



June 3, 2019

The Honorable Jim Beall  
Chair, Senate Transportation Committee  
State Capitol, Room 2209  
Sacramento, CA 95814

**Subject: AB 998 (Aguiar-Curry) Scenic Highway Route 128 – Support**

Dear Chair Beall:

On behalf of the California Travel Association, also known as CalTravel, I am writing to support Assembly Bill 998, which will add Highway 128 to the list of state highways that is eligible for an official "Scenic Highway Designation." Highway 128 is a state highway that starts at the coast in Mendocino County, runs through Sonoma and Napa Counties, and ends in the City of Winters. A scenic highway designation will help spur the local economy by attracting visitors to the corridor that will likely take time during the drive to stop at some of the many food, wine, and retail businesses along the way.

CalTravel is the umbrella trade association representing the travel, tourism, and hospitality industry. Our membership is made up of cities, destinations, resorts, amusement parks, sports venues, transportation companies, industry associations, ad agencies, media companies, and other organizations for whom travel and tourism is important. In 2018, visitors to California spent \$140.6 billion, spending that supported over 1.2 million jobs. California travelers also generated \$11.8 billion in state and local taxes in 2018 to support vital public services including police, fire protection, health and homeless services, park maintenance, education and road repair.

A scenic highway designation will promote tourism and community pride in the areas adjacent to Highway 128.

For these reasons and more we urge your support for AB 998.

Sincerely,

President & CEO  
California Travel Association

CC: The Honorable Cecilia Aguiar-Curry, Author  
The Honorable Members, Senate Transportation Committee  
Randy Chinn, Chief Consultant, Senate Transportation Committee  
Ted Morley, Republican Consultant, Senate Transportation Committee