DVRPC as a data source:

Media requests
& online engagement

Elise Turner
Presenting to PPTF
May 12, 2020

Special data collection

Supporting partners

Pivoting our work (what we're doing and how we do it)

More media requests

Boost in digital engagement

*During a crisis, **data** matters.*

*People are communicating **online**.*

Media Requests

dvrpc

typical month:
2-5

since 3/20/20:
17

The Philadelphia Inquirer

WHYY

6abc

CBS 3

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

COVID-19 Survey for Municipalities

Survey Source: Survey Monkey

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

82 Total Responses

Survey Open April 14-22, 2020

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Q1:

Aside from police, fire, and emergency management staff, what is the status of the majority of municipal staff? (choose one)

ANSWER CHOICES		RESPONSES
Working in the office	21%	17
Working from home	46%	38
Non-essential staff are furloughed or laid off	2%	2
Other (please specify)	30%	25
TOTAL		82

Other = staff rotating/splitting time between office and home - 25

Which municipal operations are you able to continue during this time? (check all that apply)

ANSWER CHOICES	RESPONSES	
Hold public meetings for the governing body	72%	58
Hold public meetings for the planning board/commission	31%	25
Hold Environmental Commission/Environmental Advisory Council meetings	6%	5
Elected officials pass resolutions and adopt ordinances	65%	53
Approve site development and subdivision plans	30%	24
Provide COVID-19 information to residents	88%	71
Provide recovery information to businesses	52%	42
Perform administrative functions such as signing contracts and paying invoices	94%	76
Continue essential municipal services without disruption (e.g., trash pickup)	81%	66
Other (please specify)	20%	16
Total Respondents: 81		

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

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?

ANSWER CHOICES	RESPONSES	
Yes	31%	19
No	15%	9
Unsure	54%	33
TOTAL		61

Q5:

If yes, which relief program?

FEMA/PEMA – 3

Lost revenue/economic relief – 6

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

ANSWER CHOICES	RESPONSES	
Webinar on best practices to facilitate meetings remotely	74%	29
Webinar on best practices for effective teleworking (for during the stay at home period and as your municipality transitions back to normal operations)	67%	26
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	46%	18
Consultation on bikeshare/bike library set up to aid essential and low-wage workers get back to work safely and affordably	28%	11
Consultation on temporary street redesign strategies to promote outdoor social distances	33%	13
Consultation on implementing recommendations from planning efforts	36%	14
Total Respondents: 39		

dvrpc

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

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

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

dvrpc

What is your role with the municipality?

ANSWER CHOICES	RESPONSES	
Manager/Administrator	67%	38
Elected Official	16%	9
Public Works	0%	0
Community Development	2%	1
Engineer	0%	0
Finance	0%	0
Consultant	0%	1
Other (please specify)	2%	8
TOTAL	14%	57

Other: Assistant Manager, Planner, Clerk, Emergency Manager, Zoning Officer, Secretary

⦿dvrpc

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
5. New Incident Management Practices during COVID-19 - TBA
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

"Necessity is the mother of invention."

dvrpc

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.

dvrpc

75%

of businesses surveyed said they only have enough cash on hand to cover two months of expenses or less.

Harvard Business School: How Are Small Businesses Adjusting to COVID-19? Early Evidence From a Survey, 2020

dvrpc

53%

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

Harvard Business School: How Are Small Businesses Adjusting to COVID-19? Early Evidence From a Survey, 2020

dvrpc

PURSUE funding to bridge the gap.

U.S. Small Business Admin.
C.A.R.E.S Act: Paycheck Protection Program

dvrpc

Industries Receiving the Greatest Share of Paycheck Protection Program Funds Compared to Share of March Job Losses

