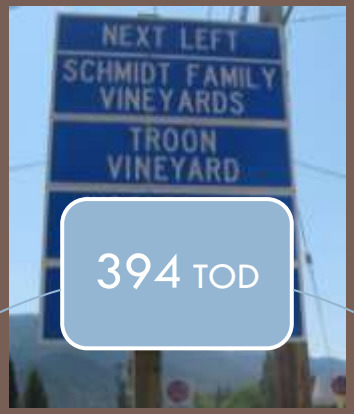
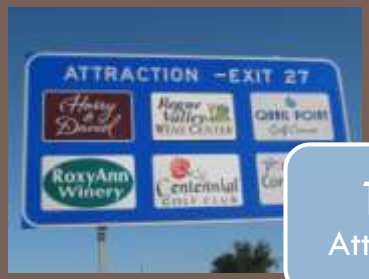


394 TOD

46 Museum

915 Food



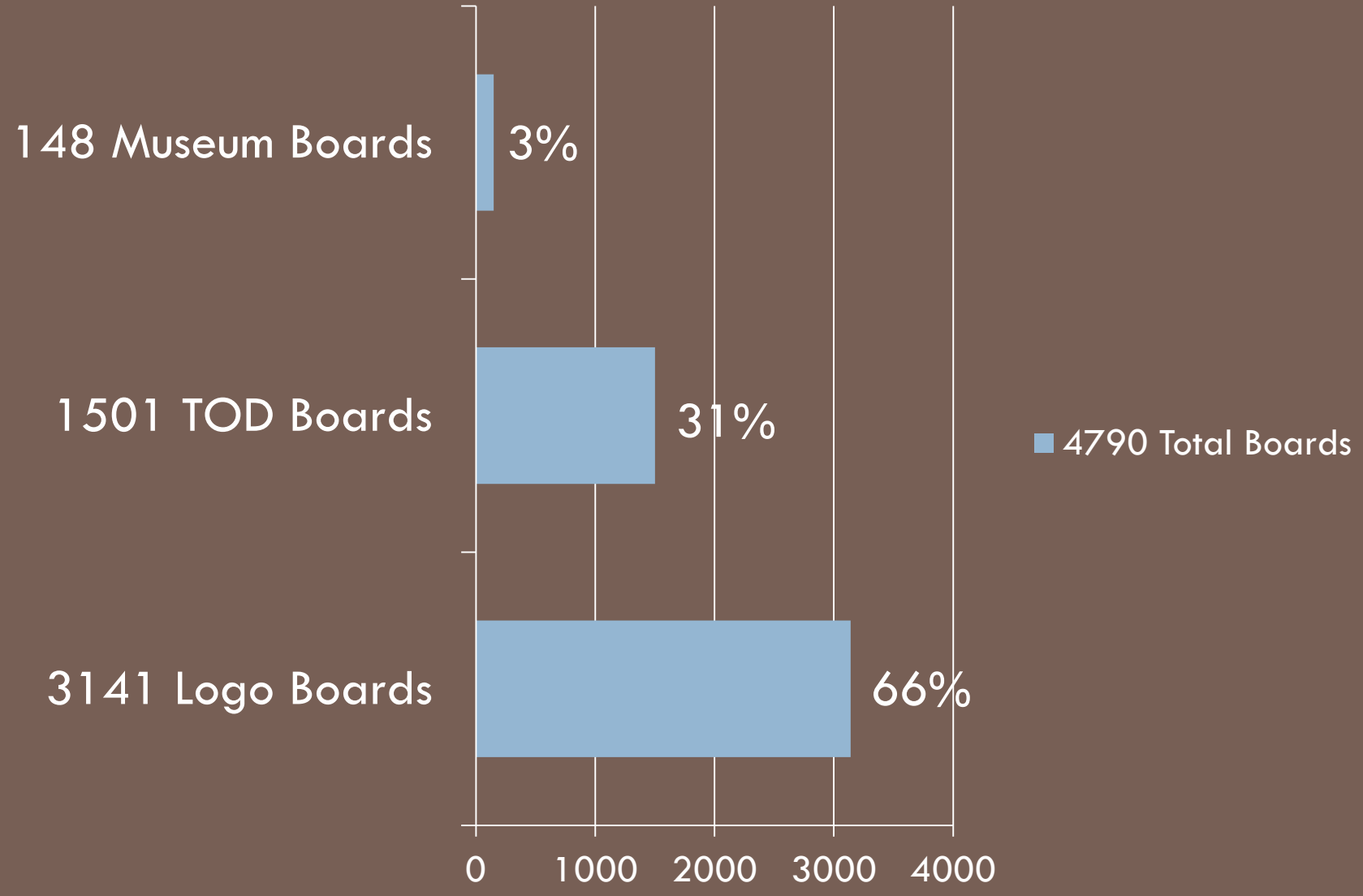
131 Attraction

521 Lodging

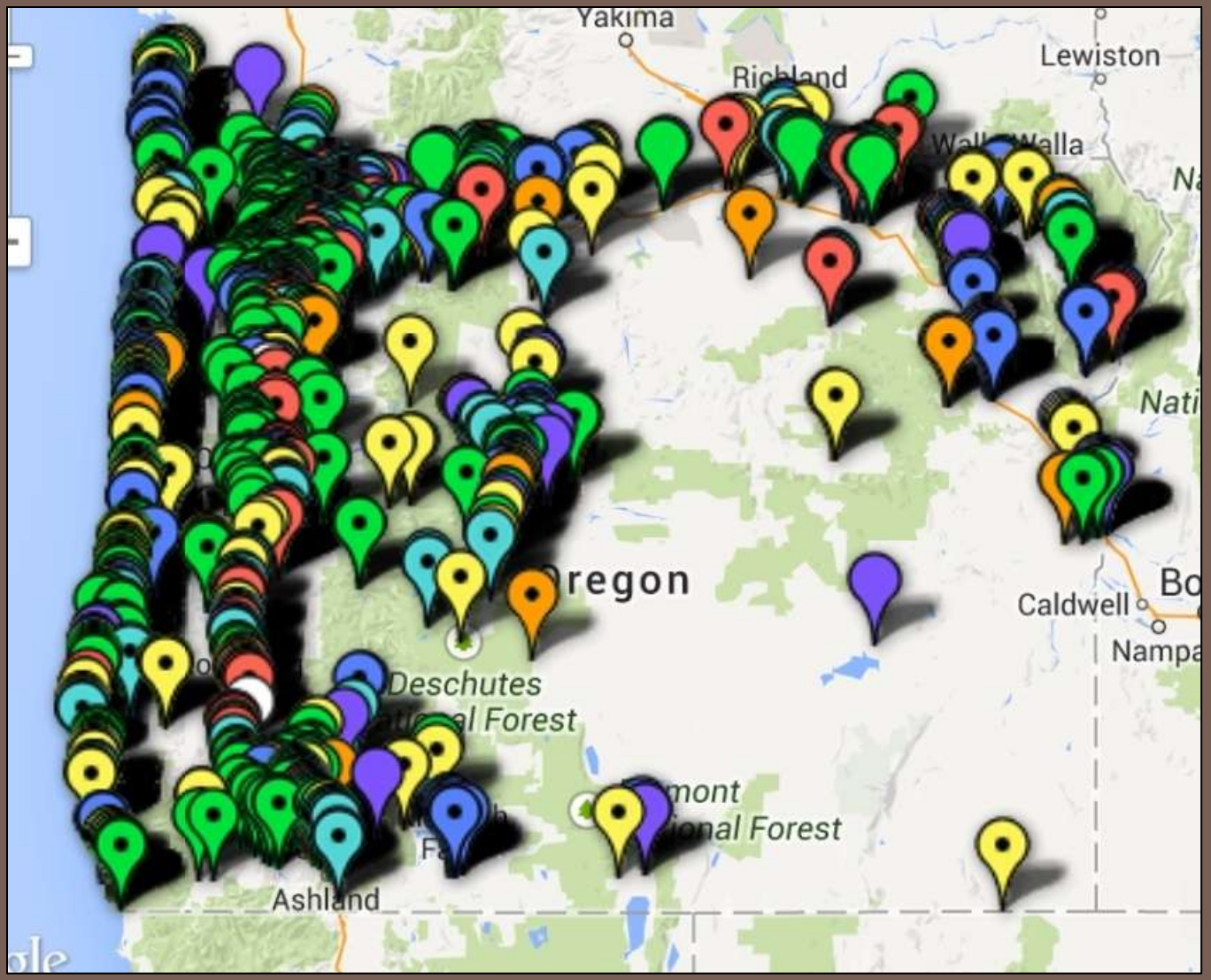
298 Gas

187 Camping

2492 TOTAL CUSTOMERS



4790 TOTAL SIGN BOARDS



CURRENT MAP BASED ON SIGN TYPE AND HIGHWAY LOCATION

INTERSTATE LOGO	OFF INTERSTATE LOGO	TOD	NON-PROFIT LOGO/MUSEUM/ NON-PROFIT TOD
SCHEDULE 1 $552/$207	SCHEDULE 4 $305/$138	SCHEDULE 4 $305/$138	SCHEDULE 1-3 $198/$66
SCHEDULE 2 $414/$196	SCHEDULE 5 $167/$98	SCHEDULE 5 $167/$98	SCHEDULE 4-6 $100/$100
SCHEDULE 3 $331/$161	SCHEDULE 6 $100/$65	SCHEDULE 6 $100/$65	

