

# Virginia Statewide Directional Signing Advisory Committee

## Meeting Minutes

**November 8, 2017**

Meeting time: 9:30 a.m.

Virginia Tourism Commission, One James Center  
901 East Cary Street, Richmond VA 23219

### 1. Introductions

Rick Burgess served as Chair in place of Ray Khoury. Rick opened the meeting while a sign-in sheet was distributed to the attendees who introduced themselves and the organization they represent.

#### Committee Members Present:

Michael O'Connor Virginia Petroleum, Convenience, and Growers Association (VPCGA)

#### Committee Members Not In Attendance:

Dale Bennett Virginia Trucking Association (VTA)  
Karen King Federal Highway Administration (FHWA)  
Katie Frazier Virginia Agribusiness Council  
Kristan Havard Virginia Hospitality and Travel Association (VHTA)  
Leighton Powell Scenic Virginia  
Martha Mitchell Meade American Automobile Association (AAA)  
Ray Khoury VDOT Traffic Engineering Division  
Val Guffy Virginia Tourism Corporation (VTC)

#### VDOT Support Staff:

Rick Burgess VDOT – Traffic Engineering Division  
Al Bryan VDOT – Traffic Engineering Division  
Lewis Bridgforth III VDOT – Traffic Engineering Division

#### Virginia Logos Staff:

Bill Jones Virginia Logos – Regional Manager  
Jason Newcomb Virginia Logos – General Manager  
Chip Dicks FutureLaw, L.L.C.

#### Guest:

Alleyn Harned Virginia Clean Cities  
Marie Henderson Virginia Tourism Corporation (VTC) – attended in the absence of Val Guffy

### 2. Previous Meeting Minutes: May 24, 2017

Copies of the previous meeting's minutes were distributed for review and discussion. The minutes were accepted as written.

### 3. IDSP

#### a. Status of Participation (Virginia Logos)

Jason Newcomb of Virginia Logos distributed and updated his report dated November 8th, 2017. Marginal growth in the Logo program was noted. The current total is 12,203, up from 11,906 in May of 2017, including Mainlines, Ramps and Trailblazers.

#### b. IDSP Annual Report on Revenue/Expenses FY17 (Lewis Bridgforth III/Rick Burgess)

Lewis Bridgforth III of VDOT Traffic Engineering Division reviewed the Year to Date summary of the FY17 Revenue and Expenses explaining that there is a reasonable margin of 7.2% balance of revenue over expenses. Although it is projected that in FY18 the balance will reduce to 3.3% of revenue over expenses, we are able to manage the reduction. Mike O'Connor was interested in how the IDSP would manage with the reduction. Rick Burgess shared that the program may look to reduce expenses as necessary such as staff support and our QA/QC project work as appropriate. Additionally, there is a cantilever project in Hampton Roads District and funding for this project may be reduced. Rick discussed that there would be no change in fees for FY18 and that all revenue and expenses are within the normal ranges. Bill Jones inquired about the special applications costs. Rick explained that special applications are due possible expenses related to the procurement and refining of our database format to support the program.

#### c. Information on Alternative Fuel Stations (Alleyn Harned)

Alleyn Harned of Virginia Clean Cities presented information on the dynamics of electric vehicle charging stations. In his statements he mentioned "Electrify America", the subsidiary managing Volkswagen's \$2 billion U.S. electric-vehicle charging infrastructure plan. Alleyn summarized the data collected by Virginia Clean Cities:

- There are no locations with five DC fast chargers. Most locations have four, but more often there are 1 or 2 chargers.
- Approximately 505 locations have drinking water and only 73 of these have the DC fast charging capability.
- Not all facilities offer tire information and oil
- There are only 23 DC fast chargers and these are located at automotive dealers
- Sheetz has teamed with Tesla to offer a Tesla super charge
- Obstacles for patrons that drive electric vehicles – Requiring oil is not applicable.
- Safe Zone requirements should be considered

Rick Burgess shared that the Virginia Department of Mines, Minerals and Energy (DMME) will be responsible for monitoring the Electric Vehicle (EV) program. Robin Jones heads the DMME and she and Rick are going to be meeting about this partnership. The VDOT IDSP believes that DMME should be the oversight committee for the EV program in the state. Other alternative fuels such as CNG and LPG were discussed. Alleyn shared that Virginia Clean Cities is funded by grant monies for the Federal Government and the United States Department of Energy. Virginia Clean Cities is grant funded via JMU to conduct the EV study throughout the state.

