DVRPC as a data source:
Media requests
& online engagement
During a crisis, data matters. People are communicating online.

Special data collection
Supporting partners
Pivoting our work (what we’re doing and how we do it)
More media requests
Boost in digital engagement
typical month: 2-5

since 3/20/20: 17

The Philadelphia Inquirer

WHYY

6abc

CBS3
Requests for data & perspective:

- Impacts on transit
- Bicycle counts on trails
- Social distancing tips for parks
- Commuting patterns
- Relief funding for transit agencies
- Travel times & traffic speeds
- Traffic counts

See chat box for links.
Digital Engagement

Good attendance at online meetings.
More eyes on social media.

90 attendees at online Board meetings

100 attendees at Regional Safety Task Force

5,113 impressions
363 engagements
13 retweets
23 likes
Thank You!

Questions?
Contact: Elise Turner
eturner@dvrpc.org
82 Total Responses
Survey Open April 14-22, 2020
Aside from police, fire, and emergency management staff, what is the status of the majority of municipal staff? (choose one)

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Working in the office</td>
<td>21%</td>
</tr>
<tr>
<td>Working from home</td>
<td>46%</td>
</tr>
<tr>
<td>Non-essential staff are furloughed or laid off</td>
<td>2%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>30%</td>
</tr>
</tbody>
</table>

Other = staff rotating/splitting time between office and home - 25
Q2: Which municipal operations are you able to continue during this time? (check all that apply)

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hold public meetings for the governing body</td>
<td>72%</td>
</tr>
<tr>
<td>Hold public meetings for the planning board/commission</td>
<td>31%</td>
</tr>
<tr>
<td>Hold Environmental Commission/Environmental Advisory Council meetings</td>
<td>6%</td>
</tr>
<tr>
<td>Elected officials pass resolutions and adopt ordinances</td>
<td>53%</td>
</tr>
<tr>
<td>Approve site development and subdivision plans</td>
<td>65%</td>
</tr>
<tr>
<td>Provide COVID-19 information to residents</td>
<td>30%</td>
</tr>
<tr>
<td>Provide recovery information to businesses</td>
<td>88%</td>
</tr>
<tr>
<td>Perform administrative functions such as signing contracts and paying invoices</td>
<td>52%</td>
</tr>
<tr>
<td>Continue essential municipal services without disruption (e.g. trash pickup)</td>
<td>94%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>81%</td>
</tr>
</tbody>
</table>

Other = Review/process permits; perform essential municipal functions only; hold public meetings
Q3:

Which Muni services are not being provided due to COVID-19?

- Permitting, inspections, code enforcement – 12
- Libraries, parks, rec facilities, community events: closed and cancelled – 3
- Limited Public Works: no street sweeping, grass cutting, road maintenance, sewer pump maintenance, bulk trash pick up – 5
- Municipal Court closed – 1
Q4: Are you planning to apply for emergency funds through the federal CARES Act?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>31%</td>
</tr>
<tr>
<td>No</td>
<td>15%</td>
</tr>
<tr>
<td>Unsure</td>
<td>54%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

Q5: If yes, which relief program?

FEMA/PEMA – 3

Lost revenue/economic relief – 6
Q6:

Are you interested in any of the following technical assistance resources provided by DVRPC and partners? (check all that apply)

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar on best practices to facilitate meetings remotely</td>
<td>74%</td>
</tr>
<tr>
<td>Webinar on best practices for effective teleworking (for during the stay at home period and as your municipality transitions back to normal operations)</td>
<td>67%</td>
</tr>
<tr>
<td>Webinar on Traffic Incident Management that showcases some new COVID-19 procedures that Police/Fire/EMS/DOT and others are taking to limit their interactions during emergency response</td>
<td>46%</td>
</tr>
<tr>
<td>Consultation on bikeshare/bike library set up to aid essential and low-wage workers get back to work safely and affordably</td>
<td>11%</td>
</tr>
<tr>
<td>Consultation on temporary street redesign strategies to promote outdoor social distances</td>
<td>28%</td>
</tr>
<tr>
<td>Consultation on implementing recommendations from planning efforts</td>
<td>36%</td>
</tr>
</tbody>
</table>

