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DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	NOTE	DB TO MIKE RE THE ATTACHED	1	12/3/1984	B6
2	LETTER	TO DEAVER RE PRIVATE SECTOR INITIATIVES ISSUES	1	11/29/1984	B6
3	LETTER	RE YOUTH OUTREACH	2	11/9/1984	B6

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THE WHITE HOUSE

WASHINGTON

November 26, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Private Sector Initiatives

To follow up on our discussion about Private Sector Initiatives, I have the following preliminary thoughts.

Although the program was at one time one of the Administration's shining stars, it has now denigrated to an ineffective operation. With the likely cuts in social programs in the upcoming budget, now is the time that the P.S.I. office must be functioning at peak capacity. The mission of the P.S.I. office should be to promote private sector programs to help fill the void that the budget cuts will create, and to enhance the President's image for "fairness and compassion" by showing his personal interest in these programs. As the media begins to focus on the "victims" of the budget cuts, the P.S.I. office should be actively dramatizing the President's devotion to private sector programs that offer effective solutions to any problems that are created.

In my opinion, there are three major areas in the P.S.I. office that require immediate attention: 1. Public Relations; 2. Programs; and 3. the Advisory Council.

I. Public Relations

Stated in the most simple terms, the mission of the P.S.I. office should be to "make the President look good" by highlighting private sector programs. In its early days, it accomplished this mission quite well, but lately, it has not.

This situation can be improved by the following:

- Developing a Series of Public Service Announcements about Voluntarism.

By working with the advertising community and television networks, a series of P.S.A.'s could be prepared to highlight such programs as "Adopt-A-School", etc.

These public service announcements would be tailored to assure that the credit for the successful private sector initiatives goes to President Reagan (i.e. Tag line: "A Presidential Initiative" or "Join in the Spirit ... The President's Advisory Committee on Private Sector Initiatives".)

- Promoting Programs and Passing Information about the President's Accomplishments through Pre-Existing Organizational Networks.

This would involve using organizations that have branches across the country such as the Chamber of Commerce, real estate networks, churches, YMCA, American Legion, etc.

By using these existing communications networks as the media to communicate the message, the P.S.I. office can significantly expand its information distribution process.

- Encouraging Public Relations Conscious Industries to Focus on Private Sector Initiatives in their Advertising.

Example: Utility companies that spend large amounts of "image" advertising would be encouraged to build their image around improvements they have made to a community (i.e. cleaned up a rundown neighborhood park).

- Targeting Articles in Specialty Publications.

The P.S.I. office should attempt to reach the key players in the business community through using articles in specialty publications such as Business Week to report on present and future P.S.I. programs. This would include reports on successful P.S.I. programs as well as interviews with members of the Advisory Council.

- Distributing Special Talking Points to Administration Speakers.

Through using the Speakers Bureau function now in place in the Scheduling Office, a set of well-written talking points would be distributed to all Administration speakers. These P.S.I. talking points would be incorporated into their remarks at all speaking engagements for a specified period. As we observed with Presidential themes (i.e. education), when the same issue is repeated on several occasions by a series of speakers, there is a dramatic increase in public awareness.

- Greater Coordination with State and Local Officials.

By coordinating with Lee Verstandig's operation and using the various associations for elected officials (i.e. National Governors Association, National Association of Towns and Townships), the P.S.I. message can be brought more directly to local communities and the potential for creative volunteerism increased.

- Effective Use of Presidential Letters and Messages.

The P.S.I. office should be on the lookout for events and programs across the country that would be appropriate for Presidential messages. When sent to the right group, a Presidential letter (done by Anne Higgins' office) can have a tremendous impact. In addition to providing a positive incentive to those who are involved in a particular program, it also serves to directly link the President to it.

- Greater Focus on the President's Personal Involvement with Volunteerism.

As you know, from time to time, when the President has heard about the plight of a particular individual, he has personally become involved. A recent example of this is the armless woman that he saw on 60 Minutes who was unable to get a job. Thanks to the President's personal efforts, the woman was soon able to find permanent employment.

Obviously, highlighting this personal side of the President should be done in a very subtle manner so as to avoid charges that we are "hyping it". However, we should be making sure that the public learns of the many times that the President has shown compassion and concern for the less fortunate by assisting them in ways such as this.

In the same vein, we should maintain a group of individuals and corporations that are ready and willing to assist with jobs or funds when these situations arise.

II. Programs

The substantive focus of the Private Sector Initiative Office should be primarily on domestic programs to help people and communities in areas where the government should have a limited role or no role at all. It should not be expending time and efforts on programs that could better be handled by another branch of the government, such as the Junior Astronaut Program. It should also maintain its focus on domestic programs and take only a secondary role in nondomestic activities such as the revitalization of Grenada (which would best be handled by A.I.D. and O.P.I.C.).

The P.S.I. operations should return to its original focus in areas such as Public-Private Partnerships and situations where individual or organizational assistance is needed. Past examples of this include:

- Saving the Providence St. Mel School in Chicago which served as the foundation for the successful Adopt-A-School program.
- The "possee" volunteer crime fighting program that has made significant impact in reducing crime in an Arizona senior citizens community.

- Food bank operations where local food producers provided food distribution to the needy.
- Partnership programs, such as the adoption of neighborhood parks. There have been many successful examples of corporations constructing or renovating a neighborhood park which is staffed by paid city workers.

I feel that we need to encourage more programs such as these and draw attention to other great local initiatives so that they may gain recognition and spread nationally.

