AASHTO-NAHBA CONFERENCE

OAC SESSION 3.05 Course Description
Baltimore, MD
Tuesday, April 24, 2018
8:00 AM to 9:30 AM
Potomac Room

CO DOT — Anthony Lovato
MT DOT — Robert Heiser
UT DOT — Rod Mc丹iels
ADAPTING TO CHANGE CAN BE HARD!

Who wants change?

Who wants to change?
A STORY OF CHANGE

2012 OAC PROGRAM

DECENTRALIZED
COST NEGATIVE PERMIT FEES
ADMIN RULE MESS
CONTROLLED ROUTES?
INVENTORY LOCATIONS?
PAPER INTENSIVE RECORDS
7-5-2-4 BILLING PROBLEMS
ZERO PUBLIC OUTREACH INFO.

2018 OAC PROGRAM

CENTRALIZED
COST NEUTRAL PERMIT FEES
ADMIN RULE OVERHAULED
NATIONAL AWARD WINNING MAP
PAPERLESS RECORDS
GAAP-COMPLIANT BILLING
NATIONAL AWARD WINNING PUBLIC OUTREACH MATERIALS
HOW IMPORTANT IS MINDSET?

**Fixed Mindset**

- Intelligence is static.
- Leads to a desire to LOOK SMART and therefore a tendency to:
  - Avoid challenges
  - Give up easily due to obstacles
  - See effort as fruitless
  - Ignore useful feedback
  - Be threatened by others’ success

**Growth Mindset**

- Intelligence can be developed.
- Leads to a desire to LEARN and therefore a tendency to:
  - Embrace challenges
  - Persist despite obstacles
  - See effort as path to mastery
  - Learn from criticism
  - Be inspired by others’ success

Carol Dweck
EMERGING ISSUES EXAMPLE

SMOKE SIGNALS (NE)
SIGN PROJECTION (UT)

Actually part of UDOT’s Zero Fatalities Campaign, but coming to a building near you soon.
UNDERPASS LED LIGHTING PROPOSALS
EMERGING ISSUES EXAMPLE

SIDEWALK CLINGS
1. **IT'S NOT IMPOSSIBLE!**
   Program insiders thought adjusting permit fees was impossible. After all, there was no memory of it ever being done. We learned our leaders *are fearless* in their respective arenas when they are presented with a solid business case. It is our job to build and present that case.

2. **DO YOUR HOMEWORK!**
   You have to position yourself to understand the problem better than those you seek to influence (period). Once you’ve done this adaptive change comes much easier.

3. **SIMPLE DOES NOT = EASY**
   Some of the best solutions involve pretty simple concepts, but never mistake simple as meaning easy. They are not the same thing.
4. LEARN & EMPLOY LEAN PRINCIPLES
   Learn Kaizen (practice it). Learn Muda (avoid it). Learn the Theory of Constraints (apply it).

5. GET RID OF UNDESIRABLE ELEMENTS (UDE’S)
   Also called sacred cows... Identify UDE’s wherever they exist and get rid of them. For example, UDOT jettisoned our permit plate policing process, thus reducing significant internal and external administrative burdens (time, effort, and $$).

6. DON’T BE AFRAID TO FAIL
   UDOT supports responsible risk taking. Some say if you are not failing, then you are not trying hard enough. Build a culture that supports responsible risk taking. Work towards being rejection proof.
7. READ & DON’T LET THE NAY SAYERS WIN
   Read books. Be gritty. And, never settle for mediocrity!

Remember!

