

Comm for Social
Needs

AUG 10 1973

Mr. R. Tenney Johnson
General Counsel
National Aeronautics and Space
Administration
Washington, D.C. 20546

Dear Mr. Johnson:

Your letter of July 30th proposed specific methods of making available to interested parties the report entitled "Communications for Social Needs: Technological Opportunities" which was prepared for the Domestic Council in 1971.

I feel that your approach is a sound one, and we have checked with the Domestic Council Staff and they agree. Accordingly, the restriction "Administratively Confidential" on the report should be removed and a copy should be made available at NASA for anyone requiring access to it.

Sincerely,



Clay T. Whitehead

cc: DO Record
DO Chron
GC Subj
GC Chron
Mr. Whitehead ✓
Eva

CCJoyce/njb-8-9-73

*Study Group on
Communications
for Social Needs*

September 17, 1971

Memorandum for: Members, Steering Committee
 Study Group on Communications
 for Social Needs

At the OST/OMB review of our draft reports, several assignments were made to accomplish a rewrite of the programs incorporating more specific detail (see enclosure). This rewrite must be completed for final OST/OMB review by September 24. Accordingly, those individuals designated as team leaders should provide rewrites to this Office by c. o. b. September 22.

As you will note, some new titles have been suggested and some programs tentatively mentioned in the preceding draft have been deleted after further consideration. We will also be attempting to identify new program initiatives based on some of the discussion during and following the initial review.

Each team leader should contact the team members identified to set up necessary drafting sessions. Also, anyone feeling a strong need to participate in one of the teams should contact the team leader and myself as soon as possible.

Enclosed for your consideration are sample program summaries from the Transportation study group, in varying levels of detail. To the extent possible, each team should attempt to organize its initiative along similar lines, as this will facilitate the final editing and coordination work.

WRHinchman:dc

Mr. Whitehead

Dr. Mansur

DO Chron

DD Records

Col. Lasher

SIGNED

Walter R. Hinchman
Chairman

Encl.

Introduction and Summary

Ted Ledbetter, OTP, Leader
Joe Coates, NSF
L. Goldmuntz, OST

1A Community Information and Services Centers
(alternative titles: Neighborhood Access Center?
Neighborhood Action Center?)

Alan Slegel, HUD, Leader
Mary Robinson, OEO
Al Horley, HEW
Martin Nemirow, DOL

1B Broadband Communications Demonstration (New title)

S. Lasher, OTP, Leader
K. Goodwin, FCC
W. Knox, DOC

1C Satellite Education Demonstration

Al Horley, HEW, Leader
W. Hinchman, OTP

1D Educational Communications

Al Horley, HEW, Leader
B. Lamkin, HEW (OE)
Mary Robinson, OEO
Martin Nemirow, DOL

2A Expanded Communication Services

W. Hinchman, OTP, Leader
K. Goodwin, FCC

2B Combined with 2A

2C

2D Applied Communications Technology

Leonard Jaffe, NASA
W. Knox, DOC
K. Goodwin, FCC
B. Lamkin, HEW (OE)

3A Expanded Broadcasting Service

Ted Ledbetter, OTP, Leader
K. Goodwin, FCC

3B Electronic Mail Handling

Don Haag, USPS, Leader
Leonard Jaffe, NASA

7 4A Electronic Privacy Council

Ted Ledbetter, OTP, Leader
Don Haag, USPS
K. Goodwin, FCC
Philip Cheilik, LEAA
(to be named), OST

7 4B Local Communications Offices

Dave Dresser, HUD, Leader
Martin Nemirow, DOL
Ted Ledbetter, OTP

General Program Description

NEAR TERM IMPROVEMENT IN MASS TRANSIT

GOAL

- DECREASE PRIVATE AUTOS ON URBAN STREETS BY 25% BY OFFERING IMPROVED, CONVENIENT, SAFE, AND FREQUENT MASS TRANSPORTATION (REDUCES TRAVEL TIMES BY 50%)

ACTIONS

- MASSIVE REPLACEMENT AND AUGMENTATION OF NATION'S BUS FLEET
- REPLACEMENT OF RAIL CARS WITH ADVANCED CONCEPT CARS
- MODERNIZATION OF URBAN RAPID TRANSIT, COMMUTER RAIL AND LIGHT RAIL STATIONS
- DEMONSTRATION OF THREE LARGE DEMAND RESPONSIVE (DIAL-A-RIDE) SYSTEMS FOLLOWED BY EVALUATION AND DECISION CONCERNING NATIONAL PROGRAM OF DIAL-A-RIDE INSTALLATION
- COORDINATE AND INTEGRATE ABOVE (INCLUDING BUSWAYS)

COST

<u>FY 72</u>	<u>FY 73</u>	<u>FY 74</u>	<u>FY 75</u>	<u>FY 76</u>	<u>FY 77</u>
\$806M	\$1480M	\$2124M	\$2014M	\$1954M	\$949M

