



# GENESEE COUNTY OFFICE OF EMERGENCY MANAGEMENT

*7690 State Street Road, Batavia, New York 14020*

Phone: (585)344-0078 24/7 Emergency Contact: (585)343-3311 Fax: (585)345-3098

## **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 Office of Emergency Management Services 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 Variable Message Sign (VMS) is available to local fire departments in Genesee County to display messages related to recruitment and retention, community events or public awareness information.
- b. The VMS may be used by the Genesee County Public Health Department to display emergency public health information including POD locations.
- c. 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..
- d. The VMS may be used by the Genesee County Highway Department for traffic management announcing highway closures, detours, road defects, etc.
- e. Each agency is responsibility for compliance with state and federal DOT regulations concerning the use, placement and message content of the VMS.
- f. At no time can the VMS be used for political or private advertising purposes.

### **3. Message Content**

- a. Messages should be efficient, brief and to the point.
- b. If abbreviations are used they must be easily understood.

**4. Location and Placement of the VMS**

- a. VMS cannot be placed on highway right-of-way
- b. Locations selected must allow ample time for motorists to read and comprehend the message.
- c. VMS must be placed so that the VMS is not obstructed by trees, poles, existing signs, bridges or geometrics.
- d. All other agencies using the VMS must comply with location and placement according to state and federal guidelines.

**5. Transport Safety**

- a. When transporting the VMS, the sign board shall be locked down and all compartments secured.
- b. Safety chains shall be attached to the towing vehicle when being transported.
- c. Highway travel speeds shall not exceed 55 miles per hour.

**6. Stabilization and Security**

- a. Whenever the VMS is set up, it shall be stabilized via the four (4) stabilizing jacks positioned at each corner of the VMS.
- b. To provide a minimum level of security, the VMS trailer hitch shall be removed and locked in the storage box on the VMS.

**7. VMS Request forms are available on-line at the Genesee County Office of Emergency Management website. Please submit completed request form to:**

Genesee County Office of Emergency Management  
7690 State Street Road  
Batavia, New York 14020  
585-344-0078

Email to: [Elizabeth.allen@geneseeny.gov](mailto:Elizabeth.allen@geneseeny.gov)



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## Requests for use of Variable Message Sign by Local Emergency Service Agencies

The Recruitment & Retention Variable Message Sign (VMS) is available for use by local fire departments, Emergency Management Office and Public Health Department, Law Enforcement agencies and the County Highway Department.

- a. Requests must be made at least two (2) weeks in advance of the scheduled event date and must include the message(s) to be programmed into the VMS.
- b. Special layout forms are included for your use in designing your message. Up to three (3) message sequences can be programmed into the VMS. Sequence #1 must display the **Get Fired Up!** recruitment and retention message. For local fire departments, sequence #2 should display a message about volunteering in your department. Message sequence #3 is available for your specific messages.
- c. VMS requests will be reviewed and approved based on the date of the request.
- d. The Office of Emergency Management reserves the right to deny requests that don't comply with the provisions of the **Policies for use of Variable Message Sign by Local Emergency Service Agencies.**
- e. Due to programming constraints, it may be necessary to edit your requested message to best fit the VMS.
- f. Please submit VMS requests to the Genesee County Office of Emergency Management via email. [Elizabeth.allen@geneseeny.gov](mailto:Elizabeth.allen@geneseeny.gov)

## VMS REQUEST FORM

Department: \_\_\_\_\_

Date(s) Requested: From \_\_\_\_\_ To: \_\_\_\_\_

Event/Function: \_\_\_\_\_

Signature: \_\_\_\_\_

Approved: YES \_\_\_\_\_ NO \_\_\_\_\_ DATE \_\_\_\_\_  
BY: \_\_\_\_\_

# VMS MESSAGE MATRIX R&R

		G	E	T				
	F	I	R	E	D			
		U	P	!				

SEQUENCE 1  
MESSAGE 202

# VMS MESSAGE MATRIX R&R


SEQUENCE 2  
MESSAGE \_\_\_\_\_

# VMS MESSAGE MATRIX R&R


**SEQUENCE 3**  
**MESSAGE** \_\_\_\_\_