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THE WHITE HOUSE  
WASHINGTON

October 29, 1974

TO: JERRY JONES  
FROM: BILL BAROODY, JR. 

Jerry: I talked to Simon at the Economic Policy Meeting and he agreed that a telegram in support of the program is in order. Recommend the President authorize sending the telegram before noon.

*Burch sees no political problems. Aloto is not running this year.*

THE WHITE HOUSE

WASHINGTON

October 29, 1974

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM J. BAROODY, JR. *(B)*

*OK*  
*gmy*

Mayor Alioto, a member of the Citizens' Action Committee to Fight Inflation, announced yesterday a program asking San Francisco residents to use public transportation one day a week to help conserve energy. The program asks all financial institution employees in the city to use public transportation on Monday; the ten top corporations in the city are asked to have their employees use public transportation on Tuesday; Wednesday, all local government workers; Thursday, all public utilities employees; and Friday will be a miscellaneous day for anyone to use public transportation instead of driving.

The slogan for the program will be "Once a Week to Win."

The Mayor himself will ride public transportation on Wednesdays.

Sylvia Porter, as Chairman of the Citizens' Committee, has sent Mayor Alioto a congratulatory telegram and suggests that you do likewise.

A proposed draft is attached.

Recommend that you approve the attached telegram to be sent out today at noon.

Attachment

DRAFT TELEGRAM

FROM THE PRESIDENT TO MAYOR ALIOTO OF SAN FRANCISCO

TO BE SENT AT NOON, TUESDAY, OCTOBER 29, 1974

Mayor Alioto:

Congratulations on your experimental project to encourage citizens to use public transportation one day a week instead of driving to work. It can, if successful, be an important contribution to the WIN program. Let's hope that mayors in cities across the nation with mass transit systems will watch your pilot project closely. This is a direct way to fight inflation, save energy, lessen pollution, and reduce congestion. Our cities would be cleaner and happier communities with these problems under control. I hope all persons in the Bay Area who work in San Francisco will participate, with government and private industry together leading the way. This type of project is a very real effort to have citizens mobilize to use voluntary methods to solve critical issues. If voluntary actions succeed, there will be no need to go further. Good Luck.

GERALD R. FORD

*Dictated and 10/29/74.*