75%

14%
05%
Construction

12%
-01%
Professional, Scientific, & Technical Services

12%
03%
Manufacturing

11%
10%
Health Care & Social Assistance

09%
Accommodation & Food Services

09%
08%
Retail Trade

● Percentage of all PPP Funds
● Share of March 2020 Job Losses
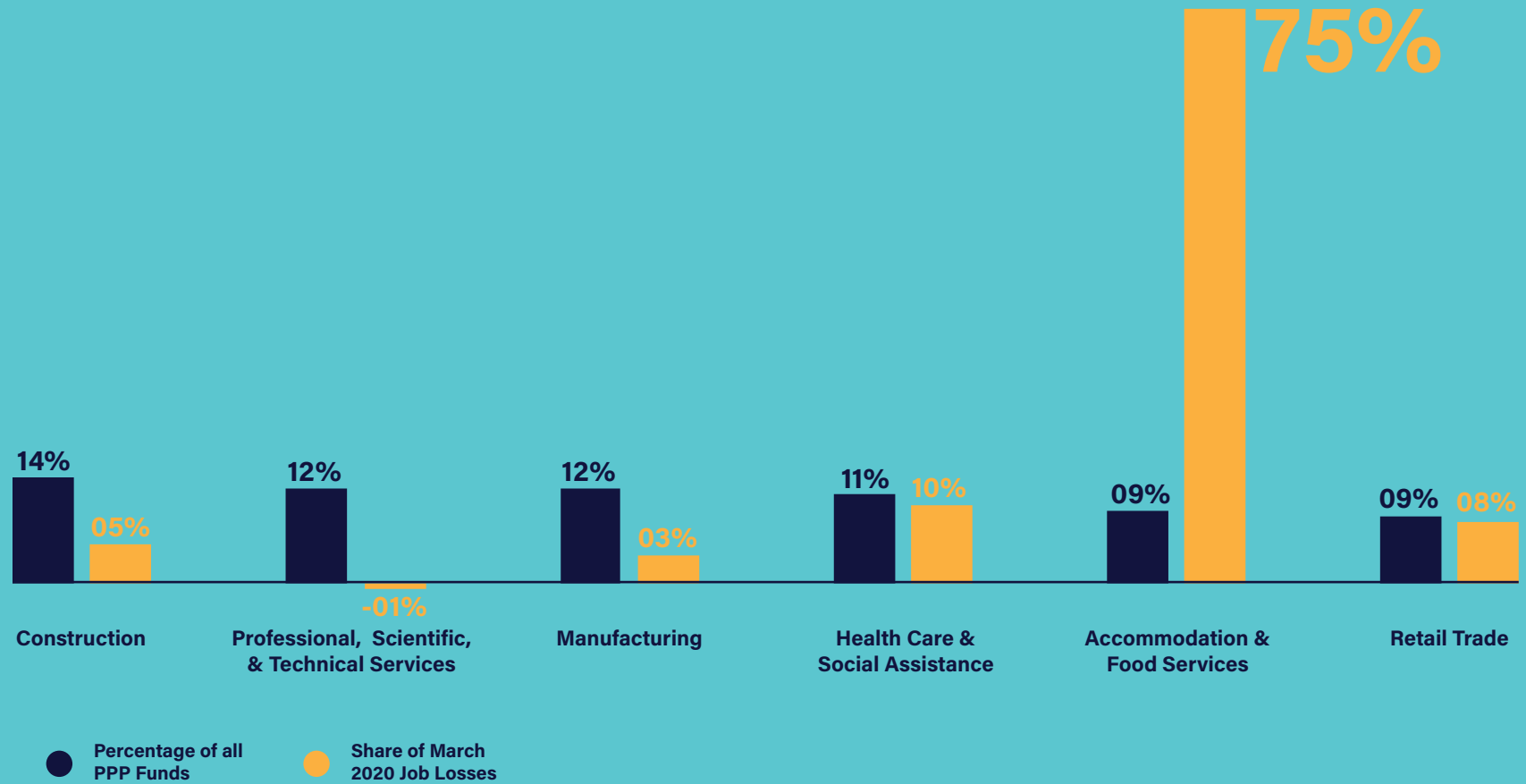
United States Small Business Administration; and, Bureau of Labor Statistics

dvrpc

PURSUE funding to bridge the gap.

NJ Economic Development Authority

Small Business Emergency Assistance Grant Program

dvrpc

PURSUE funding to bridge the gap.

PA Industrial Development Authority

COVID-19 Working Capital Access Program

dvrpc

PURSUE funding to bridge the gap.

Chester County Economic Development Council

Main Street Preservation Grant Program

dvrpc

Philadelphia COVID-19 Small Business Relief Fund

Microenterprise Grant
Small Biz Grant
Small Biz Zero-Interest Loan

dvrpc

James Beard Foundation
Food and Beverage Industry Relief Fund

dvrpc

PIVOT from your current business model and start manufacturing or selling goods, services, and products that are needed during the pandemic.

PIVOT to meet current needs of the consumer.

Manufacturing

Distilleries pivoted to manufacture hand sanitizer, while apparel brands pivoted to making face masks.

dvrpc

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

⊘dvrpc

54%

growth in curbside pickup from February 2020 to March 2020.

E-Marketer, April 2020

⊘dvrpc

PIVOT to meet current needs of the consumer.

BOPIS
Buy Online Pickup In Store

dvrpc

35%

of surveyed consumers said they expected to reduce their spending in the two weeks following the survey.

McKinsey & Company: Survey: US consumer sentiment during the coronavirus crisis, April 2020

⌀dvrpc

45%

of households have reduced household spending nationwide.

