

VERMONT TRAVEL INFORMATION STUDY

AN EVALUATION OF THE STATEWIDE  
TRAVEL INFORMATION PROGRAM

PREPARED BY

VERMONT AGENCY OF TRANSPORTATION

PLANNING DIVISION

- In Cooperation With The -

Federal Highway Administration  
U. S. Department of Transportation

July 17, 1978

## SUMMARY

This evaluation of the statewide Travel Information Program in Vermont was undertaken by the Vermont Agency of Transportation, Planning Division in cooperation with the Federal Highway Administration. The purpose of the study was to evaluate the system of informational signs and map plazas which has replaced conventional billboard advertising in the State of Vermont. The Vermont State Legislature prohibited the continued use of billboard advertising and it became necessary that some alternate method for businesses to direct travelers be developed. The present informational system was developed in response by the Vermont Agency of Transportation and the Travel Information Council in the Agency of Development and Community Affairs.

A study of the travel information program in the Brattleboro, Vermont area was conducted in 1970-71 during the initial year of the program. One recommendation of that study was that a more detailed study be undertaken at a later date on a statewide basis. This study conducted from Spring 1977 through the Winter of 1978 was organized in response to that recommendation.

To evaluate the effectiveness of the program, self-administered questionnaires were sent to selected businesses throughout the state. These include both current participants in the program and former participants. In addition, self-administered questionnaires were sent to all chambers of commerce or similar community organizations. Self-administered questionnaires for travelers were distributed at participating businesses and

information plazas. Selected roadside interviews of travelers were also conducted seasonally by Agency of Transportation personnel.

The total distribution of the questionnaires by type, percent return of each type, and overall percent return was as follows:

<u>Questionnaire Type</u>	<u>Distribution</u>	<u>Returned</u>	<u>Percent Returned</u>
Business (Participant)	619	260	42.0
Business (Former Participant)	249	98	39.4
Chambers of Commerce	40	19	47.5
Travelers at Businesses (Participating)	1,800	117	6.5
Travelers at Information Plazas	<u>3,954</u>	<u>303</u>	<u>7.7</u>
Totals	6,662	797	12.0

The sample of travelers interviewed at roadside stations was based on the totals as follows:

Traffic Exposure	-	26,000 Vehicles
Total Roadside Interviews	-	12,629
Sampling Percent	-	48.6

The results of the survey are presented in tabular form by type or station with a list of comments received following each section.

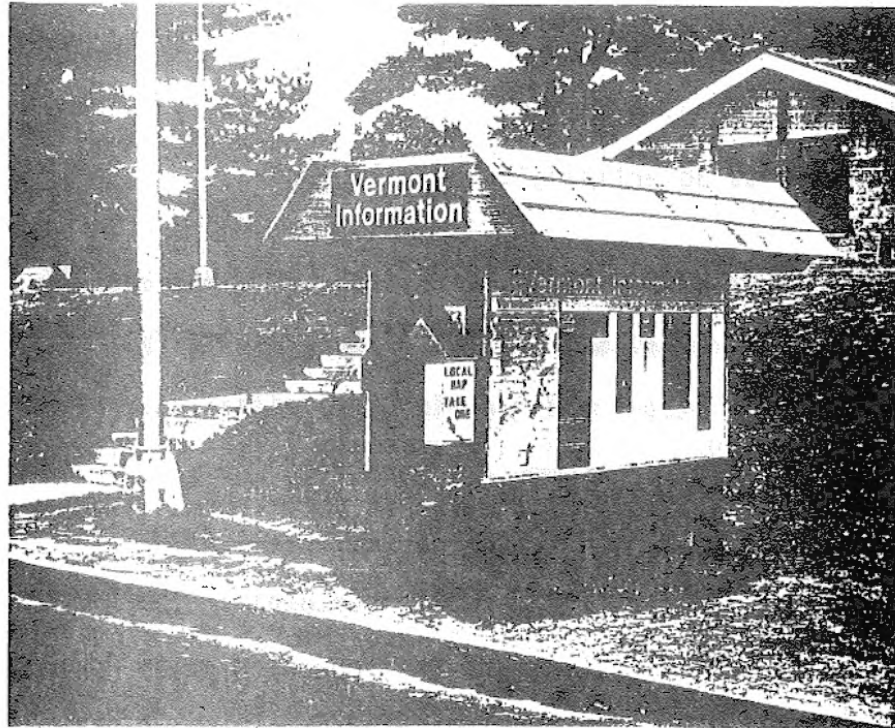
The data obtained in the survey indicated that the reaction to the uniform color coded informational signs was generally positive, but the reaction to the information plazas was less positive.

Most travelers surveyed indicated that the signs were useful and attractive, but many comments indicated that directions were confusing and that signs were sometimes poorly located. Recommendations of the study included ensuring that the signs be located so as not to be obscured by vegetation or snow and included the possibility that the signs be enlarged slightly.

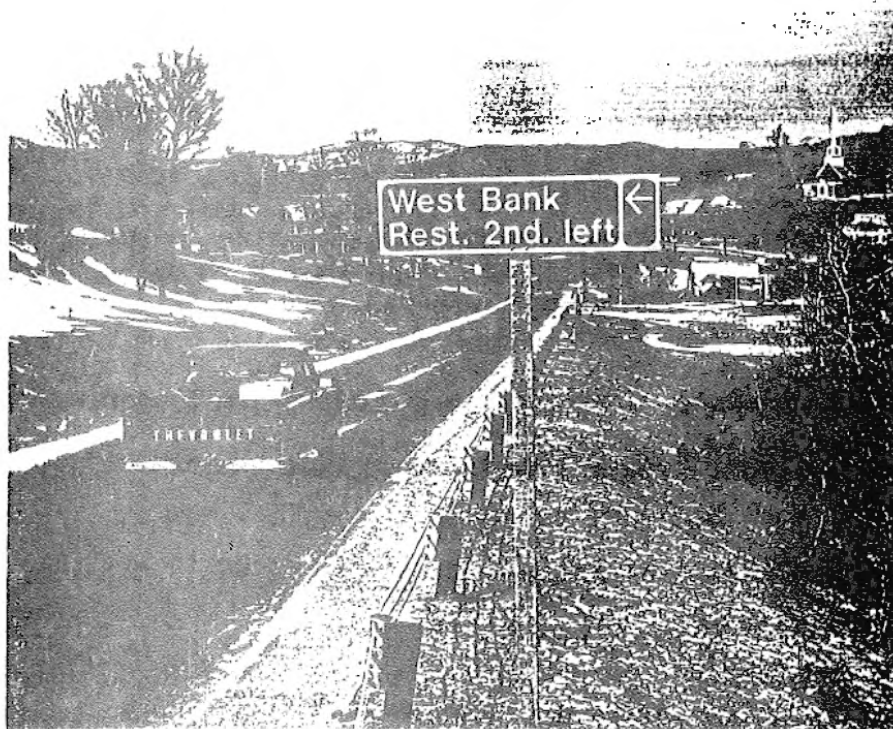
Many business respondents and travelers felt that the information plazas were poorly maintained and provided too little information. Recommendations of the study included keeping the plazas accessible year-round and open 24 hours a day. There was also considerable evidence that manning the plazas where possible would be a valuable aid to the traveling public and warrants further investigation.

The general conclusion of the study is that the Vermont Travel Information Program is reasonably effective. It should become more valuable to business and the traveling public through some improvements and time as the public becomes more aware of its utility.





Putney - I 91 Northbound



South Londonderry - Route 100

## I. Introduction

This study was undertaken to evaluate the effectiveness of the Travel Information Program in Vermont. This Program is a statewide system of uniform color coded informational signs and information plazas, which has replaced conventional roadside advertising using billboards.

An earlier study conducted in 1970-71 by Consultants, Peat, Marwick, Mitchell and Company, evaluated the Travel Information Program in the Brattleboro Vermont area (Highway District #2) during the initial year of the program. One result of the study was to recommend a more detailed study on a statewide basis, to follow at a later date. This recommendation was supported by many businessmen and accepted by the Travel Information Council in the Vermont Agency of Development and Community Affairs and the Federal Highway Administration. Consequently, the recommended statewide study was conducted from Spring 1977 through the Winter of 1977/78.

## II. Study Design

A statewide, four-season survey was conducted and consisted of five (5) elements as follows:

1. Self-administered returnable questionnaire to business participants in the Travel Information Program.
2. Self-administered returnable questionnaire to former business participants in the Travel Information Program.
3. Self-administered returnable questionnaire to all Chambers of Commerce or similar community organization.

## TABLE OF CONTENTS

<u>SECTION</u>		<u>PAGE</u>
I	Introduction. . . . .	1
II	Study Design. . . . .	1
III	Presentation of Results . . . . .	2
IV	Roadside Interviews (Table 1) and Comments. . . . .	4
V	Self-Administered Interviews - Chambers of Commerce and Businesses (Table 2) and Comments. . .	27
VI	Self-Administered Traveler Interviews (Information Plazas) (Table 3) and Comments . . . .	45
VII	Self-Administered Traveler Questionnaires (Business Establishments) (Table 4) and Comments. . . . .	53
VIII	Conclusions and Recommendations . . . . .	58
Appendix A	Map of Information Plaza Locations and Roadside Interview Locations. . . . .	63
Appendix B	Roadside Interviews - Schedule of Operations. . . .	64
Appendix C	List of Cooperating Businesses and Chambers of Commerce . . . . .	65
Appendix D	Samples of Survey Forms . . . . .	77

#### IV. ROADSIDE INTERVIEWS

# TRAVEL INFORMATION SURVEY

## NUMBER OF ROADSIDE INTERVIEWS

<u>Route</u>	<u>Location</u>	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Total</u>
US 2	Concord	469	624	548	No Survey	1,641
US 4	Sherburne	807	1,000	774	590	3,171
US 7	Mt. Tabor	515	940	626	524	2,605
VT 100	Waterbury	No Survey	665	773	760	2,198
US 2	Grand Isle	No Survey	701	331	No Survey	1,032
VT 9	Marlboro	No Survey	876	582	524	1,982
TOTAL		1,791	4,807	3,634	2,398	12,629

## SELF-ADMINISTERED QUESTIONNAIRES

### NUMBER OF RESPONSES

Travelers at Information Plazas	No Survey	101	160	42	303
Travelers at Business Establishments	No Survey	No Survey	76	41	117
TOTAL	No Survey	101	236	83	420
Business Participants )					260
Former Business Participants )	Non-Seasonal				98
Chambers of Commerce )					19
TOTAL					377

GRAND TOTAL = 13,437

## I. Introduction

This study was undertaken to evaluate the effectiveness of the Travel Information Program in Vermont. This Program is a statewide system of uniform color coded informational signs and information plazas, which has replaced conventional roadside advertising using billboards.

An earlier study conducted in 1970-71 by Consultants, Peat, Marwick, Mitchell and Company, evaluated the Travel Information Program in the Brattleboro, Vermont area (Highway District #2) during the initial year of the program. One result of the study was to recommend a more detailed study on a statewide basis, to follow at a later date. This recommendation was supported by many businessmen and accepted by the Travel Information Council in the Vermont Agency of Development and Community Affairs and the Federal Highway Administration. Consequently, the recommended statewide study was conducted from Spring 1977 through the Winter of 1977/78.

## II. Study Design

A statewide, four-season survey was conducted and consisted of five (5) elements as follows:

1. Self-administered returnable questionnaire to business participants in the Travel Information Program.
2. Self-administered returnable questionnaire to former business participants in the Travel Information Program.
3. Self-administered returnable questionnaire to all Chambers of Commerce or similar community organization.

4. Self-administered returnable questionnaire designed for the public at business establishments and information plazas.
5. Roadside Interview method.

Examples of the self-administered questionnaires: white - business establishments, pink - Chambers of Commerce, blue - travelers at information plazas, green - travelers at participating business establishments, and the roadside interview form are included in Appendix D to this report.

### III. Presentation of Results

The data collected by the various survey techniques is grouped into four sections of this report. Section IV presents information obtained in the roadside interview of travelers (Table 1). Section V presents the results of self-administered questionnaires sent to chambers of commerce and businesses (both participating and former participating) (Table 2). Section VI presents information obtained from the self-administered traveler interviews left at information plazas (Table 3). Section VII presents results obtained from the self-administered traveler interviews at business establishments (Table 4).

The results in each category are presented as percentages of the seasonal interviews with a composite percentage following each interview item. The interview data sheets are followed by the comments made by travelers during the roadside interview. These comments are grouped as favorable, unfavorable, and constructive for each section. The number of occurrences of each comment is also presented.

The total number of respondents included in the survey results is shown by Category and Season on the next page.

TABLE 1 \*

INTERVIEW STATION: All Roadside Stations Composite

Percentages Based on Number of Seasonal Interviews

Number of Interviews:	1,791	4,807	3,634	2,398	12,629
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	50.5	37.7	41.3	54.5	43.7
Out-of-State Pass. Car	37.4	55.1	56.9	43.5	50.9
Truck or Bus	12.1	7.2	1.8	2.0	5.4
2. Where is Your Home?					
In Vermont	52.4	43.0	42.8	55.7	40.4
Outside Vermont	47.6	57.0	57.2	44.3	59.6
3&4 Origin and Destination Information Obtained For Other Studies	- DATA USED FOR OTHER PURPOSES -				
5. Trip Purpose					
Work	49.4	27.0	28.9	34.2	31.9
Soc.-Rec.	31.2	55.1	52.5	41.3	48.4
Pers.	7.4	6.2	5.9	8.7	6.8
Meals	0.3	2.0	0.5	0.7	1.1
Shopping	4.5	3.9	5.2	6.8	4.9
Serve Pass.	0.7	1.0	0.9	2.1	1.1
Medical	3.0	2.2	2.5	3.1	2.6
School	1.6	0.9	1.1	1.1	1.0
Gas-Oil	0.3	0.2	0.1	0.6	0.3
Other	2.6	1.5	2.4	1.4	1.9
6. Number of Occupants					
Two or Less	86.7	69.8	82.0	83.0	78.2
Three or More	13.3	30.2	18.0	17.0	21.8
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	29.9	46.9	47.6	26.8	40.9
Three or More	70.1	53.1	52.4	73.2	59.1
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	90.6	91.4	94.2	93.4	92.5
No	9.4	8.6	5.8	6.6	7.5
9. Do You Find the Signs Attractive?					
Yes	85.6	86.9	89.5	88.8	84.1
No	14.4	13.1	10.5	11.3	15.9



TABLE 1 (Continued)  
All Roadside Stations Composite

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have the Signs Been of Help to You in Your Travels?					
Yes	<u>58.5</u>	<u>58.9</u>	<u>68.6</u>	<u>66.8</u>	<u>63.3</u>
No	<u>41.5</u>	<u>41.1</u>	<u>31.4</u>	<u>33.2</u>	<u>36.7</u>
11. Are You Presently Following Signed Directions?					
Yes	<u>18.0</u>	<u>13.0</u>	<u>23.8</u>	<u>28.3</u>	<u>19.9</u>
No	<u>82.0</u>	<u>87.0</u>	<u>76.2</u>	<u>71.7</u>	<u>80.1</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	<u>7.3</u>	<u>4.4</u>	<u>5.2</u>	<u>8.9</u>	<u>4.2</u>
No	<u>92.7</u>	<u>95.6</u>	<u>94.8</u>	<u>91.1</u>	<u>95.8</u>
13. Did You Stop at an Information Plaza?					
Yes	<u>11.8</u>	<u>14.4</u>	<u>15.8</u>	<u>22.4</u>	<u>16.1</u>
No	<u>88.2</u>	<u>85.6</u>	<u>84.2</u>	<u>77.6</u>	<u>83.9</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	<u>5.3</u>	<u>4.2</u>	<u>7.6</u>	<u>11.1</u>	<u>7.3</u>
No	<u>94.7</u>	<u>95.8</u>	<u>92.4</u>	<u>88.9</u>	<u>92.7</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	<u>10.7</u>	<u>29.45</u>	<u>20.8</u>	<u>19.0</u>	<u>20.5</u>
Signs	<u>3.7</u>	<u>3.2</u>	<u>14.6</u>	<u>9.8</u>	<u>10.0</u>
Plaza	<u>1.9</u>	<u>4.6</u>	<u>2.9</u>	<u>2.0</u>	<u>2.8</u>
Both	<u>10.4</u>	<u>6.7</u>	<u>3.0</u>	<u>1.6</u>	<u>3.7</u>
Don't Plan to Stop	<u>73.3</u>	<u>56.1</u>	<u>58.7</u>	<u>67.6</u>	<u>63.3</u>

