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RELIMINARY REVISED

ACTION PROGRAM

The President's HIGHWAY SAFETY CONFERENCE

[REDACTED]

JUN 6 1949

Held in

WASHINGTON, D. C. [REDACTED]

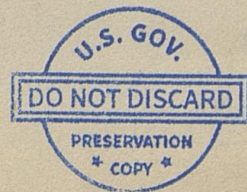
JUNE 1, 2, and 3, 1949

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A SUMMARY of the Recommendations of Conference Committees on LAWS AND ORDINANCES • PUBLIC INFORMATION ACCIDENT RECORDS • ENFORCEMENT • ORGANIZED PUBLIC SUPPORT EDUCATION • MOTOR VEHICLE ADMINISTRATION • ENGINEERING

Prepared by the Committee on Conference Reports



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ACTION PROGRAM

THE CHALLENGE

The need for reduction of accidents on the streets and highways of the United States continues unabated. Despite the excellent progress made by the highway safety program during the years immediately following World War II, traffic accidents are still claiming approximately 32,000 lives and causing injury to more than 1 million persons each year. Moreover, the use of motor vehicles is constantly expanding, so that accident exposure—and potential tragedy—increase each day. Unchecked, such a toll would mean that scarcely any individual in the United States could escape the tragedy of having one or more of his relatives, friends, or associates killed or injured in a traffic accident. This menace to life and limb marks highway safety as one of the most positive challenges to public action in the United States.

Our approach to the problem must be positive and constructive. Defeatism has no place in our thinking when we consider a basic element of our existence. Motor-vehicle transportation is an integral part of the social and economic life of our country, and highway safety is inseparable from efficient highway transportation. There is no more tragic waste of human lives, no more unnecessary background to human suffering, no more needless source of economic loss than traffic accidents. They are needless, because a completely adequate traffic-safety program of State and local governments, fully supported by the people both through organizations and as individuals, can bring down and hold down the highway casualty list. Experience proves that such a purposeful, all-inclusive program of traffic safety will lower the accident rate.

Public Approval and Public Support

It is a statement of the obvious to say the public approves the idea that highway transportation should be made safe; but public approval does not necessarily mean public support, and in the past a large part of the so-called support has been lip service. Approval has been most

frequently applied to activities which affect the other fellow. If there was ever a need for unselfish devotion to a single cause, it exists today in our quest for highway safety.

If there remains in the public mind any lack of conception as to the magnitude of the problem, any question of what forces are needed to make our roads safe, we must intensify our use of every informational medium until we have a people thoroughly aroused and giving individual cooperation. The program for traffic safety offered by this conference, good though it is, will be relatively useless unless it wins public acceptance.

Obstacles to good traffic-safety legislation and administration, and full public support thereof, can be removed by the full-scale utilization of the recommendations of this conference. The experience of the last 3 years since the Action Program was developed by an earlier conference proves this beyond any doubt. State by State, city by city, we must measure our traffic laws and ordinances, enforcement policy and practice, safety-education programs, and engineering accomplishments against the standards necessary to achieve safety on our highways. If our own city or State traffic-safety program is substandard, we cannot rest until it is corrected. This means a ceaseless campaign to give our public officials the essential laws, personnel, equipment, and budget to operate an adequate safety program, throwing the full force of public support behind the accomplishment of these objectives.

The Opportunity of Organizations

Every organization of national, State, and local scope has a stake in highway safety for humanitarian and economic reasons. The use of our system of streets and highways touches every man, woman, and child in the Nation. Highway users are not confined to drivers of passenger cars, trucks, busses, or other public-transportation vehicles, or even to passengers. The pushcart peddler, the mule-team driver, the pedestrian, and every person capable of moving or being moved—all are potential highway users.

It is obvious, therefore, that every organization should participate in the effort to reduce traffic accidents. Participation must be on a basis of voluntary cooperation, but it should follow recognized program patterns of proved effectiveness. The result will be measured in terms of what the organization is capable of doing, what it does, and how well it fits its particular interest into place in the whole highway-safety pattern. That interest may vary from a direct commercial interest to an altruistic effort for the public welfare. The parking problem may be emphasized by one organization, while recreational use of the highway facilities may be the focal interest of another. In every case, there is a direct link to safe highway

transportation. Naturally, traffic safety will never be the principal interest of many large organizations, but each organization's interest in it should be developed to maximum effectiveness.

