

CRAM RECOGNIZED FOR OUTSTANDING PR EFFORTS



Alan Cooper, Public Relations-Education Committee Chair; John M. Hunt, CRAM President; and Monica Ware, CRAM PR Specialist with winning campaign materials and awards

The Central Michigan Chapter of the Public Relations Society of America (CMPRSA) presented the County Road Association of Michigan (CRAM) and the Michigan Transportation Team with two prestigious public relations awards at a ceremony held last week in Lansing.

The “Message in a Bottle” project, an effort to educate legislators on the funding crisis facing Michigan’s county road agencies, won the top “Pinnacle Award” for Creative PR Tactics. In addition, the entry received the “People’s Choice Award for Best PR Tactic”- selected as the Best of Show from winning entries in eleven different tactics categories.

Presented annually, the CMPRSA PACE Awards are mid-Michigan’s highest honor of public relations activities and are awarded to public relations practitioners who, in the judgment of their peers, have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

The CMPRSA partners with a chapter in another

state when judging the awards to ensure there is no bias. Submissions are judged based on quality of research, planning, execution and evaluation.

The People’s Choice Award was a new addition this year. Mid-Michigan PR professionals attending the 2010 PACE Awards luncheon were provided the opportunity to vote for their favorite PR Campaign and Tactic.

Monica Ware accepted the awards on behalf of the Association.

“It is a great honor to have the Message in a Bottle entry recognized as the best creative tactic and favorite tactic of PR professionals, but it also shows how much work is still needed to educate Michigan legislators,” Ware said. “The MTT is constantly using creative ways to get legislative attention but the real reward will come when legislators vote to increase transportation funding.”

More than 300 organizations have been recognized by the CMPRSA for excellence in public relations over the past two decades from non-profit organizations, corporations and public and private agencies in Clinton, Eaton, Genesee, Gratiot, Ingham, Jackson, Livingston and Shiawassee Counties.





Political Action Committee

GOLF OUTINGS TEE UP GOOD TIMES



Political Action Committee

Southwest Golf Outing

Wednesday - June 9 - 9:00 a.m.

L.E. Kaufman Golf Course in Wyoming

Hosted by Kent

Watch your mailboxes. Registration
will be forthcoming very soon!

Southern Mid-Michigan Golf Outing

Friday - July 30

Cascades Golf Course in Jackson

Hosted by Jackson

Southeast Golf Outing

Friday - August 6

Selfridge ANG Golf Course in Harrison Township

Hosted by Genesee

Northern Golf Outing

Tuesday - September 7

Black Bear Golf Club in Vanderbilt

Hosted by Cheboygan

With the election in November, this will be a busy year for RUSH-PAC. Your contributions support candidates who understand the needs of Michigan's streets and highways. If you are not a member, please join today. Membership rates are:

- \$ 50-\$99 Annual Contributing Member
- \$ 100-\$499 Team Player
- \$ 500-\$999 Life Member
- \$1,000-over Second Life Member

Please make checks payable to: CRAM RUSH-PAC and mail to: PO Box 12067, Lansing MI 48901
Cash and corporate checks are prohibited by law.

CRAM WEB SITE NOW OFFERS BID NOTICES

We are pleased to announce our new Bid Information page at the CRAM Web site. This page allows road commissions to post requests for bids as well as a place to post items available for sale by bidding.

In the month that the page has been on-line, it has hosted more than 30 ads from 12 counties. We look forward to posting your next solicitation for bids.

While the site does not fulfill the posting requirements under the current law, it does offer an additional avenue for getting the word out.

To post a bid, send the following information to Tom at the CRAM Office by e-mail to: teldred@localroads.net.



Bid postings must include:

- * A headline that describes the bid opportunity and includes the name of the county
- * Up to one paragraph describing the bid opportunity
- * A link to the bid package on your Web site, or instructions on how to obtain the bid package
- * Contact information
- * Deadline for bid submissions

We will post your bid package as quickly as we can.