With the likelihood of significant budget cuts in social programs, there should be an immediate focus on these areas by the P.S.I. office. It must be made clear that the Administration is not turning its back on those who currently depend on these programs, but rather, is shifting responsibility from the expensive governmental programs to more efficient private sector efforts and public-private partnerships.

When decisions are made to which specific social programs will be cut, I can make more specific recommendations. However, at this point, I suggest that an immediate priority of the P.S.I. office should become programs to assist the elderly, minorities, and handicapped, and to improve health care and education systems. Then, when budget cuts are announced, the Administration can concurrently point to successful private sector programs in each area and to additional efforts underway.

Although some Presidential time will be needed to draw the necessary attention to these programs, other Administration officials can successfully promote P.S.I. efforts as well. This would particularly apply to Cabinet Secretaries whose Departments have been significantly effected by cuts in social programs.

In terms of direct Presidential involvement, I would envision an occasional Presidential trip to a successful P.S.I. program as was done earlier in the Administration. However, on regularly scheduled trips for other events, I think a few spontaneous drop-by's to some P.S.I. projects would be well received. This would show that the President learned of the good things that they were doing and wanted to see for himself and congratulate them.

An additional area that should receive increased attention from the P.S.I. office is the Cabinet Coordinating Committee that has been established. By soliciting ideas from within their Departments, those Cabinet Secretaries would be a good source of recommendations for substantive P.S.I. programs.

III. The Advisory Council

The President's Advisory Council on Private Sector Initiatives, and its predecessor the Task Force, is one of the finest selected Presidential Advisory Committees. It is a bipartisan "blue chip" committee representing a cross-section of society. Because of the individual members' prominence in their respective fields, they are vital links in both the dissemination of information and promotion of P.S.I. efforts. They are equally valuable as sources of information on possible P.S.I. programs.

Although the Task Force and its successor, the Advisory Council, got off to enthusiastic beginnings, many feel that they and their efforts have been neglected in recent months. Therefore, I feel it is essential that a program be undertaken to revitalize these individuals and, in turn, the Advisory Council as a group. I suggest that in the near future, the President hold a working lunch in the Cabinet Room with the members of the Advisory Council on Private Sector Initiatives. This meeting should only be scheduled after a carefully worked "game plan" for the Private Sector Initiative program has been put together. The President could use the luncheon as an opportunity to present his plan for the P.S.I. program in the upcoming year and to "recharge" the Advisory Council.

In addition to this meeting with the President, the Advisory Council should be involved in regular meetings with Senior White House Staff and Administration Officials. We should prepare them to be effective advocates on behalf of the President's dedication to private sector initiatives.

In order to concentrate on specific program areas, Advisory Council subcommittees should be organized. These subcommittees would be set up to deal with designated areas in much the same way as the Cabinet Council system. Specific subcommittees might include:

- Education;
- Senior Citizens;
- The Family (child care);
- Minorities;
- The Environment;
- Arts and Humanities;
- Hunger;
- The Homeless;
- Community Service and Beautification; and
- Legal Services.

Finally, the efforts and enthusiasm of the Advisory Council will depend upon the response they receive from the P.S.I. staff. To this end, the P.S.I. office must recognize the important contributions of these private citizens and coordinate and facilitate their efforts.

In light of the important role that the P.S.I. office should play in the new Administration, the revitalization of the Advisory Council and the reworking of the P.S.I. agenda should begin as soon as possible. As you know, the Advisory Council will be holding a special meeting in Washington on December 9-10. If we would begin the changes at that time, in the second Reagan Administration, we will "hit the ground running" and maybe start with a few steps lead.



THE SECRETARY OF TRANSPORTATION
WASHINGTON, D.C. 20590

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MEMORANDUM FOR: The Honorable Michael K. Deaver
Assistant to the President and Deputy Chief of Staff

FROM: Elizabeth Hanford Dole *EHD*

SUBJECT: Private Sector Initiatives Report

I am pleased to provide the attached report on continuing private sector initiatives at the Department of Transportation (DOT). Our information is divided into four sections: Part I - Public/Private Sector Initiatives in Support of DOT Programs, Part II - Partnership in Education, Part III - Voluntarism Activities, and Part IV - Future Plans.

The Department's safety programs have been the primary focus of our private sector initiatives. The submittal of the report comes at an appropriate time to highlight National Drunk and Drugged Driving Awareness Week, December 9-15. This is the third year in which DOT has joined with state and local highway officials, and a host of private and public organizations in promoting awareness of this national problem.

In addition, a number of new initiatives will be especially useful in helping to prevent the drunk driving tragedies that frequently occur during the holiday season. For example in response to national studies that show drinking liquor to excess is becoming passe, Holiday Inns, Inc. instituted a program to test its exclusive line of non-alcoholic highballs and aperitifs. They further plan to eliminate "Happy Hour" promotions, such as two drinks for the price of one and to follow a proposal by the National Restaurant Association to offer motorists a discount on "liquor-less" cocktails from a separate menu. After an initial test in 24 sites, Holiday Inns instituted the program in all 214 of its company-owned hotels by November 22, 1984, and recommended strongly that its 1,490 franchises follow suit.

The following report presents a sample of private sector initiatives in the field of transportation and safety. For the purposes of this report, we selected primarily examples that reflect a national scope. However, we have extensive information on outstanding initiatives by individual States, local governments and communities, the media, corporate employers and individual citizens. I know I speak for the entire Department of Transportation in expressing gratitude to all of these private sector participants who actively support DOT's mission.

