



Virginia's Integrated Directional Sign Program (IDSP) (Program Overview)

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Integrated Directional Sign Program OVERVIEW

- **The purpose of the IDSP is provide Virginia motorist service businesses, attractions, tourist destinations, and other points of interest with a single point of contact for participation in the IDSP**
- **Virginia Logos was selected as the contractor for the IDSP in 2003**
- **Criteria for participating in the IDSP was initially approved by the CTB in 2004 with the last revision occurring in 2005**

Integrated Directional Sign Program OVERVIEW

- **The IDSP is administered by VDOT through its Central Office Traffic Engineering Division (TED)**
- **Authorization for the IDSP is established in the Code of Virginia (COV) § 33.1-12**

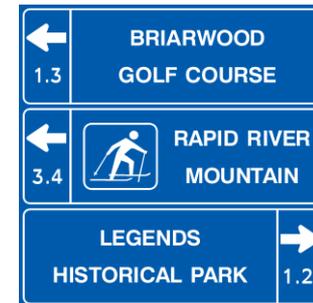
Integrated Directional Sign Program OVERVIEW

- There are four main signing programs included in the IDSP

Specific Travel Services Signs (Logo)



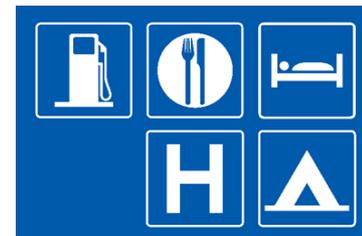
Tourist Oriented Directional Signs (TODS)



Supplemental Guide Signs (SGS)



General Motorist Service Signs (GMSS)



Integrated Directional Sign Program SUMMARY ON SIGNING

- **Specific Travel Services (Logo) Program**

- Directional Guidance to providers of Gas, Food, Lodging, Camping and Attractions destinations
- Participants pay an annual fee, covering one mainline logo and one ramp logo, based upon the Annual Average Daily Traffic volume (AADT) at their location
- Additional fees apply for any necessary Trailblazer sign plates, as well as Logo plate fabrication, maintenance or replacement



Integrated Directional Sign Program SUMMARY ON SIGNING

- **Specific Travel Services (Logo) Program**
 - The Contractor is responsible for all costs associated with:
 - ✓ Administration of the program
 - ✓ Communicating the program to potential participants
 - ✓ Installation and maintenance of the logo sign structures and background sign panels



Integrated Directional Sign Program SUMMARY ON SIGNING

- **Tourist Oriented Directional Signs (TODS)**
 - TODS provide roadway users with directional guidance to business, services, and other attractions along non-limited access routes and highways
 - TODS participants pay an application fee, as well as, an annual fee for each sign panel



Integrated Directional Sign Program SUMMARY ON SIGNING

- **Tourist Oriented Directional Signs (TODS)**
 - **The Contractor is responsible for all costs associated with:**
 - ✓ **Administration of the program**
 - ✓ **Communicating the program to potential participants**
 - ✓ **Installation and maintenance of the TODS structures and sign panels**



Integrated Directional Sign Program SUMMARY ON SIGNING

- **Supplemental Guide Signs (SGS)**

- In addition to “Major Guide Signs,” VDOT also allows the installation of official guide signs for cultural, historical, recreational and educational destinations categories



- The customer pays an application fee per sign for the Contractor to identify a location for the sign and prepare an estimate for fabrication and installation



- Upon approval from the customer and receipt of payment, the Contractor fabricates and installs the requested signs

Integrated Directional Sign Program SUMMARY ON SIGNING

- **Supplemental Guide Signs (SGS)**
 - **The customer is responsible for all costs for fabrication, installation and maintenance**
 - **The Contractor collects a fixed additional fee from the customer, based on the size of the sign, for any construction or maintenance necessary**



- **In addition, the Contractor collects an annual fee from all commercial businesses customers (No Annual fee for Government or non-profit customers)**

Integrated Directional Sign Program SUMMARY ON SIGNING

- **General Motorist Service Signs (GMSS)**
 - **GMSS use symbols to inform the motorist of the availability of services such as Gas, Food, Lodging, Camping or Hospitals**
 - **With the exception of Hospitals, GMSS are not installed where Logo or TODS are available**



