

Briefing Reports

Flight 93 Advisory Commission Meeting

May 4, 2013

National Park Service Operations Briefing Report

To: Flight 93 Advisory Commission
From: Barbara Black
Date: April 24, 2013 (submitted)
Subject: National Park Service Operations Report

Visitation

- Calendar Year 2013 Visitation as of April 21: 31,722 (2012: 41,979)
- Buses visited in 2013: 152 (2012: 155)
- Visitation from dedication of Memorial on Sept 10, 2011 488,000
- Visitation from 2001 to date 1,900,000

Volunteer-in-Parks Program

Flight 93 is starting the summer season with about 50 active Ambassadors on the schedule. Two Ambassadors have resigned due to time constraints but three new Ambassadors have joined the group. The Greeter Program, sponsored by the Friends, will start up again with Memorial Day weekend. Ranger Adam Shaffer will be training new recruits and updating last seasons' volunteers in May. The Greeters are especially needed on the busy summer weekends when a smile and a few directions can make a visit much more personal among the large crowds.

Interpretation

The Division of Interpretation is preparing for the return of our summer seasonals. Dan Plummer will start his third season, and MaryJane Hartman and Robert Franz will both begin their second season at Flight 93. Donnie Zeigler will return for his fifth year and second year as parking coordinator. Donnie will be working Friday through Sunday only.

Progress on current projects include:

- *Junior Ranger Program*: a field test of a portion of the new Junior Ranger Program was launched on NPS Junior Ranger Day, April 20. Adam Shaffer and seasonal interpreter, MaryJane Hartman have been working with our University of Pittsburgh partner Dr. Mary Margaret Kerr and her graduate students on developing the new Junior Ranger Program. The Fred Rogers Company has also had input into the program. This first version which was ready for "kid review" received comments such as – "it was interesting" and "it was fun to do." Students from the Falk School, a laboratory school of the University of Pittsburgh educating grades K-8, will visit Flight 93 on May 2 and provide further testing of the program.

- *Children's Discovery Table*: with the help of a grant through the Friends of Flight 93, the Discovery Table was further developed over the winter and with the Junior Ranger Program was part of the testing for the weekends surrounding National Park Week. More "hands-on" objects were purchased and used for children of all ages to understand by touch, significant and tangible items associated with the crash, first responders and "helpers," the memorial design, and the land.
- *Reforestation*: During the two weekends (April 19-20 and 26-27), special interpretive programs were offered to the volunteers and general visitation. Ranger Brendan Wilson developed a special topic program called "Planting Seeds" that highlights the important contributions of specific passengers on Flight 93 who worked passionately to help the environment.
- *Cell phone tours*: a new series of cell phone tour stops were created in April. There are new signs on the Memorial Plaza to cue the visitor. Based on interviews the interpreters conducted with Paul Murdoch, the narratives describe the memorial for the sight impaired, and interpret the intent and symbolism of the architect.

Oral History and Documentation Project

The number of total interviews is now at 789. There are still areas of the story that need more interviews to learn the details and fill-out the story, and Kathie Shaffer is focusing on reaching out to those people. However, the emphasis in this second year of the three year grant from the Heinz Foundation is to bring the existing oral histories through the process to completion and access. About 25% of the total interviews are fully processed and available to researchers.

Project Highlights for this quarter:

- Kate Solomon, Associate Producer for the film "United 93," was interviewed because she closely worked with the families of the passengers and crew, and connected the actors with the family of the person they were portraying.
- An interview with the FAA Inspector-In-Charge is scheduled for May.

Recent Use of the Oral Histories, Documentation Collection, and Tribute Collection:

- Visitor Center exhibit plan and script: Kathie Shaffer and Donna Glessner have contributed generous time to providing input and resources into the exhibit. They have recently worked with the Pennsylvania State Police Archives, the Smithsonian Museum of American History, and Pennsylvania Commonwealth Media Services.
- The first group of tributes was delivered to the National September 11 Memorial and Museum on a long-term loan for installation in the museum exhibits.
- A film producer for the Discovery Channel requested information and collaboration on those people who either missed their intended trip on Flight 93 or rescheduled at the last minute to another flight on September 11, 2001. This film will be released in September 2013.

**Friends of Flight 93 National Memorial
Briefing Report**

To: Flight 93 Memorial Advisory Commission
From: Donna Glessner, Secretary, Friends of Flight 93 National Memorial
Date: April 24, 2013 (submitted)
Subject: Friends of Flight 93 National Memorial Report

Completed Projects

The Friends purchased 40,000 rack cards which provide information and driving directions to the Memorial. These are now found in nearly 100 brochure racks in Southwestern Pennsylvania and at the Pennsylvania Welcome Centers. This project was funded through a grant the Friends received from the Somerset County Tourism Grant program.

