

ATSSA Sign Committee Work Plan

2007

Updated 7-01-08

A: Enhance members' businesses by increasing their understanding of traffic control devices on private property.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. Traffic Control Devices on Private Property	11/07	Brochure (Shopping Centers, Office Parks, etc)		
	11/07	<ul style="list-style-type: none"> • Complete and finalize brochure 	Wentz/Task Force	Completed 12 -07
	12/07	<ul style="list-style-type: none"> • Survey SMD members for brochure orders 	Wentz/Bryant	Completed
	12/07	<ul style="list-style-type: none"> • Print brochure 	Wentz/Baron	Completed
	1/08	<ul style="list-style-type: none"> • Post on atssa.com Expand Your Business 	Bryant/Baron	Completed 2/08
	2/08	<ul style="list-style-type: none"> • Mail copy to full members • Release at convention 	Wentz/Bryant Wentz/Baron et al	Completed 2/08 Completed 2/08
	11/07	Sample Letter for Members to Send to local elected officials		
	1/08	<ul style="list-style-type: none"> • Draft letter to Local Officials • Post letter on atssa.com 	Wentz/Task Force Bryant/Baron	Complete Completed 2/08
	11/07	Sample letter for Members to Send to private property owners		
	1/08	<ul style="list-style-type: none"> • Draft sample letter • Post letter on atssa.com 	Wentz/Task Force Bryant/Baron	Complete Completed 2/08
	11/07	Sample letter for Members to Send to Sign Shop Supervisors and Traffic Engineers		
	1/08	<ul style="list-style-type: none"> • Draft sample letter • Post letter on atssa.com 	Wentz Bryant/Baron	Complete Completed 2/08
	12/08	Mail brochure and sample letter to ATSSA Full Members	Wentz/Bryant	Completed 2/08
	1/08	Mail cover letter & brochure to ATSSA public officials mailing list	Wentz/Bryant	Completed 2/08
	12/07	Article for Placement in Association Publications		
	9/08	<ul style="list-style-type: none"> • Draft article 	Conrad/Task Force	Completed 1/15/08
	10/08	<ul style="list-style-type: none"> • Final Committee Review at Midyear Meeting 	Conrad/Committee	
	10/08	<ul style="list-style-type: none"> • Edit and finalize 	Wentz/Baron	
	10/08	<ul style="list-style-type: none"> • Begin placement 	Wentz/Baron	
	7/08	<ul style="list-style-type: none"> • Draft PowerPoint Presentation for Member Use at Local Meetings 	Wentz	Redraft complete 7/1/08
	9/08	<ul style="list-style-type: none"> • Review PowerPoint with Subcommittee 	Wentz/Conrad	
	9/08	<ul style="list-style-type: none"> • Edit and publish in Members Only Tab 	Wentz/Baron	
	10/08	<ul style="list-style-type: none"> • Distribute to LTAPS 	Wentz/Clark	

B: Educate and influence government agencies in order to provide highest level safety measures possible.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. FHWA/ATSSA Management of Minimum Sign Reflectivity Standards	11/07 11/07 11/07 12/07 12/07 12/07 1/08 2/08 5/08 5/08 5/08 6/08	Develop a retroreflectivity brochure targeted to state and local governments. <ul style="list-style-type: none"> Initial TF conference call 1st Draft of brochure Subcommittee Conf Call to review 1st draft Enter TF edits; compare draft to Final Rule 2nd Draft to Subcommittee Subcommittee Conf Call to review 2nd draft Complete subcommittee edits Full committee review & input Edit and publish Offer member Cos. opportunity to piggyback on press run Print & distribute Include in ATSSA booth 	Subcommittee and staff <ul style="list-style-type: none"> Bond/Wentz Wentz Bond Staff Staff Bond Staff Bond Staff Staff Staff Staff Staff 	<ul style="list-style-type: none"> Completed Completed Completed Completed Completed Completed Completed Completed Completed 2/08 In process Completed Completed Completed Underway
	1/08 2/08 3/08 3/08 Ongoing	Develop an article for placement in industry publication(s) <ul style="list-style-type: none"> Draft article Committee Review at Annual Meeting Edit and finalize Begin placement Use reprints as handouts in ATSSA booth 	<ul style="list-style-type: none"> Schertz/Bond Bond Schertz/Baron Baron Staff 	Final review by email. If no additional comments, we will print.
	2/08	Live webcast to educate private/government agencies on minimum retroreflectivity ruling.	Bond, Schertz, Clark, Myers, Wentz	Completed at Convention 2/12/08.
	04/08 06/08 07/08 10/08	National Work Shop – Addison, Texas, October 20-21, 2008. 4/14/08 Full Subcommittee teleconference to review National Work Shop details – agenda, speakers, funding, . . . Solicit scholarship funds. Finalize agenda/advertising Host National Conference related to products and services in support of minimum reflectivity standards.	Schertz, Bond, Carlson, Wentz, Myers Subcommittee members Schertz, Bond, Carlson, Wentz, Myers/ATSSA Marketing Staff	Work plan in progress. Article in 5/12/08 ATSSA Flash
		ATSSA/FHWA Sponsored Workshops TBA		Tentative Schedule 2009
2. Sub-Committee on MUTCD and Other Related Publications				
3. Pooled Fund Review Team	9/17	Attempt to set up meeting with Pooled Fund Study Group	Judd Roby	ATSSA letter sent 9/07. Judd Roby currently obtaining written commitments from DOT sponsors. Waiting for April conference call.

