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Georges County, Arlington County, and Fairfax County Police Departments.

Hearings continue Friday, June 6.

D.C. BICENTENNIAL PLANS:

Committee on the District of Columbia: Subcommittee on Bicentennial, the Environment, and the International Community continued hearings on the status of Bicentennial planning in the Washington, D.C. area. Testimony was heard from Susan Hamilton, Smithsonian Institution, and public witnesses.

TRADE EMBARGO ON SOUTH VIETNAM AND CAMBODIA

Committee on International Relations: Subcommittee on International Trade and Commerce held a hearing to review the trade embargo on South Vietnam and Cambodia. Testimony was heard from Robert H. Miller, Deputy Assistant Secretary of State, East Asian Affairs.

MAYAGUEZ INCIDENT

Committee on International Relations: Subcommittee on International Security and Scientific Affairs held a hearing on the war powers report of May 15 regarding the *Mayaguez* incident. Testimony was heard from Senator Javits; Representative Seiberling; and Monroe Leigh, legal adviser, Department of State.

TELECOMMUNICATIONS FACILITIES AND DEMONSTRATION ACT

Committee on Interstate and Foreign Commerce: Subcommittee on Communications continued hearings on H.R. 4564, Telecommunications Facilities and Demonstration Act of 1975. Testimony was heard from officials of Corporation for Public Broadcasting, Public Broadcasting Service; Association of Public Radio Stations; and National Association of Educational Broadcasting.

CLEAN AIR ACT

Committee on Interstate and Foreign Commerce: Subcommittee on Health and Environment continued markup of amendments to the Clean Air Act, and will resume tomorrow.

NAVAL OCEANOGRAPHIC OFFICE TRANSFER

Committee on Merchant Marine and Fisheries: Subcommittee on Oceanography held a hearing on the Navy proposal to relocate and reorganize various elements of the Naval Oceanographic Office. Testimony was heard from Senators Beall and Mathias; Representatives Holt and Spellman; a panel representing Department of the Navy; and an academic panel representing various universities.

VETERANS' DAY OBSERVANCE—MID-DECADE CENSUS

Committee on Post Office and Civil Service: Subcommittee on Census and Population met and approved for

full committee action H.R. 1753 amended; to provide certain census data for State legislature reapportionment.

The Subcommittee also discussed but took no action on H.R. 3704 and H.R. 2556, relating to a mid-decade sample survey of population.

FEDERAL RULES OF CRIMINAL PROCEDURE

Committee on Rules: Granted a modified rule providing for the consideration of and two hours of general debate; no amendment shall be in order except amendments offered by direction of the Committee on the Judiciary or germane amendments printed in the Congressional Record at least 2 days prior to consideration of amendments, but said amendments shall not be subject to amendment except those offered by direction of the Committee on the Judiciary; waiving points of order against the provisions of clause 2(r)(6) of rule XI, on H.R. 6799, Federal Rules of Criminal Procedure Amendments Act. Testimony was heard from Chairman Rodino and Representatives Hungate and Hyde.

WHITE HOUSE EMPLOYMENT

Committee on Rules: Granted an open rule providing for the consideration of and one hour of general debate on H.R. 6706, to clarify existing authority for employment of personnel in the White House Office, the Executive residence at the White House, and the Domestic Council; to clarify existing authority for employment of personnel by the President to meet unanticipated personnel needs. Testimony was heard from Chairman Henderson and Representative Derwinski.

NOISE CONTROL ACT AMENDMENTS

Committee on Rules: Held a hearing but denied a rule on H.R. 5272, to amend the Noise Control Act of 1972, to authorize additional appropriations. Testimony was heard from Representatives Rooney, and Steiger of Wisconsin.

CREDIT USES REPORTING ACT

Committee on Rules: Granted an open rule providing for the consideration of and 1 hour of general debate, making the committee substitute in order as an original bill for the purpose of amendment on H.R. 6676, Credit Uses Reporting Act of 1975. Testimony was heard from Chairman Reuss and Representative Gradison.

ELECTRIC VEHICLE RESEARCH

Committee on Science and Technology: Subcommittee on Energy Research, Development, and Demonstration continued hearings on H.R. 5470, Electric Vehicle Research, Development, and Demonstration Act of 1975. Testimony was heard from U.S. Postal Service and public witnesses.

Hearings continue tomorrow,



ACTION PLAN
for the
BICENTENNIAL TRANSPORTATION PROGRAM
FOR THE NATIONAL CAPITAL AREA

prepared by

U.S. DEPARTMENT OF TRANSPORTATION
OFFICE OF THE SECRETARY

with the assistance of

AMERICAN REVOLUTION BICENTENNIAL ADMINISTRATION
and
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

MARCH 24, 1975

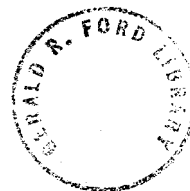


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I. EXECUTIVE SUMMARY

Description

In order to alleviate the impact of serious traffic congestion and inadequate parking on downtown Washington, D.C. during the Bicentennial celebration in 1976, a combined fringe parking lot-special bus service program has been developed. A funding request of \$10 million for the program has been included in the Department of Transportation's Fiscal Year 1976 budget.

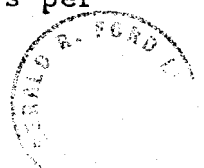
The program proposes using two close-in high density parking lots with Metrobus direct service to and from the Mall area. A one-day ticket sold at a parking lot kiosk is envisioned as the method of fare collection. Special express bus service via 17 major hotel/motel corridors within the region is also proposed. A comprehensive marketing and advertising effort would be undertaken. Local responsibility for the administration and operation of the program would rest with the Washington Metropolitan Area Transit Authority (WMATA).

This demonstration program is similar in concept to the highly successful visitor bus service program used in Williamsburg, Virginia.

Need

A comprehensive study of the impact of the Bicentennial visitor on Washington, D.C. was prepared by the Metropolitan Washington Council of Governments (COG) and Wilbur Smith and Associates under contract to WMATA. The study was developed for the Bicentennial Coordination Center for Washington, D.C., now a part of the American Revolution Bicentennial Administration, and the U.S. Department of Transportation.

The study projected that approximately 35 million visitors would come to the Nation's Capital during the Bicentennial period. It is estimated that some 25 million of these visitors would be tourists, of which some 6 million are Washington metropolitan area residents. Some 70 percent of these tourists would arrive by automobile. During the peak visitor period (June to September) in 1976, some 202,000 persons in approximately 63,000 cars per day would visit Washington.



A severe parking shortage for the Bicentennial visitor is anticipated. While some 44,000 cars per day have been projected as competing for parking spaces in the Mall/downtown area, there are currently only some 1,500 Mall area parking spaces. By 1976, this number will be cut to approximately 900 spaces because of the National Park Service's plans to rebuild the Mall for predominately pedestrian use. Current plans to ban parking on the two inner roadways of the Mall and initiate a shuttle bus service to RFK Stadium are presently enjoined by the U.S. District Court until a full environmental impact analysis is made. It is understood, however, that the auto ban - shuttle bus plan will probably be reinstated when the current legal issues are resolved. It is expected that the two roadway parking ban will be in effect by 1976. In addition, the current efforts by the District of Columbia Government to prohibit non-residential parking in such areas as Capitol Hill and the Southwest will also limit the amount of available close-in parking. Severe traffic congestion in the Mall/Monumental and downtown area can be anticipated during the peak visitor periods during the Bicentennial year. This proposed program would help to substantially alleviate what could become an actual breakdown of traffic flow in this area of the city.

In recognition of the logistical/transportation problems facing such centers of national Bicentennial interest as Washington, D.C. and Philadelphia, the White House Interagency Committee on the Bicentennial established a subcommittee chaired by the Deputy Under Secretary of Transportation to study these visitor impact problems. The result of this subcommittee's efforts was the recommendation that logistical support funds from the Federal Government be provided through normal program approval actions and that a special Federal/local effort would have to be made in behalf of Washington, D.C. This proposed transportation program was a key element of that recommended special effort.

Proposed Program

The COG/WMATA comprehensive study, entitled "Bicentennial Transportation Study for the National Capital Area" and published in December 1973, recommended a transit support program with two basic elements: (1) a fringe parking lot system with express



bus service to the Mall and (2) a special bus service program to the major hotel/motel concentrations within the metropolitan area. An extensive marketing and advertising program is a major part of the total project. The General Manager of WMATA has agreed that METRO would assume full management and operating responsibility for the program.

Fringe Parking

The previously mentioned COG/WMATA study recommended a comprehensive system of fringe parking lots inside or near the Capital Beltway. Three alternative plans were suggested using as many as 21 lots. The study recommendation, however, was extremely costly (\$21 million) and as a result, WMATA and D.C. Government staffs began studying alternative fringe lot parking plans.