TABLE 1 \*

INTERVIEW STATION: Concord, US 2

Percentages Based on Number of Seasonal Interviews

Number of Interviews:	469	624	548	---	1,641
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	<u>44.4</u>	<u>31.7</u>	<u>22.6</u>	---	<u>32.3</u>
Out-of-State Pass. Car	<u>43.0</u>	<u>60.3</u>	<u>72.0</u>	---	<u>59.3</u>
Truck or Bus	<u>12.6</u>	<u>8.0</u>	<u>5.3</u>	---	<u>8.4</u>
2. Where is Your Home?					
In Vermont	<u>52.5</u>	<u>34.6</u>	<u>22.8</u>	---	<u>35.7</u>
Outside Vermont	<u>47.5</u>	<u>65.4</u>	<u>77.2</u>	---	<u>64.3</u>
3&4 Origin and Destination Information Obtained For Other Studies					
					- DATA USED FOR OTHER PURPOSES
5. Trip Purpose					
Work	<u>41.7</u>	<u>26.2</u>	<u>18.8</u>	---	<u>28.2</u>
Soc.-Rec.	<u>36.8</u>	<u>57.5</u>	<u>62.4</u>	---	<u>53.2</u>
Pers.	<u>8.3</u>	<u>5.5</u>	<u>5.5</u>	---	<u>6.3</u>
Meals	<u>0.4</u>	<u>0.0</u>	<u>0.0</u>	---	<u>0.1</u>
Shopping	<u>4.5</u>	<u>5.1</u>	<u>4.0</u>	---	<u>4.6</u>
Serve Pass.	<u>0.9</u>	<u>0.2</u>	<u>1.5</u>	---	<u>0.8</u>
Medical	<u>3.6</u>	<u>2.1</u>	<u>2.0</u>	---	<u>2.5</u>
School	<u>2.1</u>	<u>1.3</u>	<u>0.2</u>	---	<u>1.2</u>
Gas-Oil	<u>0.2</u>	<u>0.2</u>	<u>0.0</u>	---	<u>0.1</u>
Other	<u>11.5</u>	<u>1.9</u>	<u>5.6</u>	---	<u>3.0</u>
6. Number of Occupants					
Two or Less	<u>84.5</u>	<u>67.6</u>	<u>84.8</u>	---	<u>78.2</u>
Three or More	<u>15.5</u>	<u>32.4</u>	<u>15.2</u>	---	<u>21.8</u>
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	<u>35.2</u>	<u>55.7</u>	<u>68.5</u>	---	<u>54.1</u>
Three or More	<u>64.8</u>	<u>44.3</u>	<u>31.5</u>	---	<u>45.9</u>
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	<u>77.4</u>	<u>86.5</u>	<u>85.2</u>	---	<u>83.3</u>
No	<u>22.6</u>	<u>13.5</u>	<u>14.8</u>	---	<u>16.7</u>
8. Do You Find the Signs Attractive?					
Yes	<u>85.0</u>	<u>83.5</u>	<u>82.9</u>	---	<u>83.7</u>
No	<u>15.0</u>	<u>16.5</u>	<u>17.1</u>	---	<u>16.3</u>

\*Re: Appendix D, Roadside Interview Form.

TABLE 1 (Continued)

Concord, US 2

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have the Signs Been of Help to You in Your Travels?					
Yes	<u>62.5</u>	<u>64.9</u>	<u>68.8</u>	<u>      </u>	<u>65.7</u>
No	<u>37.5</u>	<u>35.1</u>	<u>31.2</u>	<u>      </u>	<u>34.3</u>
11. Are You Presently Following Signed Directions?					
Yes	<u>23.6</u>	<u>25.3</u>	<u>37.9</u>	<u>      </u>	<u>29.4</u>
No	<u>76.4</u>	<u>74.7</u>	<u>62.1</u>	<u>      </u>	<u>70.6</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	<u>10.4</u>	<u>3.2</u>	<u>7.7</u>	<u>      </u>	<u>6.6</u>
No	<u>89.6</u>	<u>96.8</u>	<u>92.3</u>	<u>      </u>	<u>93.4</u>
13. Did You Stop at an Information Plaza?					
Yes	<u>13.8</u>	<u>12.0</u>	<u>16.5</u>	<u>      </u>	<u>13.2</u>
No	<u>86.2</u>	<u>88.0</u>	<u>83.5</u>	<u>      </u>	<u>86.8</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	<u>9.3</u>	<u>5.7</u>	<u>17.6</u>	<u>      </u>	<u>11.9</u>
No	<u>90.7</u>	<u>94.3</u>	<u>82.4</u>	<u>      </u>	<u>88.1</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	<u>29.9</u>	<u>13.4</u>	<u>20.9</u>	<u>      </u>	<u>21.3</u>
Signs	<u>10.2</u>	<u>0.0</u>	<u>6.6</u>	<u>      </u>	<u>5.9</u>
Plaza	<u>0.8</u>	<u>3.9</u>	<u>1.2</u>	<u>      </u>	<u>1.7</u>
Both	<u>1.6</u>	<u>0.8</u>	<u>6.9</u>	<u>      </u>	<u>4.4</u>
Don't Plan to Stop	<u>57.5</u>	<u>81.9</u>	<u>64.4</u>	<u>      </u>	<u>66.7</u>

TABLE 1 \*

INTERVIEW STATION: Sherburne, US 4

Percentages Based on Number of Seasonal Interviews

Number of Interviews:	807	1,000	774	590	3,171
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	<u>49.3</u>	<u>33.6</u>	<u>24.3</u>	<u>39.1</u>	<u>36.4</u>
Out-of-State Pass. Car	<u>39.8</u>	<u>60.3</u>	<u>74.4</u>	<u>58.2</u>	<u>58.1</u>
Truck or Bus	<u>10.9</u>	<u>6.1</u>	<u>1.3</u>	<u>2.7</u>	<u>5.5</u>
2. Where is Your Home?					
In Vermont	<u>44.4</u>	<u>37.2</u>	<u>25.3</u>	<u>43.1</u>	<u>36.6</u>
Outside Vermont	<u>55.6</u>	<u>62.8</u>	<u>74.7</u>	<u>56.9</u>	<u>63.4</u>
3&4 Origin and Destination Information Obtained For Other Studies					
	- DATA USED FOR OTHER PURPOSES -				
5. Trip Purpose					
Work	<u>49.5</u>	<u>24.9</u>	<u>18.1</u>	<u>31.1</u>	<u>31.3</u>
Soc.-Rec.	<u>29.8</u>	<u>58.6</u>	<u>69.8</u>	<u>46.4</u>	<u>52.8</u>
Pers.	<u>8.2</u>	<u>4.3</u>	<u>5.1</u>	<u>9.7</u>	<u>3.8</u>
Meals	<u>0.5</u>	<u>1.1</u>	<u>0.6</u>	<u>0.7</u>	<u>0.7</u>
Shopping	<u>3.4</u>	<u>3.5</u>	<u>1.9</u>	<u>4.3</u>	<u>3.3</u>
Serve Pass.	<u>0.5</u>	<u>0.7</u>	<u>0.2</u>	<u>1.7</u>	<u>0.7</u>
Medical	<u>2.5</u>	<u>3.0</u>	<u>1.4</u>	<u>3.7</u>	<u>3.0</u>
School	<u>1.1</u>	<u>0.7</u>	<u>0.6</u>	<u>1.4</u>	<u>0.9</u>
Gas-Oil	<u>0.4</u>	<u>0.7</u>	<u>0.0</u>	<u>0.3</u>	<u>1.0</u>
Other	<u>4.1</u>	<u>2.5</u>	<u>1.9</u>	<u>0.7</u>	<u>2.4</u>
6. Number of Occupants					
Two or Less	<u>85.7</u>	<u>70.2</u>	<u>79.0</u>	<u>87.3</u>	<u>79.9</u>
Three or More	<u>74.3</u>	<u>29.8</u>	<u>21.0</u>	<u>12.7</u>	<u>20.1</u>
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	<u>30.9</u>	<u>52.1</u>	<u>62.4</u>	<u>30.0</u>	<u>45.0</u>
Three or More	<u>69.1</u>	<u>47.9</u>	<u>37.6</u>	<u>70.0</u>	<u>55.0</u>
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	<u>94.8</u>	<u>96.6</u>	<u>96.7</u>	<u>96.1</u>	<u>96.1</u>
No	<u>5.2</u>	<u>3.4</u>	<u>3.3</u>	<u>3.9</u>	<u>3.9</u>
9. Do You Find the Signs Attractive?					
Yes	<u>87.5</u>	<u>89.3</u>	<u>91.5</u>	<u>92.0</u>	<u>89.9</u>
No	<u>12.5</u>	<u>10.7</u>	<u>8.5</u>	<u>8.0</u>	<u>10.1</u>

\*Re: Appendix D, Roadside Interview Form.

TABLE 1 (Continued)

Sherburne, US 4

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have the Signs Been of Help to You in Your Travels?					
Yes	<u>61.0</u>	<u>58.6</u>	<u>72.5</u>	<u>69.4</u>	<u>64.6</u>
No	<u>39.0</u>	<u>41.4</u>	<u>27.5</u>	<u>30.6</u>	<u>35.4</u>
11. Are You Presently Following Signed Directions?					
Yes	<u>19.7</u>	<u>11.7</u>	<u>29.9</u>	<u>29.1</u>	<u>21.5</u>
No	<u>80.3</u>	<u>88.3</u>	<u>70.1</u>	<u>70.9</u>	<u>78.5</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	<u>7.5</u>	<u>5.9</u>	<u>5.7</u>	<u>6.0</u>	<u>6.3</u>
No	<u>92.5</u>	<u>94.1</u>	<u>94.3</u>	<u>94.0</u>	<u>93.7</u>
13. Did You Stop at an Information Plaza?					
Yes	<u>11.7</u>	<u>20.5</u>	<u>21.6</u>	<u>22.5</u>	<u>19.1</u>
No	<u>88.3</u>	<u>79.5</u>	<u>78.4</u>	<u>77.5</u>	<u>80.9</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	<u>5.2</u>	<u>4.1</u>	<u>11.0</u>	<u>14.5</u>	<u>8.8</u>
No	<u>94.8</u>	<u>95.9</u>	<u>89.0</u>	<u>85.5</u>	<u>91.2</u>
15. If You Plan to Stop in This Area, Did The Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	<u>1.1</u>	<u>27.5</u>	<u>9.82</u>	<u>20.6</u>	<u>16.9</u>
Signs	<u>1.5</u>	<u>1.5</u>	<u>8.69</u>	<u>15.0</u>	<u>11.2</u>
Plaza	<u>2.6</u>	<u>5.8</u>	<u>2.71</u>	<u>2.6</u>	<u>3.6</u>
Both	<u>19.2</u>	<u>10.1</u>	<u>2.20</u>	<u>1.0</u>	<u>6.2</u>
Don't Plan to Stop	<u>75.3</u>	<u>55.1</u>	<u>36.43</u>	<u>60.8</u>	<u>62.2</u>

TABLE 1 \*

INTERVIEW STATION: Mt. Tabor, US 7

## Percentages Based on Number of Seasonal Interviews

Number of Interviews:	515	940	626	524	2,605
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	57.9	46.7	34.7	70.6	50.8
Out-of-State Pass. Car	28.7	46.5	64.8	27.5	48.6
Truck or Bus	13.4	6.8	0.5	1.9	5.6
2. Where is Your Home?					
In Vermont	65.01	53.4	35.9	73.7	55.6
Outside Vermont	34.9	46.6	64.1	26.3	44.4
3&4 Origin and Destination Information Obtained For Other Studies	- DATA USED FOR OTHER PURPOSES -				
5. Trip Purpose					
Work	52.5	34.9	26.0	48.5	40.0
Soc.-Rec.	28.2	47.7	60.4	22.4	41.8
Pers.	5.2	5.0	4.3	7.7	5.4
Meals	0.0	0.5	0.2	0.2	30.3
Shopping	6.4	5.6	3.5	8.8	5.9
Serve Pass.	0.8	0.7	0.6	1.2	0.8
Medical	3.3	2.6	2.4	6.3	3.4
School	1.8	1.0	0.8	1.7	1.2
Gas-Oil	0.4	0.0	0.0	1.5	0.4
Other	1.4	2.0	1.8	1.7	1.8
6. Number of Occupants					
Two or Less	90.5	71.9	81.1	90.6	81.5
Three or More	9.5	28.1	18.9	9.4	18.5
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	23.4	39.5	55.6	16.6	35.6
Three or More	76.6	60.5	44.4	83.4	64.4
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	96.1	97.0	96.8	94.5	96.2
No	3.9	3.0	3.2	5.5	3.8
9. Do You Find the Signs Attractive?					
Yes	83.0	88.0	91.8	88.0	87.9
No	17.0	12.0	8.2	12.0	12.1

\*Re: Appendix D, Roadside Interview Form.

TABLE 1 (Continued)

Mt. Tabor, US 7

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have The Signs Been of Help to You in Your Travels?					
Yes	<u>51.9</u>	<u>56.7</u>	<u>67.1</u>	<u>62.0</u>	<u>59.3</u>
No	<u>48.1</u>	<u>43.3</u>	<u>32.9</u>	<u>38.0</u>	<u>40.7</u>
11. Are You Presently Following Signed Directions?					
Yes	<u>11.2</u>	<u>11.2</u>	<u>23.1</u>	<u>26.5</u>	<u>17.2</u>
No	<u>88.8</u>	<u>88.8</u>	<u>76.9</u>	<u>73.5</u>	<u>82.8</u>
12. Do You Have Trouble Understanding The Signs?					
Yes	<u>4.8</u>	<u>6.9</u>	<u>5.7</u>	<u>4.6</u>	<u>5.7</u>
No	<u>95.2</u>	<u>93.1</u>	<u>94.3</u>	<u>95.4</u>	<u>94.3</u>
13. Did You Stop at an Information Plaza?					
Yes	<u>11.0</u>	<u>14.0</u>	<u>18.1</u>	<u>24.6</u>	<u>16.7</u>
No	<u>89.0</u>	<u>86.0</u>	<u>81.9</u>	<u>75.4</u>	<u>83.3</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	<u>3.7</u>	<u>3.1</u>	<u>6.9</u>	<u>7.8</u>	<u>5.4</u>
No	<u>96.3</u>	<u>96.9</u>	<u>93.1</u>	<u>92.2</u>	<u>94.6</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	<u>11.1</u>	<u>30.5</u>	<u>24.2</u>	<u>21.0</u>	<u>21.8</u>
Signs	<u>2.0</u>	<u>0.8</u>	<u>22.0</u>	<u>7.7</u>	<u>10.5</u>
Plaza	<u>1.3</u>	<u>10.7</u>	<u>3.6</u>	<u>1.5</u>	<u>3.2</u>
Both	<u>2.6</u>	<u>22.1</u>	<u>2.3</u>	<u>0.8</u>	<u>3.9</u>
Don't Plan to Stop	<u>83.0</u>	<u>35.9</u>	<u>47.9</u>	<u>69.0</u>	<u>60.6</u>

TABLE 1 \*

INTERVIEW STATION: Waterbury, VT 100

Percentages Based on Number of Seasonal Interviews

Number of Interviews:	---	665	773	760	2,198
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	---	58.9	63.4	56.5	59.7
Out-of-State Pass. Car	---	35.7	36.0	42.3	38.0
Truck or Bus	---	5.4	0.65	1.2	2.3
2. Where is Your Home?					
In Vermont	---	65.7	64.8	53.8	61.3
Outside Vermont	---	34.3	35.2	46.2	38.7
3&4 Origin and Destination Information Obtained for Other Studies					
		- DATA USED FOR OTHER PURPOSES -			
5. Trip Purpose					
Work	---	39.1	35.9	23.0	32.4
Soc.-Rec.	---	40.2	43.6	50.8	45.0
Pers.	---	8.9	7.7	10.8	9.1
Meals	---	2.4	0.4	1.2	1.3
Shopping	---	4.5	5.9	6.7	5.8
Serve Pass.	---	0.9	0.8	3.2	1.7
Medical	---	1.7	2.2	1.7	1.8
School	---	0.5	2.1	0.3	1.0
Gas-Oil	---	0.0	0.3	0.1	0.1
Other	---	1.8	1.3	2.2	1.8
6. Number of Occupants					
Two or Less	---	73.9	82.8	71.9	76.3
Three or More	---	26.1	17.2	28.1	23.7
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	---	29.4	30.5	34.8	31.6
Three or More	---	70.6	69.5	65.2	68.4
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	---	94.9	96.6	91.9	94.5
No	---	5.1	3.4	8.1	5.5
9. Do You Find the Signs Attractive?					
Yes	---	86.4	93.0	85.6	88.5
No	---	13.6	7.0	14.4	11.5

\*Re: Appendix D, Roadside Interview Form.



