

Investing in People & Places

Updating Greater Philadelphia's Comprehensive Economic Development Strategy

Overview Presentation

Presented by: Mary Bell

Manager, Demographic and Economic Analysis, DVRPC

Wednesday, July 16, 2014

DVRPC Goods Movement Task Force

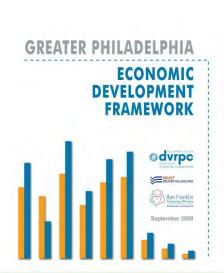


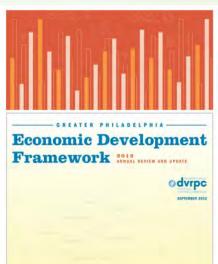
Greater Philadelphia Economic Development Framework

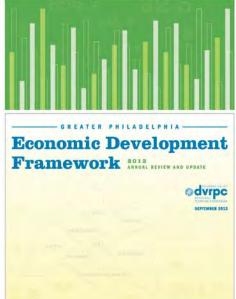
- Approved by the EDA as Greater Philadelphia's Comprehensive Economic Development Strategy (CEDS) in 2009.
- Reviewed and updated annually.

Major review required every five years (due

September 2014).









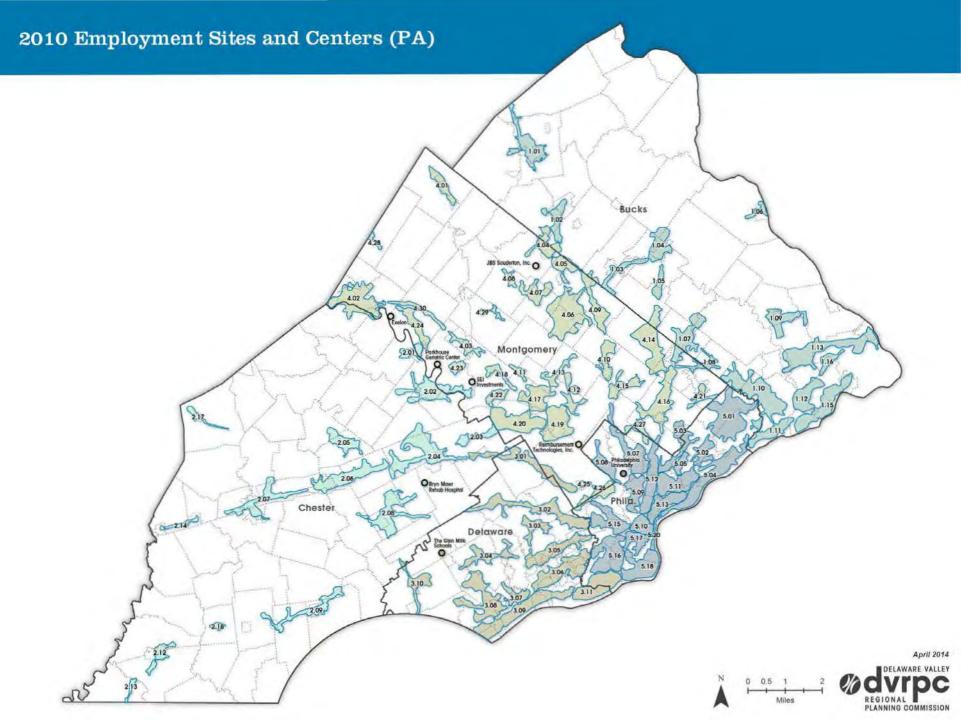
CEDS Technical Requirements

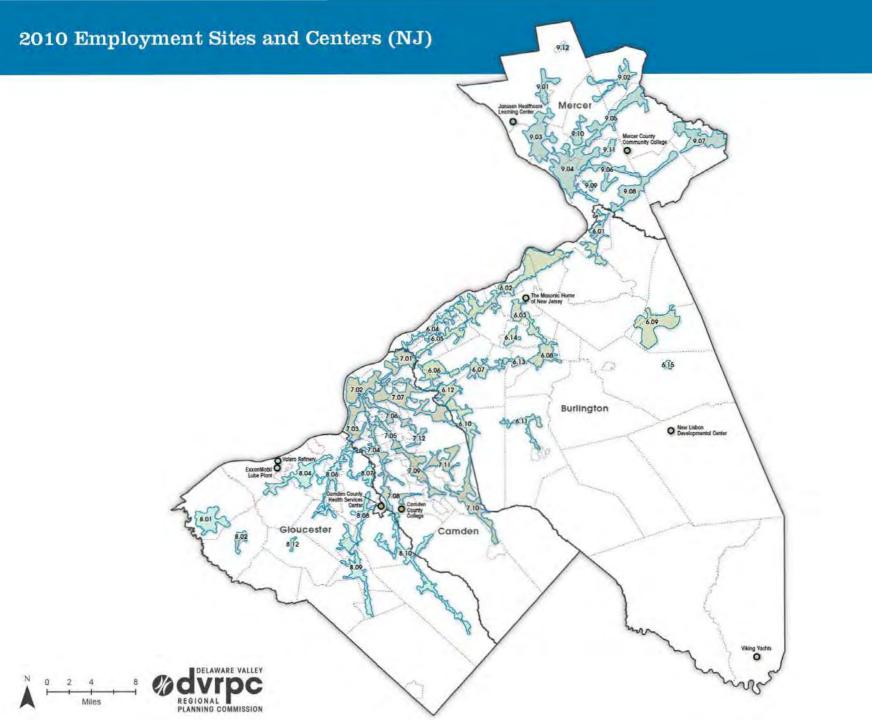
- CEDS strategy committee
- Background
- Identification of regional opportunities and challenges
- Goals and objectives
- Action plan
- List of key regional projects



CEDS Strategy Committee

- County/city planning agencies
- County/city economic development agencies
- County workforce investment boards (WIBs)
- State agencies
- Regional agencies
- Chambers of Commerce
- Transit service providers
- Port authorities
- Others





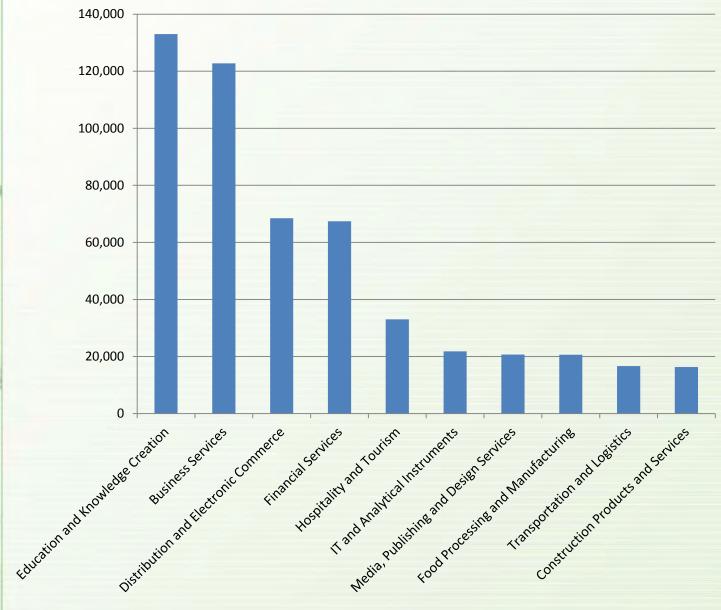


Regional Economic Cluster Analysis

- Cluster: a group of companies and institutions co-located in a specific area and linked by interdependencies in providing a related group of products and/or services.
- Clusters ...
 - Increase productivity.
 - Encourage knowledge spillover and innovation.
 - Facilitate new business formation.