The result of these alternative plans is the recommendation that two close-in locations be used to serve as both an intercept for potential driving visitors to the Mall and as an overspill parking system for tourists who couldn't find parking downtown. The two locations are: RFK Stadium (6,000 spaces) and the Old South Post, Ft. Myer/Pentagon area (6,000). The two high density lots were chosen because of their close-in location, resulting in substantially lower capital and bus operating costs than previously projected in the earlier study. An alternative supplement to the 12,000 spaces is the potential use of five future METRO station sites for some 4,000 parking spaces. The potential sites are: Huntington, Dunn Loring, Springfield, New Carrollton and Glenmont. Their use will be analyzed in detail and discussions will go forward with the local jurisdictions as to their fringe lot parking plans. In this regard, efforts will be made to determine what existing fringe parking lots, currently used for commuting, would be available for Bicentennial use along the 17 express bus corridors.

Negotiation with the District of Columbia Armory Board for a firm 6,000 spaces is underway. The prospects of obtaining a mutually agreeable arrangement between WMATA and the Armory Board looks quite good. The Department of Defense has granted permission for the use of Ft. Myer Old South Post/Pentagon area for another 6,000 spaces. Additionally, GSA has agreed to allow the use of Federal parking lots on weekends, holidays, and off-work hours for visitor parking.



The proposed method of fare collection at the fringe parking lots is the use of a one-day printed pass to be sold at kiosks. The kiosk attendants may also provide general information on Washington and Bicentennial events. Cost of the one-day ticket is proposed to be \$1.50 for adults and 75¢ for children. This would include parking, roundtrip bus fare and two transfers to WMATA buses to allow for mobility in town.

Express Bus Service

WMATA would operate express/limited stop Metrobus service over 17 major radial routes. This service would operate between existing outer terminals and the Mall area. Such service would be furnished between the hours of approximately 9:00 a.m. and 4:00 p.m. and 6:00 p.m. and 10:00 p.m. on weekdays, and 9:00 a.m. and 10:00 p.m. on Saturdays, Sundays and holidays. During the peak two hours in the flow direction, inbound and outbound, the frequency of service now planned would be approximately 20 and 24 minutes during the summer and spring/fall periods, respectively. Less frequent service would be operated at other times. All routes would be terminated at 9th and 10th Streets between Pennsylvania and Constitution Avenues, adjacent to the central area of the Mall.

The unavailability of sales outlets throughout the area precludes the use of the one-day ticket concept for this portion of the Bicentennial transportation program. Regular WMATA fares would be required. The average fare is estimated to be 55¢.

METRO would also provide a shuttle-connector service between the National Visitor Center and the West End of the Mall area, 17th Street. The routing for this operation would be westbound on Constitution Avenue, north on 17th Street, and eastbound on Pennsylvania Avenue, to connect with the corridor service terminus at 9th and 10th Streets. A 3-minute frequency of service is currently planned. This shuttle connector would provide a transfer connection for express bus and fringe lot bus service riders. It would also provide both a transfer connection with other WMATA routes and supplement regular service along Constitution and Pennsylvania Avenues.

Connections to the existing "Tourmobile" service on the Mall, operated by Landmark Services, Inc., as concessionaire to the National Park Service, would be encouraged. This proposed interface with Tourmobile would occur with both fringe lot and 17 corridor service. This would provide the visitor the opportunity to utilize the interpretive tour service provided by Landmark, Inc.



Although not a formal part of this special Bicentennial program, METRO will continue to establish charter service to various large hotel and motel groups. This service is currently under way and will be accelerated for the Bicentennial.

Management and Funding

The real success of the proposed program will depend to a large part upon the amount of advertising and creative marketing that goes into the effort. On March 13, 1975, the WMATA Board of Directors endorsed the program and agreed to assume its management and operation. The WMATA staff has a large capable public affairs office which would be charged with the publicity campaign element of the project.

The funds for this project are requested through the Section 6 (Demonstration) portion of the Urban Mass Transportation Administration (UMTA) program in the Department of Transportation's Fiscal Year 1976 budget submission to Congress. A coordinated and cooperative effort between local jurisdictions, transportation planning agencies, and the appropriate Federal agencies will be required for the necessary timely action to implement this program.

II. INTRODUCTION

It has been repeatedly emphasized that all proposed improvements developed in support of the Bicentennial celebration should make the City more livable for its residents and more attractive to U.S. and foreign visitors. The benefits of a coordinated network of mass transit for visitors are obvious. Moreover, the implementation of such a program would make a positive contribution extending far beyond the Bicentennial and resulting in a better transportation system throughout the metropolitan area.

The fragmented and long neglected problem of visitor transportation can no longer be ignored. With the expectation of 35 million visitors flooding into Washington in 1976, a program must be implemented. With less than one year to go until the Nation commemorates its 200th anniversary, there is much which remains to be done to support the many celebratory activities planned for 1976.

The manner in which the Washington area plays host to the millions of visitors arriving in 1976 is critical. A significant impression on



both U.S. citizens and foreign visitors will be created by Washington's ability to efficiently handle the celebration and its attendant logistical problems. The transportation action plan discussed herein is a key element in planning for the Washington area's Bicentennial observance. The objectives of the plan are: (1) to increase visitor convenience and help provide for a quality visitor experience, (2) to reduce automobile congestion and improve visitor flow, (3) to insure ongoing city functions, continue undeterred, (4) to reduce fuel consumption and environmental pollution, and (5) to increase the productivity of the existing transportation system. If the plan is to be implemented, the necessary funding must be available along with the coordinated and timely action of many Federal, regional and local agencies.

III. NEED FOR THE PROPOSED PROGRAM

Bicentennial Transportation Study

In 1973, a comprehensive study of the impact of the Bicentennial visitor on Washington, D.C. was prepared by the Metropolitan Washington Council of Governments (COG) and Wilbur Smith and Associates under contract to WMATA.

Based upon a complete review of past visitor projections and current information, it was estimated that approximately 35 million people will come to the Nation's Capital during the 200th anniversary year. Some 25 million of these visitors will be tourists, including 6 million residents from within the greater Washington metropolitan area. The remaining ten million visitors will come to Washington for business, conventions and other non-recreational purposes. Approximately 8,800,000 people will be attracted specifically by the Bicentennial celebration, of whom 3,300,000 visitors will be residents of the metropolitan area.

The base year 1968 was used, because it was the best source of detailed travel habits available for the National Capital area. The data was obtained from the 1968 Metropolitan Washington Council of Governments' Home Interview Survey. From the previous figures, an average yearly increase in visitors was projected to 1976. In addition a special supplement was developed and added to the base figure. The Bicentennial increment of visitors reflected the special character of the year, the significance of the Nation's Capital in the commemoration's historical context, and the many special events planned in Washington for 1976.



Figure 1:

Tourists and Other Visitors to Washington in 1976

	Tourists	Non-Tourists	Total
Overnight Visitors			
Normal Projection	11,523,000	8,692,000	20,215,000
Bicentennial Supplement	4,782,000		4,782,000
Subtotals	16,305,000	8,692,000	24,997,000
Same-Day Visitors			
Normal Projection	1,729,000	1,304,000	3,033,000
Bicentennial Supplement	718,000		718,000
Subtotals	2,447,000	1,304,000	3,751,000
Area Residents			
Normal Projection	3,000,000		3,000,000
Bicentennial Supplement	3,257,000		3,257,000
Subtotals	6,257,000		6,257,000
Total Visitors	25,009,000	9,996,000	35,005,000
Total Normal Projection	16,252,000	9,996,000	26,248,000
Total Bicentennial Supplement	8,757,000		8,757,000
Total Visitors (rounded)	25,000,000	10,000,000	35,000,000

1. The 1968 and 1976 normal projection figures for visitors from outside the Washington metropolitan area include those coming for all reasons including tourism, business and conventions. Visitors included in the supplement due to the Bicentennial are tourists who are attracted primarily by the celebration. Special Bicentennial events will attract some 40 per cent more out-of-town tourists than would otherwise have been expected in 1976. On the other hand, little change is expected in the number of visitors on business trips. Approximately 57 per cent of normal year out-of-town visitors are primarily tourists. Non-tourists tend to arrive uniformly throughout the year while tourists' arrivals are heavily concentrated in the April through August peak. Area residents in the table are those making sightseeing trips; the additional number of them attracted specifically by the Bicentennial events has been estimated on the basis of one visit per person by each of the 3,257,000 people within the metropolitan area in 1976.