Total Respondents: 39
Q7:

Promising Practices Implemented or Observed

• Homeless Shelters for those with COVID-19
• Pop up testing sites
• Designated street parking spaces for restaurant curb-side pickup
• Providing wifi access in parking lots
• Online park and recreation activity for residents
• Online list of locally operating businesses and their hours
• Amnesty period for permits, paying EIT, and real estate taxes
• Church, school district and police food distribution to those in need
• Websites showing assistance programs for employee benefits, food bank locations, and mortgage, rent and utility bill relief
• Using Nixle to provide COVID-19 updates
Q8:

As a municipal official, what are you most worried about?

- Declining tax revenue impacts on municipal operations and staffing – 23
- Local small business/Main Street closures – 15
- Residents’ and employees’ health and safety/how to go back to work safely – 14
- Economic recession – 9
- Second wave of infections – 6
- What will be the new normal – 4
- How will already distressed towns recover – 2
- Even less public participation and volunteerism – 1
- Backlash from residents displeased with gov’t response – 1
- Mass transit – 1
- Psychological aftermath of fear and mistrust – 1
Q9:

Is there anything else DVRPC might assist with or you’d like to share?

• Provide data on impact to region: lost revenue, unemployment, VMT, etc.
• Keep sending info
• Share best practices and funding for multi-modal planning and infrastructure improvements
• Provide options for moderated teleconferencing for public meetings
• Communicate about grant opportunities and local business development opportunities
• Extend grant deadlines
• Help organize emergency management at state, county and local levels
• Need more free food distribution
• Use opportunity to get people used to a low impact lifestyle
• Provide programs for small municipalities for funding payroll and debt
Q10:

What is your role with the municipality?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager/Administrator</td>
<td>67%</td>
</tr>
<tr>
<td>Elected Official</td>
<td>16%</td>
</tr>
<tr>
<td>Public Works</td>
<td>0%</td>
</tr>
<tr>
<td>Community Development</td>
<td>0%</td>
</tr>
<tr>
<td>Engineer</td>
<td>2%</td>
</tr>
<tr>
<td>Finance</td>
<td>0%</td>
</tr>
<tr>
<td>Consultant</td>
<td>0%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>14%</td>
</tr>
</tbody>
</table>

Other: Assistant Manager, Planner, Clerk, Emergency Manager, Zoning Officer, Secretary
COVID-19 Upcoming Webinars and Programs

We’ll make weekly announcements and post registration links on the COVID-19 webpage:

1. Adapting Streets for Safe Outdoor Social Distancing – May 15, 2:00 – 3:00
2. Best Practices for Remote Meetings – May 19, 2:00 – 3:30
3. Bike Sharing/libraries and matching – May 22, 1:00 – 2:00
4. Best Practices for Teleworking - May 26, 11:00 – 12:30
6. The 5Ps that aren’t Pandemic: strategies for small businesses - TBA
7. Regional Bike Match Program: matching those in need of a bike with those who have one to spare- TBA
DVRPC is compiling and will regularly update travel trends to display on the COVID-19 webpage:

1. Daily Vehicle Miles Traveled
2. Trail Usage
3. Transit Ridership
4. Freight Data

DVRPC will display unemployment rates by county on the COVID-19 webpage when released by the BLS.
Thank You!

Questions?
Contact: Patty Elkis
pelkis@dvrpc.org

Five P’s that aren’t Pandemic:

PURSUE
PIVOT
PITCH
PROMOTE
PLAN

MAY 12, 2020
“Necessity is the mother of invention.”
PURSUE funding from one or more of the many local, county, state, and federal programs aimed at helping small businesses weather the economic impacts of COVID-19.
75% of businesses surveyed said they only have enough cash on hand to cover two months of expenses or less.

53% of businesses surveyed said they would be permanently closed by December if current restrictions lasted four months.