Individual Responsibility

Legal responsibility for traffic safety is twofold—that of governments to provide the best possible official program, and that of individuals to conduct themselves as highway users with constant regard for the rules of the road and constant consideration for the rights of others. Finally, in highway safety, the individual is supreme. He can, by his act in the fraction of a second, either fulfill the mandate to be a safe highway user or nullify the effort which has been expended to safeguard lives and property. There is no substitute for individual caution, and no excuse for individual carelessness.

Balanced Program Needed

There is no royal road to highway safety. Only through a balanced program supported by the public can we produce the desired result. Any gap in our program for a united front against the accident enemy is a potential setback. There must be a complete understanding of the problem, the need, the program, and the specific application of that program. Each segment of it must be applied vigorously and continuously by every community and every State.

THE PROGRAM

The principal elements of a balanced program are presented in the following seven sections of this report. They embrace the positive and practical measures that experience has shown are necessary to curtail street and highway accidents. First assembled in 1946 by Committees on Laws and Ordinances, Accident Records, Education, Enforcement, Engineering, Motor Vehicle Administration, and Public Information, and brought up to date by these committees in 1949, these measures constitute a basic guide for highway safety. Together with the detailed activities included in the individual reports of the committees, they constitute the Action Program for highway safety recommended by this conference. Individual committee reports, with detailed discussions, recommendations, and references, are available in printed form.

The final section, entitled "A Plan of Action," summarizes the recommendations of this conference for getting the job done. The conference strongly urges that this Action Program be undertaken without delay.

Laws and Ordinances

The conference emphasizes the importance of uniformity in State and local traffic laws and regulations, and recommends adoption by all States and municipalities of the standards set forth in the Uniform Vehicle Code and the Model Traffic Ordinance.

Specific recommendations to these ends are as follows:

1. That States recognize the need for uniformity in text for the rules applicable to traffic movements, and for uniformity in substance as to all other provisions of the Uniform Vehicle Code; and that the laws of each State follow the Uniform Vehicle Code arrangement and sequence.

2. That each State legislature authorize a regular or interim committee to determine, with the assistance of an appropriate advisory group including representatives of official and unofficial agencies, the extent to which motor-vehicle laws comply with the Uniform Vehicle Code, and to recommend necessary revisions.

3. That the responsible State officials currently advise their governors and legislatures as to the conformity of legislative proposals with or departure from the Uniform Vehicle Code, and that proposals which depart essentially therefrom be disapproved.

4. That each State publish a summary of its vehicle laws and publish separately in lay language, with illustrations, the substance of its rules of the road.

5. That governors of neighboring States join in calling regional conferences of legislators and public officials to further the uniformity of traffic laws.

6. That municipal ordinances and administrative regulations respecting motor vehicles and their use be similarly reviewed and revised to bring them into conformity with the Model Traffic Ordinance and with essential provisions of the Uniform Vehicle Code, and that laymen's summaries of such ordinances be published.

7. That uniformity in the administration, interpretation, and enforcement of uniform traffic laws and ordinances is of the utmost importance.

8. That uniformity in traffic signs, signals, and markings in conformity with the Manual on Uniform Traffic Control Devices be attained by cooperative action of local, State, and Federal street and highway authorities.

9. That aggressive action to further the enactment of the Uniform Vehicle Code and Model Traffic Ordinance by the States and municipalities is an important function of the national, State, and local coordinating bodies as described and recommended in the Plan of Action beginning on page 13.

10. That provision be made for periodic review of these standards by the Committee on Uniform Traffic Laws and Ordinances of the National Conference on Street and Highway Safety.

Accident Records

The conference recommends that the collection and analysis of traffic-accident reports be put on an effective basis throughout the country, and that full use be made of these records in guiding highway-safety activities.