1. Visitor Method of Arrival

The origin of visitors has an obvious relationship to the mode of transportation they will use to come to the Bicentennial celebration; same-day visitors will generally arrive in private cars while visitors from overseas or distant States will be more likely to fly. The distribution of visitors by transportation mode is difficult to estimate accurately from the conflicting results of various previous studies. However, it was estimated that the majority of visitors, approximately 70 percent, will arrive by automobile. Another 17 percent will arrive by air, 8 percent by commercial and charter bus and 5 percent by rail.

Figure 2:

Method of Transportation Used by Out-of-Town Visitors to Washington in 1976

Mode of Transportation	% of Total Trips By All Modes	Estimate of Total Absolute Number
Automobile	70	24,504,000
Air	17	5,951,000
Bus, including tour buses	8	2,800,000
Rail	5	1,750,000

On a typical summer day at the peak of the tourists season, there will be some 63,000 visitor automobiles with an average occupancy of 3.2 persons, for a total of some 202,000 persons per day. About 70 percent of this total, or 44,000 cars and 142,000 visitors, will want to go to the Mall area where the majority of tourist attractions are concentrated.

Clearly, the critical problem confronting the metropolitan area is the number of projected visitors arriving in private automobiles. Investigation shows that half of these visitors will arrive from the northeast via the I-95 and Baltimore-Washington Parkway corridor, with others variously distributed in the remaining corridors. If same-day visitors are to use transit for the final leg of their trip downtown and thus not park downtown, they must be intercepted



and their cars parked in facilities convenient to the downtown, Mall-Monumental area. Here they can get information, orientation and public transportation to the Bicentennial.

The overnight visitor, however, will require transit service not from his point of entry into the region, but from his local lodging location.

Figure 3 summarizes the number of tourists and cars coming to Washington on an average summer day during the Bicentennial year. Substantially higher numbers are to be expected on peak days when there are special commemorative events or programs.

Figure 3:

Estimated Distribution of Same-Day Travelers

Corridor Routes	Same-Day Visitors	Percentage
1. I-95 Baltimore-Washington Parkway	1,898,000	50.6
2. #50E/#210/#5	769,000	20.5
3. I-95/#1S	469,000	12.5
4. I-70S	332,000	8.8
5. #29/#211	105,000	2.8
6. #7	101,000	2.7
7. #50W/I-66	76,000	2.0
Totals	3,750,000	99.9

The Colonial Corridor Study

Another study, entitled "The Colonial Corridor: Travel Implications for the Bicentennial Era, 1974-1989," was recently completed by the Washington Center for Metropolitan Studies under contract to the Bicentennial Council of the Thirteen Original States (BICTOS).

Based on their detailed analysis and projection of national travel data for the years 1969-72, they estimated that on the east coast the Bicentennial will have a normal attraction potential of approximately 100 million long-distance visitors, 450 million short-distance visitors and 1 million foreign visitors in 1976.



For the District of Columbia alone, the study projected a normal 1976 attraction potential of 9.9 million discretionary person trips. The number is expanded to 18.5 million person trips with the addition of their special Bicentennial potential. For the metropolitan area as a whole they project a total of approximately 31 million visitors, thus confirming findings of the COG/WMATA study. "The Colonial Corridor" study also focuses on two new factors which may drastically affect the validity of all visitor projects for 1976:

- . the fragmented character of the Bicentennial program to date -- with a confused public image and general apathy that might continue into 1976;
- . the threat of a continuing serious fuel shortage and/or worldwide recession/inflation condition -- with the possibility of greatly reduced expenditures for discretionary travel in 1976.

1. Bicentennial Image

Regardless of the uncertainty caused by fragmentation and lack of information about the Bicentennial, Washington stands firm as the number one national attraction with or without the Bicentennial. This was recently confirmed by a travel survey conducted by the Travel Data Center in collaboration with the American Revolution Bicentennial Administration. The survey projected that 25 million tourists would visit Washington in 1976. This figure confirms precisely the estimate of visitors in the COG/WMATA study.

Washington is the Nation's Capital and consequently the obvious focal point for the Bicentennial. Moreover, millions of dollars are being spent by the Federal Government in preparation for the Bicentennial. The new Smithsonian exhibitions and museums and the construction program of the Park Service will be major attractions for the visitor in 1976. See Appendix 2 for a full listing of Bicentennial attractions and events.

2. Fuel Shortage

It is possible that the impact of the fuel shortage and increased fuel costs may significantly reduce long distance visits. But the



decline in long distance visits would most probably be balanced by increased attendance by people within the region (3.5 million) and within a 100 mile radius of the city.

At the peak of the "energy scare" in January and February of 1974, some attraction sites experienced reductions up to 50 percent in their normal volumes. However, visitation seems to be once again on the upswing. For example, in Philadelphia, record crowds (1.3 million) turned out for Old City Sunday in November 1974. Planners had projected that 100,000 persons from the metropolitan area would participate in the celebration.

Additionally, Disney World has had crowds of some 70,000 per day in recent months and has been forced to close their gates.

3. Economic Conditions

Finally, there is the question of the amount of discretionary real income that potential visitors will have to divert toward travel. Large scale unemployment will undoubtedly affect visitation to the Washington metropolitan area. It is logical that as real personal income decreases due to declining income (recession) or reduced purchasing power (inflation), discretionary funds will shrink and not be expended on travel.

It should be noted, however, that a trip or vacation to Washington, D.C. does not cost more than the normal expenses for travel and accommodation, since most sightseeing attractions require little or no admission charge. A trip to Washington therefore could be regarded as a lower cost vacation alternative compared to many other recreational choices where entrance fees or other entertainment costs might be expected. Even with difficult economic conditions prevailing, it could be reasonably expected that a significant tourist impact would still be experienced in Washington during the Bicentennial year.

Magnitude of the Problem

The magnitude of the problem anticipated in 1976 can be illustrated by examining conditions created by yearly celebrations in Washington, such as the Cherry Blossom Festival, the American Folklife Festival, and the recent opening of the Hirshhorn Museum.



The Folklife Festival attracted nearly a million people in 9 days to the west end of the Mall in 1974. Peak days crowded almost 100,000 into the festival site. In its first 3 months, the Hirshhorn Museum attracted over 800,000 visitors. The museum had to finally close its doors to some of the highest peak crowds.

The limit on the Mall's capacity has been overextended in several instances, such as the May Day Demonstration, when an estimated 92,000 people thronged the Mall. As noted earlier in this section, the COG/Wmata projected peak visitor crowds attempting to reach the Mall/Monumental area at some 142,000 per day.

Probably one of the best known examples in this country of a high quality visitor services and orientation program is Colonial Williamsburg, Virginia. Williamsburg first identified the need to control parking within their historic district and provide visitor bus service in 1950. At that time a two bus demonstration program was begun. Today, Colonial Williamsburg has a fleet of 28 buses and employees between 50 to 60 drivers in the summer months. Some 5 million rides were provided on the bus system last year. The system now operates express buses from the Information Center to two stops within the historic area. There is then a loop bus system around the two-mile length of the historic area. While this bus system was previously free to all walk-on riders, only visitors with a combination building tour ticket are now allowed to use the buses. Officials of the Colonial Williamsburg Foundation have stated that the bus system is absolutely critical to the effective operation of Williamsburg.

IV. PARKING REQUIREMENTS

Need

As stated earlier, the critical transportation problem attendant to the Bicentennial celebration in Washington is the number of projected visitors arriving in private automobiles and the lack of adequate in-town parking and roadway capacity to accommodate them. Even if there was an adequate amount of close-in parking, the resulting air pollution problems and extremely heavy traffic congestion could threaten a potential breakdown in the city's transportation system.

The amount of space available for parking has ceased to keep pace with demand, and costs for temporary car storage have soared. A



1972, parking space inventory of the area bounded by Massachusetts Avenue, 2nd Street, N.W., Constitution Avenue and 23rd Street, N.W. found a supply of nearly 67,000 off-street and 4,700 curbside parking spaces for a total of 71,700.

A recently completed comprehensive study by the Metropolitan Washington Council of Governments (COG) found that parking spaces had increased only to 76,359 by 1974. The study also found that on-street parking had decreased. In addition the COG study stated that parking in the Central Business District was fully occupied by 10:00 a.m.

Several studies have concentrated specifically on parking in Mall areas adjacent to the Smithsonian Institution's facilities. Until recently, there existed nearly 1500 curb parking spaces on streets in the Mall area between 3rd Street and 17th Street, N.W. and Independence and Constitution Avenues. However, under the new Master Plan for the Mall, all curb parking will be removed from the two inside Mall roads (Washington and Adams) as they are being converted to pedestrian and bikeways.