CURRENT FEE SCHEDULE

KEY

Schedule 1

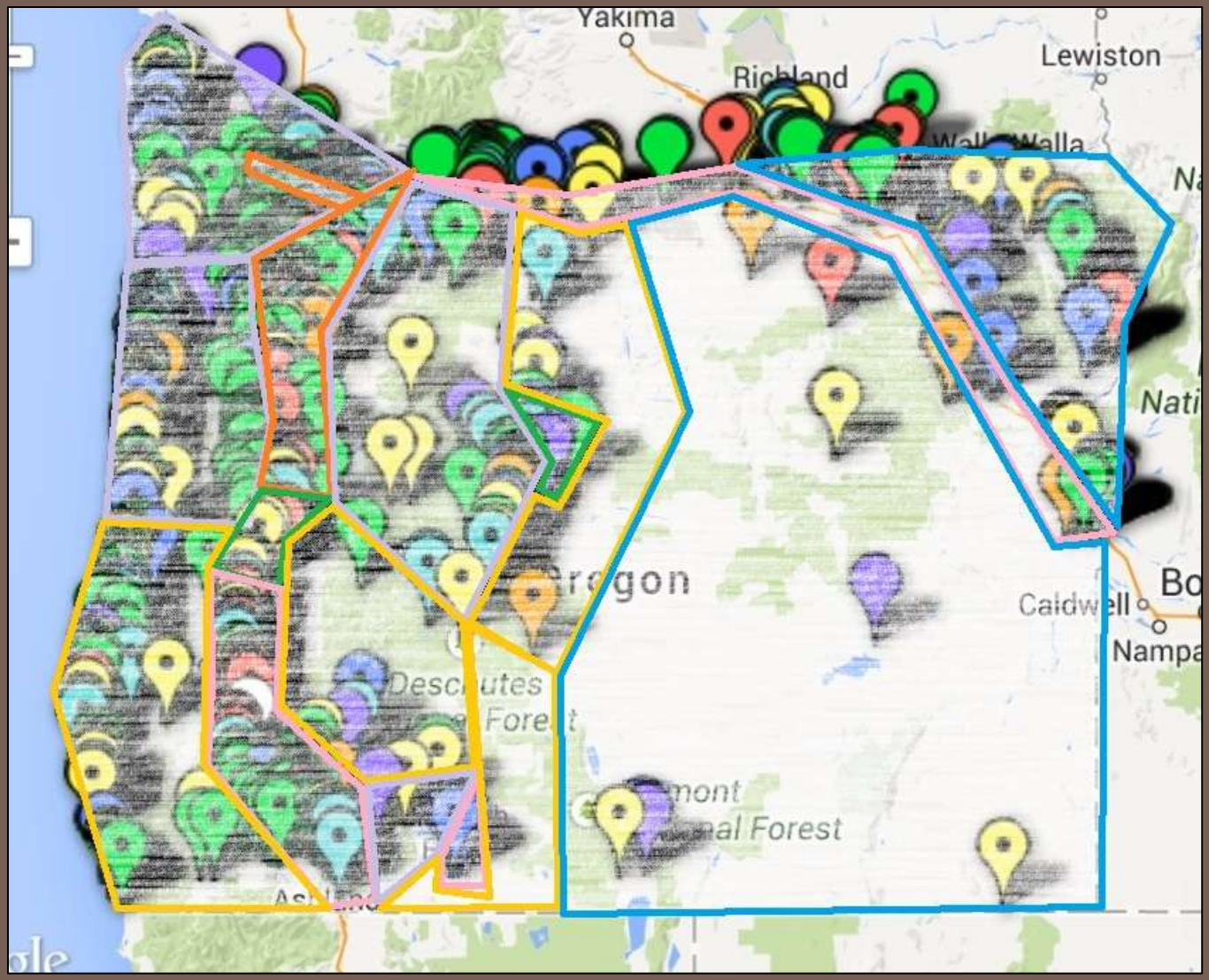
Schedule 2

Schedule 3

Schedule 4

Schedule 5

Schedule 6



CURRENT MAP WITH SCHEDULES OVERLAY

PROPOSED FEE SCHEDULE

INTERSTATE LOGO	NON-PROFIT LOGO	OFF INTERSTATE LOGO	TOD/FOR PROFIT MUSEUMS	NON-PROFIT LOGO/TODS/ MUSEUMS
SCHEDULE 1 $588/$276	SCHEDULE 1 $348/$192	SCHEDULE 1 $348/$168	SCHEDULE 1 $348/$168	SCHEDULE 1 $192/$120
SCHEDULE 2 $540/$252	SCHEDULE 2 $312/$180	SCHEDULE 2 $312/$156	SCHEDULE 2 $312/$156	SCHEDULE 2 $168/$108
SCHEDULE 3 $492/$228	SCHEDULE 3 $276/$156	SCHEDULE 3 $276/$144	SCHEDULE 3 $276/$144	SCHEDULE 3 $144/$96
SCHEDULE 4 $444/$204	SCHEDULE 4 $240/132	SCHEDULE 4 $240/$132	SCHEDULE 4 $240/$132	SCHEDULE 4 $120/$84
SCHEDULE 5 $396/$180	SCHEDULE 5 $204/$108	SCHEDULE 5 $204/$120	SCHEDULE 5 $204/$120	SCHEDULE 5 $108/$72
SCHEDULE 6 $348/$168	SCHEDULE 6 $168/$84	SCHEDULE 6 $168/$108	SCHEDULE 6 $168/$108	SCHEDULE 6 $84/$60

