

AAA Advocacy

January, 2023



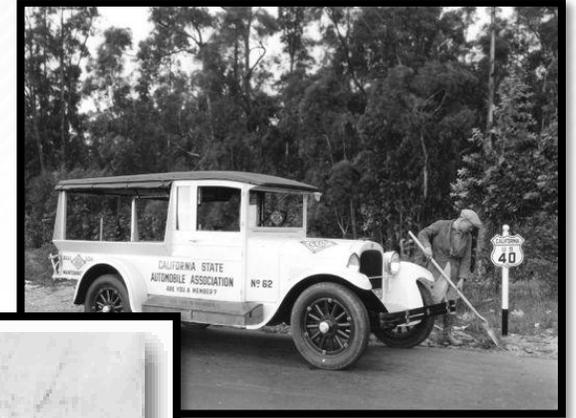
AAA and Traffic Safety

➔ AAA is established on March 4, 1902, in Chicago by nine auto clubs to advocate on behalf of better road conditions for motorists.

➔ 1903, AAA supports "Good Roads Bill," Federal legislation which established the U.S. Bureau of Public Roads.

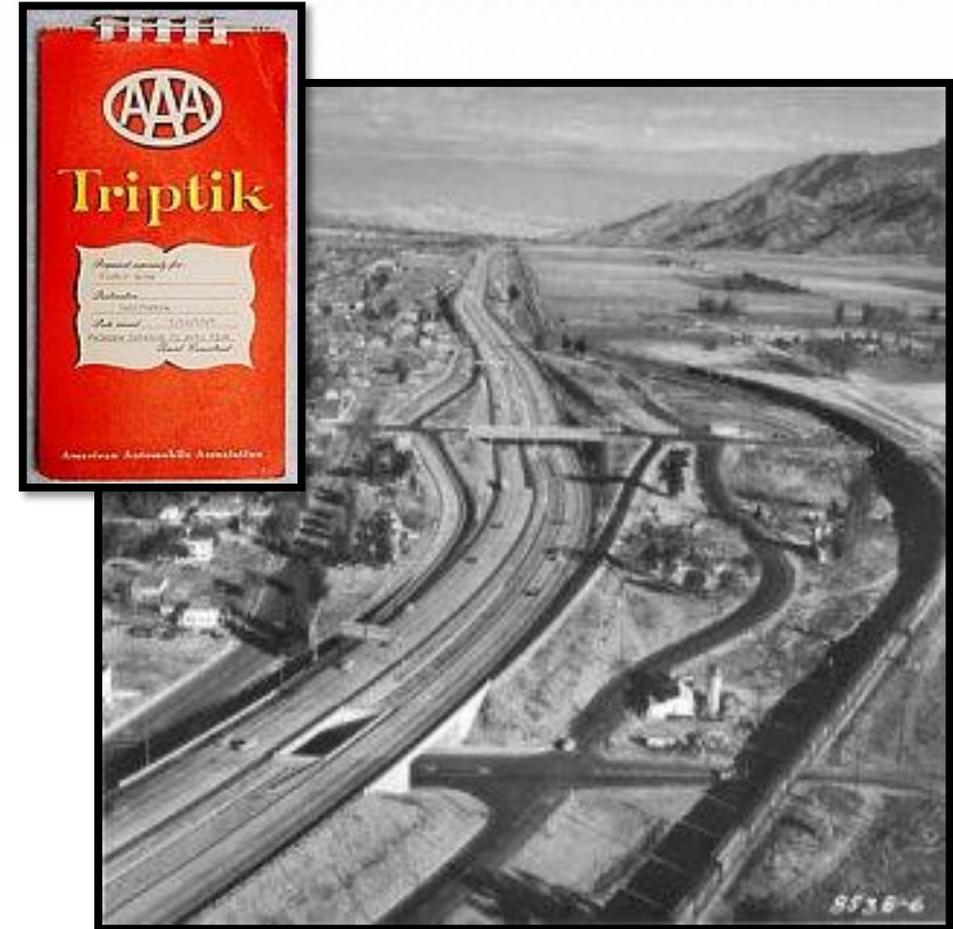
➔ 1914, Auto Club of Southern California begins the transcontinental highway signing project, erecting 4,000 road signs between Los Angeles and Kansas City.

➔ In 1920, AAA launches the AAA School Safety Patrol in Illinois through the Chicago Motor Club.



AAA and Traffic Safety

- ➔ In 1932, AAA serves as a member of the first Joint Committee on Uniform Traffic Control Devices, which is created to develop national practices for traffic control devices.
- ➔ 1947, AAA establishes the AAA Foundation for Traffic Safety to prevent traffic deaths and injuries by researching their causes and by educating the public about strategies to prevent crashes and reduce injuries when they do occur.
- ➔ AAA advocates for passage of the 1956 Federal-Aid Highway Act, the most ambitious public works program in the nation's history. During this time AAA's TripTik routings become one of the most popular forms of navigation.

