



Traffic Guidelines Manual

ORIGINATOR Director, Bureau of Highway Operations		17-3-2
CHAPTER 17	System Operations & Intelligent Transportation Systems	
SECTION 3	511 System	
SUBJECT 2	Floodgate Messages	

DEFINITION

A Floodgate message is an announcement, created as a .wav file and uploaded through a web interface, which plays for a 511 caller prior to any traffic information. Floodgate messages can be placed by the STOC, and are used to notify 511 callers of incidents or events that significantly impact traffic. Floodgate messages can be placed at statewide, county, or roadway level. It is also possible to place floodgate messages for entities such as airports, buses, etc.

CRITERIA

The STOC will place both a county level and roadway level floodgate message for any unplanned incident or event that results in:

- A full road closure of one or both directions
- A detour or alternate route
- A traffic delay in excess of 30 minutes

The STOC will place both a county level and roadway level floodgate message for any planned full freeway closure in one or both directions.

The STOC will place a statewide level floodgate message for the following events:

- Amber alert
- Any unplanned incident or event that involves five or more counties or roadways, or spans across multiple regions

Before placing a statewide level floodgate message, the STOC Control Room Supervisor must authorize and review the message for approval.

Floodgate template

As of (time/date), (LE Agency) is reporting that (traffic incident, adverse road conditions, etc) is adversely impacting (directional) traffic on (roadway, location). Currently, (what lanes are affected). To avoid delays, (which direction of traffic) should (list detour)/there is no detour at this time.

Adverse Weather Conditions

An STOC operator *may* request a statewide or county level floodgate message on the 511 system if the following criteria are met:

- 1) A Winter Storm or Fog Warning has been issued for the identified area
- 2) The 511 Winter Road Conditions Map for the corresponding area indicates that a majority of the roadways are either snow covered, ice covered, or impassable.
- 3) On-site law enforcement can confirm adverse fog conditions
- 4) The message will provide travel-related information

Statewide floodgates will only be placed when the majority of a region meets the above criteria. The following template *should* be used for adverse conditions floodgate messages:

As of (time/date) Wisconsin State Patrol is reporting adverse road conditions in (much of the state, northern/southern part of the state). Motorists are encouraged to use caution, slow down, and avoid travel when possible.

Due to the frequency of Lake Effect Snow Warnings for Iron and Ashland counties, floodgate messages for these areas will be placed at the county level of all counties identified in the warning and shows poor road conditions on 511.

The audio and text floodgate *should* be removed when the Warning expires.