ADAS ISRAEL CONGREGATION

CELEBRATING OUR 125TH YEAR

12 Adar I 5760
18 February 2000

Ms. Sheila Reid
Chair
Board of Zoning Adjustment
441 Fourth Street, N.W.
Washington, D.C. 20001

RE: APPLICATION #16556

Dear Ms. Reid,

On behalf of Adas Israel Congregation, we are pleased to support the Jewish Day School of the Nation's Capital's (JPDS-NC) application for Temporary Occupancy of 7701 and 7712 16th Street, N.W., as well as JPDS-NC's efforts to secure a permanent home in the District of Columbia.

Adas Israel and JPDS-NC have enjoyed a long and well-established relationship of mutual respect, support, and development since 1987. Adas Israel is proud and pleased to have played an essential role in the founding of the only Jewish Day School in Washington, D.C. Rabbi Wohlberg, Senior Rabbi of Adas Israel, is a founding board member of JPDS-NC. A number of members of the Board of Managers of Adas Israel are also members of the Board of Directors of JPDS-NC.

JDPS-NC grew from a small school serving kindergarten through the third grade to a much larger school serving kindergarten through sixth grade. By 1997, JPDS-NC was outgrowing the limited space available at Adas Israel, and had a long-term strategy of continued development. Adas Israel also was developing plans for its own religious school, nursery school, and youth group programs. At that time, JPDS-NC and Adas Israel agreed that the missions of the school and the synagogue could best be served if JPDS-NC became independent and moved to a separate location. The date agreed to for that move was the end of the 1999-2000 academic year. Since that time, JPDS-NC has honored fully the terms of our agreement with respect to occupancy of our building. Adas Israel has pursued its program development plans and a number of new or expanded programs are set to begin at the synagogue in the fall of 2000.

2850 QUEBEC STREET, NW WASHINGTON, DC 20008 202/362-4433 FAX: 202/362-4961 TDD: 202/362-1943
Affiliated with United Synagogue of Conservative Judaism

Board of Zoning Adjustment
District of Columbia
CASE NO.16556
EXHIBIT NO.96A4

Citizens for the Jewish Primary Day School

February 16, 2000

Mr. Joseph Hairston
Chairman, ANC 4-A
1316 Floral Street, NW
Washington, D.C. 20012

Re: Jewish Primary Day School

Dear Mr. Hairston:

We represent a coalition of District neighbors, citizens and business owners who support the Jewish Primary Day School's efforts to remain in the District of Columbia. We respectfully request that we be permitted to speak at the ANC 4A meeting on March 7.

Also, it is our understanding that you have sent the Board of Zoning Adjustment a letter regarding actions taken at the last ANC meeting. Please provide us with a copy of your letter.

Thank you for your consideration.

Sincerely,

Francesca Kranzberg
1417 Kalmia Rd. NW
Washington DC 20012
202-829-4390

Jeremy R. Kranzberg
1344 Iris St., NW
Washington, DC 20012
(202) 723-4776

John Spruill Cary
1338 Gramm St NW
Washington DC 20012
202/723-4908

cc:
Councilmember Charlene Drew Jarvis
Councilmembers at Large
Andrew Altman, Office of Planning
ANC 4A Commissioners



JEWISH COMMUNITY COUNCIL OF GREATER WASHINGTON

Devoted to community relations, information and action on behalf of 210 synagogues and Jewish organizations in the District of Columbia, suburban Maryland and Northern Virginia. A beneficiary agency of The Jewish Federation of Greater Washington.

February 24, 2000

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*Deceased

Professional Staff

Ms. Sheila B. Reid
Chair
Board of Zoning Adjustments
414 Fourth Street, N.W.
Washington, D.C. 20012

Re: Application # 16556

Dear Ms. Reid:

I would like to register to testify on behalf of the Jewish Primary Day School before the Board of Zoning Adjustments on Wednesday, March 15, 10 a.m.

I thank you for the opportunity provided.

Sincerely,

Murray Tenenbaum
Executive Director

6101 Montrose Road, Suite 285, Rockville, MD 20852
[illegible] email jcouncil@jcouncil.org

BARBARA LOCK GOODMAN
7119 SIXTEENTH STREET, N. W.
WASHINGTON, D. C. 20012
TEL. (202) 723-2402 FAX (202) 726-3123
e-mail bgoodman@CapCity.com
bgoodman@CapAccess.org

February 12, 2000

Sheila Reid, Chair, BZA
414th Street, N.W.
Washington, D.C. 20012

In re: Application #16556

Dear Ms. Reid,

On November 30, 1999 I visited The Jewish Primary Day School with other members of of Ohev Sholom Talmud Torah Synagogue. I taught in schools in the District and Montgomery County for over 26 years and have visited a wide variety of classrooms, sometimes as part of an evaluation committee. I found JPDS one of the most well-organized schools I have ever seen. The most important impression I had was of the orderly way each classroom was conducted, the on-task behavior of all of the students and the smooth overall operation of the school. The classes are small and taught by imaginative, experienced teachers. Abundant displays of children's work reflected a wide variety of studies including some not usually associated with elementary school students, like a consideration of the techniques of Rembrandt and James Whistler.

JPDS involves itself in community affairs. Its children visit the sick and elderly; they participate in programs that help the homeless; they would hold joint programs with children from public schools. This school would be an asset to and would enhance the reputation of any neighborhood.

