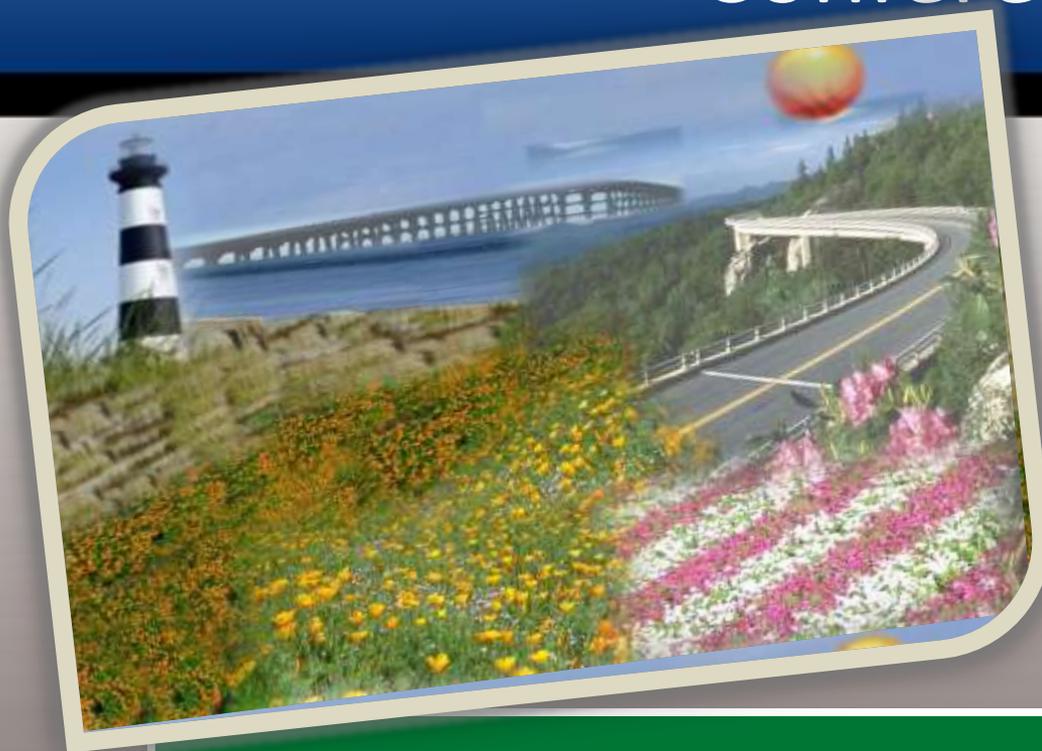


2014 National Safety Rest Area Conference



FHWA-NC Division

Brad Hibbs, PE

October 1, 2014



FHWA Policy & Guidance

- **MAP-21, Section 1539: “Rest Areas” (July 6, 2012)**
- **2009 MUTCD, Chapter 2H “Acknowledgement Signs”**
- **FHWA Order 5160.1A: “Policy on Sponsorship Acknowledgment and Agreements within the Highway Right-of-Way”**



Policy Background

- **FHWA Memorandum (April 27, 2001): “Adopt-a-Highway Signs – Interpretation”**
- **FHWA Memorandum (November 9, 2001): The FHWA **rescinds** the previous Adopt-a-Highway guidance**
- **FHWA Memorandum (April 23, 2008): “Freeway Safety Service/Motorist Assistance Patrol Sponsorship Programs”**



Policy Background

- **2009 Update to the Manual on Uniform Traffic Control Devices**
- **FHWA Memorandum (July 8, 2011): “Rest Area Sponsorship Policy Interpretation” **Cancelled****
- **MAP-21 (Moving Ahead for Progress in the 21st Century Act), July 6, 2012**
- **FHWA Order 5160.1 (March 13, 2012), replaced by FHWA Order 5160.1A (April 7, 2014)**



Policy Requirements

- **MAP-21 “Limited Commercial Activities”**
- **Advertisements and media displays limited to within a building**
- **Over the Counter Sales:**
 - Items to promote tourism
 - Tickets to attraction events within the State
 - Travel related information
 - Lottery ticket
- **Private Operators**
- **Use of Revenues**



FHWA Order 5160.1A

- Types of Services
- Acknowledgement Options
- Acknowledgement, NOT Advertisement
- Sponsorship Agreements and Use of Funds
- The FHWA Recommends that State and/or Local Transportation Agencies Develop a Sponsorship Policy
- Sponsorship Sign Design Must Conform to the 2014 FHWA Directive and to the 2009 MUTCD



Dos and Don'ts Acknowledgement Signs

- 1. Horizontal Orientation**
- 2. The Sponsor Logo 1/3 Total Sign Area or 8 square feet (which ever is less)**
- 3. No Lights or Animation on the Sign**
- 4. Cannot Distract Drivers**
- 5. One Sign Per Rest Area Approach**



New provisions for the design and use of acknowledgement signs



Logo area exceeds $\frac{1}{3}$ sign area



Sign in vicinity of decision point



Additional Resources

- **FHWA MAP-21 Web Site Miscellaneous Q&A**
- **FAQ on the FHWA Order 5160.1A found in the MUTCD**
- **FHWA Office of Operations e-mail dated August 3, 2014**
- **FHWA Office of Operations e-mail dated August 27, 2014**



The End

Questions?

