

A SUMMARY OF THE ACTIVITIES OF THE STATES IN PROMOTING  
THE NEW MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES  
(An ITE Technical Council Informational Report)

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September 1972

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NEW MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES

The 1970 edition of the Manual on Uniform Traffic Control Devices has been in existence now for over a year. Needless to say, this Manual is not just another government publication that can be ignored with the hope that it might go away. It has been adopted by the Federal Highway Administrator as a National Standard for Application on all classes of Highways. This Manual will undoubtedly affect, directly or indirectly, the lives of anyone who uses our highways for whatever reason. The understanding of its content is mandatory if our highway system is to operate in a safe and efficient manner. Both the professional involved in highway work and the layman who uses the highway system must be educated as to the standards set forth in this Manual.

The Manual contains numerous changes in the areas of signs, signals, and markings. In recognition of the proven international value and need for more use of symbology in signing, the new Manual makes greater use of symbols in guide and warning signs. Color coding is employed to a much greater extent in the signing and marking areas. Also included in the Manual is a separate part covering traffic controls for school areas and an updating of signal standards, as well as a section on Civil Defense signing.

The May 1971 issue of Traffic Engineering magazine was devoted to the new Manual and the article entitled, "The 1970 Edition of the Manual on Uniform Traffic Control Devices" by Robert E. Conner, is an excellent summarization

of the significant revisions from the 1961 Manual. It is obvious that both the professional and the layman have to be informed as to the changes. The ITE Technical Council has initiated a survey in an attempt to determine the methods in which the various State Transportation or Highway Departments are handling this education and information process. It is hoped that by summarizing the methods employed by each state that the other states may glean some information as to methods to expand or improve their program. Also, it will allow the Institute to evaluate its role in assisting the traffic engineering profession in educating and informing the public of these changes. The various methods used are summarized by individual states.

#### ALABAMA

The Alabama Highway Department adopted the 1970 version of the Manual on Uniform Traffic Control Devices as a standard for their state. To insure the proper use and adoption of the Manual, the Department has initiated the development of an "Alabama Manual on Uniform Traffic Control Devices" designed after the national Manual. This publication is scheduled for completion in 1972. The Department also held meetings of their professional personnel to inform and guide them in implementation of the Manual. Slide film series illustrating changes were presented at each of the meetings. In addition, a film series was developed and furnished to each highway division for their further use for in-house training and for informing the general public. Also, Northwestern University Traffic Institute was contracted to present its traffic engineering study course in Alabama in January of 1972. The seminar lasted two full weeks with 50 highway

engineers in attendance. Currently, their traffic engineering office is studying each individual section of the Manual. State-wide memorandums are issued daily informing the Highway Department bureaus and divisions as to specific requirements and state policy as it relates to the Manual. It is their feeling that a series of public information programs initiated on a national level through the various news media by the Institute of Traffic Engineers or the Department of Transportation would be the most effective manner to inform the public. At present, their efforts in informing the public have been, for the most part, left to the local city traffic engineers.

#### ALASKA

The Alaska Department of Highways has responded to the 1970 Manual by updating and distributing a revised copy of the "Alaska Traffic Manual" to all State Highway Department divisions, municipalities and boroughs. They are also in the process of revising "Alaska's Driver Manual", the brochure published and distributed by the Department of Public Safety for use by all drivers taking driver's license tests and all driver education courses. These changes reflect the substance of all changes in the Manual which are applicable to their uses. They are planning to put together a technical presentation for their professional employees; however, difficulties in obtaining slides have delayed this process. They have also initiated necessary changes in their design standards for traffic control devices, including re-issue of design standards for construction barricades and traffic signals to reflect new policies in the Manual, as well as a re-issue of the Alaska Sign Design Specifications which detail sign design. For the

general public they have issued several news releases through their information office. Alaska has experienced trouble in obtaining sufficient copies of the Manual and have orders pending.

#### ARIZONA

Each and every roadway transportation operating agency within the State of Arizona was furnished a copy of the new 1970 Manual. Also, local jurisdictions are using colored slides for presentation to various groups.

Color brochures have also been produced and distributed to the following:

1. All driver licensing offices throughout the State of Arizona. Each new licensee receives a brochure which adds up to over 350,000 per year.
2. Defensive driving classes
3. Traffic survival schools
4. All news media
5. Chambers of Commerce
6. Officials of city, county and state agencies
7. Leaders in commerce, business, and industry
8. Mobile displays at fairs, shopping centers, etc.

Also, twenty-five display racks have been made and are being used at strategic locations in the cities of Phoenix, Tucson, Maricopa County, Pima County, and the Arizona Highway Department. Various newspaper articles have been and are continuing to be released. This includes full page spreads in the newspapers in the Phoenix and Tucson areas. Various television coverage on three T.V. stations is also being accomplished.

ARKANSAS

The following actions have or will be implemented to the extent possible by the Arkansas Highway Department.

1. News releases to the press regarding the new Manual. Coverage has been through radio, television programs and newspaper articles.
2. A 30-minute program devoted entirely to the new Manual was aired on educational television.
3. Copies of the Manual are being distributed to the City and County governments.
4. A detailed article was printed in the "Arkansas Professional Engineer".
5. Traffic Engineering personnel have spoken to various civic groups and clubs and will continue to do so.
6. They are working closely with the Arkansas Department of Public Safety in the "Safety Program" to include the new changes in their driver education program.
7. A seminar for municipal and county officials is planned.
8. Consideration is being given to publishing a small pamphlet for public distribution which would explain some of the new techniques in signing, signalization, and striping.

