



ATLANTA TRAFFIC AND SAFETY COUNCIL

A Citizens' Organization Devoted to Traffic Improvement and Accident Prevention

SUITE 1130
COMMERCE BUILDING
ATLANTA, GEORGIA 30303
688-3411

September 27, 1967

Mr. Grady Ridgeway, Jr.
President
Association of Administrative Department
Heads
Department of Aviation
Atlanta Airport 30320

Dear Grady:

Please convey to the membership of the Department Heads Association my deepest apologies for not appearing as scheduled at the meeting last night.

There is no way to adequately express my embarrassment over this monumental goof. During the past few years I have made several hundred addresses to various clubs and organizations and had not until now just plain not appeared. To have it happen with any group is bad enough, but to not show with as important a body as the City Department Heads is utterly disastrous.

As a partial explanation as to how I could possibly have forgotten such a meeting, I can only recall that yesterday was an extremely hectic day with our staff all frantically preparing for our annual meeting tomorrow. I spent the morning conducting a meeting for Atlanta PTA presidents and safety chairmen and was then in the office until 7:00 p.m. getting ready for the annual meeting. I then headed home without ever having looked at my calendar and with a thousand loose ends for the meeting in my mind. All of which is not an excuse or even a very good explanation.

I am particularly appreciative of the Department Heads going ahead and discussing the Defensive Driving program and hope I will be able to make partial amends by holding a worthwhile program for those who are able to make it. I will be in touch with Earl Landers to arrange details.

Again, please express my sincerest apologies and regrets. Knowing what a fine bunch of people the City Department Heads are, I will have to hope that they will

GEORGE GOODWIN, PRESIDENT
BILL C. WAINWRIGHT, MRS. LUCILLE S. HUFFMAN, VICE PRESIDENTS
C. A. MC NAIR, TREASURER
EDMUND W. HUGHES, MANAGING DIRECTOR

Mr. Grady Ridgeway, Jr.
September 27, 1967
Page Two

understand their old frield pulling such an inexcusable boner and find it in their hearts to excuse him.

Sincerely,

Edmund W. Hughes
Managing Director

EWH/sp

cc: ✓ Mr. Earl Landers

September 1, 1967

Mr. Edmund W. Hughes
Managing Director
Atlanta Traffic and Safety Council
Suite 1130, Commerce Building
Atlanta, Georgia 30303

Dear Ed:

With further reference to your letter of August 10th, we are enclosing herewith copy of a letter dated August 25, 1967 from Karl Bevins, Traffic Engineer.

We have advised Karl that we concur in his recommendations, and we feel sure that he would welcome any assistance you could give him in getting the Georgia State Highway Department to participate in such a program.

Sincerely yours,

R. Earl Landers
Administrative Assistant

REL:lp

Enclosure

September 1, 1967

Mr. Karl Bemins
Traffic Engineer
City Hall
Atlanta, Georgia

Dear Karl:

This will acknowledge your letter of August 25, 1967 regarding possible Federal Aid for traffic operation improvements through the Georgia Highway Department.

We concur in your recommendations and your approach in getting the project underway.

Sincerely yours,

R. Earl Landers
Administrative Assistant

REL:lp



CITY OF ATLANTA

TRAFFIC ENGINEERING DEPARTMENT

Atlanta, Georgia 30303

August 25, 1967

KARL A. BEVINS
Traffic Engineer

The Honorable Ivan Allen, Jr.
Mayor of the City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Mayor Allen:

Regarding the letter from Mr. Edmund W. Hughes, Managing Director of the Atlanta Traffic and Safety Council, dated August 10, 1967, seeking "to determine whether the City will be willing to pursue this matter and seek to have the State make this federal money available", we have the following report.

We strongly recommend that the City of Atlanta do everything within its power (financially and politically) to cooperate with and participate in the newly initiated program of the Bureau of Public Roads, which is called Traffic Operations Program to Increase Capacity and Safety (termed the "TOPICS" program). Immediately after receiving your memorandum on August 22, 1967, we again thoroughly reviewed the status of this type of program in the Atlanta area with the Bureau of Public Roads people and the State Highway Department people to make certain that we were up to date regarding their thinking. The Bureau of Public Roads people are very anxious for a city like Atlanta to set up projects under this program. They are also very anxious for the State of Georgia to participate in the program. All federal funds under this TOPICS program are available only through the Georgia State Highway Department. At this time, the Georgia State Highway Department has a firm policy against spending any of their funds for this purpose in Atlanta or any other cities in the State. We, of course, believe that this policy should, can, and will be changed. As mentioned above, we believe that the City of Atlanta should welcome assistance from the Atlanta Traffic and Safety Council and any other citizen group towards the end of having this policy changed.

Before any federal-aid system submittal or program to effect traffic operation improvements on Atlanta streets can be approved, it must be supported by a comprehensive area wide plan for traffic operation improvements, including a program for implementing a significant portion of the plan within five years. The tremendous amount of work necessary to make the basic street and traffic inventories and to develop the plan may be financed with money that also could be made available by the State Highway Department. In addition, the actual designs for traffic operation improvements can also be programmed as preliminary engineering jobs, and a portion or all of this work can be financed with federal aid money which is currently coming to or is available to the Georgia State Highway Department. Since the plan or any submission must be based on an area wide inventory and an analysis of all elements related to the plan for all streets and highways on a federal aid system in the area, we have been exploring ways and means of producing

*have
Can you answer
this letter?*

The Honorable Ivan Allen, Jr.
August 25, 1967
Page Two

such an inventory and plan in preparation for setting up specific projects to submit at such time as the State's policy may be changed.

Since the State Highway Department has a firm policy against participating in this TOPICS program, we have been unable to obtain much information and only a few opinions from State Highway Department personnel. The Bureau of Public Roads people, however, have been very specific in their insistence that an area wide plan must include as a minimum all of the area within the Circumferential Freeway (I-285) and probably needs to extend over a larger area. This immediately brings up the difficulties and probably the impracticality of the City of Atlanta undertaking to finance such a study without any outside help. Also, the study tends to parallel the present continuing coordinated comprehensive traffic planning study, which is under way in compliance with the 1962 Federal Aid Highway Act. However, the area wide plan for traffic operation improvements is a more detailed and specific type of study than the study under way in compliance with the 1962 Federal Aid Highway Act. It is our opinion that it is impractical for any single governmental agency in the Atlanta area (such as the City of Atlanta) to undertake by itself the development of an area wide plan for traffic operation improvements. We have a very strong feeling that this project should be undertaken and financed by the State Highway Department with the federal aid money available to them for purposes of this sort. Once this plan was developed and approved by the Bureau of Public Roads, specific traffic operation improvement projects (such as the ones that we currently carry on in our daily program in the City of Atlanta) could be set up and submitted for federal aid money. This money, of course, coming to the State Highway Department and then on to the City of Atlanta.

We have made a rough estimate that the area wide plan for traffic operation improvements could be completed by a consulting firm in a period of approximately six months. We have not yet obtained an estimate of the cost from any consulting firm, but we are guessing that the cost might range from \$50,000.00 upwards to \$200,000.00.

Anticipating your concurrence with our recommendation that the City of Atlanta do everything within its power financially and politically or influence-wise to cooperate with and participate in this TOPICS program, we are arranging to discuss in general terms the cost of such an area wide traffic operation improvement plan with some consulting firms. These explorations will be done without in any way committing the City of Atlanta and simply for the purpose of determining a little more accurately exactly what kind of an expenditure might be necessary on the part of the Georgia State Highway Department in order to get this program under way in the City of Atlanta. It would, of course, be unwise for the City of Atlanta or anyone other than the Georgia State Highway Department to undertake to finance such a study since the study would only be useful if the Georgia State Highway Department was agreeable to participating in the program. If the Georgia State Highway Department is interested in participating in the program, the cost of the study would be a comparatively minor item in the total outlay and, therefore, it should not be difficult to get the Highway Department to take care of this particular cost.

The Honorable Ivan Allen, Jr.
August 25, 1967
Page Three

We hope that this report is clear and that it contains sufficient information to answer the questions that need answering at the present time. We have available a substantial amount of additional detailed information regarding the TOPICS program and we will be happy to discuss it with you in more detail at any time that you desire.

Sincerely,



Karl A. Bevins

KAB/cmc

cc: Mr. R. Earl Landers
Alderman Jack Summers

August 22, 1967

Mr. Edmund W. Hughes
Managing Director
Atlanta Traffic and Safety Council
Suite 1130, Commerce Building
Atlanta, Georgia 30303

Dear Ed:

Your letter of August 10, 1967, addressed to Ivan Allen, Jr., Mayor, is being referred to Karl Bevins, Traffic Engineer.

