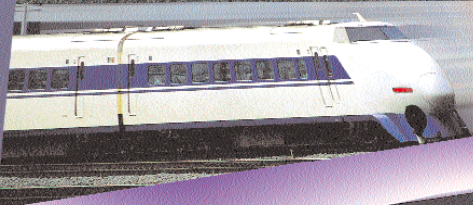
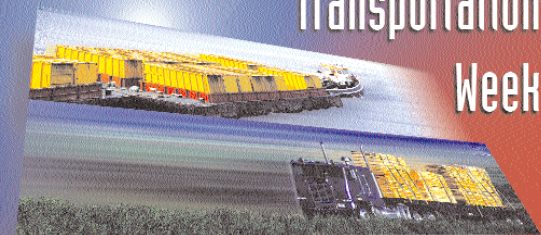


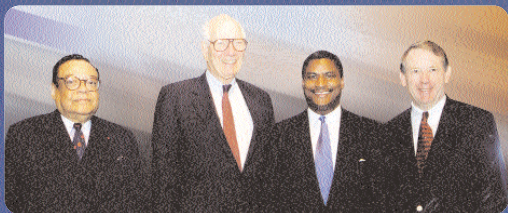
National Transportation Week



"Transportation...It Keeps America Moving"

We are fortunate in this country to have a transportation system that fosters economic growth, quality of life and virtually unlimited access to goods, services and destinations. This system is no accident. It came about through decades of planning and hard work on the part of transportation professionals in all modes. It is most appropriate that we take one week each year to celebrate the achievements that we have made in transportation and at the same time reflect on the challenges that lie ahead. National Transportation Week affords us an excellent opportunity to share this message with the American people and to work together across modes to look at our future.

Norman Y. Mineta
Secretary of Transportation



From the left, former DOT Secretaries William T. Coleman (1975-1977), Alan S. Boyd (1967-1969), Rodney E. Slater (1997-2001), Samuel K. Skinner (1989-1991), speakers at the panel discussion at the National Press Club in Washington, DC, during NTW 2000.

History of NTW

Each year the nation sets aside a week to highlight the importance of transportation and honor those who work in it. National Transportation Week (NTW) is an opportunity to showcase the many contributions that our transportation systems make to our economic well being, quality of life, and national security, and to emphasize the exciting career opportunities within the transportation industry.

Over the years the range and intensity of NTW activities has grown substantially, which is impressive considering that virtually all of the work that has gone into organizing events has been done by volunteers. That is fitting, since NTW started as a volunteer effort.

In 1952, a \$500 scholarship was established, to be given to a student at the University of Houston for the study of transportation. When no one applied, Charlotte Woods and the Women's Transportation Club decided to remedy the situation. They made inquiries to see if a day, week or month was set aside to honor the transportation industry. Finding nothing they decided to do some-

thing. They organized the first NTW observance in Houston in 1953. After contacting other Texas cities and towns, nine additional communities observed Texas Transportation Week in 1954.

At the 1954 Education Congress of Traffic Clubs International (TCI), Charlotte Woods was elected to her first term as director of TCI. During her tenure she sold the membership on the idea of sponsoring National Transportation Week.

In 1962, President John F. Kennedy declared that National Transportation Week would always include the third Friday in May – National Defense Transportation Day – and the following Saturday – Maritime Day. Since his declaration, NTW has enjoyed a permanent place on the national calendar every third week in May.

Today, transportation organizations across the country celebrate the role our transportation systems have played in the security and development of our nation.

Sample Activities

Here are a few NTW activities from previous years.

National Press Club: In 2000, more than 300 people attended a panel discussion hosted by Transportation Secretary Rodney E. Slater. He presented his vision of transportation for the next 25 years and three former secretaries spoke about the advances since their tenures.

Design for Transportation National Awards: The awards honored those facilities and activities that exemplify the highest standards of design that have made an outstanding contribution to the nation's transportation systems.

Energy Absorption Systems, Inc.: The firm celebrated NTW by converting an unsafe road condition in Washington, DC to one that provided a safer driving environment for motorists. The latest in their line of self-restoring crash cushions was donated to the Department of Public Works.

FAA Aeronautical Summer Transportation Program: A safety program was presented to elementary students in Mustang, OK. The program provided them with automobile, bicycle, aircraft and water safety tips.

NTW Promoted by NACE: The National Association of County Engineers (NACE) promoted and highlighted NTW activities at its annual conference.