I have long been active in the affairs of the Shepherd Park neighborhood where I have lived for 36 years, especially with the 60-household Floral-Alaska Triangle Neighborhood Watch. I have been particularly vigilant throughout my long association with my neighbors about the improper use of neighborhood properties. To allow the temporary use of the two large synagogues to house a relatively small school is fully in keeping with an appropriate use of those properties I strongly urge the BZA to approve the application for an exception.

Yours very truly,

(Mrs.) Barbara L. Goodman

cc: Councilmember Charlene Drew Jarvis
Councilmembers at Large
Andrew Altman, Office of Planning

1442 Roxanna Road, N.W.
Washington, D.C. 20012
February 21, 2000

Ms. Sheila B. Reid
Chair
Board of Zoning Adjustment
414 Fourth Street, N.W.
Washington, D.C. 20001

Re: Application No. 16556

Dear Ms. Reid.

As a long time resident of Shepherd Park, I wish to join with my neighbors in supporting the application of the Jewish Primary Day School for temporary occupancy at 7701 and 7712 Sixteenth Street, N.W. Ohev Sholom Talmud Torah and Tifereth Israel, the two large synagogues located at those addresses, have been in Shepherd Park for forty years. The temporary use of the existing space in those synagogues is an eminently appropriate use of the buildings. The few additional cars of parents and staff will add very little to the existing traffic and the school will make every effort to minimize the impact on the neighborhood.

The Jewish Primary Day School is an excellent school, well known for its thorough, creative and demanding curriculum in all grades. Because the school has lost its lease at Connecticut and Porter and must have permission to use the two synagogues on Sixteenth Street if it is to continue to exist, it is very important that it be permitted this temporary use of the existing synagogue space. It is planning a permanent building in the District and will be ready to occupy that space at the end of the three year period. I strongly urge you to approve the application.

Yours very truly,

Sidney Berger

cc: Councilmember Charlene Drew Jarvis
Councilmembers-at-Large
Andrew Altman, Office of Planning
ANC 4A03, Joseph Hairston

7827 Sixteenth Street, N.W.
Washington, D.C. 20012

February 17, 2000

Ms. Sheila B. Reid, Chairperson
Board of Zoning Adjustment
414 Fourth Street, N.W.
Washington, D,C. 20001

Re: Application #16556

Dear Ms. Reid:

We join with many of our Shepherd Park neighbors in supporting the Jewish Primary Day School's application before the Board of Zoning Adjustment for temporary 3-year occupancy at 7701 and 7712 Sixteenth Street, N.W.. The Jewish Primary Day School (JPDS) is the only Jewish day school in the District of Columbia and the school is committed to remaining in the District to serve its many students who reside in D.C..

The Jewish Primary Day School has established itself as a model school renowned for its creative, thorough and intelligent instruction. Founded in 1987, JPDS is an independent school open to everyone. More than half of those students now enrolled at JPDS are District residents. It is very important that the school, which plans to build a permanent school in D.C., remain in the District during its temporary three-year occupancy of the two synagogues. We strongly urge you to approve JPDS's application.

Yours very truly,

Melvin Lewis

Melvin Lewis

Beatrice Lewis

Beatrice Lewis

cc:
Councilmember Charlene Drew Jarvis
Councilmembers-at-Large
Andrew Altman, Office of Planning
ANC member, Joseph Hairston

Patrizia Bailey
1421 Locust St., NW
Washington, DC 20012
25 February 2000

Ms. Sheila B. Reid
Chair
Board of Zoning Adjustment
441 Fourth St. NW
Washington, DC 20001

Re: Application #16556

Dear Ms. Reid,

I join many of my Shepherd Park neighbors, members of Ohev Shalom Talmud Torah, and Tifereth Israel synagogues and Reverend Aldridge in supporting the Jewish Primary Day School of the Nation's Capital's application before the Board of Zoning Adjustment. The Jewish Primary Day School (JPDS) is the only Jewish day school in the District of Columbia and the school is committed to remaining in the District. The JPDS application is for temporary occupancy at 7701 and 7712 Sixteenth Street, NW.

The Jewish Primary Day School is a true treasure for the District's entire community. Founded in 1987, JPDS is an independent school open to everyone. The school has been recognized for the quality of its educational curriculum, faculty talent and students' performance. Most importantly, half of the JPDS families are District residents. The Jewish Primary Day School's temporary and permanent location certainly should be in the District of Columbia.

This temporary three-year occupancy will mean so much to the 180 children who are eager for their beloved school to have a home. Thank you for approving this application and for allowing JPDS to remain in the District.

Sincerely,

Patrizia Bailey

Cc: Councilmember Charlene Drew Jarvis
Councilmembers at Large
Andrew Altman, Office of Planning
Joseph Hairston, Chair ANC 4A

Rabbi A. Nathan Abramowitz
7838 16th Street N.W.
Washington D.C. 20012

February 24, 2000

Ms. Sheila B. Reid, Chair
Board of Zoning Adjustments
441 Fourth Street, NW
Washington, DC 20001

Re: Application # 16556

Dear Ms. Reid,

I write to you as one who has been a very long time resident of our neighborhood in Shepherd Park. I have lived at my above address and worked at our Synagogue at 7701 16th Street, NW since the fall of 1960, a period of over forty years.

