



GENESEE COUNTY

OFFICE OF EMERGENCY MANAGEMENT SERVICES

*7690 State Street Road
Batavia, New York 14020*

Phone: (585) 344-0078 Emergency 24-hour pager: (585) 343-3311 Fax: (585) 344-8535

Policies for use of Variable Message Sign by Local Emergency Service Agencies

1. Responsibility for Operation of VMS

- a. Any agency using the VMS is responsible for the safe and effective operation of the VMS. The Genesee County Emergency Management Office will design and approve all fire service messages displayed on the VMS in accordance with the intent and purpose of the VMS.

2. General Operations

- a. The primary intended purpose of the VMS is for the recruitment and retention efforts of local fire departments in Genesee County. Recruitment and Retention messages will be programmed to operate from daybreak through 2300 hours each day after which the VMS will be placed in the BLANK mode.
- b. A secondary use of the VMS is to display public event information sponsored by local fire departments. However, any public event information must also contain a Recruitment and Retention message in at least one of three message change phases.
- c. The VMS may be used by the Genesee County Public Health Department to display emergency public health information including POD locations.
- d. The VMS may be used by law enforcement agencies in emergency situations or traffic management involving incidents, spilled loads, severe weather, adverse highway conditions traffic detours, etc..
- e. The VMS may be used by the Genesee County Highway Department for traffic management announcing highway closures, detours, road defects, etc.
- f. Responsibility for compliance with state and federal DOT regulations concerning the use, placement and message content of the VMS shall be as follows:

When used by fire departments for Recruitment and Retention purposes, the Genesee County Emergency Management shall be responsible for compliance.

When used by the Genesee County Public Health Department, that agency shall be responsible for compliance.

When used by law enforcement agencies, the particular agency using the VMS shall be responsible for compliance.

When used by the Genesee County Highway Department (GCHD). That agency shall be responsible for compliance.

- g. At no time can the VMS be used for political or private advertising purposes.

3. Priority for use

- a. Recruitment & Retention Messages
Public Fire Department Events
Public Health
Law Enforcement
County Highway

4. Message Content

A number of pre-established Recruitment and Retention messages will be developed by the Emergency Management Office.

Messages should be efficient, brief and to the point.

If abbreviations are used they must be easily understood.

5. Location and Placement of the VMS

VMS cannot be placed on highway right-of-way

Locations selected must allow ample time for motorists to read and comprehend the message.

VMS must be placed so that the VMS is not obstructed by trees, poles, existing signs, bridges or geometrics.

All other agencies using the VMS must comply with location and placement according to state and federal guidelines.

6. Transport Safety

When transporting the VMS, the sign board shall be locked down and all compartments secured.

Safety chains shall be attached to the towing vehicle when being transported.

Highway travel speeds shall not exceed 55 miles per hour.

7. Stabilization and Security

Whenever the VMS is set up, it shall be stabilized via the four (4) stabilizing jacks positioned at each corner of the VMS.

To provide a minimum level of security, the VMS trailer hitch shall be removed and locked in the storage box on the VMS.

8. Contact for scheduling the use of the VMS or other issues concerning VMS use

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