Truck Safety Event Emphasized Safety Tips: The Motor Freight Carriers Association (MFCA) in conjunction with the Highway Advisory Committee organized a press conference and "no-zone" demonstration in Harrisburg, PA with a focus on sharing the road with big trucks. Afterwards a convoy of MFCA member companies and Teamster drivers took legislators and media representatives for rides in big rigs.

St. Lawrence Seaway Development Corporation: A group of 5th graders took a ride on a St. Lawrence Seaway Development Corporation tugboat and toured its lock facilities in Massena, NY.

Highway Worker Memorial Scholarship Established: The American Road & Transportation Builders Association Transportation Development Foundation announced the establishment of a scholarship for children of highway construction workers killed in work zone accidents.

For a complete list of events, visit the NTW web site at www.ntweek.org and click on Activities.

Whether your organization has five employees or 500, these activities can be adapted to suit your needs. This could involve talking to students about transportation careers, promoting NTW at a conference or incorporating NTW material in an exhibit. It's for you to decide.



Presidential Proclamation



Learn More by visiting these Key Links

American Association of Port Authorities
www.aapa-ports.org

Association of American Railroads
www.aar.org

American Association of State Highway & Transportation Officials
www.transportation.org

American Consulting Engineers Council
www.acec.org

American Public Transportation Association
www.apta.com

American Road & Transportation Builders Association
www.artba-hq.org

American Trucking Associations
www.trucking.org

Associated General Contractors of America
www.agc.org

Garrett Morgan Technology & Transportation Futures Program
www.education.dot.gov

Federal Aviation Administration
www.faa.gov

ITS America
www.itsa.org

National Association of County Engineers
www.naco.org/affils

National Society of Professional Engineers
www.nspe.org

The Road Information Program
www.tripnet.org

Transportation Research Board
www.nationalacademies.org/trb

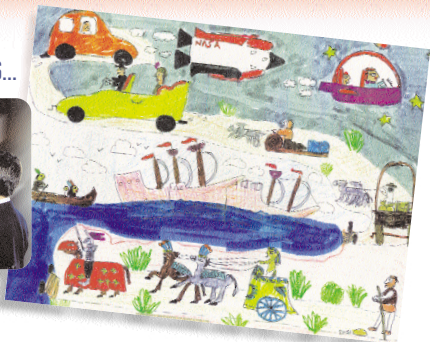
U.S. Department of Transportation
www.dot.gov



And the winner was...



Former DOT Secretary Samuel K. Skinner with **Philippe Halbert**, winner of the 2000 National Poster Contest



Poster Contest

The *National Poster Contest* is an excellent opportunity to build a relationship with a local school. It gets students thinking about how transportation works and may even motivate them to pursue a career in transportation. The *National Poster Contest* is designed for 5th graders. The first, second and third place winners are presented with a savings bond and their schools receive a check during NTW. Students are invited to enter artwork that represents their thoughts on the theme "Transportation... It Keeps America Moving."

The winning poster from 2000 is featured above. Winning posters help promote NTW and are posted on the NTW web site at www.ntwask.org, along with detailed information about the contest.

To help promote the poster contest you can:

- Talk to students about transportation.
- Talk to your child's 5th grade teacher about having students submit artwork.
- Talk to art teachers, principals or others you know at an elementary school about participating.



Did you know that . . .

- After housing (33%) transportation accounts for the largest single household expense.
- Road and street mileage increased only 1.7% since 1978, but the number of vehicles using the roads and streets has increased 40.6% and vehicle miles traveled increased by 70%.
- Aviation is the fastest growing mode of transportation. In 1960, 57.9 million passengers boarded aircraft in the U.S. By 1999 the number had risen to 655.4 million – 2/3 of the worldwide total.
- From 1946 to 1999 the port industry invested approximately \$21 billion in capital improvements to its ports and related infrastructure. The investments made over the past five years account for nearly 1/3 of that investment.
- The trucking industry employs 9.7 million people, including 3.12 million drivers, and accounts for nearly 5% of the Gross Domestic Product.
- The total number of people killed in highway crashes rose from 41,611 in 1999 to 41,800 in 2000. An average of 114 persons die each day in motor vehicle crashes or one every 13 minutes.
- The National Highway Traffic Safety Administration estimates that between 1975 and 1999 safety belts saved 123,213 lives, including 11,197 lives in 1999.
- Motor vehicle crashes cost our economy \$150.5 billion annually in property damage, healthcare costs, increased road maintenance costs and lowered productivity of the nation's industries and workforce. These crashes cost taxpayers \$13.8 billion – the equivalent of \$144 in added taxes for each household.
- Aviation represents 4% of the U.S. Gross Domestic Product. Aviation related economic activity is approximately \$976 billion annually and aviation related activities employ 10.9 million people.
- Transportation represents 11% of the Gross Domestic Product. For every \$1 billion invested in transportation infrastructure, 35,000 jobs are created and every \$1 invested in the highway system yields \$2.60 in economic benefits to the nation.
- In 2000 Amtrak served more than 22.5 million passengers. In addition, it served an additional 54 million commuters in California, Connecticut, Maryland, Massachusetts and Virginia.
- America's public port authorities invested nearly \$1.5 billion to update and modernize their facilities in 1998. Between 1999 and 2003 ports predict they will spend a record \$9 billion, compared to \$7.7 billion between 1998 and 2002.
- The marine transportation system contributes more than \$742 billion to the Gross Domestic Product and it directly or indirectly creates employment for 13 million people.
- The nation's waterway network moves over 2.2 billion tons of domestic and foreign commerce annually, with the inland waterway system alone moving 1.1 billion tons. The waterway network contributes \$5 billion annually to our economy.
- The transportation construction industry represents more than \$185 billion in domestic economic activity annually and provides employment for more than 2.2 million Americans.
- Travel expenditures generate approximately 7.6 million jobs, with over \$147 billion in payroll income. Approximately 1 out of every 17 U.S. residents was employed due to direct spending in the U.S. during 1998.