Since coming to Washington, I have served not only as Rabbi of my Congregation but I have, in addition, immediately upon my arrival, immersed myself in the affairs of our city and neighborhood. For a time I served on the Board of Directors of Neighbors Inc. and was active in our local clergy group known as the Upper Northwest Group Ministry. We have always tried to keep our doors open to all the good causes that are so important to our community and society.

At this time, I want you to know that I join many of my Shepherd Park neighbors, members of the two Synagogues in our area, and Rev. Aldridge as well, in supporting the application of the Jewish Primary Day School that is before the Board of Zoning Adjustments. The Jewish Primary Day School (JPDS) is the only Jewish Day School in the District of Columbia and is committed to remaining in the District. Because they must vacate their current site and because they have not yet been able to acquire their permanent home, the JPDS has made an application for temporary occupancy at 7701 16th Street and 7712 16th Street, NW.

The Jewish Primary Day School is a treasure for the entire Washington community. Founded in 1987, JPDS is an independent school open to everyone. The school has been recognized for the quality of its educational curriculum, faculty talent and the performance of its students. Importantly, more than half of its students are District residents and it is in the city's interest that the school's temporary and permanent residence be kept in the District of Columbia.

"Thou shalt teach them diligently to thy children" is a Biblical quotation that we take very seriously. We feel that the opportunity to have our Synagogues used for educational purposes is entirely within our mission both historically and in the present.

This temporary three year occupancy that is being requested will mean so much not only to the 178 children who attend JPDS and who are so anxious for the school to have a home for the coming few years, but will indeed be of benefit to all of us. Thank you in advance for your attention and consideration. It is my hope and prayer that you and the Board will approve the JPDS application so that the school may remain in Washington.

Sincerely,

Rabbi A. Nathan Abramowitz

Cc:
Councilmember Charlene Drew Jarvis
Councilmembers at Large
Andrew Altman, Office of Planning
Joseph Hairston, Chair ANC 4A

1440 Hemlock Street, N.W.
Washington, D.C. 20012
February 22, 2000

Ms. Sheila B. Reid
Chair
Board of Zoning Adjustment
414 Fourth Street, N.W.
Washington, D.C. 20001

Re: Application No. 16556

Dear Ms. Reid:

We have lived in Shepherd Park for many years and are happy to join with our neighbors in supporting the application of the Jewish Primary Day School for temporary occupancy at 7701 and 7712 Sixteenth Street, N.W. Those two addresses are those of existing synagogues on Sixteenth Street. The temporary (3-year) use of the existing space in those synagogues is an appropriate use. The few additional cars of parents and staff will add very little to the existing traffic. We are sure that JPDS will do everything possible to minimize the impact on the neighborhood.

The JPDS is well known for its demanding curriculum, its imaginative staff and its proven record in producing graduates who excel in the schools they attend after finishing elementary school. We understand that the school has lost its lease at Adas Israel at Connecticut and Porter and must have permission to use the Sixteenth Street synagogues if it is to continue to exist. We strongly feel that it is important that the school, which is planning a permanent building in the District, be permitted this temporary use of the existing synagogue space. We urge you to approve the application.

Yours very truly,

Benjamin Mintz

Harriet Mintz

cc: Councilmember Charlene Drew Jarvis
Councilmembers-at-Large
Andrew Altman, Office of Planning
ANC 4A03, Joseph Hairston

Brenda Krieger & John Carhart
1519 Newton St. NW
Washington, DC 20010

February 21, 2000

Ms. Sheila B. Reid
Chair
Board of Zoning Adjustment
414 Fourth St. NW
Washington, DC 20001

RE: APPLICATION #16556

Dear Ms. Reid,

We have been residents and business owners in the District of Columbi for close to 30 years. Our children have attended schools in the District for the last 15 years. We love this city and would like to continue to live here and help it thrive.

We join the neighbors and members of Tifereth Israel and Ohev Sholom in writing this letter to show our support and urge you to approve the application of the Jewish Primary Day School of the Nation's Capital for temporary occupancy at 7701 and 7712 Sixteenth Street, NW. This temporary occupancy, at these two existing synagogues, will insure that the Jewish Primary Day School continues to thrive as it plans and builds it permanent location in the District. The school is doing everything it can to minimize the impact of the school, and traffic in particular, on the surrounding neighborhood.

For the last twelve years, the Jewish Primary Day School has become a magnet for District families looking for an excellent school and an more intensive Jewish education. This is the only Jewish day school in the District of Columbia and its tremendous growth over the last decade is a clear indication that we need to keep it here. We thank you for helping this to happen.

Sincerely,

Brenda Krieger and John Carhart

Cc: Councilmember Charlene Drew Jarvis
Councilmembers at Large
Andrew Altman, Office of Planning

Susan Koss

Master of Arts in Education
American University 1985

Bachelor of Arts
Stern College for Women 1966

Post Graduate Education Courses George Washington University
Association for Supervision and Curriculum Development (ASCD)
Independent School Management (ISM)
Association of Independent Schools of Greater Washington (AISGW)

Hebrew Teachers License: Board of Jewish Education of Greater Washington

AOutstanding Teacher of the Year≅ Alexandria, Virginia Chamber of Commerce 1988

1990 - Present Director: Jewish Primary Day School of the Nation's Capitol
Washington, D.C.