THE BEST WAY TO DO OUR JOBS HAS NOT BEEN INVENTED YET!
• 4th largest state by area: 147,040 square miles.
• 6th smallest population: 1,043,000 (2016)
• Montana has over 30,000,000 acres of Public Land – about the size of Pennsylvania.
• Garfield county is 4,847 square miles (Similar to Connecticut) and has a total population of 1,310 ... and 4 of the worlds’ 15 discovered Tyrannosaurus Rex Dinosaurs.
• Alzada, MT in the Southeast corner of the state is 710 miles from Stratford, Texas and 785 miles from Yaak Montana in the Northeast corner of the state.
In other words... Our Staff of Three OAC Technicians cover a lot of miles to manage over 3,000 permitted signs.
NEW AT MDT OAC

- Transit Advertising addressed in 2016

Transit Advertising
NEW AT MDT OAC

RULE CHANGE
COULD JEOPARDIZE
BUS SHELTERS

“Without this arrangement we would not be able to afford the approximately $40,000 in annual costs associated with maintaining the shelters,” said Lisa Sheppard, director of the Flathead County Agency on Aging and Eagle Transit.

“We’d have to go out of business ... We’d have to pull out all the shelters.” Gary Walrack, owner of Chandler Communications said.

“These shelters benefit all of us. Bus patrons can get out of the wind and the storm, put down their bags and sit a spell, and keep their small children safe.” Mary Sheehy Moe (D) state senator representing Senate District 12.
NEW AT MDT OAC

- Transit Advertising
  Re-addressed in 2017

Transit Advertising
NEW AT MDT OAC

Transit Advertising
STATE COMPROMISES ON BUS-SHELTER ADVERTISING RULES

January 08, 2018 Daily Inter Lake

“Ultimately, it’s a decent compromise,” said Lisa Sheppard, director of Flathead County Agency on Aging and Eagle Transit

“It will cost the county only a minuscule amount of money to handle the paperwork of the advertising permit applications ... and it’s a great support service for transit passengers”
Bull Elk
Wolf
Young Moose
Grizzly Bear
Big Horn Sheep
MONTANA WILDLIFE

Sand Hill Crane (and babies)
THINKING OF VISITING?

February 28, 2018
HOW ABOUT SUMMER?
SERIOUSLY, WE’D LOVE TO HAVE YOU!

Going to the Sun Road - Glacier National Park
Constructed 1921-1932
Outdoor Advertising and The Aerotropolis
December 7, 2016

Welcome Sign Cost Recovery Agreement
NEW WELCOME SIGN

- Creates an exciting new visual experience and gateway to DEN, unlike anything at American airports today
- Creates a unique first impression of our airport, city, state and region for millions of visitors
- Allows us to showcase the best we have to offer!
BACKGROUND

• Executed Memorandum of Understanding between City and County of Denver, Panasonic Enterprise Solution, (PESCO) Inc., L.C. Fulenwider, and DEN dated December 12, 2014

• MOU provided, among other things, that the City and DEN commit to find opportunities to showcase PESCO technology at Peña Station Next Transit-Oriented Development (TOD) and possibly along Peña Blvd
DENVER ZONING CODE TEXT AMENDMENT

- Peña Station Next design overlay and DEN signage, sponsored by Community Planning and Development and DEN adopted by City Council on June 20, 2016
- Text amendment clarified the Manager of Aviation’s authority to regulate signs in the DEN zone district, enabling new iconic signage on airport property east of E-470
- Text amendment also established a new design overlay (DO-6) to enable innovative signage and illumination in the 61st & Peña TOD
INNOVATIVE PARTNER AGREEMENT

- 2015 RFP sought proposals from qualified consultants for on-call work to develop innovative technology concepts for airport development
- Three on-call proposals, including PESCO, were awarded innovative strategic partner contracts
- Business Development Committee and City Council approved these agreements in February 2016
- PESCO proposed the digital welcome sign showcasing its technology
- The airport accepted PESCO’s proposal and proceeded with negotiations on public-private partnership to recover any costs incurred
TERMS OF THE AGREEMENT