TABLE 1 (Continued)

Waterbury, VT 100

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have the Signs Been of Help to You in Your Travels?					
Yes	_____	<u>57.3</u>	<u>73.4</u>	<u>68.3</u>	<u>66.8</u>
No	_____	<u>42.7</u>	<u>26.6</u>	<u>31.7</u>	<u>33.2</u>
11. Are You Presently Following Signed Directions?					
Yes	_____	<u>3.8</u>	<u>17.8</u>	<u>29.3</u>	<u>17.7</u>
No	_____	<u>96.2</u>	<u>82.2</u>	<u>70.7</u>	<u>82.3</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	_____	<u>2.8</u>	<u>4.0</u>	<u>16.9</u>	<u>8.2</u>
No	_____	<u>97.2</u>	<u>96.0</u>	<u>83.1</u>	<u>91.8</u>
13. Did You Stop at an Information Plaza?					
Yes	_____	<u>17.1</u>	<u>11.9</u>	<u>23.4</u>	<u>17.5</u>
No	_____	<u>82.9</u>	<u>88.1</u>	<u>76.6</u>	<u>82.5</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	_____	<u>7.7</u>	<u>3.2</u>	<u>8.7</u>	<u>6.4</u>
No	_____	<u>92.3</u>	<u>96.8</u>	<u>91.3</u>	<u>93.6</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	_____	<u>50.0</u>	<u>23.9</u>	<u>21.4</u>	<u>25.0</u>
Signs	_____	<u>12.4</u>	<u>18.4</u>	<u>7.0</u>	<u>10.6</u>
Plaza	_____	<u>0.5</u>	<u>1.5</u>	<u>1.7</u>	<u>1.4</u>
Both	_____	<u>1.1</u>	<u>3.0</u>	<u>2.7</u>	<u>2.5</u>
Don't Plan to Stop	_____	<u>36.0</u>	<u>53.2</u>	<u>67.4</u>	<u>60.5</u>

TABLE 1 \*

INTERVIEW STATION: Grand Isle, US 2

Percentages Based on Number of Seasonal Interviews

Number of Interviews:	---	701	331	---	1,032
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	---	34.5	65.3	---	44.0
Out-of-State Pass. Car	---	55.1	32.9	---	48.3
Truck or Bus	---	10.4	1.8	---	7.7
2. Where is Your Home?					
In Vermont	---	41.8	67.1	---	49.9
Outside Vermont	---	58.2	32.9	---	50.1
3&4 Origin and Destination Information Obtained For Other Studies					
		- DATA USED FOR OTHER PURPOSES -			
5. Trip Purpose					
Work	---	19.3	37.5	---	25.1
Soc.-Rec.	---	63.5	38.1	---	55.3
Pers.	---	7.0	6.6	---	6.9
Meals	---	0.8	1.2	---	1.0
Shopping	---	5.0	8.2	---	6.0
Serve Pass.	---	1.6	0.9	---	1.3
Medical	---	2.1	4.2	---	2.8
School	---	0.1	0.6	---	0.3
Gas-Oil	---	0.1	0.3	---	0.1
Other	---	0.6	2.4	---	1.2
6. Number of Occupants					
Two or Less	---	66.8	77.6	---	42.3
Three or More	---	33.2	22.4	---	57.7
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	---	51.5	27.6	---	43.9
Three or More	---	48.0	72.4	---	56.1
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	---	83.4	93.0	---	86.5
No	---	16.6	7.0	---	13.5
9. Do You Find the Signs Attractive?					
Yes	---	87.7	86.6	---	87.3
No	---	12.3	13.4	---	12.7

TABLE 1 (Continued)

## Grand Isle, US 2

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have the Signs Been of Help to You in Your Travels?					
Yes	_____	<u>62.9</u>	<u>68.2</u>	_____	<u>64.8</u>
No	_____	<u>37.1</u>	<u>31.8</u>	_____	<u>35.2</u>
11. Are You Presently Following Signed Directions?					
Yes	_____	<u>18.6</u>	<u>14.3</u>	_____	<u>17.1</u>
No	_____	<u>81.4</u>	<u>85.7</u>	_____	<u>82.9</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	_____	<u>3.3</u>	<u>2.7</u>	_____	<u>3.1</u>
No	_____	<u>96.7</u>	<u>96.3</u>	_____	<u>96.9</u>
13. Did You Stop at an Information Plaza?					
Yes	_____	<u>10.1</u>	<u>6.7</u>	_____	<u>8.8</u>
No	_____	<u>89.9</u>	<u>93.3</u>	_____	<u>91.2</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	_____	<u>4.9</u>	<u>3.0</u>	_____	<u>3.9</u>
No	_____	<u>95.1</u>	<u>97.0</u>	_____	<u>96.1</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza - or on the Signs Influence Your Choice of Stopping Place?					
No Influence	_____	<u>19.7</u>	<u>15.2</u>	_____	<u>17.2</u>
Signs	_____	<u>2.8</u>	<u>10.5</u>	_____	<u>7.1</u>
Plaza	_____	<u>6.3</u>	<u>0.8</u>	_____	<u>8.2</u>
Both	_____	<u>6.3</u>	<u>1.2</u>	_____	<u>3.5</u>
Don't Plan to Stop	_____	<u>64.9</u>	<u>72.2</u>	_____	<u>69.0</u>

INTERVIEW STATION: Marlboro, VT 9

## Percentages Based on Number of Seasonal Interviews

Number of Interviews:	---	876	582	524	1,982
	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1. Vehicle Type					
Vermont Passenger Car	---	23.6	45.9	53.0	37.9
Out-of-State Pass. Car	---	69.3	51.9	44.5	57.6
Truck or Bus	---	7.1	2.2	2.5	4.5
2. Where is Your Home?					
In Vermont	---	28.3	49.0	54.8	41.4
Outside Vermont	---	71.7	51.0	45.2	58.6
3&4 Origin and Destination Information Obtained For Other Studies					
		- DATA USED FOR OTHER PURPOSES -			
5. Trip Purpose					
Work	---	18.4	41.4	39.9	30.7
Soc.-Rec.	---	62.0	32.0	40.6	47.6
Pers.	---	7.5	6.2	5.5	6.6
Meals	---	1.1	1.0	0.4	0.9
Shopping	---	5.9	9.6	7.6	7.4
Serve Pass.	---	1.7	1.7	2.1	1.9
Medical	---	1.5	3.8	1.3	2.1
School	---	1.5	2.1	1.2	1.5
Gas-Oil	---	0.3	0.0	0.8	0.4
Other	---	0.1	2.2	0.6	0.9
6. Number of Occupants					
Two or Less	---	67.8	88.1	86.6	78.7
Three or More	---	32.2	11.9	13.4	21.3
7. Counting Current Trip, How Many Times Have You Traveled Through This Area in the Past 12 Months?					
Two or Less	---	52.5	33.8	21.8	38.8
Three or More	---	47.5	66.2	78.2	61.2
8. Have You Noticed the Information Signs Along Vermont Highways?					
Yes	---	85.9	94.3	91.2	89.8
No	---	14.1	5.7	8.8	10.2
9. Do You Find the Signs Attractive?					
Yes	---	85.2	87.5	90.5	87.4
No	---	14.8	12.5	9.5	12.6

\*Re: Appendix D, Roadside Interview Form.

TABLE 1 (Continued)

Marlboro, VT 9

	<u>Spring</u>	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
10. Have The Signs Been of Help to You in Your Travels?					
Yes	—	<u>56.0</u>	<u>58.5</u>	<u>66.4</u>	<u>59.6</u>
No	—	<u>44.0</u>	<u>41.5</u>	<u>33.6</u>	<u>40.4</u>
11. Are You Presently Following Signed Directions?					
Yes	—	<u>10.8</u>	<u>16.9</u>	<u>27.5</u>	<u>17.7</u>
No	—	<u>89.2</u>	<u>83.1</u>	<u>72.5</u>	<u>82.3</u>
12. Do You Have Trouble Understanding the Signs?					
Yes	—	<u>2.7</u>	<u>4.6</u>	<u>5.0</u>	<u>3.9</u>
No	—	<u>97.3</u>	<u>95.4</u>	<u>95.0</u>	<u>96.1</u>
13. Did You Stop at an Information Plaza?					
Yes	—	<u>9.6</u>	<u>14.7</u>	<u>18.9</u>	<u>13.9</u>
No	—	<u>90.4</u>	<u>85.3</u>	<u>81.1</u>	<u>96.1</u>
14. Do You Plan to Stop at an Information Plaza?					
Yes	—	<u>1.8</u>	<u>4.1</u>	<u>13.9</u>	<u>7.0</u>
No	—	<u>98.2</u>	<u>95.9</u>	<u>86.1</u>	<u>93.0</u>
15. If You Plan to Stop in This Area, Did the Information at the Plaza or on the Signs Influence Your Choice of Stopping Place?					
No Influence	—	<u>24.6</u>	<u>23.2</u>	<u>17.6</u>	<u>18.8</u>
Signs	—	<u>0.6</u>	<u>11.9</u>	<u>10.3</u>	<u>8.3</u>
Plaza	—	<u>1.9</u>	<u>4.4</u>	<u>2.3</u>	<u>2.9</u>
Both	—	<u>2.5</u>	<u>1.2</u>	<u>1.4</u>	<u>1.6</u>
Don't Plan to Stop	—	<u>70.4</u>	<u>59.3</u>	<u>74.4</u>	<u>68.4</u>

COMMENTS BY TRAVELERS DURING  
ROADSIDE INTERVIEWS

FAVORABLE:

NUMBER OF  
TIMES

COMMENT

288	Good (nice) signs.
159	Better Than Billboards.
137	Signs are helpful (informative).
57	Signs are attractive.
49	In favor of sign law.
39	Plazas are helpful
34	Lack of Billboards great.
15	Better than New York.
13	Easy to read.
10	Best of the northern states.
10	Rest areas great.
8	Signs catch your eye.
8	Signs better than New Hampshire.
8	Information signs unique, interesting, informative, easy to see.
7	Just right size signs.
7	Should have the signs in more states.
5	Vermont is better than some states. New Hampshire is bet
5	Sign has helped business.
4	Much better than Maine.
4	In keeping with state.
4	Best state in east for signs.

FAVORABLE:NUMBER OF  
TIMESCOMMENT

3	Better than Massachusetts.
3	Plaza well kept. Money well spent.
2	Handicapped signs are good.
2	Signs best in New England.
2	Very positive step.
2	Clearly marked.
2	Signs have continuity, all the same.
2	Signs well laid out.
2	Serves a good purpose.

Fifteen single differing favorable comments:

Glad no signs, Utah has too many.

Lettering on signs is good.

Better than Quebec.

Better than south.

Like the lack of neon signs.

Novel idea.

Better than California.

Likes colors of signs.

Better than Michigan.

Better than Pennsylvania.

Wish they had them in Baltimore.

Should have done it long ago.

Signs are clear.

I like the symbols on the signs.

Wish we had them in New Jersey.

UNFAVORABLE:NUMBER OF  
TIMESCOMMENT

50	Some signs are confusing.
26	Too complicated for drivers reading, enlarge.
22	Signs hard to see.
16	Old signs better.
16	Information plazas are useless.
15	Waste of money.
15	Mileage on signs confusing.
14	Signs aren't clear.
13	Too many signs.
12	Think signs are terrible.
11	Hard to read style of printing.
11	Information plaza inadequate.
11	Signs may help others.
10	Good for out-of-staters.
10	Local native, have not noticed any signs.
9	Attractive, but useless.
9	Shouldn't have surveys that hold up traffic.
9	Don't know exactly where sign indicates to turn.
8	Why use state property to publicize private enterprise, the state pays.
8	Information signs not adequate.
8	Don't like any signs.
6	Doesn't like new signs.
6	Signs are hard to read at night.
6	Information signs are terrible, no imagination, people should design their own.



UNFAVORABLE:NUMBER OF  
TIMESCOMMENT

6	Hard to read and dangerous.
6	Information signs not needed. Billboard preferred for essentials.
5	Own business sign doesn't help, doesn't like them.
5	No one at information plaza.
5	Misleading signs, very nice.
4	Opposed to sign law.
4	Signs are more understandable than they used to be.
4	Plazas a disgrace. No information, no maintenance.
4	Signs hard to understand at a glance.
3	Information plazas appear to be commercial rather than travel information.
3	Information signs unneeded.
3	More signs to help keep motorists awake on highway.
2	Shouldn't advertise lawyers, doctors, etc.
2	For people that can't read they are all right.

Sixteen single differing unfavorable comments:

Misspelled sign in area.

Plaza not open.

Billboards keep you awake and are interesting.

What is round brown disc?

Inaccurate distances on signs.

Signs turned.

Signs are distracting.

Basketville signs no good.

Vermont needs more billboards.

UNFAVORABLE:

NUMBER OF  
TIMES

COMMENT

Information booths very hard to find.

Signs blend in with scenery.

Useless information booths. 75% empty. Overboard.

Great signs. Better for bicycles than for cars.

Signs no damn good. Buried in snow banks.

Don't serve purpose, don't attract attention, aren't noticed.

Plazas are hard to understand.

CONSTRUCTIVE:

170

Signs too small.

46

Need more signs.

36

Signs need to tell distance to gas station.

31

Printing too small on signs.

26

Signs too uniform, not enough information; should have given distance and direction.

23

Signs hard to read; symbols confusing.

17

A good idea, but signs are too small and hard to read.

16

Stacked signs are hard to read.

15

Should have maps at plazas.

14

Words better than symbols on signs.

10

Sign too small for speeds above 40 miles per hour.

9

Information sign arrows are confusing.

9

Signs are placed too close to where you must turn.

8

Easy to read.

7

Need signs indicating all-night gas stations.

7

Signs are crowded.

CONSTRUCTIVE:NUMBER OF  
TIMESCOMMENT

2	No metric system please.
2	Put up a Welcome sign on the Vermont-N.H. Border.
2	No covered bridge sign near Pittsford area.
2	Couldn't find information plaza after seeing sign that said "Information Ahead".
2	List brand names of gas at exits.
2	Some of the plazas are too far off the road.
2	More specific camping information for state.
2	Too many signs for gift shops.
2	Need more notice before a turn off.
2	Coffee, magazine stand at plazas.
2	Separate signs by 6" when many signs are on one post.

## Thirty single differing constructive comments:

Billboards keep you awake and are interesting.

Town direction signs should show mileage.

Barton should have more signs on Interstate.

Need more signs to Killington Ski Area.

Rest areas should be open 24 hours on Interstate.

Need more colors on signs.

Vermont State Parks NOT well enough marked for tourists.

Ought to carve maps. 3D, more woodwork, fancier.

Should list hours of operation for filling stations.

Add more information signs on I 89.

Signs are not maintained well enough.

On every sign, route number and name of town for foreigners.

Information signs too small, Interstate signs are better.

State Park signs at exits.

CONSTRUCTIVE:

COMMENT

- Ferry Boat signs and directions needed.
- Historical sites not well marked.
- Information booths and plazas should be put on the road maps.
- Need more signs on back roads.
- St. Ann's Shrine area poorly marked.
- Need information on covered bridges.
- Wants metric signs.
- Welcome center should be open past 1700.
- Realizing what signs stand for, why not all stores or gas stations have them.
- Don't go too native.
- Signs are partial to certain businesses.
- Signs better than plazas.
- Maps on wall, not a lot of signs.
- Need lights at plazas.
- Ski areas are not well signed.
- Manned booths are better than signs or plazas.