The Friends sponsored a motor coach trip to New York City on April 6. Seventy Friends, Volunteers, and NPS Staff visited the 9/11 Memorial in Lower Manhattan, toured the 9/11 Tribute Center and St. Paul's Chapel and heard a presentation about the museum which will open at the site of the World Trade Center next year. Docents from the Pentagon Memorial were also part of the day-long program.

The Penguins Foundation invited the Friends of Flight 93 to participate in the Charity Assist Raffle at their home game on April 17. Along with corporate partners from REI, twelve Friends sold raffle tickets before and during the game, earning funds to support Friends projects at the Memorial.

At the recent reforestation days, the Friends staffed the registration area, distributed t-shirts and lunches to participants, and provided four teams of tree-planters, totaling forty volunteers. Two Friends members organized their own teams of volunteers, one consisting of flight attendants from U.S. Air and one made up of youth organized by members of the Somerset County Leadership program. The Friends also set up a member recruitment/information table at the event and provided a hand-washing station for participants.

The Children's Discovery Table, a hands-on experience for the park's youngest visitors, was set up for the first time on Junior Ranger Day, April 20. The items for the table were purchased through a grant received by the Friends from the National Environmental Education Foundation.

The Friends received a Lincoln Highway Mini-Grant from the PA Department of Conservation and Natural Resources Environmental Stewardship Fund administered by the Lincoln Highway Heritage Corridor in the amount of \$1,825. The grant, which will be matched by the Friends, will be used to purchase signage for the Memorial.

On-Going Projects

As part of a planned transition to accepting greater responsibilities in fundraising, the Friends began the process of hiring an Executive Director. An executive search firm, retained by the Friends, identified eighty candidates for the position. Interviews are being conducted with top candidates at this time. A grant from the National Park Foundation will help support the Friends during this transition period. The Friends are working with the National Park Service to prepare and furnish office space for the new director at Park Headquarters.

The spring issue of the Friends quarterly newsletter, *Field Notes*, will be published in early May. The newsletter reaches the 215 members of the Friends located in seventeen states and is also published at the NPS website.

Friends volunteering for the Plaza Greeter program will be trained later this month and begin service, under the direction of NPS Rangers, on Memorial Day weekend. They will greet Memorial visitors and assist with tasks near the Visitor Shelter on weekends throughout the summer and fall.

Friends volunteers will wash the Wall of Names and assist in spring landscaping duties at the Plaza later this month.

Groups continue to request copies of the park orientation video produced by the Friends of Flight 93. In the past quarter, more than 100 copies of the DVD have been distributed to groups in thirteen states that are planning visits to the Memorial. The DVD is also available for viewing at the NPS website.

A mid-year meeting of the membership is being planned for late July.

Communications Briefing Report

To: Flight 93 Advisory Commission & Families of Flight 93
From: Lisa Linden, CEO
Linden Alschuler & Kaplan, Inc.
Date: April 23, 2013 (submitted)
Subject: Communications Update

Introduction

For the past three months, we have participated in various conference calls, given advice and counsel, and arranged select media interviews on issues impacting the Flight 93 National Memorial. Going forward, we will assist with 12th anniversary planning and other key issues.

Flight 93 Advisory Commission Quarterly Meeting, February

Gordon Felt delivered remarks on behalf of LAK at the February 9th quarterly meeting of the Flight 93 Advisory Commission. LAK's report focused on significant media opportunities and placements from the previous three months including the December 4, 2012 Congressional tribute and the Families annual meeting/election of officers. Local media covered the meeting.

Effect of Sequestration on Historic Sites

Lisa Linden arranged for Gordon Felt to speak with *WJAC* about the effect that sequestration could have on the Flight 93 National Memorial. In his comment, Gordon made the point that the memorial is more than a historic landmark; it is also a final resting place. The story appeared on March 16th. U.S. Senator Tom Coburn (R-Okla) is asking Congress to shift money to significant landmarks such as the Flight 93 National Memorial to minimize the consequences of the mandatory budget cuts brought on by the sequester.

Stories ran on March 26th and March 27th about the delay of summer hours until May 1st at the Flight 93 National Memorial because of sequestration spending cuts. Previously, extended hours began in April. Outlets reporting on this include the *Associated Press*, *Tribune-Review*, *Pittsburgh Post Gazette*, *WJAC*, *Tribune-Democrat* and the *Pittsburgh Business Times*. In round-ups posted on April 2nd, *Philly.com* and the *Huffington Post/Politics* included the memorial in their stories about the impact of mandatory federal budget cuts.

