

U.S. Department of Transportation
Federal Highway Administration
400 Seventh St SW
Washington, DC 20590

Refer to: HOTO-1

Ms. Ingrid Birenbaum
District Traffic Operations
Florida Department of Transportation
Suwannee Street
Mail State 36
Tallahassee, FL 32399-0450

Dear Ms. Birenbaum:

Thank you for October 8 lettering requesting experimentation with the "SLOW DOWN MY MOMMY (DADDY) WORKS HERE" signs.

Your evaluation plan has been reviewed and approved with the orange lettering on black background or black lettering on orange background.

However, if you wish to use different colors than noted above, your approval is withheld pending receipt of human factor study plan. An outline of the human factor study will need to be submitted to this office for review and approval. The human factor study plan should include the colors and fonts you wish to use. Upon receipt of the human factors study plan, we will be happy to review the request and consider granting experimentation approval.

This year we have received similar requests from three other States and they all have request experimentation approval to use the above sign with either black lettering on an orange background or orange lettering on a black background. As of to date we haven't received any negative comments on the above lettering or signs.

For reference purpose, we have assigned your request the following official experimentation number and title: 6-187(E)-SLOW DOWN MY DADDY (MOMMY) WORKS HERE.

We appreciate the effort that you and your staff put in developing evaluation plan and look forward to reviewing your report following completion of the experimentation or reviewing your human factor study plan. If you have any question during your experimentation, please contact Mr. Charlie sears at 202-366-1555.

Sincerely yours,

Shelley J. Row, P.E.
Director, Office of Transportation
Operations