CALIFORNIA

Conferences are being held in eleven principal cities in California to familiarize traffic engineers, public works officials, city councilmen, county supervisors, manufacturers and others with the many changes in both the State Traffic Manual and the new Manual on Uniform Traffic Control

Devices. These conferences are sponsored by the State Division of Highways and the California Traffic Control Devices Committee and were organized by the Institute of Transportation and Traffic Engineering. In addition to the statewide conferences, the California Traffic Control Devices Committee membership disseminates information on the State Manual and the National Manual to its parent members on a continuing basis. This committee's function is to promote the uniform and functional design and application of traffic control devices. Membership consists of six parent organizations: The State of California Division of Highways, the County Supervisors Association, the League of California Cities, the Department of Highway Patrol, the California State Automobile Association, and the Automobile Club of Southern California.

#### COLORADO

The Colorado State Department of Highways has publicized the new Manual by means of public meetings, technical groups, schools, seminars and workshops, as well as interview type T.V. programs. They have distributed over 430 copies of the Uniform Manual and have provided consulting service to military establishments and universities concerning the use of the Manual. A "FACTS" booklet for Colorado drivers and pedestrians prepared jointly with the State Motor Vehicle Division has information concerning the changes in the Manual and over 500,000 of these are being distributed.

#### CONNECTICUT

No reply.

DELAWARE

Delaware has adopted a slide presentation which covers the changes in the Manual. The slide presentation is comprised of some 70 slides, all of which were taken at representative locations throughout the State. By using known locations, they were able to gain more attention from local audiences since they were discussing areas they were fully familiar with regardless of where the presentation is given in the State. To date they have presented the slide presentation approximately 45 times and expect to continue using it for at least another year. The presentation has a fixed text available so that it may be presented by the Public Relations people as well as qualified engineers who are familiar with the Manual.

DISTRICT OF COLUMBIA

The District of Columbia traffic engineering personnel have received their indoctrination through attendance at Local Section ITE Seminars and through application of the new standards as part of the District of Columbia uniformity upgrading program. Their communications with the public have been substantially through editorial columns and special columns of both local newspapers. The Department of Motor Vehicles has also adopted the new signing and marking criteria in their instructions to prospective drivers.

FLORIDA

The Florida Department of Transportation, in conjunction with the Governor's Highway Safety Commission and the Florida Section, ITE, has held five, 5-hour seminars in five regional cities of the State to discuss the new Manual on Uniform Traffic Control Devices. The cost of the seminars was borne 50-50 by the Department of Transportation and the Governor's Highway Safety Commission while the Florida Section, ITE, provided the technical staff to conduct the seminars.

The basis for the seminars was the ITE set of slides, some overhead projector drawings and sketches, and the use of Singer Corporation's video tape equipment on which the program was prerecorded. The reason for using the video tape equipment was threefold: (1) it enabled them to present essentially the same program at each of the five seminars; (2) it would hopefully avoid any waning enthusiasm on their part toward the end of a strenuous week; and (3) in case of illness of one of their staff, the "show" could still go on. The video tape was interspersed with live discussion and questions from the audience.

A series of three letters spaced approximately two weeks apart were sent to representatives of each city and county government in the State of Florida. With the letters was a copy of Robert E. Conner's ITE Magazine article on the new Manual. Each of the recipients of the letter were invited to the seminars. At each of the seminars a copy of the Manual was furnished to each local government representative. Those local governments not represented are now being sent copies of the Manual.

Also during the course of the seminars, representatives of organizations such as the AAA, Citizens of Traffic Safety Councils, Universities, etc. were invited to attend. It was stressed during the seminars that there was still an important role to play to inform the general public about changes in the new Manual. Attendees were informed that the 3M Company had slides and speaker kits available for use by local officials as well as news releases and TV-Radio interviews. Also, the AAA had information suitable for newspaper publication. The Florida Department of Transportation considers the seminars to be extremely successful.

#### GEORGIA

The Georgia Department of Transportation is working primarily with the Georgia Department of Highway Safety and is in the process of scheduling meetings throughout the State with the various city managers and Area Planning Commissions. It is proposed that these meetings be a part of the regular monthly meetings of these agencies and that a program will last no longer than 20 minutes for primarily outlining the use and changes as found in the new Manual. A more detailed discussion and workshop is scheduled to be conducted in each of the State's six divisions at the Department of Transportation's Field Division offices. This will be done only after such time as the meetings outlined above have been conducted with a majority of the cities or municipalities within the division. The division meetings will be primarily to inform and instruct the professional people as to the use of the new Manual but it is not limited to just these people. It may entail some of the local officials, city managers and Area Planning people.

HAWAII

The Hawaii Department of Transportation does not have a formal publicity program on the new Manual. However, they have had some news coverage when the Manuals were first distributed in the fall of 1970. Most of their effort has been concentrated in making the local government agencies aware of the new Manual so that they may update their traffic control devices to conform with the new standards. They anticipate generating some publicity through the news media when they begin implementation of the new construction signs.

IDAHO

Several general news releases have been made by the Department of Highways and by the Idaho Traffic Safety Commission aimed at acquainting the general public with the changes required by the new Manual. Other more specific releases have also been made, such as, an explanation on the new pavement striping requirements timed for release at about the time the Department's striping crews started work this spring. The Department has also on several occasions made special slide-show presentations to both professionals and lay groups on the Manual. In addition, the new Manual is covered in detail in a special Department sponsored course for technicians and others involved in traffic operations and design. The course, entitled, "Introduction to Traffic Engineering", consists of 30 hours of classroom instruction and is being attended by State, City and County personnel at six different locations around the State. Considerable emphasis is given to the 1970 Manual in this course.

ILLINOIS

The Illinois Department of Transportation is working on a pamphlet illustrating the new signs and markings to be utilized in Illinois and plan to give it widespread distribution throughout the State. In addition, they are preparing some short television spots concerning the most critical aspects of the changes.

