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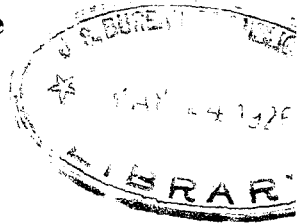
National Conference on Street and Highway Safety

Report of the

COMMITTEE ON PUBLIC RELATIONS

Appointed by

The Secretary of Commerce



This report is one of six issued for consideration in advance of the National Conference on Street and Highway Safety. The reports are: A Uniformity of Laws and Regulations; B Enforcement; C Causes of Accidents; D Metropolitan Traffic Facilities; E Statistics; F Public Relations

Washington, D. C.

March 15, 1926



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**Associations cooperating with the Department of Commerce
in organizing and financing the National Conference
on Street and Highway Safety**

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Committee on Statistics

W M STEUART, Director, Bureau of the Census	<i>Chairman</i>
J H. PARMELEE, Director, Bureau of Railway Economics	<i>Secretary</i>

Committee on Public Relations

GEORGE M. GRAHAM, Vice-President, Chandler Motor Car Co ; Chairman, Traffic Planning and Safety Committee, National Automobile Chamber of Commerce	<i>Chairman</i>
ERNEST GREENWOOD, Secretary, Conference on Street and Highway Safety	<i>Secretary</i>

For information concerning additional copies of the reports of the above committees address National Conference on Street and Highway Safety, Department of Commerce, Washington, D C.

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Committee on Public Relations

GEORGE M GRAHAM, Vice-President, Chandler Motor Car Co ; Chairman, Traffic Planning & Safety Committee, National Automobile Chamber of Commerce	<i>Chairman</i>
NORMAN C DAMON, National Automobile Chamber of Commerce	<i>Secretary</i>

For information concerning additional copies of the reports of the above committees, address National Conference on Street and Highway Safety, Department of Commerce, Washington, D C

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National Conference on Street and Highway Safety

Committee on Public Relations

HON HERBERT HOOVER, *Chairman,*
National Conference on Street and Highway Safety,
Washington, D C

SIR:—The first National Conference on Street and Highway Safety, at the conclusion of its meeting on December 15-16, 1924, adopted resolutions requesting that a second national conference on street and highway safety should be called by the Secretary of Commerce, after about a year's interval, that a joint committee should be appointed to carry on the interim work and prepare for the second conference, and that the Public Relations Committee should serve in promoting the adoption of the recommendations of the first conference

In accordance with these resolutions you appointed this Committee to serve both as a Public Relations Committee and as a Steering Committee to outline the work to be done in advance of the second conference. You also requested this Committee to consider and recommend the measures which ought to be taken at the conclusion of the second conference with a view to carrying into effect the program developed by the Conference for improvement of traffic conditions and reduction of street and highway accidents

This Committee has accordingly reviewed the various steps that have been taken and the reports that have been prepared, both prior to and since the first Conference, and has reached the following conclusions:

I

The purposes which you announced in calling the National Conference on Street and Highway Safety into existence in the spring of 1924 have largely been accomplished. These purposes were, first, to focus public attention on the appalling and steady increase in street and highway accidents, and second, to develop a comprehensive program for improvement of traffic conditions and reduction of accidents, upon which all concerned, including state and municipal officials and other interested groups, could agree

II

The awakening of public consciousness is shown not only in the widespread attention which has been given to the subject throughout the country, but also, in your Committee's opinion, is reflected in the decided change in the trend of the accident record, which up to and including 1923 was mounting at a progressively increasing rate, but which in 1924 showed a much lower rate of increase, and a still lesser rate in 1925, being kept down almost to the 1924 figures. This Committee is convinced that the widespread publicity resulting from the work of the Conference itself, and the splendid support given by the participating organizations and other interested groups, have had a marked influence in bringing to all classes of the population concerned a realization of their responsibilities in dealing with this problem. There is urgent need, however, that this program of publicity and enlistment of support by the public generally be actively continued.

III

The program of remedial action as developed by the Conference may be considered in two parts—first, the surveys carried on in 1924 by eight special committees dealing with the essential elements of the accident reduction problem, and second, the supplementary reports which have been prepared by four new special committees which you appointed early in 1925, together with new reports submitted by the Committee on Statistics, and the Committee on Public Relations, both of which were reappointed by you after the First Conference.

