

Criteria for the Selection of Two Study Sites for the CEVMS Experiment

The planned experiment is designed to measure eye-glance behavior from a sample of drivers, as they look toward the roadway ahead, as well as toward various types of possible visual distracters, including commercial electronic variable message signs (CEVMS).

The study sites should:

- have freeway and arterial roadways,
- enable a single test driving route to include both types of roadways, and
- enable a single drive that takes less than one hour to complete both moderate and high traffic conditions.

The limited access freeway driving portion of the routes should contain at least:

- 2 CEVMS displays
- 2 standard vinyl billboards
- 2 other roadside objects (residential buildings, commercial buildings, etc.)
- 2 stretches of natural uniform visual background (trees, desert, uniform structures, etc.).

The arterial driving portion of the routes should contain at least:

- 2 CEVMS displays
- 2 standard vinyl billboards
- 2 other roadside objects (residential buildings, commercial buildings, etc.)
- 2 stretches of natural uniform visual background (trees, desert, uniform structures, etc.).

Desirable

- More examples of the CEVMS displays and standard vinyl billboards along each portion of the test routes.

Note: A site with an extremely high density of CEVMS displays and other billboards, like Times Square in New York City, or the Strip in Las Vegas, would not be desirable. Locations with high levels of controversy concerning CEVMS advertising would also not be desirable.