

PRELIMINARY IDEAS FOR A "TRANSPORTATION DAY - ATLANTA", January 23, 1970Sponsorship:

Central Atlanta Progress, Inc.

Preliminary:

An advance series of news releases and other appropriate public relations efforts to build interest and inform the public of transportation-related activities in the Atlanta Area.

Mayor of Atlanta and Governor of Georgia to issue joint proclamation declaring January 23rd as "Transportation Day."

A Possible Itinerary:

7:30 AM Helicopter Tour of Atlanta - Mayor, Secretary Volpe, Newsmen

8:30 AM Breakfast for Transportation Agencies - Secretary Volpe to meet with local agency representatives involved in various elements of transportation activity at regional, State, and local level. (Local D.O.T. Regional representatives --- FHA, FAA, etc., State Highway Department, Metropolitan Atlanta Rapid Transit Authority, Atlanta Airport representatives, etc.)

9:30 AM Transportation Workshops - Hold a series of workshops on various transportation elements --- Airport Planning, Federal Highway Administration Programs, Urban Mass Transit, Highway Safety, Center City Consortium, Transportation Innovations to serve the Disadvantaged, etc.

These workshops would bring together representatives of various local agencies concerned with the above elements, in concert with visiting Department of Transportation representatives to discuss transportation problems of mutual concern.

(Secretary Volpe might make an appearance at the breakfast to say a few words and have the opportunity to meet some of the D.O.T. representatives in the Atlanta Area.)

9:30 AM Flight in World's Largest Airplane (The C-5A Galaxy)

Newsmen and Staff representatives would accompany the Secretary on a special flight aboard the Lockheed C-5A Galaxy, the world's largest airplane. This huge aircraft represents a major breakthrough in the air freight industry, which will call for new National policy considerations.

10:45 AM Press Conference



PRELIMINARY IDEAS FOR A "TRANSPORTATION DAY - ATLANTA" (continued)

11:30 AM Directors' Reception - a reception honoring Secretary Volpe, and including the Directors of Central Atlanta Progress, Inc., the Mayor, the Governor, and other top Atlanta leaders not otherwise included.

12:30 PM ANNUAL MEETING OF CENTRAL ATLANTA PROGRESS, INC.

Will be held in the main Ballroom of Atlanta's fabulous Regency Hotel, with some 600-800 of Atlanta's top business, civic, and political leaders attending.

Head table to include 50 top corporation presidents and governmental leaders.

Business matters will be limited to 5 minutes.

Secretary Volpe to be the guest speaker, possibly for a hard-hitting, fast-moving speech intended (1) to inspire Atlantans to get going on such critical transportation matters as Rapid Transit, Airport facilities, operational traffic improvements, and the necessary interim steps to serve unprecedented growth activity in the Area, and (2) to create interest in, and support for, vital transportation legislation, from a base of broad understanding of the critical issues involved.

Final plans will be developed in coordination with Mr. Volpe's Staff.