

**Division of Research, Innovation and System Information
CALL FOR SUBMISSIONS 2024**

Question and Response

Task 4461 - Impact of Outdoor Advertising Displays along the State Highway System on Traffic Safety

Questions:

1. Besides driver distraction, are there any other risks that need to be considered as they relate to the impact of displays on the safety of the SHS users?
 - a. Keep as broad as possible and cast a wide net.
2. Could you elaborate on and give some examples as to what is intended by the "visual impacts on the surrounding communities"?
 - a. For example, light pollution resulting from digital billboards.
 - b. Another example is it equitable in both in low income and other demographic areas/targeted in certain areas?
 - c. How does the billboard presence align with aesthetic priorities of public desire/local communities?
3. What is the expected duration of the project?
 - a. This should be a short turn around project. 18 months or less.
4. If no expected duration of the project can be provided, can you provide a range of project duration that would be appropriate for this project?
 - a. See answer to number 3.
5. Can Caltrans provide any information about an available budget or range of budget for this project?
 - a. We expect the research team to propose a budget based on the work needed to address the Initial Scope of Work
6. What is the anticipated start date for this project?
 - a. The hope is the contact can be executed by January 1, 2025. This will depend on the internal Caltrans contract process and deadlines.
7. What are expected interim deliverables for this project, other than a draft research report?
 - a. Survey of other various State and other local transportation agencies
 - b. Include international research findings as well.
8. How much time should we include in the project for the review of the interim and final deliverables by Caltrans/DRISI?
 - a. One month for each of those items to include review and feedback by Caltrans staff. This can be done in parallel of the other tasks in project schedule.

9. Would Caltrans be interested in a website of laws, rules and regulations related to the subject matter, created by the research team as part of this project?
 - a. That is not necessary. However, would be valuable information to be included in the report as an appendix.

10. What data is available from Caltrans regarding advertising signs?
 - a. Caltrans can provide general information about billboards, various state regulations, locations, etc. Information can be found on our website here:
 - i. <https://dot.ca.gov/programs/traffic-operations/oda>
 - ii. https://tableau-public.dot.ca.gov/t/TrafficOperations/views/ODAPermits-PublicFacing/Dashboard1?showAppBanner=false&:display_count=n&:showVizHome=n&:origin=viz_share_link&:isGuestRedirectFromVizportal=y&:embed=y
 - b. More detailed information can be provided on a case by case basis to the contract winner.

11. Can a U.S. public research institution outside of California respond to the call for submission as the project lead?
 - a. [Per the CFS page 1](#): "The Division of Research, Innovation & System Information (DRISI) of the California Department of Transportation (Caltrans) is requesting research proposals from public research institutions: public colleges, universities, and government agencies". Yes, we will accept proposals from research institutions outside of California.