

Office of Regulatory Management
Economic Review Form

Agency name	Commonwealth Transportation Board
Virginia Administrative Code (VAC) Chapter citation(s)	24VAC30-551
VAC Chapter title(s)	Integrated Directional Signing Program (IDSP) Participation Criteria
Action title	Amend Regulation following Periodic Review
Date this document prepared	June 16, 2026
Regulatory Stage (including Issuance of Guidance Documents)	Exempt Final

Cost Benefit Analysis

Complete Tables 1a and 1b for all regulatory actions. You do not need to complete Table 1c if the regulatory action is required by state statute or federal statute or regulation and leaves no discretion in its implementation.

Table 1a should provide analysis for the regulatory approach you are taking. Table 1b should provide analysis for the approach of leaving the current regulations intact (i.e., no further change is implemented). Table 1c should provide analysis for at least one alternative approach. You should not limit yourself to one alternative, however, and can add additional charts as needed.

Report both direct and indirect costs and benefits that can be monetized in Boxes 1 and 2. Report direct and indirect costs and benefits that cannot be monetized in Box 4. See the ORM Regulatory Economic Analysis Manual for additional guidance.

Table 1a: Costs and Benefits of the Proposed Changes (Primary Option)

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no monetizable direct or indirect costs or benefits as a result of the proposed changes.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Net Monetized Benefit		
(4) Other Costs & Benefits (Non-Monetized)	<p>The proposed amendments to add a \$250 application fee for new General Motorist Service Signs (GMSS) to the regulation is necessary for the contractor that administers the Integrated Directional Signing Program (IDSP) to defray the administrative costs associated with these signs. While the \$250 application fee is a new addition to the regulation, it is currently assessed to applicants and agreed to through the participation agreement. It is being added to the regulation to clarify all potential fees for participation in the IDSP.</p> <p>Generally, the proposed amendments will clarify and streamline the regulation, serving as a benefit to all participants, potential participants, and the public. Other proposed regulatory changes will result in benefits for businesses or other entities that may wish to participate in the IDSP. These changes include the addition of cideries, drive-in theaters, and tourist information centers as acceptable sites under the Specific Travel Services (Logo) and Tourist-Oriented Directional Signs (TODS) Programs, drive-in restaurants under the Logo Program, and college and university satellite campuses and individual campus facilities on main campuses as acceptable sites under the Supplemental Guide Signs (SGS) Program. The addition of criteria for signs indicating alternative fuels charging will serve as a benefit to businesses which offer these services. The CTB cannot estimate the number of entities that will benefit from these changes.</p>	
(5) Information Sources		

Table 1b: Costs and Benefits under the Status Quo (No change to the regulation)

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no monetizable costs or benefits from the status quo regulation.
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(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Net Monetized Benefit		
(4) Other Costs & Benefits (Non-Monetized)	No fees were previously included in the regulation for the GMSS Program. While an application fee is currently required for participation in the GMSS Program and included in the participation agreement, the omission of this fee from the regulatory text could cause confusion for potential applicants, serving as a cost to those entities. Otherwise, the general lack of clarity in the regulation could result in costs to regulated entities.	
(5) Information Sources		

Table 1c: Costs and Benefits under Alternative Approach(es)

(1) Direct & Indirect Costs & Benefits (Monetized)	Pursuant to Section 33.2-218 of the Code of Virginia, the fees collected for participation in the IDSP shall be used solely to defray the actual costs of supervising and administering the signage programs, with a margin not to exceed 10 percent. While the CTB has discretion to set alternative eligibility and participation requirements, alternatives that would further restrict the eligibility of businesses and other entities would present costs to those entities and to the traveling public.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Net Monetized Benefit		
(4) Other Costs & Benefits (Non-Monetized)		
(5) Information Sources		

Impact on Local Partners

Use this chart to describe impacts on local partners. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 2: Impact on Local Partners