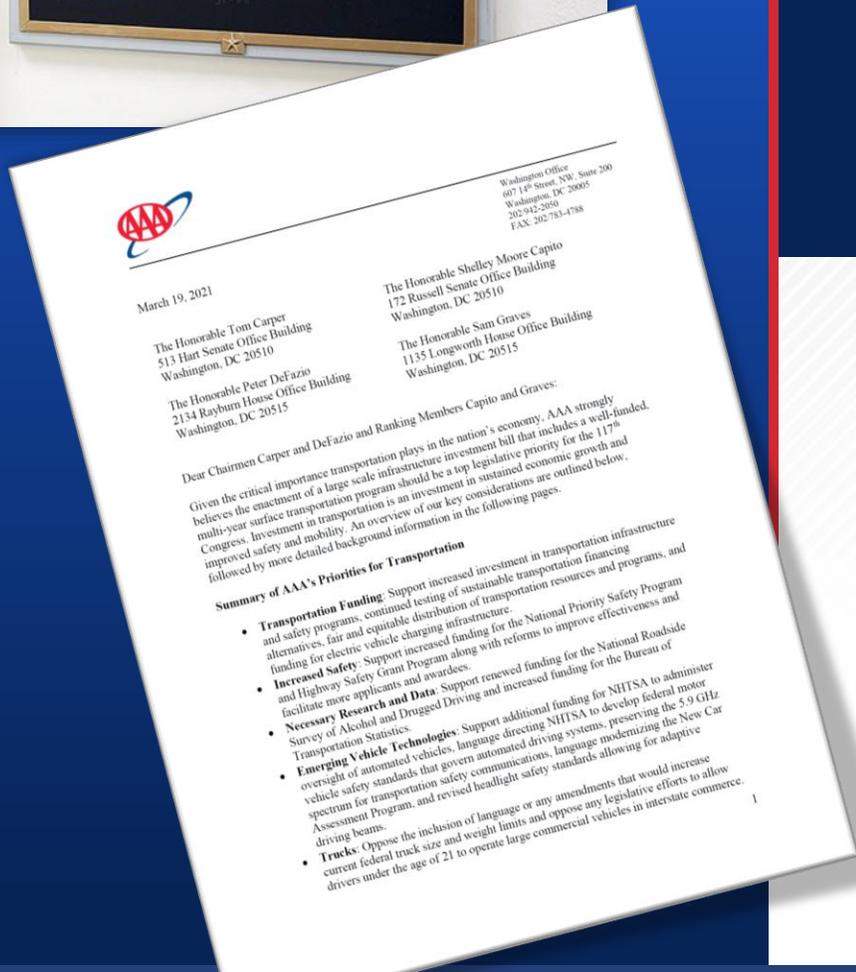


Beaumont Freeway, I-10,
Riverside County, California
January 1, 1961



AAA Advocacy

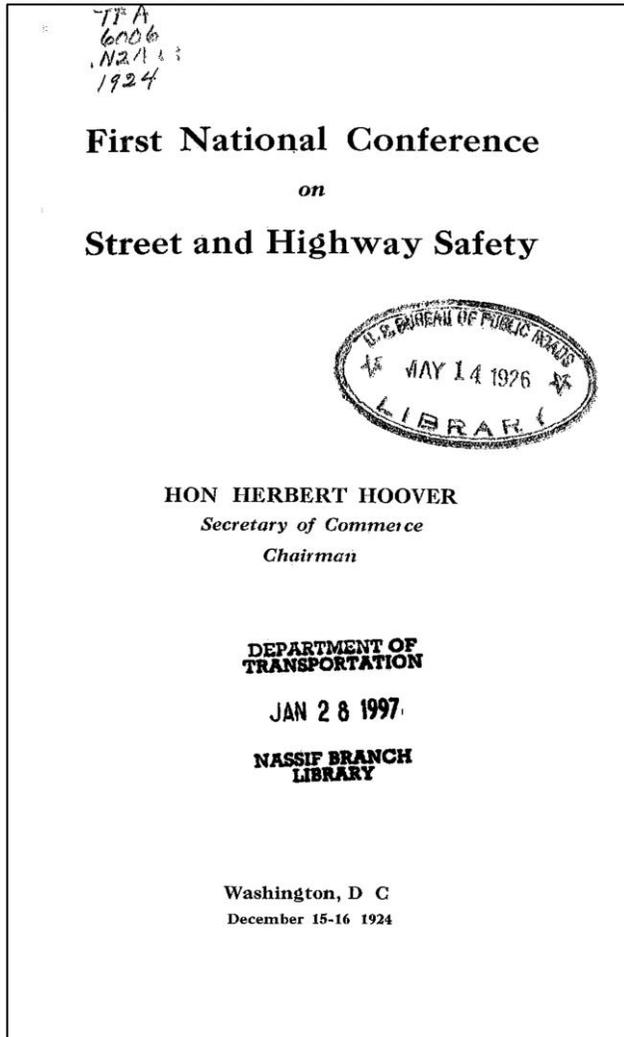
Today, AAA has more than 63 million members in North America



- AAA advocates for federal policy initiatives that:
 - strengthen safe mobility
 - protect tow providers, roadside technicians, stranded motorists, and other first responders while at the roadside
 - increase transportation funding
 - encourage safe use of vehicle technology
 - promote safe return to travel



1925 1st National Conference on Highway and Street Safety



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

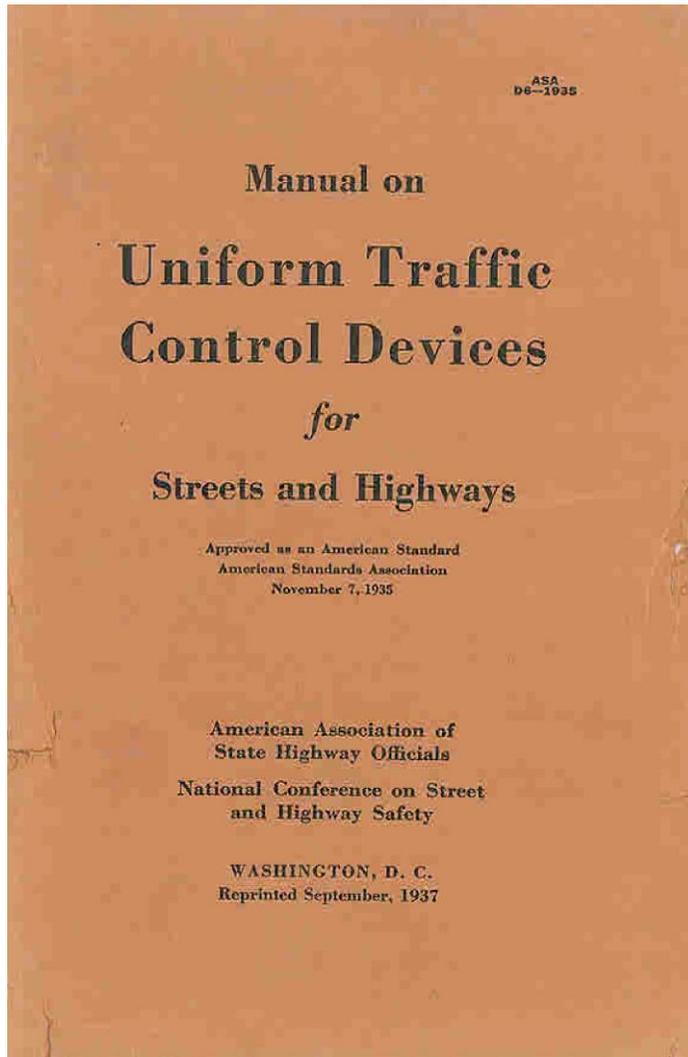
AMERICAN AUTOMOBILE ASSOCIATION
AMERICAN ELECTRIC RAILWAY ASSOCIATION
AMERICAN MUTUAL ALLIANCE
AMERICAN RAILWAY ASSOCIATION
CHAMBER OF COMMERCE OF THE UNITED STATES
NATIONAL ASSOCIATION OF TAXICAB OWNERS
NATIONAL AUTOMOBILE CHAMBER OF COMMERCE
NATIONAL BUREAU OF CASUALTY & SURETY UNDERWRITERS
NATIONAL SAFETY COUNCIL

U.S. BUREAU OF PUBLIC ROADS
MAY 14 1926

MAY 14 1926

U.S. BUREAU OF PUBLIC ROADS
MAY 14 1926

1935 MUTCD



Joint Committee on Uniform Traffic Control Devices

E. W. JAMES, *Chairman*, Chief, Division of Highway Transport, Bureau of Public Roads, U. S. Department of Agriculture, Washington, D. C.

JOHN S. BEAKEY, Traffic Engineer, Oregon State Highway Department, Salem, Ore.

W. GRAHAM COLE, Director of Safety, Welfare Division, Metropolitan Life Insurance Company, New York, N. Y.

T. H. DENNIS, Maintenance Engineer, Division of Highways, Sacramento, Calif.

MAXWELL HALSEY, Assistant Director, Bureau for Street Traffic Research, Harvard University, Cambridge, Mass.

BURTON W. MARSH, Director, Safety and Traffic Engineering Department, American Automobile Association, Washington, D. C.

A. J. MONTGOMERY, Director of Public Relations, American Automobile Association, Washington, D. C.

HARRY E. NEAL, Traffic Engineer, State Highway Department of Ohio, Columbus, Ohio.

WILLIAM B. POWELL, Traffic Consultant, Buffalo, N. Y.