Responsible for all facets of the management of a school including budget writing and administration; writing and supervising implementation of curriculum; hiring, supervising, and firing of teaching and administrative staff; planning programs; overseeing day to day operations; generating weekly staff and parent communication; counseling students, parents and staff; serving as community representative (Jewish and non-Jewish); planning and overseeing facilities as well as physical additions to include building a science lab . Have Agrown≅ the school from 29 students in K - 2 to 180 students in K - 6

1988 - 1990 Kindergarten Teacher: Hebrew Academy of Greater Washington
Silver Spring, Maryland

Taught both secular and Judaic curriculum. Responsible for writing and implementing curriculum; supervising assistants; program planning and execution; evaluating students and recommending placement.

1982 - 1988 Master Teacher: Gesher Jewish Day School
Alexandria, Virginia

Helped plan, program, and establish a Kindergarten and subsequent grades (through 6). Responsible for curriculum planning, execution, and supervision; supervision of staff; planning and coordinating programs; ordering and management of supplies and equipment; creating monthly parent newsletter.

1981 - 1982 Preschool teacher: Keshet Child Development Center
Alexandria, Virginia

Helped plan, program, and establish a new preschool. Taught two classes of two and three year olds. incorporated and integrated Jewish values and concepts.

1980 - 1981 Children's Program Coordinator, Jewish Torah Retreat Programs
Berchtesdgaden, Germany

Organized educational programs for children ages 4 - 12. Established and supervised implementation of curriculum and special parent programs.

1978 - 1981 Munich American Community Volunteer
Munich, Germany

Held many supervisory and administrative positions: Army Community Services Boutique Chair; PTSA President; Munich Women's Clubs Scholarship Committee Chair; Womens Club President. Organized successful fundraisers; lectured at community functions; managed budgets; supervised auxiliary staffs; served on Community councils to

improve youth services.

1978 - 1981 Munich American Schools Substitute Teacher
Munich, Germany
Frequently called upon to substitute for absent teachers K - 12. Many long-term positions

1977 - 1978 Mayor, Clarkmoor Housing Area
Fort Lewis, Washington
Responsible for neighborhood well being. Instituted many improvements, to include: establishing and directing a volunteer-supervised summer program; establishing a teen center and supervising its employees and programs; lobbying for and procuring new sidewalks and other physical improvements; serving on Community council with Generals and commanders.

1975 - 1978 Substitute Teacher, Clover Park Schools
Fort Lewis, Washington
Taught in several schools in the district, with many long-term assignments, grades K - 10.

1974 - 1975 Teacher and co-founder: Fort Lewis Co-op Preschool
Fort Lewis, Washington
Helped plan and establish preschool. Hired as its first teacher; responsible for creating and implementing curriculum; working with 100 parents to teach them to work effectively in the classroom; evaluating effectiveness of program.

1971 - 1972 Director: Fort Knox Jewish Preschool
Fort Knox, Kentucky
Established new preschool; hired and supervised staff; planned, programmed, and supervised implementation of curriculum. Met with parents to explain approaches to early childhood and Jewish education.

1968 - 1969 Director, Child Care Center
Stuttgart, Germany
Planned and programmed daily activities; hired and supervised employees; lobbied for and engineered move to larger facility; planned and administered budget.

Summers of 1965 and 1966 Head Start Teacher
New York City

Worked with underprivileged four-year-olds and their parents to prepare them for kindergarten. Implemented curriculum; planned and directed programs; wrote reports for student folders.

GOROVE/SLADE ASSOCIATES, Inc.
Suite 700 / 1140 Connecticut Ave. NW / Washington, DC 20036
Phone: (202) 296-8625
Fax: (202) 785-1276
Toll Free: (888) 212-4242

MR. LOUIS J. SLADE, P.E.
VICE PRESIDENT AND PRINCIPAL ASSOCIATE

EDUCATION

Master of Science, Civil Engineering
Northwestern University
Chicago, Illinois

Bachelor of Science, Civil Engineering
Northwestern University
Chicago, Illinois

PROFESSIONAL ASSOCIATIONS

Institute of Transportation Engineers
Urban Land Institute
Lambda Alpha International Land Economics Society

PROFESSIONAL REGISTRATION AND CERTIFICATION

Registered Professional Engineer: District of Columbia and Maryland
Certified Profession Traffic Operations Engineer

BACKGROUND AND EXPERIENCE SUMMARY

Prior to founding Gorove/Slade Associates, Inc. in 1979, Mr. Slade gained professional experience with national consulting firms in Washington, D. C. and Chicago, Illinois. His professional experience includes highway design, transportation planning, traffic engineering, and a broad range of transportation and parking problem-resolution assignments.

Mr. Slade currently directs all Gorove/Slade Associates activities in the Washington, D.C. metropolitan area and oversees all regional operations. He has provided expert testimony throughout his career in legal transportation matters, zoning hearings, and public works project hearings. He has represented clients in negotiations regarding facilities design and project funding.

