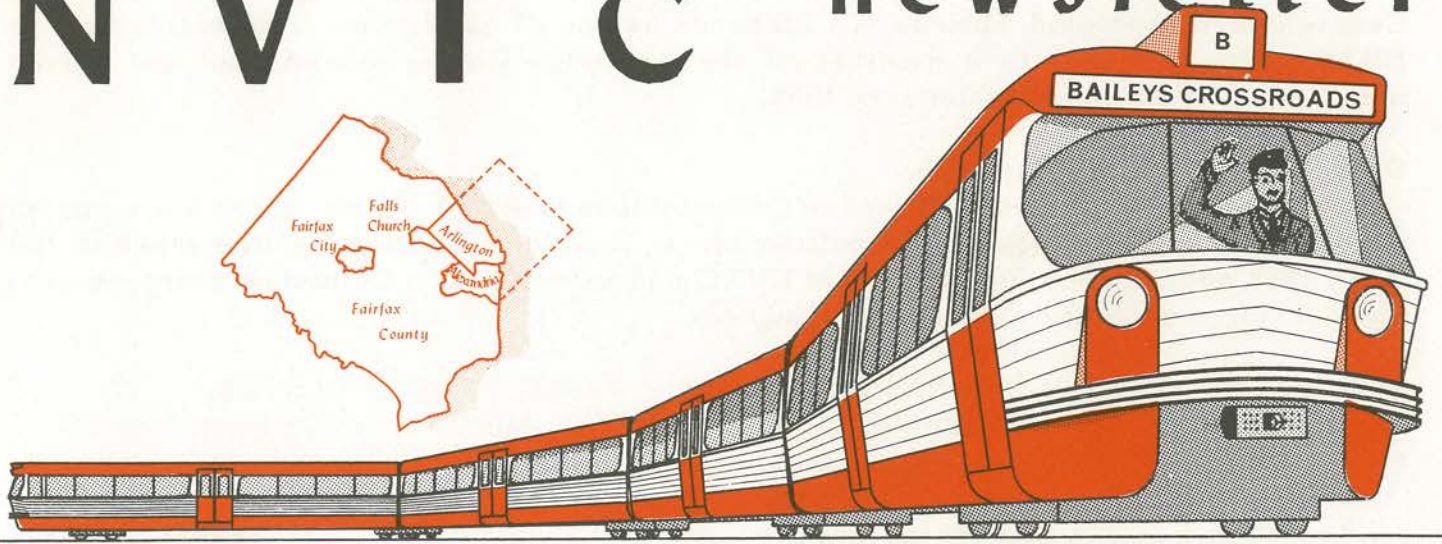


N V T C newsletter



Vol 1, No 12

Northern Virginia

February 1966



RAPID TRANSIT TRAIN IN VIENNA (Austria, that is; not Vienna, Virginia) on a new 8-mile line which supplements the city's older light-volume rapid transit system.

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

Created by Acts of the Virginia General Assembly as a Public Instrumentality to Plan and Develop a Transportation System for Northern Virginia, and to Participate as Virginia's Share of an Interstate-Compact Transit Authority for Metropolitan Washington.

FAIRFAX COUNTY	ARLINGTON COUNTY	CITY OF ALEXANDRIA	CITY OF FAIRFAX	CITY OF FALLS CHURCH	VIRGINIA DEPT. OF HIGHWAYS
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John L. Beerman	Leo Urbanske, Jr.				
Stuart T. DeBell				Secretary-Treasurer Royce L. Lowry	Executive Director Gordon J. Thompson

THOMAS RICHARDS IS NEW NVTC COMMISSIONER:

To replace Joseph L. Fisher, who resigned from the Commission, the Arlington County Board appointed Thomas W. Richards as one of Arlington's representatives to NVTC. Mr. Richards is a member of the Arlington County Board, and had been a member of NVTC prior to January 1965.

