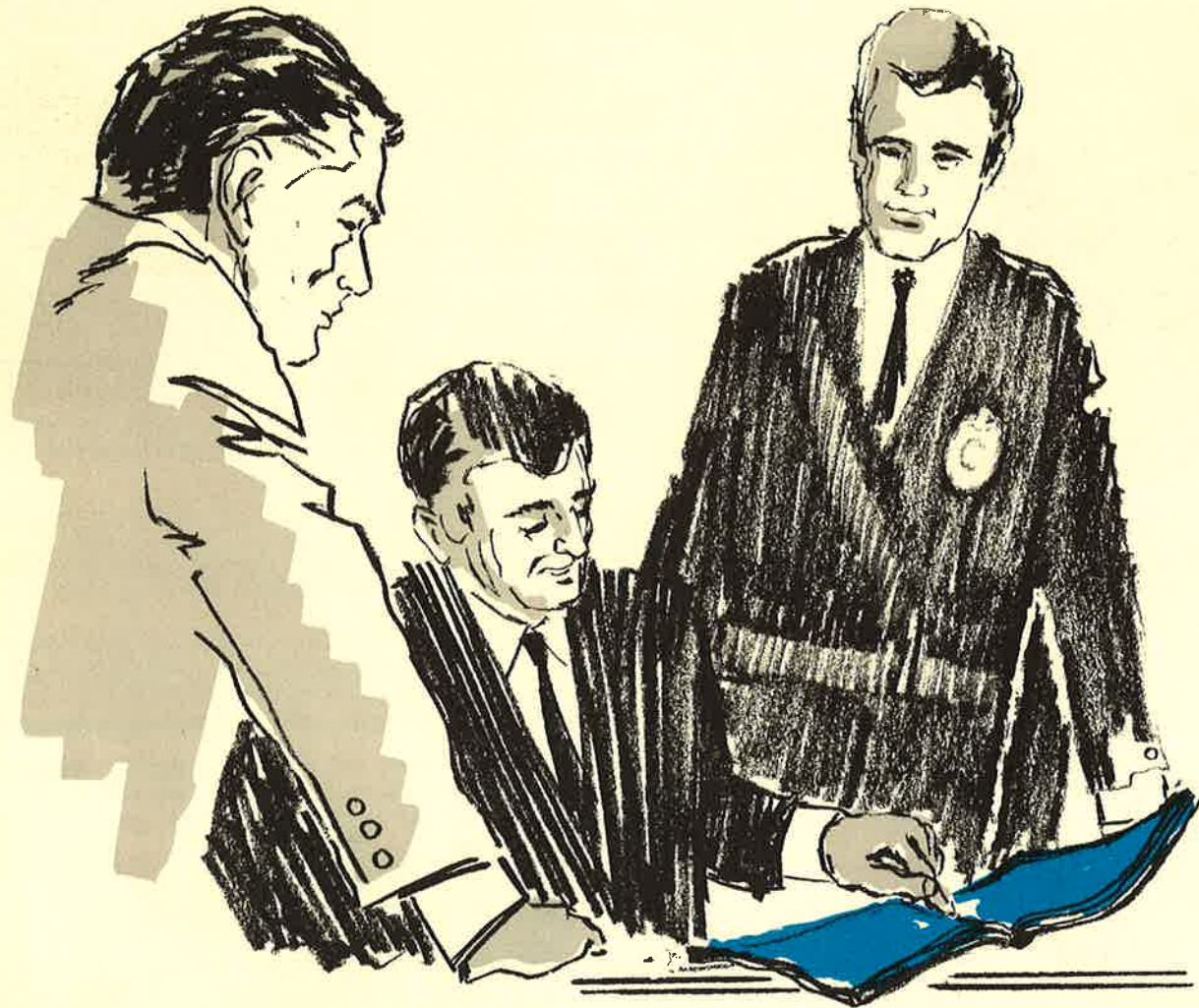


SOME REPORTS COLLECT DUST



BUT THIS ONE DIDN'T!!

