

Regulatory Flexibility Analysis

The proposed rule change does not have a significant economic impact on small business. The amendment to this rule will have a minor impact on small businesses that fall under the categories of GAS, FOOD, LODGING, CAMPING and ATTRACTIONS, and that participate in the Specific Information Signing (SIS) program. The additional business panel space that this rule will create by permitting two business panels of one category and four business panels of another category (rather than the three categories currently allowed), will give motorists more information about businesses to choose from at these exits.

The degree of economic impact experienced by participating businesses cannot be predicted using data due to the subjective nature of the rule amendment. Giving motorists more choices does not guarantee a positive or negative economic impact for the affected businesses. However, small businesses will likely become more competitive by the addition of more small business advertising. The number of exits or interchanges by this rule change statewide is minimal; therefore, the overall economic impact would be insignificant.