D. C. ENDORSES COMPACT:

The District of Columbia Board of Commissioners endorsed the interstate compact that creates a Washington Metropolitan Area Transit Authority (as described in the April 1965 and January 1966 issues of NVTC newsletter). The Commissioners recommended adoption of the compact by Congress.

PRESIDENT JOHNSON DESIRES ATTRACTIVE RAPID TRANSIT SYSTEM:

In a letter of 22 February 1966 to Mr. Walter J. McCarter, Administrator of the National Capital Transportation Agency, the President says:

"The Congress, in enacting the National Capital Transportation Act of 1965, authorized construction of a rail rapid transit system that eventually will be expanded to serve the entire National Capital Region. Transportation is a critical problem for all major urban centers, and what is done here will have significance far beyond this region.

"While we seek to resolve problems of moving people and goods within the congested National Capital area, our concerns must not be confined to the utilitarian requirements of transportation alone. We must take this opportunity to make our Capital a more attractive and inspiring place in which to live and work. The Congress has already enacted legislation to assure that beautification is a major consideration in the development of our highway system. The same concern must guide development of plans for mass transit.

"In designing the system for the Nation's Capital, I want you to search worldwide for concepts and ideas that can be used to make this system attractive as well as useful. It should be designed so as to set an example for the Nation, and to take its place among the most attractive in the world. In selecting the architects for this system, you must seek those who can best combine utility with good urban design. As you search for the new and innovative, you must also take advantage of the experience of other cities.

"I know that your efforts to accomplish these objectives will be of great interest to this community and to other cities faced with the task of coordinating mass transportation facilities with other urban needs. I ask that you report to me periodically on your accomplishments so that we can join in encouraging public discussion of your plans and in taking steps that others may benefit from your experience."

PHILADELPHIA RAIL SERVICE GROWS IN POPULARITY:

The following four pages of this issue are reprinted from the Delaware Valley Observer. The Observer's article describes the regional railway service that is being constantly expanded and improved in metropolitan Philadelphia. The described service is now operated under the auspices of the Southeastern Pennsylvania Transportation Authority (SEPTA) which will eventually coordinate it with motor bus, streetcar, and rapid transit services. SEPTA is negotiating for purchase of the major transit companies in Philadelphia and its Pennsylvania suburbs.

On page 7 are printed some of the advertisements used by SEPTA to encourage more persons to use the suburban trains of the Reading Company.

* * *

Members of the Northern Virginia Transportation Commission and its staff will be happy to describe rapid transit proposals and the role of this Commission to your community or business group. Telephone 524-6118 for information.