Also, members of their staff have been making numerous presentations before various lay and technical groups concerning changes in the new Manual. Other State agencies, such as the Secretary of State's office, have been developing a new Illinois drivers' manual. This publication is designed to instruct drivers concerning the rules of the road as required to pass the drivers' licensing examination. Also, the Office of the Superintendent of Public Instruction which is involved in administering the driver education program throughout the State will be using the Illinois Driver Manual extensively in their education program. The Illinois State Police is educating every trooper on the road who will be enforcing regulations. The State Police are involved in various safety and educational programs and these programs are being changed to reflect the new provisions in the Manual.

In addition to the State agencies, the local counterparts of these agencies at the city and county levels are also conducting educational campaigns on a more limited scale. There are commercial firms, auto clubs, and of course the news media who are involved in assisting the motoring public in the learning of the changes as quickly as possible. The Illinois Department also feels that an intensive national campaign is needed to supplement their existing efforts.

INDIANA

The Indiana State Highway Commission uses newspaper and T.V. releases which appear at least once a month to publicize the new Manual. Professional courses, including Roads School (conducted at Purdue University annually); I.T.E. Meetings; District Traffic Engineer Meetings, etc., also give attention to the changes in the new Manual. Their office of Traffic Safety is also engaged in instructive sessions with local jurisdictions. The Division of Traffic is currently revising the State Manual and its promulgation will constitute further promotion of the Manual. The State Manual is routinely distributed to all affected government officials and made conveniently available for purchase by contractors and other segments of the public.

IOWA

The Iowa State Highway Commission has provided the news media with information concerning the new Manual and have received coverage by newspapers, radio and T.V. In addition, the Iowa League of Municipalities, through their monthly publication, expects to reprint the data furnished by the State Highway Commission concerning the new Manual. Also, pictorial handouts concerning signs and markings were distributed to the public in general. A Federal Highway Safety Grant, in cooperation with the U. S. Department of Transportation and the Iowa State Highway Commission, has sponsored a number of Traffic Engineering short courses which included sessions on the new provisions of the Manual. Also, presentation to laymen organizations has been made using the I.T.E.'s slide and text package for presentation.

KANSAS

The Kansas Highway Commission is conducting "Workshops" dealing with changes in the new Manual. They plan on two meetings in each of the six highway divisions. The purpose of the Workshop is to inform the local government officials about the requirements of the 1970 edition of the Manual and to encourage better understanding of the engineering requirements of the Federal Highway Traffic Safety Standard No. 13, Traffic Control Devices. Items to be discussed in the Workshops will be: The Need for Uniformity, The Manual and Its Application to Rural Highways and County Roads and to Cities and City Streets, as well as Federal Standard Requirements and Legal Implications of the Manual.

KENTUCKY

The Kentucky Division of the Southern Section of ITE held a one-day seminar for technical personnel within the State on the changes in the new Manual. Also, a three-day traffic engineering seminar was held in Lexington, Kentucky, concerning changes in the new Manual and approximately 50 Traffic, Planning, Maintenance, and Consulting Engineers, as well as State Police supervisory personnel, were in attendance. Thirty sets of slides concerning changes in the new Manual have been provided to the 12 District Offices of the Kentucky Highway Department as well as 17 Kentucky State Police Posts throughout the State. These slides will be used by each of these organizations for presentations to civic groups, schools, and other organizations desiring information. A closed-circuit television conference was held and aired on all 12 Community College Campuses. Invited to the closed-circuit conferences were all mayors and county judges throughout the State as well

as street foremen, city and county engineers from each of the jurisdictions. Two-hundred and eighty-five local officials were in attendance at the conference. A booklet entitled, "Traffic Alert", was developed and distributed to personnel who attended the closed-circuit T.V. conference. In addition, copies of the booklet have been distributed to semi-technical personnel within the Divisions of Maintenance and Traffic within the Highway Department.

An education pamphlet entitled, "New Signs and Markings", was developed by the Department and a quantity of 50,000 pamphlets were printed for the first distribution. It is anticipated that an additional printing will be required in the near future. Copies of this pamphlet were distributed to the general public upon request. Copies were also made available within the District Offices, service areas and other channels of general distribution.

A 15-minute program presenting the highlights of the changes in signs and pavement markings will be presented by way of all educational channels throughout the State approximately July 1, 1972. Educational television stations are located throughout Kentucky in such a manner that the program can be received in nearly every home within the State. Statewide publicity will be given to the exact airing time and date of the program. In addition, video tapes of the presentation will be made available to all 12 commercial stations within Kentucky. Prior to the end of 1972, the University of Kentucky Video Arts Department will produce a 30-minute professionally produced color 16mm movie on the changes in the signs, signals and pavement markings. The movie will be used as an educational tool throughout the State.

LOUISIANA

The Louisiana Department of Highways as required by State law has distributed the Uniform Manual to all local agencies responsible for any type of traffic control and operation. The local agencies, after receipt of the Manual, assist in disseminating the information to the general public.

MAINE

The State of Maine has acquired from I.T.E. the two sets of slides for professionals and laymen. The set of slides prepared for laymen has been assigned to people making highway safety presentations or short talks to business or other groups to give a general outline as to what is being done. The more detailed set of slides was first used in a week long traffic engineering seminar for municipal officials. It will also be used for this purpose at future meetings. The more detailed set of slides has also been used to provide an educational program to all of the engineering and maintenance employees involved in the various aspects of the Manual. The Maine Department of Transportation is also experiencing difficulty in receiving sufficient copies of the Manual for distribution to their engineering and maintenance people and to the municipalities throughout the State.

Maine has approximately 200 municipalities that are large enough to have organized forms of town government and when received these Manuals will be delivered to these people and a general explanation of the Manual will be given. As a result of this, most of the municipalities which do

anything in the way of signing or pavement markings will be aware of the requirements of the new Manual. Also, the Department is making a continuing effort as part of their public speaking program to reach as many civic organizations, etc. as possible to make the laymen aware of what is being done with regard to standardizing traffic control devices.