Mr. Slade's diverse experience bridges the disciplines of civil engineering design, urban transportation planning, traffic engineering, land development, environmental analysis, and transportation systems design. Mr. Slade has directed major regional comprehensive transportation planning studies and corridor studies, traffic circulation and transit studies, and parking needs and design optimization studies for central business districts and new developments. He has devised and analyzed alternative public transportation modal options. He

has developed multi-modal transportation plans incorporating people mover systems. He is familiar with road rating and sufficiency evaluation systems for primary and secondary roads. He has performed analytical assessments of air quality and noise levels of transportation facilities and systems. He has performed traffic impact assessments for residential, office, shopping and convention centers, and institutional complexes. He has been responsible for the transportation and parking components for campus plans for academic, government, and corporate clients.

Mr. Slade has worked closely with public agencies and private developers devising transportation master plans and major thoroughfare plans. He has been instrumental in the creation of transportation systems and roadway networks for large acreage developments. As a leader in the transportation engineering field, Mr. Slade is widely published in leading transportation and planning journals and has been a guest lecturer at the University of Pennsylvania, Wayne State University, and Stockton State College.

REPRESENTATIVE PROJECTS

Downtown Project Planning

Mr. Slade has 25 years of experience as a consultant on projects in Washington, D.C. which include the MCI Center, Union Station, the Old Post Office, the Ronald Reagan Building, Market Square Georgetown Park, Washington Harbour, and a number of other private sector office buildings, hotels and residential projects. He is currently working on the personnel consolidation at the Washington Navy Yard, the engineering and transportation management plan for the Southeast Federal Center and the Transportation Management Plan for the new D.C. Convention Center.

Campus Planning

Mr. Slade has directed the firm's projects for The George Washington University Foggy Bottom and Mount Vernon College Campuses, the Georgetown University, the American University, the University of Maryland Medical System, the University of Pennsylvania Medical Center, the National Institutes of Health campuses in Bethesda and Poolesville, MD, the Food and Drug Administration new headquarters campus in White Oak Maryland, the Goddard Space Flight Center, the Patent and Trademark Office new headquarters in Alexandria VA, and numerous private office, R and D, and mixed use campuses.

Rail Station Planning and Design

Mr. Slade has extensive experience with the planning and design of the vehicular and pedestrian components of commuter rail stations and bus terminals. This includes roadway access, circulation, and parking planning for several Metrorail stations on the Washington, D.C. system for the Transit Authority, the planning of major commuter heavy and light rail stations at the

Meadowlands Sports Complex and the Carlstadt New Town Center in Bergen County, N.J., the planning of the station modifications associated with the new MCI Center sports arena at the Gallery Place Station in Washington, D.C., and planning studies for joint public/private developments at several Metrorail stations in the Washington metropolitan area.

Transportation Planning Studies

Nashua Area Transportation Study, New Hampshire; Genessee/Finger Lakes Regional Study, Rochester, New York; Hartford County Thoroughfare Plan, Maryland; James City County Thoroughfare Plan, Virginia.

Transit Impact Studies and Transit Alternatives Analyses

York County, Pennsylvania; Crystal City in Arlington, Virginia; Albany, New York.

Central Business District Circulation Studies

Alexandria, Virginia; Herndon, Virginia; Leesburg, Virginia; Baltimore, Maryland; Atlantic City, New Jersey; Indianapolis, Indiana; Albany, New York; Quincy, Massachusetts.

Transportation Systems Management

Development of management programs to reduce peak hour traffic loads and parking requirements and development of traffic monitoring systems for various private developments in the Northern Virginia suburbs of Washington, D.C. and for federal agencies in the metropolitan area.

Traffic Analysis and Campus Planning

The George Washington University, Georgetown University, The Lowell School, The Georgetown Day School, The Maret School, Washington, D.C.; The Malvern Preparatory School, Malvern, Pennsylvania.

Major Residential Office, Shopping Center, Industrial, and Mixed-Use Projects / Site Planning

Washington, D.C.; New York City; East Windsor and West Windsor, New Jersey; Baltimore County, Howard County, and Baltimore City, Maryland; Suffolk, Norfolk, and Williamsburg, Virginia; Atlanta, Georgia; Baton Rouge, Louisiana.

Unique and Special Traffic Studies and Assignments

District of Columbia Comprehensive Bikeway Study; U.S. Army Museum, Arlington, Virginia; The Challenger Center for Space, Washington, D.C.; The Universal Ballet School, Washington, D.C.; The Capital Centre Arena, Prince George's County, Maryland; Convention Centers, Atlantic City and Trenton, New Jersey and Baltimore, Maryland; Casino Hotels, Atlantic City, New Jersey; Civil War Battle Reenactment, Fairfax, Virginia; Highway noise barrier design and design guidelines, Federal Highway Administration; Salvation Army headquarters and residence for the homeless, Washington, D.C.

TRANSPORTATION MANAGEMENT EXPERIENCE

Over the last ten years, Louis J. Slade has had an active role in the evolving field of demand management. The following paragraphs highlight his work.

The National Institutes of Health (NIH):

As part of the Master Plan, Mr. Slade developed a cost-effectiveness matrix for candidate demand management programs which NIH used to advance their overall efforts to reduce trip generation. This work was presented at the I.T.E. Conference in February, 1994. Gorove/Slade Associates has had an ongoing contract with NIH to monitor the effectiveness of their demand management program.

The City of Alexandria:

Virginia passed a demand management ordinance in 1988 which required that all new development include a demand management program customized for the particular site based on proximity to transit, characteristics of the tenants, etc. Gorove/Slade Associates, Inc. worked with a number of clients to help interpret this new ordinance and to prepare the required program.