C: Influence the present and future direction of Minimum Retroreflectivity Standards

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
2. Sub-Committee on MUTCD and Other Related Publications		1. Monitor and influence MRS until final rule is published.		See item 1B
		2. Analyze the MRS final ruling to define government implications and business opportunities.		
		3. Educate ATSSA members on business opportunities around MRS.		

D: Inform and educate SMD and ATSSA members on sign industry-related matters.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. Improving Communications between Committee Members and Sign Manufacturing Division				
2. Aluminum Chromate Regulations	11/07	Draft article for placement in industry publication (Better Roads).	Perkins	Completed
	2008	Include copy of article in ATSSA booth at NACE, NCSL meetings.	ATSSA staff	Underway
	1/08	Include information in a SignFlash article.	Perkins, Bryant, Baron	
	2/08	Send letter and policy to state DOTs.	Wentz, Bryant	Completed 5/08
	2/08	Send letter and policy to ATSSA public official mailing list.	Wentz, Bryant	Completed 5/08
	2/08	Develop a draft letter to be included in bid packages. Post on Sign Committee website.	Perkins, Wentz, Bryant	
	2/08	Post information on "Expand Your Business" section of atssa.com.	Wentz, Bryant	
3. Sign Flash Subcommittee				
	2/08	Draft Article on MUTCD Private Property	Wentz	Complete
		Send SignFlash on Private Property to SMD and TSD members	Wentz	Complete 3/08
		Article on Retroreflectivity?	Shertz?	Planned for next edition

E: Provide knowledge and education about signing retroreflectivity to members and Governmental Agencies.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. FHWA/ATSSA Sign Retroreflectivity Management/Maintenance Workshops			Bond, Schertz	See item B1
2. Promote an ATSSA website on Retroreflectivity			Paul Carlson	

F: Work to have dedicated funds identified and available for sign management systems and the implementation of upgraded programs to conform with MRS.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. Identify and Communicate Funding Sources for Sign Management Programs	3/08	Draft letter to FHWA in an attempt to clarify if HSIP funds can be used to meet min. levels	Wentz, Task Team	In progress
	3/08	Update "Funding 101" to include section on rulemaking for minimum levels of retro.	Decker/Task Team	Pending FHWA response
2. Provide Suggestions to the HSP Representatives on Signing Issues		Task team retired		Reinstate?
3. New task team?		Yes! New task team needed.		

G: Monitor and influence the development of a new MUTCD chapter on changeable message signs.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. Subcommittee on Changeable message signs		Sub-Committee Chair to report the current status of new Chapter development and advise Sign Committee of any content that may be relevant.	Ken Smith	Awaiting final wording and approval of New section to MUTCD
		Upon final acceptance by NCUTCD and FHWA, review Chapter for possible business opportunities.	Ken Smith	
		Inform ATSSA members of New Chapter, its implications and business possibilities.	Ken Smith	

H: Improve upon and solicit greater committee member participation in Sign Committee meetings and on task forces, including recruitment of new committee members.

Task Team/Subcommittee	Date	Tasks	Responsibility	Status
1. Committee Leadership Panel			Kniffin, Decker, Harris, Lee, Conoscenti, Wentz,	