



## Integrated Directional Signing Program

- [Home](#)
- [FAQs](#)
- [Programs](#)
- [Advisory Committee](#)
- [Feedback](#)

### Programs

#### [Agency Information](#)

- [VDOT Leadership](#)
- [Mission and Values](#)
- [Regional Offices](#)
- [Transportation Board](#)
- [Transportation Financing](#)

#### [VDOT Divisions](#)

#### [Research Council](#)

#### [Public Meetings](#)

#### [Programs](#)

- [Adopt a Highway](#)
- [Bicycling & Walking](#)
- [Neighborhoods](#)
- [Scenic Byways](#)
- [Workers' Memorial](#)

#### [Roadway Services](#)

- [Potholes](#)
- [Online Work Request](#)

#### [Publications & Forms](#)

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### MINUTES OF VIRGINIA STATEWIDE DIRECTIONAL SIGNING ADVISORY COMMITTEE MEETING

**Date:** December 7, 2004

**Time:** 9:30 a.m.

**Place:** Virginia Tourism Corporation  
901 East Byrd Street, West Tower 19th Floor  
Richmond Virginia 23219

#### INTRODUCTIONS

Ray Khoury welcomed everyone to the meeting. He thanked Virginia Logos Incorporated for their help through the entire IDSP process.

#### Committee Members

Ray Khoury, VDOT Mobility Management – Chair  
Ralph Earnhardt, Virginia Tourism Corporation  
Donna Johnson, Virginia Agribusiness Council  
Michael O'Connor, Virginia Petroleum, Convenience and Grocers Association  
Danny Mitchell, Virginia Hospitality and Travel Association

#### VDOT Support Staff

Phil Hopkins, VDOT Mobility Management  
Joy Shepherd, VDOT Mobility Management

#### Virginia Logos Inc. Staff

Floyd Williams, Interstate Logos, Inc.  
John Spacek, Virginia Logos, Inc.  
Jason Newcomb, Virginia Logos, Inc.  
Chip Dicks, Counsel, Virginia Logos, Inc.

#### Other attendees

Dennis Prescott, Outback Steakhouse  
David Whitehurst, Department of Game and Inland Fisheries  
David Dowling, Department of Conservation and Recreation

#### The following members did not attend:

Dale Bennett, Virginia Truck Association  
Mike Edwards, Virginia Municipal League  
J. P. Eck, National Association of Truck Stop Operators  
Martha Mitchell, American Automobile Association  
Trice L. Craddock, North Carolina DOT  
Martha Kapitanov, Federal Highway Administration  
John Shenal, American Association of Retired Persons  
Leighton Powell, Scenic Virginia  
Larry Land, Virginia Association of Counties

#### [Español](#)

- [VDOT Mapas](#)
- [Participación pública](#)
- [Precalificación](#)
- [Política de privacidad](#)
- [Legislación sobre ciclismo](#)
- [Archivos con formato PDF Adobe®](#)

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- [Road Conditions](#)
- [Travel Advisories](#)
- [Highway Helpline](#)
- [High Occupancy Vehicles \(HOV\) Lanes](#)
- [Smart Tag / E-Z Pass](#)
- [Driver's License](#)
- [Info Dept. of Motor Vehicles](#)
- [Scenic Byways](#)
- [Trip Planner](#)
- [Traffic Cameras](#)

#### Business User

- [Traffic Data](#)
- [Request for Proposals](#)
- [RFP Results](#)
- [Request for Quotes](#)
- [Construction & Maintenance Contracting](#)
- [Bid Results](#)
- [Disadvantaged Business Enterprise Certification](#)

## PREVIOUS MEETING MINUTES

- [Business Directory](#)
- [Public Private Partnerships](#)

Phil Hopkins distributed a revised December 7, 2004 meeting Agenda to all members.

The September 14 meeting minutes were approved.

### IDSP

#### **a. CTB Action (Criteria, Fees, Resolution)**

Each member received a copy of the Criteria, Fees and Resolution adopted by the Commonwealth Transportation Board on September 16, 2004. Phil noted only one change had been made from the previous draft the members had reviewed at the September 14 meeting. The change was the inclusion of the last paragraph of the Resolution referencing revenue needs for Virginia's Rest Areas and Welcome Centers.