PURSUE funding to bridge the gap.

U.S. Small Business Admin.
C.A.R.E.S Act: Paycheck Protection Program
Industries Receiving the Greatest Share of Paycheck Protection Program Funds Compared to Share of March Job Losses

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage of all PPP Funds</th>
<th>Share of March 2020 Job Losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>14%</td>
<td>-81%</td>
</tr>
<tr>
<td>Professional, Scientific, &amp; Technical Services</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>12%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>09%</td>
<td>0%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>09%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

United States Small Business Administration; and, Bureau of Labor Statistics
PURSUE funding to bridge the gap.

NJ Economic Development Authority
Small Business Emergency Assistance Grant Program
PURSUE funding to bridge the gap.

PA Industrial Development Authority

COVID-19 Working Capital Access Program
Pursue funding to bridge the gap.

Chester County Economic Development Council
Main Street Preservation Grant Program
PURSUE funding to bridge the gap.

Philadelphia COVID-19 Small Business Relief Fund
Microenterprise Grant
Small Biz Grant
Small Biz Zero-Interest Loan
PURSUE funding to bridge the gap.

James Beard Foundation
Food and Beverage Industry Relief Fund
PIVOT from your current business model and start manufacturing or selling goods, services, and products that are needed during the pandemic.
Manufacturing
Distilleries pivoted to manufacture hand sanitizer, while apparel brands pivoted to making face masks.
60% decline in restaurant spending nationwide, with the fine-dining, lunch, and late night categories taking the hardest hit.

The Atlantic: The Pandemic Will Change American Retail Forever, April 2020
54% growth in curbside pickup from February 2020 to March 2020.

E-Marketer, April 2020
PIVOT to meet current needs of the consumer.

BOPIS
Buy Online Pickup In Store
35% of surveyed consumers said they expected to reduce their spending in the two weeks following the survey.

45% of households have reduced household spending nationwide.

McKinsey & Company: A global view of how consumer behavior is changing amid COVID-19, April 2020
PIVOT to meet current needs of the consumer.

Increase Non-discretionary Inventory

Consumers are prioritizing spending on essential goods.
PITCH ideas on digital platforms to generate interest in and connect you with funding for future product lines or services.
8.7% decline in retail sales in March 2020 compared to February 2020.

U.S. Commerce Department
3.1% growth in sales among nonstore retailers (e.g. e-commerce) during the same period.

U.S. Commerce Department
PITCH new ideas on digital platforms.

CarryOutPA
Launched by the Pennsylvania Restaurant and Lodging Association to connect consumers with restaurants that provide takeout, delivery, and/or curbside service.
PITCH new ideas on digital platforms.

#IStandWithSmall

1. Altar’d State (NJ)
2. Amour Vert (CA)
3. Forsake
4. Sundream Coffee (CA)
5. MiiR (WA)
6. United by Blue (PA)
7. TenTree
8. Seager (CA)
9. Jetty (NJ)
10. Toad & Co. (CA)
11. Fair Harbor (NY)
12. Bare Bones (UT)
13. Nisolo (TN)
14. La Colombe (PA)
15. Ivory Ella (RI)
16. Good & Well (WA)
17. Sunski (CA)
18. Keep Nature Wild (AZ)
19. Greenlines (NY/NJ)
20. Synergy Clothing (CA)
21. Wolven (CA)
22. ThreeMain (MA)
23. Clean Cult
24. Janji (MA)
25. Cape Clasp (MA)
26. Topa Topa Brewing (CA)
27. Shar Snacks (TX)
28. Mikoleon (UT)
29. Soko (CA)
30. Well Told (MA)
PROMOTE your brand online via social media, and maintain a webpage for your business in order to generate revenue via e-commerce.
21% of Americans surveyed said they plan to increase the amount of time they spend on social media.

36% of internet users in the U.S. say that social networks have become as important as other information sources when choosing products.

Social Media Today: 5 Digital Marketing Trends to Focus On During the COVID-19 Pandemic, April 2020
PROMOTE your brand online.