Attachment

cc: *✓* James K. Coyne

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EXECUTIVE SUMMARY

Part I: Public /Private Sector Initiatives in Support of DOT Programs:

The Department's safety programs have been the primary focus of public/private sector initiatives. Prevention of drunk driving, the increased use of automobile seat belts and child restraint systems have attracted considerable support. The private sector is also active in ridesharing, partnerships for transportation services to targeted groups such as the elderly and handicapped, and other activities related to DOT's mission.

Prevention of Drunk Driving

For the third straight year, DOT is joining state and local highway officials, as well as public and private organizations, in promoting National Drunk and Drugged Driving Awareness Week, December 9 through 15.

Recording star Michael Jackson highlighted the Department's Public Service Announcement (PSA) campaign. Jackson donated his award winning song "Beat It", for DOT's campaign, "DRINKING AND DRIVING CAN KILL A FRIENDSHIP," produced in partnership with the Ad Council. Safeway Stores, Inc., is printing this message on their Lucerne Egg Nog. A private individual sponsored a nationwide essay contest for young people on how anti-drunk driving PSA's had changed their minds about drinking and driving.

The Outdoor Advertising Association and the Distributive Education Clubs of America sponsored an anti-drunk driving contest. In addition to scholarship prizes, the winning message, "DRUNK DRIVING IS BREAKING AMERICA'S HEART" is appearing on 2,500 billboards across the country. The Washington Regional Alcohol Program (WRAP) is conducting a campaign with a television spot and poster featuring prominent athletes, with the caption "WE JOINED THE TEAM TO STOP DRUNK DRIVING."

In other initiatives, Holiday Inns, Inc. instituted an exclusive line of non-alcoholic highballs and aperitifs in all 214 of its company-owned hotels and recommended strongly that its 1,490 franchises follow suit. Also, "Project Graduation", SADD and MADD chapters continue to spread in many localities.

Safety Belt and Child Restraint Systems

Several companies (General Motors, Nationwide Insurance) are providing seat belt user insurance policies. More than 50 national network organizations including the American Association of Retired Persons, American Red Cross, Girl Scouts, and American Trucking Association, are promoting safety belt education to their members/constituents.

McDonald's and the Ad Council provided safety kits promoting the use of child restraint systems. Rental car companies (Avis, Hertz, and National) are providing child safety seats to their customers at no additional charge.

Other Transportation and Safety Initiatives

All the major railroads are involved in "Operation Life Saver," a program focused on safety education about rail facilities. The "Vermont Lifesaver Express" train ride and the Governor signing a Proclamation on October 17 were used to draw statewide media attention to the rail-highway crossing safety program.

The U.S. Coast Guard Auxiliary, a 40,000 member, civilian organization, assists the Coast Guard with efforts to make recreational boating safer. National Safe Boating Week (June 3-9) emphasized the dangers of alcohol abuse. The American Automobile Association has numerous nationwide safety programs which include safety patrols at school crossings and alcohol programs.

Several companies (McDonnell-Douglas, Sperry) have extensively promoted ridesharing. The Burlington Northern Railroad Corporation provides free transportation to state and local food banks and has donated many retired railroad cars to museums and local governments.

In response to growing evidence of the private sector's ability to provide certain types of public transportation in a cost-effective manner, the Urban Mass Transportation Administration (UMTA), has joined with public and private agencies in sponsoring conferences to enhance awareness of the mutual benefits attainable from partnerships between the public and private sector. UMTA recently issued a report, "Opening Barriers to Private Sector Transportation Contracting with Public Agencies," and a major Federal Policy, "Private Enterprise Participation in the Urban Mass Transportation Program."

Part II - Partnership In Education

DOT is in its second-year partnership with Hine Junior High School of Southeast Washington. During the first year, each of DOT's Operating Administrations sponsored a two-week program, focusing on the partnership's theme, "Safety in Transportation." In addition to programs at the school, a number of special field trips exposed selected students to on-site transportation activity. Deputy Secretary Burnley visited the school and announced a Safety Essay Contest. Secretary Dole highlighted the first year as the keynote speaker at the school's Promotion Exercises on June 14.

In this school year, DOT strengthened its programs to promote "Safety in Transportation," broadened the cultural and educational enrichment program, increased assistance in tutoring and instructional support, and increased student awareness of community involvement. A number of activities have already taken place with Hine students, including a school assembly on fire safety prevention, a Halloween party and "shadowing" of DOT employees.

The U.S. Coast Guard Headquarters' Equal Employment Opportunity and Hispanic Employment Programs adopted Adams Elementary School in Washington. The Federal Aviation Administration (FAA) is in a partnership program with Fairchild Aircraft Corporation and Judson High School in Texas on a "High Technology Internship Program." FAA regional offices have adopted schools in Chicago, Illinois; South Bend, Indiana; Los Angeles, California and New York City. The Federal Highway Administration in Kansas City has adopted the Sherwood Center for the Exceptional Child.

Part III - DOT Voluntarism Programs

DOT employees participate in a broad range of voluntarism activities both in Washington Headquarters and the regions. In recognition of outstanding volunteer work, the Department awarded twenty-seven employees the Secretary's Voluntarism Awards on October 30.

As part of DOT-sponsored voluntarism activities, the Office of the Secretary has adopted a Senior Citizen Center in Washington and held monthly events with the Seniors. DOT sponsored two lunch-hour activities that provided employees volunteer information and raised \$4,600 for the partnership school's emergency fund and an employee in dire need. DOT also encourages volunteers from the private sector in DOT-related groups such as the U.S. Coast Guard Auxiliary and the National Defense Executive Reserve.