Commissioning of the USS Somerset

Patrick White was quoted in the February 5th *Daily American* story by Vicki Rock, supporting Sen. Toomey's call for the USS Somerset's commissioning event to be held in Philadelphia.

Gordon Felt and Patrick White were quoted in *The Tribune-Review* on March 2nd in support of the Navy commissioning the USS Somerset in Philadelphia. On February 28, Pennsylvania Senators Pat Toomey and Bob Casey introduced a resolution in the U.S. Senate encouraging the Navy to do so.

As reported by PoliticalNews.me (a political news distribution service) on March 11th, “Sen. Toomey has praised the President Of Families Of Flight 93 Letter To Navy; Urges Navy To Select Philadelphia For Commissioning Site Of USS Somerset.” On behalf of the Families, Gordon Felt wrote to Navy Secretary Ray Mabus asking that the USS Somerset be commissioned in Philadelphia.

Statement on the Death of Bishop Alphonse Mascherino

LAK prepared brief statement for Gordon Felt, on behalf of the Families, regarding the death of Bishop Alphonse Mascherino, founder of the Flight 93 Memorial Chapel in Somerset County who passed away on February 15th. The statement was serviced to local media.

Statement Regarding Departure of Interior Secretary Ken Salazar

LAK prepared a statement of appreciation by Gordon Felt on behalf of the Families, expressing appreciation for the tremendous effort and support of departing Interior Secretary Ken Salazar, who was instrumental in moving the national memorial process forward. Salazar stepped down at the end of March.

September 11, 2013

Lisa Linden participated in initial conference calls to discuss the 12th anniversary commemoration of 9/11.

Guantanamo Bay Pre-Trial Hearings

LAK monitored the Guantanamo Bay pre-trial hearings that took place the week of February 12th.

Ongoing Efforts

Throughout the quarter, Lisa Linden participated in conference calls of the Flight 93 National Memorial partners’ Communications Committee led by Gordon Felt of the Families of Flight 93.

LAK continues regular monitoring of media and blog sites for stories regarding Flight 93.

Conclusion

As always, it has been a tremendous honor for LAK to work with the Families of Flight 93 and the Flight 93 National Memorial partners to help tell the world about the ongoing efforts to complete the Flight 93 National Memorial. We look forward to continuing that work in the months ahead, ensuring that future generations remember the lives and actions of the Flight 93 heroes.

Anniversary Planning Briefing Report

To: Flight 93 Advisory Commission
From: Jeff Reinbold
Date: April 24, 2013 (submitted)
Subject: Anniversary Planning Report

The Anniversary Planning Committee held their first meeting of the year on April 10th. They will meet on the first Thursday of each month leading up to the September 11th observance. The National Park Service and the Friends of Flight 93 are taking the lead on planning and coordinating the event details.

Because September 11th is on a Wednesday and this is not a milestone anniversary, the committee is planning an event that is similar in scale to the 2012 observance. The committee is exploring several small-scale activities on the weekends before and after September 11th. On September 10th, the Friends of Flight 93 will sponsor a private partner and family reception again as well as an evening luminaria program that will be open to the public. The Memorial will remain open after dark on September 10th only. The September 11th observance will include many of same traditions from past years, such as the reading of the names, the ringing of the remembrance bells, a wreath-laying, and the opening of the ceremonial gate for family members to walk to the crash site.

Anniversary Planning Committee

- Barbara Black
- Debby Borza
- Sandy Felt
- Donna Glessner
- King Laughlin
- Lladel Lichty
- Lisa Linden
- Keith Newlin
- Carole O'Hare (co-chair)
- Jeff Reinbold (co-chair)

Interpretive Planning Briefing Report

To: Flight 93 Advisory Commission
From: Jeff Reinbold
Date: April 24, 2013 (submitted)
Subject: Interpretive Planning Report

The Interpretive Planning Technical Committee is participating in the review of the exhibit design and initial scripts at key milestones. Former Commissioner Dr. Ed Linenthal continues to participate on the committee. National Park Service staff (and Donna Glessner and Kathie Shaffer) are working with Gallagher & Associates on an almost daily basis to gather photographs, identify quotes, conduct research, and review G&A's interim products. The team is supplemented by staff from the NPS Denver Service Center, NPS Harpers Ferry Interpretive Design Center, Paul Murdoch Architects, and the National Center on Accessibility.