Of the 1500 curb spaces identified in 1972, 570 spaces will be removed leaving 930. An additional 150 spaces will be added to Madison and Jefferson Drives and some 410 spaces on roads in the West Potomac Park area. Of these, about 580 are reserved for government permit users and other employees in the area. The remaining 910 potentially will be available for visitor use. In any case, the supply will not be adequate for the exploding demand in 1976.

Indeed, parking may be further restricted by the implementation of plans to meet EPA's clean air quality standards by 1977. The COG study pointed out that "peak protochemical oxidant readings in 1972 were 150 percent over standard, while the highest carbon monoxide reading was 122 percent over the standard. As a consequence, COG believes that a reduction of 67 percent in all pollution is necessary. They are considering several alternate strategies as means to meet EPA air standards. Many of the strategies envision reducing available parking and increasing parking costs.

Discussions with both Smithsonian and Park Service officials point out the need for both emergency contingency parking plans for 1976 and a long-term solution to the visitor parking problem.



The recent debate over the closing of two Mall roadways has led to an evaluation of possible use of parklands near the Mall and national memorials for visitor parking. At recent Folk Life Festivals and in other similar peak demand situations, the National Park Service has permitted on an emergency basis the use of park areas. Similar arrangements may be possible during the peak periods of the Bicentennial celebration. Even with additional temporary parking in the West Potomac Park, Tidal Basin, and Independence Avenue areas, the amount of parking can only be increased by about 2,400 spaces. The peak demands of the Bicentennial year will completely overwhelm this limited supply.

In regards to the longer range issue of close-in visitor parking beyond 1976, alternative courses of action are being explored by the appropriate Federal and local agencies including, of course, the Smithsonian Institution and the National Park Service.

In terms of the Bicentennial planning, however, the picture is quite clear -- there will not be nearly enough close-in parking to meet the demand. In addition, roadway capacity in the Mall/downtown area will be inadequate to handle the projected volume of traffic in 1976. As previously noted, this problem was documented in the original COG/WMATA Bicentennial Transportation Study and has remained central to the subsequent restudy and revision process.

PROPOSED SOLUTION

The COG/WMATA study published in December 1973 recommended a comprehensive system of fringe parking lots inside or near the Capital Beltway. Three alternative plans were suggested using as many as 21 lots. The study recommendation, however, was extremely costly (\$21 million) and as a result, WMATA and D.C. Government staff began a revaluation of the fringe lot element of the plan.

The result of that revaluation is the recommendation that two close-in locations be used to serve as both an intercept for potential driving visitors to the Mall and as an overspill parking system for tourists who couldn't find parking downtown. The two locations are: RFK Stadium (6,000 spaces) and the Old South Post, Ft. Myer/Pentagon area (6,000). The two high density lots were chosen



because of their close-in location, resulting in substantially lower capital and bus operating costs than previously projected in the earlier study. The routing of buses between these lots and the Mall-Visitor Center is shown on the accompanying map.

The RFK Stadium spaces are, of course, already existing and discussions with the D.C. Armory Board indicate that 6,000 spaces can be made available at reasonable cost in order that the Board does not lose any revenue from their participation in this program. It is anticipated that there will only be a very limited number of days during transportation program's operating period (230 days) when there will be major conflicting events at either the Stadium or Armory. Arrangements are currently being discussed whereby at least some 2,000 spaces would be available on a rental basis during those conflicting days. Even if a new baseball franchise comes to Washington, it is generally agreed that suitable arrangements for a major portion of the 6,000 spaces could be made. Restroom, fast-food concessions, and first-aid facilities would be made available by the Stadium-Armory Board to the Bicentennial visitor using the Stadium parking lots.

The advantages to using the RFK Stadium parking are significant:

- (1) No new parking lot construction is required.
- (2) There will be a significant new use for a generally underutilized transportation resource.
- (3) Limited cost involved with the use of these spaces. Current estimate is some \$200,000.
- (4) Road systems serving the parking areas have proved to be adequate, even during Redskin Sundays when up to 12,000 cars and buses can be parked.
- (5) It has been estimated that over 50 percent of the visitor automobile traffic will approach the city from the northeast (I-95 and Washington-Baltimore Parkway) corridor. Another 20 percent will approach the city from the east (Highway Routes 5, 50 and 210).



- (6) The close-in location will help provide a sense of assurance to the out-of-town visitor that he will be able to get to and from his car and the Mall without being stranded miles away.
- (7) It is understood that the D.C. Bicentennial Commission plans to use the Stadium, Armory, and nearby Kingman Island for some of its commemorative events and attractions. The Bicentennial visitor would hopefully use and enjoy these close-by attractions.
- (8) Close-in, low cost bus operations are possible.
- (9) No disruption to existing commuter parking facilities.

The Department of Defense has recently agreed to permit the use of up to 6,000 spaces in the Ft. Myer Old South Post/Pentagon area. A detailed analysis of road access, demolition of existing Old South Post buildings, segregation of Bicentennial visitor and Arlington Cemetery traffic, and similar issues is being made by both Defense and appropriate local officials. Some 4,000 spaces would utilize the Old South Post site and 2,000 spaces would be located at the existing Pentagon North Parking Lot. Program funds will have to be expended to provide temporary parking and security facilities. An estimate of some \$3,600,000 has been prepared by D.C. Government and WMATA staff.

The advantage to the Pentagon area parking include:

- (1) The use of government-owned land requiring neither purchase nor rental payment.
- (2) Site located to serve the major traffic corridors in Virginia including I-95 (Shirley Highway), Columbia Pike, Route 1, Route 50, and the George Washington Parkway to the northwest. It is estimated that some 30 percent of the visitor automobile traffic will arrive in these corridors.
- (3) The same sense of assurances regarding dependability of transportation system as discussed for RFK Stadium location.



- (4) Firm commitment of some 6,000 spaces for entire Bicentennial year.
- (5) Close-in, low cost bus operations are possible.
- (6) Limited to no disruption of existing commuter parking facilities.

An alternative supplement to the 12,000 spaces is the potential use of five future METRO station sites for some 4,000 parking spaces. The potential sites are: Huntington, Dunn Loring, Springfield, New Carrollton and Glenmont. Their use will be analyzed in detail and discussions will go forward with the local jurisdictions as to their fringe lot parking plans. Additionally, GSA has agreed to allow the use of various Federal parking lots in the downtown area on weekends, holidays, and off-work hours for visitor parking.

The proposed method of fare collection at the fringe parking lots is the use of a one-day printed ticket to be sold at kiosks. The kiosk attendants may also provide general information on Washington and Bicentennial events. Cost of the one-day ticket is proposed to be \$1.50 for adults and 75¢ for children. This would include parking, roundtrip bus fare, and two transfers to METRO buses to allow for mobility in town. In regards to the frequency of bus service to the two fringe lots, car occupancy is assumed to be that forecast is the COG/WMATA Study, 3.2 passengers per car. On peak periods this would equal 20,000 car passengers per day. The study also forecast that 80 percent of those passengers would arrive during the first two hours that bus service is furnished.

During the peak of the summer period mid-June to Labor Day it will be necessary to operate the following frequency of bus service.

<u>Time Period</u>	<u>Trips to Mall</u> <u>Per Hour</u>
9:00 a.m. -11:00 a.m.	120
Other Times	30



During the spring and fall seasons it is anticipated that the demand for service will be less than it is during the summer and the following frequency of service will be furnished:

	<u>Trips to Mall</u> <u>Per Hour</u>
9:00 a.m. to 11:00 a.m.	78
Other Times	20

Service will be provided between approximately 9:00 a.m. and 10:00 p.m. daily. Since only existing buses in the METRO fleet will be used for the Bicentennial program, only limited service will be furnished (approximately 6 trips per hour) during the evening rush period of 4:30 p.m. to 6:00 p.m. However, the frequency of service during this time period on Saturday, Sunday and holidays will continue at the midday level.

It is important to note that the frequency of bus service to the fringe lots can be adjusted to fit the actual demand. This demand will vary during the year in 1976, reaching a peak during the late spring, summer, and early fall months. If this visitor peaking is more pronounced, or possibly less than expected, the amount of service can be adjusted to fit the needs.

V. TRANSIT SERVICE

Special Express Buses

In order to provide transit service to tourist accommodations and for local residents beyond the two fringe parking lots, it is recommended that a special express/limited stop service be operated over seventeen (17) routes that are distributed throughout the area.

These 17 routes will generally follow the present routing of existing express/limited stop service that is operated only during the rush hour periods on weekdays.

