



U.S. Department
of Transportation

**Federal Highway
Administration**

Memorandum

Subject: INFORMATION: Safety Message Signs Interpretation
2-488(1) ("Click it or Ticket" Signs)

Date: March 6, 2002

From: Mary E. Peters
Administrator *M. Peters*

Reply to: HOTO-1
Attn. of:

To: Core Business Units
Service Business Units
Directors of Field Services
Division Administrators
Federal Lands Highway Division Offices

We received an inquiry from the National Highway Traffic Safety Administration (NHTSA) concerning the "Click it or Ticket" Signs (copy attached). A "Click it or Ticket" sign design for a national safety campaign by NHTSA has been reviewed, as well as the issues associated with its conformance with the Manual on Uniform Traffic Control Devices (MUTCD).

The display of safety messages associated with a safety campaign is allowable under the current MUTCD, as long as it conforms to sign design, location, and spacing requirements and does not block other regulatory, guide and/or warning signs. We have determined that the "Click it or Ticket" signs meet the design requirements and are in conformance with the Manual based on the following analysis.

The Millennium Edition of the MUTCD does not specifically address safety message signs; however, there are provisions in Section 1A.03 and Section 2B.51 that allow an agency to develop its own regulatory and warning message signs, as long as they follow the basic guidelines on color, appearance, etc. Section 2B.51 of the Manual also includes the seat belt symbol.

The Federal Highway Administration (FHWA) supports the use of a Changeable Message Sign (CMS) as a traffic control device to safely and efficiently inform motorists of roadway conditions and required actions to perform. The FHWA issued a policy memorandum on CMS January 19, 2001 (copy attached). That policy gives general guidance and allows driver safety messages to be displayed on a CMS including those associated with a safety campaign. The "Click it or Ticket" sign design for a safety campaign conforms to the information in this memorandum.

In future rulemaking, FHWA will propose to amend the MUTCD to provide more guidance on safety messages on all signs. This proposal will include more detailed guidance for driver safety messages displayed by signs and will include examples of driver safety messages.

Attachments



**SEAT BELTS
MUST BE WORN
\$86 FINE**

CLICK-IT OR TICKET!