DELAWARE VALLEY

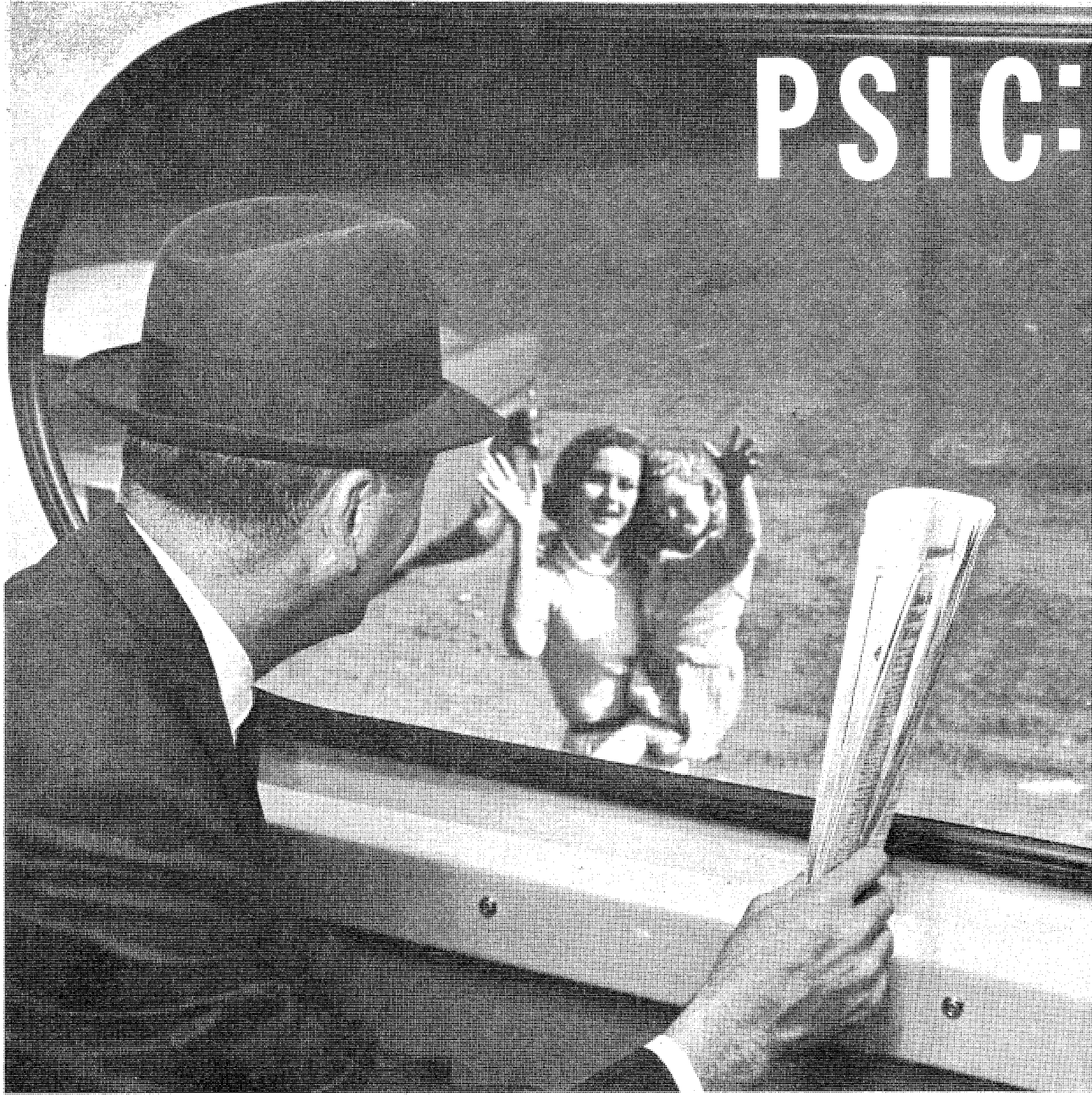
announcer

the magazine for the industrial executive

Making the Commuter a King

November 1963 | forty cents

PSIC:



DRIVING in urban areas is not always a fun thing. Rush hour traffic can sometimes combine the distressing features of a hornets' nest, a cattle stampede and a bad day at Cape Canaveral. After such a morning session on our coagulated metropolitan arteries, the motorist limps into his office feeling as if he had just gone five rounds with

Sonny Liston. Repeating the traumatic experience on the way home does nothing to mend his shattered nerves or improve his disposition. Competition for the rare and precious on-street parking space brings out the tiger in him. With crowded highways, with parking lots choked and expensive, commuting by car can be exasperating, tedious, and costly. City

Making the Commuter a King

planners, transportation and logistics experts suggest a simple and obvious solution: use public transportation.

Despite the apparent good sense of this proposal, a number of drivers can't accept it. For some, the nature of their trip requires them to use a car. Others, perhaps, are masochists; or may actually enjoy playing tag on the Expressway. Whatever the motives, more and more cars clog the roads. Such, at least, was the situation in Philadelphia in the mid-50's. Automobiles were not only producing instant bottlenecks, they were forcing the City to undertake expensive road-building programs which were inadequate even before completion. Paradoxically, at the same time, the city's 12 commuter rail lines were withering on the vine. The railroads found costs rising and traffic dwindling, resulting in more and more red-ink operations year after year.