IV

For the benefit of states and communities having to deal with the problems of traffic and accident reduction, this Committee desires to emphasize the continuing value of the reports rendered to the First Conference by the following committees:

1. Committee on Statistics
2. Committee on Traffic Control
3. Committee on Construction and Engineering
4. Committee on City Planning and Zoning
5. Committee on Insurance
6. Committee on Education
7. Committee on the Motor Vehicle
8. Committee on Public Relations

These reports, with but slight changes, were adopted by the First Conference after thorough consideration, and summarized by that

Conference in its report on legislative principles, administrative and regulatory principles, and suggestions for cooperative work. This Committee recommends that the attention of all concerned be again drawn to the reports of the Committee of the First Conference, and the report of that Conference itself, and that copies of those reports be made available to all who may have occasion to use them.

V

The committee work done in preparation for the Second Conference has been primarily designed to develop further and put in more available form the recommendations made by the First Conference. These reports will include those of

(a) The Committee on Uniformity of Laws and Regulations, which is presenting a suggested model for a uniform vehicle code, developed with the cooperation of the National Conference of Commissioners on Uniform State Laws and dealing with registration and certificate of title, licensing of operators and chauffeurs, and rules of the road and regulations governing the use of the highways, together with suggestions for the development of uniform municipal ordinances and uniform state and municipal regulations.

(b) The Committee on Enforcement, which is recommending measures of organization and procedure to secure better enforcement of the laws and regulations affecting street and highway safety.

(c) The Committee on Causes of Accidents, which is outlining a program for determining the causes of accidents with a view to their elimination.

(d) The Committee on Metropolitan Traffic Facilities, which is outlining a program for improvement of traffic facilities and recommending suitable plans of organization for accomplishment of these purposes.

(e) The Committee on Statistics, which is presenting the essential facts of the accident record together with its recommendations.

(f) The Committee on Public Relations.

After reviewing these reports your Committee is of the opinion that, taken together with the reports of the 1924 Conference mentioned above, they constitute a sufficiently complete program for present purposes, and that the problem to which special attention should be directed is that of putting this program into effect.

VI

In the work of this Conference and its committees during the past two years you have enlisted and received hearty cooperation from representative leaders in all the fields of activity concerned, including federal, state and municipal administrations, railroads, street railways, insurance companies, automobile manufacturers, wholesalers and retailers, organized labor, commercial and trade organizations, organized motorists, safety councils, women's and welfare organizations, engineers, educators and the public generally

In the development of the program upon which all of these elements have reached substantial agreement, it was necessary and appropriate that effort should be centralized through the Conference and its committees. With a comprehensive program developed, however, the problem remaining before the members of the Conference, that of putting the program into effect, is of a different character, and in your Committee's opinion progress can best be made by requesting the various associations or groups represented in the Conference to undertake the duty of securing the adoption of definite parts of the Conference program.

The Committee recommends that the Conference program be divided as follows:

- (a) Legislation
- (b) Enforcement of laws and regulations
- (c) Education
- (d) Statistics and index rating
- (e) Study of causes of accidents
- (f) Design and maintenance of motor vehicles
- (g) Metropolitan traffic facilities
- (h) Elimination and protection of grade crossings

The Committee recommends that for each of the foregoing subjects an execution committee be created to serve as a clearing house for securing cooperation among the groups concerned in promoting the adoption of the Conference recommendations on that subject. Each such committee should include a member to represent each organization accepting responsibility with regard to the portion of the Conference program assigned to that committee. It is recommended that as promptly as possible after the conclusion of the Second Conference each of these execution committees meet and develop a detailed plan for carrying out its work through the several associations or groups represented.

The Committee further recommends that a general committee on coordination of activities be appointed to coordinate the entire work. This general committee should be subject to call by the Secretary of Commerce at such time as may in his discretion be desirable, and should determine whether and at what time any additional action may be necessary or desirable to further the purposes of the Conference in improvement of traffic conditions and reduction of street and highway accidents

VII

As the improvement of street and highway traffic conditions and accident reduction is primarily a problem concerning the states and municipalities, this Committee considers that state, regional and local conferences will in many cases furnish a valuable means for working out the application of the National Conference recommendations to the conditions in various sections of the country. A number of such conferences were held as a result of the First National Conference on Street and Highway Safety, and excellent results were obtained in many instances. This Committee wishes especially to point out that such conferences will afford opportunity for appropriate activity by the associations and groups undertaking to promote the adoption of various parts of the Conference program, as already outlined in this report

For the Committee,

GEORGE M GRAHAM,
Chairman

Washington, D C
March 13, 1926