Specific measures to this end are recommended as follows:

1. Every municipality and State should have an actively functioning accident-records bureau, with adequate funds, equipment, and trained personnel. Other governmental subdivisions having traffic-control responsibilities should maintain accident-records bureaus or have ready access to records maintained by the State. All governmental subdivisions in each State should coordinate their activities in accident-records collection and processing.

2. Accident-record agencies should be guided in the definitions of motor-vehicle accidents, and in the preparation of report forms, by recommendations of the National Conference on Uniform Traffic Accident Statistics.

3. Each State should adopt, as a minimum, the accident-reporting standards contained in Act V of the Uniform Vehicle Code, and every effort should be made to get maximum and continuous compliance with the accident-reporting laws.

4. Methods of processing accident records should be standardized at least to the extent that each records agency:

(a) Keeps files so that accident reports may be readily identified for specific locations and for specific drivers.

(b) Prepares accident summaries at monthly intervals, together with special studies in cooperation with accident-prevention agencies.

(c) Makes its records available in useful form to such individuals as highway engineers, educators, and enforcement authorities, and to the several agencies of government which can use the data for accident-prevention purposes.

5. In guiding traffic-accident-prevention efforts, procedures outlined in the Manual on Uses of Accident Records, National Conference on Uniform Traffic Accident Statistics, should be utilized by all States and cities.

6. States should assist cities in establishing accident-records systems and should provide small communities with accident-analysis service based on data from their own and similar small towns.

7. Other groups and agencies collecting accident information including all Federal agencies, other governmental units, motor-fleet operators, and insurance companies, should make full use of their records in guiding their safety efforts.

Education

The conference recommends that American schools at all levels conduct traffic-safety programs which will give adequate guidance in accident prevention to more than 30 million young people, and which will prepare them to shoulder their future responsibilities in a motor age. Education for safety is an essential part of the modern school's program for producing good citizens.

Specific recommendations to this end are as follows:

1. ELEMENTARY SCHOOLS

(a) State departments of education and local school systems should prepare or revise courses of study or guides in safety for elementary schools to include sufficient stress on traffic problems and should provide day-by-day instruction based on immediate needs and local situations.

(b) Group activities emphasizing traffic safety should be encouraged.

(c) The school administration should assume the responsibility for establishing a safe environment, and school, home, and community programs should be coordinated.

(d) School safety patrols should be established where traffic surveys indicate a need.

2. SECONDARY EDUCATION

(a) School administrators should as far as practicable provide driver education and training as an integral part of the curriculum when students are near driving age; and whenever possible should offer similar courses during the summer and at night sessions, and for adults in the community.

(b) They should determine the adequacy of instruction programs and practices in relation to safety; correlate them with present courses, and plan for the utilization of cocurricular activities and student organizations.

3. TEACHER EDUCATION

In Colleges

(a) Administrative officials should provide safe college facilities.

(b) Each teacher-preparing institution should develop a safety-education program in accordance with its pattern of administration

and curriculum organization, with provision for developing elementary- and secondary-school safety programs.

(c) Advanced study and research opportunities should be provided.

In-Service Education

(a) State, county, and city superintendents and supervisory officers should organize activities for the in-service training of teachers in traffic safety; include traffic safety in State and regional teacher-conference programs; and provide instructional materials such as textbooks, visual aids, bulletins, posters, and driver-testing equipment.

(b) Teachers should be encouraged to participate in school and community traffic-safety activities.

4. COLLEGES AND UNIVERSITIES

(a) The college or university should organize and conduct its own institutional safety program.

(b) In cooperation with national, State, and local agencies, public and private, colleges and universities should provide training courses for highway-transportation personnel, such as engineers, fleet supervisors, police, driver-license examiners, etc.

(c) Research activities should be expanded.

(d) Through the offer of fellowships and scholarship grants in public-safety educational activities, and through cooperative programs of extension divisions and in other ways, colleges and universities should participate actively in the traffic-safety program.

5. PUPIL TRANSPORTATION

(a) States should provide administrative or supervisory personnel charged with responsibility for development of a complete program for the safe transportation of pupils to and from school.

