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18

# More Money for Highways

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Since the highways of the Nation carry approximately 85 percent of tourist travel, the element of public safety is paramount.

State and Federal highway construction funds adequate to build safe highways should be an important objective of every nonprofit travel organization.

Within each region qualified committees should be established by the civic organization serving that region. After field studies and traffic analysis this committee should set up priority lists of construction projects.

Recommended projects should be submitted to the State highway commission supported by traffic counts, mortality and accident statistics, economic evaluations, and other data; and thereafter discussed with the State highway engineers and the highway commission, month after month, until results are obtained. Photographs and movies of hazardous sectors and their congestions, and of accidents on those sectors, are effective evidence.

Support of the press, county and city officials, and civic, commercial, agricultural, industrial, and other organizations will help.

No highway commission can spend more money for construction than it has. The civic organization should support State legislation which, along with matching Federal aid highway funds, will build and maintain safe roads.

No longer is highway construction the primary concern of city, county, and State governments alone. It is equally a problem of the Federal Government, not only from the standpoint of the tremendous and increasing interstate traffic but also national defense.

As the result of heavy highway usage during the war and comparatively little construction, many parts of our national and State highway systems and certain county roads are substandard and hazardous, costly to highway users.

Modernization of our national highway system would cost the States and the Federal Government billions at present day prices. Construction costs have risen as high as 116 percent above prewar.

State roads not in the Federal system would cost many more millions. In one State, engineers estimate that \$1½ billion would be required to modernize its 14,000-mile State highway system to meet today's requirements—to say nothing of the future. Population and traffic volume is increasing daily. The same is true of many other States.

Thus the 48 states and the Federal Government have a common problem which can only be solved by a joint pooling of funds sufficient to meet growing traffic requirements.

It is therefore in the public interest for all organizations to urge the Congress to authorize and appropriate Federal aid highway funds for allocation and matching by the States.

This is one of the major legislative objectives of the National Association of Travel Officials, and the Redwood Empire Association which for more than 25 years has been conducting official intercounty highway promotion programs on behalf of its nine counties (San Francisco and Northbay, linked by Golden Gate Bridge).

Result: Over \$100,000,000 of State and Federal highway construction appropriations have been allocated to the Redwood Empire system of highways, now usable all-year.

Certain portions of the Redwood Empire were once practically inaccessible in winter and spring, and usable in summer and fall only over narrow, tortuous, one-way corduroy roads and "cow trails." Motorists could travel only three to four miles an hour, and risked slipping off mountain-side roads to the pounding surf or roaring stream below. At one point there was no highway at all; motorists had to use the beach—when the tide permitted. Modern hard-surfaced all-year highways now crisscross in this scenic and recreational redwood empire, thanks largely to the pioneering and intensive promotional efforts by the Redwood Empire Association.

Official highway and legislative policies are prescribed for the association by county boards of supervisors and commissioners and are supported in a thoroughly organized manner by constituents of the association including the Nine Counties Highways Committee and a cross-section of all types of organizations and people. Golden Gate bridge and highway district directors and officers cooperate with the association at all times in these promotional operations.



California redwoods. Standard Oil of California photo.