W. F. ROSENWALD, Maintenance Engineer, State Department of Highways, St. Paul, Minn.

A. H. RUDD, Chief Signal Engineer, Pennsylvania Railroad, Philadelphia, Pa.

C. W. STARK, Assistant Manager, Transportation and Communication Department, Chamber of Commerce of the United States, Washington, D. C.

CLARENCE P. TAYLOR, Traffic Engineer, Department of Public Works, Boston, Mass.

ARNOLD H. VEY, Traffic Engineer, Motor Vehicle Department of New Jersey, Trenton, N. J.

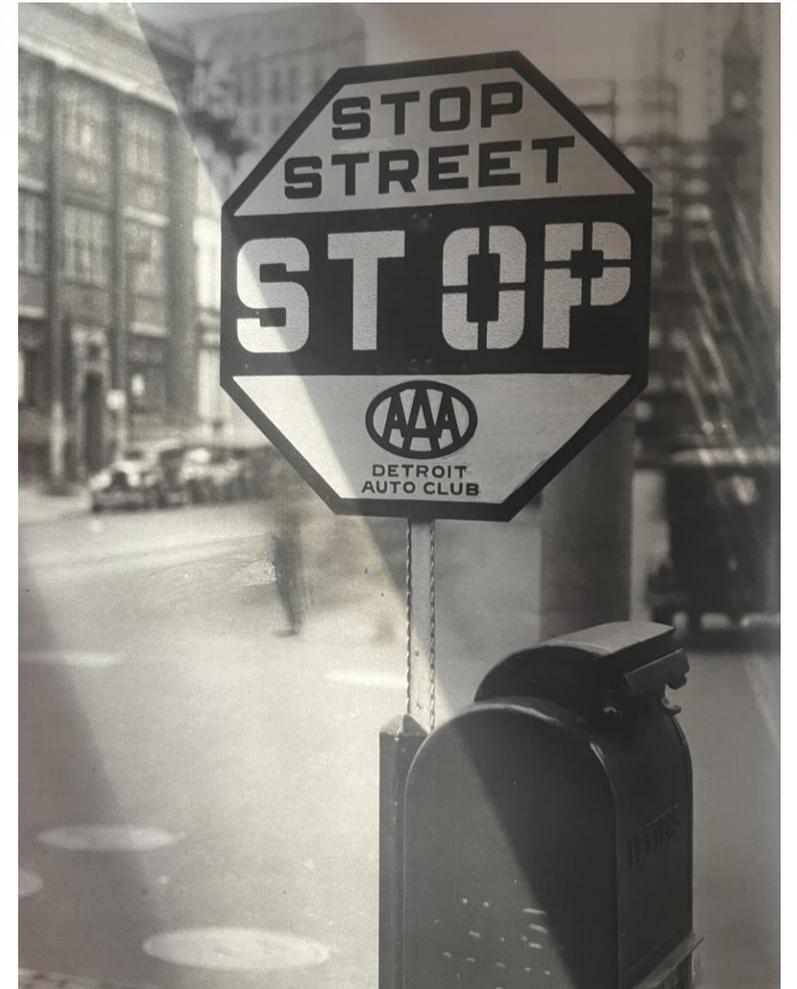
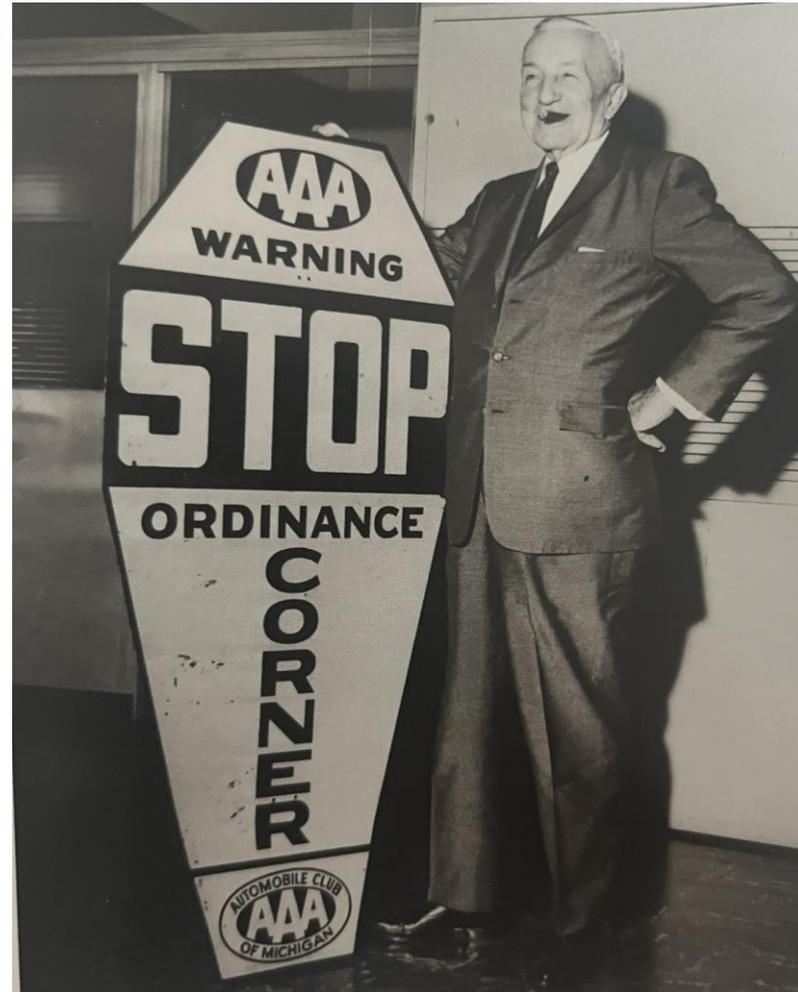
SIDNEY J. WILLIAMS, Director, Public Safety Division, National Safety Council, Chicago, Ill.



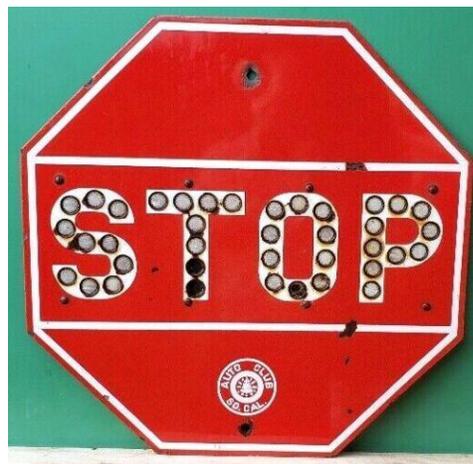
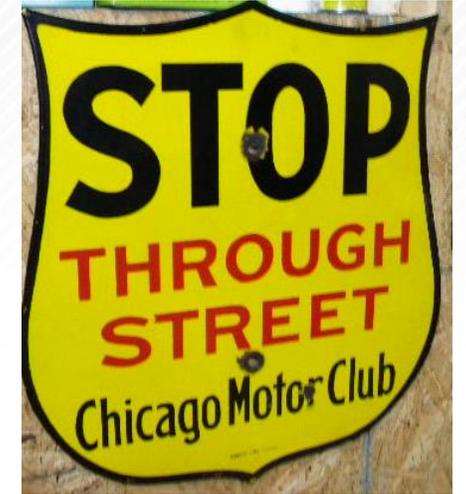
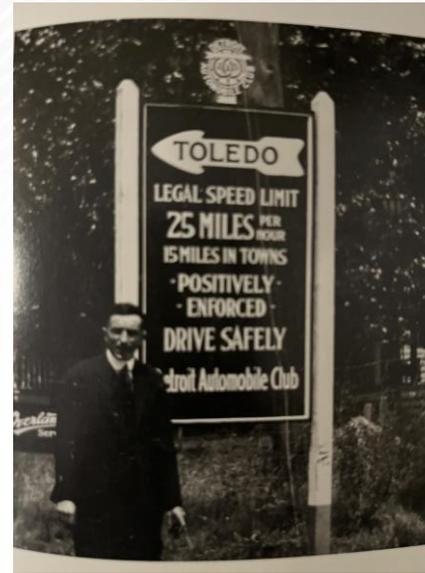
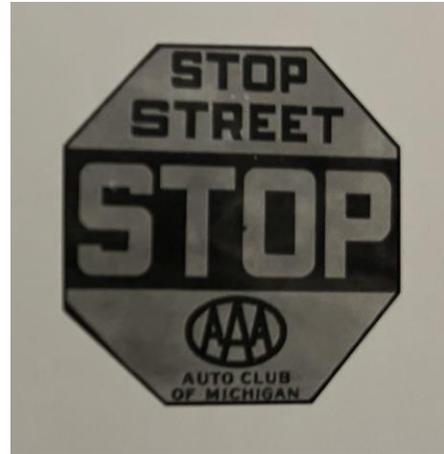
Auto Club Sign Deployment