Integrated Directional Sign Program SUMMARY ON SIGNING

- **General Motorist Service Signs (GMSS)**
 - The requesting facility pays an application fee to the Contractor per sign and is responsible for fabrication and installation costs
 - Thereafter VDOT is responsible for all costs associated with maintenance of the GMSS



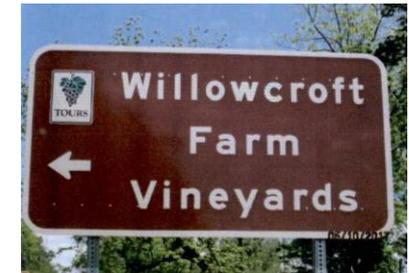
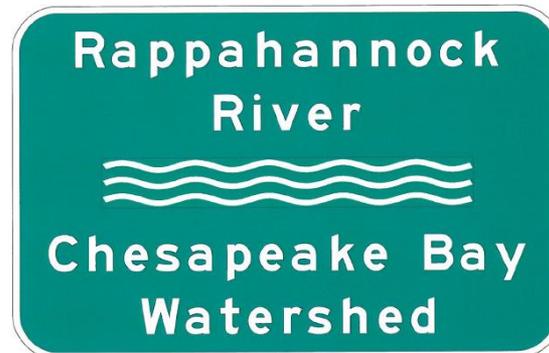
Integrated Directional Sign Program SUMMARY ON SIGNING

- **General Motorist Service Signs (GMSS)**
 - The IDSP is currently working on criteria that will also allow alternative fuel providers (E-85, EV, etc.) to obtain General Motorist Service Signs where Logo or TODS do not exist.



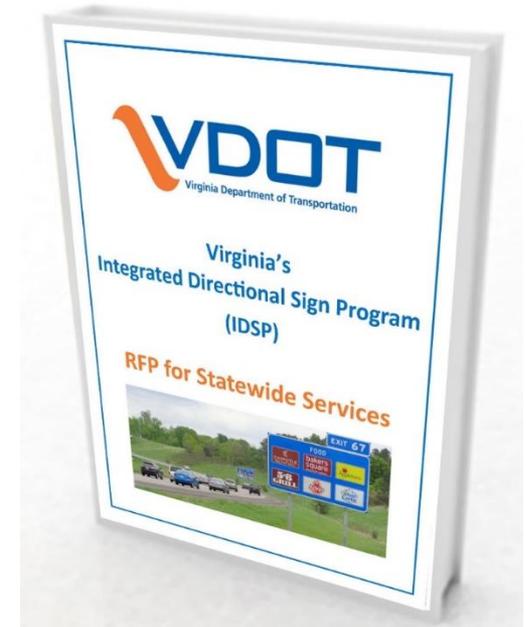
Integrated Directional Sign Program SUMMARY ON SIGNING

- A number of other Specialty Sign Programs also fall within the IDSP including:
 - Civil War Trails
 - Virginia Waterways Signs
 - State Scenic Rivers
 - Approved Auto Tours, such as “Wine Tours”



Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- The current contract with Virginia Logos expires on January 31, 2019
- An RFP was advertised in late February to establish a new statewide contract for which we are now considering two proposals from qualified Offerors.

