

The Integrated Directional Signing Program (IDSP) provides Virginia motorist service businesses, attractions, tourist destinations and other specific points of interest with a single contact for the purpose of having their logo/business identified on a road sign along the state maintained roadway to provide motorists with directional guidance & information about their location.

The current contract for the operation, installation, and maintenance of the statewide program was awarded to Virginia Logos, LLC in 2004, and it expires in January 2019. Services provided include:

- General administration including customer service and management of customer contracts
- Maintenance of existing IDSP signs & structures including inventory and condition assessments
- Design, fabrication, and installation of signs, structures, background panels and Logo plates
- Monthly, quarterly and annual financial and asset status reporting
- Enforcing the guidelines and approved participation criteria
- Providing program information and applications to interested participants
- Collection of associated fees and payment of a portion of the annual fees to VDOT on a quarterly basis

Four main types of signing programs are included in the IDSP: Specific Travel Services (Logo), Tourist-Oriented Directional Signs (TODS), Supplemental Guide Signs (SGS), and General Motorist Services Signs (GMSS).

Summary on Signing Programs within IDSP



Specific Travel Services (Logo) Program

Logo signs provide the motorist directional guidance to the providers of Gas, Food, Lodging, Camping, and Attractions destinations at interchanges along the Interstate System and other limited access roadways in Virginia. The Logo signs cover five service types: gas, food, lodging, camping, and attractions. The primary benefit of using Logo signs is that a motorist will know which specific brand or providers of services are accessible from an interchange prior to exiting the limited-access highway.



Tourist-Oriented Directional Signs (TODS)

TODS signs guide motorists to tourist-oriented businesses, services, and activity facilities (e.g., recreation areas) along rural primary and secondary highways that do not have limited access. TODS consists of individual rectangular panels containing the name of the participating facility in white lettering on a blue background, a generic pictograph or symbol, and any required directional information, such as a directional arrow and distance. A participating facility is eligible for the TODS program only if it derives a major portion of its income or visitation during the normal business season from road users not residing in the area of the participating facility. To qualify, a participating facility owner must self-certify that more than 50 percent of the number of visitors comes from more than 15 miles away.



Supplemental Guide Signs (SGS)

SGS signs guide motorists to specific cultural, recreational, historical, governmental, educational, military, and other sites of similar interest on limited access, primary, and secondary roadways. The SGS program excludes signs for cities, towns, villages, counties, regions, communities, named roads/streets, and transportation facilities (e.g., airports, marine ports, railroad stations, metro/mass-transit stations, bus stations, commuter lots). An interested

facility or establishment pays a one-time application fee for each new sign they request for the Contractor to identify a location for the sign and prepare an estimate for the costs to fabricate and install the sign. Upon approval from the customer and receipt of payment, the sign is fabricated and installed. The customer is responsible for all costs associated with the initial fabrication and installation of the sign, as well as, any maintenance costs associated with their sign. Commercial businesses participating in the SGS program pay an annual fee based on the size of their sign.



General Motorist Services Signs (GMSS)

General Motorist Services Signs use symbols to inform the motorists of the availability of services that fulfill the needs of the road user such as Gas, Food, Lodging, Camping, or Hospitals. With the exception of Hospital signs, GMSS are not installed where Logo or TODS signs could be installed for the same service. The requesting facility pays a one-time application fee per sign and, similar to the SGS program, is responsible for all fabrication and installation costs associated with the newly requested signs. VDOT is responsible for all costs associated with maintenance of the GMSS.

Estimated Inventory as of December 2017

Program	Structures	Logo Plates	Customers
Logo Mainline	1,701		3,370
High Volume	1,074	3,907	
Regular Volume	627	1,638	
Logo Ramp	1,767	5,272	
Logo Trailblazer	508		
High Volume	396	941	
Regular Volume	112	249	
Program	Structures	Panels	
TODS	751	1,000	715
SGS – Commercial	420	464	74
SGS – Non-Profit / Government	5,395	6,264	721
GMSS	1,259	1,474	573
Historical Marker *	1,700	1,700	N/A*

*New to IDSP with next contract; all requests go through Department of Historical Resources.

Re-advertisement of Contract

The current contract with Virginia Logos, LLC expires in January 2019. In an effort to provide a seamless transition to the signing customers, it is anticipated a new contract will be awarded approximately 4 months prior to this expiration to allow for start-up preparation and organizational efforts. As such, the advertisement of a new Request for Proposal is anticipated within February 2018.

More information on the IDSP can be found at: <http://www.virginiadot.org/programs/sign-default.asp>