## V. SELF-ADMINISTERED BUSINESS INTERVIEWS

Self-Administered Business Interviews (Percentages based  
on 19 Responses)

Chambers of Commerce

1. Are you a participant in the Vermont Coordinated Travel Information Sign Program?

Yes	<u>42.1</u>
No	<u>57.9</u>

2. What effect do you feel the installation of the new highway signs and information centers have had on your business volume?

	P*	NP**
Increase in Volume	<u>50.0</u>	<u>45.5</u>
Decrease in Volume		<u>9.1</u>
No Change	<u>50.0</u>	<u>45.4</u>

3. Do you feel the new signs are:

More Effective	<u>75.0</u>	<u>33.3</u>
Less Effective	<u>25.0</u>	<u>44.5</u>
No Different	<u>      </u>	<u>22.2</u>

than previous roadside directional signs or advertising?

4. Do you feel the information centers (plazas) are:

More Effective	<u>50.0</u>	<u>44.5</u>
Less Effective	<u>37.5</u>	<u>44.4</u>
No Different	<u>12.5</u>	<u>11.1</u>

than previous roadside directional signs or advertising?

5. If you had your choice of providing travel information and directions, would you:

Use the new signing?	<u>12.5</u>	<u>30.0</u>
Use the information center plazas?		<u>20.0</u>
Use both of the above?	<u>87.5</u>	<u>40.0</u>
Use conventional roadside advertising?	<u>      </u>	<u>10.0</u>
Not use any roadside advertising?	<u>      </u>	<u>      </u>

6. Do you feel that it is important to have Vermont Highways as attractive as possible?

Yes	<u>94.7</u>
No	<u>5.3</u>

\* Indicates chambers of commerce participating in signing program.

\*\* Indicates chambers of commerce not participating in signing program.

\*\*\* Re: Appendix D, white questionnaire form.

## CHAMBERS OF COMMERCE

### Reasons For Not Participating in Travel Information Program

#### Typical Comments Received From Chambers of Commerce

I am not aware of the Chamber being asked to participate.

Were not informed.

Not sure what the sign program is.

We could not get a sufficient number of advertisers.

Expensive!

Do not feel they are very effective.

We were not in operation when this program started. Also, we're not crazy about it.

### Reasons for Responses Relating to the Effectiveness of the Roadside Signs

#### Favorable:

They are certainly more pleasing and we have many comments like this from visitors.

At a glance, picture easier to see.

Very reliable and to the point.

Because of our laws, any directional signs have to be helpful.

Neater in appearance and more easily read by the passing motorist.

Will be more effective as people become accustomed to them.

Easier to read, closer, standardized.

#### Unfavorable:

They are not used effectively.

Because you cannot find them half the time.

Seldom see them used, due to context and locations.

Uniformity - More visible - cleans up the roadsides; but frankly, we don't believe it has helped us.

Fewer - less informative.

They are too small.

The travelling public is not used to looking for these small signs, and do not recognize the symbols.

Hard to see - not attractive to tourists.

Businesses off the main drag suffered. (Comment on Question 5) In Ludlow, signs are to the north end of town; most traffic is south to north.

#### Reasons for Responses Relating to the Effectiveness of Information Centers (Plazas)

##### Favorable:

More information given.

Attractive with right material on them.

Tourists need aid when in strange surroundings.

They are a new medium - effective because they give more information.  
Could be improved easily.

##### Unfavorable:

They have not been maintained properly.

Because they are past the exit.

Not as obvious.

Prettier - less effective.

Plazas have been ineffective as presently used. They need to be located in conjunction with local information booths.

The travelling public is not used to looking for these small signs, and do not recognize the symbols.



TABLE 2 \*\*\*

Self-Administered Business Interviews (Percentages Based  
on 358 Responses)

1. Are you a participant in the Vermont Coordinated Travel Information Sign Program?

Yes	<u>72.6</u>
No	<u>27.4</u>

2. What effect do you feel the installation of the new highway signs and information centers have had on your business volume?

	P*	FP**
Increase in Volume	<u>39.9</u>	<u>21.2</u>
Decrease in Volume	<u>16.9</u>	<u>16.3</u>
No Change	<u>43.2</u>	<u>62.5</u>

3. Do you feel the new signs are:

More Effective	<u>37.2</u>	<u>28.6</u>
Less Effective	<u>48.6</u>	<u>50.6</u>
No Different	<u>14.2</u>	<u>20.8</u>

than previous roadside directional signs or advertising?

4. Do you feel the information centers (plazas) are:

More Effective	<u>39.4</u>	<u>30.3</u>
Less Effective	<u>45.7</u>	<u>59.1</u>
No Different	<u>14.9</u>	<u>10.6</u>

than previous roadside directional signs or advertising?

5. If you had your choice of providing travel information and directions, would you:

Use the new signing?	<u>29.6</u>	<u>25.3</u>
Use the information center plazas?	<u>1.7</u>	<u>4.6</u>
Use both of the above?	<u>30.0</u>	<u>28.7</u>
Use conventional roadside advertising?	<u>36.2</u>	<u>26.5</u>
Not use any roadside advertising?	<u>2.5</u>	<u>14.9</u>

6. Do you feel that it is important to have Vermont Highways as attractive as possible?

Yes	<u>98.8</u>
No	<u>1.2</u>

\* Indicates business participant in signing program.

\*\* Indicates former business participant in signing program.

\*\*\* Re: Appendix D, white questionnaire form.

## COMMENTS FROM BUSINESS QUESTIONNAIRES

## Participating Businesses

1. Reasons for Participating:

<u>TIMES FOUND</u>	<u>COMMENT</u>
5	We had no choice; we couldn't put up our own signs.
3	Thinking of dropping it. Too expensive.

Three single differing reasons for participating.

Thought it would bolster attention.

To attract customers to our retail farm market.

Am unhappy with what I have.

2. Reasons for Responses Relating to the Effectiveness of the Roadside Signs:FAVORABLE:

7	Travelers quickly learn to watch for these signs.
5	Clear, concise, well sited.
5	Easier to locate establishment.
5	Uniform.
5	Simple to read.
5	Plainer, they stand out more.
4	More attractive.
3	Stands out more, looks more official.
3	Same size signs for all businesses.
2	Uniformity, more visible, but frankly, we have not noted much change in business.
2	Travelers seem to notice them.

Eighteen single differing reasons for favorable responses to the effectiveness of the roadside signs.

Easier to read and identify. Less clutter to highways.

Good advertising medium.

FAVORABLETIMES  
FOUNDCOMMENT

More people make use of them.

There are less signs to look at and the signs look more attractive.

Attractive signs, but not at enough locations for large ski areas where we have to route people from out-of-state.

Not in directing people to a business, but in creating the general image. That is important in bringing people back.

Coordinated effort for tourists' information. It's good!

Did not have any sign near Putney road prior to program.

Old type billboards had great impact, but we would not have used them.

Better visibility.

Clearer, customers appreciate the more attractive roadsides.

Some see them, some don't, but they stand out better.

Predictable and not offensive.

Good locations, guests comment attractive, easy to read.

They will be more effective as the public becomes aware of them. You can see quickly what you are looking for.

They are more attractive than my former private signs and also closer to the highway than I was allowed to be.

Old type highway directional signs worked well at intersections. Prefer present to numerous commercial billboards.

Our guests have mentioned that they came to the motel because of the sign.

UNFAVORABLE:

20

Too small.

12

Signs are not placed where they can help us. Too far from entrance.

8

They provide too little space for information.

6

Not enough eye appeal. Don't get attention.

6

Our personal sign told them more.

UNFAVORABLE:TIMES  
FOUNDCOMMENT

4	Arrows lead people down the wrong roads.
3	Not large enough to provide adequate directional information. Cannot be placed at good locations.
2	Not as visible.
2	Single signs. Buried among many others. Not seen except by those stopping.
2	They fail to outline the services available. Poor visibility.
2	What do you mean by new signs?
2	No help at all.
2	They're not individual. They're faded and get overgrown with brush.

Thirty-nine single differing reasons for unfavorable responses to the effectiveness of the roadside signs.

All signs are not properly located. Some tourists have gone an extra 10 miles on back road.

Our own billboard would have been more effective, but we were new in '67.

A sign is a sign.

They are not large enough to be seen from a moving vehicle or at night.

Too many signs to be noticed. Too artistic; they fade back into the foliage and are not seen.

Totally ineffective for tourist business. Signs are obscure and people (tourists), unless they are familiar with the area, are lost.

Located too far from distractions on a side road.

Been 5 years; no change, need more signs.

Location of signs not easily accessible.

Difficult to read at 55 MPH. Poor color, placed too high.

UNFAVORABLE:COMMENT

State signs are too restrictive and expensive for providing easy directions to remote area businesses such as ours. Many tourists don't like them.

It offers no information other than conventional signs.

I can't have one; though everyone else in my area can!

Off exit signs too small and hard to see. Color poor.

Former sign was on corner of street and served in two directions.

Because allowed signs only in town where situated.

People can't understand them and they are grubby looking and faded.

Have been trying to get a state sign for 3 years and feel there is a safety hazard involved. Very mad about lack of cooperation.

We are isolated and 4 signs are enough.

No participation.

Too small!! Could be 1/3 or 1/2 larger so you can read them better. Have to go about 40 MPH to see them. We aren't even allowed to put our full name on them.

Very, very poor!! Too small to find and too small to read. Poorly maintained.

We are off from main road #114 and advertising space on sign is limited.

There has been no change in business level and no evidence that sign produced any result.

I have customers who say the signs are misleading in mileage and when they drive the 3 miles they are left there with no sign to tell them which way to turn.

Can't get roadside signs for a 50 MPH speed zone; cars cannot stop in time for driveway in fast moving traffic. Have had customers complain.

We had 10 good size, very artistically attractive signs (5 each way), state signs are small, though visible. Not legible until close to them.

UNFAVORABLE:TIMES  
FOUNDCOMMENT

Because to some degree billboard signs are visibly more appealing to the attention of the visitor.

Our customers say that they are too small and the information easily misunderstood.

My property signs seem to get more inquiries.

Public generally doesn't read. Signs too small to be effective.

A good number of tourists never see them.

Logo signs are better.

People like to see prices advertised, and my competition can advertise their prices because they own land on the main road. Their prices are higher than mine, but they out-sell me, because people can see their prices and not mine.

Confusing. Customers cannot find bakery. Should be allowed to have directional sign at head of street.

Because I cannot get a sign directing people up the mountain.

Traveling public is confused.

Too small. We are off the highway and establishments that are on the highway can still advertise with as large a sign as they want.

Not enough! We need pathfinders.

3. Reasons for Responses Relating to the Effectiveness of the Information Center (Plazas);

FAVORABLE:

- |   |   |
|---|---|
| 7 | All information at one location.                                      |
| 7 | Only manned ones are really effective.                                |
| 4 | Better information available at any time of the day or night.         |
| 3 | Any degree of information assistance has to help.                     |
| 3 | Uniform.  |
| 3 | A lot of tourists don't have anyone to direct them during late hours. |

FAVORABLE:TIMES  
FOUNDCOMMENT

2	Customers say they learned of us there.
2	Centralized, attractive.
2	Clean, efficient, uncluttered, standardized.
2	Logically located.
2	Interstate centers are excellent. Roadside plazas are worthless.

Thirteen single differing reasons for favorable responses relating to the effectiveness of the Information Center (Plazas)

Uniformity, more visible, but frankly we have not noted much change in business.

More people make use of them.

People are beginning to recognize them.

Information Centers are a must. Buy why should we pay for plazas or anything else in advertising.

There are too few information centers.

Many customers find us through the guide book.

Because they don't distract from each other or compete with each other.

More easily identified.

Not seen by as many people, good for those who will stop.

Have reports to this effect.

More tasteful than billboards, but less effective at short range.

Map and directions.

People drive in to read the signs, usually they are where travelers can drive off the road and rest while they read over the information board.

UNFAVORABLE:

10

More of a problem to stop and consult.

8

People do not use the plazas, only the booths where someone is on duty.

UNFAVORABLE:TIMES  
FOUNDCOMMENT

5	Not seen by enough people.
4	Plazas. Poor locations. No general support.
3	Plaques are too expensive. Sign plazas are not the answer.
3	I have had no customers at all who came to me from the information centers.
3	Leaves the customer out without enough directions.
2	Very few people stop at plazas.
2	Business participants need more information about the centers and then, more communication.
2	Not close enough. Probably need many more.

Twenty-four single differing reasons for unfavorable responses relating to the effectiveness of the Information Center (Plazas) :

The one in Jay never seems to be used.

Have had no inquiries from this area.

It all depends on the location of the center. A poor location is detrimental and ineffective.

Unlighted plazas are not what the general public considers information centers. Public relied on stopping at restaurants and gas stations for information.

The diversity of material is confusing. Such a large area must be covered.

Not in directing people to a business, but in creating the general image. This is important in bringing people back.

I've had no business at all since my roadside signs were taken away.

I have seldom seen a car pull off the road to visit the plaza on the way north, Manchester from Arlington. Perhaps they do, but I can only remember seeing it once in my travels.

Most tourists have a destination when travelling.

I am trying to get on all New England road maps, as many customers use Ferry to arrive in Vermont and therefore, have not yet seen highway information centers.



UNFAVORABLE:COMMENT

Only 2 or 3 of our guests have come to us as a result of our information center plaques.

The Montgomery billboard center seems to get very little use.

No caretaking by state. No updating.

Lots of our people don't even stop at them. They rarely mention these to us.

Last year, we discovered we had paid \$50 for a plaque that did not even exist.

Unless they do make mention of participants.

People won't go out of way or change plans for our type of business. Greater impact when signs near your place of business.

Not ever mentioned patients.

Had 2 signs on plazas, but have not renewed them. Felt they were not worth the cost. There was no warning of motel being in 50 MPH zone. Customer survey by us shows that travelers do not stop at plazas, but still look for roadside signs.

New signs often do not give as much plain information and directions as billboards did.

Information plazas not supplied with maps.

As far as business is concerned, I don't believe they attract the traveler as was anticipated.

We think the regular roadside signs get more attention than the plazas.

Not advertised to public. Brochure not stocked. Poorly located.

## COMMENTS FROM BUSINESS QUESTIONNAIRES

## Former Participating Business

1. Reasons for Non-Participation

<u>TIMES FOUND</u>	<u>COMMENT</u>
12	Tried it with very little response.
5	I don't know anything about it. (Note: Indicates new ownership of business)
5	Too expensive.
4	Not asked.
4	Cost not worth benefit.
4	Lack of effectiveness.
2	Ineffective and poorly maintained program.

Twenty-three single differing reasons for not participating.

We plan to use them this winter season.

No longer needed. All apartments sold.

Was. Now 85% of business repeats.

The TIC discriminates against us.

Too costly and loss of individuality. I 91 Guilford Center works hard for us, but the last 4 years business has been down. We now contribute \$500 per year to maintain the Putney Information Booth.

We cancelled one year ago. Sign is misprinted and states false information.

We were at one time (Plaza plaques) but stopped. The TIC signs on highways are very good, but on plazas they seem to be in wrong place.

Ineffective and competes with free enterprise.

Limited to information center only.

We dropped it because we could not get our sign moved to its proper location.

TIMES  
FOUNDCOMMENT

TIC said I was not eligible to participate; being on a major highway.

50% of my summer business comes off the road in response to my own sign.

\$50 cost a year is too high. It's unfair to me to pay because I'm off the main highway. Every business should pay. Sears should be made to pay. \$500 over 10 years is very unfair. Signs made in prisons, put up by Highway Department, no way to substantiate \$500 cost.

Regulation about where signs are allowed.

I think that the signs should be free to institutions like ours.

Cost, location of sign.

We cannot put a sign on Route 4, because it is a limited access highway and we cannot put a sign on Route 30 because our business is located on that route.

We were previously.

Travelers and tourists look only at the state map.

Difficulty of identifying business in small space and text.