We have discussed this matter with Karl and he is somewhat familiar with the program known as "TOPICS". We are requesting him to make a further study of the program and to advise us as to what will be necessary for the City to participate in the program.

We shall keep you advised.

Sincerely,

R. Earl Landers
Administrative Assistant

REL:eo



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688-3411

August 10, 1967

The Honorable Ivan Allen, Jr.
Mayor
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Ivan:

During a recent visit in Washington, D. C., I talked with officials in the U. S. Bureau of Public Roads about a program which could mean a substantial number of dollars for traffic engineering in Atlanta. In a nutshell, money is available from the federal government to match a substantial portion of the funds we are presently spending for improving traffic flow on our major streets and downtown streets. This is a different program from the highway safety program I mentioned in an earlier letter.

The rub is that this federal money must come from funds which are allocated to the State as the federal government's share of construction of the federal aid primary system. Thus, this money is available if the State of Georgia will permit it to be made available to Atlanta rather than used elsewhere in the State for construction.

Our Council would like to make a major push to see this done, provided that the City also is inclined to follow through on the program.

The program involved is known as "TOPICS" (Traffic Operations Program for Increasing Capacity and Safety). According to the persons with whom I spoke, the Bureau of Public Roads is shifting more to urban-oriented problems. This program is an administrative step rather than a legislative step as there has been no law passed really authorizing this.

To qualify under the existing regulations, the city must designate its major streets and its main business streets as part of the federal aid primary system. Then these streets become eligible for federal funds to improve the operation of traffic on the streets.

GEORGE GOODWIN, PRESIDENT
BILL C. WAINWRIGHT, MRS. LUCILLE S. HUFFMAN, VICE PRESIDENTS
C. A. MC NAIR, TREASURER
EDMUND W. HUGHES, MANAGING DIRECTOR

The Honorable Ivan Allen, Jr.

August 10, 1967

Page Two

No major construction is permitted under the program unless a particular location can be designated as a key bottleneck or high accident location, the remedy for which would involve a grade separation, widening or similar construction. In this case construction could qualify.

One of the requirements to receive these funds is that the various traffic improvement projects must be part of an area-wide plan. This plan would outline proposed traffic improvements within the area over a long period and approximately when the various portions of the plan would be accomplished. Most cities are having consulting firms do their plans. The consultant fee for such a plan is also eligible for the matching federal funds.

I am informed that programs of this type are now under way and receiving matching federal money in Memphis, Tennessee, Huntsville, Alabama and one is about to begin in Charlotte, North Carolina.

The federal officials are aware that while some states are eager to join in the program, some rurally-oriented states are hesitant to get started since it means giving up funding which could be used to build something else. The attitude of those with whom I spoke was one of being eager to see a city such as Atlanta request and receive this funding and they will do all they can at their end. The key, however, is in having the State approve allocating some of the federal aid primary system funds for use in Atlanta.

The purpose of this letter is to determine whether the City will be willing to pursue this matter and seek to have the State make this federal money available. If so, we will be happy to lend the Council's aid to this end.

Sincerely,

A handwritten signature in green ink, appearing to be 'Ed' or 'Edmund', written in a cursive style.

Edmund W. Hughes
Managing Director

EWB/sp

(9/28)

** Mr. Hughes is going to let us know about bringing Dr. Hadden over Thurs afternoon (9/28) - depending on his plane schedule —*

Wednesday, September 13th

Ann,

I called Ed Hughes office . . . he was out and I talked to his secretary . . .

The September 28th "hold" on the calendar is for the annual meeting of the Atlanta Traffic and Safety Council . . . Dr. Wm. Hadden, Director of the National Highway Safety Bureau is going to be the speaker . . . they are expecting some 400 people . . . it will be at 12:15 at the American Motor Hotel . . . they are most anxious for Mr. Allen to be present if possible . . . they are getting out the letters this week.

I told her that the Mayor has another commitment that requires his presence also, and that we would let them know definitely.

Betty

Call

688-3411

~~Handwritten scribbles and initials~~

~~Handwritten notes and scribbles~~

August 22, 1967

Mr. Edmund W. Hughes
Managing Director
Atlanta Traffic and Safety Council
Suite 1130, Commerce Building
Atlanta, Georgia 30303

Dear Ed:

Your letter of August 10, 1967, addressed to Ivan Allen, Jr., Mayor, is being referred to Karl Bevins, Traffic Engineer.

We have discussed this matter with Karl and he is somewhat familiar with the program known as "TOPICS". We are requesting him to make a further study of the program and to advise us as to what will be necessary for the City to participate in the program.

We shall keep you advised.

Sincerely,

R. Earl Landers
Administrative Assistant

REL:eo

September 18, 1967

Mr. George Goodwin, President
Atlanta Traffic and Safety Council
1130 Commerce Building
Atlanta, Georgia 30303

Dear George:

As I have advised Ed Hughes, I regret that I cannot be at the annual meeting of the Atlanta Traffic and Safety Council due to a commitment to speak at lunch on the same date.

I hope you will be able to bring Dr. Haddon by my office some time Thursday afternoon.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br



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688-3411

September 15, 1967

The Honorable Ivan Allen, Jr.
Mayor
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Ivan:

The Atlanta Traffic and Safety Council will hold its annual meeting at the Atlanta American Motor Hotel on Thursday, September 28, at 12:15 p.m.

We are honored to have as our speaker the top man in the nation in the field of traffic safety, Dr. William J. Haddon, Jr., Director of the newly created National Highway Safety Bureau. This will be one of his first public speaking engagements since President Johnson appointed him to this vital position less than a year ago.

Since taking over the nation's highway and vehicle safety operations, Dr. Haddon has been constantly in the news receiving alternately praise and condemnation from Congress, the automotive industry and traffic safety authorities. His appearance in Atlanta should be the outstanding highway safety event in this area this year.

Also, at the meeting there will be a short induction of the Council's new officers and directors. Meeting with us will be directors and members of the new Georgia Safety Council, in order that they might also hear Dr. Haddon's message. Please complete the enclosed reservation card and return it as soon as possible.

I think this will be one of the most interesting and important meetings our Council has held, and hope you will make every effort to attend and bring with you persons who are interested in our traffic and safety problems.

Sincerely,


George Goodwin
President



GG/sp

GEORGE GOODWIN, PRESIDENT
BILL C. WAINWRIGHT, MRS. LUCILLE S. HUFFMAN, VICE PRESIDENTS
C. A. MC NAIR, TREASURER
EDMUND W. HUGHES, MANAGING DIRECTOR

Traffic Eng

August 15, 1967

Mr. Edmund W. Hughes
Managing Director
Atlanta Traffic and Safety Council
Suite 1130, Commerce Building
Atlanta, Georgia 30303

Dear Mr. Hughes:

Mayor Ivan Allen, Jr., has forwarded to us a photo copy of your letter of August 7, 1967, regarding the possible utilization of the new federal funds available through the National Highway Safety Bureau by the City of Atlanta. We note in Mayor Allen's reply to you his request that we "communicate with you and prepare the necessary request for funds". We, in turn, have the following report.

We met with Mr. Ben A. Jordan, Coordinator of Highway Safety for the State of Georgia on August 4, 1967. Among those present at the meeting were Mr. Ray A. Nixon, Judge Herschel E. Cole, Mr. Charles L. Davis, Mr. J. Lewis Cook, and some of their associates. All funds allocated under the National Highway Safety Act will be handled through Mr. Ben A. Jordan's office. Mr. Jordan and his associates explained the procedures that are to be followed, and we are in a process of complying with those procedures.

The first request from Mr. Ben Jordan's office is that we prepare (within the next few days) a complete estimate of all expenditures anticipated for the next ten years in the field of traffic safety. These estimates are then to be reduced by us to fill out a fourteen or fifteen page questionnaire which will be submitted to Mr. Jordan's office for his review and inclusion in similar estimates for the entire State of Georgia.

As soon as Mr. Jordan's office has this project cleared, he expects to have available application blanks for various other projects under the National Highway Safety Act. As things stand today, there are no funds available in the field of traffic engineering other than for pure research projects. This fact was discussed at some length, and although we regret that it is true everyone present at the meeting with Mr. Jordan agreed that for the moment that is the situation. Several possible ways to enter this project field through "the back door" were discussed and are currently being investigated by us. We would appreciate your filling us in on what your letter indicates is probably some additional information that has not yet come to us.

