vineyards are no longer accepted under the SGS program, existing signs that were installed prior to September 15, 2004 have been "Grandfathered" into the system. Signing requirements for wineries and farmers' markets are currently included in the

participation criteria in the Attractions category of the Logo Program and in the TODS Program.

**Comment from Rick Burgess:** Rick thanked Lewis Bridgforth for his work in collaboration with the contractor (DSP) in the thorough reporting of IDSP financial actuals and projections. Rick reported that the IDSP has maintained its customer base and is projected to do so even during these trying economic times.

## 5. General Assembly Activity

### a) Rick Burgess update on casinos in Virginia:

There has been increased movement of casinos into Virginia. The IDSP is currently working with several facilities under development. Bristol Casino, which will eventually become the Hard Rock Casino and Hotel, is currently participating in the IDSP Logo Program for associated restaurant services. Future plans for the Bristol Casino include a hotel for which Logo lodging signing will be supplied. Other casino facilities having applied for participation in the IDSP include locations in Portsmouth, Norfolk, and possibly Richmond. Rick noted that, because there are legal age restrictions for admission to casinos, the IDSP does not provide Logo/TODS attractions signage for casinos except for associated facilities that are open to the general public such as restaurants, hotels, golf courses, etc.

### b) Rick Burgess update on the Federal Infrastructure Bill:

A tremendous amount of Federal Infrastructure funding is becoming available. The IDSP plans to utilize these funds to accomplish SGS program initiatives set forth by the executive team. We look forward to leveraging these funds to push very hard to accomplish this big lift in a timely manner.

## 6. Open Discussion:

**Karen King update on the possible revisions to the MUTCD:** The Notice for Proposed Rule Making went out Dec 14, 2020 resulting in 17,000 entries and 35,000 individual comments. These comments were analyzed by DOTs department wide from a variety of diverse expert perspectives. The process also included the Enactment of the Bipartisan Infrastructure Law Bill. The Bill required:

- A focused consideration on the full range of roadway user mobility/vulnerability and related increased inclusivity regarding safety issues throughout the review process.
- The completion of MUTCD updates no later than May 15, 2023.
- A repeat of the MUTCD review process every 4 years going forward.
- The continuation of the Experimentation and Interim Approval processes.

Karen provided the following links for a more in depth review of the MUTCD and the public comment process: [Regulations.gov link](#) [MUTCD news link](#)

**Question from Rick Burgess:** One of the proposed policy changes of the MUTCD involves an increase in the limit of structures/panels per location for the SGS program. The new policy would allow up to 2 structures with 2 panels per structure. Has this change gone into effect? **Karen King confirmed** that the proposal to change the limit has been made but that, at the present time, the MUTCD review has not been finalized. Once the review process is complete, the proposal will be resolved.

**Comment from Rick Burgess:** We look forward to the positive changes in policy of the MUTCD to provide us with increased flexibility while continuing to maintain our core programs. In Virginia, we have well established criteria and policies which reflect the foundation provided by the MUTCD but go above and beyond MUTCD requirements. We will monitor potential revisions to the MUTCD as we continue to develop our programs moving forward.

**7. Next Meeting Agenda Items**

- Status of the participation of the IDSP programs
- General Assembly Legislation involving the IDSP

**8. Next Meeting Date:**

- May 3, 2023
- November 1, 2023

