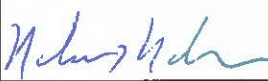





Administrative Policy

Title: Policy for the Use of DMS and CMS				
Administered By: Public Works				
New Policy No.	Issue Date (Last Revised)	Renumber Date	Department Head Approved	City Manager Approved
09100.501	03-08-11 (N/A)	01-03-17		

This Policy had been numbered Policy T-123. Effective on the Renumber Date noted above, this Policy is hereby renumbered as the Policy Number noted above.

The latest version of the Policy is attached hereto and incorporated herein by reference.

Attachment: Policy T-123
Issued: 03-08-11
Revised: N/A



PUBLIC WORKS STANDARD OPERATING PROCEDURES FOR TRAFFIC

SUBJECT: **POLICY FOR THE USE OF DMS AND CMS**

1 PURPOSE

- 1.1 To document the policy for the use of Dynamic Message Signs (DMS) and Changeable Message Signs (CMS) in the public right-of-way.

2 DMS AND CMS DISPLAY POLICY

- 2.1 Dynamic Message Signs (DMS) shall not be used to display information other than regulatory, warning, guidance and emergency information related to traffic control in the public right-of-way.
- 2.2 City sponsored events, private functions, businesses and special interesting advertising shall NOT be allowed on DMS signs.
- 2.3 Changeable Message Signs (CMS) may display City sponsored events only. The City Traffic Engineer must approve the message prior to deployment.

3 DMS AND CMS SIGN MESSAGES

- 3.1 When a DMS or CMS is used to display an emergency or transportation related message, the message shall be simple, brief, legible and clear.
-Example of messages include: "DON'T DRINK AND DRIVE", "CLICK IT OR TICKET", "ROAD CLOSED AHEAD"- "USE POSTED ROUTE", "EVENT PARKING"- "USE KELLOGG AVE"
- 3.2 No overly simplistic or vague message shall be displayed which would affect the respect of the signs.
-Examples include: "CONGESTION AHEAD", "WORK AHEAD", "CLOSED AHEAD".
- 3.3 The display format for the DMS or CMS shall not be of a type that could be considered similar to advertising displays.
- 3.4 The display format shall not include:
Animation, Rapid Flashing, or other dynamic elements that are characteristics of sports scoreboards or advertising displays.

4 CRITERIA FOR ACTIVATING AN AMBER ALERT ON A DMS ONLY

- 4.1 An Amber alert is intended only for the most serious, time-critical child abduction cases.
- 4.2 An Amber alert is not intended for cases involving runaways or parental abduction, except in life-threatening situations.
- 4.3 An Amber alert may be activated when:
 - A law enforcement agency confirms a child abduction has occurred.
 - The victim is 17 years of age or younger or has a proven mental or physical disability.
 - The victim is in imminent danger of serious injury or death.
 - There is information available that, if provided to the public, could assist in the child's safe recovery.

5 PROGRAMMERS OF THE DMS AND CMS SIGNS

- 5.1 Corona staff which programs and displays a message on a DMS or CMS sign shall inform the Public Works Director or the City Traffic Engineer of the message displaying and its purpose.