PART I - PUBLIC/PRIVATE SECTOR INITIATIVES IN SUPPORT OF DOT'S PROGRAMS

Prevention of Drunk Driving

For the third straight year, DOT is joining with state and local highway officials, as well as a host of private and public organizations, in promoting National Drunk and Drugged Driving Awareness Week, December 9 through 15.

Recording star Michael Jackson highlighted the Department's Public Service Announcement (PSA) campaign, officially launched on May 14, 1984. Mr. Jackson donated his award winning song, "Beat It" for DOT's campaign, "DRINKING AND DRIVING CAN KILL A FRIENDSHIP", produced in partnership with the Ad Council. In support of the campaign, Margaux Mirkin sponsored a nationwide essay contest, for young people to tell how anti-drunk driving PSA's had changed their minds about drinking and driving. The three contest winners were brought to the September 22 Jackson Victory Tour concert in Washington, D.C. and were hosted at a dinner in their honor, with Michael Jackson and Secretary Dole.

The Outdoor Advertising Association, together with the Distributive Education Clubs of America, sponsored an anti-drunk driving poster contest. Participants were high school and college students from over 6,000 schools. On October 26, four regional winners and the national winner received their awards from the Deputy Secretary of Transportation. The regional winners each received a \$500 scholarship. The national winner received a \$1,000 scholarship and his poster is appearing on 2,500 billboards across the country. The message, "DRUNK DRIVING IS BREAKING AMERICA'S HEART", is a central item in the plaza of DOT's Nassif Building. The winners also visited the White House and attended a briefing by Mary Spaeth, Special Assistant to the President for Media Relations.

Students Against Drunk Driving (SADD) was organized by Bob Anastas, on a volunteer basis. Mr. Anastas took a year's leave-of-absence from his teaching position to promote the organization. He has addressed an estimated three million students in 6,000 high schools. SADD chapters have been formed in all 50 states.

Mothers Against Drunk Driving (MADD), with chapters throughout the country, has been very active in Maryland. As a result of their activities, the Maryland State Police started a program of Sobriety Check Points.

The Holiday Inn on Connecticut Avenue, Washington, D.C. was one of 24 Holiday Inns throughout the nation where the corporation tested its exclusive line of non-alcoholic highballs and aperitifs, in response to national studies that show that drinking liquor, at least to excess, is becoming passe. They further plan to eliminate "Happy Hour" promotions, such as two drinks for the price of one and to follow a proposal by the National Restaurant Association to offer motorists a discount on "liquorless" cocktails from a separate menu placed strategically on each table. The chain planned to institute the program in all 214 of its company-owned

hotels by November 22, 1984, and will recommend strongly that its 1,490 franchises follow suit.

"Project Graduation", which began in 1980, continues to spread to many states. "Project Graduation" attempts to discourage teenagers from drinking and driving by providing alternative activities, especially during the graduation and holiday seasons.

The Washington Regional Alcohol Program (WRAP) is conducting a Fall 1984 campaign with a television spot and poster featuring athletes from the Washington area: Mark Moseley (Washington Redskins), Frank Johnson (Washington Bullets), Al Bumbry (Baltimore Orioles), and Doug Jarvis (Washington Capitals). The poster caption is "WE JOINED THE TEAM TO STOP DRUNK DRIVING." WRAP also sponsored its second annual youth conference on Capitol Hill, with some 250 students representing schools throughout the area participating in a day long series of meetings and workshops to learn how to combat drinking and driving among their peers.

Safeway Stores, Inc., for the second year in a row, will print a safety reminder on cartons of Lucerne Egg Nog. This year's message is: "Drinking and Driving Can Kill a Friendship."

In Iowa, the Miller Brewing Company is presenting a program that is intended to make their distributors sensitive to the growing public sentiment against drinking and driving. Use of the program will be an element in the distributors' performance evaluation.

The Hotel and Motel Association of South Carolina, in joint sponsorship with the S.C. Commission on Alcohol and the Governor's Office of Highway Safety, recently announced a program aimed at reducing the number of alcohol-related crashes and at promoting responsible, social drinking at their restaurants and lounges. The program "HEART" (Help End Alcohol Related Tragedies), emphasizes skills training and professionalism among the employees by providing extensive instructional material on the effects alcohol has on the body, on the signals that a customer is becoming intoxicated, and on the impact that intoxication can have on the customer's driving.

Safety Belt and Child Restraint Systems

General Motors (GM) is providing a free, one-year, \$10,000 seat belt user insurance policy to all purchasers of GM cars and light trucks sold in the U.S. and Canada. The policy is redeemable if the purchaser is fatally injured in an automobile accident while wearing the seat belt. This is a first for the automobile industry.

American Insurance Association has placed safety belt ads in 13 publications with a readership of over 75,000,000 persons. The forceful message pictures a quadriplegic, tells of his experience and presents some key facts concerning auto accidents and safety belts.

Some insurance companies are providing extra coverage at no extra cost to policyholders and their passengers who use safety belts and child safety seats. For example, Motorist Insurance Corporation and the Nationwide Insurance Company offer \$10,000 life insurance policy/payment to the beneficiary of a policyholder who is killed while wearing a safety belt. Further, they increase medical payments for a policyholder who is injured while wearing a safety belt.

More than 50 national network organizations are promoting safety belt education to their members/constituents. Among these are the American Association of Retired Persons, the Administration on Aging, the American Red Cross, the Cooperative Extension Service and the American Public Health Association. Each of these organizations will be including a safety belt education component in their health promotion programs for the aging.

The American Association of Retired Persons (AARP) and the National Highway Traffic Safety Administration have jointly produced "Safe Rides for Long Lives", a safety belt education slide program targeted at older Americans.

