

TMC Pooled Fund Study Member Responses to Questions on DMS for National Aggressive Driving Awareness Month

Question 1: Are you putting messages on your Dynamic Message Signs for National Aggressive Driving Awareness Month?

Question 2: If YES, what is your message?

Agency	Representative	Q1 Answer	Q1 Additional Comments	Q2 Answer
Caltrans	Mike Jenkinson	No	We do have periodic campaigns throughout the year that use our DMS signs that we coordinate with the Governor's Office of Traffic Safety and the California Highway Patrol. Normally these messages are the lowest priority.	
Caltrans	Monica Kress	No	I would like to add emphasis to California's input here that we are sensitive to overusing DMS by showing non-realtime traffic messages, and cautiously work with outside pressures to use the signs in very limited campaigns with law enforcement and public information support.	
Georgia DOT	Mark Demidovich	No	<p>No one has approached us yet with a request. Typically our safety campaign requests come from the Governor's Office of Highway Safety. Begrudgingly, we oblige if the campaign is directly related to road safety. We have selected approx 15% of 105 statewide signs that we use for these campaigns. We only put up safety campaign messages in the off-peak hours, and only in the opposite direction of heaviest traffic.</p> <p>A small anecdote – as much as I dislike displaying these messages, after we did the Motorcycle campaign, my name somehow got on a motorcycle message board as the person who approved the messages. My inbox was promptly flooded with dozens of thank you messages from the cycle crowd – most saying “It's great to know DOT actually cares about us!”</p>	

TMC Pooled Fund Study Member Responses to Questions on DMS for National Aggressive Driving Awareness Month

Question 1: Are you putting messages on your Dynamic Message Signs for National Aggressive Driving Awareness Month?

Question 2: If YES, what is your message?

Agency	Representative	Q1 Answer	Q1 Additional Comments	Q2 Answer
Illinois DOT	Jeff Galas	No	We are unaware of the aggressive driving month campaign, but that may still change. Illinois displays messages for seat belt usage and DUI during holiday weekends. To accommodate the messages with traffic related issues, we developed a two phase program to allow real time travel times and congestion to alternate with the safety messages. This allows "seat belt" to be used without major disruption to the traffic reports.	
Michigan DOT	Suzette Peplinski	No	We generally take the lead from our State Police OHSP (Office of Highway Safety Planning) and they have not promoted this one locally.	
Michigan DOT, Metro Region	James Schultz	Yes (??)		In Metro Detroit - we have had quite a different approach. We generally post the travel time messages followed by our message of the week. The safety messages help build lots of good will with our partners while at the same time keep "educating" the public on good driving habits. (Question posed to group) Can we all envision a future that we broadcast / leverage the same message nationally -- both on CMS/DMS and at the same time in the media??
Missouri DOT	Troy Pinkerton	No	We too discourage those messages but will accommodate certain campaigns such as "Work Zone Awareness Week". It is a constant debate for us regarding whether or not to display that type of a message and so we will accommodate on limited occasions.	
Minnesota DOT	Todd Kramasz	No	We have denied many requests to participate "move over" laws, "headlights on for safety" and myriad others like it over recent past and have had success in illustrating that the impact (or wallops) of these signs must be preserved for when real-time incidents do occur. I always argue that the CMSes NEVER, EVER are "going to waste" or are communicating nothing. Even when blank, the implied message is that all is well.	

TMC Pooled Fund Study Member Responses to Questions on DMS for National Aggressive Driving Awareness Month

Question 1: Are you putting messages on your Dynamic Message Signs for National Aggressive Driving Awareness Month?

Question 2: If YES, what is your message?

Agency	Representative	Q1 Answer	Q1 Additional Comments	Q2 Answer
Nebraska DOR	Jim McGee	No	Similar position to that of NY State DOT. We did cooperate with National AMBER Alert Awareness Day a short time back. There were concerns expressed by observers that the message caused traffic to slowdown.	
New Jersey DOT	Michael Pilsbury	Yes		<p>Message 1 – SLOW DOWN – YOUR FAMILY WILL WAIT <u>Week 1</u> – Message on 50% VMS ; <u>Week 3</u> – Message on 75% VMS <u>Times:</u> (9 AM - 3 PM) and (7 PM - 6 AM)</p> <p>Message 2 – REPORT AGGRESSIVE DRIVING – DIAL #77 <u>Week 2</u> -- VMS on I-295 -- Exits 28 - 43 VMS on I-80 -- Exits 42 - 61 <u>Times:</u> (9 AM - 3 PM) and (7 PM - 6 AM)</p> <p>Comments -- NJ does participate in safety campaigns using DMS, with themes for each month. We have started using them more than in the past, ... Some of the messages are a little different than we have previously used, like rhyming and the family reference. We coordinate the message with the NJSP, and we do not run them during rush hours.</p>
NY State DOT	John Bassett	No	Campaign is considered "non-enforcement" that either doesn't have a major "enforcement push" behind it and/or is not widely advertised by multiple agencies. We have turned down many requests to participate in these types of efforts over the years and, essentially, have successfully gotten the point across that the DMS are NOT advertising billboards. We are still hold to the old school of thought ... too many benign messages and drivers just don't bother reading the signs anymore.	

TMC Pooled Fund Study Member Responses to Questions on DMS for National Aggressive Driving Awareness Month

Question 1: Are you putting messages on your Dynamic Message Signs for National Aggressive Driving Awareness Month?

Question 2: If YES, what is your message?

Agency	Representative	Q1 Answer	Q1 Additional Comments	Q2 Answer
Tennessee DOT	Ali Farhangi	No	We work with our Governor's Highway Safety program staff to develop safety messages in conjunction with media campaign. "Motorcycle Safety week, Drive safely Etc.. ". Day to day operation we do not display safety messages. We have not been contacted regarding activation of DMS's for the National Aggressive Awareness Month.	
Virginia DOT	Scott Cowherd	No	VDOT has a Changeable Message Sign (CMS) Usage Procedure / Policy. Our policy has a section that covers VDOT's support for what we call "Safety Campaigns". This would cover campaigns such as the most recent "National Click It or Ticket" campaign. These campaigns are normally coordinated through a request from the Virginia State Police or our local DMV office. VDOT will evaluate special request on a case by case basis.	
Wisconsin DOT	Douglas Dembowski	No	We are looking into a pilot use of one sign for a safety message in conjunction with some heavy enforcement. WisDOT ... have held onto the idea that the signs should be used to report more dynamic or real time traveler information. We have viewed safety messages as a slippery slope. Who determines what campaigns are important and which ones aren't? Also, from the informal surveys I have seen, drivers tend to not find safety messages very useful.	
Washington State DOT	Vinh Dang	No	Most, if not all, safety campaign requests come from our close partner, the Washington State Patrol (WSP). We strive to accommodate them. However, we do negotiate and agree on specific location and time of the day to display the message. These types of message are lowest on the priority list (even lower than the travel time) and will be displayed accordingly.	