Visit <http://www.micountyroads.org/bidlinks.htm>
often to keep up-to-date

SIMULATOR EVALUATION OF LOW-COST SAFETY IMPROVEMENTS ON RURAL TWO-LANE UNDIVIDED ROADS: NIGHTTIME DELINEATION FOR CURVES AND TRAFFIC CALMING FOR SMALL TOWNS

Motor vehicle crashes on the Nation's roadways extract a high toll on American productivity and quality of life. Highway and traffic engineers have been in pursuit of relatively low-cost safety improvements that might have the potential to reduce crashes, save lives, reduce injuries, and lower property damage. For many rural areas, low-cost safety treatments are the only affordable option.

This report describes a driving simulator experiment designed to evaluate two sets of alternative low-cost safety improvements for rural areas. The first set of improvements is directed at enhancing the visibility of curves on rural two-lane undivided roads at night. The second set of improvements is directed at slowing traffic on rural two-lane undivided roads in small towns. This report should be of interest to highway engineers, traffic engineers, highway safety specialists, local planners, researchers, and others involved in the design and operation of rural roadways.

You can download this report at:

<http://www.fhwa.dot.gov/publications/research/safety/09061/index.cfm>

FEDERAL HIGHWAY ADMINISTRATION PROPOSES REVISION OF RULES TO MAKE ROADWAY MARKINGS BRIGHTER

To further improve roadway safety by making pavement markings brighter and easier to see, Federal Highway Administrator Victor Mendez today proposed to establish the first-ever standards for maintaining the reflectivity of center-lines, lane lines and edge lines on all roads used by the public.

"Safety is our highest priority," said U.S. Transportation Secretary Ray LaHood. "When adopted, new standards can help make our roads and bridges safer by making them easier to navigate."

The proposed new standard would come through a revision to the Manual on Uniform Traffic Control Devices (MUTCD), administered by the Federal Highway Administration (FHWA) since 1971 as the national standard for traffic signs, pavement markings, signals and any other devices used to regulate, warn or guide traffic.

Properly maintained reflective pavement markings improve highway safety and prevent roadway departure crashes by making the markings easier to see. Reflective properties deteriorate over time, requiring regular maintenance to assure that pavement markings can be seen clearly at night.

"Our nation's roads will be safer with pavement markings that are easier to see in low-light conditions," said Administrator Mendez. "Brighter pavement markings will help millions

of drivers get home safely each night."

Under the proposal, state and local highway agencies would be required to maintain pavement markings at or above new minimum brightness, or "retroreflectivity," standards within six years of the final rule being published. This will give the agencies sufficient time to measure the reflectivity of markers on the four million miles of public roads nationwide and, as needed, bring them up to the new minimum requirements. Many state departments of transportation currently have minimum standards in place, but most local and private agencies do not.

The new standards would not apply to such markings as crosswalks, chevrons, parking space markings and lane-use arrows.

A similar revision was made to the MUTCD in 2008 to replace highway signs with brighter and more legible ones that are easier to understand at highway speeds.

The Notice of Proposed Rulemaking appears in the April 22 edition of the Federal Register.

The public is invited to submit its comments through www.regulations.gov during the 120-day public comment period, which will expire on August 20.

For more information, visit:

[http://safety.fhwa.dot.gov/
roadway_dept/night_visib/](http://safety.fhwa.dot.gov/roadway_dept/night_visib/)

MIS/CRAM

With fiscal year 2010 under way for many road commissions, it is time to remind everyone of the need to add your county's data to the MIS/CRAM system. A few road commissions have yet to enter the data for 2008 and 2007. Please do so at your earliest convenience. Those counties with 2009 data outstanding will be listed in July's CRAM News. Thank you to those who have entered your data in a timely manner.

ROUGH ROADS COSTING MOTORISTS HUNDREDS MORE PER YEAR

Driving on rough roads costs the average American motorist approximately \$400 a year in extra vehicle operating costs. Drivers living in urban areas with populations over 250,000 are paying upwards of \$750 more annually because of accelerated vehicle deterioration, increased maintenance, additional fuel consumption, and tire wear caused by poor road conditions.

Rough Roads Ahead: Fix Them Now or Pay for It Later, a report released today by the American Association of State Highway and Transportation Officials (AASHTO) and The Road Information Program (TRIP), reports that one-third of the nation's major highways, including Interstates, freeways, and major roads, are in poor or mediocre condition. Roads in urban areas, which carry 66 percent of the traffic, are in much worse shape.

