

 <b>PA TURNPIKE COMMISSION POLICY</b> <i>This is a statement of official Pennsylvania Turnpike Policy</i>		<b>NUMBER:</b> 9.03  <b>APPROVAL DATE:</b> 05-07-2024  <b>EFFECTIVE DATE:</b> 05-22-2024  <b>REVISED DATE:</b> 00-00-0000
<b>POLICY SUBJECT:</b>  <b>Sponsorship, Acknowledgement and Specific Services and Logo</b>	<b>RESPONSIBLE DEPARTMENT:</b>  <b>Property Management, Traffic Engineering and Operations &amp; Communications and Customer Experience</b>	

## PURPOSE:

Sponsorships, acknowledgement and specific service or logo programs (Programs) are a proven means to enhance customer service and secure new non-toll revenue to offset the cost of building, operating and maintaining key Pennsylvania Turnpike Commission (Commission) transportation facilities and services. To that end, the following Programs standards (Standards) have been adopted by the Pennsylvania Turnpike Commission. These Standards shall apply to all Commission Programs to establish uniform, objective standards for the display of sponsorship, acknowledgement and specific service or logo signs on various facilities, equipment and other Commission assets. By establishing these Standards, the Commission intends to achieve and advance the following objectives:

- (a) Ensure that the Programs meet the requirements/restrictions of FHWA Sponsorship policy;
- (b) Establish administrative and organizational controls that apply to Sponsorship Agreements; and
- (c) Maximize revenues generated by the Programs to support and enhance:
  - (i) programs and services provided to customers;
  - (ii) operating costs;
  - (iii) transportation convenience and safety; and
  - (iv) existing and/or new programs to augment traffic, road and traveler information.
- (d) Ensure that the Programs Acknowledgement Signs, Plaques, Specific Service and Logo Signs conform with applicable federal and state laws, regulations, and policies.

The Commission reserves the right at any time to modify or revoke any or all of these Standards as it deems prudent or necessary.

## **SCOPE:**

### **Sponsorship Program**

(a) These Standards shall apply to Sponsorship Agreements (ie. Highway Service Patrol, Sponsor A Highway, and Service Plaza Acknowledgments), and the Programs shall be used solely for the purpose of building, operating and maintaining key Commission facilities and services.

(b) These Standards shall govern the placement of Signs on the Commission's equipment, signage, and facilities (including, but not limited to, structures, vehicles, roadway signs, and other personal property) in accordance with the requirements/restrictions of the FHWA Sponsorship Policy. Such equipment, signage and facilities are non-public forums. By adoption of these Standards, the Commission does not intend to create a public forum in any equipment, signage, and/or facility or designate any equipment, signage, and facilities as a public forum.

(c) Because Advertising Signs are prohibited, the Commission recognizes a distinction between signage intended as advertising and signage intended as a sponsorship or acknowledgement.

## **GENERAL POLICY:**

### **Permitted Sponsorship**

(a) Acknowledgement signs shall meet contemporary community standards and be approved by the Commission.

(b) Only name and trademark/service mark logos shall be permitted.

(c) The Commission in its sole discretion shall have the right to prohibit and/or terminate any participation in the Programs.

### **Prohibited Sponsorship**

Acknowledgment Signs shall only display the name and/or official trademark/service mark logo of the sponsoring entity. Representations of products or services of the sponsor shall not be displayed. Representations of personalities, mascots or similar characters that might be identified with a sponsor also shall not be displayed.

Sponsorships for the following products and services are ineligible for the Programs:

1. Tobacco products.
2. Alcohol.
3. Gambling.;
4. Firearms.
5. Adult entertainment or establishments.
6. Other products or services that are inconsistent with the Commission's governmental functions.

## **Sponsorship, Acknowledgement, and Specific Service or Logo Disclaimer**

The Commission does not endorse or make any representations, explicit or otherwise, concerning any sponsor participating in the Programs.

