

**Project Title: GYRITS – Dynamic Variable Message Signs (Idaho)**

**Objective:**

To test the effectiveness of Dynamic Variable Message Signs (DVMS) in reducing accidents on Idaho highways.



**Project Components:**

The Idaho Transportation Department identified six highway sites with high rates of auto accidents. All six are located on curves subject to icy conditions in winter. In 2000, eight portable DVMS units were purchased at a cost of \$128,000; six were put into use by the end of that year at the chosen locations. Maintenance workers can activate the units and update the messages to warn motorists of imminent icy curves in the road.

During the two winter seasons that the signs have been in place, WTI collected speed and crash data and conducted motorist surveys. The speed and crash data does not yet show conclusive evidence that the DVMS are effective in modifying driver behavior; WTI plans to follow-up with one more year of data collection. However, an overwhelming majority of motorists surveyed responded that they not only noticed the signs, but that they found the information helpful and adjusted their driving accordingly.



**Project Partners:**

Idaho Transportation Department