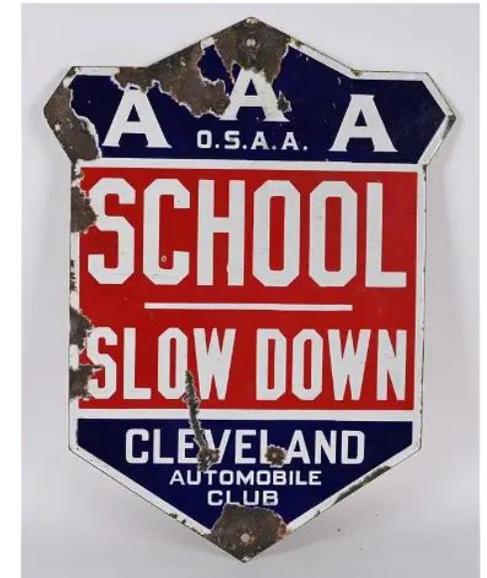
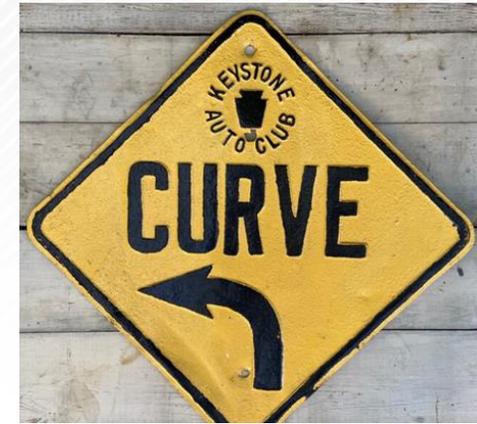
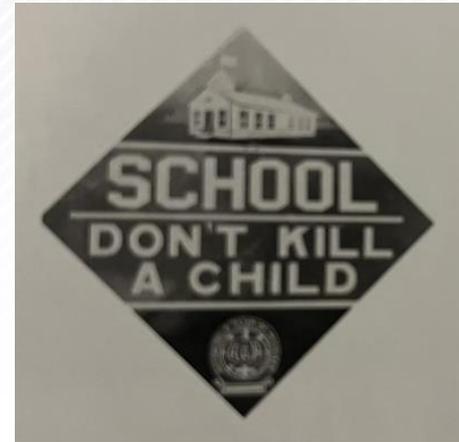
Auto Club Regulatory Signs



Auto Club Regulatory Signs



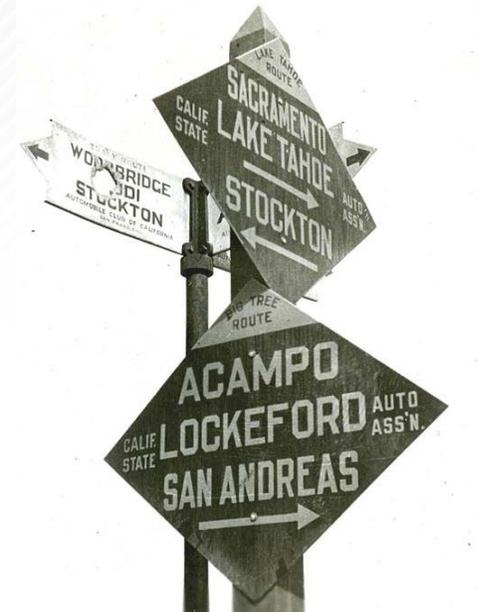
Auto Club Warning Signs



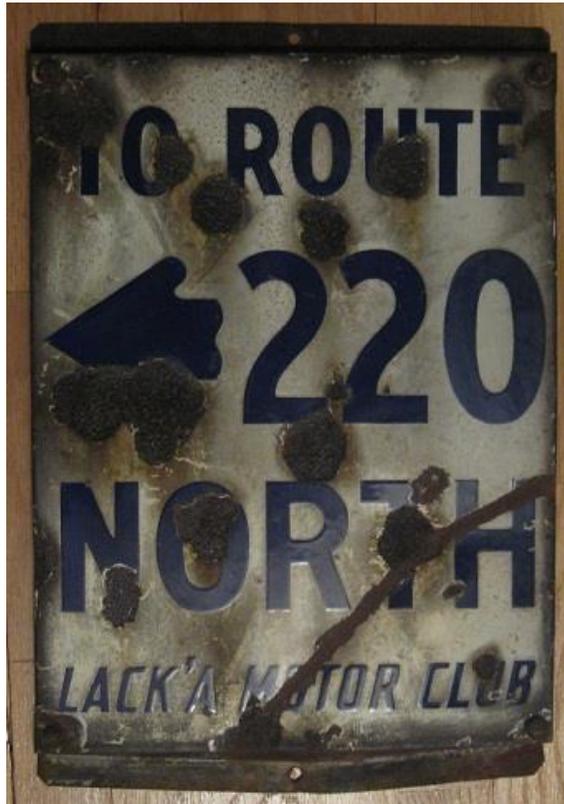
Auto Club Guide Signs



Auto Club Guide Signs



Auto Club Route Markers





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BICYCLE FRIENDLY AMERICA
SMART CYCLING
NATIONAL BIKE SUMMIT
NATIONAL BIKE MONTH
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Find events, classes, bike shops and more.

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HOW TO GET INVOLVED

» [Join the League in membership or renew your support here!](#)

» [Make a one-time or recurring general donation](#)



JOIN NOW >>

LIFE IS BETTER
FOR EVERYONE
WHEN MORE PEOPLE
RIDE BIKES

SAFE STREETS FOR EVERYONE #BLACKLIVESMATTER

June 1, 2020
EQUITY

Safe streets for everyone means more than bike lanes and sidewalks.

