

Virginia Statewide Directional Signing Advisory Committee

Meeting Minutes

November 4, 2020

Meeting time: 9:30 a.m.

Conference Call

1. Introductions

Rick Burgess served as Chair in place of Ray Khoury.

Committee Members Present:

Karen King	Federal Highway Administration (FHWA)
Michael O'Connor	Virginia Petroleum & Convenience Marketers Association (VPCMA)
Val Guffy	Virginia Tourism Corporation (VTC)

Committee Members Not In Attendance:

Ray Khoury	VDOT Traffic Engineering Division
Shepherd Cronemeyer	Virginia Agribusiness Council
Kristan Havard	Virginia Hospitality and Travel Association (VHTA)
Martha Mitchell Meade	American Automobile Association (AAA)
Dale Bennett	Virginia Trucking Association (VTA)
Leighton Powell	Scenic Virginia
Robert Melvin	Virginia Restaurant, Lodging and Travel Association (VRLTA)

VDOT Support Staff:

Vanloan Nguyen	VDOT - Traffic Engineering Division
Rick Burgess	VDOT - Traffic Engineering Division
Dee Audet	VDOT - Traffic Engineering Division
Al Bryan	VDOT - Traffic Engineering Division
Lewis Bridgforth	VDOT - Traffic Engineering Division

Directional Signing Program (DSP) Staff:

Curtis Ford	Directional Signing Program
Katheryn Huynh	Directional Signing Program
Tyler Starr	Directional Signing Program
Trevor Hershey	Directional Signing Program
David Alley	Directional Signing Program
Charles Bailey	Directional Signing Program
Misty Proffitt	Directional Signing Program
Annie Winter	Directional Signing Program
Jason Hoke	Directional Signing Program

Michael Pierce
Chris Gabris

Directional Signing Program
Blue Raster

Guest:

Marcy Bauer
Jennifer Walle

EV Go
Troutman

2. Previous Meeting Minutes: May 6, 2020

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

3. IDSP

a. Status of Participation (LOGO, TODS, SGS and GMSS): DSP – (Trevor Hershey)

The Logo participant invoices are being prepared and VDOT COVID-19 relief is anticipated to reduce cancellations. The program has decreased by three plates since the May report distributed by the previous contractor. DSP has received 97 new applications and this demonstrates customer confidence in the program.

Invoices have been mailed to participants of the TODS and SGS programs and not all have been returned with payment. DSP shared that the attributing cause is most likely office closures due to COVID-19 pandemic and customer unfamiliarity with the new contractor. There have been 13 cancellations on TODS and two on the SGS program. There have been no cancellations on the Winery program. One new application for an EV sign has been received on the GMSS program; however, it is in a large construction project and cannot be installed at this time. The Historical Marker program has been added to the IDSP and there are currently 2,918 markers, 8 installs and 23 new requests. Trevor summarized that maintenance activities have been mostly concentrated on the Logo program. Rick requested that DSP breakdown the numbers of installs and removals on all programs for the next meeting and going forward.

b. IDSP Annual Report on Revenue/Expenses FY20: (Dee Audet)

The Relief effort that IDSP was exploring has in fact been ironed out with VDOT executives for a one time reduction of financial relief to businesses that may have been impacted by the COVID-19 pandemic in FY21. We have been very worried about the COVID impact to smaller and some larger businesses. We are working with our leadership team and have reviewed some alternatives to help the businesses. We have been able to provide a 27% reduction for our customers. There will be some businesses that are in significant despair that this discount won't help. The continuity of the program will provide safety for traveling public. Everyone believes that this is a positive approach to the customers. The impact was a \$1.6M to IDSP, but is an investment in the program. In our previous contract and in the current contract, VDOT cannot subtract the funding from the contractors fees, and the funds come from the special reserve fees. The special reserve balance is to be used for the program itself. We felt and our executives agreed that the special reserve be used to the benefit of our sign participants. Mike O'Conner asked, "What does it mean if the funds are expended? What does it mean to the program if the reserve is reduced? Dee presented the IDSP Program Revenues/Expenditures Summary report explaining that the IDSP ended FY20 with an estimated cumulative revenue balance of 10.2% on 6/30/20 in the special reserve.