This service will be furnished during the hours of 9:00 a.m. to 4:00 p.m. and 6:00 p.m. to 10:00 p.m. Monday through Friday, excluding holidays, and 9:00 a.m. to 10:00 p.m. Saturdays, Sundays and holidays. Service will be initiated in mid-March 1976



and continue through the month of October 1976. These routes will serve the District of Columbia and the surrounding suburban areas, as shown on the accompanying map. These express buses will terminate on either 9th or 10th Streets between Pennsylvania and Constitution Avenues.

Frequency of service during the first two hours of operation in the inbound direction is planned to higher than the balance of the operating day. During the summer peak, mid-June to Labor Day a 20 minute frequency will be operated during this two hour period, during the spring and fall a 24 minute frequency will be operated during this two hour period. Similar frequency of service will be operated for a two hour period in the outbound direction, during the late afternoon or early evening. At all other times during the summer, spring and fall a 30 minute frequency of service will be scheduled.

The fare to be charged for this service will be the same as charged by regular WMATA routes between the area served and Washington, D.C. which consist of a basic fare plus zone charges, where applicable. The overall average fare to be paid on these special routes has been estimated to be 55 cents.

Buses operating on these 17 routes will pick up passengers at regular Metro stops to a point just outside of the Central Business District at which point the bus will continue non-stop to the Mall terminal area at 9th and 10th Streets.

In the outbound direction passengers will be permitted to board at the 9th and 10th Streets terminals only and will be permitted to alight at regular METRO stops beyond the Central Business District.

The Mall - Constitution Avenue - Pennsylvania Avenue Shuttle

This service will begin at the Visitor Center (Union Station) and will be routed in clockwise manner via Union Station Plaza roadways, Louisiana Avenue, Constitution Avenue, 17th Street, Pennsylvania Avenue, 15th Street, Pennsylvania Avenue, 15th Street, Pennsylvania Avenue, Constitution Avenue, Louisiana Avenue to Union Station Plaza roadways, as shown on map -- layover point will be in the vicinity of the Union Station Plaza.



There are two basic demands for this class of service, namely, a transfer connection with the 17 express/limited stop routes that will terminate at 9th or 10th Streets and Constitution Avenues, transfer connections can also be made with regular WMATA bus routes, and to provide a convenience for persons desiring short haul trips along Constitution and Pennsylvania Avenues.

Service will be provided during the hours of 9:00 a.m. to 4:30 p.m. and 6:00 p.m. to 10:00 p.m. Monday through Friday, except holidays. A limited service, 4 trips per hour or a 15 minute frequency of service will be scheduled during the 4:30 to 6:00 p.m. period on weekdays. Continuous service will be operated on Saturday, Sunday and holidays between 9:00 a.m. and 10:00 p.m. Frequency of service will be scheduled at 3 minute intervals during the peak summer period, mid-June to Labor Day and at 5 minute intervals during the spring and fall seasons.

The basic WMATA bus fare, currently 40 cents, will be charged on this service.

Tourmobile

Discussions are currently underway among WMATA, Tourmobile, the National Park Service, and the District of Columbia Government over the provision of transit service in the Mall area. Tourmobile, Inc. as a concessionaire to the Park Service, provides an interpretive transit shuttle on the Mall roadways between the Capitol and the Lincoln Memorial. A series of cooperative arrangements have been discussed to provide the best possible transportation service to the Bicentennial visitor. It is expected that these discussions can result in a mutually agreeable arrangement for all parties involved.

It is currently agreed that Tourmobile will continue its service providing both transportation and an interpretation of sites along the Mall, the J. F. Kennedy Center, Arlington Cemetery, and the National Visitor Center. Tourmobile does have more equipment on order to gear up for crowds in 1976.



THE WHITE HOUSE
WASHINGTON
March 26, 1975



Jack --

As soon as you have seen this, I
will send it to Ted Marrs.

Thanks.

Ted for
advice and
Russ
guidance
Jack

March 28, 1975

MEMORANDUM FOR: TED MARRS

FROM: JACK MARSH

Please give me your advice and guidance on the attached.

Thanks much.

dl



MAR 26 1975



OFFICE OF THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

DEPUTY
UNDER SECRETARY

25 MAR 1975

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, D.C. 20500

Dear Mr. Marsh:

The Department of Transportation has prepared an action plan for the ~~implementation of the proposed Bicentennial Transportation Program for the National Capital Area~~. A copy of the plan is enclosed for your information. We have also enclosed a proposed reply to Mr. Latimer's February 10, 1975 letter to you regarding the use of Department of Defense land for Bicentennial parking.


We are pleased to report that both the Washington Metropolitan Area Transit Authority's Board of Directors and the Transportation Planning Board of the Metropolitan Washington Council of Governments have voted endorsement of the Bicentennial program. This action provides formal acceptance of responsibility for the management and operation of the proposed program by the region's locally elected officials.

The Urban Mass Transportation Administration's budget hearings are now scheduled for May 5 and 6. I recently reviewed the Bicentennial program with the staff of the House Appropriation Subcommittee on Transportation. At this point in time, there does not appear to be any major Congressional or local government opposition to this program.

There are still a number of important actions that must be undertaken to implement this plan. Two of the most crucial long-lead time efforts is the preparation of a comprehensive environmental impact statement and detailed work on the marketing and advertising element of the program. I can assure you that my staff will continue to provide a leadership role in future Federal/local efforts to implement this important element of the Washington, D.C. Bicentennial celebration.

I look forward to reviewing this with you further at our
March 27 Bicentennial Task Force meeting.

Sincerely,

A handwritten signature in cursive script, appearing to read "Robert H. Clement".

Robert H. Clement

Enclosures



DRAFT
PWRasmussen:nmm
3/21/75

Proposed Response to Mr. Latimer's letter of February 10, 1975

Honorable James Schelsinger
Secretary of Defense
Washington, D.C. 20301

Dear Mr. Secretary:

This is in reply to Mr. Latimer's letter of February 10, 1975 responding to my request for assistance in the Washington, D.C. Bicentennial Transportation Program. We appreciate your agreement to help us with this important undertaking.

Based upon the arguments set forth in your letter and a careful review/our fringe parking requirements, we agree that we should consolidate parking at the Pentagon area, and therefore will not seek spaces at the Anacostia-Bolling complex.

However, we have investigated the possibility of putting 6,000 spaces at the South Post site and have been advised by the Virginia State Highway Department and the Arlington County Transportation Office that the access roads cannot handle the traffic generated. Consequently, in order to accommodate the expected number of visitors at the Pentagon area, we propose the following: (1) 4,000 spaces at South Post; (2) 2,000 spaces at North Parking Lot for weekday use; and (3) the entire 4,100 spaces at North Parking for weekend and holiday use.

The amount of parking at South Post will necessitate the following road access:



- (1) A Memorial Avenue entrance with a Bicentennial lot service road to the South Post site;
- (2) Preserving the Jefferson Davis Highway (Va. Route 110) entrance adjacent to old Yards and Dock Building; and
- (3) An entrance adjacent to service complex off Columbia Pike (Va. Route 244) with perimeter access road adjacent to Washington Boulevard fence line.

Existing road access would be used for North Parking Lot. In all cases, Bicentennial visitor traffic would be separated from Arlington Cemetery funeral and visitor traffic. All entrances and road construction for the Bicentennial parking area would be funded from the anticipated Department of Transportation appropriation for this program.

With regard to the removal of buildings at South Post, we see the need to retain the Commissary Annex Building for restroom, information, first aid, and fast food use. Demolition of the rest of the South Post building would be required by late summer 1975. The demolition costs cannot be funded from the DOT appropriation. The costs for restoring the site to its original condition will be borne by the Department of Transportation funds.

It is suggested that the Department of Defense consider providing temporary employee replacement parking at the southeast corner of the South Post tract, adjacent to an existing pedestrian underpass at Washington Boulevard. Walking distance to the Mall entrance



of the Pentagon may in fact be slightly shorter than from North Parking Lot. Employee parking spaces will generally be occupied prior to the activation of the Bicentennial parking and bus service at 9:00 a.m. during 1976. Therefore the full 6,000 space capacity could probably be used at the South Post site by splitting the parking into visitor and employee uses. and minimizing peak hour congestion. While we understand that this employee substitute parking is feasible, we are advised by the Arlington County and Virginia State Highway Departments that there may be some traffic flow problems encountered with this proposal. We therefore recommend that if DOD wants to investigate the feasibility of use of the area for employee parking that close coordination be established with both the County and the State transportation officials.

We trust that the items outlined above are acceptable and we can proceed in an expeditious manner. Washington Metropolitan Area Transportation Authority staff will contact your staff for the necessary temporary use permits.

We appreciate your cooperation and assistance on this most important Bicentennial program.

