



South Carolina
Department of Transportation

September 6, 2007

Mr. W. Scott Shockley,
General Manager
~~Lamar Outdoor Advertising~~
1221 Atlas Road
Columbia, South Carolina 29209

Dear Mr. Shockley:

Thank you for your request of August 29, 2007, regarding safety concerns about the digital billboards in and around the Columbia area. We have evaluated crash history in the vicinity of three digital billboards recently installed on US 378 at Mineral Springs Road in Lexington County, I-77 northbound of SC 768 (Shop Road) in Richland County, and I-26 westbound west of St. Andrews Road in Lexington County. I have attached a copy of our findings for your information.

A comparison was made between the six-month period following installation of the digital billboards with the same timeframe from the prior year. Please note on safety related studies, it is our procedure to review crash history for three years before and three years after the event being studied. The three digital billboards have not been up long enough for us to formulate an official opinion, however, the attached study based on the period of review does not highlight a problem with the digital billboards. Also, as of August 28, 2007, the South Carolina Department of Transportation (SCDOT) has not received any complaints in regard to the digital billboards.

Research will be evaluated as it comes available concerning any safety issues related to digital billboards, but currently SCDOT has no opinion on this issue.

Sincerely,

Dipak M. Patel
Deputy State Highway Engineer

DMP:jb
Enclosure
cc: Tony L. Chapman, State Highway Engineer
John Hardee, Lamar Outdoor Advertising
File:SHE/DMP



US-378 @ Mineral Springs Road
Lexington County
(8/11/06-2/10/07) vs (8/11/05-2/11/06)

Year	type		Crashes	PERSONS INJURED	PERSONS KILLED
	INJURY	PROPERTY DAMAGE ONLY			
8/11/05 - 2/10/06	3	3	6	3	0
8/11/06 - 2/10/07	1	3	4	1	0
TOTAL	4	6	10	4	0

I-77 Northbound North of SC-768 (Shop Road)
 Richland County
 (11/16/06-5/15/07) vs (11/16/05-5/15/06)

Year	type		Crashes	PERSONS INJURED	PERSONS KILLED
	INJURY	PROPERTY DAMAGE ONLY			
11/16/05 - 5/15/06	2	4	6	2	0
11/16/06 - 5/15/07	0	3	3	0	0
TOTAL	2	7	9	2	0

I-26 Westbound West of St. Andrews Road
 Lexington County
 (11/16/06-5/15/07) vs (11/16/05-5/15/06)

Year	type		Crashes	PERSONS INJURED	PERSONS KILLED
	INJURY	PROPERTY DAMAGE ONLY			
11/16/05 - 5/15/06	10	20	30	19	0
11/16/06 - 5/15/07	3	23	26	6	0
TOTAL	13	43	56	25	0