



Janet T. Mills  
GOVERNOR

STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION  
16 STATE HOUSE STATION  
AUGUSTA, MAINE 04333-0016

Dale F. Doughty  
ACTING COMMISSIONER

October 30, 2025  
Subject: School Zone Signage  
WIN: 028442.00  
Location: **Statewide**  
**Amendment No. 2**

Dear Sir/Ms.:

The following questions have been received:

**Question:** To conform with MUTCD standards the signs must only display traffic operational, regulatory, warning and guidance information (Section 2L.01) and shall not include advertising, animation, rapid flashing, dissolving, exploding, scrolling, or other dynamic elements (Section 2L.04). Under section 1.2 of the specification, the signs are required to display a 'Slow Down' message which would be in violation of the MUTCD standard. Please confirm that signs that do not display a 'Slow Down' message will be accepted.

**Response:** Signs that DO NOT display “Slow Down” will NOT be accepted.  
We consider “Slow Down” to be a warning/ guidance message.

Speed feedback signs are governed by the following section:

*Section 2C.13 Vehicle Speed Feedback Sign and Plaque (W13-20 and W13-20aP) Option: 01 A Vehicle Speed Feedback (W13-20) sign or (W13-20aP) plaque (see Figure 2C-4) that displays the speed of an approaching vehicle to the vehicle operator may be used to provide warning to drivers of their speed in relation to either a speed limit (R2-1) sign or a horizontal alignment warning sign assembly with a posted advisory speed. Standard: 02 When used to display the speed of an approaching vehicle in relation to the posted speed limit, the Vehicle Speed Feedback (W13-20aP) plaque shall be mounted below a Speed Limit (R2-1) sign (see Section 2B.21). 03 When used to supplement a horizontal alignment warning sign advisory speed, the Vehicle Speed Feedback (W13-20) sign shall be an independent installation near the point of curvature of a horizontal curve (see Section 2C.06). 04 The legend YOUR SPEED shall be a black legend on a yellow retroreflective background, except as provided in Sections 6H.01 and 7B.01. The changeable legend displaying the speed of the approaching vehicle shall be a yellow luminous legend on a black opaque background. The vehicle speed displayed on the changeable*

*portion of the sign shall be displayed as an integer. The Vehicle Speed Feedback sign and plaque shall not flash, strobe, change color, or use other animated elements integrated into the changeable legend display. When no vehicles are approaching, the changeable display shall not display a legend. Guidance: 05 The changeable portion of the Vehicle Speed Feedback legend should be approximately the same height, width, and stroke of those on the Speed Limit sign it supplements or is mounted below. 06 When a W13-20aP plaque is used with a Speed Limit sign it should be approximately the same width as the Speed Limit sign it is mounted below.*

It is silent on additional messaging, but we believe this to be both warning and guidance.

Consider these changes and information prior to submitting your bid on **November 5, 2025**.

Sincerely,

*Kevin Hanlon* for

George M. A. Macdougall P.E.  
Contracts & Specifications Engineer