A UNIQUE GUIDE FOR ACTION

SUMMARY REPORT LAUNCHES OUTSTANDING TRAFFIC PROGRAM



The title theme for this first Annual Report of the Traffic Improvement Association of Oakland County was "borrowed" from a prophetic statement made by Oakland University's Chancellor, Durward B. Varner, in November of 1965.

While addressing the Directors of a volunteer traffic safety committee, he held up a copy of a report of a comprehensive study which represented the dedicated work of over 200 leading citizens and traffic officials of Oakland County. He pointed out that a good many study reports are published, then soon filed away, serving little useful purpose. "I am confident," he said, referring to the Summary Report of Recommendations, "that this is one report which will not collect dust."

He was right! The report contained a total of 92 recommendations aimed at reversing the spiraling rate of traffic fatalities, injuries and economic waste in Oakland County. One priority recommendation called for the establishment of the Traffic Improvement Association of Oakland County—to be staffed with professionals who would devote full time to meeting other well-documented, priority traffic needs outlined in the report. That first recommendation has been met! And, as the following pages will show, the TIA has already launched a number of programs designed to overcome other recognized traffic deficiencies.

So effective has been the melding of citizen interest and professional activity through the TIA that national authorities have acclaimed this "pioneer" Oakland County program as one outstanding in the nation. The names of those who served on the various study groups of the original Traffic Safety Committee are listed on Page 8. They are to be commended for their extraordinary contributions to an activity held in such esteem.

Direct assistance and financial support of the ambitious, first year program of the TIA has been provided by private business and industry and Oakland County government and the Oakland County Road Commission. In addition, the continued help of Michigan State University's Highway Traffic Safety Center and the Division of Continuing Education of Oakland University has made our plans of a year ago a reality today.

But this is only the beginning! Oakland County has the human and material resources necessary to achieve maximum driving convenience and safety for its citizens and to make our county a "traffic safety model" for the state and the nation. What we are doing and plan to do to achieve these goals is outlined in the following pages.

April 19, 1968

Paul Neal Averill, *President*

A handwritten signature in cursive script that reads "Paul Neal Averill".

FIRST ANNUAL REPORT

Traffic Improvement Association of Oakland County



TRAFFIC — A SERIOUS PROBLEM

FEW PEOPLE REALIZE ITS MAGNITUDE

Accidents generally happen one at a time. Reports of their occurrence become routine in the press. Deaths, injuries and property loss are accepted as inevitable. But when the statistics are computed over a period of time, the results become awesome.

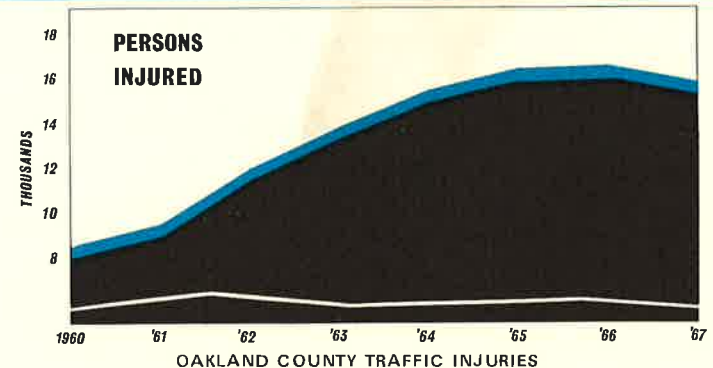
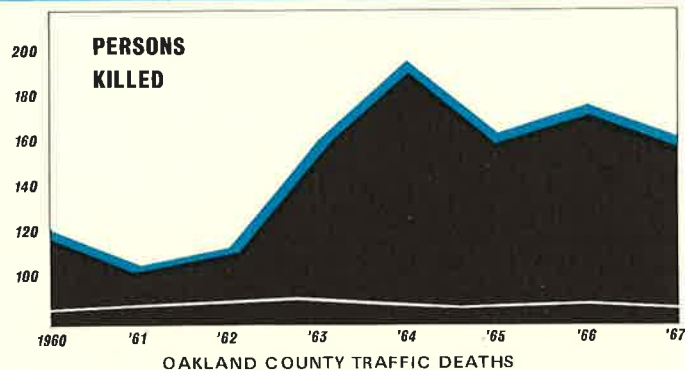
In 1967 alone, traffic accidents in Oakland County accounted for - - -