One of the requirements in this procedure is for each city to establish a coordinator through whom all requests for federal grants will clear. As you know, the City of Atlanta has such a coordinator, and we are ready to proceed in-so-far as that part of the setup is concerned. Details on this coordinating procedure

Mr. Edmund W. Hughes
August 15, 1967
Page Two

can be obtained from Mr. Charles L. Davis, City Comptroller.

Thank you very much for your continued interest in this subject. We will look forward to receiving the additional information which your telephone conversation and your letter indicate you will soon have.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karl A. Bevins".

Karl A. Bevins

KAB/cmc

cc: Mayor Ivan Allen, Jr. ✓
Mr. Charles L. Davis

August 9, 1967

Mr. Ed W. Hughes
Atlanta Traffic and Safety Council
Suite 1130
Commerce Building
Atlanta, Georgia 30303

Dear Ed:

May I acknowledge receipt of your letter of August 7, regarding the National Highway Safety Bureau funds.

I am referring this letter to Karl Bevins with the request that he communicate with you and prepare the necessary request for funds. I am asking him to represent the City of Atlanta in this matter.

Sincerely,

Ivan Allen, Jr.
Mayor

IAJr:eo

CC: Mr. Karl Bevins, Traffic Engineer



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COMMERCE BUILDING
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688-3411

August 7, 1967

The Honorable Ivan Allen, Jr.
Mayor
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Ivan:

A limited amount of funds will be available shortly through the new National Highway Safety Bureau. Of the \$1,067,158 apportioned for Georgia, forty percent will be available to local governments. Those who apply first will be given first consideration.

The application or applications are to be sent through the State Highway Safety Coordinator and must be endorsed by the head of the local government concerned.

It would seem that with the limited number of dollars available and the "first come, first serve" consideration, it would be advisable for the several Atlanta departments which might qualify for these funds to meet promptly and agree on one to two projects to be submitted. Application forms are expected to be ready in approximately two weeks and applications will be accepted approximately September 1.

I would guess that Atlanta would be fortunate if it received as much as \$100,000 from this source. This money is on a "fifty-fifty matching" basis but a number of items the City is now carrying out can be used to make up Atlanta's share. Consequently, the federal funds will be extra money for which the City will not have to appropriate matching funds beyond that money already being spent.

Some items which could qualify for these funds include expanding traffic court facilities; identifying and improving high accident locations; improving traffic records and accident records systems; studies pertaining to road design, construction and maintenance; studies concerning traffic control devices; and nearly any phase of expanding driver education. Expressly excluded from eligibility is any type of construction or maintenance costs and, at this time, the costs of traffic signal equipment. I have requested a ruling from the National Bureau on this last item and it might yet be included.

GEORGE GOODWIN, PRESIDENT
BILL C. WAINWRIGHT, MRS. LUCILLE S. HUFFMAN, VICE PRESIDENTS
C. A. MC NAIR, TREASURER
EDMUND W. HUGHES, MANAGING DIRECTOR

The Honorable Ivan Allen, Jr.

August 7, 1967

Page Two

While in Washington a few days ago I talked at length with officials of the Bureau of Public Roads regarding a program through which a substantial part of Atlanta's traffic engineering expenditures would be eligible for fifty-fifty matching federal dollars. I will send you information concerning this other program within the next couple of days, after I have received the notes and material from that meeting.

Sincerely,



Edmund W. Hughes
Managing Director

EWH/sp

August 25, 1967

The Honorable Ivan Allen, Jr.
Mayor of the City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Mayor Allen:

Regarding the letter from Mr. Edmund W. Hughes, Managing Director of the Atlanta Traffic and Safety Council, dated August 10, 1967, seeking "to determine whether the City will be willing to pursue this matter and seek to have the State make this federal money available", we have the following report.

We strongly recommend that the City of Atlanta do everything within its power (financially and politically) to cooperate with and participate in the newly initiated program of the Bureau of Public Roads, which is called Traffic Operations Program to Increase Capacity and Safety (termed the "TOPICS" program). Immediately after receiving your memorandum on August 22, 1967, we again thoroughly reviewed the status of this type of program in the Atlanta area with the Bureau of Public Roads people and the State Highway Department people to make certain that we were up to date regarding their thinking. The Bureau of Public Roads people are very anxious for a city like Atlanta to set up projects under this program. They are also very anxious for the State of Georgia to participate in the program. All federal funds under this TOPICS program are available only through the Georgia State Highway Department. At this time, the Georgia State Highway Department has a firm policy against spending any of their funds for this purpose in Atlanta or any other cities in the State. We, of course, believe that this policy should, can, and will be changed. As mentioned above, we believe that the City of Atlanta should welcome assistance from the Atlanta Traffic and Safety Council and any other citizen group towards the end of having this policy changed.

Before any federal-aid system submittal or program to effect traffic operation improvements on Atlanta streets can be approved, it must be supported by a comprehensive area wide plan for traffic operation improvements, including a program for implementing a significant portion of the plan within five years. The tremendous amount of work necessary to make the basic street and traffic inventories and to develop the plan may be financed with money that also could be made available by the State Highway Department. In addition, the actual designs for traffic operation improvements can also be programmed as preliminary engineering jobs, and a portion or all of this work can be financed with federal aid money which is currently coming to or is available to the Georgia State Highway Department.

Since the plan or any submission must be based on an area wide inventory and an analysis of all elements related to the plan for all streets and highways on a federal aid system in the area, we have been exploring ways and means of producing

The Honorable Ivan Allen, Jr.
August 25, 1967
Page Two

such an inventory and plan in preparation for setting up specific projects to submit at such time as the State's policy may be changed.

Since the State Highway Department has a firm policy against participating in this TOPICS program, we have been unable to obtain much information and only a few opinions from State Highway Department personnel. The Bureau of Public Roads people, however, have been very specific in their insistence that an area wide plan must include as a minimum all of the area within the Circumferential Freeway (I-285) and probably needs to extend over a larger area. This immediately brings up the difficulties and probably the impracticality of the City of Atlanta undertaking to finance such a study without any outside help. Also, the study tends to parallel the present continuing coordinated comprehensive traffic planning study, which is under way in compliance with the 1962 Federal Aid Highway Act. However, the area wide plan for traffic operation improvements is a more detailed and specific type of study than the study under way in compliance with the 1962 Federal Aid Highway Act. It is our opinion that it is impractical for any single governmental agency in the Atlanta area (such as the City of Atlanta) to undertake by itself the development of an area wide plan for traffic operation improvements. We have a very strong feeling that this project should be undertaken and financed by the State Highway Department with the federal aid money available to them for purposes of this sort. Once this plan was developed and approved by the Bureau of Public Roads, specific traffic operation improvement projects (such as the ones that we currently carry on in our daily program in the City of Atlanta) could be set up and submitted for federal aid money. This money, of course, coming to the State Highway Department and then on to the City of Atlanta.

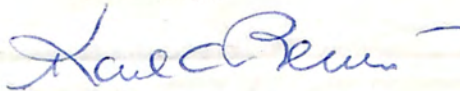
We have made a rough estimate that the area wide plan for traffic operation improvements could be completed by a consulting firm in a period of approximately six months. We have not yet obtained an estimate of the cost from any consulting firm, but we are guessing that the cost might range from \$50,000.00 upwards to \$200,000.00.

Anticipating your concurrence with our recommendation that the City of Atlanta do everything within its power financially and politically or influence-wise to cooperate with and participate in this TOPICS program, we are arranging to discuss in general terms the cost of such an area wide traffic operation improvement plan with some consulting firms. These explorations will be done without in any way committing the City of Atlanta and simply for the purpose of determining a little more accurately exactly what kind of an expenditure might be necessary on the part of the Georgia State Highway Department in order to get this program under way in the City of Atlanta. It would, of course, be unwise for the City of Atlanta or anyone other than the Georgia State Highway Department to undertake to finance such a study since the study would only be useful if the Georgia State Highway Department was agreeable to participating in the program. If the Georgia State Highway Department is interested in participating in the program, the cost of the study would be a comparatively minor item in the total outlay and, therefore, it should not be difficult to get the Highway Department to take care of this particular cost.

The Honorable Ivan Allen, Jr.
August 25, 1967
Page Three

We hope that this report is clear and that it contains sufficient information to answer the questions that need answering at the present time. We have available a substantial amount of additional detailed information regarding the TOPICS program and we will be happy to discuss it with you in more detail at any time that you desire.

Sincerely,

A handwritten signature in blue ink, appearing to read "Karl A. Bevins", with a horizontal line extending from the end of the signature.