McKinsey & Company: A global view of how consumer behavior is changing amid COVID-19, April 2020

dvrpc

PIVOT to meet current needs of the consumer.

Increase Non-discretionary Inventory

Consumers are prioritizing spending on essential goods.

dvrpc

PITCH ideas on digital platforms to generate interest in and connect you with funding for future product lines or services.

dvrpc

8.7%

decline in retail sales in March 2020 compared to February 2020.

U.S. Commerce Department

dvrpc

3.1%

growth in sales among nonstore retailers (e.g. e-commerce) during the same period.

U.S. Commerce Department

dvrpc

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.

dvrpc

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)

dvrpc

PROMOTE your brand online via social media, and maintain a webpage for your business in order to generate revenue via e-commerce.

*dvrpc

21%

of Americans surveyed said they plan to increase the amount of time they spend on social media.

McKinsey & Company: Survey: US consumer sentiment during the coronavirus crisis, April 2020

dvrpc

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

✹dvrpc

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

Philadelphia Business Journal: Philly ad exec Leo Levinson's 15 tips on rational marketing during COVID19 crisis, March 2020

dvrpc

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."

dvrpc

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.

PLAN for recovery.

Location Analytics

Utilizing location analytics will enable you to better understand your market, customer demographics, and potential competition.

dvrpc

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

⊘dvrpc

13%

increase expected for e-commerce in the apparel sector post-pandemic.

McKinsey & Company: Reimagining stores for retail's next normal, April 2020

dvrpc

PLAN for recovery.

E-Commerce is here to stay.

Develop, maintain, and enhance your businesses online presence via a website and social media.

dvrpc

PLAN for recovery.

BOPIS
Buy Online Pickup In Store

dvrpc

PLAN for recovery.

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.

dvrpc

After WWII people often asked:

"What did you do during the War?"

dvrpc

After COVID-19 businesses will be remembered for:

"What they did during the pandemic."

dvrpc

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

April 2019 vs. April 2020

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
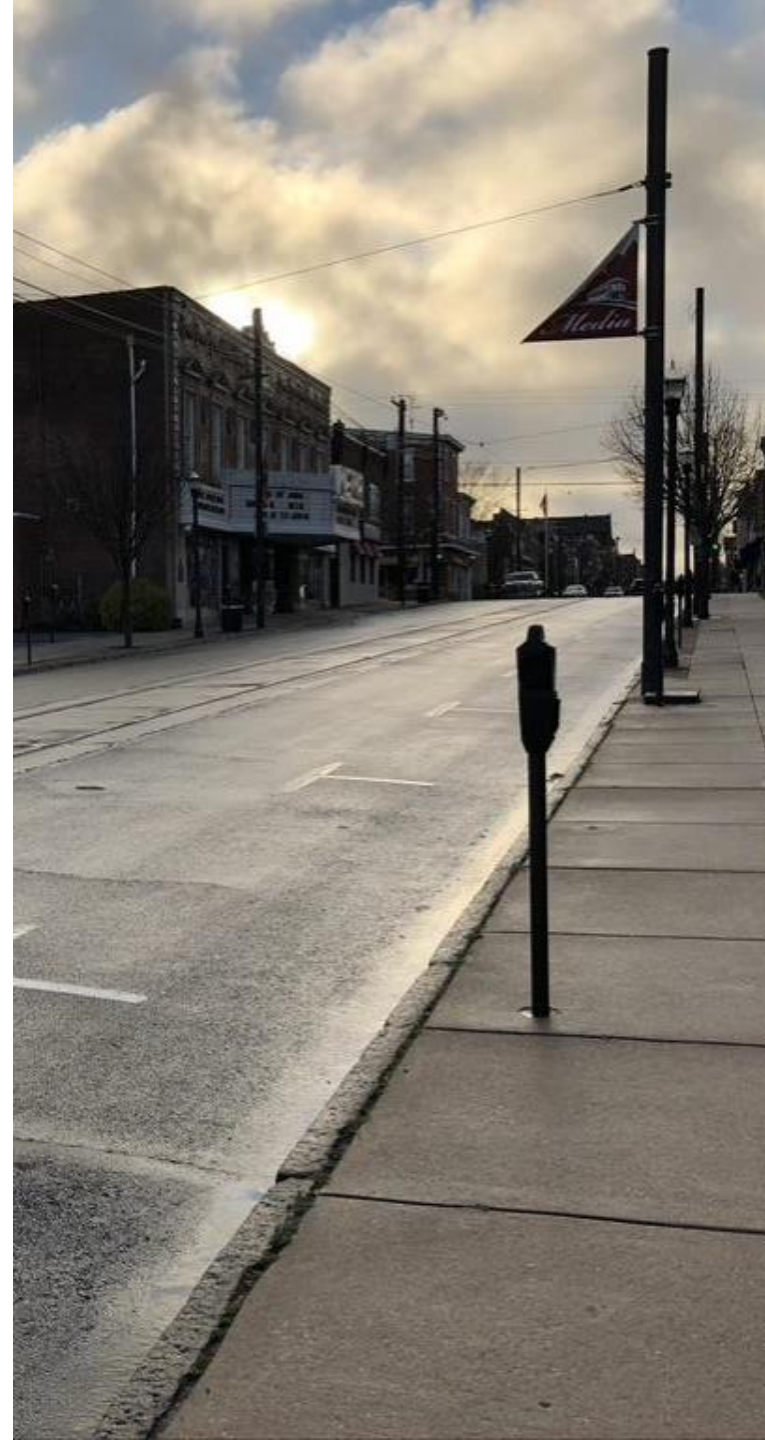
DVRPC Traffic Counts