(b) Each State should adopt vehicle standards recommended by the 1949 National Conference on School Transportation, and promote the establishment in each transportation unit of safe operating procedures, adequate inspection and maintenance programs, and the selection and training of reliable and qualified school-bus drivers.

(c) Local educational authorities should adopt and enforce the requirements of the State program; assign to one administrator the responsibility for supervising pupil transportation; provide sufficient vehicles to prevent overloading; develop safety schedules, loading, and routing; and train pupils in safe bus-transportation habits.

Enforcement

The conference recommends that States and cities conduct continuing traffic-law-enforcement programs of the type that will induce maximum voluntary observance of driver and pedestrian regulations, by creating adequate deterrence to violations.

General recommendations to this end are as follows:

1. The courts, prosecutors, and police departments should be given adequate personnel, properly selected and trained; modern facilities necessary for efficient operation; and sound administrative organization and direction.

2. All corruption, special privilege, and political interference must be eliminated from enforcement processes.

Specific recommendations are as follows:

1. POLICE

(a) Sound departmental organization requires the establishment of a special traffic unit, supplementing at the performance level the traffic-law-enforcement activities of all uniformed police.

(b) Special training is needed for personnel assigned to traffic duties.

(c) Traffic supervision should be put on a selective basis, with patrol, warnings, and arrests geared as closely as possible to the time, place, and types of law violations contributing to accidents, as indicated by analysis of accident records.

(d) Enforcement should be sufficient in volume to deter violations, but should avoid "arrest quotas," sporadic campaigns, and concentration on "easy" arrests for nonhazardous violations.

(e) Uniform enforcement policies should be adopted which:

1. Avoid excessively liberal tolerances.
2. Make proper use of warnings and admonitions.
3. Secure prompt correction of vehicle safety-equipment defects.
4. Extend leniency to nonresidents only on nonhazardous violations of purely local regulations.
5. Give no special privileges to any groups or individuals.
6. Include the investigation of accidents by specially trained and equipped units, with prosecution of violators involved in accidents when the evidence warrants.
7. Provide selective enforcement of pedestrian regulations.

2. PROSECUTORS AND COURTS

(a) Specially qualified prosecutors should be provided in all courts handling traffic cases.

(b) Prosecutors should vigilantly follow procedures assuring proper presentation of cases and preventing improper disposition or "fix" of traffic cases.

(c) Courts of record should be provided for hearing of traffic cases.

(d) Qualified judges are needed to handle traffic cases, and all traffic courts, rural and urban, should be supervised on a State-wide basis by the chief justice of the highest appellate court of the State.

(e) Improvements for betterment of traffic-court administration recommended by the National Committee on Traffic Law Enforcement (Traffic Courts, 1940) should be adopted by all jurisdictions.

(f) The word "police" should be eliminated from the name of courts handling traffic cases, and more appropriate titles substituted.

(g) Dignified and impressive courtroom facilities should be provided by all cities, counties, and States.

(h) A high degree of cooperation should be developed and maintained between traffic courts and driver-licensing authorities.

Engineering

The conference recommends that engineering principles and techniques for the elimination or reduction of physical hazards and for the safe, efficient control of traffic movements be fully utilized by all appropriate agencies concerned with highway transportation.

Specific measures to this end are recommended as follows:

1. Greater attention to safety and operating factors at the design stage of vehicles and roadways, looking toward:

(a) Continued improvement in brakes, headlights, driver vision, directional signals, tires, wheel rims, and bumpers.

(b) Modernization of principal streets and highways, with application of the standards, policies, and guides developed by the American Association of State Highway Officials, the Public Roads Administration, and other appropriate agencies; and improvement of secondary roads and streets to standards adequate for safe year-round use.

2. Elimination of railway-highway grade crossings on priorities determined on the basis of hazard and economy of operation, with adequate protection of crossings where grade-separation structures are not feasible.

3. Provision where needed of sidewalks and other pedestrian-protection facilities.

4. Maintenance of roadways so that they will be safe for year-round travel, have skid-resistant surfaces, smooth usable shoulders, and adequate drainage.

5. Provision of modern street and highway lighting on main urban streets and on the more hazardous sections of suburban and rural highways.