Sincerely,

John Marsh



sent to Marsh. 5-7-75-FYJ

MAY 2 1975



United States Department of the Interior

OFFICE OF THE SECRETARY
WASHINGTON, D.C. 20240

In Reply Refer To:
A8031-LS(NCP)
ES-11267

MAY 1 1975

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, D.C.

Dear Mr. Marsh:

Thank you for your letter of January 23 concerning National Park Service plans for the Bicentennial celebration in Washington. We apologize for this late reply.

We enclose for your information a copy of our response to Anne Armstrong's letter of December 5, 1974. Regrettably, newspaper accounts concerning the elimination of approximately 600 of the 1,100 parking spaces available on the Mall have diverted public attention from the fact that much more is at stake. Pursuant to a plan first developed in 1966, and approved since then by every city, regional, and Federal body with jurisdiction over such matters, the Service has undertaken several projects on the Mall to accommodate the more than 35 million visitors expected in 1976.

As a result of comments received, the Service also thoroughly examined the question of underground parking on the Mall. The most recent consultant report concluded that

"the relatively high cost of constructing underground parking facilities and together with the desirability of maintaining parking charges at a reasonable level suggest that development and operating costs could not be completely recovered from user revenues. Thus, a development program involving public funds or publically subsidized private development will be required to implement the immediate action program."



Save Energy and You Serve America!



This recommendation, combined with the adverse environmental impact resulting from such a project, led to the conclusion that other alternative solutions to the parking problem should be sought.

Overall responsibility for Bicentennial transportation planning has been assigned to the Department of Transportation (DOT). Under auspices of DOT, every interested agency, Federal, regional and local, is now involved in the development of a comprehensive plan for regional transportation during the Bicentennial year. The substitution of 2,400 parking spaces at the Robert F. Kennedy Memorial Stadium for 600 spaces on the Mall, with connecting shuttle service, represents an attempt by the Service to accommodate visitors during 1975, as well-conceived plans for the Mall are being implemented. It is a partial solution and must be augmented by more extensive transportation service during 1976.

There is presently under review a proposal of DOT to fund a \$10 million Bicentennial transportation plan for the metropolitan area. The Service shuttle proposal would have been a demonstration of that project's feasibility and acceptability. That plan, as you know, has now been enjoined by the U.S. District Court for the District of Columbia, until requirements of the National Environmental Policy Act have been met. An environmental impact statement is now being prepared by the National Park Service. The Department of the Interior has also requested the Department of Justice to seek an appeal of the District Court decision.

Meanwhile, other work included in the Mall project, not affected by the court order, is now proceeding.

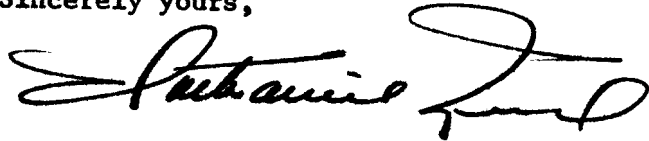
While there is no conceivable way nor would it be desirable to accommodate all commuters who would like free parking in the District, we are close to agreement with Secretary Ripley and others on a plan that would provide convenient parking for volunteers at the Smithsonian and other institutions which occupy the Mall. We are confident that we can overcome these difficulties in order to proceed with work that needs to be done if this city is to be made ready for the Bicentennial.



Should your schedule permit, we would be pleased to arrange a briefing by the National Park Service on any feature of its Bicentennial program which may be of interest to you.

With best wishes.

Sincerely yours,



~~Assistant~~ Secretary of the Interior

Enclosure



January 22, 1975

Dear Anne:

Although I realize that you officially do not have to be concerned with such matters, I wanted to answer your letter of December concerning the problem of removing some parking on the Mall which is part of our plans to prepare for the Bicentennial.

I can assure you that we have given very earnest consideration to your suggestion to defer the Mall improvement program until after 1976. As you know, the funding necessary for this project was reviewed very carefully in relation to overall national priorities before being included in the Bicentennial program. We have at hand solutions to several of the factors which have caused repeated delays.

First of all, we now know that the National Visitor Center can be made available during the Bicentennial year. The problems that necessitated work stoppage have been resolved, and our contractor is busy resuming his construction schedule.

Secondly, the fringe parking-shuttle service between the Robert F. Kennedy Memorial Stadium and the Mall is being implemented and will begin prior to the removal of any Mall parking.

Funds to carry out the plan that the Smithsonian, National Gallery of Art, the National Capital Planning Commission, Fine Arts Commission, and the President's Council on Historic Preservation have all enthusiastically endorsed may not be forthcoming after the Bicentennial. I can certainly give no assurance that the Department of the Interior will be able to support a future budget request for the funds necessary to complete the project that we now presently have underway. Adherence to the Administration's policy for use of a fringe parking system,



established in the Bicentennial message of February 4, 1972, seems the most reasonable and effective alternative for the relatively few parking spaces that will be lost due to this construction.

I hope that we can all pull together to effect these Bicentennial plans. Please let me know if you have further questions on this matter.

Anne, I hope that you won't ever hesitate to get in touch with me if I can be of any assistance to you here in Washington.

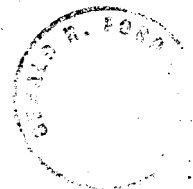
Warm personal regards.

Yours sincerely,

(sgd) Rog

Rogers C. B. Morton

Mrs. Tobin Armstrong
Armstrong
Texas 78338

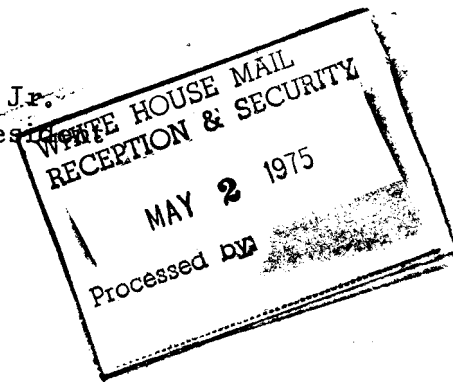


UNITED STATES
DEPARTMENT OF THE INTERIOR
OFFICE OF THE SECRETARY
WASHINGTON, D. C. 20240

OFFICIAL BUSINESS

STOP 28

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, D. C.



Jack Marsh - 741 MAY 23 1975
UNITED STATES OF AMERICA
GENERAL SERVICES ADMINISTRATION
WASHINGTON, DC 20405



6 MAY 1975

Dr. Theodore C. Marrs
Special Assistant to the President
The White House
Washington, D. C. 20500

Dear Dr. Marrs:

Thank you for your letter of April 29, 1975, concerning our efforts with Commerce and Interior on the Great Hall project and provision of information on Federal parking facilities to Transportation in support of their May 5 - 6, 1975, hearings before the House Appropriations Subcommittee.

We have been working with key officials in the Department of Transportation both as a member of the Operations and Logistics Subcommittee and through direct input to DoT staff concerning the availability of Federal parking facilities as part of the Action Plan for the Bicentennial Transportation Program for the National Capital Area. Additional supportive details concerning costs, management and locations were provided to Mr. Paul Rasmussen prior to the May 2, 1975, first meeting of the new subcommittee to coordinate Federal and local government Bicentennial activities for the District of Columbia and surrounding area.

As noted in Al Iudicello's presentation on the status of the Great Hall project at the May 2, 1975 subcommittee meeting, we are proceeding on schedule with the renovation contract (Phase I) for a July completion date. Since the cancellation of Phase II, design and installation of a Federal exhibit in the Great Hall, we have been working with Dick Hite, DoI; Jim Lucore, D. C. Government; Pete Maletesta, Commerce; and Jim Gross, Director of National Visitor Center to develop a use for the Great Hall along the lines suggested in your April 29, 1975 letter. I have enclosed a recent memo from Al Iudicello, of my staff, to Dick Hite and others for your information and general update.

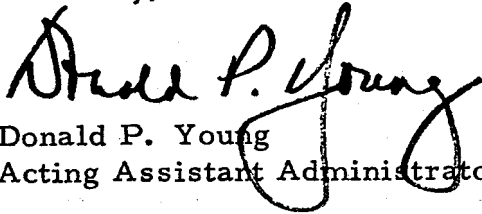


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We will keep you appraised of our activities related to the Great Hall through the new subcommittee and directly, if you wish.

If I can provide you with any additional information or assistance please let me know.

Sincerely,



Donald P. Young
Acting Assistant Administrator

Enclosure



UNITED STATES OF AMERICA
GENERAL SERVICES ADMINISTRATION

WASHINGTON, DC 20405

6 MAY 1975



MEMORANDUM TO: Dick Hite, Jim Lucore, Jim Gross,
Pete Malatesta

FROM: GSA Bicentennial Coordinator

SUBJECT: Great Hall Project

As a result of our recent on-site look at the Great Hall project, I explored the status of construction and the answers to several questions raised. The following information should give some additional feel for the finished space which will be available for use following completion of construction in July 1975.