- 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

Source: 511pa.com

DVMT Percent Change for PA Portion of the DVRPC Region

Daily Vehicle Miles Traveled Per Capita by County
Pennsylvania Portion of the DVRPC Region
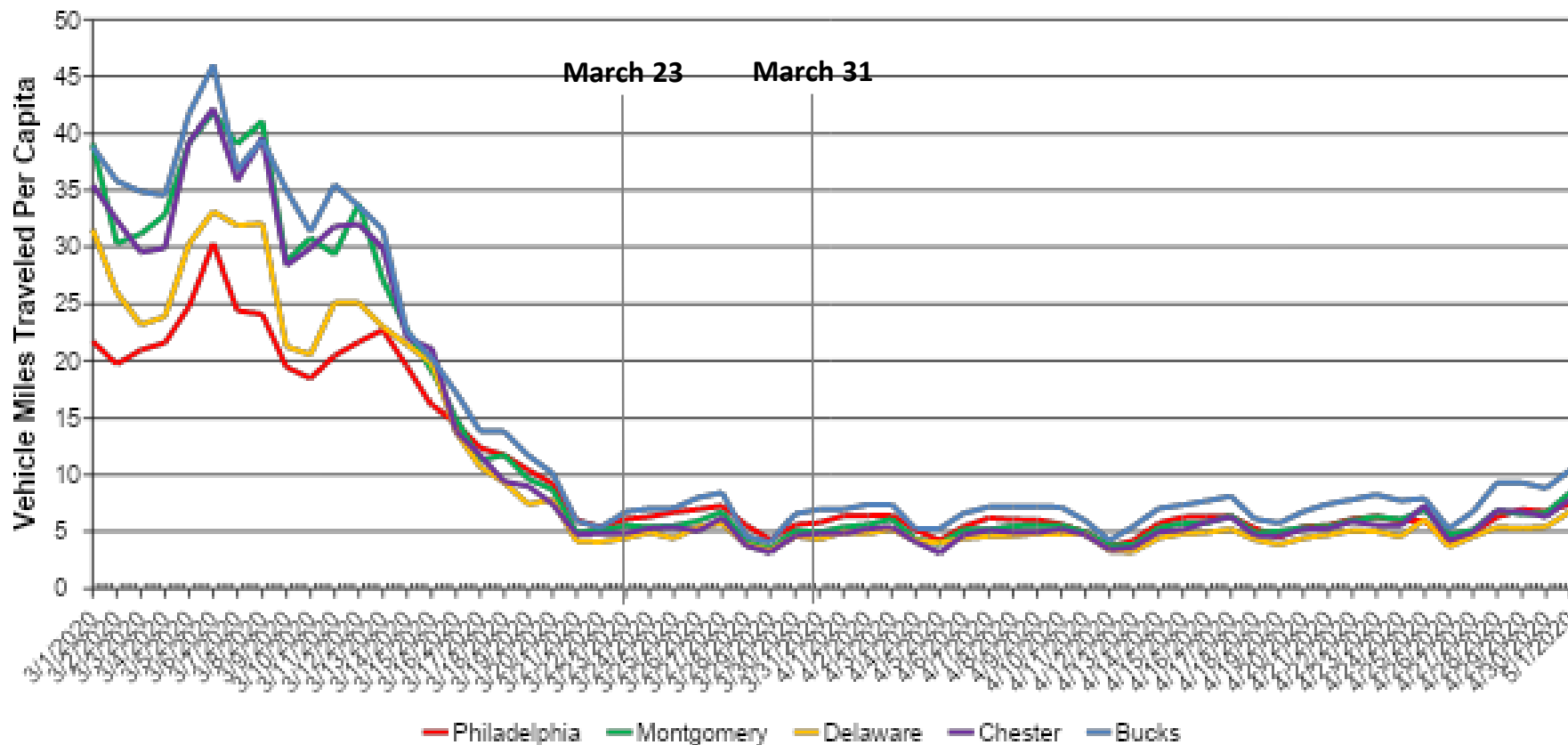
Since March 23rd, Bucks had the highest average VMT Per Capita with 7.0, followed by Philadelphia with 5.8, Montgomery with 5.5, Chester with 5.1, and Delaware with 4.7.

