

REPORT OF SUB-COMMITTEE
ON
EDUCATION AND PUBLIC RELATIONS

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The most effective means of promoting appreciation for any new type of activity lies in good demonstration work. Roadside improvement demonstrations being performed in the field by well-trained and experienced men are beginning to have their effect upon the public, which is becoming much more appreciative of the work done and in many instances is urgently demanding more of it.

Short Course

The First Regional Short Course for Roadside Development, held at Ames, Iowa, February, 1937, was organized to help, in a technical way, the men in charge of roadside work in the great mid-continent area.

Schools and Lectures

Roadside Development Schools for highway employees have been held in several States with outstanding results. Papers have been delivered before organizations of business men, women's clubs and garden clubs. At the Denver meeting of the American Association for the Advancement of Science a paper on the Ecology of Roadside Planting was delivered by Dr. F. E. Clements.

Bibliography

Work on a suitable bibliography has proceeded, and a final condensed list should be ready for distribution in 1938. Considerable difficulty has been experienced in segregating the most essential subject matter from a wide variety of material, because no single outline is equally valuable or applicable to all sections of the country or to all types of trained and untrained men in field and office. Each engineer, landscape architect or construction executive should choose the line of study and reading to best supplement his own training and experience.

This bibliography and series of readings cannot supplant regular formal courses of study in any phase of the varied work of the highway landscape engineer. In order to master the problems presented by the modern highway, every opportunity must be taken to obtain a wider understanding of them. Furthermore there must be a greater appreciation among roadside workers of the problems of their technical associates in order that their own contributions toward better, safer and more beautiful highways may be effective.

With these broad objectives in mind, the following subjects have been selected for the bibliography of roadside reading and study:

- Tree Repair and Maintenance
- Soils - Elementary Treatise
- Native Landscape and Landscape Design
- Roads, Pavements and Highway Design
- Parks and Parkways
- Trees, Shrubs and Native Plants
- Roadside and Roadway Structures
- Camps and Roadside Parks
- Conservation
- Wild Life
- Town and Regional Planning

Syllabus

The Committee is in agreement that there is need for a well illustrated syllabus showing the history, background and technique of well executed roadside development. A rough outline of the scope and arrangement of such a volume has been prepared for criticism and discussion by the whole Committee.

When funds are made available, an illustrated brochure will be prepared for the information of highway officials, technicians and the public.

Specifications as to format and pictorial material are now under consideration. Some material has been received, but further co-operation from the State highway departments is needed.

Trained Personnel

Increased interest is noted in the employment of technically trained men. Ohio has employed as many as twelve professional landscape architects at one time. Other States may have made as good or better showing.

Roadside Exchange Bulletin

Another helpful means of self-education would be a regular monthly news bulletin to afford a medium for the exchange of ideas with data on costs, design, maintenance methods and other technical problems.

Traveling Exhibit

It has been suggested that a traveling exhibit of plans and photographs be prepared and circulated among the States. It might be best to have several exhibits routed through States with similar topographic, ecological and climatic conditions. The Committee will give this matter special consideration.

Film Strips and Slides

During the year the U. S. Bureau of Public Roads has made contributions in this important field, particularly with the film strip "Country Roadsides Restored," which will soon be available for public use with revised scenes and sound production.