- a. The floor system is a raised floor with carpeted panels that are easily removed for access to the electrical conduits (and airconditioning ducts) in the space beneath the raised floor. The raised floor will cover the entire floor area of the Great Hall including most or all of the area originally planned for a future theatre.
- b. The walls and ceilings are part of the Historic nature of the space and will essentially remain as is. At a future date (beyond the Bicentennial period) additional restoration work for the walls and ceilings is anticipated.
- c. The chandeliers are, of course, a main feature of the historic nature of the Hall and will remain and serve as the primary source of general area lighting. The intensity of the chandelier lighting will be made controllable (especially for those chandeliers near the four major display panels) to accommodate whatever display or visual lighting schemes are planned for exhibits on or near the display panels.
- d. Electrical service is available (or can readily be made available at the base of all major display panels, or for that matter, essentially anywhere under the raised floor system. Actual electrical service needs and final hookup to displays will, of course, be based on whatever exhibits or use we plan.



- e. Adequate toilet facilities are available near the Hall. None will be erected within the Hall itself.
- f. The main access will be through three new doors at center of space, facing E Street.
- g. The Hall will be airconditioned.
- h. Access to the existing GPO bookstore and the National Technical Information Service (NTIS) adjacent to the bookstore is being considered at the Southeast portion of the Hall. Consideration is also being given to place some small component of these two activities in the area designated on the plans as a future theatre.

Since time is critical, I feel we must move toward final conceptualization of how and to what extent the Hall can be used by activities under your control and ours (Archives). I feel the next step is for each of us to consider specific type activities, the rough amount of floor space they will require, any exceptional special support requirements and the timing (the Hall will be available for installation of exhibits or other use in late July).

I have included a copy of the floor plan of the Hall. The actual useable display area on the four major display panels is approximately 25 feet wide and 11 feet high on each of the two sides. (The overall dimensions of the panels including supports and airconditioning louvers are 25' 8" x 13' 7" x 2' 0").

I would propose that we meet in approximately two weeks after receipt of this letter to discuss possible activities for installation in the Hall. I will be in contact with each of you by phone to discuss this letter and provide any details as necessary and to discuss our next steps and when we can meet.

We have an excellent opportunity, with imagination and commitment, to create a viable use of the Great Hall for the Bicentennial and it deserves our best efforts.

A. Iudicello
GSA Bicentennial Coordinator
Office of the Assistant Administrator

Enclosure



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

JUN 6 1975

MAY 27 1975

THE WHITE HOUSE
WASHINGTON

May 22, 1975

MEMORANDUM FOR: TED MARRS

FROM: JACK MARSH *Jack*

The attached is an interesting editorial on Bicentennial planning for next year's visitation to Washington.

It is my view that this deserves our consideration. Unless you have views to the contrary, it seems to me it would be helpful to take a look at what this group has done as per the suggestion in the editorial.

Many thanks.



MIR

*Accompanying Mr. Marsh,
Jack Stills, Runke &
I visited this display.
It was an architectural
student exercise
minus feasibility
& financial evaluation.
Both DC & COG are studying.*

Washington Post
Wednesday, May 21, 1975

MAY 27 1975

'Washington '76'

NEXT YEAR, an average of 28,000 tourists a day is expected to enter Washington from the northeast, along I-95 and the Washington-Baltimore Parkway. A "Temporary Bicentennial Interchange" at the Ardmore Triangle in Maryland, to provide parking, information, inexpensive motel rooms, food, shopping, emergency medical service and other essentials, might entice some of them to leave their cars and visit the city by bus or

railroad, the Glen Echo trolley, barges on the C & O Canal and water taxis on the Potomac may help "demotorize" some of them. (They could park in Silver Spring, Glen Echo and Bethesda.) Using the waterfront as a temporary tourist park with food stands, boutiques and other attractions may relieve some of the pressure on Wisconsin Avenue, and the residential streets. The old Georgetown Market could be renovated and serve as

May 22, 1975

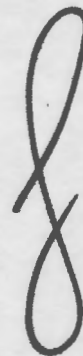
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Many thanks.

JOM/dl

A large, stylized handwritten signature, possibly reading "JOM", is written in black ink on the right side of the page.

Washington Post
Wednesday, May 21, 1975

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NEXT YEAR, an average of 28,000 tourists a day is expected to enter Washington from the northeast, along I-95 and the Washington-Baltimore Parkway. A "Temporary Bicentennial Interchange" at the Ardmore Triangle in Maryland, to provide parking, information, inexpensive motel rooms, food, shopping, emergency medical service and other essentials, might entice some of them to leave their cars and visit the city by bus or

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Jack Marsh - 741

JUN 9 1975

THE WHITE HOUSE

WASHINGTON

June 5, 1975

Dear Mr. Secretary:

This is in reply to Mr. Latimer's letter of February 10, 1975 responding to Jack Marsh's request for assistance in the Washington, D.C. Bicentennial Transportation Program. We appreciate your agreement to help us with this important undertaking.

Based upon the arguments set forth in your letter and a careful review of our fringe parking requirements, we agree that we should consolidate parking at the Pentagon area, and therefore will not seek spaces at the Anacostia-Bolling complex.

However, we have investigated the possibility of putting 6,000 spaces at the South Post site and have been advised by the Virginia State Highway Department and the Arlington County Transportation Office that the access roads cannot handle the traffic generated. Consequently, in order to accommodate the expected number of visitors at the Pentagon area, we propose the following: (1) 4,000 spaces at South Post; (2) 1,200 spaces at North Parking for weekday use; and (3) approximately 4,000 spaces at North Parking for weekend and holiday use.

The respective staffs of the Department of Transportation, the Washington Metropolitan Area Transit Authority, the State and county transportation offices, and the Department of Defense have recently met to discuss road access to the South Post site. All parties agreed that the following access points are both necessary and possible: (1) preserving the Jefferson Davis Highway (Virginia Route 110) Main entrance adjacent to the Old Yards and Docks Building, (2) a possible second entrance on Jefferson Davis Highway south of the main entrance, and (3) an entrance at the northern end of the site across National Park Service controlled land to Memorial Drive, east of the ramp to Jefferson Davis Highway on Memorial Drive. This third entrance would function as egress for automobiles from the parking lot and access for Metrobuses only. The existing entrance drive to the front door of the Yards and Docks Building should be preserved as a deceleration lane for visitors using the main gate into the site.



Existing road access would be used for North Parking Lot. In addition, the north parking access road would be used to route northbound visitors to the Jefferson Davis Highway entrance,

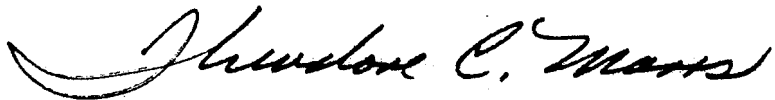
utilizing the existing underpass for Washington Boulevard. In all cases, Bicentennial visitor traffic would be separated from Arlington Cemetery funeral and visitor traffic. No conflicts with the present "Tourmobile" service are anticipated. All entrances and road construction, fencing, and buffering for the Bicentennial parking area would be funded from the anticipated Department of Transportation appropriation for this program.

With regard to the removal of buildings at South Post, demolition should be completed and the site should be made available to WMATA by October 1975. These demolition costs cannot be funded from the DOT appropriation. The costs for restoring the site to its original cleared condition will be borne by the Department of Transportation funds. The restored site will be returned to DOD jurisdiction no later than March 31, 1977.

We trust that the items outlined above are acceptable and we can proceed in an expeditious manner. Washington Metropolitan Area Transportation Authority staff will contact your staff for the necessary temporary use permits.

We appreciate your cooperation and assistance on this most important Bicentennial program.

Sincerely,



Theodore C. Marrs
Special Assistant to the President

Honorable James Schlesinger
Secretary of Defense
Washington, D.C. 20301



THE WHITE HOUSE

WASHINGTON

June 19, 1975

MEMORANDUM FOR: TED MARRS

FROM: JACK MARSH 

Undoubtedly you have seen the attached.

Inasmuch as you have made great progress in addressing the problems in the editorial, it occurred to me you should be thinking of some way to get our side of the story out.

Many thanks.

Washington Star

Thursday, June 19, 1975

Bicentennial disarray

Over the past few months it has become apparent that the Nation's Capital and its neighboring jurisdictions are about as ready for the Bicentennial as a barracuda is to take a bar exam. But it is worse than we feared, as was made abundantly clear during recent hearings

the Washington area can expect in 1976 — we have several and they vary wildly.


