Domestic Scan Proposal Form

AASHTO is now soliciting proposals for the **US Domestic Scan Program** (NCHRP Panel 20-68A).

Selected scan topics will be investigated by one of three ways: (type 1) site visits to three to six locations for approximately a two week period or less, by webinar; (type 2) peer exchange; or (type 3) conducted by a group of eight to 12 transportation professionals with expertise in the selected topic area. Proposed topics should meet the following criteria:

* Address an important and timely need for information by transportation agencies;
* Are of interest to a broad national spectrum of people and agencies;
* Are complex and also “hands-on,” meaning they lend themselves particularly well to exploration through on-site visits; and
* Are sufficiently focused that the tour participants are able to investigate and understand key issues in the limited time available on the tour.

Before submitting your proposal it is highly recommended that you read **What Makes a Good Scan Topic Proposal** [**http://www.domesticscan.org/what-makes-a-good-scan-topic-proposal**](http://www.domesticscan.org/what-makes-a-good-scan-topic-proposal)

This form is designed to collect the full length of your proposal. Sections requiring essays have unlimited space for you to use. Contact information has some limited text. ***Click on the highlighted boxes to advance to the area where you need to complete information.***

# Proposals should be returned no later than date list on NCHRP website.

**IMPORTANT NOTE on How to save your document**: ***LastNameFirst Initial, underscore\_Organization Acronym \_CY2021 Saved Document Name Example: NgetheP\_AASHTO\_CY2021***

***If you have more than one, add a number after first initial: NgetheP1\_AASHTO\_CY2021***

# Domestic Scan Proposal Contact Information

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**Agency/Member Department**

Caltrans

**AASHTOCommittee**

Right of Way, Utilities and OAC

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**Date of submission**

11/4/2021

Please **check** this box if your proposal has been endorsed or is being requested through an AASHTO Committee. List the AASHTO Committee(s) that endorsed this proposal: Click or tap here to enter text.

# Title of Proposed Scan:Outdoor Advertising Enforcement

**Problem Statement** (What topic is to be examined? What drives the need for the scan? Why now?)

The federal Highway Beautification Act (HBA) and the subsequent Federal-State Agreement of 1968 (FSA) require states to maintain effective control of Outdoor Advertising displays that are visible from the National Highway System (NHS). In 2012, the Moving Ahead for Progress in the 21st Century Act (MAP-21) expanded the definition of the NHS to include Principal Arterial Routes (PAR), which are predominantly within the jurisdiction local municipalities that have their own municipal codes governing outdoor advertising within their jurisdictions. Currently, based on California State law, the California Department of Transportation (Caltrans) lacks jurisdictional authority for enforcing the provisions of the FSA on advertising displays visible from PAR. In addition, Caltans does not have resources to enforce outdoor advertising laws on PAR. The expansion of the NHS pursuant to MAP-21 would at least double the amount of advertising displays that would fall within Caltrans’ oversight responsibilities. Caltrans would like to know how other states incorporated PAR into their outdoor advertising enforcement responsibilities? What was the impact to the state’s level of service? What legal remedies or governmental mechanisms were employed to accomplish this? Where state laws changed to implement their expanded enforcement authority on PAR? Did FHWA assit in this transition? And how did the outdoor advertising industry respond to this development? Caltrans in interested in reviewing any policies or procedures related to impleteing the provisions of the FSA over PAR within their state. Caltrans is also interested in hearing about any on-line system that would help in processing permit applications and keeping track of all outdoor advertising permits in the State.

**Scan Scope** (What specific subject areas are to be examined? Which cities and states might be visited? Which agencies/organizations (including specific departments or types of staff if applicable)?

Caltrans wants to examine the Outdoor Advertising Programs (OAP) for the other 5 states that have the most billboards: Florida, Georgia, New Jersey, Missouri, and Utah. Florida, Georgia and Missouri are also in the top 10 states with the most principal arterial routes, so Caltrans will want to examine the OAP for a few cities and countites that allow outdoor advertising, specially how these cities and counties interact with their state OAP regarding MAP-21.

**Anticipated Scan Results** (What key information is to be gained? What information is to be shared after the scan? Who would the audience be for this information?)

Common Federal-State Agreements regarding Outdoor Advertising, policy and procedures on enforcement, delineation between State and Local jurisdiction on Principal Arterial Routes and on-line system to process and maintain permit applications.

**Benefits Expected** (Including potential impacts on current technology or procedures) Uniform enforcement across the state boundaries, removal of unpermitted signage/displays, consistent enforcement practices and technologies, possible legislative actions, updated Federal State agreements, on-line system for receiving, reviewing and processing permit applications.