- 163 deaths
- 16,500 persons injured (more than the combined populations of Bloomfield Hills, Farmington, Rochester and Sylvan Lake).
- Over \$30 million in direct cost (approximately one-third of the county's education budget).

We are pleased to note - - as shown in the accompanying chart - - that there has been an overall decrease in traffic fatalities since our first study efforts in 1965.

Though the number of persons killed in traffic has alternately climbed and dropped over the years, the general trend is definitely up. And, over the years, Oakland County has had a population death rate which is considerably worse than other, more populous counties in Michigan.

In view of anticipated rapid increases in population, licensed drivers, motor vehicles registered and particularly in vehicle miles traveled, it will require an extraordinary effort to even hold the line!



BLUEPRINT FOR ACTION

BASED ON COMMITTEE FINDINGS

Based on the findings of the original Study Groups, the TIA has directed its initial energies and resources to the development of four basic thrusts to stem the increasing traffic toll and to marshal the resources of the community for total action. They are ----

1. Creation of a county-wide traffic records processing center to pinpoint accident prevention needs more completely, accurately and quickly.
2. Establishment of additional driver training schools for problem drivers who are directed by the courts to improve their driving skills and attitudes.
3. A program to improve traffic engineering operations through greater public understanding, support, training and coordination.
4. A county-wide saturation program to bring about better quality in the proven area of high school driver education - - which includes active involvement of school administrators and instructors and extensive press coverage and speaker's bureau activity.

These four areas of immediate emphasis have occupied the major attention of the TIA staff during 1967. Details of these programs are included in the following pages.

Additional activities undertaken in 1967 and major program plans for 1968 are also briefly outlined.

COMPLICATING FACTORS - - - THE COMPLEX OAKLAND COUNTY COMMUNITY

The very characteristics that make Oakland County a desirable place in which to live, work and play also contribute to the severe traffic toll. Many lakes, winding roads and hills and the rustic nature of the environment exact a traffic penalty. Surface highways and expressways carry a high volume of through traffic. A number of sizeable jurisdictions, geographically spread over 625 square miles, makes it difficult to achieve uniformity and coordination in accident prevention measures.

For example, Oakland County includes:

- 850,000 population
- 63 cities, villages and townships
- 38 police departments (local, county and state)
- 68 judges and justices
- 28 school districts
- 58 high schools
- 300 driver education instructors
- 4,375 miles of public highways

Oakland County is considered the hub of a growing complex and, according to urban planners, its population is expected to soar in the coming decade.

THESE ARE A FEW FACTS WHICH INFLUENCE THE PROGRAM PLANNING OF THE TIA.

ACTION PROGRAM 1

TRAFFIC RECORDS PROCESSING CENTER

There is currently no way to compile data on all traffic accidents now reported in Oakland County.

This was a finding of the Study Group on Traffic Records. The numerous political and enforcement jurisdictions within the county have caused fragmentation, duplication and information gaps in county-wide reporting.

This information gap is now being closed. A county-wide traffic records processing center - - the first of its kind in the country - - has now been established in Oakland County. The TIA will serve as the records center and will employ an experienced, full-time coordinator who will work with local agencies to help bring about maximum use of traffic data for locating "trouble spots," identifying specific causative factors and for long-range planning.

Elements of this system already completed include:

- Establishment of a computerized system for traffic record maintenance, analysis and use of a county-wide basis.
- A location-referencing system which will permit the locating of an accident to within five feet of its actual occurrence.

