



Fall, 2017

Dear Scenic Kentucky Member or Friend,

As you are aware, Scenic Kentucky is concerned about many issues that impact the beauty of the Commonwealth of Kentucky.

One item at the top of the list is billboards. **Their only purpose is to grab your attention; accordingly, you are not keeping your eyes on the road.** This is specifically true of digital advertising signs (LED's). At night they will create blind spots. We are concerned with the adopted Kentucky Transportation Cabinet's (KYTC) revised Administrative Regulations which now allow for: 1) new sites for billboards along state highways; 2) the clearing of trees and vegetation along the roadway to better see the various billboards; and 3) the establishment of the very bright and frequent message change digital advertising signs or LED billboards (the latter deemed a safety issue along our highways). These are the changes that the billboard industry wanted and that we greatly oppose. These various changes have not been approved through the legislative process. Subsequent to the Cabinet's adoption of these Administrative Regulations, Scenic Kentucky has sued the KYTC. We are currently at an Appeals Court level over these changes.

Specific to safety, recent studies have shown that the increase in the number of digital advertising billboards raises safety concerns over their contribution to traffic crashes. A crash data analysis in Florida and Alabama revealed an increase of 25% and 29% respectively. Moreover, sideswipes and rear-end crashes were overrepresented in locations where these devices were erected. These findings must be taken into consideration when promulgating public policy.

We need your support in addressing and opposing these and other billboard concerns – both financially and cooperatively – i.e. willingness to call or write your local and state officials/legislators as needed. Scenic Kentucky has a General Membership category for those who wish to help in fighting billboards in Frankfort and possibly before your local city or county governments. In implementing this membership category, we are asking for your email address (which will not be shared), so that we can inform you of concerns that arise in Frankfort and elsewhere. We will use the email to invite you to an annual Scenic Kentucky membership meeting. For this or any other information on our activities, please check out our website at www.scenickentucky.org. Accordingly, please fill out the form below and include it with your much appreciated donation.

In closing, thank you for your interest and support.

Marlene M. Grissom
President

Please return to Scenic Kentucky

Name -----

Address -----

Email address -----

Phone -----