PARTNERSHIPS THAT PEDAL CITIES FORWARD: THE LEAGUE'S LATEST BICYCLE FRIENDLY BUSINESS AWARDS

February 8, 2023
BICYCLE FRIENDLY AMERICA, BICYCLE FRIENDLY BUSINESS

Today, the League recognizes 64 new and renewing Bicycle Friendly Businesses. This round of BFBs exemplifies the program's ability to inspire diverse community partnerships!

MEET LETAMARIE HIGHSMITH: OUR NEWEST LEAGUE CYCLING COACH

February 2, 2023
SMART CYCLING

Our network of League Cycling Coaches — the talented people who train our LCIs — is now up to 20!

LCI SPOTLIGHT: KAT VOLZER

January 31, 2023
SMART CYCLING

Meet our latest League Cycling Instructor in the spotlight: Kat Volzer, director of programming for White Oak Bicycle Coop (WOBC).

NEWS from THE LEAGUE



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Find events, classes, bike shops and more.



ABOUT THE LEAGUE

For generations past and to come, THE LEAGUE represents bicyclists in the movement to create safer roads, stronger communities and a Bicycle Friendly America. Through information, advocacy and promotion, we work to celebrate and preserve the freedom cycling brings to our members everywhere.

[MORE >](#)

WHAT WE DO

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[MISSION AND HISTORY](#)

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EQUITY, DIVERSITY, AND INCLUSION

Our commitment to equity, diversity and inclusion enables the League to fulfill our mission and achieve our vision. In order to meet the promise of a nation where bicycling is safe, comfortable, and open to all we must address systemic disparities, build a more diverse movement that truly represents our communities, and speak with one voice for a bicycle-friendly America for Everyone.

[MORE >](#)

[EQUITY INITIATIVE](#)

[EQUITY REPORTS AND RESOURCES](#)

[PAST EVENTS](#)

[WOMEN BIKE](#)

NEWS *from* THE LEAGUE



MAKING BIKING BETTER

From the halls of Congress to the streets of your community, the League is working to make biking better for you. We are the voice of the nation's 57 million bicyclists, promoting and protecting your right to ride. Our advocacy efforts span the spectrum, from lobbying Congress for our fair share of funding to giving local advocates the tools to win campaigns for bike-friendly policies in your town. Since 1880, we have been the hub of information that get the wheels spinning in communities nationwide.

[MORE >](#)

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[FEDERAL ADVOCACY](#)

[STATE AND LOCAL ADVOCACY](#)

[DATA ON BIKING AND WALKING](#)

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enter city or zip code



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BICYCLE FRIENDLY AMERICA

The League's Bicycle Friendly AmericaSM program provides a roadmap, hands-on assistance and recognition for states, communities, universities and businesses. The BFA program is a tool for states, communities, business and universities to make bicycling a real transportation and recreation option for all people.

MORE >

AWARD DATABASE

COMMUNITIES

BUSINESSES

UNIVERSITIES

STATES

THE 5 ES

TOOLS AND RESOURCES

PURCHASE BFA MATERIALS

BFA RESOURCES

NEWS *from* THE LEAGUE



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Find events, classes, bike shops and more.



SMART CYCLING

Education has been a core activity of the League's since the late 1970s. The League ran the program for more than 20 years, before evolving the education program into today's Smart Cycling program – following basically the same principles – with a significant growth in the number of instructors.

MORE >

LEARNING CENTER

WATCH A VIDEO

FIND & TAKE A CLASS

MATERIALS FOR PURCHASE

BECOME A LEAGUE CYCLING INSTRUCTOR

INSTRUCTOR LOGIN

TIPS & RESOURCES

BICYCLE FRIENDLY DRIVER

LEAGUE CYCLING COACHES

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NATIONAL BIKE SUMMIT

The annual National Bike Summit is a gathering of advocates, professionals, researchers, and individuals to advance one goal - creating a Bicycle Friendly America for Everyone. Every year we meet to take action, share best practices, and share stories about bicycling in America. This unique event brings the grassroots of bicycling to Washington DC to make their voices heard and support continued federal support for biking and walking.

[MORE >](#)

[REGISTER FOR THE SUMMIT](#)

[SUMMIT FAQ](#)

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PROMOTIONAL MATERIALS
NATIONAL BIKE CHALLENGE
BICYCLE COMMUTING DATA
BIKE MONTH AND MENTAL
HEALTH

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📄 QUICK LINKS

MAY IS BIKE MONTH



NATIONAL BIKE MONTH

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NATIONAL BIKE MONTH

May is National Bike Month, promoted by the League of American Bicyclists and celebrated in communities from coast to coast. Established in 1956, National Bike Month is a chance to showcase the many benefits of bicycling — and encourage more folks to giving biking a try.

[READ ABOUT THE FIRST EVER NATIONAL RIDE A BIKE DAY IN 2021 »](#)

[SIGN UP FOR THE NATIONAL BIKE CHALLENGE »](#)

In 2023, we'll be celebrating ways to #BikeThere during National Bike Month and National Ride A Bike Day on May 7, 2023. There are so many ways to celebrate Bike Month and to #BikeThere: during Bike to Work Week (and Day!), biking to coffee or around the block, and riding on May 7 for #BikeDay.

Bike to Work Week 2023 will take place May 15-21, 2023, and Bike to Work Day is on Friday, May 19!

With a focus on individual and community wellbeing, **we'll be highlighting how you can #BikeThere during Bike Month.** Whether you're riding for fun, fitness or with family, or taking essential trips to work or shop, you are part of our

GET INVOLVED:

BECOME A SUBSCRIBER

Subscribe to our mailing list

Subscribe

BECOME A MEMBER

Join us in making biking better across the country.

[WHY JOIN »](#)



LEAGUE OF AMERICAN BICYCLISTS



HOME

LEARN

SOCIAL

PRIZES

RESULTS

INFO

REGISTER

LOG IN



Let's get more people riding bikes!

Love to Ride has something for everyone. Head to your profile to log your rides, encourage others to jump in the saddle, unlock badges, set goals and much more.

Check out the Stories feed to read other people's inspirational rides or share your own. Want something more informative? Click the Learn tab to discover a wealth of Tips articles, Quick Courses, and videos - perfect for learning biking basics and levelling up your rides.

Keep your eyes peeled for our next campaign and follow us on [Twitter](#), [Facebook](#) and [Instagram](#) to stay updated. Happy riding!

FIND OUT MORE

REGISTER HERE

1



REGISTER. IT'S FREE

2



RIDE FOR 10 MINUTES OR MORE

3



RECRUIT FRIENDS & COLLEAGUES

4



WIN GREAT PRIZES

ACTIVITY

PHOTO GALLERY



About the National Safety Council

Save lives, from the workplace to anywhere.



We are excited to unveil a new look for our next chapter of safety leadership. Our new look pays homage to the heritage of the green cross while incorporating a modernized appearance representing the four NSC values as symbolized by the four corners that, together, form a cross. The NSC values are: **Be Safe** - a commitment to our mission of safety; **Be Bold** - to challenge the status quo; **Be Impactful** - to exceed expectations; and **Be NSC** - to collaborate with others to achieve results. While our logo has changed, our commitment to safety is stronger than ever.

The National Safety Council is America's leading nonprofit safety advocate - and has been for over 100 years. As a mission-based organization, we focus on eliminating the leading causes of preventable death so people can live their fullest lives. We focus our efforts where we can make the greatest impact: workplace, roadway and impairment.