Institutions:

Gorove/Slade Associates has developed demand management plans for a number of schools, hospitals, and performance facilities where constrained or sensitive conditions required a special means to control the generation, routing, and storage of vehicle traffic.

Anacostia Waterfront:

Gorove/Slade developed an areawide demand management plan for the Anacostia Waterfront in Washington, D.C. as part of a master planning study for the City Planning Department. This

plan will be implemented by a transportation management association to be established by the city.

Southeast Federal Center:

The United States Government General Services Administration is developing the Southeast Federal Center in the Anacostia Waterfront sector of Washington, D.C. Gorove/Slade is responsible for the development of transportation management plans for each of the federal agencies which will be headquartered in this 75 acre enclave.

PUBLICATIONS

"Bikeway Planning Study: District of Columbia Bicycle Transportation Plan and Program," presented at the Eighth Bicycle/Pedestrian Seminar sponsored by the Metropolitan Association of Urban Designers and Environmental Planners, Toronto, July, 1976.

"Household Stratification Models of Travel Simulation," (co-authored with A. Chatterjee and S. Khasnabis), published in the January, 1977 issue of the Journal of the American Society of Civil Engineers.

"New Rapid Rail Systems: Will They Do the Job?," (co-authored with G. H. Castel), published in the July, 1977 issue of Planning, the American Society of Planning Officials, Chicago.

"Atlantic City's Transportation Potential," presented at the Center for Environmental Research Conference on Traffic and Transportation in Atlantic City, Stockton State College, Pomona, New Jersey, August, 1978.

"Evaluation of Traffic Impacts of Neighborhood, Community, and Regional Shopping Areas," presented at a seminar on Traffic Considerations for Land Developments by the Department of Civil Engineering, Wayne State University, in cooperation with the Michigan Office of Highway Safety Planning and the U.S. Department of Transportation, Federal, Highway Administration, December 3 and 4, 1979.

"Reductions in Estimates of Traffic Impacts of Regional Shopping Centers," (co-authored with Frederick E. Gorove, P.E.), ITE Journal, January, 1981.

Faculty Member, International Council of Shopping Centers, 1982 University of Shopping Centers. January 27, 1982, Atlanta. Course: "New Parking Requirements for Regional Centers."

Guest lecturer at Center for Environmental Research, School of Design, University of Pennsylvania: "Guidelines for Transportation Access, Circulation and Parking Aspects of Multi-use Land Development," February 17, 1982.

"A Market-Based Transportation Management Program for Developers", (Co-authored with Geok Koon Kuah, Ph.D.), The ITE 58th Annual Meeting Compendium of Technical Papers, Washington, D.C. 1988.

"The Corridor Connection", NVBIA's Action magazine, September/October 1990; subtitle: "Commuters May Get the Chance to Zip to Metro or Work on New Bus Routes."

Supplement to Professional Resume
OSBORNE R. GEORGE
Traffic Engineer/Transportation Planner

The following is a representative list of recent cases on which Osborne R. George has been admitted, and provided testimony as Expert Witness in Field of Traffic Engineering and Transportation Planning.

December, 1998 – District of Columbia, Board of Zoning Adjustments Application (Gonzaga College High School)

Traffic impact analysis, on-site circulation and parking design concepts to support the planned upgrading of this historic campus. The services included expert witness testimony before the Board of Zoning Adjustments.

Client:	Gonzaga College High School
Attorneys:	Wilkes, Artis, Hedrick & Lane, Chartered Washington, D.C.

July, 1998 - District of Columbia, Zoning Commission (Howard University Central Campus Plan)

Traffic engineering studies and expert witness testimony in support of the Howard University Central Campus Plan update. Studies included assessment of potential neighborhood impacts and development of traffic calming/mitigation measures.

Client:	Howard University
Attorneys:	Linowes & Blocher, LLP Washington, D.C.

April, 1998 - District of Columbia, Zoning Commission (Lowell School)

Traffic engineering study and analysis in support of the development of the Lowell School (a private educational institution) located within the Shepherd Park residential community in the District of Columbia, just south of Silver Spring, Maryland. In addition to the standard Traffic Impact Analysis, the studies and testimony focused on neighborhood impacts and traffic calming and mitigation measures, including work with a task force of neighborhood residents.

Client:	Lowell School, Washington, D.C.
Attorneys:	Wilkes, Artis, Hedrick & Lane, Chartered Washington, D.C.

February, 1998 - District of Columbia, Board of Zoning Adjustment
(CVS Store, MacArthur Blvd.)

Traffic access, parking and safety studies in support of a Special Exception Application for a parking lot site to support a new CVS Store off MacArthur Boulevard in Northwest Washington, D.C.

Client: CVS, Inc., Washington, D.C.

Attorneys: Linowes & Blocher, LLP
Washington, D.C.

March, 1997 – District of Columbia, Zoning Commission
(Pope John Paul II Cultural Center)

Traffic access and impact assessments, parking evaluations and expert witness testimony to support this major cultural asset and visitor attraction. This project planned for a site adjacent to Catholic University in Northwest, Washington, D.C.

Client: Pope John Paul Foundation, Detroit, Michigan

Attorneys: Wilkes, Artis, Hedrick & Lane, Chartered
Washington, D.C.