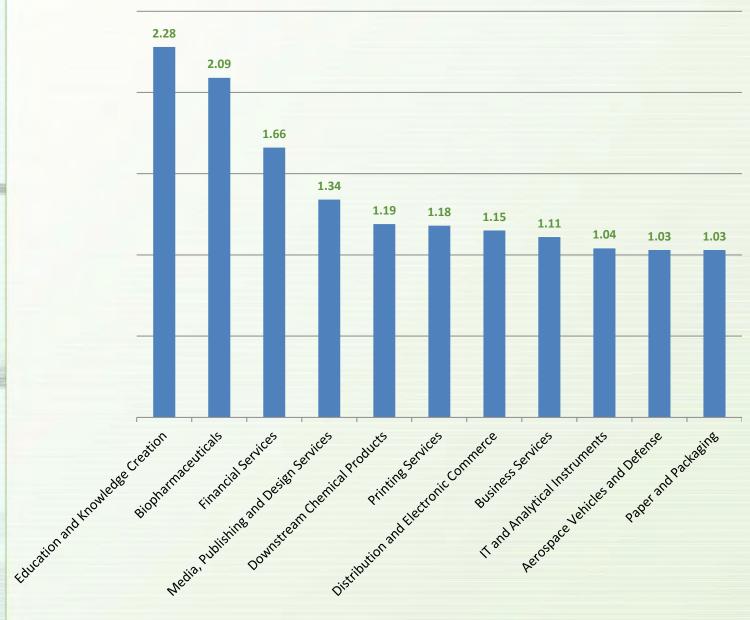
PLANNING COMMISSION

Greater Philadelphia's Top Clusters of Traded Industries by Total Jobs, 2010





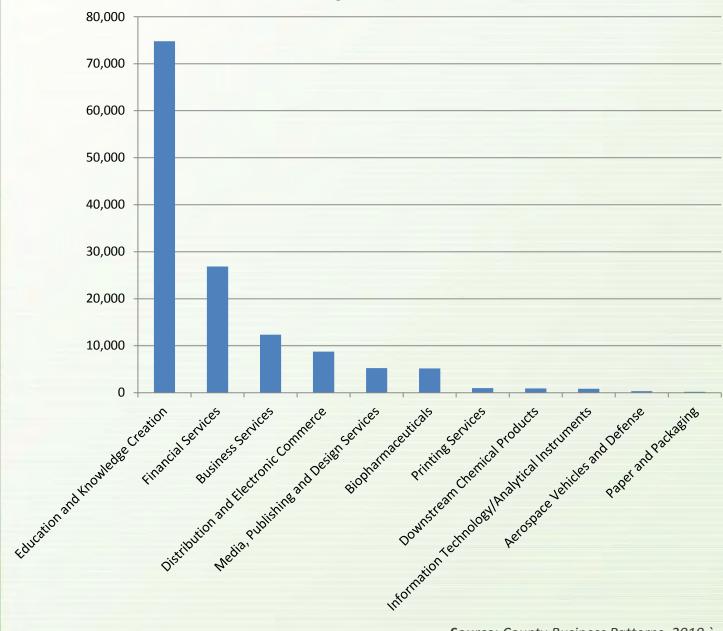
Greater Philadelphia's Top Clusters of Traded Industries by Location Quotient, 2010



Source: County Business Patterns, 2010.

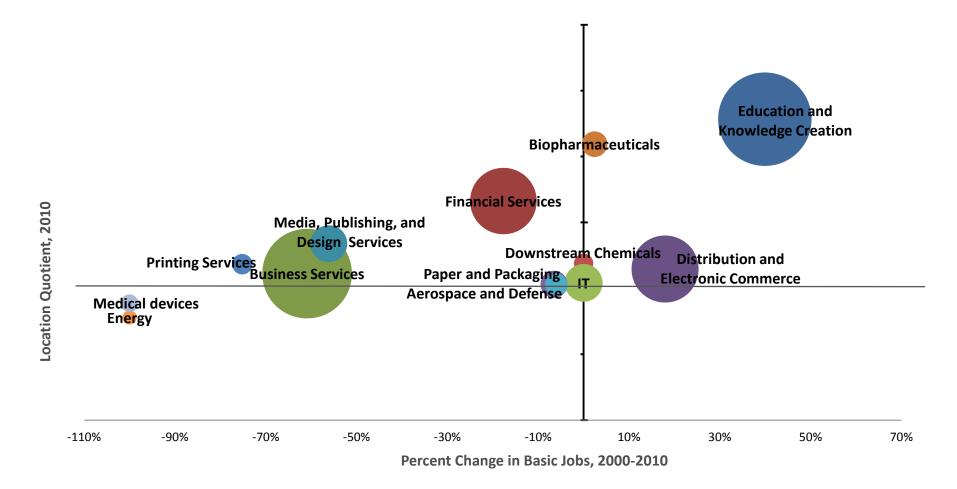
PLANNING COMMISSION

Greater Philadelphia's Top Clusters of Traded Industries by Basic Jobs, 2010



Source: County Business Patterns, 2010.`

Tying It All Together: Jobs, Location Quotients, and Changes in Basic Jobs





Note: The size of the bubble correlates to the number of jobs in the cluster.



Investing in People and Places series

- Series of three public meetings:
 - Philadelphia
 - Pennsylvania suburbs
 - New Jersey suburbs
- Two panels at each meeting:
 - Business panel: discussed opportunities and challenges
 - Public sector response
- Descriptions and highlights available at http://www.dvrpc.org/Economic/ceds.htm.



Revised CEDS Goals and Objectives

- Invest in People
 - Improve primary and secondary education
 - Workforce training
 - Workforce readiness
- Invest in Places
 - Focus growth in centers.
 - Invest in infrastructure.
 - Promote sustainability.
 - Improve quality of life.
- Support Businesses
 - Improve the business climate.
 - Encourage innovation.
 - Improve global connections.



Key Projects List

- Projects must be listed in the regional CEDS in order to be eligible for EDA funding.
- List identifies key projects and activities that advance the regional CEDS goals and objectives.
- Reviewed and updated annually.
- Adopted amendment process allows projects to be added throughout the year.



Key Projects List

- Projects must be supported by the county (and municipality where applicable).
- Not fiscally constrained.
- Wide range of project types:
 - Workforce development activities
 - Site specific projects
 - Plan implementation activities
 - Activities to support businesses
- Project scale varies significantly.



Key Projects List

- Examples from current list:
 - Delaware Riverfront initiatives in Bucks County
 - Port facilities in Gloucester County
 - I-676 industrial corridor development in Camden County
 - Extension of Keystone Boulevard (Pottstown)
- Potential Additions:
 - Philadelphia International Airport expansion
 - Southport
 - Delaware River channel deepening



Next Steps

- Committee is currently reviewing and revising the list of key projects.
- Draft document to be completed in early August.
- 30-day public comment period will open no later than August 22nd.
- Final document due to U.S. EDA by September 30th.



Proposed Action

That the Delaware Valley Goods
Movement Task Force support the
underlying policies and contents of
Investing in People and Places:
Greater Philadelphia's 2014
Comprehensive Economic
Development Strategy.



