



COMMONWEALTH of VIRGINIA

Commonwealth Transportation Board

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Chairman

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Agenda item # 10

RESOLUTION OF THE COMMONWEALTH TRANSPORTATION BOARD

December 8, 2010

MOTION

Made By: Mr. Layne Seconded By: Mr. Sterling Action: Motion Carried, Unanimously

Title: Endorsement of Enhanced Sponsorship, Advertising, and Vending (ESAV) Program

WHEREAS, Virginia's Safety Rest Areas and Welcome Centers (rest areas) are critical assets to ensure convenient and safe stopping locations on Interstate highways, provide valuable information to tourists, and promote economic development; and

WHEREAS, Virginia's 42 rest areas, one of which is located on U.S. Route 13, serve more than 30 million people in the Commonwealth each year; and

WHEREAS, federal law permits vending services at rest areas in accordance with 23 U.S.C. §111(b), and

WHEREAS, as part of his governmental reform initiatives, Governor Robert F. McDonnell directed VDOT to identify and implement long-term strategies to streamline the operating costs of Virginia rest areas and make them more efficient; and

WHEREAS, in response to this initiative, VDOT is developing the Enhanced Sponsorship, Advertising, and Vending Program, which will provide, in part, enhanced vending services at Virginia's rest areas, thereby providing greater convenience and more consumer choices for the traveling public, enhanced marketing exposure and business opportunities, and reduced operating costs to the Commonwealth; and

WHEREAS, the *Rules and Regulations for the Administration of Waysides and Rest Areas* (24 VAC 30-50, adopted pursuant to §§ 33.1-12(3) and 33.1-218) state that no article or thing may be offered for sale within such facilities without permission of the Commonwealth Transportation Board.

NOW THEREFORE BE IT RESOLVED, that the Commonwealth Transportation Board hereby endorses the Enhanced Sponsorship, Advertising, and Vending Program as it pertains to enhanced vending services, and approves the list of potential merchandise to be offered at Virginia rest areas, as outlined in the accompanying attachment.

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