NSC starts at work – where people put everyday strategies in place to solve problems. We give companies resources workers can actually use around risks they are actually facing, or will be. We create a culture of safety to not only make people safer at work but also because it has the potential to make people safer beyond the workplace. Research shows safer workplaces save money and increase productivity, but more importantly, they create a mindset that values safety.

NSC has a long history of convening with its unparalleled network of safety leaders to make people's lives safer on and off the job.



in common: a commitment to enable people to live their fullest lives.

NSC uses research and data to drive better, smarter, more personal safety programs. From perception surveys and assessments to tracking the trends, we use our insight to create real, usable, experiential education, training and tools to mitigate risk. We also engage government across national and local levels to advocate for awareness and drive policies that create a culture of safety.

In addition to offering best-in-class workplace safety training, both in-person and online, we spearhead Work to Zero to leverage technology to make workplace deaths a thing of the past. Thousands of companies – Fortune 100 corporations, small businesses, nonprofits and community service agencies – rely on NSC to educate their employees to keep themselves and others safe, from the workplace to anyplace. We train 500,000 First Aid responders every year. Plus, members find a wealth of resources from NSC to help them solve their unique safety challenges – from perception surveys to assessments and the personal support of our staff.

From a roadway standpoint, we lead the Road to Zero Coalition to eliminate traffic fatalities by 2050 as well as a number of initiatives to make the roads safer for you and your loved ones. Our Check to Protect coalition has led to the resolution of countless safety recalls on vehicles nationwide, reducing risks to drivers. For more than 20 years, NSC has managed the National Child Passenger Safety Board, helping certify more than 165,000 technicians to ensure children are secured safely on every ride.

NSC also offers best-in-class driver training, both in-person and online, training more than 75 million drivers in all 50 states and around the world.

And NSC sponsors Distracted Driving Awareness Month each year to educate drivers about the importance of attentive driving. In 2009, NSC became the first organization to call for a complete ban on all cell phone use for all drivers. Since then, and thanks to our advocacy efforts, 48 states plus the District of Columbia have enacted texting bans for all drivers, and 21 states plus the District of Columbia have passed legislation making it illegal to use a handheld cell phone for all drivers.

We ensure people are ready to work and drive safely by identifying and mitigating the leading causes of impairment. We define impairment as the inability to function normally or safely as a result of a number of factors - from chemical substances, like alcohol, opioids, cannabis, to physical factors, like fatigue as well as social factors and mental health wellbeing.

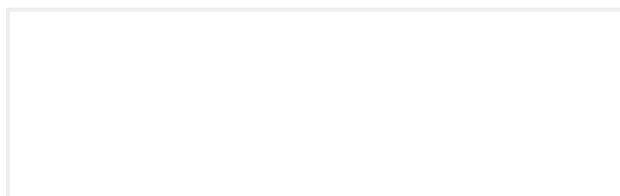
As a 501c3 nonprofit, chartered by Congress, with local [Chapters](#), [global](#) networks and more than 50,000 members, NSC relies on philanthropic funds to advance our mission to keep people safe from the workplace to anyplace.

Safety History

Over the past century, through the combined efforts of the safety movement, great progress has been made in addressing hazards by implementing better design, working conditions and accountability. As a result, we are better able to protect our most important assets: people and the planet. This [interactive timeline](#) commemorates 100 years of safety, advocacy and innovation. There is still room for improvement, but we are proud of the progress made.

NSC Values

<p>Be Safe</p> <p>I commit to keep myself and others safe.</p>	<p>Be Impactful</p> <p>I exceed expectations for all those I serve.</p>
<p>Be Bold</p> <p>I challenge the status quo, to make the impossible possible.</p>	<p>Be NSC</p> <p>I work with others to achieve NSC results.</p>





Our Impact

Every day, the National Safety Council carries out vital mission programs that save lives and prevent injuries from the workplace to anyplace.

We are relentless in our efforts to identify emerging risks to human safety and create effective solutions for individuals, employers and community leaders.

Our donors, advocates and volunteers help us expand our reach and make even greater strides toward creating a safer world for each other. To learn more about how you can make a difference, please email partnerships@nsc.org.



Policy Statements



Speeches & Testimony



Survivor Advocates



Strategic Initiatives



Annual Report

NSC DE&I Commitment Statement

At NSC, we demonstrate our commitment to diversity, equity and inclusion through our culture and our values. **Our culture embraces all people** regardless of ancestry, color, national origin, race, gender identity, sex, sexual orientation, age, religion, physical or mental disability, or veteran status.* We **boldly** empower our team to model respect and dignity. We find **impactful** opportunities for growth and development. We create a **safe** environment that includes mental, physical, psychological, and emotional protections. To **be NSC** is to deliver our mission by working together — our employees, members, and stakeholders — in such a way that everyone feels a sense of belonging

We believe that you can't be safe if you don't feel safe. Feeling safe requires a commitment to equitable policy implementation and promoting diversity in the safety profession. We must cultivate our own diverse, inclusive, and equitable work environment to deliver on our mission to save lives, from the workplace to anyplace.



ROAD SAFETY: TOOLS AND RESOURCES

Road to Zero: A Plan to Eliminate Roadway Deaths

Annual Meeting

The 2023 Road to Zero annual meeting will be held Feb. 28 at the National League of Cities in Washington, D.C. This meeting is an excellent opportunity to connect with your fellow Road to Zero members, hear from leading experts in traffic safety, and be inspired by innovative case studies, new research and advances in policy.

Whether you join in person or online, you'll have a chance to hear from expert panels, get updates on the Coalition's Working Groups and learn how you can better engage with the Coalition in 2023. Register now so you don't miss out on this once-a-year opportunity!

[Online Registration](#)

The Road to Zero Coalition, managed by the National Safety Council, released a [comprehensive report](#) laying out strategies to end roadway deaths in the U.S. by 2050. It is the first time so many organizations have collaborated to put forth a plan to address motor vehicle fatalities, which recently increased after years of decline.

The Coalition, in a report written by the RAND Corporation, a nonprofit, nonpartisan research institution, identified three main initiatives to reduce roadway fatalities:

- Double down on what works through proven, evidence-based strategies
- Advance life-saving technology in vehicles and infrastructure
- Prioritize safety by adopting a safe systems approach and creating a positive safety culture

In the short term, the report stresses enforcing and strengthening current traffic safety laws, providing new resources for traffic safety researchers and practitioners, and supporting those who design and build roads and vehicles.

While widespread use of fully automated vehicles is still decades away, the Coalition proposes accelerating the benefits of new technologies by creating partnerships between public safety and health groups, and industry professionals.

The report encourages fostering a safety culture and adopting a Safe Systems approach. Many businesses have improved fatality and injury rates by adopting a safety culture, and a number of cities have adopted a Vision Zero strategy incorporating the Safe Systems approach that accommodates human error. But to be fully effective, these ideas need to spread across the country.

"The safe systems approach has saved lives in other countries. Sweden reduced the number of traffic deaths by more than half since the approach was introduced," said Liisa Ecola, a senior policy analyst at RAND and lead author of the report. "This shows that we in the U.S. can make large strides in traffic safety with existing technologies and policies."