During COVID-19, use your online presence to:

1. Post helpful tips
2. Offer free online webinars
3. Use humor
4. Share good news
5. Host virtual events

PROMOTE your brand online.

www.SupportPhillyFashion.com

List your company in Philly’s digital hub which was created to “promote and support Philadelphia’s talented fashion designers, local retailers and boutiques.”
PLAN for recovery by developing a strategy to get your business through the current crisis, but also for how it will recover once society and the economy return to a new normal.
Location Analytics
Utilizing location analytics will enable you to better understand your market, customer demographics, and potential competition.
19% of all retail sales prior to COVID-19 were attributed to e-commerce.

*IHL Group: Retail’s Renaissance: The True Story of Store Openings/Closings, 2019*
13% increase expected for e-commerce in the apparel sector post-pandemic.

McKinsey & Company: Reimagining stores for retail’s next normal, April 2020
E-Commerce is here to stay. Develop, maintain, and enhance your businesses online presence via a website and social media.
Experience-Driven Retail

With e-commerce retaining a larger share of the post-pandemic economy, retail will need to give people a reason to visit the store.
After WWII people often asked:

“What did you do during the War?”
After COVID-19 businesses will be remembered for:

“What they did during the pandemic.”
Pursue funding to bridge the gap.
Pivot to meet current needs.
Pitch new ideas on digital platforms.
Promote your brand on social media.
Plan for recovery.
Trail Use Counts in the Time of COVID-19

Public Participation Task Force
May 12, 2020

Photo: The Watershed Institute Spur, 2018 (DVRPC)
Permanent, Automated Trail Use Counters

- Installed in 17 locations on Circuit Trails throughout region
- Data reported wirelessly once daily
- Data is available by mode (cyclist vs. pedestrian) and by direction in 15 minute increments
- Data summaries are available at: https://www.dvrpc.org/Newsroom/, https://www.dvrpc.org/COVID19resources/, and https://www.dvrpc.org/Traffic/BikePedTravelMonitoring/
- Data available at: https://www.dvrpc.org/webmaps/PermBikePed/
Permanent, Automated Trail Use Counters

Photo: US 202 Parkway Trail (DVRPC)
March 2019 vs. March 2020

<table>
<thead>
<tr>
<th>Trail Name</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chester Valley Trail</td>
<td>70%</td>
</tr>
<tr>
<td>Delaware River Trail at Port Richmond</td>
<td>107%</td>
</tr>
<tr>
<td>Schuylkill Banks Philadelphia, PA</td>
<td>44%</td>
</tr>
<tr>
<td>Schuylkill River Trail at Spring Mill</td>
<td>58%</td>
</tr>
<tr>
<td>Wissahickon Trail Philadelphia, PA</td>
<td>30%</td>
</tr>
</tbody>
</table>

East Whiteland Twp., PA
Philadelphia, PA
Philadelphia, PA
Whitemarsh Twp., PA
April 2019 vs. April 2020

### Percent Change

<table>
<thead>
<tr>
<th>Trail Name</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chester Valley Trail East Whiteland Twp., PA</td>
<td>32%</td>
</tr>
<tr>
<td>D&amp;L Trail at Tinicum Park (Oper. by D&amp;LNHA)</td>
<td>50%</td>
</tr>
<tr>
<td>Chester Valley Trail Tinicum Twp. (Bucks), PA</td>
<td>118%</td>
</tr>
<tr>
<td>D&amp;L Trail at Washington Crossing</td>
<td>134%</td>
</tr>
<tr>
<td>D&amp;L Trail at Upper Makefield Twp., PA</td>
<td>-18%</td>
</tr>
<tr>
<td>Delaware River Trail at Port Richmond, Philadelphia, PA</td>
<td>7%</td>
</tr>
<tr>
<td>Schuylkill Banks, Philadelphia, PA</td>
<td>138%</td>
</tr>
<tr>
<td>Schuylkill River Trail at Spring Mill, Philadelphia, PA</td>
<td>25%</td>
</tr>
<tr>
<td>US 202 Parkway Trail Whitemarsh Twp., PA</td>
<td></td>
</tr>
<tr>
<td>Doylestown Twp., PA</td>
<td></td>
</tr>
<tr>
<td>Wissahickon Trail Philadelphia, PA</td>
<td></td>
</tr>
</tbody>
</table>
Thank You!