Since the success of this system depends on the support of all law enforcement bodies, special training and supporting activity is being provided as follows:

- A 40-hour program of training in accident investigation and traffic record supervision for 365 police officers.
- Promoting the adoption of local ordinances requiring the reporting of all traffic accidents.

These activities will provide more accurate and precise information on the number and nature of accidents. This will allow more intelligent direction in the long-range accident prevention efforts of the TIA and all traffic agencies.



ACTION PROGRAM 2

SCHOOLS FOR PROBLEM DRIVERS

The problem driver, often a chronic law violator, is responsible for more accidents than his number would justify. The TIA and its County Driver Safety School Committee have taken action to provide better geographical distribution of driver safety schools and to encourage increased court referrals of repeat traffic violators to these schools. The Committee has been officially recognized by the Michigan State Department of Education as the supervisory authority of all driver safety schools in Oakland County.

Steps taken to expand this important element in the overall safety picture has been extensive:

- Driver safety schools are now being established in Pontiac, Southfield and Rochester in addition to the one in Royal Oak which, heretofore, was the only source for remedial driver training.
- Meetings with county judges have been conducted by the TIA to encourage greater use of driver safety schools by repeat violators and others who would benefit from training.
- A traffic reference library (textbooks, literature, films and audio-visual equipment) for use by the driver safety schools is being established.
- A program of continuing publicity through news releases and feature articles is planned.

New schools, together with judicial support for their objectives, will contribute substantially toward improving the overall traffic safety picture.



ACTION PROGRAM 3

IMPROVED TRAFFIC FLOW AND SAFETY

A basic problem of traffic engineering in Oakland County is summed up in the following observations taken from the Summary Report:

Many of the problems existing on the streets and highways in Oakland County result from the fact that the majority of these roadways were built 30 or 40 years ago and were not designed to meet the needs of today's traffic.

There simply is not enough trained manpower to investigate and make recommendations for the correction of hazards on existing roads and at the same time review plans and designs for new construction to insure that these roads will not be built with the same hazards.

A program of improvement in this particularly vital area has been launched by the TIA and includes:

- A 30 hour course in traffic engineering fundamentals conducted by the Highway Traffic Safety Center of MSU, and administered through Oakland University's Division of Continuing Education.
- The formation of a "coordinating" association of traffic technicians - - engineers and others at the local level - - to help upgrade the level of performance in this function.
- An intensive, county-wide inventory of hazardous locations which are amenable to engineering treatment. Accident data obtained through the Traffic Records Center described on Page 3 will be used extensively in making this important inventory.
- A public information program - - including a special slide presentation and continuing news and feature articles - - designed to bring about a public awareness of the urgent needs in highway planning, construction and safety.

The TIA will emphasize its traffic engineering improvement activities during the coming months, for this has been recognized by competent traffic safety authorities as a major element of a well-balanced, comprehensive traffic safety program.



ACTION PROGRAM 4

IMPROVED HIGH SCHOOL DRIVER EDUCATION



Quality high school driver education courses for all eligible students offers one of the brightest hopes for improvement in the long-range traffic accident picture of Oakland County.

The Summary Report indicates that driver education in Oakland County is "spotty" - - not of uniform quality and effectiveness. Study group members report that many young drivers are going through school not learning even essential fundamentals necessary to avoid accidents.

A joint effort by the TIA and the Inter-Industry Highway Safety Foundation of Michigan was launched in November, 1967. This substantial, multi-approach program includes:

- A color, slide film presentation which has, to date, been viewed by nearly 1,500 opinion leaders of over 45 service organizations and other groups in Oakland County.
- The formation of a county-wide association of driver education instructors.
- A "take-home" brochure for the parents of driver education students which explains the content and importance of a good driver education course, as well as its limitations in driver development.
- An award program for outstanding achievement in driver education activities.
- Continuous public information and support programs including radio spots, news releases, feature stories and editorials.

