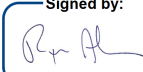
 <div style="text-align: center;"> STATE OF ALASKA DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES </div> <div style="text-align: center; font-size: 1.5em; font-weight: bold;">Policy and Procedure</div>		POLICY AND PROCEDURE NUMBER <div style="text-align: center; font-weight: bold;">07.05.130</div>	PAGE <div style="text-align: center;">1 of 4</div>
		EFFECTIVE DATE <div style="text-align: center;">7/8/2025</div>	
SUBJECT <div style="text-align: center; font-weight: bold;">Dynamic Messaging Signs</div>		SUPERSEDES <div style="text-align: center; font-weight: bold;">NEW</div>	DATED
CHAPTER <div style="text-align: center; font-weight: bold;">Maintenance and Operations</div>	SECTION <div style="text-align: center; font-weight: bold;">Highways</div>	APPROVED BY <div style="text-align: center;"> Signed by:  <small>3BEC855630834EE</small> </div>	

PURPOSE

Establish standards for the operation and maintenance of Dynamic Message Signs (DMS) within the Alaska Department of Transportation and Public Facilities (DOT&PF). This includes permanent and portable DMS.

The goal is to ensure DMS are used effectively to provide timely, accurate, and clear information to motorists to improve safety, manage traffic flow, and support statewide transportation objectives.

POLICY

It is the policy of the Alaska DOT&PF that:

- DMS shall display messages only when necessary to convey real-time information that directly impacts driver decision-making and highway safety.

Only authorized personnel may activate, modify, or remove DMS messages. The department shall maintain a sufficient number of qualified operators to ensure coverage and access 24 hours a day, 7 days a week, 365 days a year to enable timely updates in response to changing traffic or emergency conditions.

- When not in use for active traffic management or air quality alerts, DMS shall be blank, or convey approved public service safety announcements as provided by Communications Director or designee.
- Priority for DMS messages shall be based on the urgency and relevance of information, following this order:
 1. Homeland security and emergency messages in declared states of emergency when there is a threat to the general public.
 2. AMBER Alerts
 3. Traffic incidents and planned or unplanned closures

4. Severe weather and road condition warnings
 5. Air Quality Alerts*
 6. Planned construction or maintenance activities
 7. Approved Highway Safety Campaign Messages
- All DMS messages shall comply with the Alaska Traffic Manual for wording, abbreviations, and display time.
 - DMS shall not display commercial advertising or websites.
 - DMS messaging shall be consistent and in coordination with 511 messaging (P&P 07.05.110).

*Air Quality Alerts shall also include relevant travel information (ice fog, limited visibility, etc).

PROCEDURE

1. Message Development and Approval

- The State Traffic and Safety Engineer is responsible for establishing message protocols to ensure compliance with the Alaska Traffic Manual, training personnel in message protocols, and development of the DMS manual, and maintaining the list of authorized personnel.
- Highway safety campaign and planned event messaging will be developed by the State Traffic and Safety Engineer and Communications Director.

2. Message Activation and Updates

- Ensure coverage and access 24 hours a day, 7 days a week, 365 days a year to enable timely updates in response to changing traffic or emergency conditions. If M&O staff is not available, the department's Communication Team or Division of Data Modernization and Innovation's Transportation System Management & Operations (TSMO) section may be asked to assist with coverage.
- Message activation can occur in multiple different ways:
 - Notification from Commissioner, Deputy Commissioner, Communications Director, or Division Director of situation that requires posting.
 - Notification from appropriate representatives of the State of Alaska Department of Military and Veterans Affairs, Division of Homeland Security and Emergency Management (disasters, national emergencies),

Department of Public Safety (Alaska State Trooper needs), Department of Natural Resources (forest fires), or Department of Environmental Conservation (air quality alerts).

- Real-time traffic data and field conditions may also warrant the activation and duration of messages, provided that appropriate DOT&PF leadership is informed.
- Messages shall be updated promptly as conditions change and removed when no longer relevant.
- Messages that violate the Alaska Traffic Manual shall be corrected promptly or removed as needed.

3. Portable DMS

- Portable DMS may be deployed for planned special events, or emergencies as needed.
- The maintenance supervisor shall coordinate message content for portable DMS, following this policy's priority structure.
- When feasible, Portable DMS shall be positioned outside the clear zone of the road and shall not block sidewalks or pathways.

4. Operational Readiness

- Conduct regular inspection, testing, and maintenance of all permanent and portable DMS units to ensure full operational readiness and timely repairs.
- Maintain an available and up-to-date inventory of DMS assets and system status, along with a current list of trained personnel authorized to operate DMS units.
- Provide quarterly training on DMS usage, software, and message protocols, and conduct an annual tabletop exercise to ensure readiness for emergency and high-priority event messaging.

IMPLEMENTATION RESPONSIBILITY

Role	Requirement
Commissioner	Provides overall responsibility and strategic oversight for DMS implementation and policy direction.
Deputy Commissioner	Supports DMS operations and ensures messaging is timely, accurate, and aligned with departmental objectives.
Communications Director, Public Information Officers	Responsible for day-to-day management of DMS messaging operations. Coordinates Alaska 511 and social media messaging to ensure consistency with DMS content. Notifies the TSMO Engineer as needed. Serves as backup for message input when Maintenance & Operations (M&O) is unavailable.
State Traffic and Safety Engineer	Ensures message standards compliance, provides oversight for message content approval, and oversees the Transportation System Management and Operations (TSMO) responsibilities.
Maintenance and Operations Chiefs	Coordinates deployment of portable DMS units for maintenance activities, emergencies, and road closures. Responsible for accurate message input, verification, inspection, testing, and timely repair of all DMS units. Maintains primary responsibility for message input on a 24/7/365 basis, with backup support provided by the Communications team or the Division of Data Modernization and Innovation as needed.
Transportation System Management & Operations Engineer	TSMO maintains access control software and messaging system integrity. Supports training, technical implementation, readiness exercises and provides message input backup during extended operations or when M&O coverage is unavailable.

AUTHORITY

AS 19.05.010-040, AS 44.42.020 (a)

DISTRIBUTION

All department employees via the DOT&PF website