#### MARYLAND

The Maryland Highway Administration began their education process by meeting with representatives of the Maryland State Police, Department of Education, Motor Vehicle Administration and Baltimore Safety Council to acquaint them with the changes contained in the new Manual and to solicit their help in informing the public. Resulting from this meeting, the Motor Vehicle Administration printed an informational brochure on the new Manual and began sending it out with license renewals; the Department of Education included samples of the new signs in their booklet on bicycle safety; and the Baltimore Safety Council received one of the I.T.E. Slide Presentation Kits to make available to any of their affiliated organizations. In order to acquaint professionals with the Manual, all county and municipal engineers with traffic engineering responsibilities were invited to attend one of their regional meetings on the new Manual. The meeting included the slide presentation and a discussion of the changes contained in the Manual. These efforts were supplemented by press releases at the time the Manuals became available. Manuals were sent free of charge to all those in attendance at the four regional meetings.

MASSACHUSETTS

Interdepartmental communications have been issued to all Districts in Massachusetts covering the purpose and application of the new Manual. Department spokesmen have appeared on invitation before concerned groups to explain subject changes in the Manual. A cooperative effort from the Registry of Motor Vehicles will publicize changes to appear in their Driver Education Program. On completion of review of the Federal Manual, all sections which are not in conflict with Commonwealth of Massachusetts Statute Law will be adopted. At that time, regional meetings will be held to indoctrinate the officials of local cities and towns. As an additional step, the Department has notified all known commercial sign fabricators of the changes in the Manual. The Sign Manufacturing Shop at Norfolk Prison in Walpole, Massachusetts, which fabricates much of the signing for the cities and towns of the Commonwealth, has been informed.

MICHIGAN

The Michigan Department of State Highways' Public Information Office is presently preparing a pamphlet which will illustrate new signs and markings which were recently adopted for use on Michigan's highways. The pamphlet, however, will contain only those changes in traffic control devices which were included in a Michigan Manual revision issued in November, 1971. At appropriate times, news releases are prepared to emphasize items of immediate concern. For example, the Michigan pavement markings were currently being modified to conform with the 1970 Manual, so they publicize the purpose and meaning of these new markings.

The Department has also been working with the Department of State to review the contents of its booklet entitled, "What Every Driver Must Know", to determine what changes will be required to reflect current and future changes in traffic control devices. This booklet receives wide distribution in that it is used as a basis for driver examinations in Michigan.

According to Michigan statutes, the Department of State Highways and the Department of State Police must adopt a State Manual and specifications for a uniform system of traffic control devices that generally conforms to the system currently approved by the American Association of State Highway Officials. In fulfilling this requirement, the Department in cooperation with the State Police, periodically prepares a revised edition of the State Manual and specifications. Such revision has always closely followed the issuance of each new edition of the National Manual. Michigan is now preparing such a revised edition to the Michigan Manual and it is anticipated to be issued late in 1972.

Distribution of the new Michigan Manual will include police agencies and all highway officials throughout the State who are responsible for various phases of traffic operations. Also, the distribution of this publication will be made available to schools providing driver education, libraries, and other individuals or corporations having a direct interest in traffic control devices and traffic control methods employed throughout the State. After distribution of the Manual has been completed, it is planned to hold a series of seminars around the State to familiarize highway engineers and officials directly concerned with traffic control matters as to what the impact of the Michigan Manual will be.

MINNESOTA

The State of Minnesota is required by State law to adopt its own State Manual which has the effect of law. In September of 1971, Minnesota issued a Supplement to its current State Manual to make possible the implementation of the use of the revised sign and pavement marking standards presented in the Manual on Uniform Traffic Control Devices. This was done to permit consideration of the changes in the ordering of signs, sign faces and pavement marking paints. The Supplement was issued to all County Engineers, Municipal Engineers, as well as all District Engineers, Area Maintenance Engineers, District State Aid Engineers and District Traffic Engineers of the nine Districts of the State Highway Department. Meetings were held with all groups mentioned above to discuss the Manual Supplement, and at that time the I.T.E. slide presentation was made of the new signs and markings.

Minnesota is also scheduling 10 regional meetings around the State to which they plan to invite one man from every city in the State who is responsible for traffic control devices. Each attendee will be presented with a copy of the new State Manual and will spend a full day discussing the contents and use of the Manual. The I.T.E. Slide Presentation will also be used at these meetings. Also, the slide presentation has been made at all nine District Annual Employee Meetings of the Department and this has acquainted over 4,000 people with the changes in the Manual. Also, slide presentations have been made at numerous PTAs, Lions, Kiwanis, Safety Councils, etc. around the State. The general public has also been deluged with numerous articles in papers and magazines throughout the State. The Department plans

to continue to run articles from time to time as certain signs and markings begin to appear on the highways.

### MISSISSIPPI

The Mississippi State Highway Department has scheduled, through the Governor's Highway Safety Program, eight Traffic Engineering Seminars, which will deal with changes in the new Manual. It is anticipated that additional seminars will also be scheduled. There are also a number of television spots and newspaper articles concerning the changes, which have been directed toward the general public by the State Highway Department.

### MISSOURI

The Missouri State Highway Commission is sponsoring workshops concerning changes in the Manual on Traffic Control Devices for its professional personnel. At the lay level, they are employing news releases and making printed matter concerning the changes available to schools, etc. and also making speakers available for concerned lay groups.

### MONTANA

The Montana Department of Highways has publicized the new Manual by way of newspaper articles which gave illustrations of both the old and new designs. The Montana Highway Patrol is considering the distribution of a pamphlet similar to the one published by the U.S. Department of Transportation, entitled "The New Look in Traffic Signs and Markings." They would be distributed by the Highway Patrol with the renewal of drivers licenses. Montana has also budgeted funds for using public service time on T.V. stations to promote the new Manual.