The [Road to Zero Steering Group](#) has been integral to the creation of this report. The Road to Zero Coalition also supports innovative strategies through the [Safe System Innovation grants](#). Funding was provided in 2017 and 2018.

Coalition membership is continuously growing. If your organization is interested in joining the Road to Zero initiative, please fill out this [membership form](#).

Call on Biden Administration to End Traffic Fatalities

Please join with us to urge the Biden Administration to commit to reducing traffic fatalities to zero by 2050. As a nation, it is time to take decisive and collective action to address roadway safety and preventable crashes to save hundreds of thousands of lives and end the millions of life-altering injuries seen each year.

[Learn More](#)

About Us

The American Highway Users Alliance is a nonprofit advocacy organization serving as the united voice of the transportation community promoting safe, uncongested highways and enhanced freedom of mobility.



Who We Are

The American Highway Users Alliance is a nonprofit 501 (c)(6) advocacy organization serving as the united voice of the transportation community promoting safe, uncongested highways and enhanced freedom of mobility since 1932. [Read more about us.](#)



Who We Represent

The American Highway Users Alliance represents motorists, RV enthusiasts, truckers, bus companies, motorcyclists, and a broad cross-section of businesses that depend on safe and efficient highways to transport their families, customers, employees, and products. [Read more about the people we represent.](#)



History of Highway Users

The Highway Users and its predecessors have been instrumental in the passage of virtually all major highway and traffic safety legislation since 1932, and have provided the vital link in the federal-state-private sector partnership in highway transportation, which has made the U.S. the most mobile nation on earth. [Read more.](#)



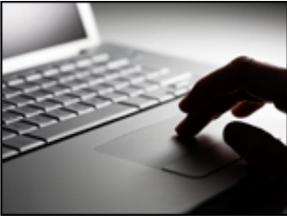
Leadership

Our Board of Directors represents a broad array of organizations and companies committed to establishing and maintaining the nation's network of roads and bridges. [See our current leadership roster here.](#)



Committees

Our Policy & Government Affairs Committee helps to steer critical policy positions and guides development of key legislative documents for The Highway Users. [Read more about our committees.](#)



Contact Us

Have a question or comment? Send us a note. [Click here to fill out the form to contact us.](#)



ARTBA Update

One of the Nation's Oldest Trade Associations



ARTBA was **founded in 1902** to advocate federal support for a national “capital connecting highway system”—today’s Interstate.

- ARTBA has played a leadership role in **every** major piece of federal transportation legislation, starting with the first federal grants to the states for road building in **1913**.
- Enactment of the **Highway Trust Fund/Interstate Highway Construction Program Act in 1956** was arguably the greatest achievement by a national association.
- Safety for all roadway users has been a hallmark of our advocacy for over **120 years**.

A Federation of Eight Membership Divisions

- Contractors
- Transportation Officials
- Equipment
Manufacturers
- Planning & Design
- Education & Research
- Materials & Services
- Public-Private Ventures
- Traffic Safety Industry

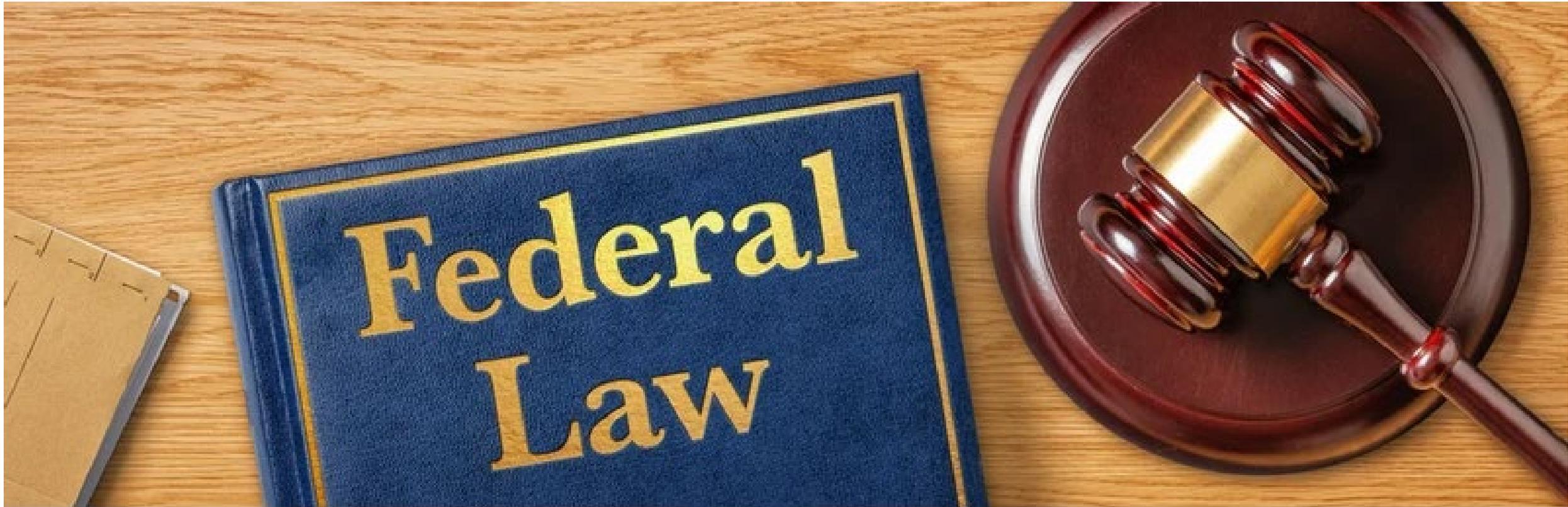


A Founding Member of the National Committee

- ARTBA has been a sponsor of the NCUTCD every year since it was founded and was very involved in predecessor committees dating back decades earlier.