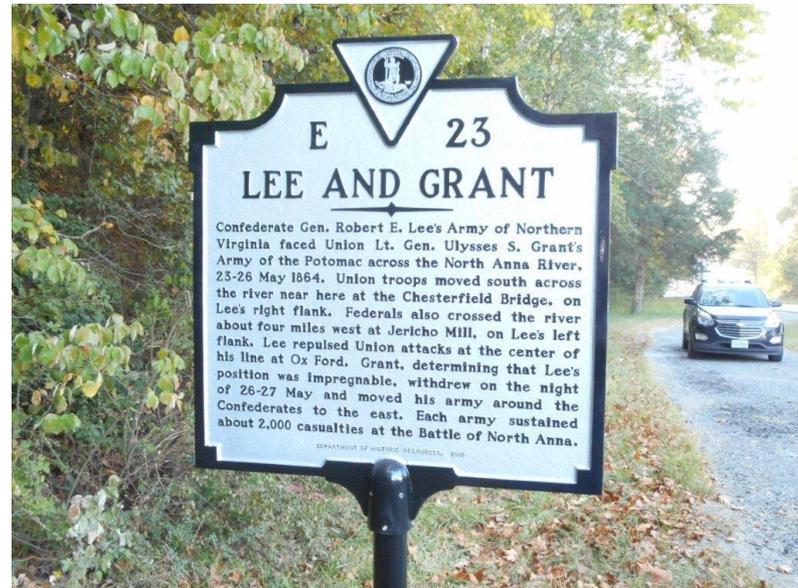
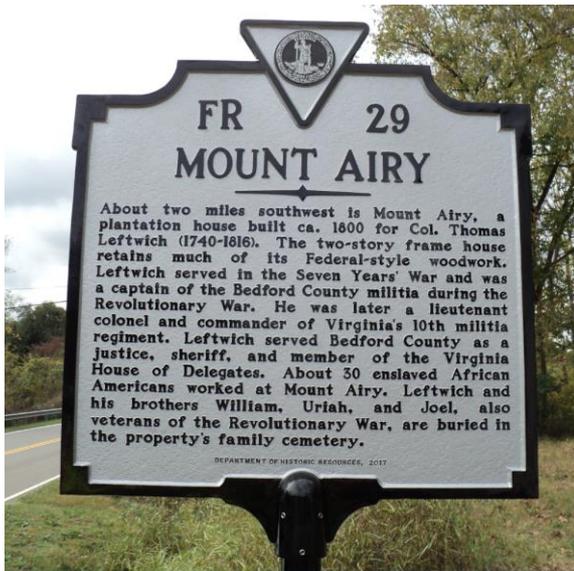


Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- **The proposed term of the new contract will be 8 years with two 5 year renewal periods for a total of 18 years if both renewal periods are enacted**
- **This contract is funded with the revenue generated by the fees collected from the various sign programs based upon CTB approved fees**
- **The revenue is collected by the contractor & then an agreed upon percent (%), as outlined in the contract, is paid to VDOT for IDSP program administration expenses**

Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- The new IDSP Contract will include the Historical Marker Program as directed by VDOT's Commissioner
- The IDSP Contractor will be performing the fieldwork for installation and maintenance and will coordinate with the Districts for marker locations and maintenance operations.



Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- The Historical Marker program includes approximately 1700 Markers on State Maintained Right-of-Way for which the next IDSP Contractor will be responsible



George Washington's Childhood Home

The Washington family moved to a plantation here in 1738 when George Washington was six years old. Along with his three brothers and a sister, young Washington spent most of his early life here, where, according to popular fable, he cut down his father's cherry tree and uttered the immortal words, "I cannot tell a lie." Photo Credit: David Alley,VSP