March, 1997 - National Capital Planning Commission
(American National Red Cross Headquarters

Traffic impact studies, environmental assessments and expert witness testimony in support of the development application for the American National Red Cross Headquarters site, located on a historic site within the Foggy Bottom area of Washington, D.C.

Client: American National Red Cross/Julien J. Studley Companies

Attorneys: Wilkes, Artis, Hedrick & Lane Chartered
Washington, D.C.

April, 1996 - Prince George's County, Zoning Hearing Examiner and District Council (Jack Kent Cooke Memorial Stadium)

Traffic impact assessments, public safety access studies and expert witness testimony in support of the Special Exception Application and development plans for the Jack Kent Cooke Memorial Stadium, Landover, Maryland.

Client: Jack Kent Cooke, Inc.
Washington, D.C.

Attorneys: Krauser & Taub, P.C.
Largo, MD

May, 1998 - Howard County, Maryland, Board of Appeals (First Baptist Church of Guilford)

Traffic and parking studies and analyses, and expert witness testimony with respect to the potential impacts associated with the planned expansion of this large Baptist Church located in the Guilford Area of Columbia, MD.

Client: First Baptist Church of Guilford, Columbia, MD.

Attorneys: Law Offices of James L. Rouse
Baltimore, MD.

March, 1998 - City of Laurel, Board of Appeals (Cypress Street Elderly Housing Project)

Traffic engineering studies and safety analyses and expert witness testimony before the Board of Appeals and Public Safety Committee, addressing issues pertaining to pedestrian access, safety, signalization, and geometric improvements along Cypress Street within the City of Laurel, Maryland. Matter arose in connection with the planned development of housing for an active retirement/elderly community consisting of 125 dwelling units.

Client: AHD, Inc., Bethesda, Maryland

Attorneys: Meyers, Billingsley, Rodbell & Rosenbaum, P.A.
Riverdale, Maryland

March, 1998 - Prince George's County, Maryland, Zoning Hearing Examiner
(National Harmony Memorial Cemetery)

Traffic engineering studies and expert witness testimony in support of the planned expansion of the National Harmony Memorial Cemetery, and development of a Funeral Home in the Largo area of Prince George's County, Maryland.

Client: National Harmony Memorial Cemetery
Landover, Maryland

Attorneys: Gibbs & Haller, P.C.
Lanham, Maryland

September, 1997 - Prince George's County, Zoning Hearing Examiner
(Exxon Gas Station Studies)

Traffic impact analysis in support of the application for upgrading the improvements on an EXXON Gas Station site located off MD Rte 5 in Prince George's County, Maryland. Similar services were provided for a number of other gas station sites within the County.

Client: EXXON Company, USA
Greenbelt, MD

Attorneys: Meyers, Billingsley, Rodbell & Rosenbaum, P.A.
Riverdale, MD

Signed: _____ Date: April 20, 1999
Osborne R. George

ROBINSON ASSOCIATES, LLC
Public Relations · Public Affairs

Managing Perception Through Communications and Community Strategies

SERVICES

Communication strategists with more than twenty years of experience, we work with clients in public relations, public affairs, research, marketing, reputation management, and communications planning. We research the issues and develop key messages; identify the target audience and key decision makers; deliver messages through the media, the Internet, and public platforms; and respond to opportunities created from crisis. Communication campaigns we develop help clients manage perceptions, educate the public and influence legislation. We achieve results.

Public Affairs/Community Relations

- **Bell Atlantic Mobile**
  Situation: The company met tremendous community resistance and regulatory obstacles in its five-year effort to place mobile phone telecommunications facilities in a federal park.

  Outcomes: Our grassroots lobbying campaign generated substantial community and leader support. In six weeks, we mapped the community, organized an effective Internet lobbying effort, generated nearly three hundred signatures, enrolled more than fifty local and national leaders to testify at a public hearing, secured media bookings on public affairs talk shows, and launched a substantial letter writing campaign targeting local and Congressional legislators.

- **Edison Electric Institute (EEI)**
  Situation: The largest trade association for the electric utility industry, EEI is represents the industry's concerns regarding pending deregulation legislation before Congress

  Outcomes: We developed national media relations strategies and secured the support of the National Newspaper Publisher's Association and the Hispanic Newspaper Publisher's Association. This resulted in editorials, radio bookings, and letters and E-mails to Congress which effected changes provisions that were inserted in the proposed legislation.

- **KSI Services, Inc.**
  Situation: This top regional developer's application to construct a $147 million development was rejected by the Board of Zoning Adjustment because of community resistance.

  Outcomes: To secure community support for the re-filing, we assessed key leader attitude, designed a community influence map, drafted a community relations strategic plan, represented the client at community forums and generated support.

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- **Bell Atlantic-Washington, D.C.**
  Situation: This local telephone company needed local competition legislation that would allow it to compete equally with new entrants.

  Outcomes: We developed a communications strategic plan that succeeded in managing perceptions, positioned the company's leaders, secured media bookings, and enlisted quality supporters to testify at pubic hearings. A *Bell Atlantic Report to the Community* we created was used to showcase the company's contribution to the community.

- **Jewish Primary Day School of the Nation's Capital**
  Situation: This independent school sought temporary occupancy of two synagogues on upper 16th Street and met tremendous neighborhood resistance.

  Outcomes: We developed and implemented strategies that helped the school secure community support, host neighborhood dialogues, and generate good will.