Ten percent is entirely acceptable for one year, but VDOT must be able to spend the funds within the next year or two. Our plan coming out of FY20 and going into FY21 doesn't require an adjustment because the COVID discount is reducing the special reserve balance to an estimated amount of \$2,346. We are forecasting that in FY22 our reserve balance would be back to levels prior to the relief. The IDSP reduced spending in FY20 on Safety Improvement projects because there was a pandemic that limited movements around the state. We intentionally went into this year with less spending. Because of our conservative approach to spending and our spending reduced due to COVID, we had a conservative spending in Q4.

Due to the environment, we are taking a very conservative approach to expenses in FY21 and planning to come very close to 0% balance in the special reserve at the end of this fiscal year. We will see the impact from COVID when invoices begin to come in from our customers on the Logo program. Mike O'Connor stated that he can clearly see where \$682k is coming from to pay for COVID Relief and asked for an explanation of the remaining \$1M. Dee explained that the FY21 projected revenue \$6,752M less the expenses \$5.772M is approximately \$1M. Rick thanked Dee, Lewis and DSP for helping to bring this data together.

c. Provide an update on the IDSP Management System Development: DSP – (David Alley)

The IDSP Management System is a one-stop shop offering maintenance and customer service and brings together inventory and life cycle management. Historical Markers are new to the program and there has been phenomenal progress to stand up this program. DSP is excited to get the maintenance deserved and process improvements rolled out. Rick expressed his appreciation for Al Bryan and Jason Hoke (DSP) for the handling of the Historical Marker program. There will be an increase of the number of markers on the program due to new funding from DHR. The markers have a new state seal and the old cast iron marker panel has been replaced with aluminum.

DSP shared the following information about the IDSP Management System:

- **General overview of the IDSP Management System** - The IDSP management system comprises the Esri Suite and Microsoft Dynamics (SaaS). Microsoft Dynamics stores the master records and handles customer relationship management, inventory management, accounting, workflows, applications, and contract services. In addition, there is integration with the full suite of modules available from Esri ArcGIS that handles field services, dashboards, and operations.
- **Field operations and the use of ArcGIS technology**- The IDSP Management System uses location data to help improve coordination and operational efficiency in field workforce activities.
- **Customer Relationship Management (CRM)** – One of the most powerful modules within the IDSP Management system is Microsoft Dynamics CRM. This is a data driven solution that handles and documents for communication with customers and applicants. It has built-in workflows to help with day-to-day program management including customer requests, contracting, artwork coordination, and customer feedback improvement processes.

- **Integration of Inventory, CRM, Accounting, and field services** - The IDSP Management System is configured and implemented as a cohesive system that shares critical data between systems.
- **Overview of ArcGIS collector and Inventory dashboards.** – ArcGIS Collector is a module within the Esri suite that lets the mobile field service team collect and track data. All information is rolled up into user-friendly dashboards that are a powerful visual tool to help manage the program.

4. Open Discussion

Val Guffy: Virginia Tourism Corporation (VTC)

She shared that the information presented and shared during this meeting was very impressive.

Jennifer Walle: General Assembly

There will be a special session because the Governor asked the legislative to come back to address COVID issues and social justice. The budget passed and it's expected that the Governor will send down a few amendments.

The regular session begins on January 13, 2021 and planned to be a short session, only 45 days. Jennifer shared that the IDSP isn't the focus right now. She believes that the session will be virtual. Currently, the max filing is 2,500 and that could be restricted even more. She reiterated that COVID 19 related issues and social justice issues will be the main focus of this session.

Mike O'Connor: Virginia Petroleum & Convenience Marketers Association (VPCMA)

Will the COVID Relief being offered by VDOT be announced? Rick explained that a letter has been provided to the participants. Dee shared that she will be contacting the Communications division for a news release to share the positive news to the Logo participants.

Dee Audet shared that DSP has performed to exemplary levels and accomplished the transition in an abbreviated timeframe. It has been challenging with very few bumps and phenomenal timing. Curtis Ford thanked VDOT for helping his team overcome challenges expressing that he has an excellent team supporting Rick and Dee. Rick thanked DSP because both VDOT and DSP are pulling in the same direction to accommodate our customers.

5. Next Meeting Agenda Items

No one asked for agenda items to be added to the next meeting.

6. Next Meetings (May 5, 2021 and November 4, 2021)

7. Adjourn