NEBRASKA

The 1970 Manual has been adopted as the official Manual for all streets and highways in Nebraska. The promotion of the '70 Manual commenced with the fall Missouri Valley Institute of Traffic Engineers meeting which was held in Lincoln. This meeting was attended by representatives from the larger cities as well as traffic engineers from the Missouri Valley Section. Newspaper, T.V., and radio coverage was excellent at the meeting.

The Information Division of the Nebraska Department of Roads mailed out several news releases on the new Manual to the various newspapers and T.V. stations. Several hundred copies of a brochure entitled, "New Symbol Signing", has been sent out in answer to the many requests that had been received after newspaper articles started appearing concerning the Manual.

The 3M Company slide set was used for presentation at all organizations requesting information on the new Manual. This was also duplicated for each district of the State Patrol for use in their school education program.

A full set of the I.T.E. slides supplemented with slides prepared by the Department of Roads has also been used for presentations. Nebraska is also experiencing difficulties in obtaining the necessary copies of the Manual. They have ordered over 1300 copies and have not received them as yet. Every high school driver education teacher will receive one free copy for use in classroom work. Also, when the copies of the Manual arrive, they will hold six area seminars for city and county officials, as well as separate seminars for the Maintenance and Construction personnel.

NEVADA

The Nevada Department of Highways has purchased 350 copies of the new Manual and has distributed them throughout the State to the key personnel in Maintenance, Construction and Design. They have also provided the Sheriff's Departments, the City Police Chiefs and the City and County Engineers with initial copies of the Manual and have encouraged them to purchase additional copies if needed. They have also furnished the Driver's License Division of the Motor Vehicle Department with copies of the new Manual for each of their examiners. All of the new signs in the Manual have been incorporated into the new Driver's Handbook. A set of I.T.E. slides have been purchased and have been shown by the State Traffic Engineer to approximately 20 different organizations.

NEW HAMPSHIRE

The New Hampshire Department of Public Works and Highways has prepared and published a Manual covering Extracts from the Manual on Uniform Traffic Control Devices and from the State of New Hampshire Revised Statutes Annotated covering traffic control devices. This publication digests most of the information on New Hampshire's laws, Department Policy and MUTCD standards for use on the local system. Copies of this publication have been transmitted to all municipal chief executives, chiefs of police, and/or people involved in traffic operations. In the distribution of this manual, a covering letter notified the recipient of seminar sessions to be held concerning the use of the manual. The seminars will be conducted by the staff of the Traffic Division. Several press releases have also been made regarding the new sign and pavement marking systems.

NEW JERSEY

The New Jersey Department of Transportation, in cooperation with the New Jersey Office of Highway Safety, has been holding seminars on the use and purpose of the 1970 Manual. These seminars are slide presentations that deal with the Manual's philosophy as well as changes in the various areas of signs, signals and markings. Four seminars have been held to date and upon request three more seminars are being scheduled. In addition, slide presentations have been given to groups requesting such presentations. This included such groups as the New Jersey Bell Telephone, the Department of Transportation's maintenance forces, and Driver Education teachers and students. The Department is also making available pamphlets showing the new signs and marking changes. These pamphlets will be distributed and mailings made by the Division of Motor Vehicles. One copy of the Manual will be distributed to each municipality in the State. The Bureau of Traffic Engineering of the Department of Transportation is engaged in a sign replacement program for local roads and streets that are not on a federal-aid system. This program gives the traffic engineers the chance to bring the new changes to the attention of the local officials through almost daily contacts.

NEW MEXICO

The New Mexico State Highway Department has been educating the public through a slide presentation and brief discussion in the Defensive Driving Course offered by the State Traffic Safety Commission; and has offered public speakers to private organizations concerning changes in the Manual. They

have also had personnel from their Department make appearances on two television stations having statewide coverage; and have begun a program to brief state employees involved in highway transportation classifications on the changes in the new Manual.

#### NEW YORK

The New York State Department of Transportation is presently revising their State Traffic Manual to conform to the new Manual on Uniform Traffic Control Devices. It is expected that the new Manual will be published in late 1972 and it will be distributed free of charge to appropriate State, Local and Governmental officials. Interim to the release of the new Manual, several Authorizations have been published allowing the use of many of the new standards contained in the MUTCD. These Authorizations have been sent to the news media for notification to the general public. A Federal Highway Safety Project Grant will help defray the cost of publishing the new Manual and assist in the publicity campaign. The publicity campaign will include a series of seminars on the Manual for local officials, producing literature and T.V. spots, features for Sunday newspaper supplements and distribution of pamphlets, etc. to the general public.

#### NORTH CAROLINA

The State Highway Administrator appointed a central committee to publicize the new highway signs and markings in the Manual on Uniform Traffic Control Devices. The co-chairmen are the State Traffic Engineer and the State Highway Commission Public Information Officers, and the Vice Co-chairmen are the Assistant State Traffic Engineer and the Assistant Public Information

Officer. Meetings were held to involve the coordinator of the Governor's Highway Safety Program; the Motor Vehicles Department and the Department of Instruction, Driver and Safety Education Division. The Director of Public Information notified various Chambers of Commerce, Civic Clubs, etc. that slide presentations were available for presentation to their groups concerning the changes in the Manual. The presentations were to be made by personnel of the Traffic Engineering Division. Also, T.V., radio and newspaper people were notified of the changes in the new Manual. News coverage in North Carolina has been excellent. Over 100 stories, most with pictures, have appeared in many newspapers. News reports have been heard over 100 radio stations; and over 20 T.V. stations across North Carolina, 15 of which have provided time of 15 or more minutes in the form of news interviews, public service programs and spot announcements.

