



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2025.** Please include this submission form as the first page of your electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

### PROGRAM INFORMATION

County: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Category: \_\_\_\_\_

### CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

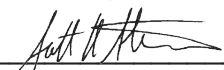
Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_  




James City County  
Virginia Association of Counties (VACo)  
Achievement Awards 2025 Submission  
**Street Name Signage Replacement Program**

Submitted to  
Virginia Association of Counties (VACo)  
Achievement Awards  
[gharter@vaco.org](mailto:gharter@vaco.org)  
Attn: Gage Harter, VACo Director of Communications

James City County General Services Department  
107 Tewing Road  
Williamsburg, VA 23188-2639

June 30, 2025

## **Executive Summary | James City County Street Name Signage Replacement Program**

In 2023, James City County launched the Street Name Signage Replacement Program (Program) in response to upcoming federal standards in the 11th Edition of the Manual on Uniform Traffic Control Devices (MUTCD), that was formally adopted in January 2024. Led by the Department of General Services, the Program ensures local compliance with national signage regulations while improving public safety and infrastructure reliability.

The initiative began with a comprehensive inspection of 398 roadway street name signs, guided by a detailed checklist assessing placement, visibility, structural integrity, reflectivity, and obstruction. To streamline fieldwork and data management, the County's GIS Division developed a custom mobile application using ESRI's ArcGIS Field Maps. This tool allows real-time data capture, mapping, and status updates from the field. Key features include color-coded indicators for sign condition, jurisdictional road distinctions, and mobile functionality for efficient crew operations.

Interdepartmental collaboration played a critical role, with contributions from Grounds Maintenance, Information Technology, and GIS staff. The Program enables faster response to resident and HOA concerns, strengthening public trust and service quality.

James City County's Street Name Signage Replacement Program is a model of proactive governance, combining regulatory compliance with innovation and teamwork to ensure safer roadways for everyone traversing James City County.

In 2023, James City County launched the Street Name Signage Replacement Program (Program) in direct response to newly established mandates outlined in the *Manual on Uniform Traffic Control Devices* (MUTCD). The 11th Edition of the MUTCD, adopted by the Federal Highway Administration on January 18, 2024, introduced updated national standards for traffic control devices, including road signage. The Program was developed and implemented under the leadership of the Department of General Services within James City County. It represents a proactive and collaborative approach to infrastructure compliance and public safety, aligning local operations with federal regulations.

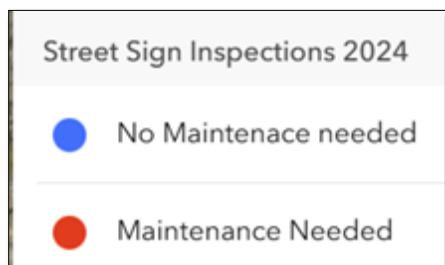
The Program began with a comprehensive inspection of 398 roadway street name signs across the County. A structured checklist was developed to assess each sign's compliance with MUTCD standards, focusing on factors such as placement accuracy, physical integrity, visibility, and legibility. Specific criteria included:

- Correct placement and visibility (day and night)
- Damage, vandalism, or missing signage
- Structural soundness of sign poles
- Reflectivity and finish condition
- Obstruction from vegetation
- Compliance with MUTCD 11th Edition standards

To efficiently manage inspections and maintenance, the Geographical Information Systems (GIS) Division developed a custom web-based GIS application. Built using ESRI's ArcGIS Field Maps

platform, this tool allows real-time tracking, status updates, and reporting of sign conditions. The application allows workers to perform data capture and editing on assets in the field in real-time.

Key features of the GIS application include:

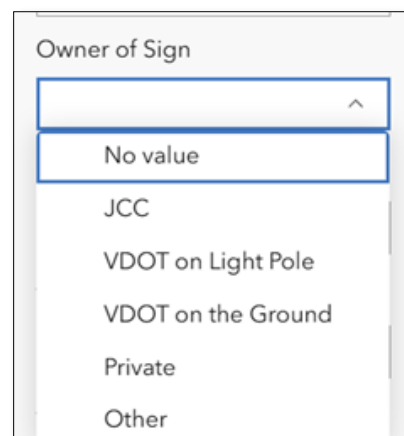


Street Sign Inspections 2024

- No Maintenance needed
- Maintenance Needed

- Color-coded mapping: Red points indicate signs needing inspection or repair; blue points confirm no issues. Once a red point has had the maintenance performed the indicator on the map displays as a red point with a “X.”

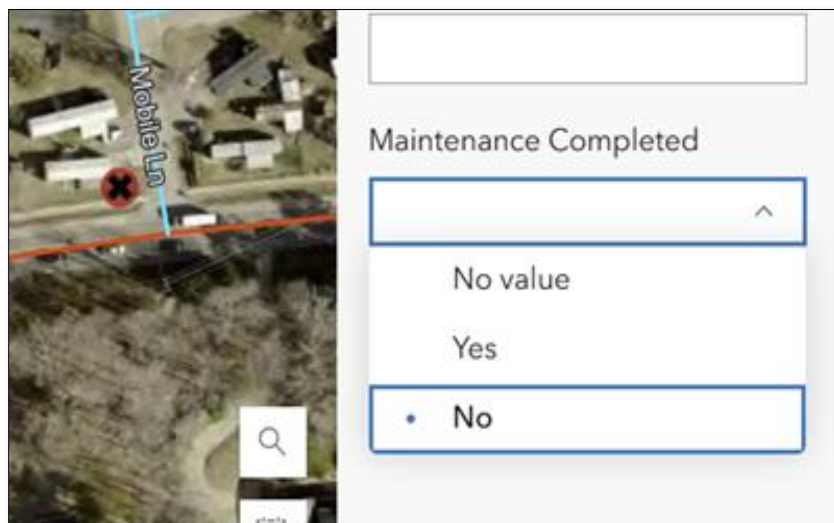
- VDOT/private road differentiation: Streets are color-coded to quickly identify maintenance jurisdiction.
- Mobile field functionality: Road crews use mobile devices to locate signs, conduct visual inspections, and update sign condition status on-site.



Owner of Sign

- No value
- JCC
- VDOT on Light Pole
- VDOT on the Ground
- Private
- Other

This technology has streamlined data collection and decision-making, enabling road crews to respond quickly and efficiently to both scheduled inspections and resident-generated service requests.



Mobile Ln

Maintenance Completed

- No value
- Yes
- No

What has been a big benefit is the community impact from the interdepartmental collaboration of the Program to not only ensure compliance with MUTCD regulations but also strengthen the public’s trust

by fixing areas where safety was a concern. The Grounds Maintenance Division routinely responds to requests from residents and homeowners' associations, replacing outdated or damaged street name signs along secondary roadways. The app empowers crews with accurate location data and maintenance history, significantly improving response time and service quality. The success of this initiative stems from effective collaboration between the General Services Department and the Grounds Maintenance Division, Information Technology Department and the GIS Division, along with maintenance teams who provided continuous feedback. This cross-departmental effort exemplifies James City County's commitment to innovation, operational excellence, and improving the quality of life for its citizens.

The Street Name Signage Replacement Program is a model of forward-thinking governance, combining federal compliance, local innovation, and public service. By integrating modern GIS technology and interdepartmental collaboration with a continuous feedback loop, James City County has not only ensured that street name signage meets MUTCD safety standards, but also that our roadways remain clear, safe, and navigable for all.