EVALUATION

NEAR TERM IMPROVEMENT IN MASS TRANSIT

IMPORTANCE

- CONGESTION, DELAYS, FRUSTRATION ALL EXPERIENCED BY AVERAGE CITIZEN

PAYOFF

- REDUCTION IN TRAVEL TIMES
- REDUCTION IN AUTO POLLUTION
- EXPANSION OF PRODUCTION CAPACITY
- INCREASED EMPLOYMENT - OPERATIONS, MAINTENANCE, ADMINISTRATIVE, DISPATCHERS

PUBLIC IMPACT

- AFFECTS ALL CITIZENS
- DRAMATIC - LOCAL VISIBILITY
- NEAR TERM EFFECTS

TECHNICAL FEASIBILITY

- STATE-OF-THE-ART -- IMPLEMENTATION CURRENTLY LIMITED ONLY BY FUNDS - LOW TECHNICAL RISK

POTENTIAL PROBLEMS

- OPPOSITION BY AUTOMOTIVE INTERESTS - BUT PAYOFF TO THEM IN INCREASED BUS AND DIAL-A-BUS CONSTRUCTION
- NEED REGIONAL ARRANGEMENTS
- MARKET UNCERTAINTIES (DIAL-A-RIDE)

Detailed Program Plan

TRANSIT BUS IMPROVEMENT

- DESCRIPTION: COMPLETE MODERNIZATION OF NAT'L BUS TRANSIT FLEET THROUGH
- o INCREASE OF MFG. CAPABILITY
 - o INTRODUCE NEW BUS DESIGN
- IMPORTANCE:
- o DETERIORATION OF INNER CITIES ECONOMY
 - o UNDESIRABLE QUALITY OF INNER CITY ENVIRONMENT
 - o INEFFICIENT USE OF HUMAN RESOURCES
 - o TRANSITION OF MASS TRANSIT FROM PRIVATE TO PUBLIC OWNERSHIP
- NEEDS
- o URBAN CONGESTION HAS CAUSED MIGRATION OF BUSINESS TO SUBURBS
 - o INNER CITY ECONOMY NEEDS INCREASED TAX BASE
 - o FRUSTRATIONS OF COMMUTING
 - o CURRENT COMMUTING IS FRUSTRATING
 - o EXCESSION AND INEFFICIENT AUTO USE MINIMIZES AIR POLLUTION
 - o MASS TRANSIT CURRENTLY UNATTRACTIVE TO PUBLIC
 - o EMPLOYMENT OPPORTUNITIES ARE REDUCED BY CURRENT TRANSIT
 - o TRANSIT INDUSTRY CURRENTLY UNABLE TO GENERATE OWN CAPITAL
 - o TRAFFIC CONGESTION HAMPERS MOVEMENT OF GOODS AND PEOPLE

T R A N S I T B U S I M P R O V E M E N T (continued)

- PUBLIC IMPACT:
- o HIGHLY VIVIBLE BECAUSE IMPLEMENTATION IMMEDIATE
 - o PYSCHOLOGICAL IMPACT ON PUBLIC OF LESS CROWDED, CLEANER URBAN STREETS.
 - o BUS TRAVEL BECOMES A DESIRABLE MODE OF TRANSPORTATION

BUDGET REQUIREMENTS:

MILLION DOLLARS

	FY72	FY73	FY74	FY75	FY76	TOTAL
FEDERAL	209	307	563	563	563	2,205
LOCAL	22	34				56
PRIVATE SECTOR	<u>50</u>	<u>50</u>	<u>100</u>	—	—	<u>200</u>
TOTAL	<u>281</u>	<u>391</u>	<u>663</u>	<u>563</u>	<u>563</u>	<u>2,461</u>

T R A N S I T B U S I M P R O V E M E N T (continued)

- POTENTIAL PROBLEMS:
- o AUTOMOTIVE INTERESTS
 - o PUBLIC IMAGE OF MASS TRANSIT
 - o DEPRESSION OF USED BUS PRICE LEVELS
 - o ATTRACTION OF ADDITIONAL BUS MANUFACTURERS
 - o LOCAL FUNDING
 - o REDUCED DEMAND FOR AUTOMOTIVE SERVICES

ORGANIZATION AND MANAGEMENT:

- o INCREASED REQUIREMENTS FOR CAPITAL GRANTS ADMINISTRATION
- o ADMINISTRATION OF TRANSITION FROM R&D PROGRAM TO PRODUCTION CAPACITY

SUMMARY: IMPROVE URBAN BUS SERVICE THROUGH FLEET REPLACEMENT, BEGINNING IMMEDIATELY,
 IN ACCORD WITH THE FOLLOWING SCHEDULE:

	FY72	FY73	FY74	FY75	FY76	TOTAL
CURRENT MODEL	5,000	7,400				12,400
NEW MODEL	<u> </u>	<u> 100 </u>	<u>12,500</u>	<u>12,500</u>	<u>12,500</u>	<u>37,600</u>
TOTAL	<u>5,000</u>	<u>7,500</u>	<u>12,500</u>	<u>12,500</u>	<u>12,500</u>	<u>50,000</u>

AVERAGE AGE OF NATIONAL BUS TRANSIT FLEET AT END OF FY76 IS 1.9 YEARS