The Birth of "Operation Northwest"

The basic problem was to persuade the commuter to leave his car in his garage and take public transportation. The City knew that an effective, efficient rail system was vital to the area. Without a top-notch commuter service, even more cars would jam the highways, even more dollars would have to be diverted to road construction, and taxes would soar. Business and industry would relocate in a more favorable transportation environment.

In evaluating the rail system, the City was very much aware that commuters had valid reasons for feeling somewhat less than enthusiastic. Schedules were not the most convenient in the world; fares, if they were to attract more riders, needed paring. As far as rolling stock went, commuters felt that some of it was war surplus—Civil War, that is.

It was apparent that the railroads were powerless to tackle the massive job of improvement and rejuvenation alone. The task went beyond the resources of any individual corporation. This was a case where aid from the City, as well as the surrounding counties, the State, and even the Fed-

eral Government, was not only justified, but absolutely essential.

First attempts at a solution came in 1958, when the City of Philadelphia, in concert with Pennsylvania and Reading Railroads, inaugurated the famous "Operation Northwest." Under this plan, commuter fares on lines serving the Germantown-Chestnut Hill sections of the city were cut to 30 cents, a saving of as much as 52 per cent. For an extra dime, the commuter could buy a transfer between trains and PTC buses. Within a year, the number of passengers on "Operation Northwest" leaped almost 22 per cent. But, to help offset the reduced fare, the program needed still more passengers.

Through the help of an excellent press, by word of mouth, and by a very modest program of promotion, the news of "Operation Northwest" got around and more and more people started using the train. With the initial experiment a success, officials set up another "Operation"—called "Northeast"—on the Reading Company's non-electric line to Fox Chase. Here, the public responded in an even larger percentage; so three more "Operations" (to Manayunk, Shawmont, and Torresdale) were started in 1960.

Also in that year, the City created the Passenger Service Improvement Corporation to administer its program of revitalizing the entire commuter set up. It was fortunate the City acted when it did; the foresight of the planners avoided the expense of a last minute crash program. The City had time to collect and digest ideas.

PSIC Function and Structure

Non-profit PSIC went to work with the dedication and determination of those who know they labor for a noble cause. PSIC's stated purpose was "to promote, develop, maintain and improve public transportation facilities within the City of Philadelphia." The organization had two major factors to deal with: the railroads and the public.

As a creative, planning, and admin-

istrative agency, PSIC is financed by an annual appropriation from the City Council.

For its longer range program, voter-approved, self-supporting loans up to \$19.3 million are being used for important capital improvements, such as the purchase of new equipment. Part of that total is a federal loan of \$3 million, which bought twelve diesel cars for the one remaining non-electrified line in the program.

Since policy is made by a 15-member, non-salaried board of civic, business and government leaders, railroad and rail union officials, plus the help of a special technical staff, PSIC decisions reflect a thoroughly reasoned approach, with public interest always at the heart of it.

Because the public itself, through commuter fares, helps repay operating costs, it follows that the more commuters, the better. Along this line, has PSIC succeeded in carrying out its intentions?

Significant Improvements

The facts speak for themselves. In addition to lowered fares, faster service and more comfortable equipment, PSIC has been instrumental in gaining more adequate station parking facilities, better coordination between transportation lines. It has also played a key role in obtaining broad improvements to the local commuter

Better schedules, lower fares, improved facilities make rail commuting attractive. Air conditioned "Silverliners" add to comfort.



system, such as the acquisition and leasing of new equipment to the railroads, and the electrification of certain non-electric lines.

New air conditioned equipment has done much to attract riders. The most spectacular railroad cars are the City-purchased electrically propelled Silverliners, certainly among the fastest, smoothest riding pieces of hardware to emerge from The Budd Company's Northeast Philadelphia plant. With their tinted, broad-view windows, diffused lighting, and sound-proof interiors, they have helped establish Philadelphia as one of the few places where the commuter is indeed treated like a king.