Through this program we seek to help young people develop lifelong patterns of intelligent thought, action and attitudes - - including the ability to deal with new situations as traffic conditions constantly change.

Incidental TIA Activities For 1967

In addition to developing and administering the four major programs outlined, the TIA has worked with a number of agencies and organizations on other meaningful traffic accident prevention activities. For example, the TIA:

Co-sponsored and assisted with arrangements for:

- The Governor's Regional Traffic Conference – Oakland University
- Michigan Driver Education Association Workshop – Birmingham
- Ninth Annual Teenage Traffic Safety Conference – Pontiac
- Fifth Annual Michigan Women's Safety Conference -- Michigan State University

Assisted in curriculum planning and conducted courses on various aspects of traffic accident prevention.

- Michigan State University:
 - Police Management Course
 - Highway Traffic Administration Course
 - Police Traffic Supervision Course
- Oakland Community College:
 - Accident Investigation
 - Accident Records
 - Traffic Law Enforcement
 - Basic Police Training
 - Police Instructor Training
- Oakland University:
 - Effective Community Traffic Control

Conducted programs of "grass roots" support for needed traffic legislation.

- "Good Roads" Revenue Bill (passed)
- Implied Consent Law (passed)

Actively participated in the traffic programs of the following organizations with which the TIA is affiliated.

- Association of Safety Council Executives
- International Association of Chiefs of Police
- Michigan Association of Chiefs of Police
- Michigan Driver Education Association
- Michigan Federation of Safety Organizations
- Michigan Section, Institute of Traffic Engineers
- National Safety Council



Major Program Additions For 1968

Each of the four major programs of the TIA will require continued attention for the balance of 1968.

The following programs will be added in the immediate months ahead, and will be conducted concurrently with activities now in progress.



Seat Belt Program

To reverse a noted decline in the use of seat belts, the TIA will conduct a locally oriented seat belt program. It will include film presentations, newspaper support, distribution of educational materials and the use of a demonstration deceleration sled.



Alcohol and Driving

A needs survey and day-long seminar for traffic officials will be conducted to back up the new Implied Consent Law and chemical test training. A "realistic" program of alcohol-and-driving education will be conducted if a need is indicated.



Traffic Law Enforcement

Application of "selective enforcement" techniques are reportedly hampered by lack of public understanding and acceptance. A major, multi-approach program will be undertaken to create greater appreciation of the role of traffic law enforcement.



Traffic Engineering Administration

To help make traffic engineering more effective, the TIA will prepare and distribute a detailed definition of this function; a model plan for administration, and will work with local communities to implement the plan.

Accident Prevention – Members of Original Study Groups

A Continuing Activity

The Traffic Improvement Association was created as the result of the demands of government and private citizens – including a substantial number of the top business and industrial leaders of Oakland County. The success of its programs will depend upon the continued interest and support of all concerned – particularly upon help from the private sector. In fact, in order that the TIA might serve as a true citizen support organization, The Association Directors have sought, from the beginning, to accept not more than 50 per cent of its total income from government sources.

There is no end to the challenges presented in traffic accident prevention. The 200 members of the seven original Study Groups (listed on the right), who advanced 92 specific recommendations for traffic improvement in Oakland County, demonstrated the truth of this!

The development of an effective public education program; greater use of accident data for pinpointing accident locations and causes; the passage of a needed law; improved instruction for beginning drivers and problem drivers; improved traffic flow and safety through more effective road design and controls; and obtaining and developing more qualified traffic specialists are examples of proven measures which can have a marked impact upon the traffic problem.

It is true that our public officials are charged, by law, for these and other traffic safety responsibilities. Yet, they can succeed only to the extent that the public understands and is willing to accept and support their programs of action. Developing this understanding and support will be a continuing primary goal of the TIA.

