



U.S. Department
of Transportation

**Federal Highway
Administration**

Memorandum

Subject: **INFORMATION**: Criteria for Site
Selection for Research

Date:

From: Gerald Solomon Esq.
Director, Office of Real Estate Services

In Reply Refer To:
HEPR

To: Division Administrators
Attn: Division Realty Professionals

The purpose of this memorandum is to provide the opportunity for divisions and their state partners to offer input into selection of sites for a research study in progress relating to commercial electronic variable messages (CEVMS) and driver attention. The scope of study includes evaluating their potential risk to safety and their role in congestion.

The research approach is anticipated to include contractors conducting a field experiment at two different study sites that will have a number of CEVMS displays, together with standard vinyl billboards and other objects of visual interest, along a single driving route of an hour or less in duration. Attached is the site criteria developed by Turner-Fairbank. A number of research participants will be recruited in the study area. Each research participant will drive in an FHWA instrument equipped test vehicle. Each participant will return for multiple drives under differing conditions, for example, day vs. night, heavy traffic vs. light traffic, freeways vs. arterials, etc. The instrumentation in the test vehicle is capable of measuring certain driver performance parameters as well as eye-glances of the participant drivers. The eye-tracker will permit the researchers to measure the frequency and duration of driver glances at such objects as the roadway ahead, CEVMS advertising displays, standard vinyl billboards, and selected objects.

In order to meet committed milestones, it is anticipated that the sites will be selected on or about the first of March 2009. To this end, it is requested that the division offices submit a suggestion for a site no later than February 13, 2009. The suggestion should include details of the proposed site and factors relating to achievement of the specified criteria. Aerial sketches, photographs and any additional information would be appropriate. Although it is not a prerequisite, any action by the States to provide additional funding, or in-kind services to the study should be noted.

It is anticipated that field studies will be initiated this summer and the results of the study compiled by the end of 2009. The FHWA will analyze these results to identify subsequent guidance, regulatory changes, or suggested legislative proposals to react to the findings of this report.

Your assistance to select the most optimal study sites is essential and appreciated.

Enc: Attachment