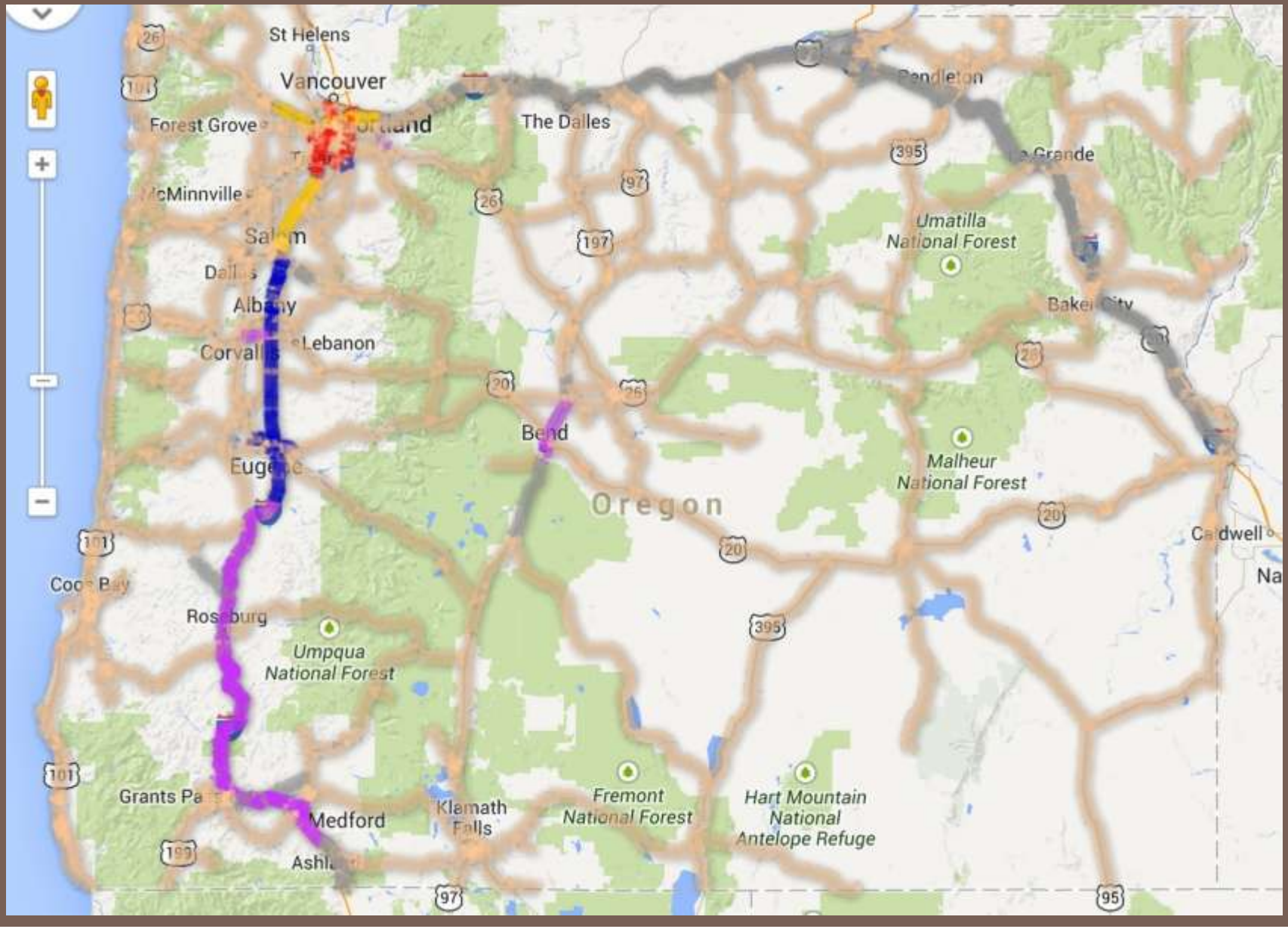
INTERSTATE LOGO SCHEDULE

1. •100,001-120,000 AVERAGE DAILY TRAFFIC COUNT
2. •80,001-100,000 AVERAGE DAILY TRAFFIC COUNT
3. •60,001-80,000 AVERAGE DAILY TRAFFIC COUNT
4. •40,001-60,000 AVERAGE DAILY TRAFFIC COUNT
5. •20,001-40,000 AVERAGE DAILY TRAFFIC COUNT
6. •0-20,000 AVERAGE DAILY TRAFFIC COUNT