Investing in People & Places

Updating Greater Philadelphia's Comprehensive Economic Development Strategy

Thank You! Comments/Questions?

Presented by: Mary Bell

Manager, Demographic and Economic Analysis

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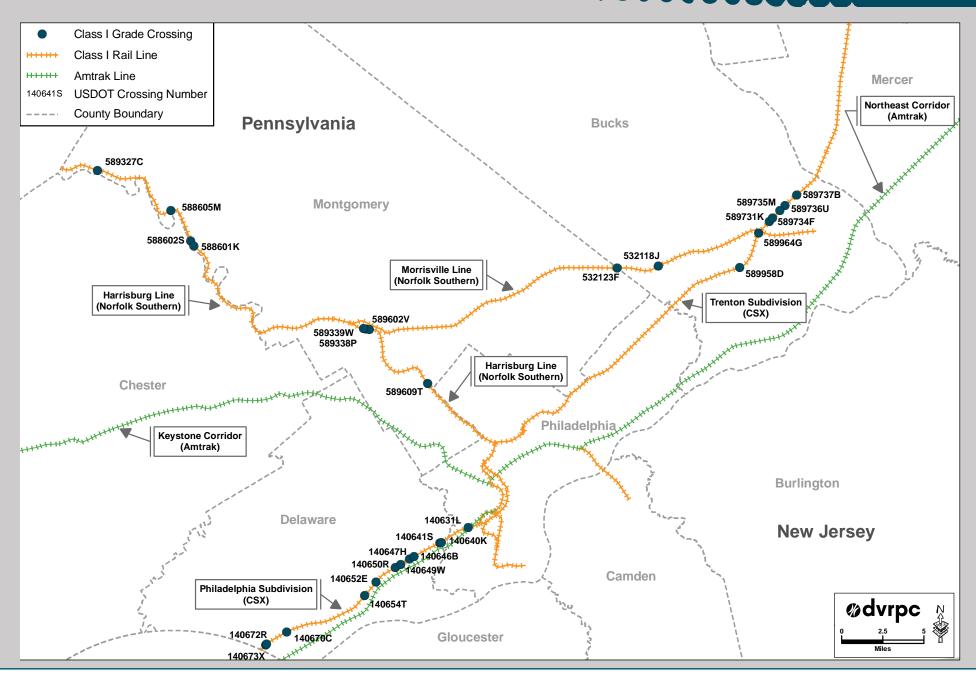




Delaware Valley Goods Movement Task Force
July 16, 2014
Michael Ruane

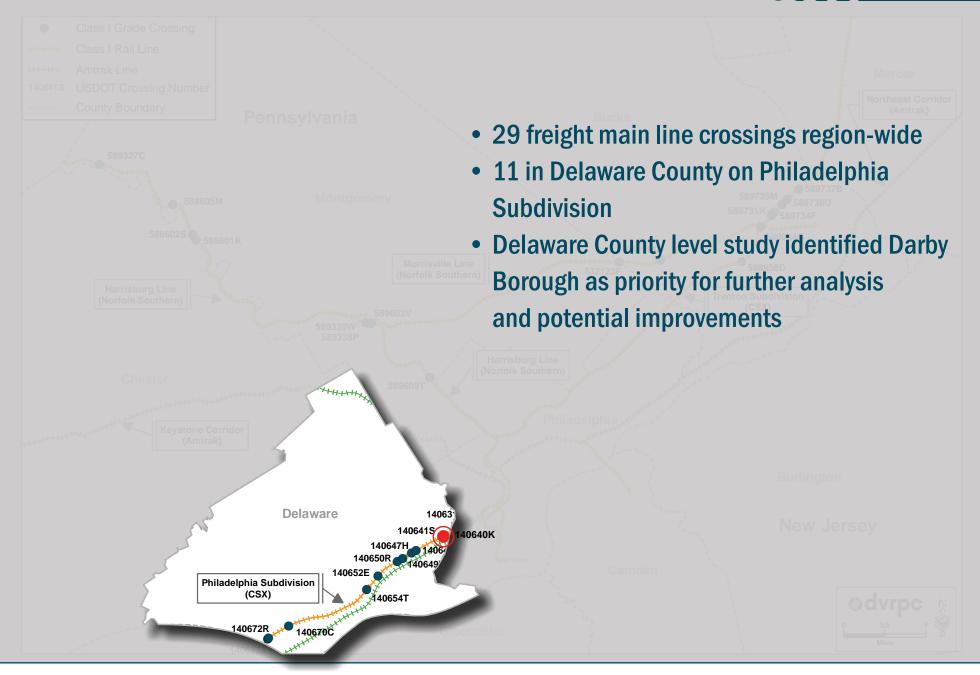
Class I Grade Crossings











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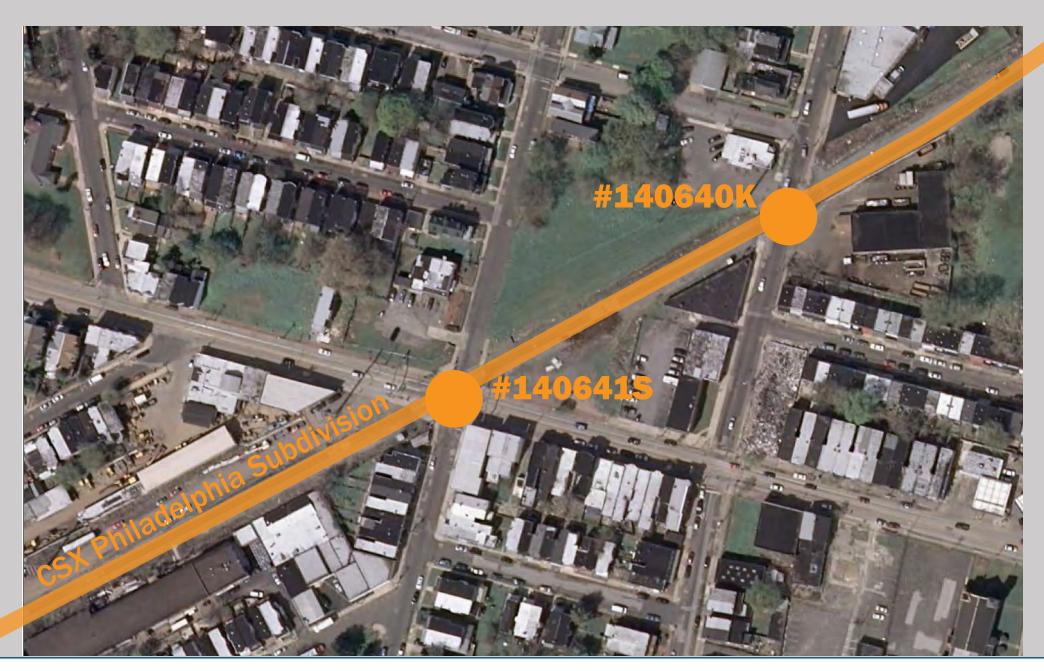
at Main and Sixth streets





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at Main and Sixth streets





More than a Grade Crossing

four modes meet IN one intersection







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multiple conflict possibilities