- DEN contribution $7,000,000
- PESCO contribution $4,500,000
- DEN shall recover its investment over the 16-year term of the agreement through monthly payments from PESCO in the amounts equal to 42.72% of gross revenues
- In year 8, PESCO will invest a minimum of $450,000 for refurbishment of the sign
- DEN is responsible for electricity costs and snow removal only
- PESCO is responsible for all other maintenance
SIGN CONTENT

- Serve as iconic entrance structure to welcome passengers
- Allows for public announcement, public emergency warning messages and advertising to recover each party’s contribution
- DEN advertising guidelines will prohibit political, religious, and controversial content
CONCEPTUAL VIEW OF THE PROJECT

- Construction begins Q1 2017 and should be complete in Q3 in 2017
December 19, 2016

RESOLUTION NO. CR 16-1228

A resolution approving a proposed Agreement with the City and County of Denver and Panasonic Enterprise Solutions Company (PESCO) concerning design and construction funding for the “Welcome Sign” at Denver International Airport.
Denver Post Headline:
New DIA agreements call for massive $11.5M lighted “welcome sign,” big parking and shuttle deals, aerotropolis promotion

December 19, 2016
Will proposed DIA sign follow federal law on outdoor advertising?

December 28, 2016
What was CDOT to do?
Rule 1.9

“Control Area” means the area within 660 feet of the nearest edge of the State Highway right-of-way where an Advertising Device is Visible from the Main Traveled Way, and areas outside of Urban Areas that are more than 660 feet of the nearest edge of such right-of-way where an Advertising Device is Visible from the Main Traveled Way of the system, and erected with the purpose of its message being read from the Main Traveled Way.

Rule 1.10

“Controlled Route” means any route on the National Highway System, which includes the interstate system, State Highways, and any route on the former federal-aid primary system in existence on June 1, 1991.

Rule 1.14

“Main Traveled Way” means the traveled way of a highway on which through traffic is carried. In the case of a divided highway, the traveled way of each of the separate roadways for traffic in opposite directions is a main traveled way. It does not include such facilities as frontage roads, turning roadways, or parking areas. [23 C.F.R. 750.703(h)]

Rule 1.30

“State Highway” shall have the same meaning as defined in § 43-2-101, C.R.S. and shall include freeways for purposes of these Rules.

Rule 1.32

“Visible” means capable of being seen (whether or not legible) without visual aid by a person of normal visual acuity. [23 C.F.R. 750.153 (j)]
Summer 2017

NHS Inventory of Off-System Routes
This obscure federal rule is not good for DIA’s fancy new welcome sign

September 20, 2017
Joshua Laipply, PE
Chief Engineer
Colorado Department of Transportation
4201 E. Arkansas
Denver, CO 80222

Subject: Removal of a portion of Pena Boulevard from the National Highway System

Dear Mr. Laipply:

We are writing in response to your request dated October 30, 2017 to withdraw the National Highway System (NHS) designation from Pena Boulevard east of E-470 to the Denver International Airport Terminal. From your request, it is our understanding that CDOT, Denver, and DRCOG do not consider Pena Boulevard east of E-470 as a NHS connector to the airport because this portion of Pena Boulevard is located within the airport and functions as an internal airport road that services various sections of the airport. We also interpret your request to say the NHS designation is not consistent with the future vision for further development of the airport. Although not explicitly stated in the request, we are assuming the remainder of Pena Boulevard (west of E-470 connecting to I-70) and E-470 are to retain their NHS designations.

Before we proceed with processing the subject request we would like confirmation from CDOT and Denver that they understand that the removal of Pena Boulevard from the NHS does not automatically allow off-premise advertising on the digital display boards previously constructed between E-470 and the RTD transit line. These signs fall within the control area for E-470 and thus outdoor advertising requirements and permitting is required.

Sincerely,

John M. Cater, P.E.
Division Administrator

By: Alicia Nolan
Assistant Division Administrator
CBS 4 Denver
Approval Given for Advertising on DIA Welcome Sign

December 28, 2017
GOT QUESTIONS?

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2018 CRUO Conference, Baltimore