The California DOT's Occupant Protection Program will be expanded and use the AARP's slide program. The state will also increase its efforts in the corporate area. As part of the comprehensive community-wide program in Santa Clara County, the Lockheed Corporation with approximately 25,000 employees, has doubled the use of safety belts.

Participating McDonald's restaurants provided safety kits again this year, promoting the use of child restraint systems and seat belts on children. The program began Memorial Day and was developed in cooperation with the National Safety Council.

The Girl Scouts, U.S.A. have assembled and distributed 1,000 safety belt audiovisual resource kits to their 336 councils nationwide.

The American Trucking Association (ATA) is engaged in a major effort to increase seat belt use among the nation's truck drivers. Working with the Motor Vehicle Manufacturers Association and the National Highway Traffic Safety Administration, the ATA has developed materials to assist trucking companies in promoting seat belt use among their employees.

The International Taxicab Association (ITA) held a safety seminar at their 66th annual convention to encourage cab owners to post signs asking their patrons to "Buckle Up." ITA also supported DOT by encouraging their members to fit their vehicles with a third brake light in the rear window. Many taxi companies have already retrofitted their vehicles.

Avis, Hertz and National Car Rental companies are providing child safety seats to their customers at no additional charge. The companies have also sponsored ads on safety belts.

GEICO (Government Employees Insurance Corporation), as a test program made child safety seats available at reduced cost to approximately 700,000 policyholders. GEICO also gave 100 infant restraint seats to the League of Federal Recreation Associations.

McDonnell-Douglas Corporation of St. Louis has provided child safety seats to its employees with small children.

Other Safety Initiatives

The Federal Railroad Administration is working with railroad management and labor unions to develop regulations to address alcohol and drug abuse among railroad employees.

The Conrail Corporation and Amtrak have each produced movies about safety at railroad yards and grade crossings. These are examples of the involvement by all the major railroads in "Operation Life Saver," a program focused on safety education about rail facilities.

FRA safety inspectors staff booths at shopping malls, state fairs and community gatherings, to instill awareness of the hazards at rail-highway crossings.

The "Vermont Lifesaver Express" train ride and the Governor signing a Proclamation on October 17 were used to draw statewide media attention to the rail-highway crossing safety program. The program is totally funded as a private sector initiative with contribution of funds and staff resources from Vermont railroads. Federal, State, and local government agencies, including the Vermont Federal Highway Administration's Division Office, are participating by providing additional staff support.

The U.S. Coast Guard Auxiliary, a 40,000 member, civilian volunteer organization, assists the Coast Guard with efforts to make recreational boating safer.

June 3 - 9, 1984 was declared National Safe Boating Week by President Reagan. The National Safe Boating Council emphasized the dangers of alcohol abuse as the theme of this year's activities.

The National Association of Truck Driver Training Schools has been recently formed essentially due to the safety concerns of a private citizen. The private citizen took the initiative to translate his concern for safe driving into a voluntary industry action to establish a minimum standard of quality for truck driver training.

Project Broad Emergency Assistance Radio (BEAR) is a motorist aid system supported by the volunteer efforts of citizen band (CB radio) groups in Michigan.

The Bicycle Federation developed American Bike Month Kits which included bicycle safety materials. In addition, the Florida Bicycle Council, a task force of 16 private citizens, has been effective in lobbying for legislation for safety improvements and better design standards.

The American Association of State Highway and Transportation Officials (AASHTO) developed and distributed a guide with the purpose of encouraging management efforts to ensure that safety is a primary consideration in all state and local program activities.

The American Automobile Association (AAA) has numerous nationwide safety programs which include safety patrols at school crossings, alcohol programs, etc.

Other Transportation Initiatives

The McDonnell-Douglas Corporation has extensively promoted ridesharing at its St. Louis complex and is responsible for over 270 employee vanpools operating in the St. Louis area. The company has now expanded the program to its California, Oklahoma and Florida plants.

The Sperry Corporation operates the largest vanpool program in New York State. In its seven years of operation, Sperry estimates savings of over one million gallons of gasoline.

The Burlington Northern Railroad Corporation provides free transportation to state and local food banks throughout the region and has donated many retired railroad cars to museums and local governments.

The San Francisco cable car rehabilitation project received over \$10 million dollars, more than 14% of its total funds, from the private sector. Over 14,000 private donations were received.

In Montgomery, Alabama, the Voluntary Action Center provides transportation for the needy. Thirty citizens, using their own automobiles, donate 16-20 hours per month. In 1983, these volunteers drove over 10,000 miles (2,800 round trips). And despite the availability of a 15 cent per mile stipend for fuel and oil, few of the volunteers requested the funds.

Due to growing evidence of the private sector's ability to provide certain types of public transportation in a cost-effective manner, the Urban Mass Transportation Administration (UMTA) has joined with public and private agencies in sponsoring conferences to help raise the general awareness of the mutual benefits attainable from partnerships between the public and private sectors. UMTA sponsored with the National Association of Regional Councils two such conferences (Washington and Los Angeles) aimed at reaching local transportation decision-makers.

UMTA recently issued a report, "Opening Barriers to Private Sector Transportation Contracting With Public Agencies," prepared jointly by the International Taxicab Association, the Airport Ground Transportation Association and the American Bus Association. Recommendations in the report represent an important step in bringing private providers as full partners into the arena of providing public mobility.

UMTA, on October 16, issued a major Federal Policy on "Private Enterprise Participation in the Urban Mass Transportation Program." This policy reinforces the Administration's commitment to supporting greater private

enterprise participation in meeting future local mobility needs. The policy calls for greater private sector participation in the early planning stage of the local planning process, review of grant proposals for possible private sector involvement and fair cost comparison between public and private services during the decision making process.