DVMT Percent Change for NJ Portion of the DVRPC Region

Daily Vehicle Miles Traveled Per Capita by County
New Jersey Portion of the DVRPC Region
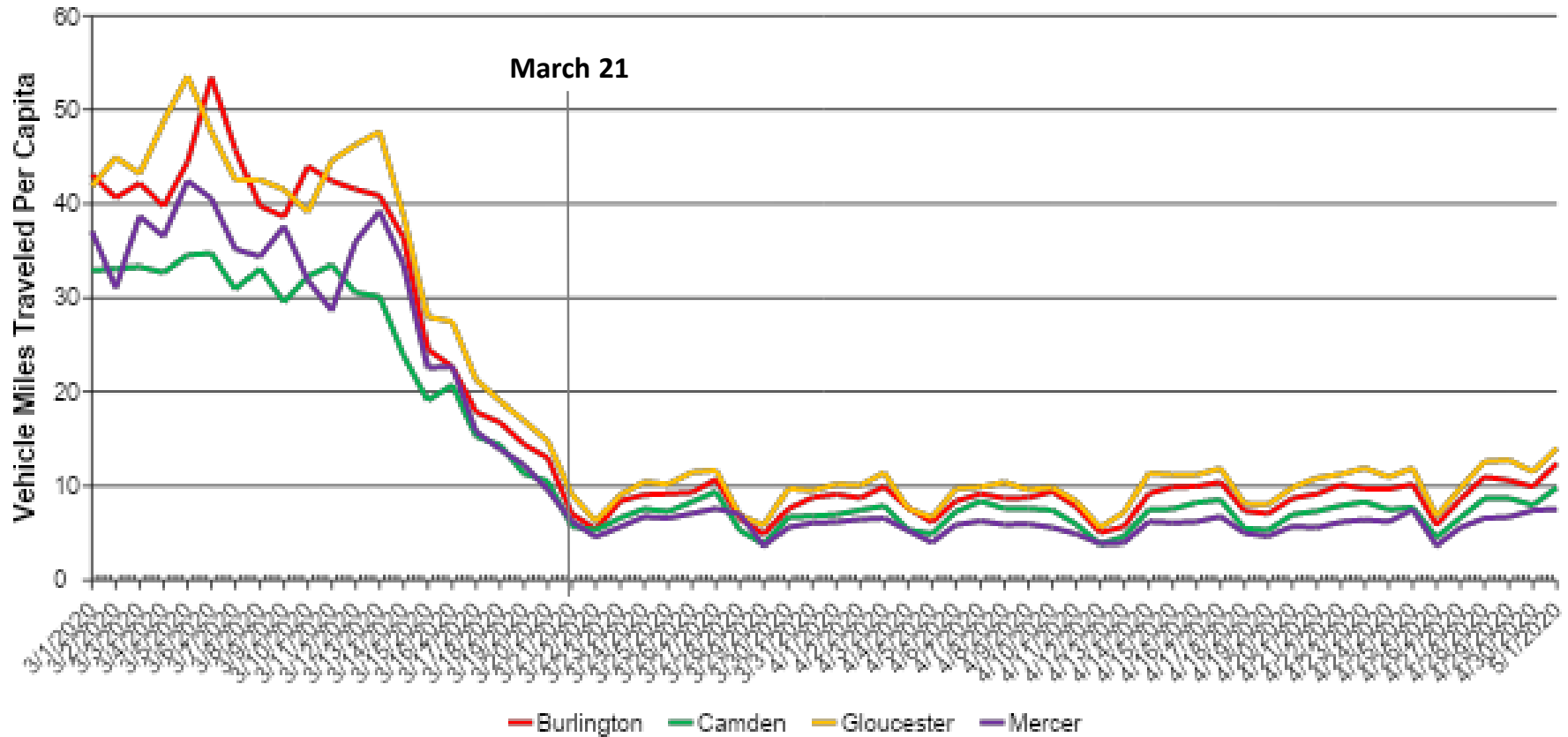
Since March 23rd, Gloucester had the highest average VMT Per Capita at 9.9, followed by Burlington with 8.7, Camden with 7.0, and Mercer with 5.9.

