



Sign Research Foundation  
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 Suite 301A  
 Alexandria, VA 22314  
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**Sign Research Foundation  
 2018-2019 Research Grant**

**Project Title:** GPS and On Premise Signs - Collaborators or Competitors?

**Problem Statement**

Local officials often cite signs as unnecessary because of GPS capabilities.

**Research Product**

The effectiveness and need for on premise signage is directly related to consumer behavior. This report would study actual consumer perception regarding the need for signage given the increased prevalence of GPS systems. The resulting document (5-7 page paper) would be used to inform city officials who regulate signage.

The scope of research should consist of a marketing firm compiling the results from consumer surveys on reliability and accuracy of GPS data as well as data on consumer reactions to having no physical on premise signage. The report would contain the summarized key findings in simple and clear language and graphics. The research product should be a 5-7 page paper and a downloadable PowerPoint to use at city planning meetings.

**Target Audience**

*Example:* Urban Planners, Economic Development Officials, Downtown Managers, Business Owners

**Budget**

\$10,000

**PROPOSALS MUST INCLUDE THE FOLLOWING:**

**Lead Researcher:**

**Job Title:**

**University/Organization/Affiliation:**

**Address:**

**Email:**

**Phone:**

**Date:**

**Additional Researchers:**

**Scope of Research** (describe your methodology, process, literature review):

**Project Timeline with Deliverables**

Task/Deliverable	Months													
	1 Sep	2 Oct	3 Nov	4 Dec	5 Jan	6 Feb	7 Mar	8 Apr	9 May	10 Jun	11 Jul	12 Aug	13 Sep	14 Oct
<b>Start Date</b>														
<b>Task 1</b>														
<b>Task 2</b>														



<b>Task 3</b>														
<b>Task 4</b>														
<b>Task 5</b>														
<b>Task 6</b> Submission of draft report														
<b>Task 7</b> Submission of final draft with the incorporation of edits from advisory council. This includes preparation of all presentation/webinar materials.														

### Project Milestones and Payment

The following schedule identifies target dates for completions of task. If changes to the schedule are necessary, the lead researcher will contact SRF to discuss their impact.

<b>Milestone</b>	<b>Due Date</b>	<b>Payment</b>
Task 1 –		
Task 2 –		
Task 3 -		
Task 4 -		
Task 5 -		
Task 6 –		
Task 7 –		
Travel & Presentation at conference TBD		
<b>TOTAL</b>		