

# Strategic Plan for the Committee on Right of Way, Utilities, and Outdoor Advertising Control

As approved by the Strategic Management Committee, September 22, 2018

## Goal 1: To be the source of information and best practices for member states on Right of Way/Real Estate, Utilities, and Outdoor Advertising Control

*The Committee on Right of Way, Utilities, and Outdoor Advertising Control (CRUO) shall provide a forum for collaboration among the member departments for the exchange of information, experience, innovation, and best practices to improve the quality and efficiency of right-of-way, utility, and outdoor advertising control operating practices.*

1.1 *Develop an annual conference that meets the national needs, budget, and timeline of the committee*

*The annual conference serves as an important opportunity for peer exchange amongst state members as well as industry partners.*

Implementation Actions:

- *Annually develop an agenda of concurrently running sessions that blend presentations, panel discussions, showcasing of local projects, and training opportunities.*
- *Provide a forum for professional development and innovative solutions to challenges in the workforce.*

1.2 *Maximize the participation of the member states for the disciplines within the committee.*

*Highlight the benefits for state practitioners to leverage the opportunities provided by the annual conference and establish a nationwide professional network.*

Implementation Actions:

- *Committee Chair will conduct outreach annually to director level and above within state departments to inform them of the value and significance of membership attendance.*
- *Ensure technical subcommittee leadership and members are available and engaged.*

1.3 *Publish the proceedings of the conference.*

*Provide an accurate and true accounting of the information shared at the conference for public consumption.*

Implementation Actions:

- *Collect and post all presentations (that do not contain confidential information) to the CRUO website at the conclusion of the annual meeting.*
- *Post any pertinent meeting minutes and action items either to the CRUO annual meeting web page or to the relevant technical subcommittee page.*

## **Goal 2: Work through the committee to organize and direct the activities of the Technical Subcommittees within the individual discipline areas (Right of Way/Utilities/Outdoor Advertising Control)**

*The committee shall review and recommend changes to laws, rules, regulations, and procedures pertaining to public acquisition and management of real property for transportation related purposes; the placement of utilities on highway rights-of-way; and the effective regulatory control of outdoor advertising in accordance with the provisions of the Federal Highway Beautification Act*

### 2.1 Develop and champion research for CRUO

*The CRUO develops, supports and champions research to advance the state of practice in right of way, utilizes, and outdoor advertising for technical subcommittees and member departments in conjunction with key stakeholders such as the Transportation Research Board (TRB) and Federal Highway Administration (FHWA).*

Implementation Actions:

- *Develop and submit research problem statements throughout the year to NCHRP.*
- *Work with TRB committees to advance research statements for funding through NCHRP.*

### 2.2 Provide input, comments, and expertise regarding Federal Laws, Rules, and Guidance Documents

*The members of CRUO serve as the experts within their departments to serve on behalf of, and in the best interest of, the residents of their state.*

Implementation Actions:

- *Review and comment on f proposed federal laws, regulations or policies.*
- *Develop and maintain current, relevant guides for best practices/communities of practice amongst state and industry practitioners.*

*Current Guides:*

- *Guidance on Sharing Freeway and Highway Rights-of-Way for Telecommunications*
- *Guide for Accommodating Utilities within Highway Right-of-Way*
- *Policy on the Accommodation of Utilities Within Freeway Right-of-Way*

### **Goal 3: Facilitate communications within AASHTO Committee Structure as well as external partners.**

*The CRUO will actively collaborate and communicate on practices, guidance documents, and policy matters of mutual interest with technical partners, organizations and stakeholders including but not limited to: AASHTO Committees and Councils, TRB, FHWA, CRUO technical subcommittees, Academia, and IRWA.*

3.1 Stay current with and address issues faced nationally or on the state/city/municipality level.

Implementation Actions:

- *Have committee leadership attend external meetings such as the TRB or IRWA Annual Meetings and report back to the CRUO membership.*
- *Collaborate with other AASHTO Committees to resolve or report on matters of importance requested from the AASHTO strategic and oversight councils.*

3.2 Ensure clear communication between committees as well as with AASHTO leadership.

Implementation Actions:

- *Develop annual action plans and accomplishments reports to highlight the work accomplished and tasks ahead for the committee.*
- *Ensure a transparent structure and operations guide/process in place for communication and knowledge transfer.*