SEPACT—A Regional Approach

Although PSIC's program was designed for lines within City limits, the organization's bold approach has sparked another plan. In 1961, the Southeastern Pennsylvania Transportation Compact was formed by the mutual agreement of Bucks, Chester, and Montgomery Counties with Philadelphia. SEPACT's aim was to extend the successful City program into the nearby counties. SEPACT was granted \$3.1 million by the U. S. Federal Housing and Home Finance Agency, and secured \$1.5 million in matching local funds, for a three-year commuter rail demonstration program into two of the suburban counties. In June, 1963, HHFA granted SEPACT an additional \$291,000 for a study of the region's commuter network and needs.

SEPACT has produced excellent results, establishing "Operation North Penn-Hatboro" to Montgomery

Casimir A. Sienkiewicz, board chairman of Central-Penn National Bank, and chairman of PSIC.



County, and "Operation Levittown" into Bucks County. Most recent advances are "Operation Main Line" and "Operation Southwest," financed, for the time being, by the City.

Residents along most "Operation" lines enjoy bargain fares, transfer privileges, faster and better service. Statistics show that annual ridership on lines under SEPACT and PSIC plans is now 40 per cent more than in pre-"Operation" years.

Discovering Commuter Wants

"The primary objective of PSIC," says Casimir A. Sienkiewicz, PSIC Chairman, "is to improve mass commuter transportation and relieve congestion on traffic arteries. It is to make the public transportation system so attractive that the daily bumper-to-bumper driver simply cannot ignore the economies and conveniences offered. And the important thing is this: PSIC is a commuter-oriented program. We look at convenience, time-saving and cost: the things the consumer considers to get to and from his job."

Discovering what the commuter wants and needs is one of PSIC's important tasks. Through continual market research, PSIC has garnered intelligence about commuter likes and dislikes, ranging from resentment about metered parking at train stations to suggestions that railroads offer free coffee in the mornings.

Among the most valuable information PSIC research has disclosed is the need for increased awareness of the excellent and economical service available. Even with the various "Operations" in effect, some people don't yet realize a commuter rail line exists in their area. It sometimes takes a blizzard to persuade a driver to leave his car at home and take the train. When he does, he is often surprised, delighted, and converted for good.

"In a way," says PSIC Executive Director John A. Bailey, "we don't mind blizzards, because we hope they'll give us a chance to convert some of the 'snowbirds' to 'railbirds.'"

Naturally, PSIC realizes it can't convert everybody. But its effective public relations program, including outdoor advertising and special promotions, has steadily increased the number of satisfied "railbirds."

One indication of PSIC's acceptance and recognition of its value is found—in the Yellow Pages! As a

public service, Bell Telephone now includes in its Philadelphia directory a two-page diagram of the region's commuter rail lines. Commuter operations are, literally, on the map!

Looking Toward the Future

This past October, PSIC celebrated the fifth birthday of "Operation Northwest." It was an occasion for looking backward with pride, and looking forward to new achievements. While PSIC realizes that much remains to be done—that there are still outmoded waiting rooms and parking facilities to be upgraded, for example—its proven success has been little short of revolutionary.

There still remains a huge, untapped market of motorists who can benefit from the program. To them, PSIC hopes to communicate its important message of transportation benefits ready and waiting for them.