We were in for a year and polled our customres. Did not receive one positive comment. No one saw our plaques.

Was very unhappy with it.

Sign plazas are useless. Unused. Ill placed.

## 2. Reasons for the Responses Relating to the Effectiveness of the Roadside Signs.

### FAVORABLE:

- |   |                                 |
|---|---------------------------------|
| 4 | Better Looking.                 |
| 2 | Easy to read and in good taste. |
| 2 | Easier to see, attractive.      |
| 2 | It seems people can see better. |

FAVORABLE:

TIMES  
FOUND

COMMENT

Six single differing reasons for the favorable responses relating to the effectiveness of the roadside signs:

Public is conditioned to look for that style sign over the "each to his own style."

People can see them as they travel on the roads.

Legible and consistent.

Billboards are not effective sales tools. A state is more attractive without them.

New directional signs by individuals off road enterprises are good.

Fewer signs. They notice as they go along. Not so many. Tourists read.

UNFAVORABLE:

- |   |  |
|---|--|
| 5 | Each private sign said more for a specific place.  |
| 3 | Motorists ignore or don't use.   |
| 3 | They all look alike.   |
| 2 | Too much information. Takes too long to comprehend.  |
| 2 | In our case, and in others we know of, the Highway Department was unwilling to position them where the old signs were, for best results. |

Fourteen single differing reasons for the unfavorable responses relating to the effectiveness of the roadside signs:

Old individual signs best.

Tourists do not understand them. Too many on one post. A driver can read only one; a passenger perhaps two. Only one symbol is allowed on a sign. If a motel has a restaurant, it can only advertise one.

Specific Ferry advertising on road sides reduced.

What new signs?

My customers say the printing is too small to read at speed limit.

Our own signs were visible.

UNFAVORABLE:TIMES  
FOUNDCOMMENT

Too small. Feel dominated having to use (rent) signs the state makes.

Better, but less effective.

No results.

It doesn't give the name of the establishment or distance.

Less effective for us because the state turned down our request for signs.

People on the move can't read them.

Not big enough. Too few. Not specific enough.

The new signs are not as effective.

### 3. Reasons for Responses Relating to the Effectiveness of the Information Centers (Plazas)

FAVORABLE:

2

More complete information.

Nine single differing reasons for favorable responses relating to the effectiveness of the Information Centers (Plazas):

Good looking places.

They pertain to a certain area.

They give travelers a chance to walk around and see the countryside.

Our highway sign brought us rentals.

Uniform and easy to read.

Have one in parking lot, draws some extra cars in.

People have gotten our location at rest areas.

I have stopped at tourist information centers and observed many tourists using information signs, etc.

Tourists are more apt to stop at information center.

UNFAVORABLE:

TIMES  
FOUND

COMMENT

- |   |  |
|---|--|
| 7 | People will not take the time to stop.   |
| 5 | Too generalized in nature. Required motorists to stay and try to figure out.   |
| 3 | Not that many people stop at the sign centers to find the necessary information. Only the bigger Motels benefit from them as they are on major highways. |

Fifteen single differing reasons for unfavorable responses relating to the effectiveness of the Information Centers (Plazas):

When a tourist is looking for lodging at eleven o'clock at night, he is not going to go off the road to read a plaza sign that probably has not been shoveled out and the information he desires is on the backside.

I am trying to get on all New England road maps as many customers use Ferry to arrive in Vermont and therefore, have not yet seen highway information centers.

Not open 24 hours a day. We see a lot of campers looking for campgrounds at 9 PM Friday night.

Our own signs were visible.

They are ridiculous.

People have to make more effort to find information.

More attractive, but obviously less predominant. The centers are almost useless.

So few people stop there, and it is so expensive to belong. Not many of us do.

Don't need either.

Time delay to find locations.

Too spread out and does not accent the business.

Too cluttered and not many people stop at Rest Areas.

I 91 Center is excellent. The sign plazas are worthless.

They want direct contact to what good places there are to stop at.

People do not want to stop prior to a destination. Many poorly located.

VI. SELF-ADMINISTERED TRAVELER INTERVIEWS

(INFORMATION PLAZAS)

TABLE 3 \*

## Self-Administered Traveler Interviews

## (Information Plazas)

(Percentage Based on No. of Seasonal Responses)

Number of Responses:		101	160	42	303
		<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1)	Including yourself, how many persons are riding in your vehicle?				
	Two or Less	<u>70.9</u>	<u>67.1</u>	<u>63.6</u>	<u>67.8</u>
	Three or More	<u>29.1</u>	<u>32.9</u>	<u>36.4</u>	<u>32.2</u>
2)	Which are you?				
	Driver	<u>66.0</u>	<u>62.9</u>	<u>68.2</u>	<u>64.6</u>
	Passenger	<u>34.0</u>	<u>37.1</u>	<u>31.8</u>	<u>35.4</u>
3)	Counting this trip, how many times have you travelled through this area in the past twelve (12) months?				
	Two or Less	<u>80.6</u>	<u>74.3</u>	<u>52.3</u>	<u>73.3</u>
	Three or More	<u>19.4</u>	<u>25.7</u>	<u>47.7</u>	<u>26.7</u>
4)	Where is your home?				
	Vermont	<u>2.9</u>	<u>3.6</u>	<u>13.6</u>	<u>4.8</u>
	Outside Vermont	<u>97.1</u>	<u>96.4</u>	<u>86.4</u>	<u>95.2</u>
5)	What is the purpose of your trip?				
	Recreation	<u>77.7</u>	<u>70.7</u>	<u>75.0</u>	<u>73.6</u>
	Business	<u>0.0</u>	<u>5.4</u>	<u>11.4</u>	<u>4.4</u>
	Other	<u>22.3</u>	<u>23.9</u>	<u>13.6</u>	<u>22.0</u>
6)	Was the reason for stopping at this information center to acquire traveler information?				
	Yes	<u>77.7</u>	<u>61.1</u>	<u>40.9</u>	<u>63.7</u>
	No	<u>22.3</u>	<u>38.9</u>	<u>59.1</u>	<u>36.3</u>

Re: Appendix D, blue questionnaire form



TABLE 3 (Continued)

	<u>Summer</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
7) Please answer the following according to how the material at the information center influenced you.				
a) Are you planning on stopping at a business establishment in this area?				
Yes	58.3	58.7	45.5	56.7
No	<u>41.7</u>	<u>41.3</u>	<u>54.5</u>	<u>43.3</u>
b) If you are going to stop in this area, at what type of establishment will you be stopping?				
Food	31.1	29.9	27.2	29.9
Gas	<u>5.8</u>	<u>7.2</u>	<u>11.4</u>	<u>7.3</u>
Lodging	<u>33.0</u>	<u>37.7</u>	<u>31.8</u>	<u>35.4</u>
Other	<u>14.6</u>	<u>14.4</u>	<u>11.4</u>	<u>14.0</u>
Not applicable	<u>15.5</u>	<u>10.8</u>	<u>18.2</u>	<u>13.4</u>
c) Before you stopped at this information center, had you previously planned to stop at an establishment in this area?				
Yes	56.3	57.5	56.8	57.0
No	<u>43.7</u>	<u>42.5</u>	<u>43.2</u>	<u>43.0</u>
d) If you had previously planned on stopping, did you have a specific establishment in mind?				
Yes	35.0	27.6	36.4	31.2
No	<u>45.6</u>	<u>43.7</u>	<u>40.9</u>	<u>44.0</u>
Not applicable	<u>19.4</u>	<u>28.7</u>	<u>22.7</u>	<u>24.8</u>
e) If you had a particular establishment in mind, was it listed at this information center?				
Yes	18.5	16.2	18.2	17.2
No	<u>25.2</u>	<u>24.5</u>	<u>20.4</u>	<u>24.2</u>
Not applicable	<u>56.3</u>	<u>59.3</u>	<u>61.4</u>	<u>58.6</u>
f) Do you feel the information center influenced your decision for stopping in this area?				
Yes	42.7	43.1	43.2	43.0
No	<u>57.3</u>	<u>56.9</u>	<u>56.8</u>	<u>57.0</u>

## TRAVELERS AT INFORMATION PLAZAS

General CommentsFAVORABLE:NUMBER OF  
TIMESCOMMENT

8	Information centers are very helpful.
3	You have nice rest rooms.
2	Think information center good for those who do not regularly travel in Vermont.

## Eighteen single differing favorable comments:

Travel centers are good. Please give more information on hiking and recreation in the area.

We are very much in favor of this information.

Little River Camping (Mt. Mansfield Forest) great!

Appreciate provision of information centers and rest areas.

They are very helpful.

We had decided to stay overnight, but you influenced us into stopping at more places to visit and eat. Thank you. The information was greatly appreciated.

Thanks for the information center.

It was nice.

Vermont information helped us to plan our bike trip.

Also information center at state line very helpful. Made planning ahead easy.

Lovely state. Crazy weather.

Keep it beautiful.

Merci pour les bons services rendee aux voyageurs.

Well done!

We appreciate that there are no roadside signs to spoil the beautiful and warm color.

FAVORABLE:NUMBER OF  
TIMESCOMMENT

The information center is well maintained.

Very informative.

UNFAVORABLE:

12	No brochures or maps.
5	Why no Vermont road maps?
3	Area restaurants list needed.
3	Not enough motels shown in area directory (as actually found).
3	More rest rooms along the road.
2	Information center not adequate.
2	This information plaza is terribly dirty, incomplete.
2	Not worth a "Hootenanny".
2	Need someone to answer questions.
2	New signs have too much information at once. Small print hard to read at 40 to 50 MPH.

## Forty-one single differing unfavorable comments:

There's too much tourism and not enough done for Vermonters.

Include information about Mobile Home Parks.

Restaurants not open at 8:00 PM. Where do you find a bathroom at night?

Improve your rest areas.

Travel centers are good. Please give more information on hiking and recreation in the area.

There is very little information, no maps, only about 10% of the businesses are listed. Not worth stopping.

This information center is in the middle of Green Mountain National Forest, but it doesn't mention any National Forest Campgrounds or Ranger Stations.

As this seems to be off season, no information on the state is available anywhere.

UNFAVORABLE:COMMENT

The booth outside of a gas station in Waterbury was poorly equipped. An employee there said it was not taken care of all summer.

We left the Bardwell Hotel in Rutland. It was dirty and expensive, when listed as inexpensive.

We tried to find an information person and a map of Vermont and any information on anything to see or do. No office or person could be found. We drove straight through, as we have not yet gotten a map or any information. Your boards are useless.

Where is gas, not listed, stop at 2 or 3 of these, look for gas.

No place to stay overnight. New Hampshire information centers gave us the information we needed.

Rest room at wrong end of place.

How do you get a state map around here?

Please list antique shops or give map of covered bridges.

Not enough parking with electricity and water for 31 ft. R.V. vehicles.

On September 15 the place was closed. Too bad!

Poor map display. No handout brochures.

Please provide Vermont maps.

Poor information. No maps.

We stopped on 9/20/77, station was closed.

It was not open. Even rest rooms closed.

No drinking water available.

A rest room would be nice.

State road maps should be supplied. We did not travel beyond I 91 due to the lack of a map.

Keep rest rooms open at night.

Was looking for Grafton, but never found it on your map or through the information centers.

This is foolish, offers nothing.

No information on "25,000 Gifts".

UNFAVORABLE :COMMENT

Our literature indicated that the State Park at Thetford would be open for camping 10/10. It wasn't.

We drove on because we could not find a campsite for our trailer. We would have stayed longer.

Sign says information, but there is none.

Improve road maps. List explicit details on gas stations, (all night?) lodgings. List distances between rest areas.

Improve roads. Make signs bigger.

The literature was 1973-74. This is October 1977 and we never found a complete Vermont map at any of the information stops.

Not enough route and directional signs.

More information on public areas, not private establishments.

I think the State of Vermont should have state road maps available. I have requested the same for months.

There was no information material available where the sign said there would be.

Primary reason for stopping was to examine your Vermont information structures for possible use in my work in tourism and recreation.

Self-Administered Travelers Interview  
Returns By Station & Season From Information Plazas

Counts				
Station	Summer	Fall	Winter	Total
* 0		2	2	4
1	1	2	3	6
2		4	3	7
3	1	6		7
4		2		2
5		1		1
6	1	7		8
7	2	4	2	8
8	4	8		12
9	1			1
10	2	3		5
11	4			4
12	3			3
13		3		3
14	1	3		4
15	1	4		5
16	2	4	2	8
17		1	2	3
18	2			2
20	1	4		5
21	2			2
22	3	2	2	7
23	1			1
24	1			1
25		2	1	3
26		4	1	5
27	2	3	3	8
28	1	7	2	10
29	4	4	1	9
30	2	3		5
31	1	6	2	9
32	2	2	1	5
33		2		2
34	1	2		3
38	1	2		3
39	4	1		5
40	1	3		4
44		2	1	3
46	1	2		3
47		2		2
48		1		1
49	1	2		3
50	1			1
51	2			2
53	1	4		5
56	3	1		4
57	5			5
58	7	1		8
59	1	1		2
60	1	2	5	8

Counts				
Station	Summer	Fall	Winter	Total
61	2	4	1	7
62	1	3		4
63	1	3		4
64		1		1
65	3	1		4
66	1	1		2
68	1			1
70	3			3
71	1			1
72	1		2	3
73	1	1		2
74	1	3	1	5
77	1	4		5
78		3	3	6
79	3	1		4
80	2	7	1	10
82	1	3		4
84	2	2		4
85	1	2	1	4
86		2		2

Total Returns  
All Stations

303

\*Cards Returned From Unidentified Station

VII. SELF-ADMINISTERED TRAVELER QUESTIONNAIRES

(BUSINESS ESTABLISHMENTS)

TABLE 4 \*

## Self-Administered Traveler Questionnaires

## (Participating Business Establishments)

(Percentages Based on Number of Seasonal Responses)

Number of Responses:	76	41	117
	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
1) Including yourself, how many persons are riding in your vehicle?			
Two or Less	<u>65.8</u>	<u>46.3</u>	<u>59.0</u>
Three or More	<u>34.2</u>	<u>53.7</u>	<u>41.0</u>
2) Which are you?			
Driver	<u>68.4</u>	<u>68.3</u>	<u>68.4</u>
Passenger	<u>31.6</u>	<u>31.7</u>	<u>31.6</u>
3) Counting this trip, how many times have you travelled through this area during the past twelve (12) months?			
Two or Less	<u>73.7</u>	<u>63.4</u>	<u>70.1</u>
Three or More	<u>26.3</u>	<u>36.6</u>	<u>29.9</u>
4) Where is your home?			
Vermont	<u>3.9</u>	<u>4.9</u>	<u>4.3</u>
Outside Vermont	<u>96.1</u>	<u>95.1</u>	<u>95.7</u>
5) What is the purpose of your trip?			
Recreation	<u>80.3</u>	<u>87.8</u>	<u>82.9</u>
Business	<u>7.9</u>	<u>7.3</u>	<u>7.7</u>
Other	<u>11.8</u>	<u>4.9</u>	<u>9.4</u>
6) Did you stop at an information center prior to your stopping here?			
Yes	<u>22.4</u>	<u>17.1</u>	<u>20.5</u>
No	<u>77.6</u>	<u>82.9</u>	<u>79.5</u>
7) Did you stop here because of the material displayed at the information center?			
Yes	<u>17.1</u>	<u>7.3</u>	<u>13.7</u>
No	<u>47.4</u>	<u>63.4</u>	<u>53.0</u>
Not applicable	<u>35.5</u>	<u>29.3</u>	<u>33.3</u>

\*Re: Appendix D, green questionnaire form



TABLE 4 (Continued)

	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>			
8) Were you previously aware of this establishment?						
Yes	<u>52.6</u>	<u>90.2</u>	<u>65.8</u>			
No	<u>47.4</u>	<u>9.8</u>	<u>34.2</u>			
9) Did you notice the information signs along the roadways?						
Yes	<u>73.7</u>	<u>82.9</u>	<u>72.9</u>			
No	<u>26.3</u>	<u>17.1</u>	<u>23.1</u>			
10) How would you compare the color-coded informational sign concept to conventional signs in other parts of the State and in other states?						
	<u>Aid in Traveling</u>			<u>Attractiveness</u>		
	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>
Superior to other areas	<u>25.0</u>	<u>7.3</u>	<u>18.8</u>	<u>27.6</u>	<u>17.1</u>	<u>23.9</u>
Better than most other areas	<u>25.0</u>	<u>22.0</u>	<u>23.9</u>	<u>29.0</u>	<u>36.6</u>	<u>31.6</u>
As adequate as other areas	<u>18.4</u>	<u>22.0</u>	<u>19.7</u>	<u>13.2</u>	<u>19.5</u>	<u>15.4</u>
Worse than other areas	<u>18.4</u>	<u>41.4</u>	<u>26.5</u>	<u>2.6</u>	<u>14.6</u>	<u>6.9</u>
Not applicable	<u>13.2</u>	<u>7.3</u>	<u>11.1</u>	<u>27.6</u>	<u>12.2</u>	<u>22.2</u>
11) How did the signs or information center influence your decision to stop here?						
	<u>Fall</u>	<u>Winter</u>	<u>Composite</u>			
Had previous knowledge or reservations at this establishment.	<u>68.4</u>	<u>85.4</u>	<u>74.3</u>			
Was going to stop somewhere in area, but signs guided choice.	<u>15.8</u>	<u>14.6</u>	<u>15.4</u>			
Would not have stopped in the area otherwise.	<u>15.8</u>	<u>0.0</u>	<u>10.3</u>			
12. Do you feel the signs or information center influenced your decision on stopping at this establishment?						
Yes	<u>28.9</u>	<u>7.3</u>	<u>21.4</u>			
No	<u>71.1</u>	<u>92.7</u>	<u>78.6</u>			

## Travelers at Participating Business Establishments

General CommentsFAVORABLE:NUMBER OF  
TIMESCOMMENT

8

The information signs are very good. Could the highway route signs be improved?