In addition to the civic and professional club presentations, presentations have been made at Highway Patrol Schools, Driver License Examiner's schools, and School Bus Driver Instructor's School. Handouts of the poster type showing pictures of the changes were also passed out at the North Carolina State Fair. There are plans to print 500,000 copies of a poster similar to the one prepared by the National Joint Committee for distribution to Driver Education classrooms, individuals studying for the driver license examination, etc.

Also, two workshops for the North Carolina Division of the Southern Section I.T.E. members, affiliates and visiting municipal officials on signing, signals and markings have been held. Other similar workshops are planned for construction and maintenance personnel and for all highway employees.

NORTH DAKOTA

The North Dakota Highway Department is approaching the task of publicizing the new Manual using three methods. (1) Seminars and workshops for local government officials. Workshops and seminars on traffic control devices for local government officials have been held on the average of once every two years. At the most recent workshop, the new traffic control devices were introduced and discussed at some length, with actual signs available for inspection. Most of those in attendance were local government officials. Similar presentations are planned for later in 1972 and early 1973. (2) Individual presentations to service clubs, etc. The State has purchased the I.T.E. slide series on the new Manual and has borrowed two sets of the 3M slide series. These have been used for presentation to clubs and civic groups as well as local governing bodies as a part of a presentation entitled "Traffic Control Device Local Improvement Program", which is funded in part with Highway Safety funds. (3) A coordinated program is being developed by a commercial advertising firm consisting of press releases; T.V. public service spot announcements; mats for public service ads or filler for newspapers, local magazines and other publications; brochures for mailing to all licensed drivers; and posters for use in driver education classes.

OHIO

The Ohio Highway Safety Program includes a statewide program, involving all levels of government as well as civic organizations, to insure that the public and technical personnel are informed of the changes in traffic control devices. The program consists of two phases. Phase One is intended

to call attention to the changes in traffic control devices required by revisions in the new Manual, and Phase Two involves the explanation and teaching of the correct applications of the devices and their benefits. Both phases incorporate the dissemination of technical and/or general information to individual groups depending on their needs. The program consists of a cascade fashion training program in which each agency trained will train other agencies within their organization. Also, extensive coverage by the news media has aided this effort. Also, new drivers are being introduced to the changes by their incorporation into the driver education programs. Comprehensive technical training programs on both the local and state levels are continuing efforts of their Highway Safety Program. These programs include a one-week intensive short course in the application of traffic engineering principles. Also, an extensive three-week course at the Traffic Institute of Northwestern University is also provided for professional traffic engineers from the state and major metropolitan areas. Highway interest groups, such as the AAA, etc. have also helped the advertising of the changes in the Manual.

#### OKLAHOMA

The State of Oklahoma has adopted the Manual as its official traffic control manual and as such will be making distribution to all cities and towns in the state. Oklahoma is experiencing difficulty in obtaining sets of the manuals which they have ordered. After the manuals are received, they plan to have six to ten one-day seminars around the state to discuss the manual, primarily with professionals and sub-professionals involved in the use of it.

Some presentations of changes in the new manual have been made to civic groups and it is expected that this will be continued.

#### OREGON

The State of Oregon has adopted the Manual as the official sign manual for the state. By State Statute, this then requires all cities over 50,000 to observe the standards established by the Manual. Conferences have been held with operating traffic engineers from both cities and counties in Oregon who have such personnel. Also, the Oregon Highway Division has officially notified each county and city by letter concerning the adoption of the new sign manual.

#### PENNSYLVANIA

The Pennsylvania Department of Transportation has provided their eleven District Traffic Engineers with slide-script sets for presentation of changes in the new Manual to highway employees, local officials and local groups. Also, a pamphlet is being prepared in cooperation with the Public Information Bureau showing the various changes in signing and markings. Several hundred thousand of these pamphlets will be printed for distribution to the public. Displays have also been prepared showing the new signs for use at various functions and at county fairs. Television spots are being prepared showing the new signs and pavement markings. The Pennsylvania Drivers Manual will also contain the changes in their new printing.

PUERTO RICO

The Commonwealth of Puerto Rico Department of Public Works has held various meetings with the news media concerning changes in the new Manual. From the 7th through the 13th of May, 1972, during the Public Works Week, the citizenry was acquainted with changes in the new Manual. The Bureau of Traffic Engineering displayed most of the new signs in an ample pedestrian mall of the biggest shopping center in the San Juan Metropolitan Area. Explanation of their purpose and use were given to the visiting public. In the previous July, 1971, in the same shopping center, during Highway Week, a similar display of new signs, based on the provisional designs available at the time, was also available to the public. Also, all currently active construction projects that includes signing and other traffic control devices are being revised to incorporate, wherever possible, such changes as may be necessary to comply with the Manual. All projects currently under design that include these devices are also being revised in line with the new Manual. The Traffic Safety and Traffic Engineering Bureaus are working together in the preparation of an informational bulletin in colors to be distributed to the general public in order to enlighten the citizenry on the use and purpose of the new signs.

In the near future, the field personnel of the Signs and Traffic Division will begin to install all new signs with the new designs on streets and highways under jurisdiction of the Department of Public Works. Signing recommendations for the installation or replacement of signs as a result of studies made on streets under the local jurisdiction of the different

municipal governments on the island will be based on the new designs beginning in July, 1972. In close coordination and cooperation with the Highway Authority, a new Manual on Traffic Signs is planned and will be made available to the pertinent governmental agencies, municipalities, contractors, consultants, etc. during the coming year. Also, in a joint endeavor between private entities and the Department of Public Works, a new edition of the Drivers Manual (that includes an English section) in an illustrated format, pertinently revised in regard to its contents on traffic signs information, and possibly in relation to markings and traffic signals, is to be prepared and distributed at no cost. A new complete revised project of Act No. 141, Vehicle and Traffic Law of Puerto Rico, is planned to be submitted and approved during the new Legislative Session to begin in January, 1973. The amendment to the cited Act involves, apart from others, fundamental changes in the definitions and dispositions regarding markings and traffic signals in accordance with the new Manual. If approved, a serial of announcements, newspaper briefings, radio and television newscasts and other informational activities are expected to be carried out in order to educate the general public. Separate manuals of Markings and Traffic Signals are expected to be prepared and made available to the pertinent government agencies, municipalities, contractors, consultants, etc.