6. Application of modern planning and traffic-engineering techniques, with

(a) Establishment by all States and cities of properly staffed divisions or departments having the authority and facilities needed to perform this function;

(b) Utilization of factual data on traffic operations in the design of new roadways and as the basis for other improvements, such as channelization, one-way-street routing, loading islands, identification and elimination of special hazards, and provision of off-street-parking facilities.

7. Adoption of the vehicle size-and-weight limitations proposed by the American Association of State Highway Officials.

8. Adoption by all jurisdictions of the provisions governing traffic signs, signals, markings, and islands, contained in the Manual on Uniform Traffic Control Devices.

9. Establishment of speed restrictions in accordance with Act V of the Uniform Vehicle Code, including wider application of the zoning principle there recommended, especially in the marking of safe speeds on curves.

10. Establishment of an effective and continuing liaison among motor-vehicle manufacturers, road builders, and traffic engineers to promote closer coordination of vehicle design, the geometric and structural plans for roadways, and plans for operation and traffic control.

11. Employment of a practical means within the appropriate political subdivisions for coordinating the everyday and long-range efforts of engineers engaged in planning, zoning, housing, street and highway development, and other activities similarly related to highway safety.

12. Extended engineering research into human and physical factors relating to safety in traffic operation.

Motor Vehicle Administration

The conference recommends the adoption by the States of sound policies and procedures in the field of motor-vehicle administration, with special attention to driver licensing, vehicle inspection, and other regulatory measures affecting highway safety.

Specific recommendations to this end are as follows:

1. Establishment of motor-vehicle departments as independent units of State government, having equal status with other State departments.

2. The provision for each department of an adequate budget, and qualified personnel selected through a merit system or civil service, with technically trained individuals for key positions and with a competent departmental executive having a fixed term of office.

3. Sound driver licensing, which should include:

(a) Adoption and use by all States of at least the minimum standards provided for in Act II of the Uniform Vehicle Code.

(b) Adoption of minimum standards for driver examination as recommended by the American Association of Motor Vehicle Administrators, by those States where standards are lower. Where possible, standards should be higher than these minimums.

(c) Adequate facilities for training of examiners and for proper examination of drivers.

(d) Classification of driver licenses by type of vehicle, with separate examinations for each where needed.

(e) Provision of restricted licenses for the physically handicapped.

(f) Use of driver-license fees for driver-license administration.

(g) Emphasis on reexamination of drivers who are involved in accidents and repeatedly violate traffic laws, who have physical or mental disabilities, or who for any reason are more than normally likely to be involved in accidents.

4. Maintenance and use of central files providing complete records of motor-vehicle registration and operation.

5. Adequate facilities and personnel should be provided for analysis of these records and resultant driver control as well as the development of information and statistical data of a research nature.

6. Motor-vehicle administrators should continue their work in driver education and training, and maintain the necessary staff for this purpose.

7. The American Association of Motor Vehicle Administrators should be financed by its member State departments with sufficient funds to enable the Association to carry on its work in a positive and aggressive manner.

8. Encouragement of sound financial-responsibility laws which through integration into the safety program tend to give greater control on driver licensing.

9. Establishment, in those States where an adequate over-all accident-prevention program has been provided, of periodic motor-vehicle inspection, on the basis of minimum standards prescribed in Act V of the Uniform Vehicle Code.

Public Information

The conference recommends that aggressive, continuing efforts be made by the several media of public information, by all public officials concerned, and by every interested organization to disseminate the facts about highway safety to the public.

Specific recommendations are as follows:

1. Public information activities should be coordinated in the community, the State, and the Nation with the organized public-support program recommended by this conference, and should seek to:

(a) Inform the public fully on where, how, why, and when traffic accidents occur.

(b) Assure thorough public understanding of the social and economic effects of highway accidents.

(c) Familiarize every citizen with all phases of the safety program recommended by this conference, and with its progress.

2. In each State the agency designated to conduct the program, as recommended in "The Plan of Action" in this report, should utilize trained personnel to promote highway safety through all public information channels.

3. Public information activities should be designed to:

(a) Encourage each individual to accept personal responsibility for solution of the highway-safety problem, and give him specific information needed to protect himself from accidents.