Four single differing favorable comments:

More, conservative, directional signs are needed in town.

Not aware of any color code. Wonderful roads and well signed.

Good, clear, precise signs, but "Caveat Emptor".

We are grateful for the absence of billboards.

UNFAVORABLE:

2

State signs are ineffective, hardly visible.

Twenty single differing unfavorable comments:

I think your signs are stupid. Return private signs.

Passed restaurant and turned around. No adequate warning.

No highway signs on Route 91 to Bellows Falls, north, causing us to go 20 miles out of our way.

More directional signs for easier route finding. Signs should be larger. College towns should be signed so they can be avoided. No billboards.

Signs not prominent enough particularly in inclement weather.

Your sign at road entrance seems inadequate.

Saw signs saying Santa Land, but no directions to Basketville. How come?

UNFAVORABLE:COMMENT

Reservations made by a relative. It was difficult to find Hancock House. Poor directional signs.

You need better route signs on roads other than the Interstate.

Signs advised us of the shop, but did not tell us where it was. We wandered around quite awhile before we found it. More than one sign needed. Perhaps the merchant involved should also put up a sign.

Mileage on Information Signs is confusing.

Signs should be bigger.

Signs for food, gas, etc., do not give enough information.

Please let people put up their own signs.

You need logos on the road.

You need better signing.

You can't get through the snow to the plaza.

Who wants to get out of a car at 0°?

Symbols confusing.

Signs are almost useless.

State should get out of the sign business.

## VIII. CONCLUSIONS AND RECOMMENDATIONS

## VIII. Conclusions and Recommendations

Most of the travelers surveyed indicated that the purpose of their trip was recreation, with work purposes the second most frequent response. Those surveyed at roadside interviews generally felt that the signs were attractive and of some use and generally understandable. Most comments reflected the statistics with the signs being attractive and helpful, however, a large number indicated that the signs were difficult to see and that directions were confusing. The reactions to the information plazas were quite negative with many comments indicating the need for better maintenance and protective measures.

Many business respondents felt that the signs provided too little in the way of information and that they were poorly located and maintained. Business people, both participants and former participants, seemed to be fairly evenly split in their opinions of the effectiveness of the signs. They were not very impressed with the effectiveness of the information plazas generally, but felt that the manned booths were some improvement where in use. Travelers at the information plazas seemed to have a more positive reaction than the business respondents. There was continued indication that better maintenance was needed and that they should be open 24 hours a day. Data indicates that many travelers interviewed at business locations already had previous knowledge or reservations at those locations. This would tend to indicate the effectiveness of private and state sponsored advertising outside the borders of the State of Vermont. Approximately a third of those interviewed who did not have reservations felt that the signs and information plazas were helpful in making their choice of destination.

The uniform coded informational signs appear to be generally well received. It is recommended, however, that effort be made to see that they are located so

that they are not obscured by vegetation or snow. In addition, the spacing of the signs on posts would aid travelers in spotting particular information. The possibility of enlarging the signs slightly so that another line of information could be added is also a subject for further investigation, and the use of more signs along a route to a particularly difficult location to find is a possibility.

There appears to be more need of improvement in the area of the information plazas. It is recommended that more consideration be given to the manning of the plazas where possible. This would aid in keeping handouts available and up-to-date. There were many comments concerning frequently empty map dispensers and out-of-date listings. Full-time attendants would be expensive, but the establishment of plazas in conjunction with local information bureaus would help accomplish the staffing problem. Also, many travelers appreciate phone reservations being made for them by an attendant. It is recommended that some arrangement for this be made either with local bureaus or by attendants at state information plazas. This would be particularly valuable during holiday periods when lodging becomes scarce. The need for attendants would likely be seasonal in many areas and would not require a year-round staff.

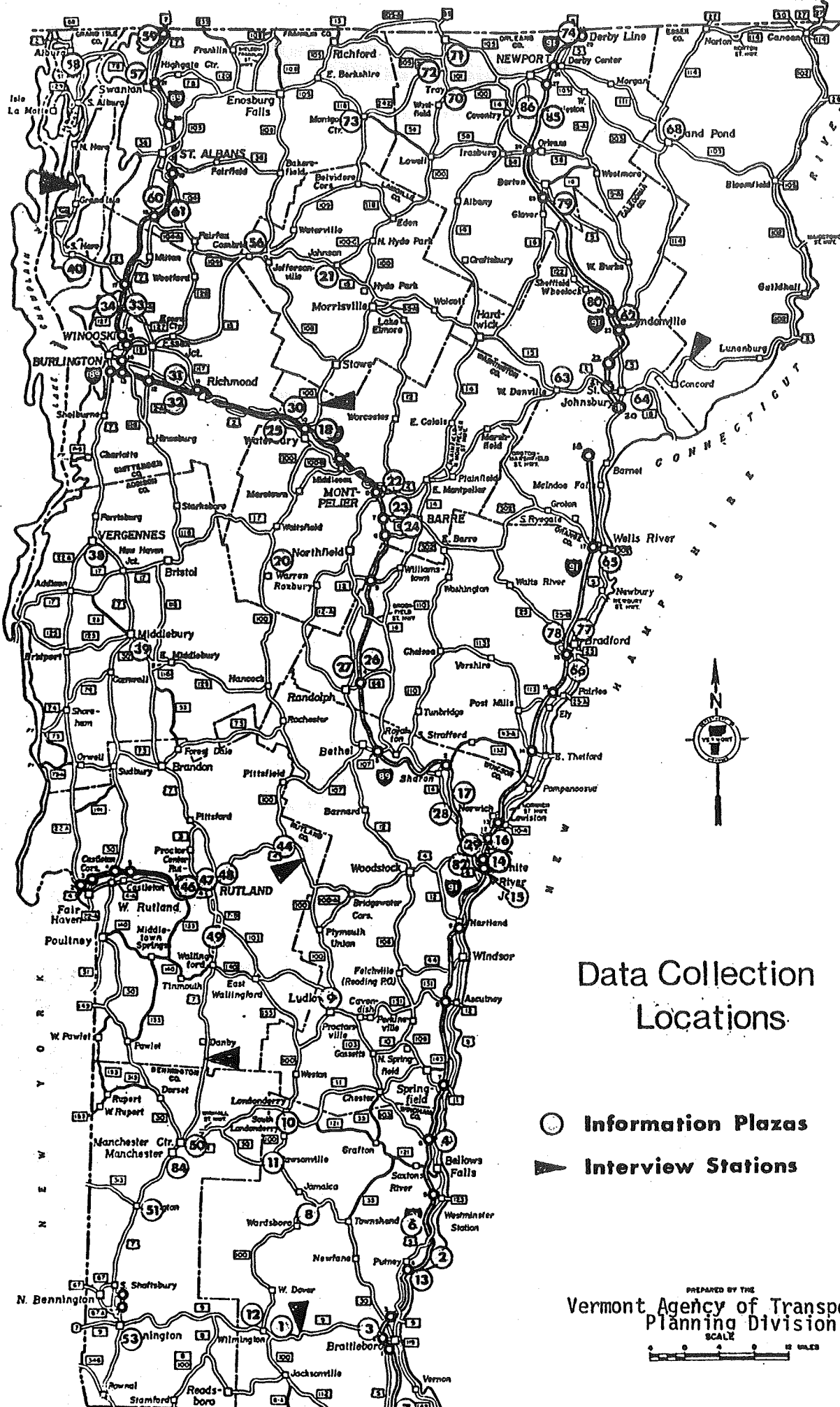
However, it is recommended that the map plazas be accessible year-round and 24 hours a day. This would necessitate the installation of lighting equipment and would require plowing in the winter. Many comments referred to the need for information for late night travelers and the lack of security at the map plazas at night. Other comments referred to the inaccessibility of the plazas during the winter.

Many of those surveyed could not understand why all businesses in an area were not listed at the information plazas. This appears to be a function of cost to the advertisers. Perhaps a system could be devised whereby all area businesses are listed, but a full description is provided only for paid advertisers. This would be an aid to the traveling public and merits further investigation. More general information concerning a particular town or area would also seem to be needed. This would include information on attractions and public recreation areas (i.e., what there is to do or see).

Overall, it would seem that the statewide Travel Information Program is reasonably effective. In the absence of conventional billboard advertising, some alternate method for businesses to direct travelers is needed. Public acceptance and understanding of this system will, in time, make it workable. Any improvements that can be made will shorten this time factor and secure the performance of the information system.

## APPENDIX





## Data Collection Locations

- Information Plazas
- ▲ Interview Stations

PREPARED BY THE  
Vermont Agency of Transportation  
Planning Division

SCALE  
0 10 20 MILES

VERMONT AGENCY OF TRANSPORTATION  
PLANNING DIVISION

TRAVEL INFORMATION PROGRAM  
EVALUATION SURVEY

ROADSIDE INTERVIEWS

Schedule of Operations \*

<u>Spring 1977:</u>	<u>Location</u>	<u>Date</u>	<u>Hours of Operation</u>
	US 2 Concord	May 26, 1977	1100 - 1800
	US 4 Sherburne	June 8, 1977	1100 - 1800
	US 7 Mt. Tabor	June 9, 1977	1100 - 1800
 <u>Summer 1977:</u>			
	US 2 Concord	June 30, 1977	1100 - 1800
	US 4 Sherburne	July 6, 1977	1100 - 1800
	US 7 Mt. Tabor	July 7, 1977	1100 - 1800
	VT 100 Waterbury	July 21, 1977	1100 - 1800
	US 2 Grand Isle	August 11, 1977	1100 - 1800
	VT 9 Marlboro	August 18, 1977	1100 - 1800
 <u>Fall 1977:</u>			
	US 2 Concord	September 29, 1977	1100 - 1800
	US 4 Sherburne	October 5, 1977	1100 - 1800
	US 7 Mt. Tabor	October 6, 1977	1100 - 1800
	VT 100 Waterbury	October 13, 1977	1100 - 1800
	US 2 Grand Isle	October 20, 1977	1000 - 1700
	VT 9 Marlboro	October 27, 1977	1000 - 1700
 <u>Winter 1977/1978:</u>			
	VT 100 Waterbury	December 29, 1977	1000 - 1700
	US 4 Sherburne	January 5, 1978	1000 - 1700
	US 7 Mt. Tabor	January 6, 1978	1000 - 1700
	VT 9 Marlboro	February 16, 1978	1000 - 1700

\*Days of Operation subject to change due to weather,  
transportation, or other related factors.

THE FOLLOWING BUSINESSES AND COMMUNITY ORGANIZATIONS  
COOPERATED DURING THE STUDY:

Arlington Chamber of Commerce  
Arlington, Vermont

Bellows Falls Chamber of Commerce  
Bellows Falls, Vermont

Greater Bennington Chamber of Commerce  
Bennington, Vermont

Merchants Association  
Bradford, Vermont

Brattleboro Area Chamber of Commerce  
Brattleboro, Vermont

Cambridge Chamber of Commerce  
Jeffersonville, Vermont

Lake Champlain Islands Chamber  
of Commerce  
North Hero, Vermont

Ludlow Area Chamber of Commerce  
Ludlow, Vermont

Addison County Chamber of Commerce  
Middlebury, Vermont

Greater Newport Area Chamber of Commerce  
Newport, Vermont

Randolph Chamber of Commerce  
Randolph, Vermont

Rutland Region Chamber of Commerce  
Rutland, Vermont

St. Albans Chamber of Commerce  
St. Albans, Vermont

St. Johnsbury Chamber of Commerce  
St. Johnsbury, Vermont

Springfield Chamber of Commerce  
Springfield, Vermont

Stowe Area Association  
Stowe, Vermont

Swanton Chamber of Commerce  
Swanton, Vermont

Vergennes Chamber of Commerce  
Vergennes, Vermont

The Valley Area Association  
Waitsfield, Vermont

Abbey II  
Morrisville, Vermont

Acorn Lodge  
Waterbury Center, Vermont

Allen Brothers Farm Market  
Bellows Falls, Vermont

Ebenezer Allen Country Store  
South Hero, Vermont

Anthony's Campground  
Richmond, Vermont

Art Coche Art Gallery  
East Burke, Vermont

Ascension Lutheran Church  
South Burlington, Vermont

Austria Haus and Real Estate  
Mount Holly, Vermont

Behind the Back Steak Saloon  
West Bridgewater, Vermont

Bardill Lumber and Building Supply  
Wolcott, Vermont

Bargain Box  
East Wallingford, Vermont

Base Lodge  
Jeffersonville, Vermont

Basin Harbor Club  
Vergennes, Vermont

Basin Ski Shop, Inc.  
Killington, Vermont

Basketville  
Putney, Vermont

Battleground  
Waitsfield, Vermont

Belmont Antiques  
Belmont, Vermont

Bible Baptist Church  
White River Junction, Vermont

Big Red Barn Gifts  
Bellows Falls, Vermont

Birchwood by the Mountains  
Warren, Vermont

Birdhaven Shop  
North Ferrisburg, Vermont

Blackbear Lodge  
Bolton, Vermont

Black River Historical Society  
Ludlow, Vermont

Blueberry Hill  
Goshen, Vermont

Blue Gentian Lodge  
Londonderry, Vermont

Blue Spruce Motel  
Middlebury, Vermont

Bob's Interstate Sunoco  
Putney, Vermont

Boise Cascade Corporation  
Brattleboro, Vermont

Bolton Valley Lodge  
Bolton, Vermont

Border Motel and Rest., Inc.  
Derby Center, Vermont

Brande's Pizza  
East Alburg, Vermont

Brandon Motor Lodge  
Brandon, Vermont

Bristol Motor Inn  
Bristol, Vermont

Bromley Mountain Ski Area  
Manchester Center, Vermont

Brook Bound Lodge and Chalet  
Wilmington, Vermont

Buxton Store  
Orwell, Vermont

Cabot Creamery  
Cabot, Vermont

Cadillac Motel  
St. Albans, Vermont

Camp Marycrest  
Grand Isle, Vermont

Camp Meade Motor Court  
Middlesex, Vermont

Camp Neringa  
West Brattleboro, Vermont

Campbell's Bay Campground  
West Swanton, Vermont

John Campbell Realty  
Newport, Vermont

Candle Mill Village Shops  
East Arlington, Vermont

Carbur's Restaurant  
Burlington, Vermont

Carinthia Ski Area  
West Dover, Vermont

Cerro's Furniture Barn  
Pittsfield, Vermont

Chalet Motor Lodge, Inc.  
Brattleboro, Vermont

Champlain Inn and Motel  
St. Albans, Vermont

Charbo Campground  
Derby, Vermont

Cheng's Gifts-Guy  
Charlotte, Vermont

Chester Inn  
Chester, Vermont

Chez Henri Bistrot  
Waitsfield, Vermont

Christmas Tree Inn  
Warren, Vermont

Churchill House Inn, Inc.  
Brandon, Vermont

Cedar Mill Animal Hospital  
Middlebury, Vermont

Clark's IGA  
Poultney, Vermont

Cold Hollow Cider Mill  
Waterbury Center, Vermont

Colonial Motor Inn  
Burlington, Vermont

Columns Motor Lodge  
Sharon, Vermont

Common Man Restaurant  
Warren, Vermont

Coombs Beaver Brook Sugar House  
Wilmington, Vermont

Corps of Engineers  
a) Ball Mountain Dam and Lake  
b) North Hartland Lake  
c) Townshend Lake Recreation Area  
d) Stoughton Pond Recreation Area  
e) Winhall Brook Camp Area