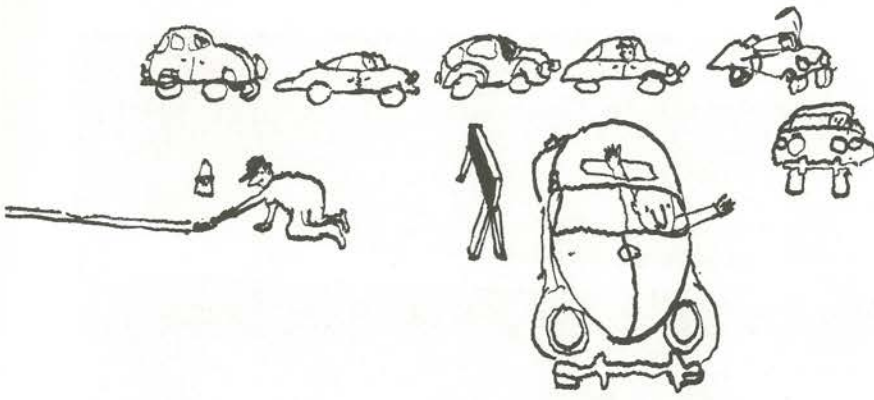
What's ahead for the PSIC program itself? Legislation to enable a Regional Transportation Authority for Southeastern Pennsylvania was passed in August 1963 with the strong support of Mayor James H. J. Tate. The accomplishments of the City's program are considered solid building blocks for even greater things to come under the Authority.

Above all, what has happened—and will continue to happen—is the growth of a new, exciting image of public transportation, an image consistent with the aspirations of a city looking toward the future.

That, as they say, is the ticket. A commuter ticket, of course. Ω

Signing SEPACT accord. L. to R.: E. Paul Gangewere, president, Reading Co.; Mayor James H. J. Tate; Allen J. Greenough, president, Pennsylvania R.R.





Car drivers: this may come as a shock to you.

You don't have to park a train.

Trains don't wiggle around in traffic.

Trains don't swear at you for not moving faster.

Commuting by train costs less than by car.

Nobody ever asks a train for its registration.

You don't have to pay for gas, oil and insurance on a train.

You don't have to pay attention to the road on a train.

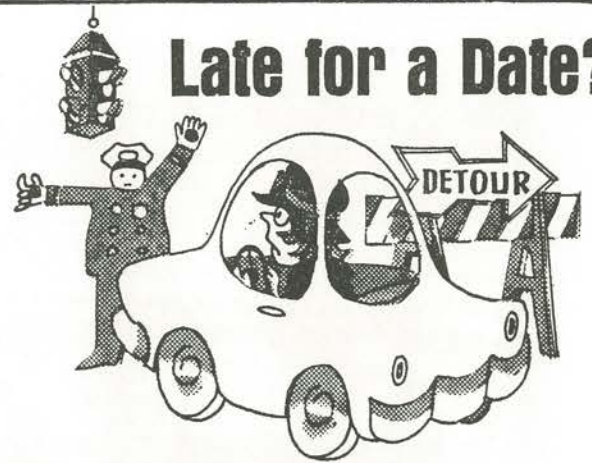
Now that you've learned these astonishing facts, perhaps you'll leave the car at home tomorrow and take the train instead.

And bring a newspaper.

SEPTA

Southeastern Pennsylvania Transportation Authority

Late for a Date?



the Reading gets there faster!



SEPTA

Parking Problems?



take the Reading... and relax!



SEPTA

Kids a Traffic Hazard?



check the new Family Fares on the Reading!