(b) Promote wider understanding of and support for the necessary engineering, enforcement, and educational measures recommended by this conference.

4. The conference urges close cooperation in this task among officials, media, and organizations, and commends to them as a means of securing maximum effectiveness the principles and suggestions outlined in the report of the Committee on Public Information as guideposts to action.

5. These conference recommendations are addressed to all groups and agencies, and especially to:

(a) Public officials having jurisdiction over the several phases of highway safety. The judicious expenditure of public funds where needed for the purpose of public information is justifiable and desirable.

(b) The owners and management of magazines, newspapers, house organs and other publications; of motion-picture producing and distributing companies; of radio broadcasting stations and networks; and of outdoor advertising, graphics, and other display media.

(c) Volunteers in the cause of safety: the civic, professional, and fraternal groups; business and industrial organizations having an economic stake in accident prevention; and all other groups of men and women dedicated wholly or in part to this humanitarian endeavor.

THE PLAN OF ACTION

To effectuate the program recommended in this report, and to mobilize on a Nation-wide basis the active public support which is essential to its success, the conference strongly urges that the following action be undertaken:

Recommendations

1. That the three committees of independent and equal status which were formed or expanded at the recommendation of The President's Highway Safety Conference in 1946 should continue and intensify their activities.

A. The Federal Committee on Highway Safety to:

(1) Coordinate the highway-safety activities of all Federal departments and agencies.

(2) Encourage cooperation in highway-safety activities of the Federal Government with the agencies of the several State and local governments.

(3) Encourage cooperation in the highway-safety activities of the Federal Government with those of national nonofficial organizations.

B. The State and Local Officials' National Highway Safety Committee to:

(1) Appraise existing conditions within the States and communities, utilizing the technical recommendations of The President's Highway Safety Conference as a measuring stick to determine exactly what is needed to develop effective, official highway-safety programs.

(2) Fully coordinate their highway-safety activities and jurisdictions.

(3) Acquaint the public with the results of their analysis and comparison and the outcome of their coordination, to the end that organizations and individual citizens shall know exactly what items constitute the official highway-safety programs.

(4) Work closely with the Federal Committee on Highway Safety in a supporting, advisory, and consulting capacity.

C. The National Committee for Traffic Safety to:

(1) Represent national civic, service, business, fraternal, professional, labor, farm, and similar men's, women's and youth organizations interested in traffic safety.

(2) Serve as a clearing house and coordinating agency for all such national organizations.

(3) Advise, stimulate, and otherwise assist in the development of the traffic-safety programs of its participating organizations, rather than to function as an operating organization conducting a separate activity program. This assistance should not imply direction of the traffic-safety program of individual organizations.

(4) Work closely with both the Federal Committee on Highway Safety and the State and Local Officials' National Highway Safety Committee in a supporting, advisory, and consulting capacity.

(5) Stimulate State and local affiliates of organizations represented in the committee to provide leadership for the creation and operation of State-wide and community-wide public-support groups.

2. That the chief executive or administrative officer of each State, county, and municipality should establish a Coordinating Committee of Officials for the direction of the official highway-safety program. This committee should include the heads of all departments charged with or related to highway safety. Such a coordinating committee should:

A. Appraise existing conditions within a State, county, or municipality, utilizing the technical recommendations of The President's Highway Safety Conference and other pertinent information and facts as a measuring stick to determine exactly what is needed to develop an effective official highway-safety program.

B. Fully coordinate their highway-safety activities and jurisdictions.

C. Acquaint the public with the results of their analysis and comparison and the outcome of their coordination, to the end that organizations and individual citizens shall know exactly what items constitute the official highway-safety program. Public officials who want public acceptance and understanding have no more important responsibility than to state, clearly and concisely, the points at which additional public-support emphasis is needed in the traffic-safety program.