Country House Restaurant  
Barre, Vermont

Country Kitchen, Inc.  
West Brattleboro, Vermont

Country Squire Motel  
North Clarendon, Vermont

Cracker Barrel Ski Shop  
Rawsonville, Vermont

Crowley Cheese, Inc.  
Healdville, Vermont

Crown and Anchor Restaurant  
Jeffersonville, Vermont

Crown Point Camping Area  
Perkinsville, Vermont

Cutler's Greenhouse  
Morrisville, Vermont

Dairy Center Enterprises  
Enosburg Falls, Vermont

Danforth Pewterers  
Woodstock, Vermont

Darion Inn  
East Burke, Vermont

Mary W. Davis, Realtor and Associates  
Ludlow, Vermont

Deerfield Valley Antiques  
Wilmington, Vermont

Deerhill Lodge  
West Dover, Vermont

Deer Mice Antiques  
West Brattleboro, Vermont

Dewey's At Quechee Gorge  
Quechee, Vermont

Dog Team Tavern  
Middlebury, Vermont

Dostal's Motor Lodge  
Londonderry, Vermont

Double-Four Orchards  
Springfield, Vermont

Eaton's of Vermont  
Bridgewater, Vermont

Echo Lake Inn  
Ludlow, Vermont

Edelweiss Restaurant  
Wilmington, Vermont

Elbow Bend II Antiques  
Poultney, Vermont

Enchanted Doll House  
Manchester Center, Vermont

Equinox Sky Line Drive and Inn  
Arlington, Vermont

Erdman's Eyrie  
East Dorset, Vermont

Experiment in International Living  
Putney, Vermont

Farmbrook Motel  
Bridgewater Corners, Vermont

Farm Motor Inn (Dekoop Motel)  
Morrisville, Vermont

Farr's Antiques  
East Barre, Vermont

Fire and Ice  
Middlebury, Vermont

Flower City Florists  
Montpelier, Vermont

Four Seasons Garden Center  
Williston, Vermont

Fox's Home Bakery  
Wallingford, Vermont

Fox Run Resort  
Ludlow, Vermont

Garden Way Research  
Charlotte, Vermont

Gilbert's Hardware  
Dorset, Vermont

Glen Ellen Ski Area  
Waitsfield, Vermont

Golden Chances Antiques  
East Wallingford, Vermont

Gondola Rides and Restaurant  
Killington, Vermont

Grace's Barber Shop  
Alburt, Vermont

Grand Isle Nursery  
South Hero, Vermont

Grand View Motel  
Colchester, Vermont

Great Hawk Colony at Rochester  
Pittsfield, Vermont

Greenhurst Inn  
Bethel, Vermont

Greenmoss Builders, Inc.  
Waitsfield, Vermont

Green Mountain Craftsman  
Woodstock, Vermont

Green Mountain Homes  
Woodstock, Vermont

Green Mountain Sugar House  
Ludlow, Vermont

Green Trails Resort  
Brookfield, Vermont

Green Valley Campground  
East Montpelier, Vermont

Grindelwold Guest House  
Sherburne, Vermont

Hancock House  
Hancock, Vermont

Harlow's Sugar House  
Putney, Vermont

Hartness House  
Springfield, Vermont

Harvey's Mountain View Farm Lodge  
Rochester, Vermont

Hawk Mountain Construction  
Pittsfield, Vermont

Hawk Mountain Hidewarp  
Pittsfield, Vermont

Hawk Pine Hills  
Pittsfield, Vermont

Hawley Furniture  
East Arlington, Vermont

Haynes and Kane, Inc.  
Bennington, Vermont

Haynes Real Estate  
North Troy, Vermont

Haystack Corporation  
Wilmington, Vermont

The Hearthstone  
South Londonderry, Vermont

Heiress Motel  
Barre, Vermont

Heritage  
East Burke, Vermont

Hermitage Inn and Restaurant  
Wilmington, Vermont

Hidden Valley Campground  
Chester Depot, Vermont

High Lake Club Development  
Sharon, Vermont

Highlander Motel  
Jeffersonville, Vermont

Hill and Dale Farm  
Putney, Vermont

Hillcrest Nursery  
Greensboro, Vermont

Hill's Farm Inn  
Arlington, Vermont

Hilltop Antiques  
Bernardston, Ma.

Holiday Inn of Burlington  
South Burlington, Vermont

Holiday Inn of Waterbury - Stowe  
Waterbury, Vermont

Holiday Inn, White River Junction  
White River Junction, Vermont

F. H. Horsford Nursery  
Charlotte, Vermont

Hotel Coolidge  
White River Junction, Vermont

Hotel Sugarbush  
Warren, Vermont

Howell's Camping Area  
Arlington, Vermont

Ice Pond Farms Antiques  
East Arlington, Vermont

Idlenot Farm Restaurants  
Springfield, Vermont

Inn at Mt. Ascutney, Ltd.  
Brownsville, Vermont

Ironstone Lodge  
West Dover, Vermont

Jacob's Ladder Country Store  
Wells River, Vermont

Jaffe Studio Art/Antiques  
Wilmington, Vermont

Jay's Snack Bar  
Derby, Vermont

Jenning's Real Estate  
Waitsfield, Vermont

Howard Johnson's Motor Lodge  
Burlington, Vermont

Howard Johnson's Motor Lodge  
Springfield, Vermont

Howard Johnson's Rest. and Vermonter Motel  
Barre, Vermont

W. H. Keaton, DVM  
Barre, Vermont

Kellett's Bakery  
Waterbury Center, Vermont

Killington Ski Resort  
Killington, Vermont

KemMar Motel  
Ascutney, Vermont

Knapp Real Estate  
Underhill Center, Vermont

Knotty Pine Motel  
Bennington, Vermont

Kong Chow Restaurant  
Rutland, Vermont

Kwiniaska Golf Club  
Shelburne, Vermont

Lackey's Tourist Home  
Montpelier, Vermont

Lake Champlain Transportation Co.  
Burlington, Vermont

Lake Dunmore Kamperville  
Middlebury, Vermont

Lakewood Campground  
Swanton, Vermont

Lamplighter Inn, Inc.  
Brattleboro, Vermont

Liftline Lodge  
Stratton Mountain, Vermont

Lismore Antiques  
Danby, Vermont

Log Cabin Gift Shop  
Newfane, Vermont

Londonderry Inn  
South Londonderry, Vermont

Lone Pine Campsites, Inc.  
Colchester, Vermont

Long Trail Lodge  
Rutland, Vermont

Luigi's Restaurant  
Lyndonville, Vermont

Lynburke Motel  
Lyndonville, Vermont

Mackenzie Tourists  
Northfield, Vermont

Mad Ellen  
Waitsfield, Vermont

Madbush Chalet Motor Inn  
Waitsfield, Vermont

Magic Mountain Ski Area  
Londonderry, Vermont

Magic Sleigh Gift Shop  
Shaftsbury, Vermont

Maple Valley Ski Area  
West Dummerston, Vermont

Marcraft Realty Corp.- Factory Store  
Brattleboro, Vermont

Marsh-Plain Motel  
Plainfield, Vermont

Martins Museum and Woodworking Mill  
Hartland, Vermont

Maxham Supply Company  
Worcester, Vermont

Mekkelsen Trailer Sales and Service  
East Montpelier, Vermont

Melis Farms  
Wardsboro, Vermont

Memory Lane Antiques  
West Bridgewater, Vermont

Martha Michelson Health Center  
Plainfield, Vermont

Milestone Motel  
Shaftsbury, Vermont

Dwight R. Metler, Jr.  
Putney, Vermont



Mister Up's  
Middlebury, Vermont

Misty Mountain Lodge  
Wilmington, Vermont

Moose River Hobby Shop  
Concord, Vermont

Morgan Horse Farm  
UVM - Burlington, Vermont

Motel in the Meadow  
Chester, Vermont

Mt. Snow Ski Touring Center  
Mount Snow, Vermont

Mountain Meadows Campground  
South Burlington, Vermont

Mountain Mowings Farm  
Brattleboro, Vermont

Mountains Side Motor Court  
Bridgewater Corners, Vermont

Mountain Trails Camping Area  
Rochester, Vermont

Newbury Inn  
Newbury, Vermont

New England Craft Shop  
Bradford, Vermont

New Englander Motel Inn  
Bennington, Vermont

Nordic Hills Lodge  
Wilmington, Vermont

North Branch Club  
West Dover, Vermont

North Shire Motel  
Manchester, Vermont

North Hero Marine, Inc.  
North Hero, Vermont

Norton Country Store  
Norton, Vermont

Norwich Inn  
Norwich, Vermont

Nutmeg Inn  
Wilmington, Vermont

Okemo Inn, Inc.  
Ludlow, Vermont

Old Board Restaurant  
South Burlington, Vermont

Old Londonderry Workshop, Inc.  
Londonderry, Vermont

Old Mill Craft Shop  
Jericho, Vermont

Onion River Camping Area  
Plainfield, Vermont

Our Island Heritage  
Grand Isle, Vermont

Peel Gallery of Fine Arts  
Danby, Vermont

Peru General Store  
Peru, Vermont

Phoenix, Inc.  
Warren, Vermont

Pico Peak Ski Resort, Inc.  
Rutland, Vermont

Pike Industries, Inc.  
Laconia, New Hampshire

Pines Antiques  
Morrisville, Vermont

Plainfield Ski Club  
Bound Brook, New Jersey

Point Bay Marina  
Charlotte, Vermont

Pompanoosuc Mills Company  
East Thetford, Vermont

Pond Ridge Motel  
Woodstock, Vermont

Post-Horn Motor Inn at Magic Mtn.  
Londonderry, Vermont

Print Mint  
Bridgewater, Vermont

Prouty's Market  
Swanton, Vermont

Putney Motor Inn  
Putney, Vermont

Rabbit Hill Inn  
Lower Waterford, Vermont

Randolph Floral  
Randolph, Vermont

Red Fox Inn  
Bondville, Vermont

Red Store and Ashery  
Enosburg Falls, Vermont

Red Wagon Antiques  
Danby, Vermont

Reluctant Panther Inn  
Manchester Village, Vermont

Research Engineering Corporation  
Morrisville, Vermont

Rest N' Nest Campground  
Thetford, Vermont

Restoration Shop, Inc.  
Cambridge, Vermont

Richard's Automatic Speed Shop  
East Hardwick, Vermont

Richmond Craft Workshops  
Richmond, Vermont

Rock of Ages Corporation  
Barre, Vermont

Ron's Delicatessen  
Warren, Vermont

Rosebud Cafe  
Middlebury, Vermont

Round Top Ski Area  
Plymouth Union, Vermont

Round's Real Estate  
Pownal Center, Vermont

Royalton Inn  
South Royalton, Vermont

Rutland Motel  
Rutland, Vermont

St. Anne's Shrine  
Isle LaMotte, Vermont

Salty Dog Pub  
Jeffersonville, Vermont

Scotland By The Yard  
Quechee, Vermont

Scrub-a-Dub Car Wash  
Woodstock, Vermont

Sewards Restaurant  
Rutland, Vermont

Shelburne Museum  
Shelburne, Vermont

Shelburne Orchards  
Shelburne, Vermont

Shepard's Greenhouse  
Quechee, Vermont

Sherwood Park Development  
Rutland, Vermont

Shoe Box  
Woodstock, Vermont

Shopping International, Inc.  
Norwich, Vermont

Shore Acres Resort Motel  
North Hero, Vermont

Shorewell Ferries, Inc.  
Shoreham, Vermont

Silent Cedars Campground  
Grand Isle, Vermont

Simmonds Precision Products  
Vergennes, Vermont

Skyline Restaurant  
Marlboro, Vermont

Smith Grocery  
North Concord, Vermont

Smugglers Notch Village  
Jeffersonville, Vermont

Snowdon Motel  
Londonderry, Vermont

Sowma's 4 Star Motel and Restaurant  
Montpelier, Vermont

Spinning Wheel Gifts and Antique Shop  
White River Junction, Vermont

Steak House Restaurant and Motel  
Barre, Vermont

Steamtown USA  
Bellows Falls, Vermont

Stone Soldier Pottery  
Jacksonville, Vermont

Stony Fields Antiques  
Brandon, Vermont

Stowe Area Association  
Stowe, Vermont

Stratton Mountain Inn  
Stratton Mountain, Vermont

Sugarbush Valley Corporation  
Warren, Vermont

Sunderland Motel  
Manchester, Vermont

Sunny Brook Lodge  
Jamaica, Vermont

Sunset Hill Farms Greenhouse  
Bakersfield, Vermont

Sunset Motel  
Rutland, Vermont

Tamarack at Mt. Snow  
West Dover, Vermont

Thistle Hill Camping Area  
Marshfield, Vermont

Thomas Realty, Inc.  
Newbury, Vermont

Timber Ridge Mountain, Inc.  
Windham, Vermont

Toll Gate Lodge  
Manchester Depot, Vermont

Toni Totes of Vermont, Inc.  
Londonderry, Vermont

Town of St. Albans  
St. Albans Bay, Vermont

Trailside Ski Lodge  
Killington, Vermont

Tree Farm Campground  
Springfield, Vermont

Trip Hammer Shop  
Fair Haven, Vermont

Trowel Trades Supply, Inc.  
Winooski, Vermont

Tuckaway Trailer Park  
South Wallingford, Vermont

Tulip Tree Inn  
Chittenden, Vermont

Dan Turco and Sons Yamaha  
North Clarendon, Vermont

Tyler Place Inn and Cottages  
Highgate Springs, Vermont

25,000 Gifts, Inc.  
White River Junction, Vermont

Uland Real Estate  
Woodstock, Vermont

Valhalla Motel  
Arlington, Vermont

Vermont Graphics, Inc.  
Brattleboro, Vermont

Vermont Marble Company  
Proctor, Vermont

Vermont Soarstrong Company, Inc.  
Perkinsville, Vermont

Vermont State Craft Center  
Middlebury, Vermont

Vermont Sugar House, Inc.  
South Royalton, Vermont

Vermont Tubbs, Inc.  
Forestdale, Vermont

Vermont Motel and Restaurant  
Bennington, Vermont

Viking Ski Touring Center  
Londonderry, Vermont

Village Barn  
Jeffersonville, Vermont

Village Inn  
Londonderry, Vermont

Village Restaurant  
Enosburg Falls, Vermont

Villemaire Health Center  
Milton, Vermont

Warren Country Store and Bakery  
Warren, Vermont

Peter Watson Agency, RE  
Greensboro, Vermont

Waybury Inn  
East Middlebury, Vermont

Weathersfield Lodge  
Perkinsville, Vermont

Weaving Room Restaurant  
Bridgewater, Vermont

Wellwood Orchards  
Springfield, Vermont

West Hill Realty  
Worcester, Vermont

Weston Bowl Mill and Company  
Weston, Vermont

Whispering Pines Motel  
Woodford, Vermont

Wilson Sports of Rutland  
Rutland, Vermont

Windham Heights Country Club  
Chester, Vermont

Windhill Farms Stable  
Manchester Center, Vermont

Woodshed LTD  
Jay, Vermont

Woodstock Inn and Gift Shop  
Woodstock, Vermont

Yankee Musket Shop  
White River Junction, Vermont

Yankee Traveler Motel  
St. Johnsbury, Vermont

Andirons Motel Ski Lodge  
West Dover, Vermont

Basin Lodge  
Killington, Vermont

Belmont Village Gallery  
Belmont, Vermont

Erie Bibens, Inc.  
North Springfield, Vermont

Bradford Motel  
Bradford, Vermont

Bundy Gallery  
Waitsfield, Vermont

Burrington Hill Ski Area  
Whitingham, Vermont

Butternut Hill Assoc.  
Belmont, Ma.