#### RHODE ISLAND

The Rhode Island State Traffic Commission has reviewed a film and brochures for use in a public educational program relative to the changes in signing, signals and pavement markings in the new Manual on Uniform Traffic Control

Devices. Upon acceptance of this film and brochures, for training aids in the program, it is proposed that the Registry of Motor Vehicles in conjunction with the Traffic Engineering Section will offer an instructional schedule which will be available to public and private schools and all institutions and organizations throughout the State.

#### SOUTH CAROLINA

The South Carolina Highway Department, in cooperation with the University of South Carolina and the South Carolina Division of the Southern Section, I.T.E., held a workshop to discuss the changes in the new Manual. The workshop was attended by representatives of most of the cities in the state, as well as State Highway Department central office and district representatives. The Highway Department is also revising the State's Manual on Uniform Traffic Control Devices to conform with the new Manual; and upon the completion of the revisions, it will be provided to all cities and towns who perform any type of traffic control activities. Also at this time, there are plans to conduct additional workshops for Highway Department personnel, reaching to the local maintenance man. The Highway Department Public Relations Section has already prepared several news releases used by radio, television and newspapers and this type of activity is scheduled to continue as various portions of the Manual are implemented.

#### SOUTH DAKOTA

All communications with the general public on the changes in the Manual on Uniform Traffic Control Devices has been via the news media. No group meetings or formal reviews have been made by the Highway Department.

TENNESSEE

The Tennessee Highway Department Public Relations Office has prepared news releases to television, radio and newspapers concerning the changes in the Manual. Also, the Traffic Engineering Division has been working with the Tennessee Highway Patrol through regular lectures at the Highway Enforcement Academy. Also, the Traffic Engineering Division has aided the Highway Patrol in revising their Driver Education booklet so that all new drivers will be familiar with the new standards. Personnel of the Division have also met with the Design section from each of the four regional offices to familiarize them with the new standards for signs, signals and markings. The Division also completed a separate manual on highway construction and maintenance signing to be used by all private and public agencies and jurisdictions in Tennessee. The Tennessee Division of the Southern Section of the Institute of Traffic Engineers met with the Tennessee Municipal League at their annual meeting to discuss the implementation of the new Manual. The Highway Patrol also, upon request, holds meetings with civic groups at which they discuss the new Manual. Thirteen hundred copies of the Manual on Uniform Traffic Control Devices have been ordered for distribution to all appropriate city, county and state officials.

TEXAS

The Texas Highway Department has notified all cities and counties regarding the changes in the 1970 Manual and, in addition, are using T.V. and radio spot announcements and newspaper items. Their educational program is also being conducted by means of 35mm slide sets, script and audio tape. Each

of the highway districts is furnished two sets, one of which is technical in nature for use by highway personnel and another set which is non-technical in nature for showing to organizations such as civic clubs, service clubs, etc.

#### UTAH

The Utah Department of Highways has worked in conjunction with its principal cities in disseminating information, principally through the news media. Major revisions have also been included in the newly published driver's handbook and a request that appropriate questions be included in the driver's licensing exam. The State Traffic Engineer's office has a program of school classroom visitation and lectures acquainting the students with traffic hazards, etc. and the changes in the new manual have been included in these visitations. Utah expects that their principal source of education will come through their public relations program as their changes are implemented.

#### VERMONT

The Vermont Department of Highways is holding Traffic Engineering Seminars for local officials, to inform them of changes in the new Manual. Also, at their spring district meetings, local communities were asked to attend and slides and presentation from the Federal Highway Administration were used for their presentations. Manuals have been ordered and when they are received they will be made available to all of the local communities. Numerous newspaper articles have been published in the local newspapers regarding the changes also. A brochure in color is being printed showing some of the

typical symbol signing as well as the new pavement marking standard. The brochure will be made available to the various State departments for distribution to the general public. Through highway safety funds, the Department will also send an engineer to graduate school in Traffic Engineering. Upon his graduation, he will be used on the local level to put forth traffic engineering functions and to promote the use of the Uniform Manual.

#### VIRGINIA

Three agencies in Virginia, the Highway Department, the Highway Safety Division, and the Virginia Association of Traffic Engineers, are active in publicizing the changes in the new Manual. The Highway Department is preparing statewide news releases explaining the changes with appropriate photographs. Booklets are being distributed showing old and new signs. Sessions with field engineers of the Department explaining changes are being held, and ten sets of slides of new and old signs and of pavement markings are used in talks to Highway Department personnel and groups of interested citizens. The Highway Safety Division is also distributing pamphlets and news releases and through their six field supervisors, slides and talks are given to hundreds of groups including one hundred County and City Safety Commissions. They are also preparing short television spots. The Virginia Association of Traffic Engineers is holding four seminars in various parts of the State to acquaint local Town, City and County Engineers with the new manual and its meaning.

WASHINGTON

The Washington State Highway Commission's Public Information Office is preparing news releases on the new signing, pavement markings, etc., together with pictures and drawings to portray the items covered for distribution to newspapers, T.V., etc. Several sets of I.T.E. slides have been secured by traffic engineers in the state for use in local programs to explain the new manual. Talks are given when requested by organizations, again to explain the new manual. The Washington State Traffic Safety Commission is acquiring one million copies of the AAA pamphlet to be sent to drivers with their driver license renewal notices. The Highway Commission has also prepared a 5-hour program to educate the public officials in the changes in the new manual. Each city and county was invited to send representatives to these meetings. Also, a complimentary copy of the new Manual has been furnished to each city and county for their review and use. The Washington State Highway Commission adopted the new Manual as the State Manual for traffic control in February, 1972.