Future MUTCD Challenges



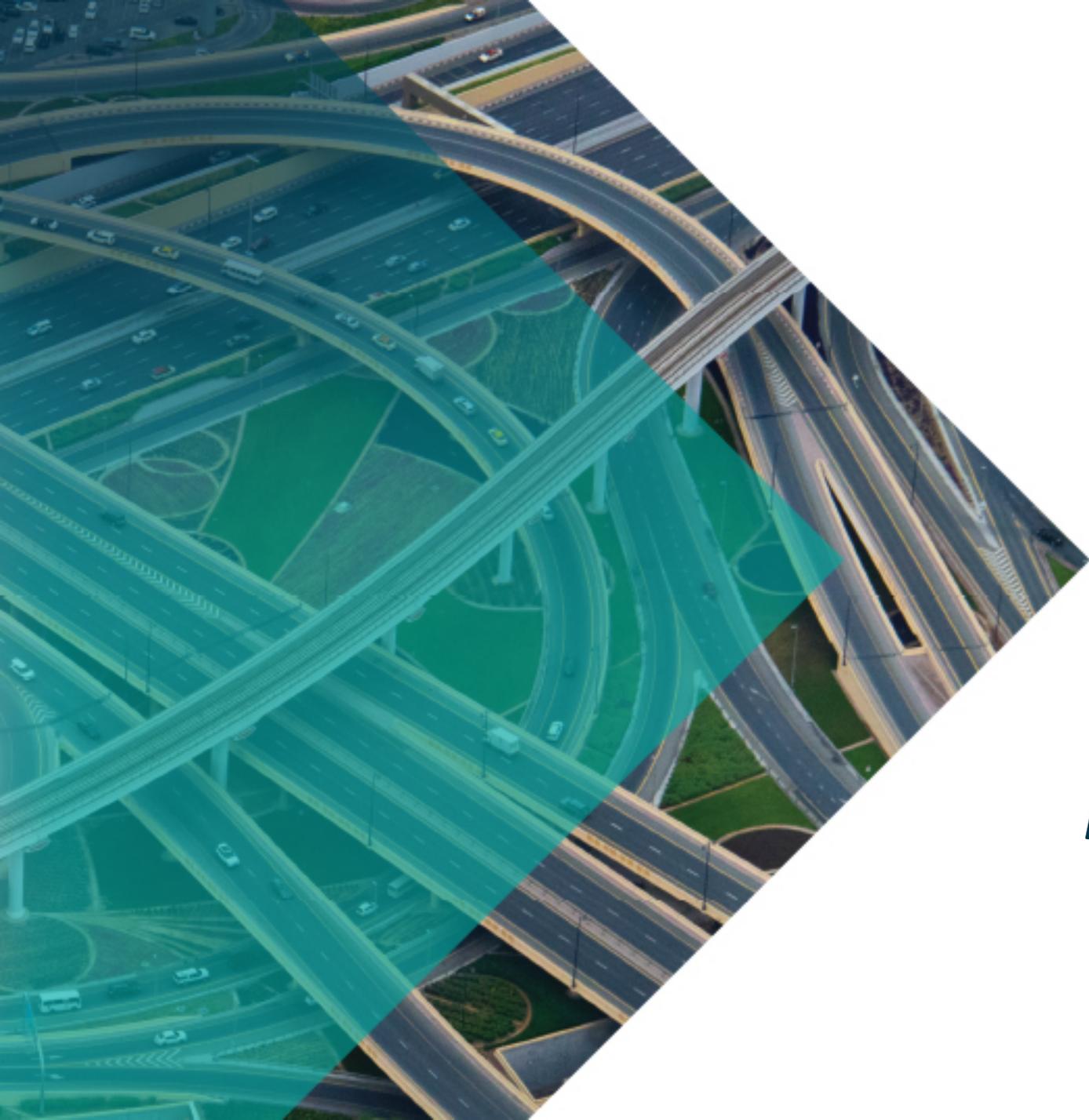
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Improved Ability to Get New and Innovative Products Approved

- Prohibition on the use of patented and proprietary products is outdated.
- Need better system to test and approve products that is not so costly and time-consuming for manufacturers.
- MUTCD implementation needs to be modernized.



Thank You!



ATSSA: *Advancing Roadway Safety*

January 2023

ABOUT ATSSA

TO ADVANCE ROADWAY SAFETY

- International trade association
- Over 1,500 member companies & public agencies
- 28 chapters covering 44 states & D.C.
- 15 committees & 5 councils



Our Members

Make, sell and install roadway safety devices

- TTC, PM, Signs, Guardrail, Traffic Signals, HFST
- Over 1,500 member companies & public agencies



What We Do

Lobbying

Conventions
and Meetings

Training

Technical
Services

Committees

ATSS
Foundation

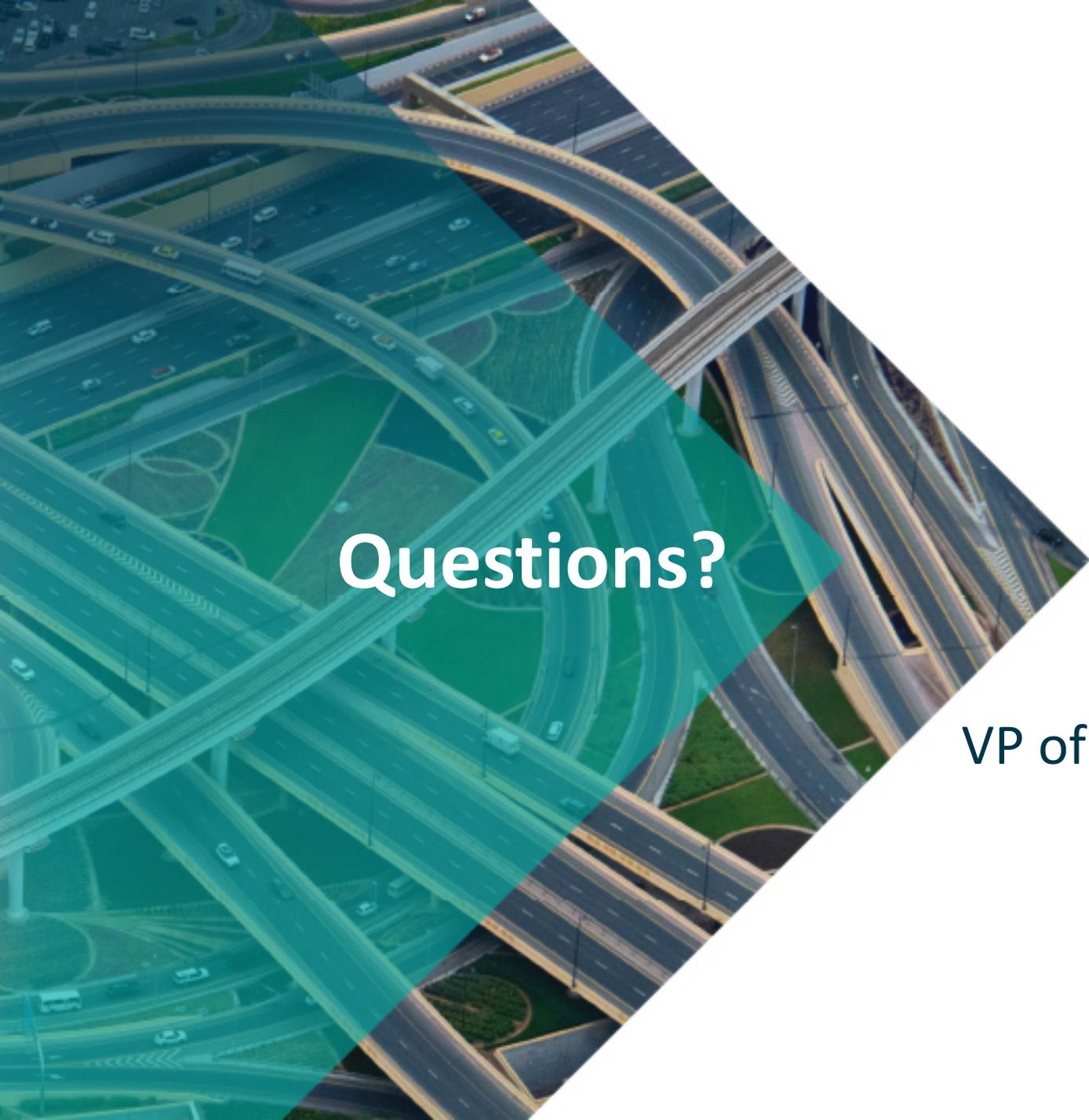
American Traffic Safety Services Foundation



- ❖ Scholarships for higher education or new engineers
- ❖ National Work Zone Memorial
- ❖ Experience Camps Travel Scholarships
- ❖ Teen Driver Program



Foundation.ATSSA.com



Questions?



Donna Clark
VP of Education & Technical Services