

1. Problem

The problem is the economic decline of Santa Rosa after traffic was rerouted off Route 66 to I-40, causing fewer visitors and hurting local businesses.

2. Who is harmed & external forces

Local business owners and working class residents are most harmed.

External forces include federal highway decisions, growth of chain businesses, and lack of investment in small towns.

3. Solutions

- Promote Route 66 tourism
- Fund small local businesses
- Restore historic sites
- Add signage from Interstate 40 to bring travelers into town

4. Root Causes

- I-40 bypassing the town
- Lack of rural investment
- Competition from chain businesses
- Decline in Route 66 tourism
- Limited economic opportunities

5. Personal connection

I've learned how highway development impacted New Mexico communities like Santa Rosa, and it shows how larger systems can hurt small towns.

6. Fundable Solution Idea

Create a Route 66 tourism project that funds local businesses and promotes Santa Rosa as a historic stop. This would address loss of tourism and economic decline.