Rick talked briefly about the standardization needed in the EV charging industry. The ChaDeMo and SAE Combo were mentioned, both fast charging capable.

**d. State of IDSP Draft Alternative Fuel Station Requirements (Rick Burgess)**

**Specific Travel Services Signs (Logo) Program:** *A facility independently meeting all of the qualifications for a Gas service, including selling gasoline, that also offers Electronic Vehicle (EV) Charging stations approved by the Department of Mines, Minerals, and Energy (DMME), may display "EV" as a supplemental message on their logo plates on the Gas services sign.*

**Tourist-Oriented Directional Signs (TODS) Program:** *A facility independently meeting all of the qualifications for a Gas service, including selling gasoline, that also offers Electronic Vehicle (EV) Charging stations approved by the Department of Mines, Minerals, and Energy (DMME), may display the VDOT and FHWA approved generic symbol for EV Charging Stations.*

**General Motorist Services Signs (GMSS):** *Facilities with EV Chargers approved by the Department of Mines, Minerals, and Energy (DMME) may qualify for a VDOT and FHWA approved symbol under the GMSS Program if they meet the other criteria listed for the Program. The participating facilities are responsible for the application fees, initial fabrication and installation, as well as any future maintenance associated with the requested signs.*

The VDOT IDSP program is developing guidelines and policy for determining facilities that can participate on the IDSP program as a supplemental message. VDOT IDSP would not provide signs for Tesla charging stations and would require a standardized charger connector. Mike O'Connor asked how the IDSP program would respond to a Logo participant if only two supplemental messages are permitted on the logo plate (e.g. 24-hours / Diesel) and the participant wanted to offer EV. Rick stated that VDOT would never tell the Logo participant what they can put on their signs and it is the decision of the participant to decide for themselves. Upon the completion of this review, Rick Burgess suggested that Mike O'Connor work with some of his representatives to review the information shared during the meeting pertaining to EV criteria for the IDSP program.

**e. Open Discussion**

**Rick Burgess:** Virginia Logos, LLC. contract ends on January 31, 2019. VDOT is developing a Request for Proposal (RFP) and planning the release to market in winter 2018 and the award in the fall 2018. The IDSP program is maintaining the fee structure. The program has been very successful and has improved consistency statewide. VDOT Central Office Traffic Engineering IDSP thanks Virginia Logos for their team work and work with VDOT. The RFP that was written in 2003 was the first type of RFP established by VDOT for a privatized contractor to manage a program of this type for the state.

Virginia Tourism Corporation, **Marie Henderson** – the Main Street Welcome Center is now open 7-days per week. Per Jason Newcomb, the temporary structure on I-95 will be replaced with a permanent structure before the end of this year.

**Rick Burgess:** VDOT is investigating options to reduce the costs associated with VI-A structures that are used to support large signs. VDOT is looking at the 4” Square Tube Post (STP). Supplies needed to construct a VI-A structure can take up to twelve weeks for delivery from the date ordered increasing the length of time it takes to get a project implemented.

**Chip Dicks:** Due to the House and Senate vote, there may be changes to legislative positions. There is no legislation at this time that would affect the IDSP.

**4. Next Meeting Agenda Topics:**

VDOT will provide an update on the status of the new IDSP RFP and provide an update on the EV Station requirements.

**5. Next Meetings:**

May 9, 2018 and November 7, 2018

**6. Adjourn**