With volumes so low, what is the impact to speeds/travel times?

Speed Data Source: Probe Data Analytics Suite (PDA Suite)

Major Regional Highways (PA)
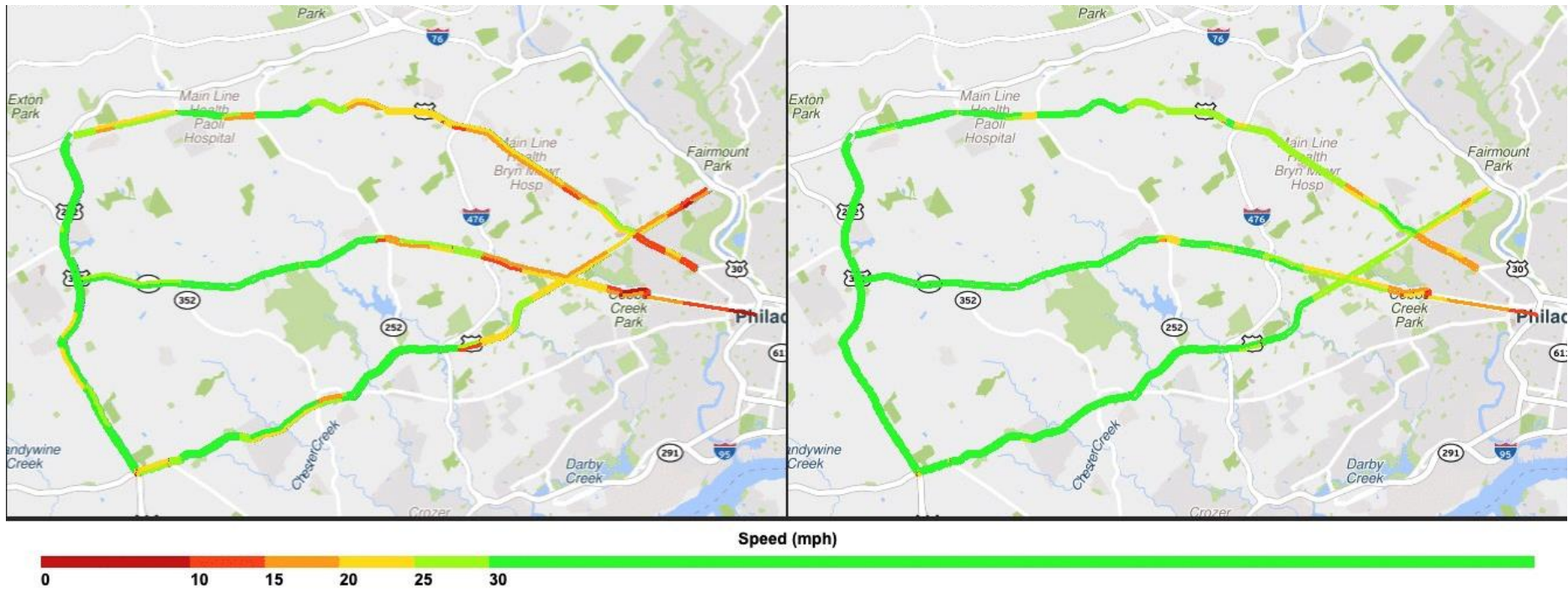
5:00pm- Avg. Weekday in 2019

5:00pm- Friday, March 13th

5:00pm, March 16-20

Speed (mph)

