

<b>NEW HAMPSHIRE DEPARTMENT OF TRANSPORTATION POLICY</b>		NUMBER Policy 402.05
TITLE General Administration		DATE November 13, 2014
SUBJECT Standard Operating Procedures for the use of Dynamic Message Signs (DMS)		RESPONSIBLE SECTION Bureau of Transportation System Management and Operations

Summary: This policy is being established as guidance for the use of Dynamic Message Signs.

Statement:

- (1). It shall be the policy of the Department to deploy both permanent and portable Dynamic Message Signs (hereinafter referred to as "DMS") for the purpose of providing real time information to motorists to reduce delays, to divert traffic, identify current and anticipated roadway conditions and manage traffic operations for all components of the transportation network.
- (2). This document sets forth policy for the use of DMS, both permanent and portable, that are deployed on the State maintained highway system and in State funded work zones for the purpose of providing uniformity in the deployment and operation of DMS. The use of DMS and display of messages thereon will be in accordance with the Department's Procedural Guidelines for these devices unless they conflict with this policy.
- (3). The display of messages on both permanent and portable DMS shall conform as closely as possible to standards in the currently adopted version of the MANUAL OF UNIFORM TRAFFIC CONTROL DEVICES (hereinafter referred to as "MUTCD".) The Commissioner of the Department Of Transportation may grant variances of use not specifically identified in the MUTCD.

Comments:

A. AUTHORITY

The Department relies upon the following provisions of law to implement this policy:

- (1). RSA 236:1, 228:21, and 228:37 which grants the Commissioner the general authority to regulate the use of highways and highway rights- of- way, and control traffic in highway/bridge construction work zones on Class I, II, and III highways.
- (2). Policy 402.1, Adoption of Traffic Control Standards. Pursuant to this policy, the Commissioner of the Department of Transportation adopted the MUTCD, latest version, as published by the United States Department of Transportation, Federal Highway Administration, 23 CFR Part 655 Subpart F, with all current updates and official interpretations, to establish the standards for traffic control devices upon all highways in New Hampshire under jurisdiction of the Department.

## B. MESSAGE CATEGORIES

Both portable and permanent DMS signs may be used to display a variety of messages to the motorist. The Department of Transportation has ultimate responsibility regarding the decision to display messages and the types of messages to be displayed. The message types and the prioritization of the DMS messages that are displayed are documented in the Department's Procedural Guidelines.

## C. UNACCEPTABLE DMS MESSAGES

The following are examples of prohibited uses of DMS:

1. Advertising – Messages advertising or promoting any product, service or venue, or political campaign or party are prohibited. Special Event messages shall be designed so that advertising is not included in the message.
2. Public Service Announcements – Messages designed to relay general public service announcements shall not be permitted on DMS, unless they conform to one of the requirements previously noted in this policy.
3. Generic Messages – Messages displaying descriptors such as “have a nice day” or similar formats that have no traveler information value shall not be displayed.
4. Date/Time – Messages giving only the current date and time are prohibited on DMS.
5. Static Signing – A DMS shall not be used to replace a static sign, except in emergency situations.
6. Graphics – Graphic displays that are not in conformance with the MUTCD will not be permitted.
7. Other –The Department of Transportation may determine any other signs to be inappropriate.

Dated: 12/1/2014

Christopher D. Clement  
Christopher D. Clement,  
Sr. Commissioner

Effective Date: Dec. 1, 2014  
Revision #1  
2006 Original Policy

### **ADDENDUM:**

The following Procedural Guidelines provide additional clarification on DMS specifications and deployment:

1. Purchase Specifications for Permanent and Portable Signs
2. NHDOT DMS Operational Guidelines
3. Amber Alert