South Carolina Department of Transportation

Engineering Directive


Subject: Use of Dynamic Message Boards

References: None

Purpose: Reinforce Statewide Protocols

This Directive Applies to: Traffic Engineering

The South Carolina Department of Transportation has over sixty overhead permanent message boards and eighty-three portable message boards that are part of the statewide Intelligent Transportation System. This system is used to inform the motoring public of real-time traffic conditions on our roadways. These messages are applicable to traffic management, incident management, construction and maintenance activities as well.

The high visibility of these signs has prompted several requests from various agencies to display messages that do not pertain to real-time traffic information. Some of these requests are for highway safety related activities; others are for general messages. Currently, our agency has a memorandum of understanding (MOU) with the South Carolina Department of Public Safety to display messages related to annual safety campaigns such as Buckle Up South Carolina! It's the law and it's enforced. (BUSC), Sober or Slammer (SOS), and other approved annual campaigns.

In an effort to ensure our usage protocols are consistent statewide, the display of messages for real-time traffic incidents, traffic congestion, construction, and maintenance will be facilitated through normal operating channels with the appropriate local traffic management center. Additionally, South Carolina Department of Health and Environmental Control (DHEC) ozone alerts, South Carolina Law Enforcement Division (SLED) AMBER or Blue alerts, and Southeastern Traffic Information Exchange (STIX) activations will be coordinated through the statewide traffic management center in Columbia.

All non-traffic related message requests must be approved by the Deputy Secretary for Engineering seven working days in advance of a request to display a message. Please advise personnel in your districts to forward requests for use of these message boards through the proper channels to the Deputy Secretary for Engineering for approval.

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Lead: Director of Traffic Engineering

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