3. That the chief executive or administrative officer of each State, county, and municipality should establish a Highway Safety Conference as a continuing pattern of organization, to meet annually. Such a conference should be the means of presenting to the public the findings and actions of the Coordinating Committee of Officials. The

personnel of this conference should include both government officials and the public, as represented by organizations and by individuals. Each Highway Safety Conference should, among other things, discuss and take action on the following items:

A. Adaptation of the technical highway-safety program approved by The President's Highway Safety Conference to the needs of the particular State, county, or municipality, but with the clear understanding that adaptation does not mean the lowering of any minimum standard set by the program.

B. A working relationship to be established between the Coordinating Committee of Officials and the supporting safety organization as defined in section 4 of these recommendations.

C. Periodic review of the official highway-safety program by the Coordinating Committee and the supporting safety organization to determine where the program stands and what still needs to be done. Progress can best be accomplished by holding one or more small action-project meetings where officials, public-support, and public-information organizations can develop concrete, practical, cooperative programs.

D. A method of financing the support organization, whether by private funds, public funds, or both.

4. The chief executive of each State, county, and municipality should actively support the establishment of a public-support, traffic-safety organization where none now exists. In some cases leadership for creation of the organization might well originate with the chief executive. In other cases the impetus may come from private support organizations or even from individuals. A public-support, traffic-safety organization must be entirely free from partisan politics, and should offer full and complete opportunity for public expression and participation through a membership of representatives of all State-wide, county-wide, and local organizations and industries able and willing to contribute to the solution of the traffic-safety problem. Other members should include representatives of local safety committees and outstanding individuals selected because of their particular interest. In order that it may be an effective instrument of support for the official highway-safety program, this organization should operate:

A. As a supporting, advisory, and consulting group for the official highway-safety program.

B. With a full-time, paid executive director, and such employed staff as is consistent with the size of the organization and its program.

5. Full cooperation of activities must be established between the official highway-safety program and the program of public support.

The public official cannot reach a satisfactory exercise of his responsibilities without public backing. Coordination of administrative planning at the official level is necessary in order that tax monies now available be used in activities most productive of results, and be expended in an efficient manner. Requests for additional funds where necessary must be supported by facts covering the entire highway-transportation picture.

While these recommendations call for separate committees of officials and public-support groups, experience has shown that a high degree of official coordination has been reached by procedures differing from such a plan. In some cities, citizen members are included on the committee responsible for official coordination. This pattern has been particularly successful in communities up to 100,000 population. In such cases an additional public-support group may be found necessary to obtain broad representation impractical in a committee concerned with only official coordination.

Nothing in this report is intended, nor should it be construed, to suggest a change in organizational plans which are delivering comprehensive, effective traffic-safety programs.

6. That national, State, and local organizations endorse and support, within the limits of the objectives set forth in their charter or constitution, the recommendations of The President's Highway Safety Conference and the official highway-safety programs of State, county, and local governments.

7. That national, State, and local organizations utilize every possible means to inform their membership as to the technical highway-safety program approved by The President's Highway Safety Conference, and the problems of fitting this program to the needs of the several States, counties, and municipalities. In the discharge of this responsibility, it is urged that all State and local units of national organizations allot time on their programs for the presentation of local needs in highway safety, thus to secure a greater degree of understanding and individual acceptance of responsibility.

8. That all national organizations immediately seek full and continuing support of their State and local units for:

A. Cooperation and active participation in the State and local highway-safety conferences recommended in this report.

B. Cooperation and active participation in the State and local traffic-safety organizations recommended in this report.

9. That all national organizations, through their State and local units, encourage and support the participation of all States and communities in the Annual Inventory of Traffic Safety Activities, the National Pedestrian Protection Contest, and the National Driver Education Awards Program which comprise the basis for the annual progress report of The President's Highway Safety Conference.

It is the policy of the Department to encourage and support the participation of all States and communities in the Annual Investment of Traffic Safety Awards. The National Highway Traffic Safety Administration will award the annual Highway Safety Awards to States and communities on the basis of the annual progress report of the Highway Safety Council.

The Highway Safety Council is a non-profit organization which is composed of representatives from the States, the Federal Government, and the private sector. The Council's primary responsibility is to coordinate the activities of the Highway Safety Council and to provide technical assistance to the States and communities in the development of their highway safety programs. The Council also provides a forum for the exchange of information and experience among the States and communities.