0   10   20   30   40   50
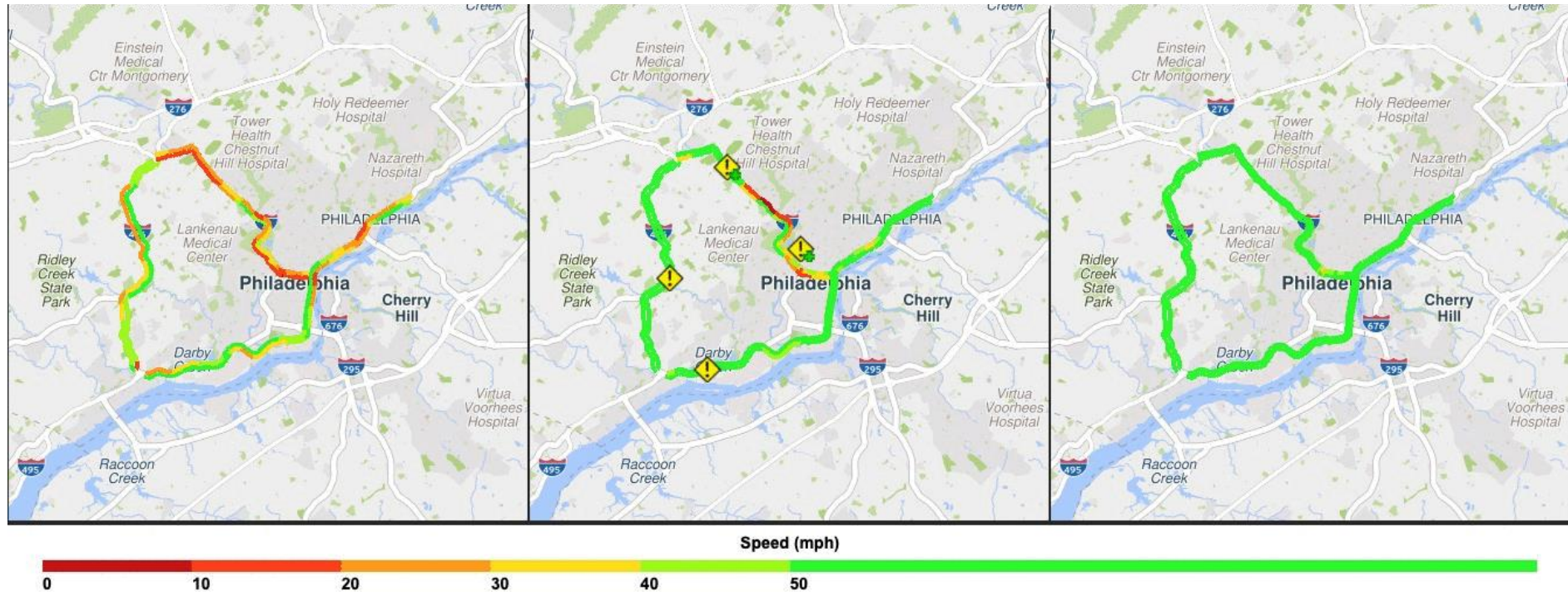
Major Arterials (PA)

5:00pm- Avg. Weekday in 2019

5:00pm, March 16-20

Speed (mph)

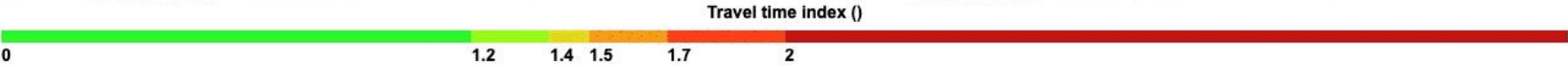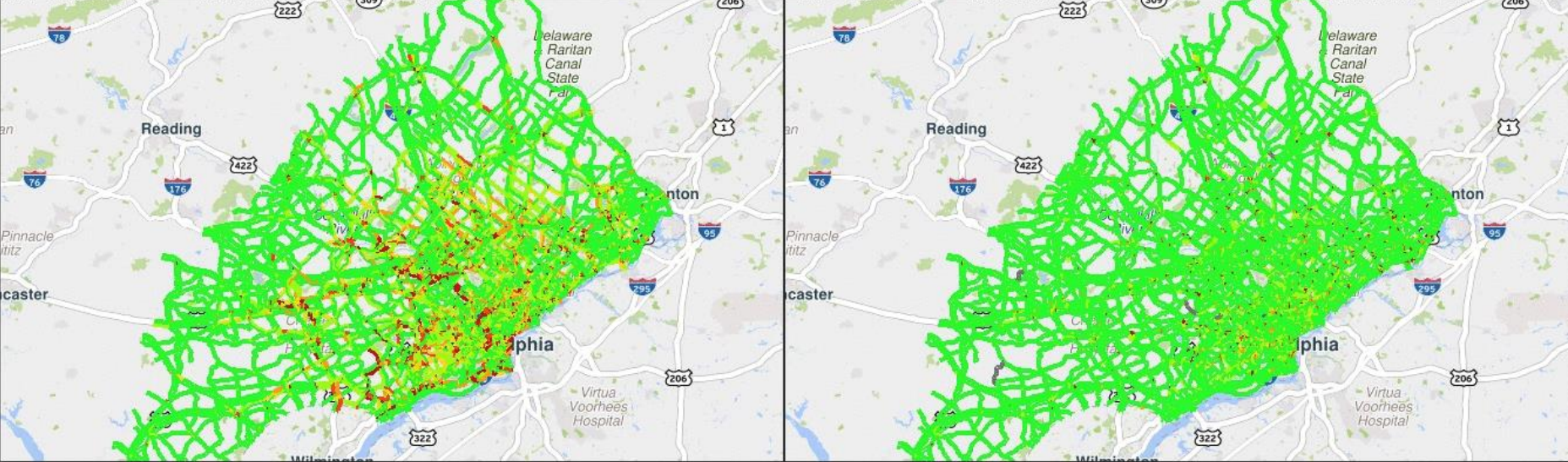| 0 | 10 | 15 | 20 | 25 | 30 |