SEPTA

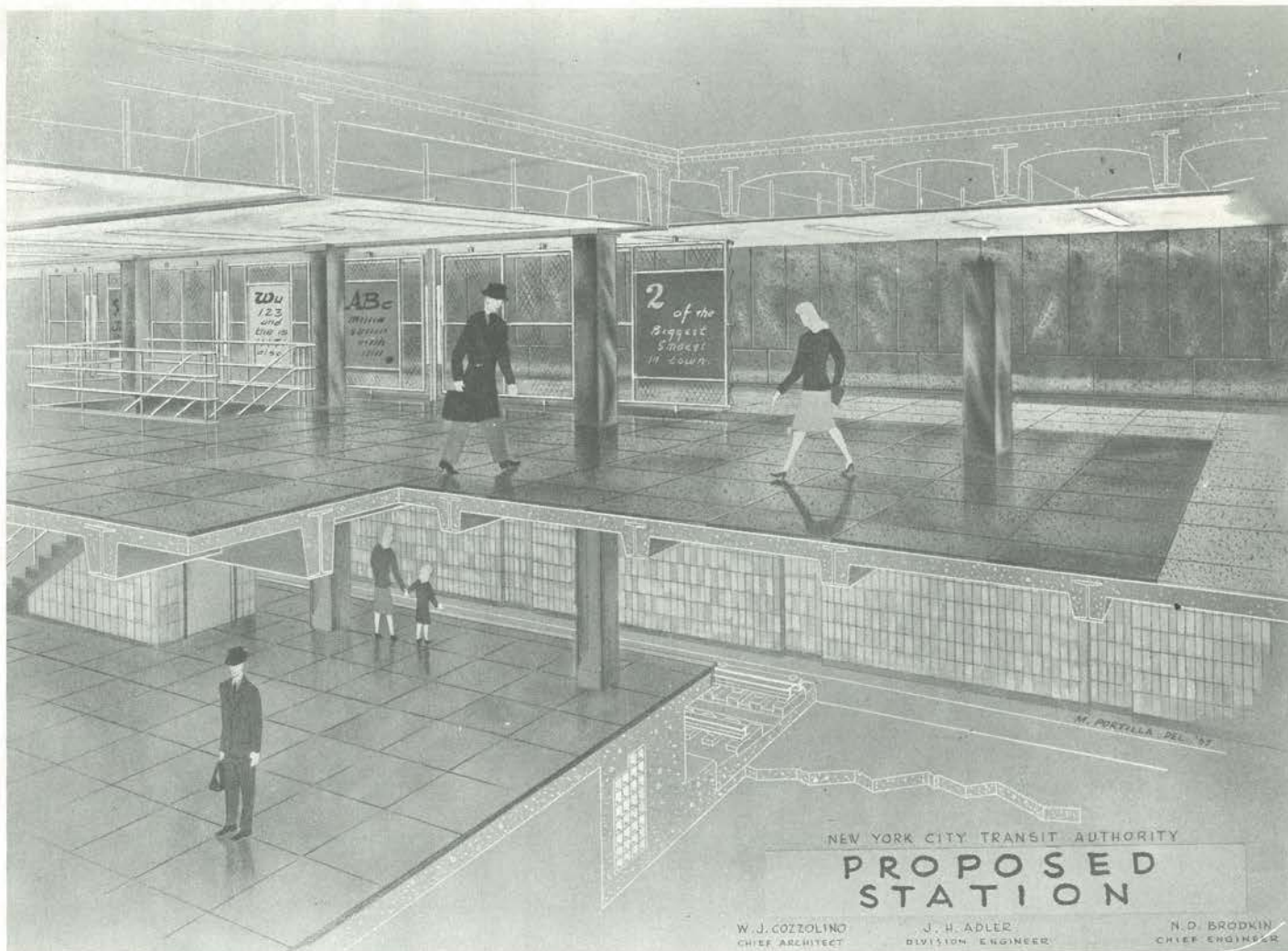
Driving Getting Expensive?



take the Reading...and spend less!



SEPTA



NEW YORK CITY TRANSIT AUTHORITY

PROPOSED STATION

W. J. COZZOLINO
CHIEF ARCHITECT

J. H. ADLER
DIVISION ENGINEER

N. D. BRODKIN
CHIEF ENGINEER

THIS NEW STATION IN NEW YORK CITY, not typical of the city's older subway stations, is under construction beneath Avenue of The Americas at 57th Street. It will have terazzo floors, stainless-steel encased columns, hung ceilings with recessed lighting, glass partitions, stainless-steel handrails, structural tile walls at platform level, highly polished cast-stone panel walls at mezzanine level, and limited advertising and concessions. Photo courtesy of New York City Transit Authority

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

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BULK RATE
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