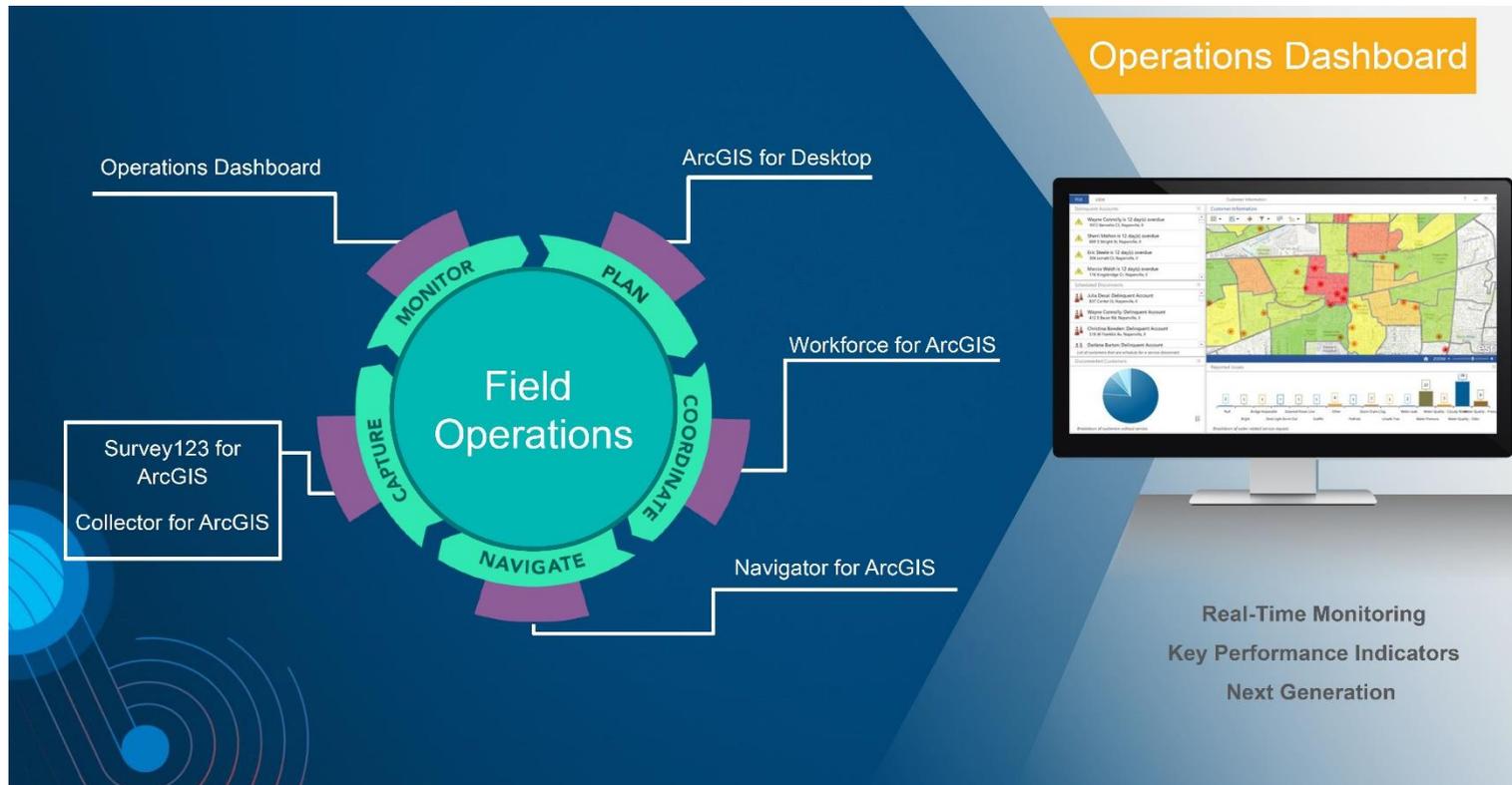
Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- One additional point of interest, there is a new design for the State Seal that will appear on all new Historical Markers.



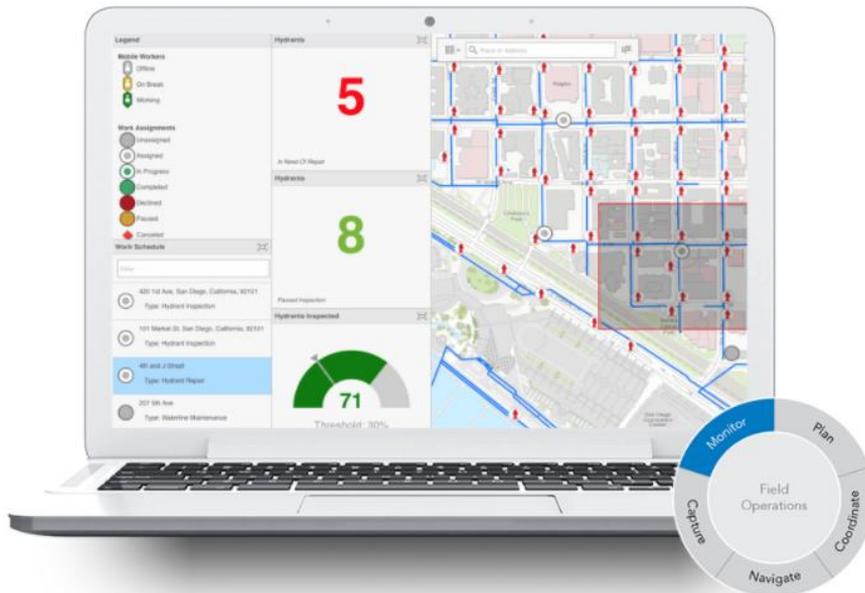
Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- The new contract will utilize the existing VDOT enterprise architecture / tools (or other approved system) for management of assets and operations, integrating program workflows, data collection, and reporting into a cohesive system compatible with VDOT's HMMS



Integrated Directional Sign Program RE-ADVERTISEMENT OF CONTRACT

- The IDSP Management System will allow for improved program reporting, record keeping, data collection and data management



- Increased program transparency with improved quality control and accountability



Virginia's Integrated Directional Sign Program (IDSP) QUESTIONS?

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