National Transportation Week



Sometimes it is too easy to take for granted the many impressive benefits transportation has provided this nation. To walk into a grocery store on the coldest day of the year and buy fresh fruit from the tropics; to be able to spend a weekend with your loved ones in a city 500 miles away without giving it a second thought; to sit in a car surrounded by safety devices and computer technology that were non-existent twenty years ago; and to have almost unlimited access to opportunities to work and play, anywhere, anytime across America. Transportation is most impressive when it simply does its job...allowing the fast, safe and efficient movement of people and goods. *National Transportation Week* (NTW) provides us with an opportunity to tell that story, celebrate the success of our nation's transportation systems, and consider the challenges we face in the future.

Since 1962, the nation has set aside the third week of May to honor those who contribute to our nation's transportation systems and to highlight the achievements that they have made. This includes those working in government and the private sector, in academia and construction, students and professionals. One of the beauties of NTW is that it gives all of us the opportunity to work across modes and across organizations, to celebrate a common purpose. One essential element of the week's observation is to carry this message to today's youth. Throughout the transportation community we are facing tremendous workforce needs, and it is important to show our children and young adults the many opportunities that transportation offers.

I invite you to take part in this exciting endeavor and to find a way that you can be a part of NTW. There are numerous opportunities, as you will see in this brochure. Some may involve taking time to visit your child's school and talking about what you do, or helping organize a program in your town to recognize transportation's role in your community. Whatever you choose, I am certain that you will find your involvement both personally and professionally rewarding.

So again, I encourage you to get involved and celebrate National Transportation Week with all of us.

David L. Winstead, Esq.
Past President, AASHTO
Honorary NTW Chair

How You Can Celebrate NTW

This pamphlet will help you participate in NTW. You decide how involved you want to be. Possible activities:

- ✓ Visit a high school to talk about careers in transportation.
- ✓ Help organize a fifth grade class' participation in the National Poster Contest.
- ✓ Organize a civic function recognizing NTW and transportation's role within your community.
- ✓ Become part of or work with other transportation industry officials to start a NTW program in your state.
- ✓ Support one of NTW's national activities.
- ✓ Add a link on your organization's web site to www.ntweek.org

NTW Partners

AAA Foundation for Traffic Safety
Air Transport Association of America
American Association of State Highway & Transportation Officials
American Association of Port Authorities
American Consulting Engineers Council
American Public Transportation Association
American Public Works Association
American Road & Transportation Builders Association
American Society of Civil Engineers
American Trucking Associations
American Waterways Operators
Amtrak
The Asphalt Institute
Associated General Contractors of America
Association of Metropolitan Planning Organizations
Eno Transportation Foundation
Institute of Transportation Engineers
ITS America
National Asphalt Pavement Association
National Association of County Engineers
National Association of Governors' Highway Safety Representatives
National Association of Regional Councils
National Defense Transportation Association
National LTAP Association
National Society of Professional Engineers
Quixote Transportation Safety
(formerly Energy Absorption Systems, Inc.)
Roadway Safety Foundation
The Road Information Program
Transportation Research Board
U.S. Department of Transportation

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National Transportation Week
4600 North Fairfax Drive Suite 800 Arlington, Virginia 22203
www.ntweek.org