Daily Activity









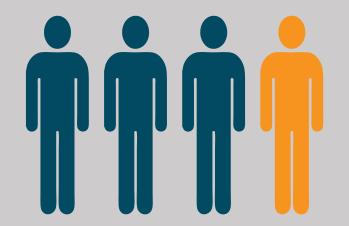
13 Freight Trains

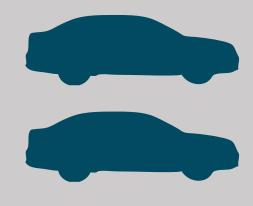
Traffic Approaches

- Main St. Traffic (2-lane, 2-way)
- 6th St. Traffic (2-lane, 2-way[NB] + 1-way[SB])



FRA Reported Incidents







Local Police Issues:

- 131 reports
- Public drunkenness
- Fighting
- Drug sales

- Theft
- Disorderly conduct
- Curfew violations
- Motor vehicle accident

Views from the ground

at Main and Sixth streets

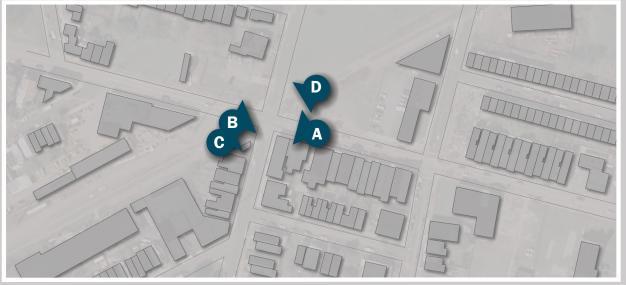












poor infrastructure contributes to issues









Observations

- Poor sight distance
- Poorly defined travel lanes and crosswalks
- Crossing gate violations (pedestrians and vehicular)
- Inadequate railroad crossing gate technology
- No signage targeted at pedestrians
- Gates descend and no train appears
- Crumbling infrastructure

Community Engagement and Outreach

stakeholder input and transportation expo-







Delaware County



\$

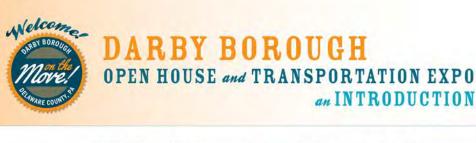


SEPTA





Residents & **Businesses**













Darby Borough Grade Crossing Study





POTENTIAL LONG-TERM INITIATIVES





























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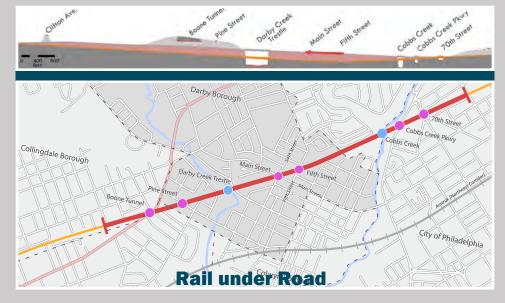


Alternatives Analysis

rail or road, over or under.











Long-term a Long Shot cost-benefit a stretch for stakeholders

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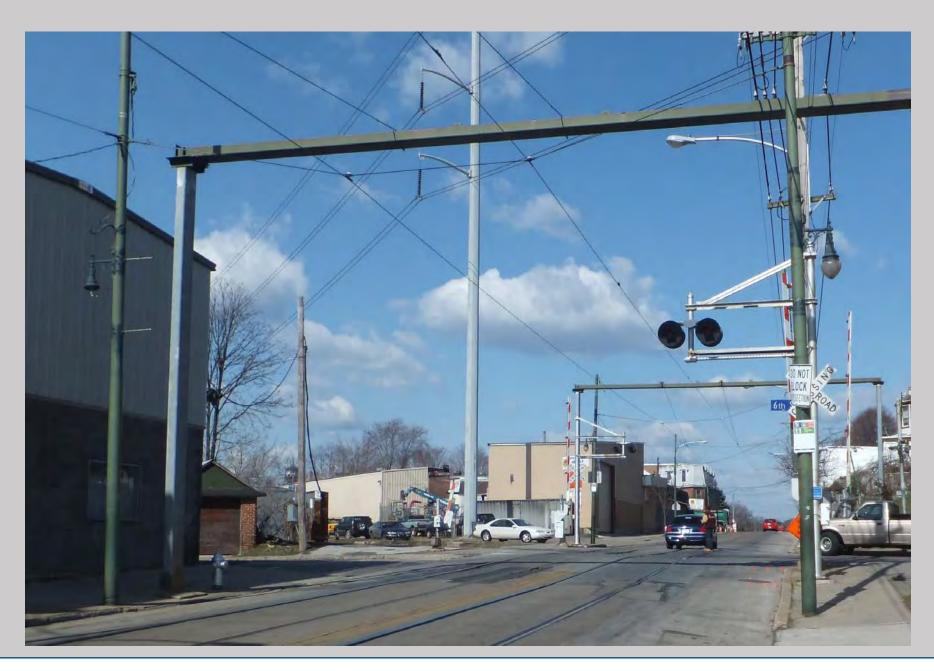






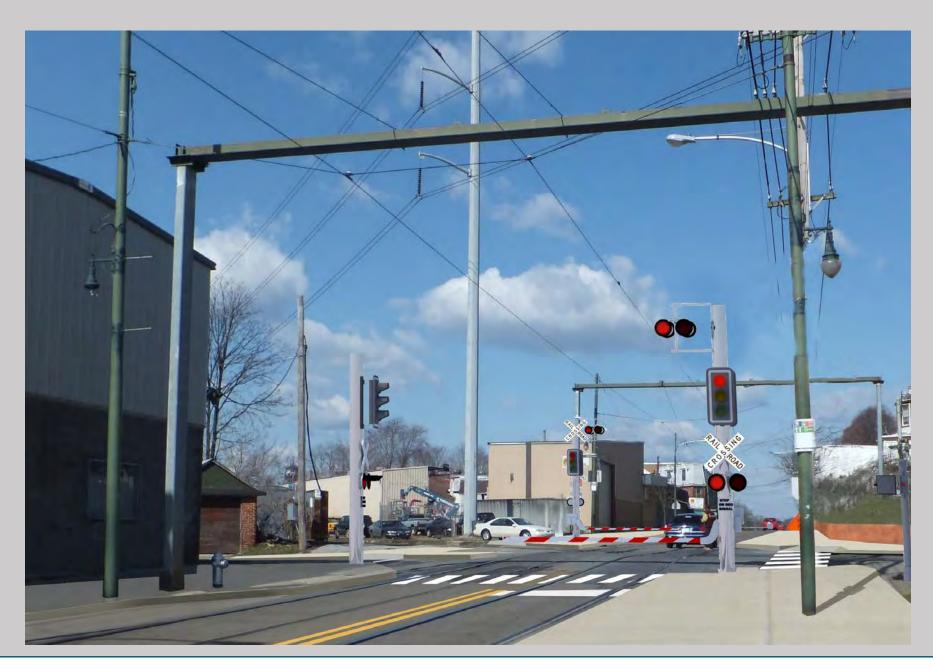




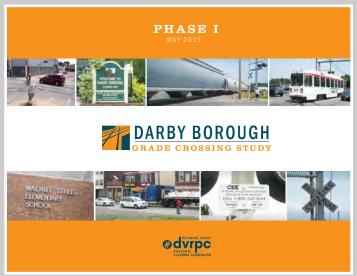




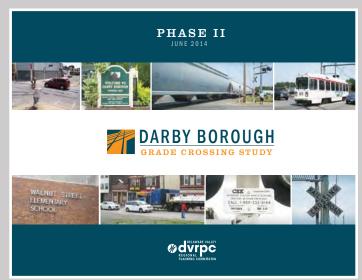








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PA'S LONG RANGE TRANSPORTATION & COMPREHENSIVE FREIGHT MOVEMENT PLAN