WEST VIRGINIA

The new Drivers' Manual in West Virginia is being prepared by the Department of Motor Vehicles and practically all aspects of the new Manual are contained therein with particular reference to signs and markings. Also, news releases have been made concerning the use and meaning of the new yellow dashed centerline and the difference in meaning between the use of yellow and white in centerlines and lane lines. Individual news releases are made from time to time concerning the new symbol signs as they are put into use.

WYOMING

The Wyoming Highway Department is conducting formal training seminars with City, County and Governmental personnel within the State. The seminars have been funded by the Federal Highway Safety Bureau and deals with the changes in the new manual. They anticipate news releases through their Public Information Office as well as speaking engagements with local organizations. Their Driver's License pamphlet has also been updated to include the new signing, etc. from the new Manual.

SUMMARY

It appears that virtually all States replying have some form of program underway to educate both the professional and the layman concerning the new Manual. It appears that the news media; T.V., newspapers, radio, etc., along with slide presentations to lay groups are the major sources of dissemination to the laymen. Also, updating of drivers manuals and distribution of pamphlets to drivers, students, etc. appears to be a means of distribution.

The distribution of the manuals to professionals and to agencies responsible for the implementation of the new manual appears to be the major method of education of the professionals. Workshops on the new manual are being conducted by many states and in many cases these workshops are in conjunction with professional groups such as the Institute of Traffic Engineers. Other transportation oriented groups such as the American Automobile Association and the Highway Users Federation for Safety and Mobility are also assisting in these workshops.

WISCONSIN

The Wisconsin Department of Transportation's Traffic Engineering Division, in cooperation with their Public Information Section, have prepared a set of slides illustrating the major symbol signs and the new pavement markings, and have provided them to the district offices for their public relations activities with service clubs, schools and official organizations. They have also published three different sets of illustrations of the new signs and the pavement markings for distribution to television stations, newspapers, etc. In cooperation with the Division of Motor Vehicles, the Public Information Section is preparing a leaflet to be enclosed with driver licenses so that the information on the new traffic control devices will go to all drivers who are renewing their drivers license or are obtaining a new license. The Wisconsin Section of the Institute of Traffic Engineers has been bringing information about the new Manual to the attention of professionals directly interested in traffic. It has been the subject of informational presentations and several of the monthly sessions of the section over the past year have had the new Manual as their subject. Members of this section will also be participating with the Department at several meetings to be held with municipalities, counties and towns to explain the new Manual. Presentation of the changes are also being made at the semi-annual meetings of the County Highway Commissioners Association and the Wisconsin League of Municipalities. Other organizations, such as the AAA, have also been helping to publicize the changes by use of their publications.

The Highway Users Federation for Safety and Mobility, 1776 Massachusetts Avenue, N.W., Washington, D. C. 20036, has prepared the following:

1. A feature article in the January issue of Highway User magazine. The article is directed to a non-technical audience. It may be reprinted, copied or whatever by other organizations.
2. A 30-second T.V. spot (in color) on the new signs with the emphasis on the new "prohibition" symbol. The spot was narrated. It was sent out to 700 T.V. stations. Presumably, it is still in their library if a local agency should request a re-run in conjunction with a major sign program.
3. A 60-second T.V. spot on the new markings (in color). It is narrated by Peter Graves. It was sent out to over 400 stations on about June 1. They also received 30 second version of the same spot.
4. A group of 10 color slides on the new signs was sent to over 400 T.V. stations in May. A discussion of their meaning, etc. was sent with them.

The American Automobile Association, 1712 G Street, N.W., Washington, D. C. 20006, has prepared the following:

1. New Road Signs Coming Your Way. Stock #3556  
An 8-page color folder highlighting the changes in traffic signs and lane markings incorporated in the new Manual. The pamphlet is suitable for mailings and the first page leaves

Slides depicting changes in the Manual are being used for both the lay groups and the professionals, with the most frequently used slides being prepared by the Institute of Traffic Engineers or the 3M Company. Some states have prepared their own slide presentations.

In some states, state manuals which are required by law are being updated to conform with the new Manual and are being distributed.

The major problem appears to be the unavailability of manuals. Many states noted that they are unable to obtain sufficient copies for distribution. There are several agencies which have prepared brochures, pamphlets, or slides which depict changes in the new Manual and which are available to the various states. Listed below are some that the author is aware of. This list is certainly not all inclusive.

The Federal Highway Administration has prepared a booklet entitled, "The New Look in Traffic Signs and Markings". This has been distributed to Members of Congress, all FHWA offices and many Highway User groups. It is available for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20202, for 35¢. Stock Number 5001-0027.

The Institute of Traffic Engineers has available sets of slides depicting the changes. These slides are available from I.T.E. Headquarters, 2029 K Street, N.W., Washington, D. C. 20006, for \$35.00 for 45 slides with script to be used for lay groups. A more detailed set of 121 slides is available for \$80.00 with script and is for use by professional groups.

room for an organization's name to be imprinted. Price - approximately \$1.70 per hundred.

2. New Traffic Signs News Series. Stock #3563

A series of 12 articles suitable for newspaper or magazine use, highlighting the signing changes in the new Manual on Uniform Traffic Control Devices. Each article is accompanied by descriptive illustrations of the sign or signs that it describes. Price - \$.26 each.

3. How to Drive.. Stock #3502

A practical guide for adults featuring ways to develop safe driving habits and to learn about new traffic signs and signals. Price - \$1.00

Certainly, other Highway User groups have prepared material for use in educating the public and the professional.