

ENGINEERING DIRECTIVES AND STANDARDS

Volume	Chapter	Section	Directive Number	Effective Date
VI	2	1	10	5/18/2017

SUBJECT: DYNAMIC/PORTABLE CHANGEABLE MESSAGE SIGN (DMS/PCMS) MESSAGING

- 1. PURPOSE:** The purpose of this directive is to establish uniform policies and procedures for the display of messages on Dynamic Message Signs (DMS's, permanent structures and Portable Changeable Message Signs (PCMS's). These policies and procedures shall serve as a supplement to and not replace the requirements of the Manual of Uniform Traffic Control Devices (MUTCD).
- 2. SCOPE:** This directive affects the display of messages on DMSs and PCMSs owned and operated by or for DOTD and/or provided under a project and located on interstates, US Highways and state routes in Louisiana.
- 3. POLICY:** The following policies will apply to the Department's transportation system as it specifically relates to the display of messages on the DMS's and PCMS's.
 - A. Only temporary real-time information about incidents and roadwork, as well as traffic, roadway, environmental, or pavement conditions that require drivers take immediate action shall be displayed on the signs, with the exception that the following that may occasionally be displayed:
 - a) Notification of upcoming roadwork requiring lane closures.
 - b) Notification of special events that will adversely affect traffic operations either because of added demand or the requirement to close streets or highways.
 - c) Amber Alerts
 - d) Official Highway Safety messages approved by the Chief Engineer or designee
 - e) Emergency Homeland Security messages related to traffic operations approved by the Assistant Secretary, Office of Operations and the Chief Engineer or their designees.
 - f) Tolling operations.
 - B. The signs shall be used as a supplement to and not as a substitute for regulatory, guidance and warning signs and markings.
 - C. Signs shall be in a blank mode when conditions stated in item A. do not warrant the display of a message.
 - D. Sign messages advertising any product, service, campaign or political party are prohibited. Messages for special events shall be designed such that advertising is not embedded in the messages.
 - E. Public service announcements (ridesharing, enforcement actions, telephone hotlines, potential transit strike notices, etc.) shall not be displayed on the signs, nor messages designed to increase public awareness of a specific topic unless otherwise allowed by this EDSM.
 - F. The State Police Special Victims Unit/Louisiana Clearinghouse for Missing & Exploited Children who administers the State's Amber Alert Program will e- mail the message to be displayed to the DOTD-TMCAmberAlert mailing list. (DOTD-TMCAmberalert@la.gov)
- 4. OTHER ISSUANCES AFFECTED:** This policy supersedes all other directives, memoranda, or instructions issued heretofore in conflict with this directive. All such other policies are hereby rescinded.
- 5. EFFECTIVE DATE:** This policy becomes effective upon signature of the Chief Engineer.

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CHIEF ENGINEER