"The American people are paying for rough roads multiple times," said Kirk T. Steudle, Director of the Michigan Department of Transportation, at a news conference held to release the report. "Rough roads lead to diminished safety, higher vehicle operating costs, and more expensive road repairs. It costs \$1 to keep a road in good shape for every \$7 you would have to spend on reconstruction. It's another drag on the economy."

The report uses the latest government statistics to show pavement conditions in all 50 states and vehicle operating costs by state and urban areas. The report also finds that:

30 to 60 percent of the roads in 20 of the nation's largest urban areas are in poor condition.

36 percent of the roads in the Detroit urban area are in poor condition. In contrast, the Los Angeles area and surrounding communities have 64 percent of their roads in poor condition.

61 percent of rural roads are in good condition.

72 percent of the Interstate Highway System is in good condition, but age, weather conditions, and burgeoning traffic are eroding ride

quality.

"Our nation has invested \$1.75 trillion in our public highway system over the past 50 years," said John Horsley, AASHTO Executive Director. "We hope Congress will make it possible for the federal government to sustain its share of the increased investment needed to keep America's roads in good condition. If not, it will cost the American people billions more later."

The report points out that traffic growth has far outpaced highway construction, particularly in major metropolitan areas. The number of miles driven in this country jumped more than 41 percent from 1990 to 2007 – from 2.1 trillion miles in 1990 to 3 trillion in 2007. In some parts of the country, dramatic population growth has occurred without a corresponding increase in road capacity, placing enormous pressure on roads that, in many cases, were built 50 years ago.

"The federal stimulus program is providing a helpful down payment towards repairing some of the nation's rough roads," said Frank Moretti, TRIP's Director of Policy and Research. "But it will take a significant long-term boost in investment by all levels of government to provide Americans with a smooth ride."

The full report is available at <http://roughroads.transportation.org>, along with charts, photographs, and examples from states working to improve their highway systems. Rough Roads is part of Are We There Yet? We Can Be!, AASHTO's effort to build awareness and support for the nation's transportation system.

Visit
www.drivemi.org
and sign the on-line
petition today!



2010 DIRECTORY DISTRIBUTION TO BRING CHANGES

Road commission offices will be mailed copies for their commissioners. Please make certain that your commissioners receive their copy in a timely manner. We will provide notice in the Legislative Update the week before mailing, as well as the week after, to remind commissioners and offices of this change.

In some cases, we will also be adjusting the number of copies mailed to road commission offices, Associate Members, and related agencies.

If you have any questions, or if you wish to adjust the number of copies your office receives, please contact Tom at the CRAM Office, teldred@localroads.net or 517.482.1189 ext. 10, as soon as possible.

2009 DIRECTORY CHANGES

OTSEGO Delete Mike Roper

Job Openings

The Otsego County Road Commission is seeking candidates for the position of **Managing Director**. Responsibilities include, but are not limited to, oversight of administration, daily operations, budget and finance, employee relations, dealing with township officials, the private sector and public relations. Experience in a union environment, knowledge of Michigan Department of Transportation and Federal Aid Programs, knowledge of the Michigan Act 51 and a good understanding of local, state and federal highway financing.

A Bachelor's Degree in public/business administration, civil engineering, or closely related field, advanced degree preferred. Six years increasingly responsible professional public works/transportation experience, four years of which must be at the supervisory level. Background must provide a broad knowledge of highway construction, maintenance, engineering and knowledge of personnel management.

The salary will commensurate with experience. Send a statement of interest, resume' and salary information to:

Otsego County Road Commission
P O Box 537
Gaylord, MI 49734-0537
Attn: Eugene Fleming

Applications will be accepted until May 28, 2010. Candidates requiring confidentiality should so indicate. The Otsego County Road Commission is an equal opportunity employer.

The Osceola County Road Commission is accepting applications for one heavy equipment operator/truck driver position. Commercial Driver's License Class A with N & T endorsements required. 231-832-5171 M-T, 6:00-4:30. 4737 Makwa Dr, Hersey, MI 49639. The Osceola County Road Commission is an equal opportunity employer.