#### **b. Status of Participation (Logo, TODS, Supplemental, GMS) – VLI**

Floyd Williams distributed a handout that provided a brief update on the four signing programs under IDSP. He noted that of the new contracts and invoices reflecting the program changes distributed on October 1, 2004 approximately 77% or 3,066 logo businesses have renewed their contracts, 4% or 164 businesses have cancelled their contracts, while 19% or 768 businesses are undecided about their continued participation. At the next meeting Floyd will report the number of urban logo structures VLI proposes to build.

When asked what impact the new fees had on businesses, Danny Mitchell reported some businesses said they cancelled their participation out of protest; while Ralph Earnhardt said some businesses told him they cancelled because they could not afford another fee increase. Phil stated that updated reports regarding business participation/drop-off would be available at each quarterly meeting.

Donna Johnson asked a timeline for the installation of TODS signing. Phil said VDOT was coordinating with DCR as well as other entities on IDSP requests, hoping to have resolution within a couple of weeks so the process can move forward quickly.

#### **c. Logo Attractions/Supplemental Selection Criteria & Bumping**

A one-page handout was distributed providing possible processes and recommendations for a Turnover Policy for the Logo ATTRACTIONS and Supplemental Guide Signs. Phil told members that this was never completed for the September 16 Commonwealth Transportation Board meeting. He asked if anyone objected to letting VDOT develop a draft policy/recommendations for consideration, publish it on the website and request feedback. Since there were no objections, VDOT will proceed in this direction. Members will be updated on this process at future meetings.

#### **d. Operating Guidelines – VLI**

Floyd told members that Virginia Logos has developed a Manual of Operations, which provide all the guidelines and details for the operation of the IDSP. VDOT staff is in the process of reviewing this information.

#### **Full Service Food MUTCD Experiment – Suzie Lee (VTTI)**

Phil informed members that Virginia Tech Transportation Institute (VTTI) was recently awarded the contract to conduct a survey on the full serve food category at specific interstate locations. He distributed a 6 page document which was submitted by VTTI in response to the RFP prepared by VDOT: Determining the Impact on Motorists of a Change in its Logo Signing Practices on Interstate Highway, November 10, 2004.

Susie Lee, VTTI, provided members with a brief overview of the study through a power point presentation. VDOT will distribute VTTI's survey draft results to obtain member's feedback before any final recommendations are presented to FHWA.

Michael O'Connor asked how the survey would be funded. Phil stated the survey would be funded from revenue generated from the IDSP program.

#### **Birding and Wildlife Trails – David Whitehurst**

David Whitehurst, Department of Game and Inland Fisheries, provided the background and status on the three phases of the Birding and Wildlife Trail telling members Virginia was the first in the country to do a statewide trail program. The three phases are divided into the Coastal, Piedmont and Mountain areas. This driving trail is an invitation to people to return to nature, with approximately 1200 signs to be installed on primary and secondary roads leading to about 665 sites. Mr. Whitehurst distributed booklets for all three areas to members.

#### **DCR/DGIF Signing Requests – David Dowling**

David Dowling, Department of Conservation and Recreation, provided a brief overview of the five different programs he works with and the individual requests for signing. Generally, the goal of each program is to protect Virginia's natural resources by fostering public appreciation and awareness. A few interesting facts Mr. Dowling shared with members were that the Watershed signs have been shown to reduce littering of the waterways and visitation is on the increase at Virginia State Parks with over seven million visitors over the last couple of years.

David Whitehurst identified some additional signing needs for the state's fish hatcheries and wildlife management areas.

#### **Way Finding**

Phil gave a brief summary on Way finding signing and told members they would be hearing more about this at future meetings. Basically, once motorists leave the limited access highway, way finding signs are used to direct motorists to places of interest throughout a designated signing region He explained that four areas, the Historic Triangle (Jamestown, Yorktown and Williamsburg), Fredericksburg, Loudoun County and Danville were developing way finding signing programs and had approached VDOT for approval to erect signs. VDOT will initiate a statewide effort, through conferences or meetings, to have all groups come together to discuss Way finding.

#### **Parkways**

Phil informed members that any limited access facility maintained by VDOT, whether it carried the name Parkway or not, qualifies for logo signing. .

#### **Open Discussion**

There was mention that legislation may be introduced regarding the participation fees for the IDSP.

#### **Next Meeting Agenda Items**

There were no suggestions for future agenda items. Phil reminded members that future meeting dates have been established for March 1, June 7, September 13 and December 6, 2005.

#### **Next Meeting**

The next meeting will be at 9:30 am, March 1, at the Virginia Tourism Corporation.

#### **ADJOURN**

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