

# Statewide Directional Signing Committee Meeting Minutes November 14, 2012

Meeting Time: 9:30 am

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

## 1. Introduction

Vanloan (Van) Nguyen served as Chair in place of Ray Khoury. Van 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)
Michael O'Connor	Virginia Petroleum, Convenience, & Grocers Association

### VDOT Support Staff

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

### Virginia Logos Staff

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

### Other Attendees

Marie Henderson	Virginia Tourism Corporation (VTC)
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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)
Kristian Havard	Virginia Hospitality and Travel Association (VHTA)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia

## 2. Previous Meeting Minutes: May 16, 2012

Copies of the minutes were distributed and accepted.

## 3. Integrated Directional Signing Program (IDSP)

SDSAC Update: A handout was distributed by Jason Newcomb. This report included information about activity since the May 16, 2012 SDSAC Meeting and the current status of each program under the IDSP.

Mike O'Connor asked about how Roll-Over is handled. Jason explained the process and Rick Burgess expanded further. Mike asked if the Roll-Over has reduced demand and Jason indicated that in most cases it had, but not everywhere. Rick stated construction costs are paid by the customer because it was brought in mid-contract with Virginia Logos. Virginia Logos works with the requesting businesses to reduce the Roll-Over cost.

#### **4. IDSP Revenue update for FY2012**

Dee Audet passed out the IDSP revenue report for FY2012 and the proposed IDSP Budget for FY2013. The IDSP Reserve Funds for FY2012 ended at 13% above the revenue collected. This was due to a few projects being pushed back, a strong renewal rate and a larger increase in participation than expected in the Logo program during FY2012. For FY2013, there will be similar revenues collected, but the expenses will increase. This is mostly due to safety improvement projects and the bridge mounted SGS projects.

Martha Kapitanov asked about the safety improvement project for FY2013. Rick Burgess indicated it was the George Washington Birthplace project. This project was justified because the current signs need to be brought up to the minimum specifications of VDOT. Other projects are the Fredericksburg National Park Service signs at I 95 exit 133 and the IDSP QA/QC projects. The QA/QC projects included a review of the sign conditions. The QA/QC reports identified deficiencies, which were submitted to Virginia Logos. Virginia Logos has corrected the issues and reported back to VDOT. In addition, VDOT and Virginia Logos have agreed to contract modifications, including tree trimming for the SGS Program now being the financial responsibility of VDOT.

Mike O'Connor asked what the increase in expenses for FY2012 to FY2013 would be. Van Nguyen indicated the QA/QC project is the main reason VDOT did not have the in house staff to handle the process. They have hired Kimley-Horne & Associates to handle the project. The inspection of signs during construction is part of this expense, as well as an inventory assessment of the entire program.

The legislation from the 2012 General Assembly, HB1263, is pending. Final report concerning the SGS program should be ready for General Assembly in 2014. This report is part of the expense as well.

Mike followed up asking if the increase in expenses in FY2013 is viable. Was it an annual increase or just a one year increase? Rick indicated the assessment of the program is in response to HB1263, as well as a QA/QC of Virginia Logos' performance. Van asked Mike to clarify his concern. Mike asked if the Logo program is paying for this oversight and Dee responded the revenue from the Logo program is not solely paying for the oversight. The IDSP is a consolidated program and all four of the programs under the IDSP go hand in hand.

Mike was concerned the new expenses are a change of policy and a departure of what was being done in the past. Rick said he understood, but needed to cover the oversight of the program and stated part of the expense increase is to assess the condition of the SGS signs. Mike said he would be more comfortable with the increase if VDOT was willing to state if it was a one year change. Van assured Mike it was a one year change because

VDOT had not done an assessment of the SGS program in the past. Floyd Williams stated no increase in annual fees to the Logo program participants was being discussed.

Rick thanked Mike for the questions and stated he felt the program is being run well and Virginia Logos is doing an excellent job. Mike agreed Virginia Logos was handling the program well.

## **5. Open Discussion**

Mike O'Connor asked what would happen when Virginia Logos' contract was up for renewal. Van Nguyen stated the recent contract modification between VDOT and Virginia Logos had opened the door to discussions of extending Virginia Logos' contract. Virginia Logos is performing at a "very good level" and recommended to the commissioner to renew the contract. They are reviewing if Virginia Logos is running a cost-effective program. So far, everything indicates this is the case. Virginia Logos' pricing is very close to other contractors, the program costs to participants is close to other states, and the condition assessments of the sign inventory have been 90 to 95% at acceptable levels.

Dee Audet stated the RFP process would take the Traffic Engineering Division eighteen (18) to twenty-four (24) months to develop. This, along with Virginia Logos' performance, is why they recommended to the Commissioner to extend the contract for another five (5) years.

Rick Burgess asked Mike if he felt the contract with Virginia Logos should be renewed. Mike stated he felt it should be. Van stated Virginia Logos has been responsive to every issue and Mike agreed.

Rick stated the Way-Finding program, although outside the IDSP, will affect it slightly. The development of the Way-Finding program is progressing well. The first signs were unveiled last Wednesday in Fairfax. Stafford County's program is close to being implemented. Loudoun County decided not to pursue a Way-Finding program.

## **6. Next Meeting**

The next meetings have been scheduled for May 16, 2013 and November 13, 2013.

## **7. Adjourn**