Karl A. Bevins

KAB/cmc

cc: Mr. R. Earl Landers ✓
Alderman Jack Summers

Traffic & Safety

August 21, 1967

Mr. Joseph A. Wyant
Manager, Paper Division
S. P. Richards Paper Company
1130 Bankhead Avenue, N. W.
Atlanta, Georgia

Dear Joe:

Thank you for your letter of August 18th and for your support of the Atlanta Traffic and Safety Council. I am particularly pleased to learn about the school zone stickers which you have been supplying.

With highest personal regards, I am

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Ed Hughes

fill

CITY OF ATLANTA

July 28, 1967



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2p me*

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

Mr. E. Lindsey Coleman
R. B. M. of Atlanta, Inc.
3181 East Roswell Road, N. E.
Atlanta, Georgia 30305

Dear Mr. Coleman:

The traffic movement and accident prevention problems facing our growing city demand the concern and active support of Atlanta's business community. We are fortunate in Atlanta to have an agency which represents the business community and works closely with the city government and local officials in this field.

The Atlanta Traffic and Safety Council is of tremendous aid to the ~~local governmental units in advising and working with our~~ engineering, enforcement and educational branches to minimize the loss of life and property and to improve the flow of people.

As Mayor of Atlanta and an ex-officio member of the Council's Board of Directors, I am familiar with the value of this organization's work. I am also aware that the Council needs the membership and support of a larger segment of the business community if it is to be truly representative of the thinking of our business leaders and if it is to expand its important activities.

To more fully acquaint you with the type of work the Council carries out, I am enclosing a listing of some of the services rendered by the Council to our community during the past year. I hope you will take time to look these over.

You will be contacted about membership in the Atlanta Traffic and Safety Council in the near future, and I trust you will give this careful consideration.

Sincerely,

Ivan Allen, Jr.

Ivan Allen, Jr.
Mayor

IA,jr/jr

KEY SERVICES TO METROPOLITAN ATLANTA
PROVIDED BY
THE ATLANTA TRAFFIC AND SAFETY COUNCIL

AWARDS

Presentation of the "Howard Berger Teen-Age Safe Driving Awards" each year recognizes the top boy and girl drivers in the Atlanta area with \$100 cash prizes and plaques to the winners' schools.

The annual Sigma Delta Chi Journalism Traffic Safety Award is judged by a Council Committee.

Awards were presented to Atlanta area PTA's which conducted the best safety programs during the year, and this will be a continuing project.

TRAFFIC IMPROVEMENTS

Traffic construction and engineering improvements were achieved at several specific locations as a result of Council recommendations and follow-up.

Council's efforts aided in securing substantial increase in traffic engineering budget and personnel.

Council promotion helped to secure school blinker signal equipment for city school zones.

Specific selective enforcement proposals were outlined to police and many were adopted.

A periodic selective enforcement guide is provided for Police Department.

Council participated in implementing a rule against utility companies and others working in streets during rush hours.

Council aided in getting new state highway division of safety engineering, staffed with 10 engineers, established during 1966.

Through Council efforts, Fulton County medical examiner's office began determining blood alcohol content of traffic victims where possible, with findings distributed to the community.

Efforts to get driver deucation back in public schools were coordinated by the Council.

Managing Director served as chairman of special group to work out traffic and safety at new Atlanta stadium.

PUBLIC EDUCATION

A newsletter, with 6,000 monthly circulation, provides safety information to public, media, board members and Council members.

Accident scoreboard sign at firm adjacent to freeway was arranged for and current data is supplied by the Council.

Traffic death and accident figures are prepared in digestible form and relayed to all news media.

A new "Black Border" news release was instituted and is sent immediately to local news media following each traffic fatality, giving potential prevention techniques for the type of accident involved.

Through promotion and coordination with city government, the Council is conducting a campaign to reduce traffic deaths in 1967.

News spot announcements, utilizing local accident facts and figures, are sent periodically to all area TV and radio stations.

The area's largest radio station is cooperating in a Council-originated salute to a "Worthy Safety Booster" each day.

Council aided in promotion of television National Drivers Test and distributed test forms in the area.

Approximately 20,000 medicine cabinet stickers, teaching poison counterdoeses and emergency treatment, were prepared and distributed to employees of members and others.

A billboard campaign, "Don't Just Sit There *On* Your Seat Belt", designed by the Council, won a national award for outdoor advertising design.

Turner Advertising Company furnished 100 billboards and posted a reproduction of a first-grade student's safety poster selected from citywide elementary school entries.

A booth at the Atlanta Graduate Medical Assembly was maintained by the Council and 1,500 locally prepared "Prescribe Prevention" kits were distributed to doctors.

A "Moral Responsibility" kit was prepared and 600 were distributed to Atlanta area ministers.

With WAGA-TV television station, the Council prepared a 30-minute documentary on driving under the influence of alcohol, "D.U.I., Initials for Death". After the original television showing, a print was made available and it is being shown to various civic and service organization meetings.

CIVIC AFFAIRS

A Civic Safety Division, staffed by a full-time employee, was operated to encourage safety program and project participation by various civic and service organizations.

Council staff and board members make approximately 100 speeches a year on safety to civic and service organizations.

Council maintains a library of safety films and distributed them to Atlanta area employers, civic groups and others.

A meeting of PTA safety chairmen in the area was held to outline programs and projects they could undertake, and each one was given a detailed folder prepared for the occasion.

Medical Association of Georgia, in establishing new Traffic Safety Committee, and at its initial meeting, received Council assistance to help guide activities.

Participation in Southern Traffic Court Judges Conference program at Emory University is an annual project.

SCHOOL AND CHILDREN

Council's "Safety Bug", a truck painted to look like a big bug, visits area schools every day, talking to thousands of students about safety and showing them pedestrian safety cartoon movies. A part-time staff member was employed to operate the "Bug".

A teacher's manual and coloring leaflets were prepared and are distributed to every teacher and every child by the "Safety Bug".

Council arranged for a police officer who accompanies "Safety Bug" in daily visits to schools and teaches personal safety rules to 35,000 upper elementary students a year through "Safety Bees", similar to the old-fashioned spelling bee.

Council co-sponsored five bicycle rodeos in local schools.

Council prepared and distributed reprints of "First Aid Tips for Teachers" to 9,000 Atlanta area school teachers.

Council aided in scheduling and presentation at area high schools of "Spurrllows", a traveling musical safety show, and arranged for 1967 appearances including television.

Council annually plans and carries out week-long "Safety-rama", bringing together the efforts of 35 civic, service and governmental organizations in one big project of displays, exhibits, programs, etc. at Lenox Square Shopping Center, with weekly traffic of approximately 200,000 persons.

"Safety City" was constructed and operated, and more than 2,000 youngsters were "accident-proofed" by firemen, nurses, policemen, police women and Council staff.

STAFF ACTIVITIES

Certificates on accidental deaths are analyzed and records are submitted to National Safety Council.

The Council's Inter-Agency Committee brings together traffic officials monthly to coordinate activities.

Council appearances before three grand juries outlined local safety needs.

A number of appearances were made before various committees and commissions, testifying to advantages of such safety measures as the "implied consent" law, driver education, driver re-examination, use of radar, etc.

Council participated in Congressional hearings on federal traffic safety legislation, and in regional conferences on standards required, to aid local cities and state in meeting federal standards.

Council staff participates regularly in lectures to all police recruit training classes.

Managing Director serves as member of Legislative Traffic Safety Committee, appointed by Governor, to recommend traffic safety legislation to General Assembly.

Staff engineer is president of American Society of Safety Engineers, Georgia Chapter, permitting exchange of information and coordinated activities.

Council participates in the Technical Coordinating Committee of the Metropolitan Transportation Study, and aids in preparation of an extensive "Accident Study" by TCC.

Staff engineer participated in a special safety "task force" which visited four other cities and returned to make report for traffic improvements in Atlanta.

Through membership in Georgia Industrial Editors' Association, Council's information and education director is making safety material available to many industrial and commercial publications, and getting wide-scale coverage with employees of many large organizations.

Council coordinated first National Safety Council Home Inventory Program, including two luncheon meetings to explain and review the program with various participants.

Serving as the local coordinator for the National Safety Council Defensive Driving Course, the Atlanta Council has trained 2,627 students and 215 instructors in the program through June, 1967. Instructors classes are currently scheduled at the rate of one a month, and industrial classes are reaching many new students.

Special training for Atlanta area deaf drivers was begun and will be a continuing program, utilizing the Defensive Driving Course.



