

### 6.1.3

#### A Gem For Roadside Control

##### **Presenter**

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This project was to develop a statewide custom solution for managing Outdoor advertising signs and roadside right-of-way violations including payment workflows. The challenge was to ensure outdoor advertising signs were conforming to state/federal mandates including the regulations associated with placement and proximity to each other and the right-of-way. Delasoft leveraged Mobile GPS and ARCGIS Web technologies to accurately measure geographic coordinates of the signs during the inspection process. These coordinates were plotted over the State roadway maps and using ArcGIS Server technology was able to provide the stakeholders with the desired information to ensure conformity. In addition the system was designed to track Right-of-way violations and allows end users to perform analysis to find the hotspots of sign violations and track repeat offenders. The system is currently under pilot use and any findings or results will be published when they are available. We have found that most State Departments of Transportations can leverage GIS technologies to track outdoor advertising that gives them better control and reporting capabilities. Some of the early challenges faced included issues with inconsistent legacy data, Conflicting requirements or workflows between state counties.

##### **Bio(s):**

With over 7 years of experience in IT Madduri Raghunath (Raghu) has played the role of lead application architect and programmer for various software products and services. He has a bachelor's degree in CS from UT Austin.

Pavan has over 11 years of experience in IT Industry and has been a key player in various project management roles. He has worked with several Fortune 500 corps and help setup effective QA processes. Pavan Holds a Bachelors in CS From Rutgers University.