A study done for the Council of Governments says that 35 million people may pop in, the Washington Area Convention and Visitors Bu-

THE WHITE HOUSE

WASHINGTON

June 30, 1975



MEMORANDUM FOR: RUSS ROURKE
FROM: JACK MARSH 
SUBJECT: Visitors' Center



Let's get in here, for briefing as to status, the individual who is responsible for the completion and construction of the Visitor's Center.

I don't want to make a big thing of either this meeting or the one on METRO, but I do want to have a short, 30 minute meeting from both the Visitors Center Director and the METRO separately in order to have a better understanding of just where these two projects stand.

We have to be very careful about pushing too hard on METRO because of the high cost overruns which may require additional funds to be allocated in order to expedite the project. The form of this additional funding is being worked out and I do not want to get the President over-committed on either METRO or the Visitors Center.



Jack
Russ

July 2 '75

f

THE FOLLOWING UP-TO-DATE INFORMATION IS SUBMITTED ON THE VARIOUS ELEMENTS COMPRISING THE NATIONAL VISITOR CENTER COMPLEX:

Conversion of Union Station into the National Visitor Center: The renovation and refurbishing of Union Station is on schedule.

New replacement railroad station: Construction has been authorized on the railroad station and the completion date is April 1976, when the current Amtrak facilities can be moved to the new rail station.

Ramp structures and ground level access roadway: Construction of the southwest and northwest ramps has been given to the George Hyman Construction Company. Cost estimates for the southeast ramp and the ground level access roadway will be completed by June 30, 1976.

H Street overpass: The District of Columbia Department of Highways and Traffic reports that the portion needed for National Visitor Center use will be completed by June 30, 1976.

Parking Garage: Construction of the parking garage for 930 cars will be completed by June 30, 1976. The main deck of the parking garage will now be used as a staging area for Metro buses, Tour-mobiles, charter and school buses in off peak traffic hours, thus reducing the original number of car slots from 1,200 to 930. The fourth deck to the garage is not funded at this time. If the parking garage structure is left at the third deck level, the cost of bracing trusses horizontally and other revisions to stair/elevator towers will amount to around \$800,000, as against construction of the fourth deck, which is estimated to cost \$1.9 million. Construction of the fourth deck would also increase the number of cars that could park to 1,200.

Columbus Plaza Rechannelization Plan: The D.C. Department of Highways and Traffic has a request pending before Congress for reprogramming funds to start this construction.

State Flag Program: The erection of 55 State and Territorial flagpoles around the southernmost perimeter of Columbus Plaza has been approved by the Commission of Fine Arts and the National Capital Planning Commission. Legislation will be introduced to permit their erection on land under the jurisdiction of the Architect of the Capitol.

Urban Mass Transportation Administration (UMTA) grant: An \$8.15 million grant for transit related activities at the National



Visitor Center is in final review.

Grand Opening: The target date of the grand opening of the National Visitor Center is July 4, 1976. Currently, several trade unions are in negotiation, and there are current strikes underway, whose impact could affect the target dates for completion. Also, any unforeseen events within the next year could affect timely completion of the project.

A handwritten signature in cursive script, appearing to read "Jed".

Washington Post
Thursday, July 17, 1975



Federal Hospitality

7-17-75
WASHINGTON POST

WE ARE MUCH ENCOURAGED that the Ford administration has now acknowledged federal responsibility for the millions of tourists from all over the world expected in Washington next year. The White House is now helping to coordinate the region-wide efforts to accommodate them, having stepped in nine weeks ago, when presidential counsellor John O. Marsh called a meeting of the representatives of ten federal agencies, the Washington Metropolitan Council of Governments, the American Revolution Bicentennial Administration, and the city government. The President assured the group of his concern for the welfare of the visitors. Out of the meeting emerged a White House task force, headed by Richard Hite of the Interior Department. The task force is not concerned with planning the celebration as such. Its concern is entirely with logistic matters, such as transportation, parking, emergency services, accommodations and information. Mr. Hite, a seasoned administrator, seems to have a good grip on most of these problems, but he and his task force still face some formidable obstacles.

The Bicentennial

Is
Coming



200,000 daily visitors on the Mall is surely just that.

To direct, inform, clean up after, and control this many people, the White House task force estimates that additional over-time funds are going to be needed for the National Park Service. To help house the visitors, the task force hopes to organize a central referral system for telephone reservations. Such a system, which worked well at the Montreal and San Antonio world

D.C.

July 21, 1975

MEMORANDUM FOR: TED MARRS

FROM: JACK MARSH

The recent editorial in the Washington Post, tipping their hat to the Ford Administration, is really recognition to the great job that you have done in addressing a very critical problem. You and Dick Hite have, I think, made tremendous strides in providing leadership and direction where it was greatly needed.

I would like to raise several questions, which I know you have given consideration to, and they are questions about the visitor loads. Just what do you envision will be the visitor increase over 1975, if we use the current year as a base? Whatever that figure is, if you would make that your best estimate, let's treat that as a base and figure contingency planning on visitor loads above that base.

The point I am trying to make is whether or not you feel it might be worthwhile to follow a practice of the military and that is to develop contingency plans which would address changing situations if those changing situations should occur.

For example, let's assume that the increased tourist visitor load is 15 million, in which event the plan for that figure will be Plan Able.

However, what if the visitor load is 20 million? Should we not have a contingency Plan Baker for a 20 million load?

Suppose the visitor load is 25-30 million. Shouldn't we have a contingency plan that would address this increased situation?



D.C.

It occurred to me that the courses of action and the resources will vary substantially depending on whether you have Plan Able or Plan Baker or perhaps a Plan Charlie. But I envision a contingency plan that would address the following items, and I am sure you can add many more. I would think each plan should address at least the following:

- Parking
- Feeding
- Housing
- Emergency services
- Police
- Sanitation
- Accommodations and attractions to prevent crowding of facilities
- Increased manpower
- Increased Congressional appropriations
- Information services

Would it be helpful to put together some sort of visitors' guide to Washington in the Bicentennial Year that would be suitable for mailing by a Member of Congress with his newsletter? Or can you put together a fact sheet that he can take and duplicate and put in with his newsletter to his constituents that advise them of the plans that have been made for accommodating them either by parking or camping facilities, etc.

After you have had a chance to go over this sometime this week, I would like to meet with you and Dick Hite and Mitt and discuss the matter further. At a very near point in time, I also want to get a small group in to meet with the President to bring him up to date on what you are doing in regard to the District of Columbia.

JOM/dl



M

October 8

THE WHITE HOUSE
WASHINGTON

Russ --

Ted Marrs called with the following:

"Acquired \$400,000 from Commerce for completion of the Great Hall and the Park Service will operate it as a convention center for the Bicentennial. Chances are good, God and Labor movement permitting."

Thanks.

donna

Well Done!



JAN 30 1976

THE WHITE HOUSE
WASHINGTON

January 29, 1976

MEMORANDUM FOR: JACK MARSH
FROM: MILT MITLER *hmt*
SUBJECT: NEWS ARTICLE ON BICENTENNIAL
METRO BUS

I talked with Dick Hite about this and he advised me that the article has overlooked some of the facts.

- Duration of the System: The financial resources will be scaled to assure operation from April to October. The system will endeavor to gain acceptance by beginning with full service to demonstrate that the bus is a reasonable alternative to the automobile. Monitoring will be established to identify the less used routes which will lead to adjustments in frequency of service and possibly the elimination of some routes. This will assure service in the peak periods and will make it more likely that the service will extend into the Fall.
- Bus Fares: The fee structure as stated in the article is correct. However, a significant amendment to the fringe lot shuttle fee with the introduction of a family plan, modifies this. One child or young adult may ride free of charge with one adult paying the \$1.50 fee.

The reduction of monies available from \$10.0 million to the \$7.0 million appropriated, necessitated the rise in fares in order to make up the projected revenues without cutting service.
- Bus Routes: The fringe lot shuttles will pass the National Visitor Center as soon as it is opened. The Kennedy Center will continue to be serviced by Tourmobile. A Bicentennial route was not located through Georgetown. Normal transportation will be available there.

Continued



Although only two of the seventeen routes serve the area of the Baltimore-Washington Parkway, the major intercept for such traffic is anticipated to be the fringe parking lot at RFK Stadium. Also, the Parkway area routes in that portion of Prince George's County were placed with the advice of County Officials in order to serve visitors originating at area residences and motels.

This will be a part of Dick's briefing at the next Federal Agency Bicentennial Task Force Meeting.