Crisis Communications

- **Eddie Bauer, Inc.**
  Situation: The company had a national media crisis when three African American youths alleged consumer racism charges from an incident at an Eddie Bauer warehouse sale.

  Outcomes: We developed a national community relations strategic plan that launched Eddie Bauer's multi-cultural community relations efforts and shaped the company's crisis media relations procedure, diversity training initiative and diversity marketing efforts. We managed media relations, secured relations with key national and local African American civil rights leaders and other stakeholders, scripted an 800 hotline, created the Eddie Bauer scholar's program at Black universities, and generated support.

- **D.C. Consumer Advocate**
  Situation: During his first six weeks in office, Washington, D.C.'s Mayor Williams faced a challenge when a senior administrator used a racially charged word that elicited national publicity.

  Outcomes: We manage national and international media relations that resulted in news coverage in most major print and electronic media and including: CNN, ABC, CBS, and NBC news, *Good Morning America*, PBS, etc.

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Strategic Communications Planning

- **Potomac Electric Power Company**
  Situation: This electric utility operated as a monopoly for more than one hundred years and needed to prepare for deregulation and marketplace competition.

  Outcomes: We facilitated an external affairs strategic plan and got officers from four departments to participate. The plan helped map the company's process for preparing for deregulation. Our grassroots strategies supported Pepco's proposed merger with Baltimore Gas and Electric. In implementing the plan, we enlisted shareholder, community leader and organization support, prepared testimony, launched a letter writing campaign and secured individuals to testify at public hearings.

Research

- **Coca-Cola Enterprises Mid-Atlantic Region**
  Situation: This regional Coca-Cola bottler wanted to strengthen its relationships with its retail customers and legislators in the five states it served.

  Outcomes: Using telephone survey, depth interviews and focus group research modals, we conducted primary research with key leaders, consumers and legislators. Next, we facilitate a public affairs strategic plan and applied the research in developing strategies. The plan led to a multi-state procedure for public affairs management.

- **NCR Corporation**
  Situation: A large government contractor, NCR was seeking a competitive advantage by forming partnerships with small disadvantage suppliers in a government incentive program.

  Outcomes: We designed and executed a research study with *Inc. Magazine* that compared the performance of small disadvantaged companies to the 'Inc. 500'. The results of our telephone survey were used to lobby Congress for additional funding for small disadvantaged companies.

Marketing/Development

- **Howard University Hospital**
  Situation: An urban teaching hospital, Howard University was in a financial crisis. Besides a multimillion dollar operating deficit, the hospital's patient census was down substantially.

  Outcomes: A marketing strategic plan we created supported a $10 million revenue improvement in one year. Public relations and development strategies we implemented generated nearly a million dollars in contributions. We engaged the pro bono participation of notables such as Ms. Lena Horne, Billy Dee Williams, Gladys Knight, Senator Bill Bradley and Vice President Quayle.

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Media Relations Training

- **Potomac Electric Power Company**
  Situation: This electric utility needed to prepare a cadre of executives to speak with the media and community organizations on its proposed merger with a neighboring utility.

  Outcomes: More than 40 Pepco executives participated in a comprehensive media relations training program to prepare them to speak about the proposed merger. We used videotape feedback so participants could enhance their persuasiveness in public speaking and in conducting media interviews. In addition, we secured platforms at major community meetings for executive presentations.

CLIENTS INCLUDE:

- Bell Atlantic-New Jersey (Strategic Communications Planning)
- Bell Atlantic-Washington, D.C., Inc. (Strategic Communications Planning/Community Relations)
- Coca-Cola Enterprises, Inc. (Research/Strategic Communications Planning)
- Colgate Palmolive Inc. (Public Relations/Public Affairs)
- Department of Veteran Affairs (Strategic Communications Planning)
- Eddie Bauer, Inc. (Strategic Communications Planning/Community Relations)
- Edison Electric Institute (Public Affairs/Media Relations)
- Friends of the United Nations (Media Relations)
- Lockhart & Pettus, Inc. (Marketing Promotion)
- Jewish Primary Day School (Crisis Community Relations)
- KSI Services, Inc. (Community Relations)
- Metropolitan Council of Governments (Media Relations)
- National Centers for Tolerance Education (International Communications)
- NCR Corporation (Research/Media Relations)
- Potomac Electric and Power Company (Strategic Communications Planning/Community Relations)
- Prudential Health Care Plan (Market Research)
- Riggs Bank (Marketing Communications Materials)
- Towers Perrin (Diversity Management Consultant)
- Washington Convention Center Authority (Community Relations)

BACKGROUND:

M.Ed., Temple University, Counselor Education; BA, Biology, Lincoln University; Coro Fellows Public Affairs; and Leadership Washington.

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PROFESSIONAL ASSOCIATIONS/RECOGNITION:

Women in Communications
Leadership Washington (Board)
D.C. Chamber of Commerce
Black and Jewish Women's Dialogue
National Association of Women Business Owners
Black Public Relations Society of Washington
Greater Washington Urban League Award
Capital Press Club

PRODUCTIONS:

Executive Producer-*Unveiling the Soul of Leadership*, 1996 and 1997, Aired on PBS
Executive Producer-*Building an Inclusive Community*, 1999, simulcast on PBS and 3 TV stations

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