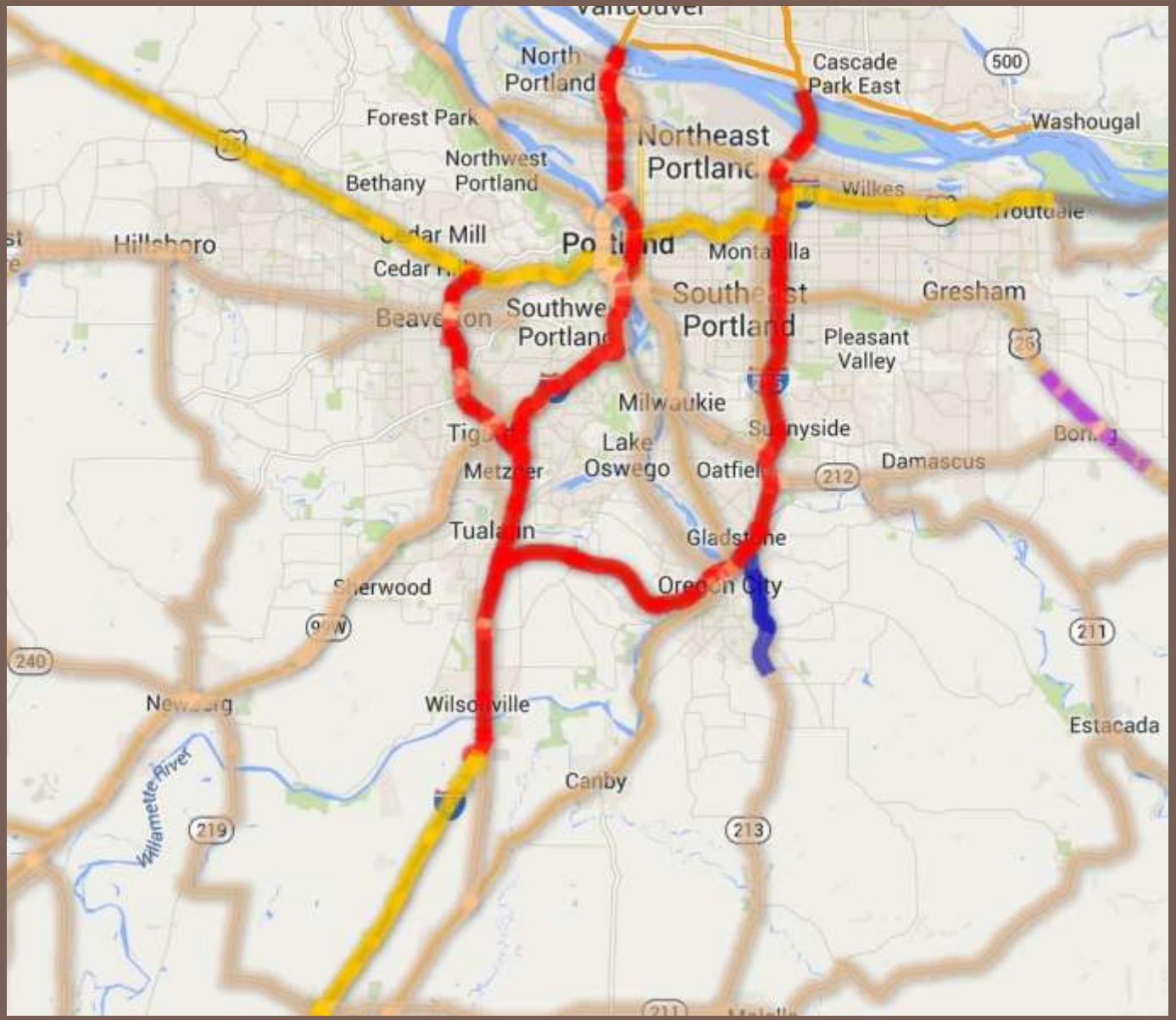
OFF INTERSTATE LOGO/TOD/MUSEUM SCHEDULE

1. •35,001-42,000 AVERAGE DAILY TRAFFIC COUNT
2. •28,001-35,000 AVERAGE DAILY TRAFFIC COUNT
3. •21,001-28,000AVERAGE DAILY TRAFFIC COUNT
4. •14,001-21,000 AVERAGE DAILY TRAFFIC COUNT
5. •7,001-14,000 AVERAGE DAILY TRAFFIC COUNT
6. •0-7,000 AVERAGE DAILY TRAFFIC COUNT