Candlewych Chalets and Apartments  
West Dover, Vermont

Carinthaia Inn  
Montgomery Center, Vermont

Central Vermont Public Service Corp.  
Rutland, Vermont

Checkered House Motel  
Richmond, Vermont

Clay Fantasies  
Whiting, Vermont

Colonial House  
Weston, Vermont

Coolidge Home  
Montpelier, Vermont

Cortonia Inn  
Killington, Vermont

Country Garden Center  
Morrisville, Vermont

Crown Point Inn  
Cuttingsville, Vermont

Dakin Farm  
Ferrisburg, Vermont

Edelweiss Motel  
Mendon, Vermont

Elizabeth's Antiques  
North Hero, Vermont

Donald R. Ellison Real Estate  
Ludlow, Vermont

Fairmont Restaurant  
Rutland, Vermont

Golden Eagle Motel, Inc.  
Stowe, Vermont

Golden Eagle Motel Restaurant  
West Brattleboro, Vermont

Golden Toad  
Manchester, Vermont

Harrington's In Vermont  
Stowe, Vermont

William F. Hill  
East Hardwick, Vermont

Holiday Inn of Rutland  
Rutland, Vermont

Howard and Barlow, Contractors  
Springfield, Vermont

Idle Hours Camping Area  
Hardwick, Vermont

Jericho Sport and Cycle Shop  
Jericho, Vermont

Joe's Country Store  
Sheldon Springs, Vermont

Howard Johnson's Restaurant  
Brattleboro, Vermont

Johnston Farm Inn and Motel  
Ludlow, Vermont

Kennedy Brothers, Inc.  
Vergennes, Vermont

Lake Shore Inn  
Lake Bomoseen, Vermont

Langworthy Yachts  
Shelburne, Vermont

Mary Meyer's Factory Store  
Townshend, Vermont

Mt. Holly Restaurant and Lodge  
East Wallingford, Vermont

Mt. Snow Ski Area  
Mt. Snow, Vermont

Mountain Meadows Lodge  
Killington, Vermont

Mountaineer at Mt. Snow  
West Dover, Vermont

Old Spa Shop, Inc.  
Middletown Springs, Vermont

Parmelee and Home Drug Store  
Wilmington, Vermont

Pleasant View Motel  
White River Junction, Vermont

Potter's Mobil  
White River Junction, Vermont

Red Cricket Lodge  
West Dover, Vermont

Round House Night Club  
Manchester Center, Vermont

Sheraton Motor Inn  
South Burlington, Vermont

Ski Center Lodge  
Waitsfield, Vermont

Snow Top Lodge  
Warren, Vermont

Stimson Insurance Agency and Breen  
Real Estate  
Waterbury, Vermont

Stockwell's Village Store  
West Brattleboro, Vermont

Stony Brook Motor Lodge  
West Brattleboro, Vermont

Sugarbush Inn, Inc.  
Warren, Vermont

Summit Lodge  
Killington, Vermont

Trollheim Nordu Center  
Essex Junction, Vermont

Tucker Hill Lodge and Restaurant  
Fayston, Vermont

Valley Shop  
West Dummerston, Vermont

Vermont Inn, Inc.  
Rutland, Vermont

Village Store of Middlebury  
Middlebury, Vermont

Vintage Motel Corporation  
Wilmington, Vermont

Wagon Wheel Card and Gift Shop  
Rutland, Vermont

White River Valley C.A.  
Gaysville, Vermont

Wiley Inn, Inc.  
Peru, Vermont

Windham Hill Farm  
West Townshend, Vermont

Winhall 30 Shopping Center  
Bondville, Vermont

Woodstock Motel  
Woodstock, Vermont

Yodler Motor Inn  
Stowe, Vermont

Vermont Travel Information Study

APPENDIX D

Samples of Survey Forms



THE STATE OF VERMONT IS UNDERTAKING THIS STUDY TO DETERMINE THE EFFECTIVENESS OF A COORDINATED TRAVEL INFORMATION PROGRAM. YOUR COOPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

### STATE OF VERMONT

1. INCLUDING YOURSELF, HOW MANY PERSONS ARE RIDING IN YOUR VEHICLE?

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 OR MORE ☐

2. WHICH ARE YOU?

DRIVER ☐

PASSENGER ☐

3. COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU TRAVELLED THROUGH THIS AREA DURING THE PAST 12 MONTHS?

1 ☐ 2 ☐ 3 ☐ 4 OR MORE ☐

4. WHERE IS YOUR HOME?

CITY \_\_\_\_\_ STATE \_\_\_\_\_

5. WHAT IS THE PURPOSE OF YOUR TRIP; RECREATION ☐ BUSINESS ☐ OTHER ☐  
(PLEASE SPECIFY) \_\_\_\_\_

6. WAS THE REASON FOR STOPPING AT THIS INFORMATION CENTER TO ACQUIRE TRAVELER INFORMATION? YES ☐ NO ☐

7. PLEASE ANSWER THE FOLLOWING ACCORDING TO HOW THE MATERIAL AT THE INFORMATION CENTER INFLUENCED YOU.

A. ARE YOU PLANNING ON STOPPING AT A BUSINESS ESTABLISHMENT IN THIS AREA? YES ☐ NO ☐

B. IF YOU ARE GOING TO STOP IN THIS AREA, AT WHAT TYPE OF ESTABLISHMENT WILL YOU BE STOPPING? FOOD ☐ GAS ☐ LODGING ☐  
OTHER ☐ (PLEASE SPECIFY) \_\_\_\_\_ NOT APPLICABLE ☐

C. BEFORE YOU STOPPED AT THIS INFORMATION CENTER, HAD YOUR PREVIOUSLY PLANNED TO STOP AT AN ESTABLISHMENT IN THIS AREA?  
YES ☐ NO ☐

D. IF YOU HAD PREVIOUSLY PLANNED ON STOPPING, DID YOU HAVE A SPECIFIC ESTABLISHMENT IN MIND? YES ☐ NO ☐ NOT APPLICABLE ☐

E. IF YOU HAD A PARTICULAR ESTABLISHMENT IN MIND, WAS IT LISTED AT THIS INFORMATION CENTER? YES ☐ NO ☐ NOT APPLICABLE ☐

F. DO YOU FEEL THAT THE INFORMATION CENTER INFLUENCED YOUR DECISION FOR STOPPING IN THIS AREA? YES ☐ NO ☐

COMMENTS \_\_\_\_\_

WHEN COMPLETED, PLEASE DEPOSIT THIS FORM IN THE CONTAINER PROVIDED, OR PLACE IN ANY MAILBOX

THANK YOU



THE STATE OF VERMONT IS UNDERTAKING THIS STUDY TO DETERMINE THE EFFECTIVENESS OF A COORDINATED TRAVEL INFORMATION PROGRAM. YOUR COOPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

### STATE OF VERMONT

1. NAME OF ESTABLISHMENT \_\_\_\_\_

2. TYPE OF ESTABLISHMENT \_\_\_\_\_

3. LOCATION \_\_\_\_\_

4. ARE YOU A PARTICIPANT IN THE VERMONT COORDINATED TRAVEL INFORMATION SIGN PROGRAM? YES ☐ NO ☐

5. IF NO, PLEASE STATE REASON \_\_\_\_\_

6. WHAT EFFECT DO YOU FEEL THE INSTALLATION OF THE NEW HIGHWAY SIGNS AND INFORMATION CENTERS HAS HAD ON YOUR BUSINESS VOLUME?

INCREASE IN VOLUME ☐ % INCREASE (GROSS) \_\_\_\_\_

DECREASE IN VOLUME ☐ % DECREASE (GROSS) \_\_\_\_\_

NO CHANGE ☐

7. DO YOU FEEL THE NEW SIGNS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐ NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?

8. WHY? \_\_\_\_\_

9. DO YOU FEEL THE INFORMATION CENTERS ARE: MORE EFFECTIVE ☐ LESS EFFECTIVE ☐ NO DIFFERENT ☐ THAN PREVIOUS ROADSIDE DIRECTIONAL SIGNS OR ADVERTISING?

10. WHY? \_\_\_\_\_

11. IF YOU HAD YOUR CHOICE OF PROVIDING TRAVELER INFORMATION & DIRECTIONS, WOULD YOU:

☐ USE THE NEW SIGNING?

☐ USE THE INFORMATION CENTER PLAQUES?

☐ USE BOTH OF THE ABOVE?

☐ USE CONVENTIONAL ROADSIDE ADVERTISING?

☐ NOT USE ANY ROADSIDE ADVERTISING?

12. DO YOU FEEL THAT IT IS IMPORTANT TO HAVE VERMONT HIGHWAYS AS ATTRACTIVE AS IS POSSIBLE? YES ☐ NO ☐

COMMENTS: \_\_\_\_\_





FIRST CLASS  
PERMIT NO. 1  
MONTPELIER, VT.

**BUSINESS REPLY MAIL**

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY—

STATE OF VERMONT  
DEPARTMENT OF HIGHWAYS—PLANNING DIVISION  
133 STATE STREET  
MONTPELIER, VERMONT 05602

VERMONT TRAVEL INFORMATION STUDY

FIRST CLASS  
PERMIT NO. 1  
MONTPELIER, VT.

**BUSINESS REPLY MAIL**

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY—

STATE OF VERMONT  
DEPARTMENT OF HIGHWAYS—PLANNING DIVISION  
133 STATE STREET  
MONTPELIER, VERMONT 05602

VERMONT TRAVEL INFORMATION STUDY



THE STATE OF VERMONT IS UNDERTAKING THIS STUDY TO DETERMINE THE EFFECTIVENESS OF A COORDINATED TRAVEL INFORMATION PROGRAM. YOUR COOPERATION IN COMPLETING THIS FORM WILL BE MOST HELPFUL.

### STATE OF VERMONT

1. INCLUDING YOURSELF, HOW MANY PERSONS ARE RIDING IN YOUR VEHICLE?  
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 OR MORE ☐

2. WHICH ARE YOU? DRIVER ☐ PASSENGER ☐

3. COUNTING THIS TRIP, HOW MANY TIMES HAVE YOU TRAVELLED THROUGH THIS AREA DURING THE PAST 12 MONTHS? 1 ☐ 2 ☐ 3 ☐ 4 OR MORE ☐

4. WHERE IS YOUR HOME? CITY \_\_\_\_\_ STATE \_\_\_\_\_

5. WHAT IS THE PURPOSE OF YOUR TRIP; RECREATION ☐ BUSINESS ☐ OTHER ☐  
(PLEASE SPECIFY) \_\_\_\_\_

6. DID YOU STOP AT AN INFORMATION CENTER PRIOR TO YOUR STOPPING HERE?  
YES ☐ NO ☐

7. DID YOU STOP HERE BECAUSE OF THE MATERIAL DISPLAYED AT THE INFORMATION CENTER? YES ☐ NO ☐ NOT APPLICABLE ☐

8. WERE YOU PREVIOUSLY AWARE OF THIS ESTABLISHMENT? YES ☐ NO ☐

9. DID YOU NOTICE THE INFORMATION SIGNS ALONG THE ROADWAYS?  
YES ☐ NO ☐

10. HOW WOULD YOU COMPARE THE COLOR-CODED INFORMATIONAL SIGN CONCEPT TO CONVENTIONAL SIGNS IN OTHER PARTS OF THE STATE AND IN OTHER STATES?

	<u>AID IN TRAVELING</u>	<u>ATTRACTIVENESS</u>
SUPERIOR TO OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
BETTER THAN MOST OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
AS ADEQUATE AS OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
WORSE THAN OTHER AREAS	<input type="checkbox"/>	<input type="checkbox"/>
NOT APPLICABLE	<input type="checkbox"/>	<input type="checkbox"/>

11. HOW DID THE SIGNS OR INFORMATION CENTER INFLUENCE YOUR DECISION TO STOP HERE?

- ☐ HAD PREVIOUS KNOWLEDGE OR RESERVATIONS AT THIS ESTABLISHMENT.  
☐ WAS GOING TO STOP SOMEWHERE IN AREA, BUT SIGNS GUIDED CHOICE.  
☐ WOULD NOT HAVE STOPPED IN THIS AREA OTHERWISE.

12. DO YOU FEEL THE SIGNS OR INFORMATION CENTER INFLUENCED YOUR DECISION ON STOPPING AT THIS ESTABLISHMENT? YES ☐ NO ☐

COMMENTS: \_\_\_\_\_

WHEN COMPLETED, PLEASE DEPOSIT THIS FORM IN THE CONTAINER PROVIDED, OR PLACE IN ANY MAILBOX.

THANK-YOU



**BUSINESS REPLY MAIL**

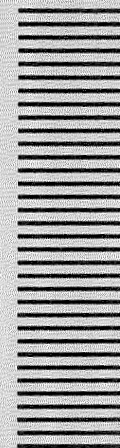
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

FIRST CLASS  
PERMIT NO. 1  
MONTPELIER, VT.

POSTAGE WILL BE PAID BY—

STATE OF VERMONT  
DEPARTMENT OF HIGHWAYS—PLANNING DIVISION  
133 STATE STREET  
MONTPELIER, VERMONT 05602

VERMONT TRAVEL INFORMATION STUDY





Town										Sta	Month		Day		Year		Hour	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19

**VERMONT DEPARTMENT OF HIGHWAYS  
HIGHWAY PLANNING DIVISION  
TRAFFIC RESEARCH SECTION**

**1. Vehicle Type.**

- Vermont Passenger Car - 1  
Out-of-State Pass. Car - 2  
Truck or Bus - 3

☐ 20

**2. Where is your home ?**

Town/City \_\_\_\_\_  
State \_\_\_\_\_

☐ 21  
☐ 22  
☐ 23  
☐ 24  
☐ 25

**3. Where are you presently coming from ?**

Town/City \_\_\_\_\_  
State \_\_\_\_\_

☐ 26  
☐ 27  
☐ 28  
☐ 29  
☐ 30

**4. Where are you presently going ?**

Town/City \_\_\_\_\_  
State \_\_\_\_\_

☐ 31  
☐ 32  
☐ 33  
☐ 34  
☐ 35

**5. Trip Purpose.**

- |                       |                   |
|-----------------------|-------------------|
| 1 Work                | 6 Serve Passenger |
| 2 Social-Recreational | 7 Medical         |
| 3 Personal            | 8 School          |
| 4 Eat Meals           | 9 Gas-Oil         |
| 5 Shopping            | 0 Other           |

☐ 36

**6. Number of occupants.**

☐ 37

**7. Counting current trip, how many times have you traveled through this area in the past 12 months ?**

☐ 38

The questions in the following section require a yes or no answer. Code Yes-1, No-0 in the proper box.

**8. Have you noticed the information signs along Vermont highways ?**

☐ 39

If the answer to 8 is Yes, Continue.  
If the answer to 8 is No, Go to 13.

**9. Do you find the signs attractive ?**

☐ 40

**10. Have the signs been of help to you in your travels ?**

☐ 41

**11. Are you presently following signed directions ?**

☐ 42

**12. Do you have trouble understanding the signs ?**

☐ 43

**13. Did you stop at an information plaza ?**

☐ 44

If the answer to 13 is Yes, Go to 15.  
If the answer to 13 is No, Continue.

**14. Do you plan to stop at an information plaza ?**

☐ 45

**15. If you plan to stop in this area, did the information at the plaza or on the signs influence your choice of stopping place ?**

☐ 46

- 1 No influence  
2 Signs  
3 Plaza  
4 Both  
0 Don't plan to stop

**16. Comments:** \_\_\_\_\_

☐ 47  
☐ 48  
☐ 49  
☐ 50  
☐ 51

**TRAVEL INFORMATION COUNCIL  
SIGN EVALUATION SURVEY**