Seven Baltimore companies have now joined the Metropolitan Transit Authority (MTA) Employer Pass Program, making bus passes available to their employees for at least the 3.6% discount provided by MTA. The companies are Commercial Credit Corporation, Chesapeake Life Insurance Company, Monumental Life Insurance Company, McCormick and Company, Union Memorial Hospital, Harborplace Management and Baltimore Life Insurance Company.

The Baltimore Regional Planning Council is establishing Transportation Management Associations in different parts of the metropolitan area. The Associations are partnerships between business and community groups to pool funds and resources to provide local transportation at reduced costs to users.

Koger Properties, developers of a 62-acre site in Richmond, will widen U.S. 60 from four to six lanes. The \$50-70 million office complex will have 10 buildings with a total of 931,200 square feet. County zoning officials will require the developers to widen the road before building permits for more than 500,000 square feet are issued.

PART II - PARTNERSHIP IN EDUCATION

DOT's Partnership with Hine Junior High School

In response to President Reagan's proclamation of October 13, 1983 encouraging Federal agencies to enter into educational partnerships, DOT established a partnership with Hine Junior High School of Southeast Washington. Planning for the partnership commenced in November 1983. Activities with the school began in February 1984 and an "Adoption" Ceremony was held on March 1, attended by Secretary Dole and other DOT officials, Hine Principal Whitfield, and selected students.

FIRST YEAR PARTNERSHIP: DOT and Hine had a very successful first year partnership. Each of DOT's Operating Administrations sponsored a two-week program, focusing on "Safety in Transportation." Presentations included a broad variety of education, computer literacy and career awareness programs. Special field trips were scheduled including student site visits to: a General Motors plant in Baltimore; National Airport; Dulles Control Tower; Cape May U.S. Coast Guard Recruit Graduation; Potomac Railroad Yard; and the helm of the USCG Cutter Vigilant.

During National Transportation Week (May 14-18) Deputy Secretary Burnley visited the school and announced the Safety Essay Contest. Eighty-six students entered the essay contest and the four winners received certificates and cash awards, with funds donated by the Transportation Federal Credit Union.

Secretary Dole highlighted the first year partnership as the keynote speaker at the Hine Promotion Exercises on June 14th. Secretary Dole's speech focused on the school's theme of "Acquiring Skills for a Challenging Tomorrow" and encouraged the students to "Think of Others." The amount of \$2,228 dollars raised at a bake sale during the DOT Volunteer Fair was presented to the Hine Emergency Fund.

The first year's partnership was a valuable experience for both DOT and the school, as evidenced in Hine Principal Whitfield's letter to President Reagan. Mrs. Whitfield wrote: "May I take this opportunity to express the heartfelt gratitude and appreciation of the Hine Junior High School staff and student body for the magnanimous adoptive school program, facilitated with devoted guidance by Mrs. Elizabeth Dole and her personnel of the Department of Transportation. Through her Department, the Hine staff has received invaluable assistance in reaching the whole child. The Hine faculty shall be eternally grateful."

The DOT-Hine partnership continued through the summer, with selected Hine students and teachers working at DOT. The students gained valuable work experience. One student said: "I never knew working could be so much fun." The teachers assisted in the development of the second year partnership plan. In another summer activity, the Urban Mass Transportation Administration sponsored a Rapid Transit Run and donated the \$700 profit to the Hine Emergency Fund.

SECOND-YEAR PARTNERSHIP: In starting the new school year, the DOT Volunteer Coordinating Committee joined the Hine faculty for a luncheon on September 9. DOT and Hine students officially began their second year partnership at a "Welcoming Back" assembly on September 21, where DOT announced an essay and poster contest on the "History and Significance of Transportation."

During this school year's partnership, DOT has strengthened its program to promote "Safety in Transportation" through assemblies, demonstrations and seminars. The program for cultural and educational enrichment has been broadened by utilizing the resources of other federal agencies and the private sector. In addition, DOT has increased assistance in tutoring and instructional support through the "Adopt-A-Homeroom/Fantastic Friday" concept in which various DOT components work with homeroom classes. As a means of making the program more effective, many of the partnership activities are scheduled on Fridays. Also, a community involvement component will be added, to provide opportunity for joint DOT volunteer and Hine student/faculty participation in projects to promote student citizenship.

DOT's activities with Hine Junior High School students during the current school year include the following:

- o Six students and the Principal were the guests of Secretary Dole at the Michael Jackson Victory Tour.
- o Ten students were guests at the U.S. Coast Guard's Sixth Annual Equal Opportunity Honorary Award Ceremony and met with Jim Vance, local television personality, on October 9.

- o DOT representatives attended a tutoring training session by the D.C. Public Schools on October 19. The U.S. Coast Guard presently has seventeen mathematics tutors at Hine.
- o DOT sponsored a "Halloween Event" at the school on October 31 which included: a haunted house; costume and pumpkin decorating contests; refreshments and other activities. Deputy Secretary Burnley attended and judged the contests.
- o In support of National Education Week, sixteen Hine students "shadowed" DOT employees on November 13.
- o DOT employees donated food items for the Hine Thanksgiving Baskets.
- o DOT and the Federal Emergency Management Agency jointly sponsored a "Fire Prevention Safety" Assembly on December 7.