Shawn Megill Legendre
Assistant Manager, Regional Trails Program

215.238.2934
slegendre@dvrpc.org
Travel data during quarantine: Measuring change Monitoring speeds

Jesse Buerk,
Manager of Capital Project Development

dvrpc

Public Participation Task Force
May 12, 2020
DVRPC Traffic Counts

• Had Travel Monitoring capacity in early days of quarantine, since conditions were no longer typical for project counts

• Conditions similar to a ‘peak teleworking’ scenario: sets an upper bound theoretical max for transportation demand management (TDM) impact

• Recognize that this is a special case, though- e.g., SEPTA transit ridership down 90%+ for all modes (intentionally)

• **Goal**: combine counts with congestion/speed data to analyze: As volumes declined, what was the incremental impact on congestion?
Counting Locations

- Roughly 40 locations selected in Southeastern PA
- Locations with recent “before” counts
- Priority congested locations from DVRPC Congestion Management Process (CMP)
- Mix of freeway, suburban arterial, and urban locations

✔ I-95, I-76, I-676, I-476
✔ US 1, US 422, US 30
✔ PA 3, PA 309
✔ Chestnut, Walnut, Broad, Cottman
Since March 23rd, Bucks had the highest average VMT Per Capita with 7.0, followed by Philadelphia with 5.8, Montgomery with 5.5, Chester with 5.1, and Delaware with 4.7.

Source: StreetLight www.streetlightdata.com, U.S. Census ACS 1-year 2018 Population
Since March 23rd, Gloucester had the highest average VMT Per Capita at 9.9, followed by Burlington with 8.7, Camden with 7.0, and Mercer with 5.9.

Source: StreetLight [www.streetlightdata.com](http://www.streetlightdata.com), U.S. Census ACS 1-year 2018 Population
With volumes so low, what is the impact to speeds/travel times?

Speed Data Source: Probe Data Analytics Suite (PDA Suite)
Major Arterials (PA)

5:00pm- Avg. Weekday in 2019

5:00pm, March 16-20

Source: I-95 Corridor Coalition Probe Data Analytics Suite
First Week of Stay-at-Home
(All 5 PA Counties, All Roads)

5 counties in Pennsylvania (12840 TMCs) Travel time index Trend Map for 2019 (Every weekday) and March 16, 2020 through March 20, 2020

Source: I-95 Corridor Coalition Probe Data Analytics Suite
I-95, Cottman Ave. to I-676 (southbound)

Speeds by hour, Mar 18-Apr 26, 2019 weekdays vs March 16-Apr 24, 2020 weekdays

Source: I-95 Corridor Coalition Probe Data Analytics Suite
US 1/Roosevelt Boulevard, Grant to Red Lion (Northbound)

Speeds by hour, Mar 18 - May 3, 2019 weekdays vs March 16 - May 1, 2020 weekdays

Source: I-95 Corridor Coalition Probe Data Analytics Suite
Delaware Avenue, Frankford to Aramingo
Speeds by hour, All 2019 weekdays vs March 16 – March 20, 2020 weekdays

25 MPH

Source: I-95 Corridor Coalition Probe Data Analytics Suite
I-76, US202 to I-676 (eastbound)
Travel time by hour, Mar 18-Apr 12, 2019 weekdays vs March 16-Apr 10, 2020 weekdays

Source: I-95 Corridor Coalition Probe Data Analytics Suite
I-76, US202 to I-676 (eastbound)


Source: I-95 Corridor Coalition Probe Data Analytics Suite
Travel data during quarantine

Questions?

Jesse Buerk,
Manager of Capital Project Development
jbuerk@dvrpc.org

dvrpc

Public Participation Task Force
May 12, 2020