The major remaining milestones (amended) are outlined below:

May 2013	Submittal of 50% Draft Production Documents to NPS
Sept 2013	Submittal of All Final Exhibit Production Documents to NPS
Dec 2013	Fabrication/installation contract award
Winter/Spring 2015	Exhibit installation
Spring 2015	Visitor Center Opening

Interpretive Planning Technical Committee Members

- Brent Glass
- Donna Glessner
- David Hollenberg
- Ed Linenthal
- John Reynolds
- Ed Root
- Barbara Black
- Jeff Reinbold

Lands Briefing Report

To: Flight 93 Advisory Commission
From: Patrick White (on behalf of the Families of Flight 93)
Date: April 24, 2013 (submitted)
Subject: Lands Report

Following is an update of the Families of Flight 93 and the National Park Service (NPS) land acquisition/disposition related activities at Flight 93 National Memorial (FLNI) since the Commission's last meeting of February 9, 2013

- **Svonavec, Inc.** (01-102). The voluntary condemnation matter is progressing in federal court in the Western District of Pennsylvania in Case No. 09-233, with the latest docket pleadings filed being the Court's Order setting forth the use of a 3 person panel, i.e., a Commission, to determine the issue of just compensation. The Court, based in part on the parties' agreement, stated that a commission was preferred to a trial by jury due to the complex methodologies of valuation that are anticipated to be presented by each side. The Court further set forth dates for various procedural aspects leading up to the actual commission hearing on the valuation issue. Earlier, the court had denied/disposed of numerous pre-trial motions, leading to the commission hearing set for October 7, 2013, at 9:00 AM.
- Families of Flight 93 (Families), formerly **Mock** (01-114). NPS actively engaged to acquire; Families has accepted an NPS offer to purchase. An ESA will be required prior to closing.
- Families, formerly **K. Lambert** (01-125). NPS actively engaged to acquire; Families are retaining another local appraiser to value the property for sale. An ESA will be required prior to closing.
- Families, formerly **T. Lambert** (01-109). NPS actively engaged to acquire; Families are retaining a local appraiser to value the property for sale. An ESA will be required prior to closing.
- Families, formerly **Blades** (03-106). NPS actively engaged to acquire; Families are retaining another local appraiser to value the property for sale. An ESA will be required prior to closing. Families have also entered into a License Agreement with the NPS to occupy & use the residential dwelling unit and detached garage for its seasonal rangers or other staffing accommodations in exchange for maintaining the property until sold.
- Families, various coal tracts. Families have paid current year ad valorem taxes for the various coal tracts, which are agreed to be conveyed to the Somerset County Conservancy and to the NPS as appropriate to merge the fee/surface land owner with the subsurface rights below.

Design and Construction Briefing Report

To: Flight 93 Advisory Commission
From: Jodie Petersen and Keith Newlin
Date: April 18, 2013 (submitted), April 23 (updated)
Subject: Design and Construction Report

Compliance and Permits:

- The NPDES (erosion and sediment control) permit :
 - Water Quality sampling continues. Permit amendment will be included in Phase 1B Visitor Center/Learning Center project and coordinated with the water/wastewater project needs.
- The 404 and 401 permits (wetlands):
 - The PADEP has been receiving the required soil/discharge monitoring/reporting as required per the permits.
 - 401 Permit conditions also require additional monitoring, reports (linked to the NPDES Permit) and inspections.
 - Long Term Wetland Monitoring continues as per the permit requirements.

Phase 1B Design: Visitor Center and Learning Center with Additional Bid Options

- Paul Murdoch Architects (PMA) submitted 100% FINAL Construction Documents for solicitation purposes.
 - Solicitation package was released by DSC Contracting Officer on April 18, 2013. Four construction firms, who hold multiple contracting agreements with the National Park Service, will be submitting bids on the project.
 - A pre-bid meeting and site tour was held on April 23rd for the four firms and local contractors
 - PMA and Gallagher & Associates continue integrating design needs.
- All Phase Service has completed the contract to drill the water well.
 - Award date: 09/01/2012
 - Contract completion: 02/06/2013
- Wastewater/Water Design Project is underway with HF Lenz.
 - On-site field investigation with PA DEP continues.
 - Final wastewater construction documents are to be submitted late summer 2013.

Phase 1B Exhibit Planning and Design:

- Gallagher & Associates will submit 50% Draft Production Documents in mid-May 2013.
- Fabrication/installation contract award is targeted for December 2013.
- Installation is targeted for early spring 2015.

Phase 1B Revegetation:

- The contractor continues to monitor and care for the trees. Their task order completion date is December 31, 2013.