U.S. Coast Guard Partnership with Adams Elementary School

On August 9, 1984, U.S. Coast Guard Headquarter's Equal Employment Opportunity and Hispanic Employment Programs adopted Adams Elementary School in the Adams Morgan community of Washington, D. C. Admiral Gracey, U.S. Coast Guard Commandant and the Adams Principal pledged to pursue a mutually enriching relationship that will benefit students, their families, U.S. Coast Guard family, and the Adams Morgan community.

Adams School is a multi-racial, multi-ethnic, community-controlled school. The U.S. Coast Guard program will focus on the needs of the Hispanic students, many of whom are recent arrivals from Latin America and lack proficiency in English. Program goals are: 1) establishing and implementing a program designed to expose students to the mission and programs of the U.S. Coast Guard; 2) increasing inter-cultural understanding through cultural awareness exchanges; 3) enhancing the school's mathematics and science curricula by establishing a tutorial/mentoring program; and 4) establishing a school-administered discretionary fund for needy students.

The Star Wars character, Darth Vader, presented a safety program on September 10. A group of students and faculty attended the commissioning ceremony of the USCG cutter HARRIET LANE and were treated to a guided tour on September 20.

Regional DOT Partnership Activities

The Federal Aviation Administration (FAA) is in a partnership program with Fairchild Aircraft Corporation and Judson High School in Texas on a "High Technology Internship Program." FAA Regional Offices have adopted schools in Chicago, Illinois; South Bend, Indiana; and Los Angeles, California. FAA's Eastern Region has entered a partnership program with Community School Board 27 in New York to implement their "Project Aviation," a three-year program designed to provide students in K-9th Grade with career and community awareness by utilizing the facilities at the JFK Airport. Also, New Jersey Governor Kean designated June as Aviation Education Month throughout his state.

Another example of regional participation is the Federal Highway Administration's Kansas City office which has adopted the Sherwood Center for the Exceptional Child.

PART III - DOT VOLUNTARISM PROGRAMS

DOT has a broad range of ongoing activities in voluntarism both in Washington Headquarters and the regions. DOT encourages its employees to volunteer in outside activities and in DOT-sponsored activities such as the Partnership-In-Education program. In addition, DOT encourages volunteers from the private sector in DOT-related groups such as the Coast Guard Auxiliary and the DOT National Defense Executive Reserve.

Secretary's Voluntarism Awards: In recognition that many DOT employees are committed to volunteer work, the Department selected twenty-seven employees to receive the Secretary's Voluntarism Awards. Deputy Secretary Burnley presented the awards in a ceremony on October 30 and hosted a reception for the recipients and their families.

In the 1984 Combined Federal Campaign (CFC), DOT was the first Executive Department in the history of the CFC to give in excess of \$60 per employee. Secretary Dole was the keynote speaker at the 1985 CFC government-wide kickoff on September 20. Initial results of the 1985 DOT campaign show that our employee level will be in excess of \$70 per employee.

Office of the Secretary's (OST) Adopted Seniors: OST has adopted a local Senior Citizen's Center in Southwest Washington. In addition to activities tying in the Seniors with the students at our partnership school and the pre-schoolers at the Center, monthly activities have centered around the holidays: Valentine's Day, Easter, The Fourth of July, Labor Day, Halloween and Thanksgiving. The Seniors attended the White House welcoming ceremonies for French President Mitterrand, a special performance of "Madame Butterfly" by the Summer Opera Theater, and toured the U.S. Capitol. Upcoming events will focus on "getting to re-know Washington."

General Voluntarism

DOT "Ice Cream Social and Bake Sale" held during the lunch hour on September 19, raised \$2,400. The funds will assist a DOT employee and a family at our partnership school (allowing a student to remain in school), both of whom are in dire temporary need. Twenty OST Senior Citizens also stopped by for a complimentary ice cream cone. Secretary Dole worked with the volunteers at a bake sale table.

During National Volunteer Week, DOT sponsored a Volunteer Fair. The amount of \$2,228 was raised from a bake sale and donated to the Hine Junior High School Emergency Fund. In addition to the bake sale, Fair events included: plant sale profits of \$700 for the Melwood Horticultural Training Center for Handicapped Adults; free vision and hearing tests sponsored by the Lions Club; videotape presentations on missing children and boating safety; educational booths sponsored by Big Brothers, Girl Scouts, American Kidney Foundation, Second Genesis, and Hospice of Northern Virginia; craft sales by the OST "adopted" Senior Citizen's Center; entertainment furnished by the choir of our partnership school, Hine Junior High; and collection of books, magazines, and clothing for Hine.

The Federal Railroad Administration sold donated pastries, homemade foodstuffs, and coffee to raise money for National Employ the Handicapped Week. A donation of \$178 will go to the Department's equipment pool and will be used to purchase assistive devices for handicapped employees.

Private Sector Volunteers in DOT-Related Groups

The Coast Guard Auxiliary is an organization of over 40,000 civilians, men and women who volunteer their time, talent and vessels, radios, or aircraft to assist the U.S. Coast Guard in making recreational boating safer for 65 million Americans. In the past year, the Auxiliary taught over 480,000 people in public education classes; conducted 297,000 courtesy examinations of private pleasure boats; carried out 37,000 patrols; gave assistance to 52,000 boaters; saved or assisted marine property with a value of \$237 million dollars; and saved nearly 1,000 lives. Just in the period of October 15-November 15, 1984, the Auxiliary assisted in over 1,200 man hours of search and rescue patrols; gave 700 student lessons in boating safety courses; and provided 902 free courtesy marine examinations.

The DOT National Defense Executive Reserve (NDER) is composed of four hundred people from the civil sector who have volunteered to serve DOT in a national defense emergency. The volunteers meet and are trained every year in each of the 10 Standard Federal Regions.