Presentation Agenda

- Welcome and Introductions
- LRTP and CFMP Findings and Strategies
- Public Participation Summary
- Schedule and Overview of Next Steps

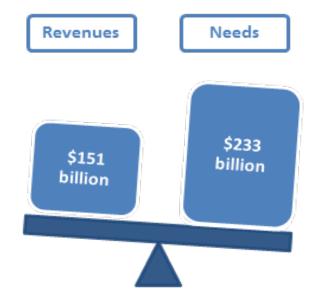
Long Range Transportation Plan and Comprehensive Freight Movement Plan Findings and Strategies

Major Findings

- Multi-Modal Needs \$233 billion through 2040
- **Projected Revenue** \$151 billion (nominal dollars with CAFE) in multi-modal transportation revenue through 2040
- Funding Gap \$2.7 billion annually (\$3.5 billion, pre-Act 89)

Investment Needs Exceed Revenues
by an estimated \$82 billion
over Plan Horizon

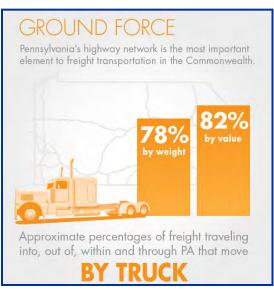






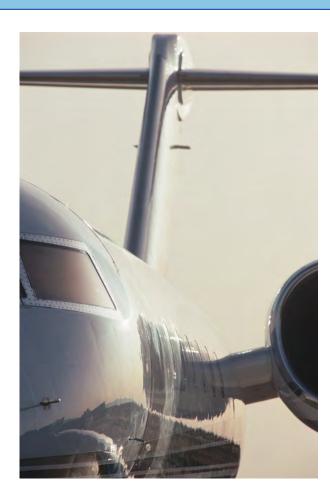
Major Findings (cont'd.)

- Freight Tonnage projected to:
 - Increase by 74% by truck, by 2040
 - Increase by 45% by rail, by 2040
- Freight Value "Petroleum Refining Products" most valuable commodity being exported (\$34 billion), followed by "Primary Iron or Steel Products" (\$13 billion)
- Freight Mode 78% of goods being moved are by motor carrier
- Top "Through" Truck Movements
 - 1. NJ NJ
 - 2. NJ NY
 - 3. NJ MD
 - 4. OH NY
 - 5. TX NY



Major Findings (cont'd.)

- Rail Freight top commodities by tonnage:
 - Coal (63 million tons)
 - Industrial Organic Chemicals (11 million tons)
- Aviation top commodities by value:
 - Electrical Equipment (\$8.6 billion)
 - Manufacturing Products (\$5.8 billion)
 - Pharmaceuticals (\$2.7 billion)
- Water Ports top commodities by tonnage:
 - Coal (26 million tons)
 - Petroleum Refining Products (14 million tons)



Major Findings (cont'd.)

- Land Use One-third of state's municipalities do not have basic land use management tools
- Safety Increases in crashes involving distracted driving, seniors
- Needs Identification No statewide methodology for calculating bicycle/pedestrian needs

• Aging Population – Frail Elderly (85+) population will double by

2040



Plan Hierarchy



Goal Areas

Overarching Theme – Delivering a quality transportation system to future generations

Goals

- 1. System Preservation
- Safety
- 3. Personal and Freight Mobility
- 4. Stewardship

Goal: System Preservation

Preserve multimodal assets using sound asset management practices.

Performance Measures:

- Percent of pavements in excellent, good, fair, and poor condition
- Pavement structure index
- Percent of structurally deficient bridges (weighted by deck area)
- Number of load restricted bridges
- Average life of bus fleet (as a % of design life)

Draft Strategies:

- Develop an inventory and condition information of all state- and locally-owned transportation system assets
- 2. Implement enterprise asset management for programming and decision-making
- 3. Prioritize state-of-good-repair approaches that preserve transportation system assets



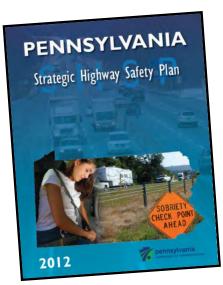


Goal: Safety

Improve statewide safety for all modes and all users.

Performance Measures:

- Number of fatalities and serious injuries
- Number of fatalities and serious injuries in work zones
- Number of on-road bicycle and pedestrian fatalities and serious injuries
- Number of rail-crossing fatalities, serious injuries, and incidents



Draft Strategies:

- 1. Implement the Strategic Highway Safety Plan (SHSP)
- 2. Emphasize the Highway Safety Manual in all design processes
- Address safety issues during earlier phases of project planning
- 4. Partner to expand driver improvement programs for seniors and younger drivers
- 5. Emphasize safety for pedestrians and bicyclists through design modifications, education, and aggressive coordination with enforcement
- 6. Modify highway design accommodates transit and freight
- 7. Support efforts by the General Assembly to enact tougher laws that address distracted driving
- 8. Inventory substandard bridge underclearances
- Address the transport of HAZMATs in business plans and LRTPs



Goal: Personal and Freight Mobility

Expand and improve system mobility and integrate modal connections.

Performance Measures:

- Annual hours of truck/auto delays (cost of delays)
- Annual transit ridership
- Percent /number of freight bottlenecks eliminated



Draft Strategies:

- 1. Optimize multi-modal infrastructure through improved operations
- 2. Incorporate a project prioritization tool into statewide planning and programming as a validation process
- 3. Identify Tier III of the MEC Network in collaboration with the planning partners
- 4. Prioritize and enhance intermodal connections ("first and last mile")
- 5. Implement the station improvement and interlocking projects on the Keystone Corridor

...continued, next slide



Goal: Personal and Freight Mobility (cont'd.)

Performance Measures:

- Annual hours of truck/auto delays (cost of delays)
- Annual transit ridership
- Percent /number of freight bottlenecks eliminated



Draft Strategies (cont'd.)

- 6. Support initiatives that address the lack of available truck parking along the MEC Network
- 7. Evaluate the locations identified as freight bottlenecks and give priority to addressing changes to improve congestion at these locations
- 8. Work with local and state partners to support sustainable community-based shared-ride services
- 9. Develop a systematic approach for calculating bicycle and pedestrian needs statewide
- 10. Partner with private sector freight carriers to investigate strategies to improve modal efficiency
- 11. Advocate for additional funding for the state's ports





Goal: Stewardship

Increase efficiency through modernization of assets and streamlining of processes

Performance Measures:

- Annual savings through PNG implementation
- Timely delivery of approved local projects
- Timely delivery of HOP permits



Draft Strategies:

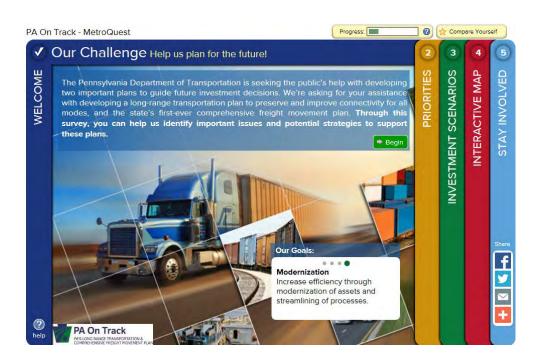
- Assess weather-related vulnerability of the transportation network in statewide and regional planning
- 2. Investigate opportunities to incorporate technology and ITS across the state
- Continue and accelerate implementation of the "Linking Planning and NEPA Process" to advance project delivery
- 4. Support the use of alternative fuels and related equipment and facilities
- 5. Encourage the regional consolidation of transit agencies where efficiencies can be demonstrated
- 6. Continue sponsoring course offerings on critical land use topics that protect the investments the Commonwealth has made in the transportation system
- 7. Use Public/Private Partnerships to expand the available pool of capital and tap into private innovation and approaches
- 8. Coordinate with local/county governments on operation and maintenance agreements with regard to management of traffic signals
- 9. Continue to plan for the advent of autonomous/connected vehicles
- Raise awareness of freight's value to the economy and its impacts on the state's transportation infrastructure



Public Participation Results

Interactive Website Survey For PA On Track

- Provided public/stakeholders opportunity to provide input
- Website activation period: April 16 May 30

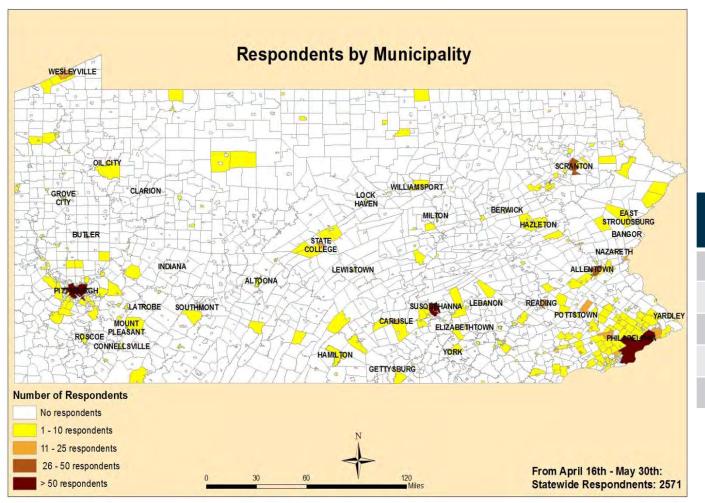


- Background on Effort
- Rank Priorities
- Scenario Evaluation
- Spatial Comments
- General Comments



Survey Responses

3,700 visitors (2,571 leaving some form of data)



Respondents by Metro Area

Metro Area	% Survey Visitors	% Population (2010 Census)
Philadelphia	47%	47%
Pittsburgh	15%	19%
Harrisburg	11%	4%
Lancaster	4%	4%
Rest of State	23%	26%

Priority Ranking

2,239 Visitors Provided Rankings on Their 5 Most Important Priorities

Priority	Statewide Rank	Pittsburgh Rank	Philadelphia Rank	Remaining State Rank
Bike and Pedestrian Facilities	1	1	3	3
Public Transportation	2	2	1	5
New Roads or Widening	3	3	2	2
Pavement Condition	4	5	4	1
Passenger Rail	5	6	5	7
Bridge Conditions	6	4	6	4
Highway Safety	7	7	11	6
Economic Development	8	13	9	9
Land Use and Planning	9	10	10	8
Rail Freight	10	8	14	13
Freight Connections	11	14	13	12
Operational Improvements	12	11	8	10
Technology/Energy Efficiency	13	12	12	11
Aviation	14	9	7	14

Evaluation of PennDOT Investment Scenarios

What Visitors Evaluated



Preservation

• Ensure all existing modes of transportation are maintained and preserved at a high level of reliability and performance. This includes, but is not limited to highway resurfacing, bridge maintenance/rehabilitation and the purchase of replacement transit buses.



Expand the Modes

 Focus investments on maintaining and expanding the transit, rail and nonmotorized systems, linking cities and communities. Investments could include new transit service, high-speed rail lines, and bike and pedestrian paths across the state.



Technology Enhancements

• Integrate state-of-the-art technology and Intelligent Transportation Systems (ITS) to improve the operations of the transportation network. Investments could include the integration of connected and autonomous vehicle technology, traffic cameras, and other highway, transit and passenger rail technology.



Serve the Economic Drivers

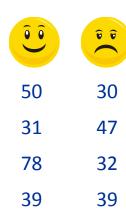
 Emphasize improvements to multimodal strategic assets and services to ensure reliable access to the state's economic generators. This would include additional roadway capacity and last mile connections to support critical freight truck, rail, water and airport facilities.

Evaluation of PennDOT Investment Scenarios

1,834 Visitors Provided Ranking on a scale of 1 (low) to 5 (high)

Additional Comments Also Provided

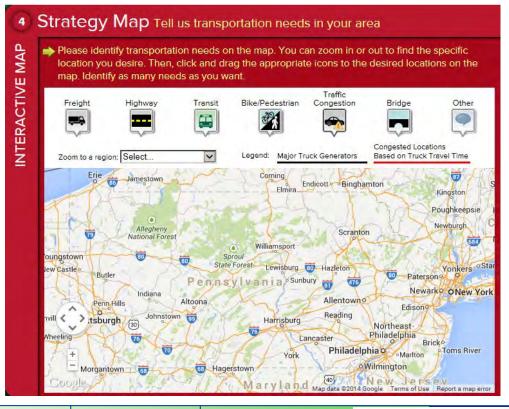
Priority	Statewide Rank	Pittsburgh Rank	Philadelphia Rank	Remaining State Rank
Expand the Modes	1	1	1	2
Preservation	2	2	2	1
Technology Enhancements	3	3	4	4
Serve the Economic Drivers	4	4	3	3



Spatial Comments

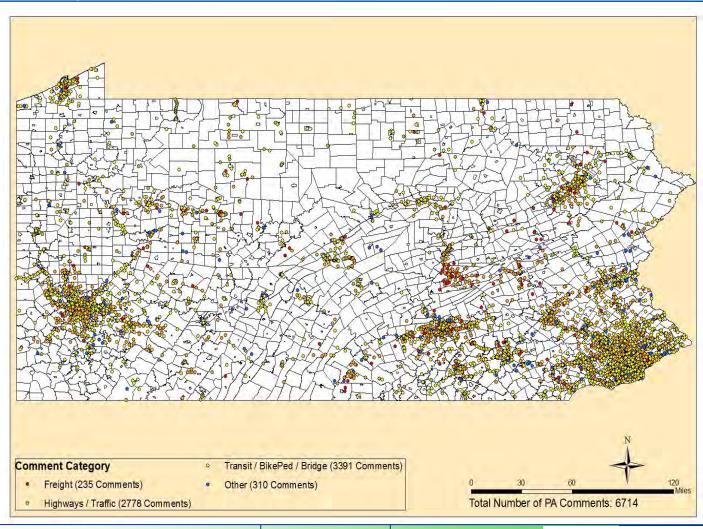
Over 6,700 Spatial Comments Provided by Survey Visitors

- Spatial comments dragged onto map by category
- GIS "Shapefiles" will be created with all comments geocoded
- Data will be provided for MPO, transit agency and other state planning purposes



Spatial Comments By Category Type

Comment TypeCountFreight235Highways1,151Transit1,219Bike/Ped1,778Traffic1,627Bridge394Other310Total6,714		
Highways 1,151 Transit 1,219 Bike/Ped 1,778 Traffic 1,627 Bridge 394 Other 310	_	Count
Transit 1,219 Bike/Ped 1,778 Traffic 1,627 Bridge 394 Other 310	Freight	235
Bike/Ped 1,778 Traffic 1,627 Bridge 394 Other 310	Highways	1,151
Traffic 1,627 Bridge 394 Other 310	Transit	1,219
Bridge 394 Other 310	Bike/Ped	1,778
Other 310	Traffic	1,627
	Bridge	394
Total 6,714	Other	310
	Total	6,714



