



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

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GOVERNOR

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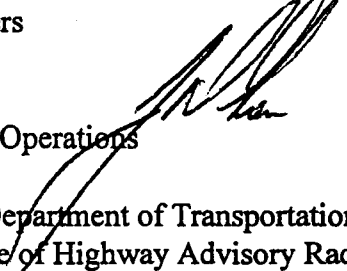
DAVID MCCOY
SECRETARY

October 4, 1999

MEMORANDUM TO: Division Engineers

FROM: J. D. Goins, PE
Chief Engineer - Operations

SUBJECT: North Carolina Department of Transportation
Policy for the Use of Highway Advisory Radios



Attached please find an approved copy of the North Carolina Department of Transportation Policy for the Use of Highway Advisory Radio. The intent of this recently developed policy is to establish guidelines for the use of portable and stationary highway advisory radios that result in the radios having a high level of credibility with the public. By continuing to receive accurate, timely information, motorists will become accustomed to knowing conditions on the highway warrant their immediate attention whenever a message is being broadcast.

Under the guidelines established in the policy, stationary and portable highway advisory radio will be used to convey pertinent information to motorists which assist in their driving decisions. Highway advisory radio shall be utilized to effectively provide substantial detailed information regarding traffic control for events or incidents, uncommon road conditions, highway work zones, changes in traffic patterns, detours, etc.

The policy prioritizes situations when highway advisory radio should be used. Broadcasting messages about highway conditions can help motorists avoid delays and becoming involved in crashes. Message information should relate to highway conditions and require driver reaction.

Stationary and portable highway advisory radio should in no way advertise commercial events or entities. Messages should be worded in a manner that conveys information, but does not advertise. For example: "K-Mart GGO traffic should use exit 214, Wendover Avenue . . ." would not be an appropriate message; "Golf traffic should use exit 214, Wendover Avenue . . ." would be an appropriate message.

Division Engineers

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If you need additional information, please contact Mr. Roberto Canales, PE, of the State Construction & Materials Branch at (919) 715-5662.

JDG/JLT:blr

cc-

Mr. L. A. Sanderson, PE, w/atta.

Mr. D. A. Allsbrook, Jr., PE (Attn: Mr. Roberto Canales, PE, w/atta.)

Mr. W. S. Varnedoe, PE, w/atta.

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Mr. S. D. DeWitt, PE, w/atta.

Mr. J. M. Lynch, PE, w/atta.

Ms. Terry Hopkins, PE, w/atta.

Mr. Lacy Love, PE, w/atta.

Ms. J. W. Batchelor, PE (Attn: Mr. J. L. Travis, PE, w/atta.)

Mr. Duane Mac Entee, w/atta.

Bridge Construction Engineers, w/atta.

Roadway Construction Engineers, w/atta.

Resident Engineers, w/atta.

District Engineers, w/atta.

Field Maintenance Engineers, w/atta.

Attachment

NORTH CAROLINA DEPARTMENT OF TRANSPORTATION POLICY FOR THE USE OF HIGHWAY ADVISORY RADIO

I. Policy Statement

This policy provides specific guidelines for the use of stationary and portable highway advisory radio (HAR) used by North Carolina Department of Transportation (NCDOT) personnel. Messages broadcast shall convey pertinent information to motorists, which assists in their driving decisions. Messages shall be broadcast in a standard, nonconfusing manner which allows drivers to both perceive and react to the information in a timely fashion. Messages shall be clearly enunciated and professionally delivered, and all efforts shall be made to reduce ambient noise and static. Federal Communications Commission (FCC) regulations must be adhered to and this policy will in no instance supercede current FCC regulations.

II. Purpose

HAR can be used to provide pertinent information to motorists concerning planned or unplanned incidents such as excessive daily traffic, crashes, detours, construction delays, special events, natural disasters, etc. Once a driver population has gained confidence that messages are reliable and relay pertinent, helpful information that assists in reducing delays, HAR units can be used effectively to alter traffic patterns, which will assist in reducing delays and congestion.

III. Authorization

The Division Engineer will authorize the use of all HAR whether state owned, leased, contracted, or operated in partnership with other agencies. Each HAR should have a person, designated by the Division Engineer, to be responsible for the authorization of messages to be broadcast; the cessation of messages when no longer appropriate; and the care, maintenance, and security of the HAR and its accompanying static advisory sign with flashers. This person may delegate certain responsibilities in regard to the HAR but shall ensure that any personnel given access to the HAR understands and adheres to this policy and FCC regulations. Access to the HAR shall only be granted to responsible individuals. The Division Engineer will ensure that efforts are coordinated such that motorists are informed of the most critical information based on the priority of the messages listed below.

IV. Legal Requirements

The FCC specifically defines allowed uses for stationary and portable HAR in North Carolina by specific site licenses. Per FCC regulations, music shall not be transmitted on the department's HAR. The FCC also requires that the station call sign be transmitted every 30 minutes for nonrepeating broadcast or be included within a repeated message.

V. Broadcasting of Messages on HAR

HAR units are owned and operated by a variety of organizations and agencies across the state. To ensure motorists can distinguish between broadcasters, all NCDOT-owned HAR shall broadcast as follows: "This is station (KOOXX) Highway Advisory Radio operated by the North Carolina Department of Transportation."