STUDY GROUP NO. I – TRAFFIC RECORDS

Chairman: Kenneth Bannon

Mrs. James Atkinson
Miss Norene Ballentine
Thomas P. Bateman
J. A. Castle
Frank Cribb
Earnest W. Elliott

Richard Folkers
Ted Halsey
D. C. Inman
Walter Kuss
Dale Lewis
Charles Maitrott

Vincent J. McAvoy
James Powers
Clayton Randolph
Edward A. Ritenour
Robert Sorson
George Stout

Technical Consultant: Bruce Madsen

Milton G. Sackett
Joseph H. Shimmick
Loy Sutherland
Thor Ulseth
Ray Wilhelm

STUDY GROUP NO. II – POLICE TRAFFIC SUPERVISION

Chairman: Grant Howell

Howard Arnold
Mrs. Donald Austin
Alger Conner
John S. Conolly
Maurice Foltz
Arthur Forster
Grant Graham

William Hanger
Leo Hazen
Frank W. Irons
Virgil E. LaMarre
Glenford S. Leonard
Paul W. Marvin

George E. Meads
Ralph W. Moxley
Frederick J. Poole
Albert Roberts
Father Schroeder
Eugene Sackner

Technical Consultant: Glenn Schultz

Herman Schwartz
James K. Sisk
George Stephens
Thomas A. Tellefsen
Dr. Marvin Weisman
Paul T. Williams
A. Glenn Wilson

STUDY GROUP NO. III – TRAFFIC COURTS & PROSECUTION

Chairman: R. J. Alexander

John F. Allen
Robert M. Anderson
Edward Barrett
S. Jerome Bronson
Richard Condit
Patrick Daly
H. C. Dumville

John C. Emery, Jr.
Ralph F. Finley
Robert Flynn
Stephen Garrard
Alice Gilbert
Barry Grant

Robert Hodge
H. P. Holmes
Lawrence La Bair
Keith Leenhouts
Cecil McCallum
Donald A. Nicholise

Technical Consultant: Harold J. Harris

Ralph Norvell
James Nye
Rev. J. Douglas Parker
Mrs. Karlton Pierce
Herman Potts
Burt Shifman

STUDY GROUP NO. IV – TRAFFIC ENGINEERING

Chairman: L. B. Yost

William Anderson
Frank Beach
Dr. Walter Collins
Ernest P. Davis
Robert Deadman
Charles Griffith

Charles Hatter
Paul Heber
Roy Haeusler
Joseph Koren
Stanley Lingeman
Sol Lomerson

Gordon McAlpine
Joseph Neipling
Curtis Potter
Richard Reuther
Robert Richardson
Robert Schaule

Technical Consultant: Adrian Koert

James Seeterlin
Kenneth A. Stonex
Paul Van Roekel
Samuel A. Walker, Jr.
Joseph Warren

STUDY GROUP NO. V – SAFETY AND DRIVER EDUCATION

Chairman: Wilfred Webb

Wayne Bell
James B. Boaz
Don Bray
Roy Cloud
Mrs. Ralph Curtis
Ira David
Robert L. Finley

Burl Glendening
Erwin Hendershott
Enslay Hubel
William Hulbert
Mrs. Aley Lawson
Mrs. Fran Leaf

K. A. Meade
H. O. Meyer
William S. Mullen
Thomas Parry
Rev. Joseph A. Pelham
Frank R. Rome, Jr.

Technical Consultant: Robert O. Nolan

Leo Sabatini
Edward Stange
James V. Stewart
Rev. G. Ernest Thomas
Mrs. Laura Jo Wetzel
Dean Wilson

STUDY GROUP NO. VI – PUBLIC INFORMATION & ORGANIZATION

Chairman: Paul Neal Averill

Charles Adams
Thomas Adams
Bruce Annett
William Bachman
Arthur J. Brandt, Jr.
Lawrence M. Carino
Dr. Cecil D. Conrad
Norman Dehnke

Ben Duguid
Robert W. Emerick
Howard Hallas
Colin H. John
Charles E. Kass
Robert Kelly
Robert Kilpatrick
George W. Kuhn

