

Notes from OAC Technical Council Teleconference
Thursday, August 20, 2015

Attending

Jim Spalla, Chair
Barbara Wessinger, Vice Chair
Evan Rothblatt, AASHTO
Bill Wright
Kristin White
Clyde Johnson
Ron Johnson
Rob Jessee
Juanice Hughes

Not available for call

Matt DeLong
Lyle McMillan

The meeting was called to order by Jim Spalla, Chair.

- (1) Introduction of Evan Rothblatt, AASHTO – With the retirement of Greta Smith, Evan will assist our Technical Council. One of the items he is currently working on is setting up an FTP server to store the Council's working documents. We are also very appreciative to Evan for establishing a call in number and Go-To Meeting site for our teleconferences. We look forward to working with Evan.
- (2) Update on conversation with David Reynaud, National Cooperative Highway Research Program/TRB – Jim, Barbara and Juanice teleconferenced with Mr. Reynaud in early July and found him very well versed in the NCHRP 20-7 funding process. Mr. Reynaud advised that the research proposal should be shorter than we initially prepared and recommended reducing it to a one to one a half page synopsis. He pointed out that the proposal has to be under \$100,000 and should not exceed 12 months in project delivery. He also cautioned that there may exist a negative perception of the outdoor advertising control program due to issues with an earlier International Scan and that might have an impact on the study being approved for funding.
- (3) Review Draft of NCHRP 20-7 - Council members have been provided a draft NCHRP 20-7 funding proposal that Barbara has drafted to meet submittal requirements. The proposal must be submitted to NCHRP by August 28, 2015. Council members were asked to provide proposed revisions to Barbara no later than Monday, August 24, 2015. Also, to comply with the rules, the proposal should be submitted by the Subcommittee and supported by the Chair. Barbara showed Jim Spalla (Chair of the Technical Council) as the contact person. Since Matt was not able to attend today's teleconference, Jim and Barbara will set up a separate teleconference with him as soon as possible to discuss his concurrence of the format of the proposal and the process to get endorsement from the Subcommittee.

ACTION ITEM: Explain this proposal to Matt. What do we need to get to the Subcommittee to move this through? Jim was asked to spear head getting the Subcommittee to endorse. Barbara will submit when she gets the approval.

- (4) Prioritizing the 15 OAC Issue Items - As decided at the June 2015 Council Meeting, the 15 identified issues to be worked on by the Council need to be prioritized. The 15 are comprised of the 10 issues identified by Clyde Johnson in his 2009 study; 4 identified by the NAHBA standing committees in 2014; and the NCHRP 20-7 research proposal. Four of the states represented on the Council submitted their priority rankings to Barbara prior to today's meeting. Following a discussion of the items, it was decided to focus on only two issues at this time and then supplement with other issues as these are getting toward completion. The two items to focus on at this time are the NCHRP 20-7 research project and the movement of nonconforming signs impacted by transportation projects.
- (5) Moving nonconforming signs impacted by transportation projects – Barbara provided a Guidance Memorandum on the Approval Process For Outdoor Advertising Control Pilots that was issued by FHWA in August 2005. The Pilot Project would essentially be a waiver to test federal regulations while maintaining effective control. The Council felt the Pilot Project concept was an appropriate tool to support cost savings to the States. The following items to focus on were identified:
- Utilize at least two states for the Pilot Project.
 - Focus on future projects.
 - Ask for a three year period for the Pilot.
 - Have consistency in the reporting formats for the participating states. (Statistical evidence of the dollars and costs associated with resources and the overall cost savings.) Specific items to address would include; payments to landowners and sign owners, litigation costs, relocation costs.

Ron Johnson raised the question of consistency in billboard valuation. While it is a concern, it is believed consistency can be adequately addressed to meet the needs of the Pilot.

The following states have an initial interest in participating in the Pilot Project: Minnesota, South Carolina and Florida. Texas is a possibility but more discussions must take place internally before they can commit.

ACTION ITEM: Because South Carolina and Florida have been successful in securing Pilot Project approvals under the 2005 FHWA Guidance, it was agreed that Barbara and Juanice would draft a Pilot Project Proposal for review by the Council members and for discussion at the next Council meeting.

- (6) Preparing for Conference Planning Session (Orlando) in January 2016 (selecting topics) - It was suggested that the two priority issues of the Council be discussed at the 2016 Conference, perhaps at a Technical Council Meeting session. This item will be placed on the Council's September teleconference for additional discussion.

- (7) New Business – There were no items identified by NAHBA for discussion at the Council meeting and no additional issues were presented by the Council members.

The meeting was adjourned by the Chair.