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no monetizable direct or indirect costs or benefits for local partners as a result of the proposed changes.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Other Costs & Benefits (Non-Monetized)	Local partners may benefit from the changes that expand eligibility for participation in the IDSP. These benefits cannot be monetized. Otherwise, local partners will benefit from the clarification and streamlining of the regulation.	
(4) Assistance		
(5) Information Sources		

Impacts on Families

Use this chart to describe impacts on families. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 3: Impact on Families

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no monetizable direct or indirect costs or benefits for families as a result of the proposed changes.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Other Costs & Benefits (Non-Monetized)	Families will benefit from the regulatory changes that increase the visibility of locations that may be of interest to them through IDSP signage along Virginia’s highways. These benefits cannot be monetized.	

(4) Information Sources	
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Impacts on Small Businesses

Use this chart to describe impacts on small businesses. See Part 8 of the ORM Cost Impact Analysis Guidance for additional guidance.

Table 4: Impact on Small Businesses

(1) Direct & Indirect Costs & Benefits (Monetized)	There are no monetizable direct or indirect costs or benefits for small businesses as a result of the proposed changes.	
(2) Present Monetized Values	Direct & Indirect Costs	Direct & Indirect Benefits
	(a)	(b)
(3) Other Costs & Benefits (Non-Monetized)	Small businesses may benefit from the changes that expand eligibility for participation in the IDSP. These benefits cannot be monetized. Otherwise, small businesses will benefit from the clarification and streamlining of the regulation.	
(4) Alternatives		
(5) Information Sources		

Changes to Number of Regulatory Requirements**Table 5: Regulatory Reduction**

For each individual action, please fill out the appropriate chart to reflect any change in regulatory requirements, costs, regulatory stringency, or the overall length of any guidance documents.

Change in Regulatory Requirements

VAC Section(s) Involved*	Authority of Change	Initial Count	Additions	Subtractions	Total Net Change in Requirements
24VAC30-551-10	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	0			0
24VAC30-551-20	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	11			0
24VAC30-551-30	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	10			0
24VAC30-551-40	(M/A):	0			0
	(D/A):	1			0
	(M/R):	0			0
	(D/R):	3			0
24VAC30-551-50	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	0	2		+2
24VAC30-551-70	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	1			0
24VAC30-551-80	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	3			0
24VAC30-551-90	(M/A):	0			0
	(D/A):	1		1	-1
	(M/R):	0			0
	(D/R):	0			0
24VAC30-551-95	(M/A):	-			0
	(D/A):	-			0

	(M/R):	-			0
	(D/R):	-	5		+5
24VAC30-551-100	(M/A):	0			0
	(D/A):	0			0
	(M/R):	0			0
	(D/R):	0			0
Grand Total of Changes in Requirements:					(M/A): 0
					(D/A): -1
					(M/R): 0
					(D/R): +7

Key:

Please use the following coding if change is mandatory or discretionary and whether it affects externally regulated parties or only the agency itself:

(M/A): Mandatory requirements mandated by federal and/or state statute affecting the agency itself

(D/A): Discretionary requirements affecting agency itself

(M/R): Mandatory requirements mandated by federal and/or state statute affecting external parties, including other agencies

(D/R): Discretionary requirements affecting external parties, including other agencies

Cost Reductions or Increases (if applicable)

VAC Section(s) Involved*	Description of Regulatory Requirement	Initial Cost	New Cost	Overall Cost Savings/Increases

Other Decreases or Increases in Regulatory Stringency (if applicable)

VAC Section(s) Involved*	Description of Regulatory Change	Overview of How It Reduces or Increases Regulatory Burden

Length of Guidance Documents (only applicable if guidance document is being revised)

Title of Guidance Document	Original Word Count	New Word Count	Net Change in Word Count

*If the agency is modifying a guidance document that has regulatory requirements, it should report any change in requirements in the appropriate chart(s).