Ongoing Stakeholder Participation

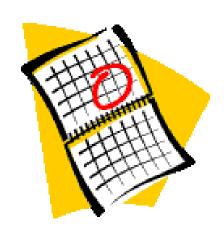
- Nine Stakeholder Webinars
- Website interaction
 - http://paontrack.com/
 - Voice Your Opinion Polls
 - Surveys
 - Infographics
- State and local conferences





Overall Plan Schedule – Key Milestones

- ✓ Spring 2013 Goals and Objectives
- ✓ Summer 2013 Performance Measures
- ✓ Spring 2014 Multimodal Needs
- ✓ Spring 2014 Revenue/Funding
- ✓ May 2014 Public Participation (MetroQuest)
- July 2014 Alternative Investment Scenarios
- Summer 2014 CIMS Tool tutorial (w/planning partners)
- August 2014 Project Prioritization
- August 7, 2014 Webinar #9
 - Final LRTP and Comprehensive Freight Plan



QUESTIONS AND COMMENTS

Email comments to:

RA-PennDOTLRTP@pa.gov





THE NEW

COMPREHENSIVE PLANFOR MONTGOMERY COUNTY





COMPREHENSIVE PLAN FOR MONTGOMERY COUNTY

Montgomery County is updating its Comprehensive Plan, which was adopted in 2005.

This plan will provide an overall framework for local municipal plans and guidance on issues that transcend local boundaries, such as:

- Highways
- Public Transportation
- Flooding
- Trails
- Growth Trends
- Fconomic Growth
- Impact of Large Developments
- Natural Systems
- Housing Needs
- Shopping Needs
- Redevelopment Trends





The Plan will have two major components:

- Montgomery County Today this element will include an overview of existing conditions, trends, forecasts, and issues.
- Montco 2040: A Shared Vision this element will include a vision for the county, goals, themes, recommendations, and an implementation strategy.







MONTGOMERY COUNTY TODAY

Montgomery County in the Region







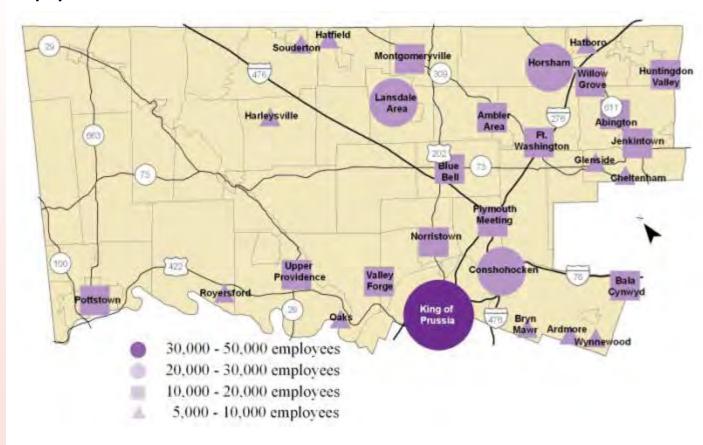
The county is known for its diverse economy, shopping opportunities, transportation system, historic towns, trail network, schools, and residential neighborhoods.

MCPC

The County Economy

Montgomery County had 542,000 jobs in 2010 and leads the state in high tech and manufacturing jobs. Pharmaceuticals, company management, health care, insurance, financial investments, and education are strong industries.

Employment Centers

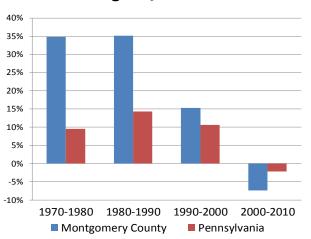




The County Economy

Recent job growth has not been as strong as in the past.

Percent Change in Jobs





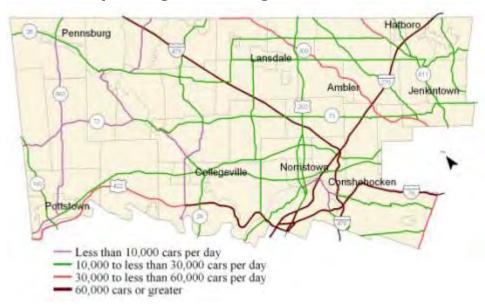






The County's Transportation Network

Traffic, traffic, traffic. The county has a lot of traffic, although overall vehicle miles driven has gone down during the last ten years. Significant road improvements have helped the county manage its traffic growth.

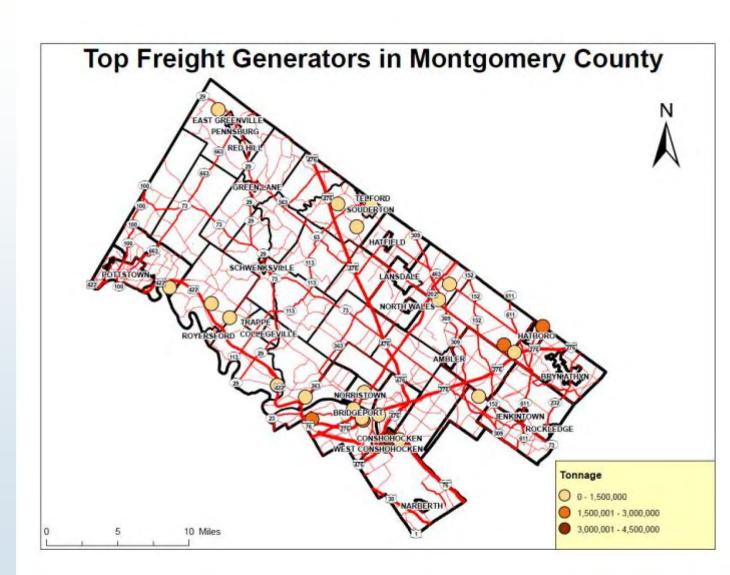


Daily Traffic Volume

ROADWAY	1980	2000	2010	
Schuylkill Expressway (I-76) I-76)	63,000	102,000	101,300	
Blue Route (I-476)	20,154	103,145	105,890	
Route 422	11,032	56,998	65,483	
Route 100	17,869	32,173	30,446	
Northeast Extension—PA Turnpike (I-476)	16,717	56,542	65,483	
Route 309 Expressway	29,854	48,109	42,908	
PA Turnpike (I-276)	41,693	105,584	118,174	
Total	192,319	504,551	529,684	