ATLANTA TRAFFIC AND SAFETY COUNCIL

A Citizens' Organization Devoted to Traffic Improvement and Accident Prevention

SUITE 1130
COMMERCE BUILDING
ATLANTA, GEORGIA 30303
688-3411

July 7, 1967

Mr. Charles B. Fisher
739 West Peachtree Street, N. E.
Atlanta, Georgia 30308

Dear Mr. Fisher:

Mayor Allen referred to me your letter and the article from the American Legion magazine regarding private citizen policing activities. I am sorry I am so long replying, but it came while I was out of the city.

The idea of having citizen "observers" has been tried a number of times including here in Atlanta some years back. Although I agree with the advantages you point out that the system has, there are a number of disadvantages as well. The most obvious problem is that the citizens have no legal standing and their observations can be used only as advisory information. Each time this is tried a great deal of criticism arises from the public who invariably interpret this as "vigilante" action.

Weighing all of the pros and cons I find that I personally end up coming back to the conclusion that policing should be left to the police and that additional police should be added if we need to increase enforcement, rather than using citizens who are not able to follow through on the violation they observe and whose "semi-official" status could be a source of public irritation.

Sincerely,

Edmund W. Hughes
Managing Director

BWH/sp

✓cc: Mayor Ivan Allen, Jr.

GEORGE GOODWIN, PRESIDENT
BILL C. WAINWRIGHT, MRS. LUCILLE S. HUFFMAN, VICE PRESIDENTS
C. A. MC NAIR, TREASURER
EDMUND W. HUGHES, MANAGING DIRECTOR

May 25, 1967

Mr. Frank C. Clapp
1081 Blackshear Drive
Decatur, Georgia

Dear Mr. Clapp:

Thank you for your letter of May 19th and the fine things you said about our city.

I am forwarding your letter to the Atlanta Traffic and Safety Council and wish to assure you that they and the City work diligently toward the improvement of driving habits and safety conditions.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Atlanta Traffic and Safety Council

March 28, 1967

h) dp ne

Mr. Roy V. White
Ammons, White and Associates
3608 Chamblee Tucker Road
Chamblee, Georgia 30005

Dear Mr. White:

Mayor Allen referred to me your letter concerning the idea of providing helicopter ambulances for accident victims. Frankly, there is no doubt in my mind that the day will come when this is done.

As I am sure you are aware, the fatality rate per casualty is lower in Vietnam than in any previous conflict of this type. There is no question but that the extensive use of helicopters in providing quick treatment for the wounded accounts for this.

As traffic becomes heavier and heavier, the difficulty of reaching the injured and removing them to the hospital becomes greater and greater.

We have no figures to accurately judge just how many cases there might have been where receiving treatment 10 or 15 minutes sooner might have reduced the degree of injury or prevented a fatality. I would suspect there were a number of such cases. A study such as you suggest would be helpful in establishing the potential advantage of such a service, as well as determining its cost.

My thanks for this suggestion. I hope it might shorten the time until such service is enacted.

Sincerely,

Edmund W. Hughes
Managing Director

EWH/sp

cc: ✓ Mayor Ivan Allen
Mr. J. W. Pinkston
Grady Hospital

March 23, 1967

Handwritten signature: J. H. [unclear]

Honorable Lester G. Maddox
Governor
State of Georgia
State Capitol
Atlanta, Georgia 30303

Dear Governor Maddox:

On behalf of the Board of Directors of the Atlanta Traffic and Safety Council I urge you to give favorable consideration to signing the Radar Speed Control Bill. After study in depth by our staff, I am firmly convinced that this measure will prevent many traffic deaths in our State.

Might I call your attention to the attached chart, illustrating that Georgia traffic fatalities were reasonable steady (varying between 900 and 1,100) from 1950 to 1962. You will note that the tremendous increase from 1963 to 1966 corresponds with the period when the State lost radar.

In the City of Atlanta last year we reached a new high of 106 traffic fatalities. Compared to the types of accidents which caused traffic deaths prior to 1963, the entire increase in fatal accidents occurred through "leaving the roadway" and "crossing the center line - head-on collision" accidents. These are both types of accidents brought about by extremely high speeds.

The existing bill offers a number of effective safeguards against misuse:

1. It can only be used where the State Traffic Engineering and Safety Division has approved a speed limit, based on an engineering study.
2. No cases can be made for speeding less than 10 miles over this engineeringly sound speed limit.
3. It cannot be used close to a change in speed limits, within 30 days after the change in speed limits, or on an incline of more than seven degrees.

Honorable Lester G. Maddox
March 23, 1967
Page Two

4. The speed must be mechanically stamped on the ticket by the radar instrument.
5. The jurisdictions using radar must post warning signs to this effect.
6. In the event of misuse, even with the above restrictions, you, as Governor, may revoke the permit of the jurisdiction using radar.

In light of the above, I am confident that you will see the wisdom of signing this bill promptly, affording Georgia citizens the advantage of this modern life-saving equipment.

Sincerely,

George Goodwin
President

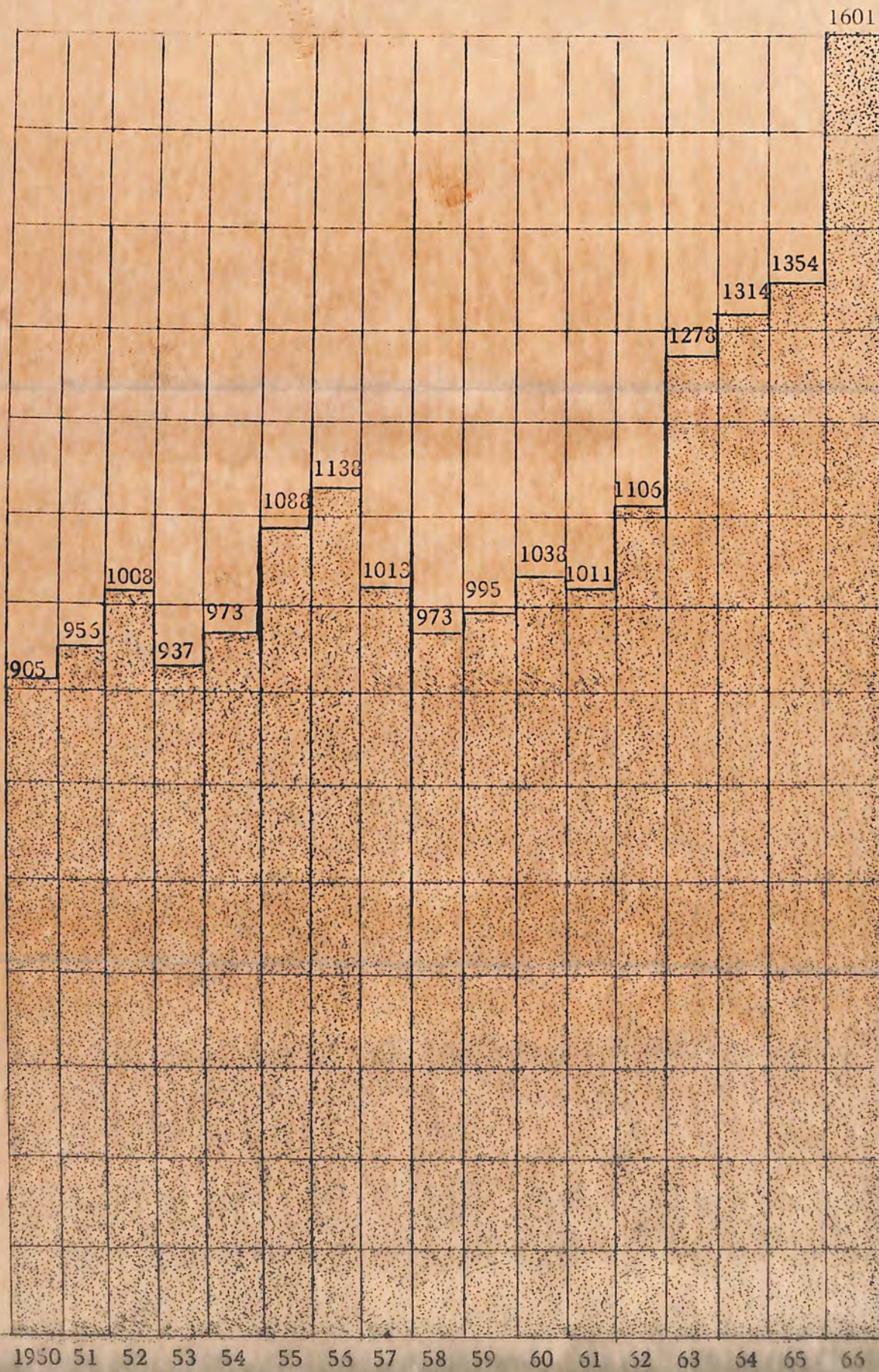
GG/sp

Attachment

bcc: ✓ Mayor Ivan Allen, Jr.
Mr. George Goodwin
Mr. Ray Brokaw

GEORGIA TRAFFIC DEATHS

1950 - 1966



To RWN

Atlanta Traffic and Safety Council
1130 Commerce Building
Atlanta, Georgia 30303

Telephone: 688-3411 - FOR IMMEDIATE RELEASE - February 9, 1967

Fatal traffic accidents in metropolitan Atlanta during January were reduced to half the number of January, 1966. The total number of people killed in traffic in the area was down 30 per cent.