Phase 1C Route 30 Park Entrance / Entry Road and Revegetation:

- NPS awarded Phase 1C revegetation task order to Vanasee Hangen Brustlin, Inc. on September 19, 2010. This contract includes:
 - The bioswales in the Tower of Voice parking area will be planted this spring.
 - General maintenance of the plant material will continue through November 30, 2014.

Return Road:

- PMA was awarded the PreDesign/Schematic Design portion of work.
- The existing permit will require a major modification and most likely completed by the D/B Contractor.
- After the Preferred Alternative (Schematic Design) is selected, the package will go to the Development Advisor Board for “immediate review” in July/August 2013.

Maintenance Building:

- PreDesign and Schematic Design was awarded to HF Lenz on 07/12/12 with additional technical support from NPS/DSC office. This project is targeted to be Design/Build metal prefabricated building.
 - The preferred schematic design was approved by the Regional Development Advisory Board.
 - The Request For Price Proposal package will be finished May 2013.
 - DSC Contracting Officer will solicit the package to an 8A firm with Design/Build experience.
 - Construction is targeted to be completed no later than May 5, 2014.

Fundraising and Capital Campaign Briefing Report

To: Flight 93 Advisory Commission
From: King Laughlin
Date: April 22, 2013 (submitted)
Subject: Fundraising and Capital Campaign Report

The National Park Foundation is pleased to have provided the remaining private funding needed to resume construction of the Flight 93 National Memorial. Nearly \$12 million has been granted during in recent months to the National Park Service for the next phase of building and landscaping, scheduled to begin this summer.

Fundraising Update

There are some 125,000 individual, foundation, and corporate donors to the Flight 93 cause, who collectively have contributed over \$32,000,000 for the design, construction, and programming of the Flight 93 National Memorial.

The Campaign is off to a good start for 2013. Recent major giving has accounted for some \$3.3 million in new contributions, and core public contributions have added another \$500,000 during the first three months of the year. The nearness to completion of the campaign and the imminent start to construction are two factors that have helped to drive donations since the beginning of the year.

Fundraising for the remaining major features of the memorial is underway. Funding for the learning center and for the design of the tower of voices are both partially complete. Additional solicitations for these features are planned to complete funding for these projects.

The Foundation thanks all Flight 93 partner organizations and all Flight 93 donors for continuing their strong support for the memorial.

Plant A Tree At Flight 93, National Park Week 2013

Fundraising around reforestation efforts for the Flight 93 National Memorial, known as *Plant a Tree at Flight 93*, have been enormously successful this year. Over \$500,000 was contributed by sponsors including Alcoa Foundation, Arbor Day Foundation, Enterprise Rent-A-Car, NASCAR, Pocono Raceway, Roy A. Hunt Foundation, and the UPS Foundation. NRG Energy provided funding as the presenting sponsor of this spring's activities.

Support from these sponsors and many dedicated tree-planting partners led to planting of over 15,000 seedlings covering a 23-acre area along the memorial's "ring road" leading to the memorial plaza. Over 600 volunteers, including teams of sponsor- and partner-employee groups, donated over 2,000 hours of time and talent to plant this living memorial to the forty heroes of Flight 93.

The National Park Foundation thanks all of our reforestation partners for their dedicated support of this event, and the Foundation looks forward to working with the National Park Service to make possible future tree-planting and environmental sustainability activities at the memorial.

Partnership with Friends of Flight 93 National Memorial

The National Park Foundation and Friends of Flight 93 National Memorial continue their partnership around accumulated campaign resources and knowledge base. A new director-level position to lead the Friends of Flight 93 National Memorial has been developed and advertised, and a number of

candidates have expressed interest in taking on this leadership role. Hiring this individual is both a major step forward for the Friends, as well as a key position to continue operational and program fundraising for the memorial after the capital portion of the campaign is concluded.

The Foundation thanks the Friends of the Flight 93 National Memorial for their efforts to work together in a coordinated manner to capitalize on fundraising opportunities for the memorial and to offer continued support to the National Park Service in its mission for the park.

Conclusion

A milestone in the project has truly been achieved with full public and private funding for the next phase of construction of the Flight 93 National Memorial. As these next design and landscape features begin to take shape, the inspiring story of Flight 93 will begin to connect to audiences in new and exciting ways.

The National Park Foundation looks forward to working with the Flight 93 partner organizations and project donors to transform this connection into long-term support for the memorial.

Please contact the Capital Campaign office at 202-354-6487 to discuss prospective donors or fundraising strategies. To make a donation to the Flight 93 National Memorial, please visit www.honorflight93.org.