The County's Transportation Network - Freight



The County's Transportation Network - Freight

FROM Montgomery Count	ty (2011)				
Commodity	Tons	Percent	Commodity	Value(Millions)	Percent
Broken Stone or Riprap	6,610,285.74	37.2%	Pharmaceuticals	\$4,807.13	21.8%
Warehouse & Distribution			Warehouse & Distribution		
Center	2,392,809.56	13.5%	Center	\$2,678.76	12.2%
Petroleum Refining			Petroleum Refining		
Products	1,544,807.48	8.7%	Products	\$1,411.26	6.4%
Processed Milk	1,022,896.61	5.8%	Cigars	\$1,201.60	5.5%
Concrete Products	645,976.80	3.6%	Processed Milk	\$905.34	4.1%
			Chewing or Smoking		
Gravel or Sand	386,027.86	2.2%	Tobacco	\$623.30	2.8%
Primary Iron or Steel			Primary Iron or Steel		
Products	343,596.05	1.9%	Products	\$476.57	2.2%
Asphalt Paving Blocks or					
Mix	308,401.59	1.7%	Bolts, Nuts, Screws, Etc.	\$431.87	2.0%
			Miscellaneous Plastic		
Pharmaceuticals	257,645.23	1.4%	Products	\$414.96	1.9%
Ready-mix Concrete, Wet	253,288.93	1.4%	Meat, Fresh or Chilled	\$388.81	1.8%
All Other Commodities	4,013,594.85	22.6%	All Other Commodities	\$8,696.84	39.5%



The County's Transportation Network - Freight

- Over 99% of freight tonnage and value from Montgomery County moves by truck.
- 97% of tonnage and value into the county moves by truck.
- Montgomery County is the 6th highest county in Pennsylvania for tonnage and value coming from the county.
- The county is the 3rd highest as a destination for tonnage and 6th for value.





THE NEW

COMPREHENSIVE PLANFOR MONTGOMERY COUNTY





COMPREHENSIVE PLAN FOR MONTGOMERY COUNTY





Connected Communities

Improve transportation options and quality for county residents and workers

• Improve road connectivity, expand Intelligent Transportation Systems, and eliminate road bottlenecks



Improve transportation options and quality for county residents and workers

• Extend transit service, increase frequency, and improve access





Sustainable Places

Support a modern, resilient, green, and energy-efficient infrastructure network

• Improve county-owned roads and bridges



Vibrant Economy

Improve transportation access to businesses

- Provide better road access to employment centers
- Expand transit options in employment centers
- Improve freight movement in the county
- Preserve existing airports



Encourage development and transformative investment where infrastructure already exists

- Locate new development in proposed growth areas
- Encourage redevelopment of underutilized and vacant industrial land
- Modernize older offices and businesses



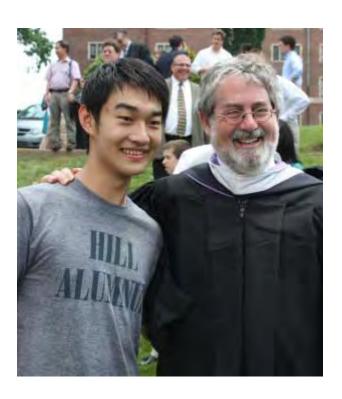




Attract and retain businesses and vital community assets

- Assist businesses that want to expand or locate in the county
- Retrain and support a skilled workforce







Vibrant Economy

Flexibly adapt to changing market conditions and demographics

- Encourage walkable, mixed use, and transit-friendly development
- Create an environment that meets the needs of an aging population
- Redevelop older retail properties

40% of Millennials prefer cities, compared to 28% of all adults



55% of Millennials want public transportation options, compared to 51% of all adults

62% of Millennials want to be close to a mix of shops, restaurants, and offices, compared to 53% of all adults

76% of Millennials rate walkability as important, compared to 70% of all adults



Facilitate marketing of the county and its assets

- Attract visitors and increase county-wide tourism
- Emphasize the assets of Montgomery County
- Increase awareness of county economic development resources









Land Use Vision

- Attractive and accessible residential neighborhoods
- Traditional rural landscapes
- Modern, walkable, and mixed use commercial and community cores
- Vibrant downtowns and village centers
- New development in research centers and business parks



Land Use Vision



Modern, walkable, and mixed use commercial and community cores



New development in research centers and business parks



Traditional rural landscapes



Vibrant downtowns and village centers



Transit-oriented development around train stations



Attractive and accessible residential neighborhoods



- New road choices and improved road conditions
- Bridges and roads that are in a good state of repair
- Improved public transit access, service, and frequency
- An extensive county trail system
- An expanded sidewalks and pedestrian network







Programmed Roadway Projects



Vision Roadway Projects



Vision Transit Projects



Concluding Vision

Connected Communities



Sustainable Places



Vibrant Economy







THE NEW

COMPREHENSIVE PLANFOR MONTGOMERY COUNTY





- Why Here?
- Proximity to Europe
- Fall Line

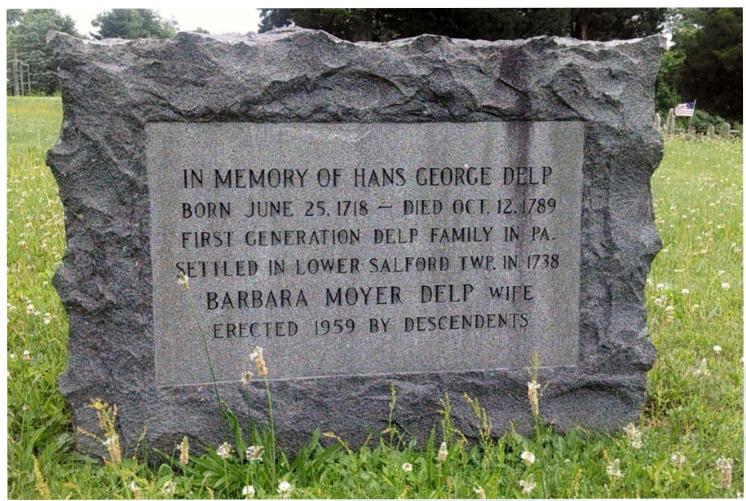


WAREHOUSE CO. / LOGISTICS SERVICES

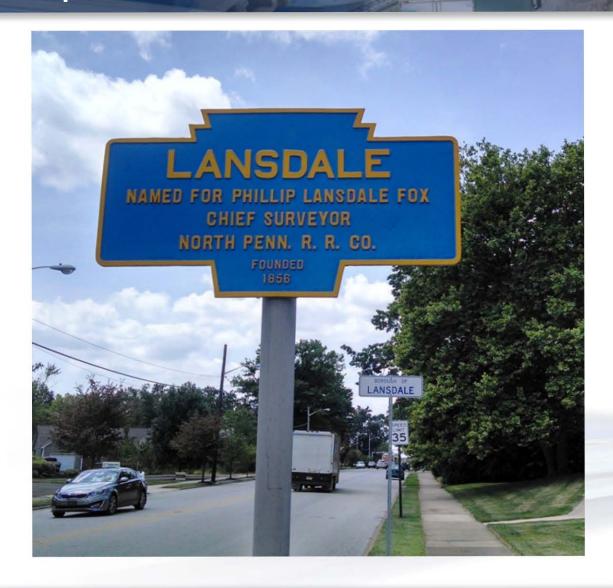














Delaware Valley's Competitive Advantage

- Central location in the Megalopolis
- Infrastructure is key
 - 2 Class 1's, Highway System, Ports, Airport, Pipelines
- Stony Creek Line
 - An infrastructure improvement success



3PL - Supply Chain Supporting Role

- We are not in the storage business
- Value added services
 - Postponement
 - Vendor managed inventory
 - Technology (WMS, RF, Bar Coding, EDI)
- Improve our customer's competitive advantage



Be Brief, Be Bright, Be Gone

- Competitive Advantages
 - Megalopolis
 - Delaware Valley
 - Supply Chains
 - Lansdale Warehouse



Lansdale Thank you. WAREHOUSE CO. / LOGISTICS SERVICES CO.