The County Road Association Self Insurance Fund (CRASIF) located in the State of Michigan, is seeking an Administrator to oversee general operations of the worker compensation fund. See www.CRASIF.org for more information. A more detailed position description is available upon request. Please send résumé, compensation requirements and references by June 4, 2010 to:

Attn: John Strauss
Kent County Road Commission
1500 Scribner Ave., NW
Grand Rapids, MI 49504
jstrauss@KentCountyRoads.net

CRAM Listservs Put a Wealth of Information at Your Fingertips

Are you aware you can search the archives for the CRAM Listservs? In response to several questions, this information is being shared. A quick visit to the archives may help you find the answer to a previously posted question.

Links to each archive are listed below. You must be a member of the list in order to access the list's archive. These archives are for the current list platform only. You will need the e-mail address and password that is sent in the monthly password reminder for access.

Commissioners

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-commissioners>

Archives: <http://bsd02.samsa.com/mailman/private/cram-commissioners>

Engineering

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-engineering>

Archives: <http://bsd02.samsa.com/mailman/private/cram-engineering>

Finance-HR

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-finance-hr>

Archives: <http://bsd02.samsa.com/mailman/private/cram-finance-hr>

Negotiating-Trunkline

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-finance-hr>

Archives: <http://bsd02.samsa.com/mailman/private/cram-negotiating-trunkline>

PR

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-pr>

Archives: <http://bsd02.samsa.com/mailman/private/cram-pr>

Purchasing

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-purchasing>

Archives: <http://bsd02.samsa.com/mailman/private/cram-purchasing>

Tech -

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-tech>

Archives: <http://bsd02.samsa.com/mailman/private/cram-tech>

Precision-Users-Self-Help - provides a forum for the users of Precision software

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-precision-users-self-help>

Archives: <http://bsd02.samsa.com/mailman/private/cram-precision-users-self-help>

Cogitate-Users-Self-Help - provides a forum for the users of Cogitate software

Subscribe: <http://bsd02.samsa.com/mailman/listinfo/cram-cogitate-users-self-help>

Archives: <http://bsd02.samsa.com/mailman/private/cram-cogitate-users-self-help>

Archives for the "old" listserv platform can still be found at www.localroads.net but you will need the password that was originally issued (prior to August 2007). New members are not being added to this system. If you need help with accessing these older archives, please contact Tom at the CRAM Office.

Thank you for helping keep the listservs an effective tool for the transfer of information.



THE ROAD AHEAD



May

- 8 NMARC Skeet Shoot
Cheboygan Sportsman Club, Cheboygan
- 10 Southwestern Council
Sturges-Young Auditorium, Sturgis
- 18-20 Finance and Human Resource Bus. Seminar
Holiday Inn of Marquette, Marquette
- 20 Paul Bunyan Council
Bungalow Inn, Manistee

June

- 8 Transportation Asset Management Workshop
Hampton Inn, Grand Rapids
- 9 Transportation Asset Management Workshop
Cleary University - Livingston Campus
Howell
- 16-17 UPRBA Summer Meeting
Keweenaw Mountain Lodge, Copper Harbor

September

- 8-10 NMARC Annual Conference
Shanty Creek Resort, Bellaire
- 29- Oct. 1 SAM Annual Conference
Kewadin Hotel & Conv. Ctr.,
Sault Ste. Marie

December

- 6-8 ASMRC Annual Conference
Soaring Eagle, Mt. Pleasant

To post job openings or to include other items in CRAM News, contact Tom Eldred at the CRAM Office. Openings/information should be sent electronically to teldred@localroads.net no later than Wednesday of the last full week of the month before publication (i.e., openings to be included in the 6-4-10 edition would be due not later than 5-26-10).

“A Story of Tragedy” Safety-Trees-MIOSHA

At the most recent Superintendents’ Seminar, the Jackson County Road Commission (JCRC) presented an informative presentation on their experience with a tree-related accident. The presentation covered training before the accident, the accident, and the changes that followed.

JCRC would like to offer to present this 15-20 minute presentation to all interested road commissions. This presentation has been requested by many road commissions and should be heard by all who cut trees. The presenter will also be available for a Question and Answer session after the presentation.

For more information, contact Allen Roden, Director of Permits, Safety & Traffic Services, or Ken Straub, Managing Director, at 517-788-4230