Edward Lerchen
Earl Maxwell
William McGuire
Clair Mills
William Morgan
Sheldon Moyer
Harry Nicholi
John Parrott

Technical Consultant: Robert Shinn

Walter Pier
Karlton Pierce
Clarence A. Reid
Frank Rising
William Sinclair
Charles Snell
Rev. Walter Teeuwissen, Jr.
Richard Ziemann

STUDY GROUP NO. VII – PUBLIC OPINION

Chairman: Mrs. Paul Gorman

Thurley E. Allen
Mrs. William Beardmore
Halsey Davidson
Ralph Dawe
Dr. William J. Early
Mrs. Norman J. Ellis
Mr. John Fitzgerald

Oscar J. Frenette
Robert Gilbert
Mrs. Gilbert Goode
Howard Huttenlocher
Dr. J. Frederic Johnson
Eugene King

Mrs. Richard Margoese
Augustus P. McDade
Daniel McGeen
Keith Middiston
Daniel Murphy
Dorothy Rowley

Technical Consultant: Ted Pantaleo

Gene Schnelz
Frazer Staman
Edmund Steeves
Kenneth Weaver
Walter K. Willman
Rev. Donald Zill

Executive Committee and Board of Directors

President:
Paul Neal Averill, Publisher
The Birmingham Eccentric

R. J. Alexander
Oakland County Department
of Public Works

Earnest W. Elliott, Manager
Highway Safety Department
Chrysler Corporation

Edward Rusin, President
Troy National Bank

Vice President:
*James O. Wright, President
Federal-Mogul Corporation

Kenneth Bannon, Director
National Ford Department
United Automobile Workers

John W. Fitzgerald
Pontiac Press

James Seeterlin, Treasurer
Oakland County

William D. Singleton, Manager
Wixom Assembly Plant
Ford Motor Company

Vice President:
Curtis Potter
Mayor of Royal Oak

James Clarkson, President
First Federal Savings & Loan
of Oakland

Edwin O. George, President
Detroit Edison

Delos Hamlin
Oakland County Board of Supervisors

Loy Sutherland
Sutherland Oil Company

Secretary:
Mrs. G. Howard Willett, Jr.
Vice President
Birmingham Bloomfield Bank

M.F. Coulson, Senior Vice President
MacManus, John & Adams, Inc.

* James Hobson, Vice President
and Treasurer
Oakland Community College

Paul Van Roekel
County Highway Engineer
Bd. of County Road Commissioners
Oakland County

Treasurer:
Stanford C. Stoddard, President
Michigan Bank

Richard Dann
Executive Vice President
Automobile Club of Michigan

Grant Howell, Managing Editor
The Daily Tribune

D. B. Varner, Chancellor
Oakland University

Sol Lomerson
Oakland County Road Commission

John DeLorean, General Manager
Pontiac Motor Division
General Motors Corporation

Marvin L. Katke
Vice President, Manufacturing
Ford Motor Company

Wilfred Webb, Superintendent
Hazel Park City Schools

Charles B. Kass
Ethyl Corporation

Lowell Eklund, Dean
Continuing Education
Oakland University

Daniel T. Murphy
Oakland County Board of Auditors

L. B. Yost, Director
Highway and Traffic Safety
General Motors Corporation

Mrs. Irene Murphy

* * * *

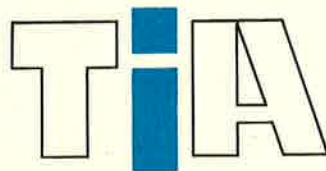
Bruce B. Madsen
Managing Director

* Mrs. Edward Poor

**Resigned during previous year due to relocation of business or residence*



Office space and furnishings provided at no cost to the TIA by the Michigan Bank.



TRAFFIC IMPROVEMENT ASSOCIATION
OF OAKLAND COUNTY

3580 West Maple, Birmingham, Michigan 48010