Metropolitan area figures compiled by the Atlanta Traffic and Safety Council show that 26 fatal accidents occurred in the five-county area during the first month of last year, compared to 13 during January of this year. However, the number of multiple-death accidents this year has been higher than usual, so that 21 died this year in the 13 accidents, compared to 30 last year in 26 accidents.

Council President George Goodwin credited a substantial part of the reduction to efforts made by law enforcement officers and officials in the five-county area to strike at the causes of accidents. The governments have been following an accident reduction program outlined by the Council at the end of the record death year, 1966.

"Police over the whole area are concentrating their enforcement on violations which have been causing the most serious accidents," Mr. Goodwin said. "I am confident that this substantial decrease in the number of deaths and fatal accidents is reflecting the increase in the quantity and quality of enforcement."

He pointed out that in the City of Atlanta during January there were 3,723 speeding arrests made, compared to 2,708 during January of last year. Speeding was cited in the Council report as the factor most often involved in the 1966 increased traffic deaths. In the city proper there were 196 fewer accidents during this January than last January.

40% Increase

The deaths this year included a head-on collision in DeKalb County which killed four, a three-car smash-up in Fulton which killed four and an expressway bridge abutment accident in Atlanta in which three died.

Only Fulton County showed an increase in the number of deaths so far this year. In Fulton 11 people were killed in six accidents this January, compared to eight killed in seven accidents last year.

The accompanying chart shows the five-county traffic death breakdown including a separate listing for the City of Atlanta. Six of the Atlanta deaths appear in Fulton County totals and one in DeKalb figures.

	<u>1967</u>		<u>1966</u>	
	Deaths	Fatal Accidents	Deaths	Fatal Accidents
Clayton County	0	0	0	0
Cobb County	3	3	9	8
DeKalb County	6	3	9	8
Fulton County	11	6	8	7
Gwinnett	1	1	4	3
Total	21	13	30	26
City of Atlanta	7	5	7	6

Minutes of Board of Directors
ATLANTA TRAFFIC AND SAFETY COUNCIL
December 28, 1966

The meeting of the Board of Directors of the Atlanta Traffic and Safety Council was called to order at 11 a. m., December 28, in the Board Room of the Trust Company of Georgia, with President George Goodwin presiding.

Present were:

George Goodwin	Bickerton W. Cardwell	Edward J. Kelley
C. A. McNair	Frank Carmines	Wallace L. Lee
Alvin M. Ferst, Jr.	H. Talmage Dobbs	Horace McEver
Robert L. Sommerville	Rutherford L. Ellis	M. M. Egan
Wilburn Askew	Karl A. Bevins	Kiliaen Townsend
Gordon Bill	Ivan Allen, III	T. Clack Tucker
Charles E. Bowles, Jr.	Chief Herbert T. Jenkins	Judge Herschel Cole
Frank Brandes	Edward White	Edmund W. Hughes

President Goodwin called on Managing Director Hughes to report on the Southern Regional Highway Safety Conference held in New Orleans, December 20, 1967. The Board reviewed the policy statement from this meeting giving particular attention to those facts effecting local government participation in the 1966 National Highway Safety Act. Mr. Hughes reported that copies of the policy statement had been sent to all Atlanta area Legislators.

Mr. Goodwin reported that a medical and hospitalization plan for the Council and employees had been recommended by a sub-committee on employee benefits, and that this plan had been adopted by the Executive Committee at their December meeting. The plan consists of life insurance, hospitalization, medical coverage and major medical coverage. Mr. Goodwin also reported that a retirement plan for Council employees is under study and will be instituted during early 1967.

The Board approved a mileage allowance for staff employees using their own vehicles to do Council business. Such mileage allowance will be 10 cents a mile for all under 100 miles on a single trip and 8 cents a mile for all miles over 100. The mileage allowance was deemed necessary because of the increase in use of employee's vehicles, particularly in connection with the Defensive Driving Program.

The Board was told of a planned on-the-job safety program being scheduled for March 16, 1967. Dr. J. L. Rosenstein, Industrial Psychologist from Miami, Florida, will conduct the program on "Psychology of Accident Prevention and Worker Motivation." The one-day workshop will be held at the Holiday Inn on the N. E. freeway.

The Board also discussed a proposed billboard program, utilizing a design by an Atlanta area school child. Turner Advertising Company has reserved 100 billboards, the largest number ever used for a public service showing in Atlanta. The boards will be up during the month of March.

Mr. Goodwin announced that the Annual Appraisal of the Atlanta Traffic and Safety Council will be conducted by the National Safety Council, January 19 and 20. He stated that he will appoint the Appraisal Committee which will review the National Safety Council findings. The committee will be appointed by telephone.

A special showing of a film on "You and Office Safety" was held for the Board. Board members were reminded that the Council maintains a film library available to civic and service organizations as well as to business firms. The new office safety film has been added to the library and is available for loan.

Advance copies of the Council's report to Mayor Allen were distributed and reviewed. The Board concluded that the program as drafted should be presented and the Council should encourage state officials to carry out those points of the program involving them. Copies of the report were to be mailed to those Directors not attending the meeting.

There being no further business the meeting was adjourned at 12:05 p. m.

Respectfully submitted,



Edmund W. Hughes, Secretary

January 4, 1967

*file
AT & SC*

Chief Herbert T. Jenkins
Atlanta Police Department
165 Decatur Street, S. E.
Atlanta, Georgia 30303

Dear Chief:

Knowing of your concern about getting the current accident prevention program off on the right foot, I wanted to call your attention to something which might jeopardize its effect.

As you will recall, we recommended increasing enforcement activity in the areas of speeding, drunk driving, running traffic signals and stop signs, because we felt these were the offenses most often involved in accident situations. The Mayor's request for a monthly 10 percent increase was especially aimed at these same offenses.

Several police officers have indicated during the last couple of days that they have been instructed to increase their cases by 10 percent, and that they were not aware of the increase being concentrated on any specific areas. My feeling is that unless the officers are specifically instructed on this subject many will tend to increase their enforcement against the lesser violations, such as failing to remain in the proper lane and the like.

I am further concerned that an increase in this type of case, rather than in the more serious accident producing offenses, will hurt rather than help.

The purpose of this letter is just to call this to your attention and to again stress the importance of the officers, who must eventually carry the program out, being fully informed of the intent of the recommendations and of the need to concentrate their time and energy on the more serious offenses.

Sincerely,

Edmund W. Hughes
Managing Director

cc: Mayor Ivan Allen, Jr.
Superintendent J. L. Moseley

Officials Wage War on Traffic Violators

Atlanta's mayor and other top city officials have vowed to cut the traffic death toll in half during 1967, after 1966 ended with an all-time high of 105 fatalities.

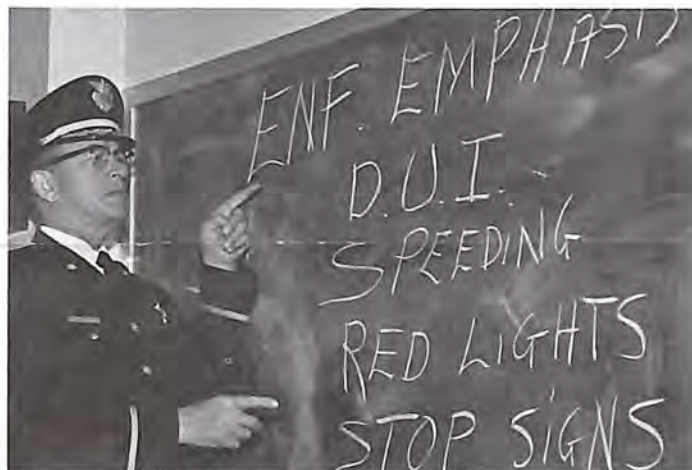
A report to the mayor, prepared by the Atlanta Traffic and Safety Council and presented just before the end of the year, summarized the traffic safety problems of the area and outlined specific proposals for improvement.