PART IV - FUTURE PLANS

DOT's plans for further activities in Partnership In Education and Voluntarism include:

- Issuing a Partnership-In-Education Regional Package with Departmental Policy Statement;

- December plans for OST Seniors (visit to the Department and the White House);

- December and January 1985 plans for Hine (Proposed assembly by National Highway Traffic Safety Administration to kick-off their youth drug awareness programs; Selection of the winners of the DOT sponsored poster and essay contest on the "History and Significance of Transportation;" and participation in the school's holiday activities);

- December 10-14: Departmental food and clothing drive for Hine and our Southwest community in support of the President's proclamation on National Care and Share Day--December 15 and

- OST sponsoring its second annual event for a ward at St. Elizabeth's Hospital.

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1 NOTE

1 12/3/1984 B6

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B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

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2 LETTER

1 11/29/1984 B6

TO DEAVER RE PRIVATE SECTOR INITIATIVES
ISSUES

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THE WHITE HOUSE
WASHINGTON

Date: 11/27

TO:

Bill Sittmann

FROM: JOHN H. FITCH, JR.
Associate Director
Private Sector Initiatives

☒ Information

☐ Action

☐ Let's Discuss

Thought you'd be interested.

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3 LETTER

2 11/9/1984 B6

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THE WHITE HOUSE
WASHINGTON

DB
Send 17
memo to
JC
good points!

November 20, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT
DEPUTY CHIEF OF STAFF

FROM: FRED F. FIELDING *[Signature]*
COUNSEL TO THE PRESIDENT

SUBJECT: Private Sector Initiatives Proposal that the President Proclaim "Contribute to America Day"

I have reviewed James Coyne's memorandum proposing that the President proclaim December 31 as "Contribute to America Day" and (even though there is probably no legal objection per se to the proposal) have the following reservations about the idea, which you may wish to consider before endorsing it:

° We have adhered fairly strictly to a rule that, aside from a few very traditional exceptions not covered by statute, the President will only proclaim special days, weeks and the like when the Congress so requests.

° Weekly radio messages have been suspended for the time being. It is doubtful that this idea is important enough to warrant even a one-time resumption before the end of the year.

° Treasury is likely to be less than enthusiastic about any Secretarial (or other Departmental) participation in any White House sponsored push to have people hurry to "beat the clock" to increase their 1984 deductions.

° More generally, there is something less than "charitable" about pushing for contributions with an express "get a tax deduction" theme -- which is obviously central to both the substance and timing of the current proposal, and obviously far different from the points the President has emphasized in the past in his efforts to promote voluntarism. One can expect this to be noted in some negative press coverage -- coverage that will also resurrect the standard criticism of the President's encouragement of voluntarism, i.e., that it cannot take the place of Government assistance.

° Any effort of this sort will also refocus attention on the President's personal charitable contributions.

THE WHITE HOUSE
WASHINGTON

November 2, 1984

*Bill
✓ with
77 on rec,*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE, SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES

SUBJECT: CONTRIBUTE TO AMERICA DAY

As the last week in December is the time when the majority of Americans are most likely to write checks to charitable groups, I would like to request that December 31st be established as "Contribute to America Day".

This could be accomplished through Presidential Proclamation, a radio message and White House announcement by Treasury Secretary Regan urging all Americans to take advantage of the economic recovery and tax code to contribute to their favorite charity.

A White House event could be coordinated bringing together private sector organizations monitoring private and corporate giving such as the Independent Sector and the Conference Board.

With your approval, we would like to move forward in implementing this project as soon as possible.

Approve _____

Disapprove _____

NOV 13 1984

THE WHITE HOUSE

WASHINGTON

October 19, 1984

MEMO TO JIM COYNE

FROM: BILL SITTMANN

Subject: Attached Travel Authorization

This request has been turned down. It is felt that our Ambassador can represent US government interests.



THE WHITE HOUSE OFFICE OFFICIAL TRAVEL AUTHORIZATION

No. 9069

(TRAVELER TO COMPLETE SECTIONS 1-8.)

Date of Request 10/18/84

1. TRAVELER

Name: JAMES K. COYNE

☒ White House Staff

Extension: 6676

Room: 134

☐ Other

2. PURPOSE(S) and DATE(S): 10/26/84 - 10/30/84 - At the invitation of AID, to represent the Office of Private Sector Initiatives on joint AID/PSI investment initiatives to Grenada.

3. ITINERARY DC-Miami, FL - Barbados - Grenada - Barbados - Miami, FL - DC
(List all cities where stopover occurs.)

4. DEPARTURE:

RETURN:

Date: October 26, 1984

Date: October 30, 1984

Time: 1:50 p.m.

Time: 8:00 a.m.

Mode: airline

Mode: airline

5. NATURE:

☒ 100% Official

☐ 100% Political

6. SIGNATURES:

Traveler:

(I have read and agree to the terms set forth on the reverse side)

Department Head

Approving Officer

(Special Assistant to the President for Administration)

=Paid for by Agency for International Development

7. ESTIMATED COSTS:

SPECIAL EXPENSES:

No. of Days Per Diem 3

☐ Registration Fee of \$

Hotel Name Spice Island Inn

☐ Commercial Car Rental

Hotel Daily Rate \$

☐ Excess Baggage

Other taxis, meals

☐ Other

8. TRAVEL ADVANCE REQUESTED:

☐ YES

☐ No

Amount: \$

Signature of Recipient:

Date:

REPAID:

Amount

Date

Schedule

Balance this trip

9. FOR TRANSPORTATION OFFICE USE ONLY:

GTR No

Amount \$