Celebrating The Interstate 50th Anniversary

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AASHTO
2006 – The Year of the Interstate

- Eisenhower signed the law June 29, 1956
- May, 2005, Board directed AASHTO to lead 50th Anniversary celebration to:
  - Engage public involvement and awareness
  - Examine the future of the Interstate
Goals of the I-50\textsuperscript{th} Celebration Public Outreach Efforts

- Re-establish transportation as a national priority in the public eye
- Celebrate achievements
- Phase I: Engage public in fun events to raise awareness
AASHTO Strategy
Tell the Story State by State

- All transportation is local
- Success would depend on the degree of state support and involvement
- Interstate 50th Anniversary – platform for the state message
Federal Partners Join Celebration
State and Congressional Leaders Take Part
States Celebrate in a Big Way

- 46 AASHTO Members Held Events
- 45 States Supported the AASHTO Pooled-fund Project for National Events
- 20 States Joined in the Convoy
- 30 States Sent Commemorative License Plates
- 34 State Anniversary Websites
Sponsors Both Helpful and Happy
Sponsorship Results

- 66 National sponsors
- In-kind donations from GPS tracking to first aid kits, food and fuel
- Key players – freight, ethanol industry, ITS companies, travel and tourism
ACEC Strong Partners

- ACEC sponsor of the Policy Forum
- ACEC members
  - PBS&J
  - Bechtel
  - HNTB
  - Parsons Brinckerhoff
  - CH2M Hill
  - Kleinfelder
Extensive Media Coverage

- Newspapers nationwide – 500 clips
- Network News – ABC, CBS, NBC, Newshour with Jim Lehrer
- Local affiliates
- Magazines – Time, Newsweek, the Economist, AAA, Reader’s Digest
- 80 percent of households in America
- 60,000 web visits
People Had Fun!
Phase II: Looking to the Future

- NCHRP Research into Future Options - May
- AASHTO, TCC Policy Forum
- Input to National Commission
- Foundation for coalition for future legislation