



Traffic Guidelines Manual

ORIGINATOR State Traffic Engineer	2-6-60
CHAPTER 2	Signing
SECTION 6	Guide Signs – Freeways
SUBJECT 60	Cellular 911 Signs

A. Purpose

The intent of this guideline is to restrict the usage of signs that inform the public about contacting 911 for road emergencies to locations that are most helpful to motorists.

Signs with the message “WISCONSIN ROAD EMERGENCY – CELLULAR 911” (D12-4) have been installed on state highways in the past. These signs were installed in a partnership between Bureau of Traffic Operations and Bureau of Transportation Safety to educate motorists that they can dial 911 on their cell phones for road emergencies. Since these signs were installed, the usage of 911 has been adopted pretty much nationwide and motorists are now well aware that 911 is to be used for road emergencies. The official state highway map also encourages motorists to use 911 for road emergencies. Therefore, these signs are no longer considered necessary.

B. Policy

Cellular 911 signs (D12-4 signs) are declared non-essential on state highways. As a result, the following actions are expected:

1. No new Cellular 911 signs **shall** be erected on state highways.
2. Cellular 911 signs that have been installed on state highways will be allowed to remain in place until the end of their useful life, when they are to be removed and not replaced. Useful life ends when the sign message no longer meets legibility or condition standards. Cellular 911 signs *may* be removed prior to the end of the signs useful life when opportunities arise such as knockdown or damage, when other work is occurring nearby, or projects make removal practical.