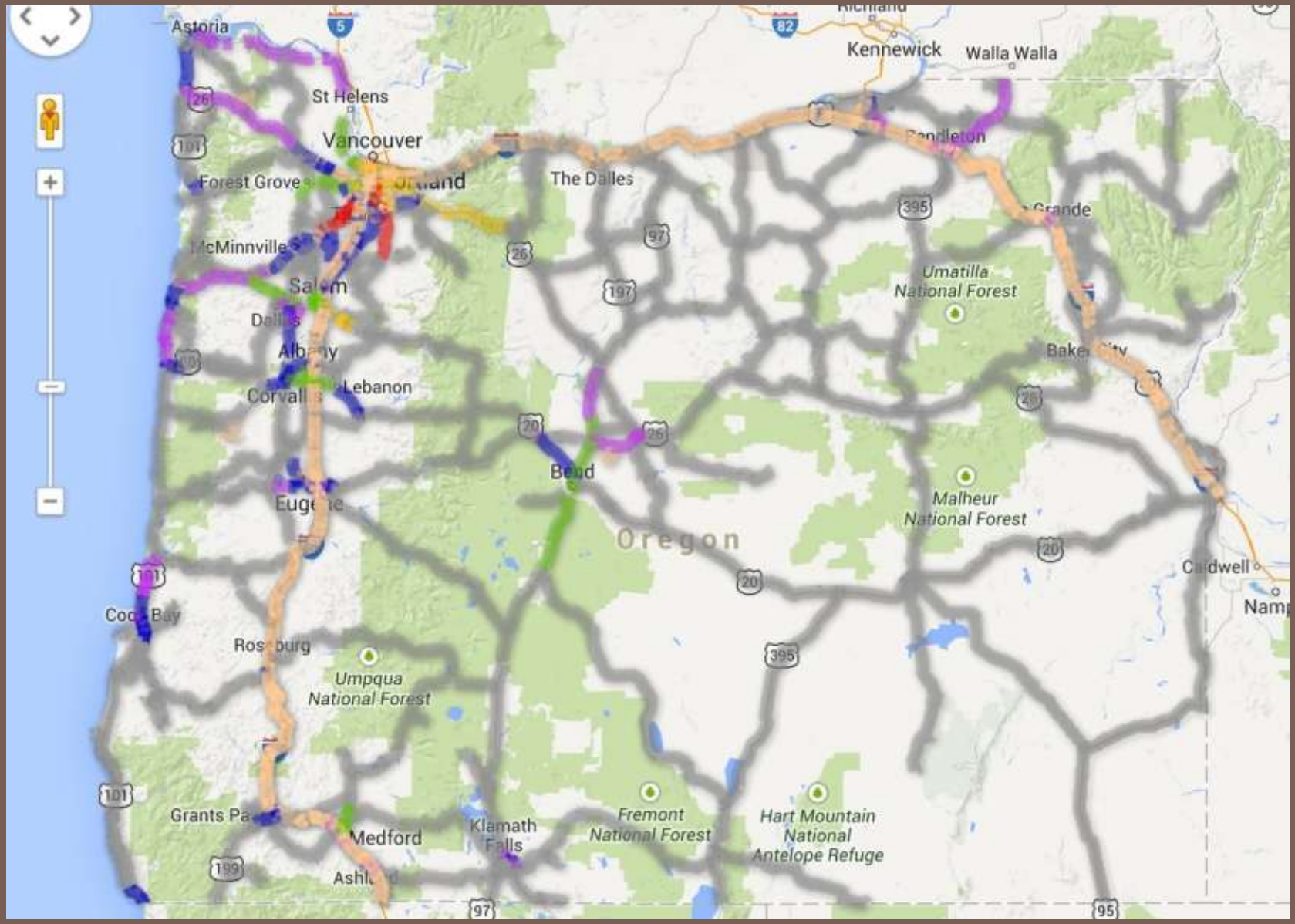
COLOR CODING FOR SCHEDULES BY SIGN TYPE AND AVERAGE DAILY TRAFFIC COUNT



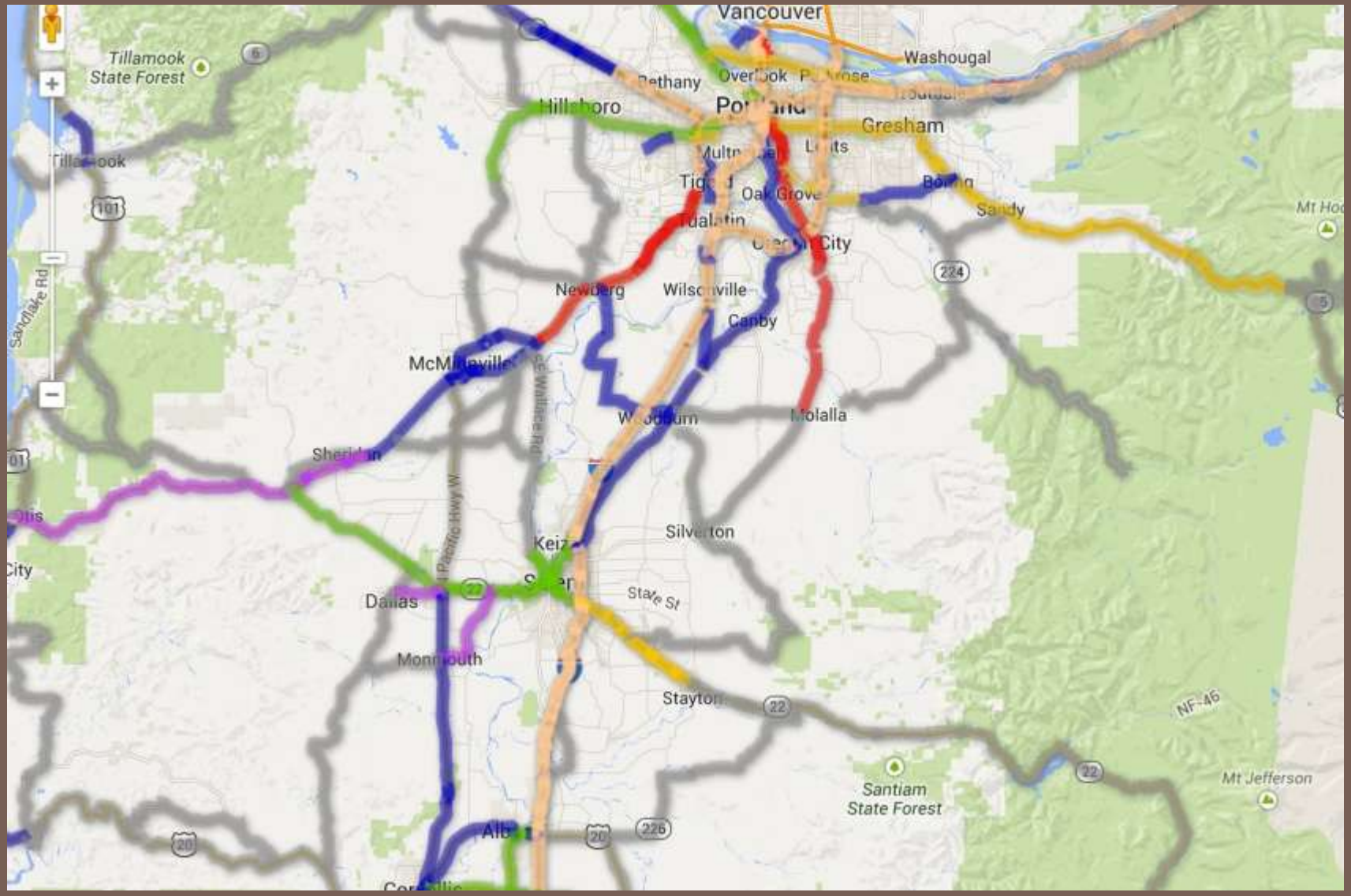
INTERSTATE HIGHWAYS COLOR CODING



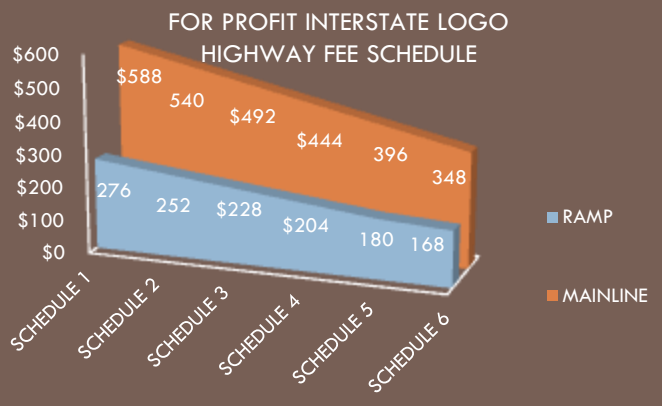
INTERSTATE SCHEDULE ZOOMED IN ON PORTLAND AREA