### **DEFINITIONS:**

The following definitions are included in current versions (or equivalents) of *FHWA Order 5160.1A*, the *Manual on Uniform Traffic Control Devices for Streets and Highways* (MUTCD), and the Commission's Publications (including without limitation Publications 46, 111, 212 (relating to Traffic Engineering and Official Traffic Control Devices)).

(a) **Acknowledgment Plaques.** Plaques that are intended only to inform the traveling public that a highway-related service, product or monetary contribution has been sponsored by a person, firm or entity. Acknowledgement plaques are installed only in the same assembly below the primary sign that provides the road user specific information on accessing the service being sponsored. Consistent with the MUTCD, a plaque legend is displayed on a separate substrate from that of the sign below which it is mounted.

(b) **Acknowledgment Signs.** Signs that are intended only to inform the traveling public that a highway-related service, product or monetary contribution has been sponsored by a person, firm, agency or entity. Acknowledgement signs are installed only as independent sign assemblies.

(c) **Advertisements/Advertising Signs.** Signs or other devices that promote commercial products or services through slogans and information on where to obtain the products and services or other means.

(d) **Highway.** Any street or roadway that is open to public travel and the responsibility of the Pennsylvania Turnpike Commission.

(e) **Interstate.** A freeway (divided highway with full control of access) on the Dwight D. Eisenhower System of Interstate and Defense Highways, as evidenced by an Interstate Route sign and the responsibility of the Pennsylvania Turnpike Commission.

(f) **MUTCD.** The Manual on Uniform Traffic Control Devices for Streets and Highways. Approved by FHWA as the national standard for the placement and standardization of all traffic control devices placed on any street, highway, bikeway, or private road open to public travel.

(g) **Specific Service or Logo Signs.** Guide signs that provide road users with business identification and directional information for services and for eligible attractions. Eligible service categories shall be limited to gas, food, lodging, camping, attractions, and 24-hour pharmacies.

(h) **Sponsorship Program.** A program that allows a person, a firm or an entity to sponsor an element of a public agency's highway operation through the provision of highway-related services, products or monetary contributions.

(i) **Sponsorship Agreement.** An agreement between a recipient agency and a sponsoring organization to be acknowledged for a highway-related service, product or monetary contribution provided. All Sponsorship Agreements involving Interstate highway systems shall be approved by the

FHWA Division Administrator to ensure compliance with the FHWA Sponsorship Policy and federal laws.

## **PROCEDURES:**

### **Administrative Monitoring and Control**

The Property Management Administrator shall be responsible for the administration of the Programs in a manner consistent with these Standards. The Property Management Administrator in coordination with the Traffic Engineering and Operations, Maintenance and Communication and Customer Experience Departments shall be responsible for reviewing and approving all participation in the Programs including, but not limited to, approval of signs and placement.

### **Conforming to Federal and State Laws and Regulations**

All Signs shall be in conformity with all federal and state laws, rules and regulations governing or related to the operation of highways and other transportation facilities or programs under the control and jurisdiction of the Commission. Signs, placement, maintenance, and removal shall be governed by, and require strict compliance with the current versions (or equivalents) of MUTCD, Pennsylvania Department of Transportation regulations at 67 Pa. Code § 212, 46, and 111, the Standard Highway Signs and Markings Book and FHWA Order 5160.1A, *Policy on Sponsorship Acknowledgement and Agreements within the Public Right-of-Way*, issued on April 7, 2014.

### **Funding**

If federal funds were used for the construction of the Commission's roadway or facilities for which sponsored services are conducted or provided, revenue or any funds generated (including monetary contributions) from the Programs shall be used for highway purposes.

If federal funds were not used for the construction of the Commission's roadway or facilities for which sponsored services are conducted or provided, revenue or any funds generated (including monetary contributions) from the Programs shall be used for Commission determined purposes in accordance with these Standards.

*This Policy Letter supersedes all previous Policy Letters on this subject.*