An analysis of the types of traffic deaths which increased in 1966 prompted a call for law enforcement emphasis in the types of violations leading to these deaths. Atlanta police are concentrating on the offenses of driving under the influence, speeding, red-light and stop-sign violations.

One of the main points of the report was the vital need for efforts to restore the right to use radar speed timing equipment to Atlanta area police. This requires legislative action, however, and cannot be put into effect immediately.

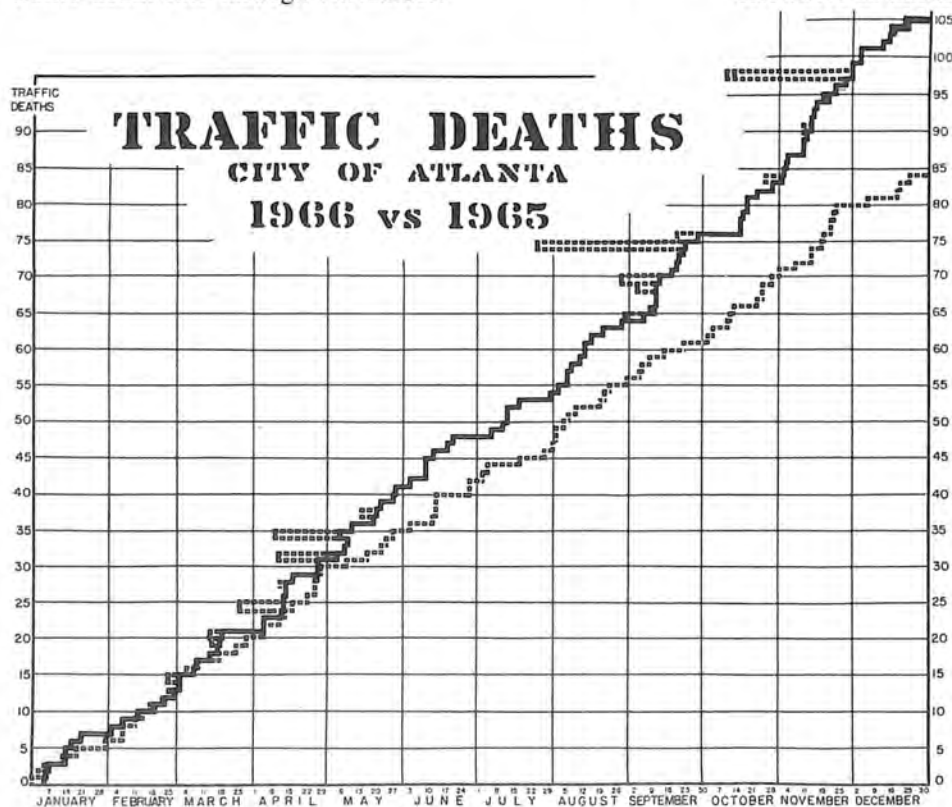
The 1966 record of 105 traffic deaths in Atlanta exceeded the previous record, set in 1965, by 20, and 1965 had gone over 84 for the first time in 30 years.

Comparing Atlanta with the 31 major cities reporting to the National Safety Council, only one city shows a worse traffic death rate through November.



Superintendent J. L. Moseley of the Atlanta Police Traffic Division points to special instructions on the blackboard seen by police as they answer daily roll call. Emphasis is being placed on violations which caused the major increases in 1966 traffic deaths.

Charts and tables showing the 1966 problem areas and a list of the key recommendations for improvement appear elsewhere in this issue.



The 1966 trend continued a steady upward climb, ending the year with 105 deaths, 20 more than the previous city traffic fatality record high.

Metro-wide Efforts Follow Atlanta Lead

Enforcement emphasis and other efforts to reduce the traffic death toll in the metropolitan Atlanta area will follow the same pattern as those of the city.

The AT&SC "Report to the Mayor" has been presented at meetings of METROPOL, the organization composed of police chiefs from the metropolitan area, and MACLOG, the Metropolitan Atlanta Council of Local Governments. Copies of the report have also been mailed to all area legislators.

The problems of the city and the area are almost identical. Therefore, both organizations have vowed all-out campaigns along the lines announced for the City of Atlanta in an effort to stop the needless loss of lives.

All concerned agencies within the metropolitan area are of the opinion that only a uniform joint effort can be successful.

Mayor Calls for Strong Action



Mayor Ivan Allen, Jr., (C) presides over meeting of officials concerned with Atlanta's traffic safety to receive Atlanta Traffic and Safety Council recommendations for improvement. Others (l to r) seated at the table are Police Chief Herbert Jenkins, AT&SC President George Goodwin, AT&SC Vice-Pres. Bill Wainwright (not seen), AT&SC Managing Director Ed Hughes, and Police Superintendent J. L. Moseley.

TRAFFIC DEATHS U. S. CITIES

Over 350,000 Population

	11 Months 1966	Registered- Vehicle Death Rate 1966
1. Milwaukee	53	1.9
2. Indianapolis	56	1.9
3. Columbus	42	2.0
4. Pittsburgh	42	2.1
5. Seattle, Wash.	71	2.3
6. Portland, Ore.	59	2.3
7. San Francisco	75	2.5
8. San Jose	45	2.5
9. Denver	75	2.6
10. Phoenix	71	2.8
11. Los Angeles	395	3.0
12. Washington, D. C.	85	3.0
13. St. Louis	84	3.0
14. Philadelphia	171	3.1
15. Cincinnati	67	3.1
16. Louisville	60	3.1
17. Houston	155	3.2
18. Baltimore	109	3.2
19. San Antonio	81	3.2
20. New York	541	3.3
21. Chicago	300	3.3
22. Memphis	67	3.3
23. Dallas	120	3.5
24. Fort Worth	69	3.5
25. Oakland	56	3.5
26. Detroit	216	3.6
27. Long Beach	56	3.5
28. San Diego	92	3.8
29. Cleveland	105	3.9
30. Atlanta	99	4.4
31. New Orleans	81	4.4

ATLANTA TRAFFIC DEATHS

	1957 - 1963 (Average Year)		1966	
	No.	Percentage	No.	Percentage
Pedestrian	25	38	27	26
Left Roadway	19	29	34	32
Angle Collision	5	7	5	5
Collision With Fixed Object ..	4	6	7	6
Head-on Across Center Line ..	4	6	18	17
Rear End Collision	3	5	4	4
Turning Collision	3	5	3	3
Bicycle	1	1	0	0
Passing Collision	0	0	1	1
Miscellaneous	2	3	6	6
	66	100%	105	100%

GEORGIA TRAFFIC DEATHS - 1950 through 1966

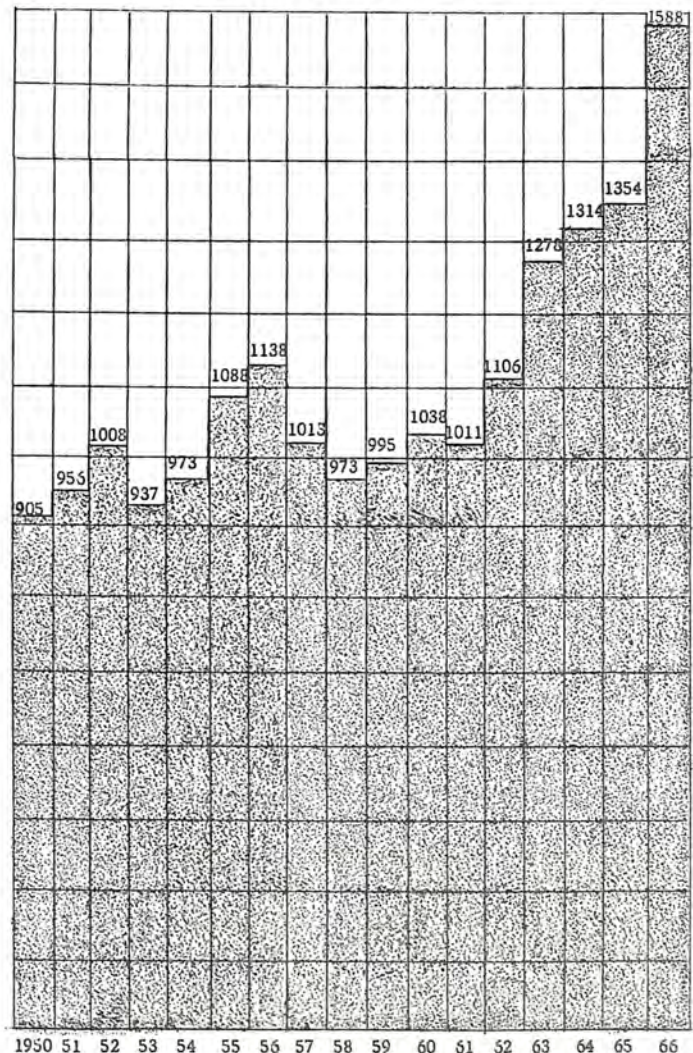


Chart shows steady trend in state traffic death toll until 1962, when legislative action took radar speed timing devices away from local enforcement agencies. The sharp increase since that time points up the definite need for restoration of radar as an enforcement and life-saving tool.