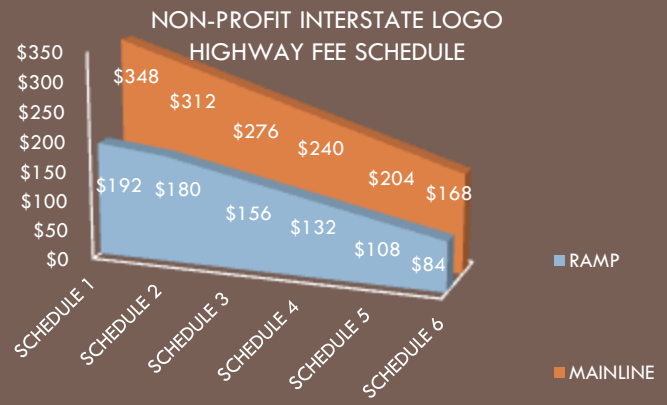


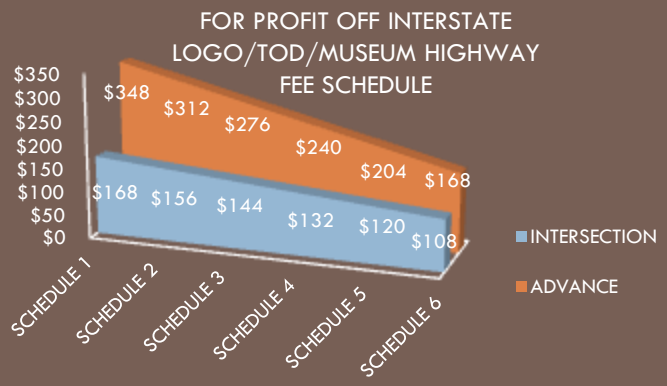
OFF INTERSTATE HIGHWAYS COLOR CODING

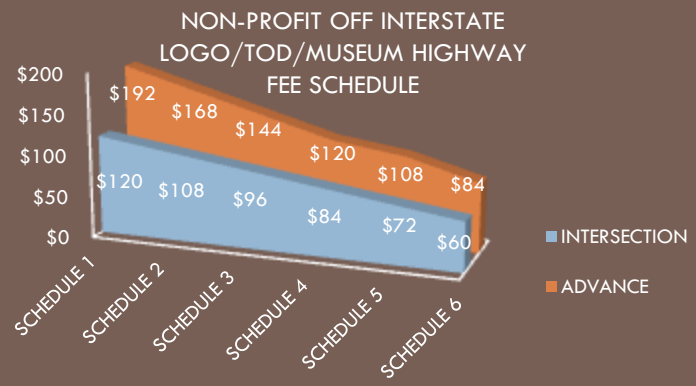


OFF INTERSTATE SCHEDULE ZOOMED IN ON PORTLAND TO SALEM AREA



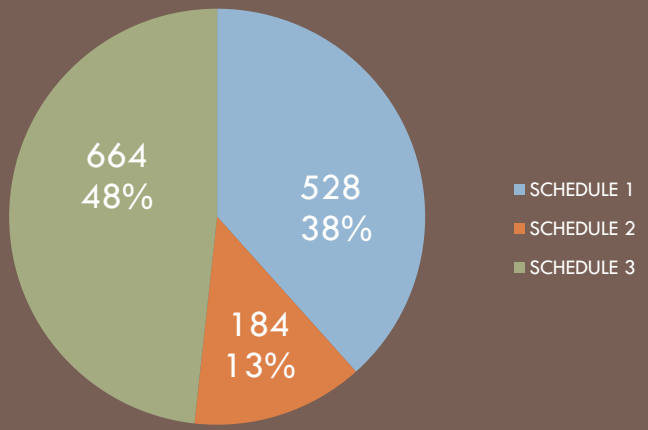




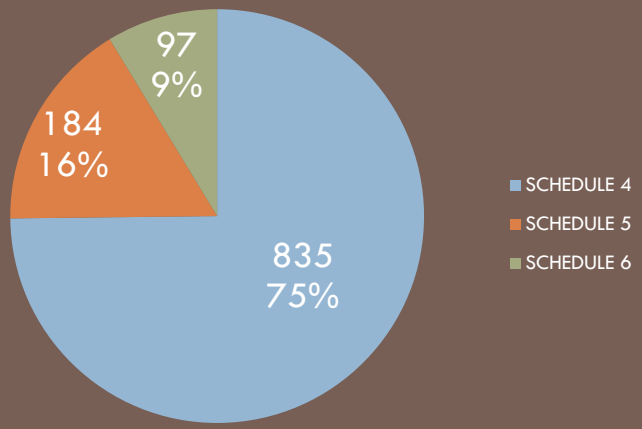


CONSISTENT $ RELATIONSHIP BETWEEN MAINLINE, RAMP, ADVANCE AND INTERSECTION

1369 INTERSTATE LOGO CUSTOMERS

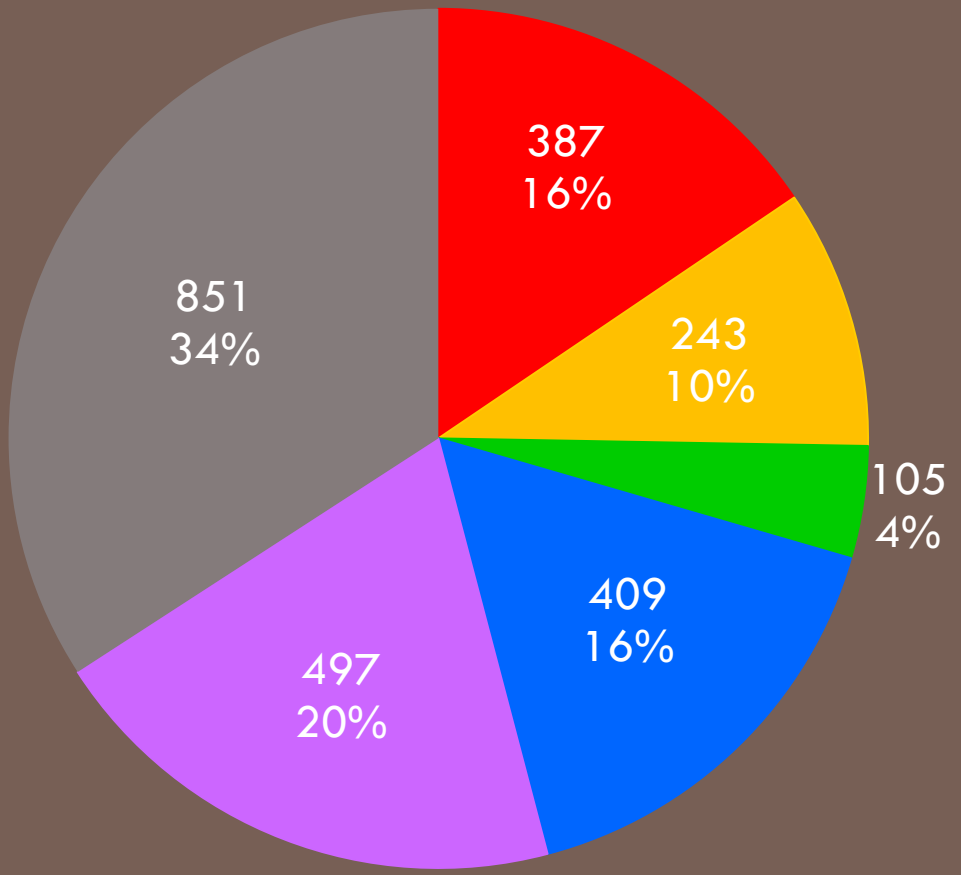


1116 OFF INTERSTATE LOGO/TOD/MUSEUM CUSTOMERS



DISTRIBUTION OF CUSTOMERS BETWEEN CURRENT FEE SCHEDULE

2492 TOTAL CUSTOMERS



DISTRIBUTION OF CUSTOMERS BETWEEN PROPOSED FEE SCHEDULES

1. APPROVES 2 BOARDS WITH THE SAME LEGEND

- ✓44 POSSIBLE EXITS
- ✓378 CUSTOMERS WAITING

2. THE FEE STRUCTURE WILL BE UNIFORM AND FAIR

- ✓6 FEE REGIONS INSTEAD OF 3
- ✓TRAFFIC COUNTS HAVE BEEN APPLIED TO EVERY HIGHWAY AND MILEPOINT
- ✓CONSISTENCY BETWEEN SCHEDULES
- ✓THE LOWEST SCHEDULE HAS NOT BEEN INCREASED SINCE 1999

3. REQUIRE PROOF OF NON-PROFIT STATUS

- ✓MAKES A DIFFERENCE BETWEEN FEES SCHEDULES
- ✓LESS CHANCE FOR ERROR

4. ATTRACTION RULES CLEAR AND SIMPLE

- ✓DEFINITION OF ATTRACTION: AGRICULTURAL, CULTURAL, HISTORICAL, RECREATION, TRAVEL PLAZAS
- ✓UNIFORMITY BETWEEN ATTRACTION AND TODS
- ✓LESS CHANCE FOR ERROR