A letter to Mayor Ivan Allen, Jr., accompanying the recent report on traffic safety, outlined the following as the "key" recommendations to reduce Atlanta's traffic death rate:

1. Make every effort to secure right to use radar speed timers.
2. Use of radar by State Patrol in the city during interim.
3. Increase and improve police enforcement against speeding and driving under the influence.
4. Utilize special side-marked police cars in enforcement plan.
5. Flagrant traffic law violators causing accidents resulting in death should be charged with murder rather than manslaughter.
6. Increase number of traffic enforcement officers.
7. Strict court policies of license suspension for speeding and driving under the influence.
8. Establish an "accident prevention team" under Traffic Engineer.
9. Major public education program to be undertaken by Atlanta Traffic and Safety Council for understanding and support of report.
10. Special emphasis to reach young drivers through schools.
11. Expand program to cover metropolitan area through METROPOL and MACLOG.
12. Enactment by General Assembly of legislation in fields of drunk driving driver education and driver re-examination.

NSC Presents First Home Safety Analysis

The first National Safety Council analysis of Atlanta's Home Safety Inventory was presented at a recent meeting attended by those who submitted inventory questionnaires and representatives of PTA organizations and women's clubs.



Richard E. Manuell, NSC Home Safety Director, from Chicago, presented the analysis and made recommendations for improving the overall home safety picture.

The meeting, called a "Can-Do-Did" luncheon, was presided over by Dean Dickens of the Atlanta Traffic and Safety Council.



Setting the theme for the Presidents' Council as it enters a year of emphasis on safety, NSC President Howard Pyle was the principal speaker. With Mr. Pyle are: (l to r) Mrs. Elbert Anderson, President of Presidents' Council; Dean Dickens, AT&SC Civic Affairs Director; and Mrs. Lucille S. Huffman, AT&SC Vice-President.

National Safety Act Guides Outlined

State and local officials have been given guides to aid in complying with the National Traffic Safety Act of 1966. Among suggestions growing from a meeting of the Southern Regional Highway Safety Conference in New Orleans in December were:

1. Each state should establish an official coordinating body with state, local government and private sector representatives to guide the local state program.

2. State accident records must be improved, working toward an electronic traffic safety data system.

3. Every state must institute motor vehicle inspection programs.

4. Driver license re-examination programs should be established in each state.

5. Each state should begin or expand driver education programs in the schools, and programs of adult driver training should be expanded and placed under proper supervision.

6. Studies should be made of alcohol involvement in traffic accidents, with states considering "implied consent" laws as remedies.

7. States should adopt uniform rules of the road.

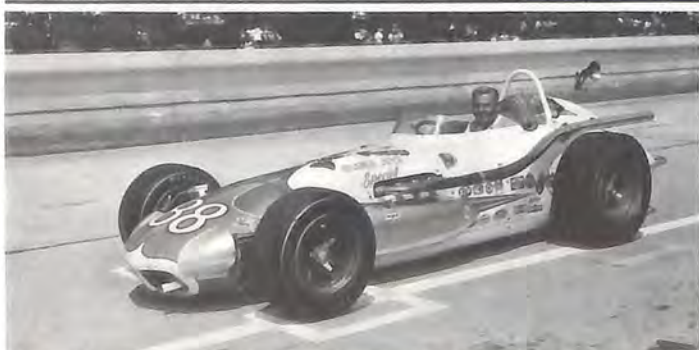
8. Separate driver licenses should be established for motorcycles, buses, trucks, etc.

The federal act provides matching funds to help states and local governments meet standards of the act, and provides monetary penalties for those not meeting the standards.



Governor Carl E. Sanders (C) buckled-up a seat belt to formally open the offices of the new Georgia Safety Council in the Hartford Building, Atlanta. In so doing he coupled together the efforts of the Atlanta Traffic and Safety Council and the new state Council, with Atlanta President George Goodwin (L) and Georgia Council President Edgar J. Forio holding the ends of the symbolic safety belt.

The Georgia Safety Council staff is headed by Ray Brokaw, Executive Vice-President, with Max Ulrich as Program Director.



"Music For Modern Americans," featuring Thurlow Spurr and the Spurr-lows, a professional musical revue travelling the country under the sponsorship of Chrysler Corporation, will present a unique Driver Education program for Atlanta area schools on February 23, 24 and 27.

The group of 30 young talented performers incorporates a humorous safety song and skit and presents a method for safety-conscious teenage girls to rate their dates as to safe driving attitudes.



Indianapolis racing veteran Chuck Stevenson will present a nationally acclaimed Highway Safety Program for Atlanta area high school students in appearances from March 22 to April 19. The program, sponsored by Champion Spark Plug Company, is in its twelfth year and has been presented to over 10 million teen-agers throughout the United States.

Stevenson's basic message is one which draws comparisons between driving on the speedway versus the highway, emphasizing safety.

The Atlanta Traffic and Safety Council

1130 Commerce Bldg. Telephone: 688-3411

George Goodwin President
 Bill C. Wainwright Vice President
 Mrs. Lucille S. Huffman Vice President
 C. A. McNair Treasurer
 Edmund W. Hughes Managing Director



James E. Civils, (standing) National Safety Council Regional Director, presented the annual Traffic Inventory Analysis for Georgia before the Legislative Traffic Safety Study Committee. Committee Chairman Bill Williams is shown studying the report, which provided the basis for many of the proposals for action being presented to the 1967 General Assembly.

Legislative Action Needed

Included in the Atlanta Traffic and Safety Council's report on decreasing traffic fatalities were four legislative proposals. They are:

1. The return of the right to use radar to Georgia cities.
2. The implied consent law to enforce drunk driving laws.
3. Driver Education made available in every public school.
4. Periodic re-examination for drivers' licenses.

These proposals are endorsed by a number of local and state organizations.

For Your Safety

The Georgia Motor Trucking Association in cooperation with the Atlanta Motor Freight Agents Association has introduced a new comic character, Freeway Fred, with timely tips for truck drivers. Reproduced here is the first of a series of posters with freeway safe driving tips.

Take a tip from FREEWAY FRED...

**you CAN help
 SPEED UP
 expressway traffic!**



Two abreast means double trouble—
 You might create a pile of rubble!
BACK OFF—LET HIM PASS!



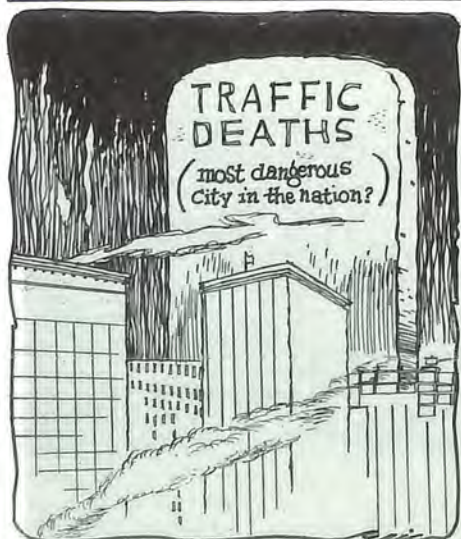
A rule to use as you roll along:
 If you stay RIGHT you won't go wrong!
KEEP RIGHT WHENEVER YOU CAN!



Slow-poke passing blocks the lane—
 Gives faster traffic lots of pain!
**PASS ONLY WHEN YOU CAN DO IT
 PROMPTLY!**



The freeways all were built for speed—
 Don't be a bottleneck—Take heed!
**IF YOU CAN'T MAINTAIN 40 MPH,
 DON'T USE THE FREEWAYS!**



'GROWING WITH ATLANTA'
 ATLANTA JOURNAL

The Atlanta Traffic
 and Safety Council
 1130 Commerce Bldg.
 Atlanta, Georgia 30303

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Mr. R. Earl Landers
 Administrative Assistant
 Mayor's Office
 City Hall
 Atlanta, Georgia 30303