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

5:00pm   5:00pm

Travel time index ()

0   1.2   1.4 1.5   1.7   2

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)
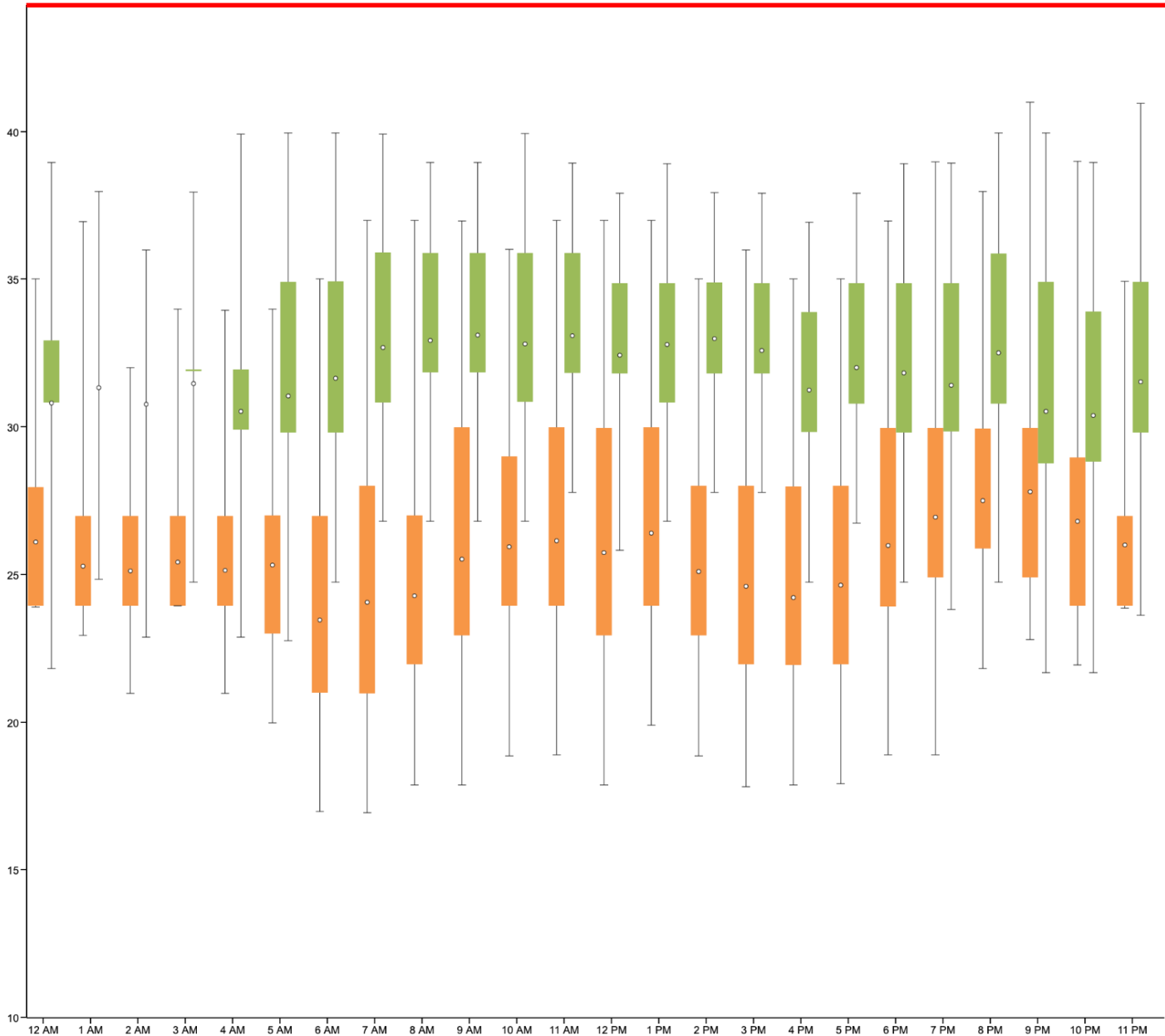Speeds by hour, Mar 18 - May 3, 2019 weekdays vs March 16 - May 1, 2020 weekdays
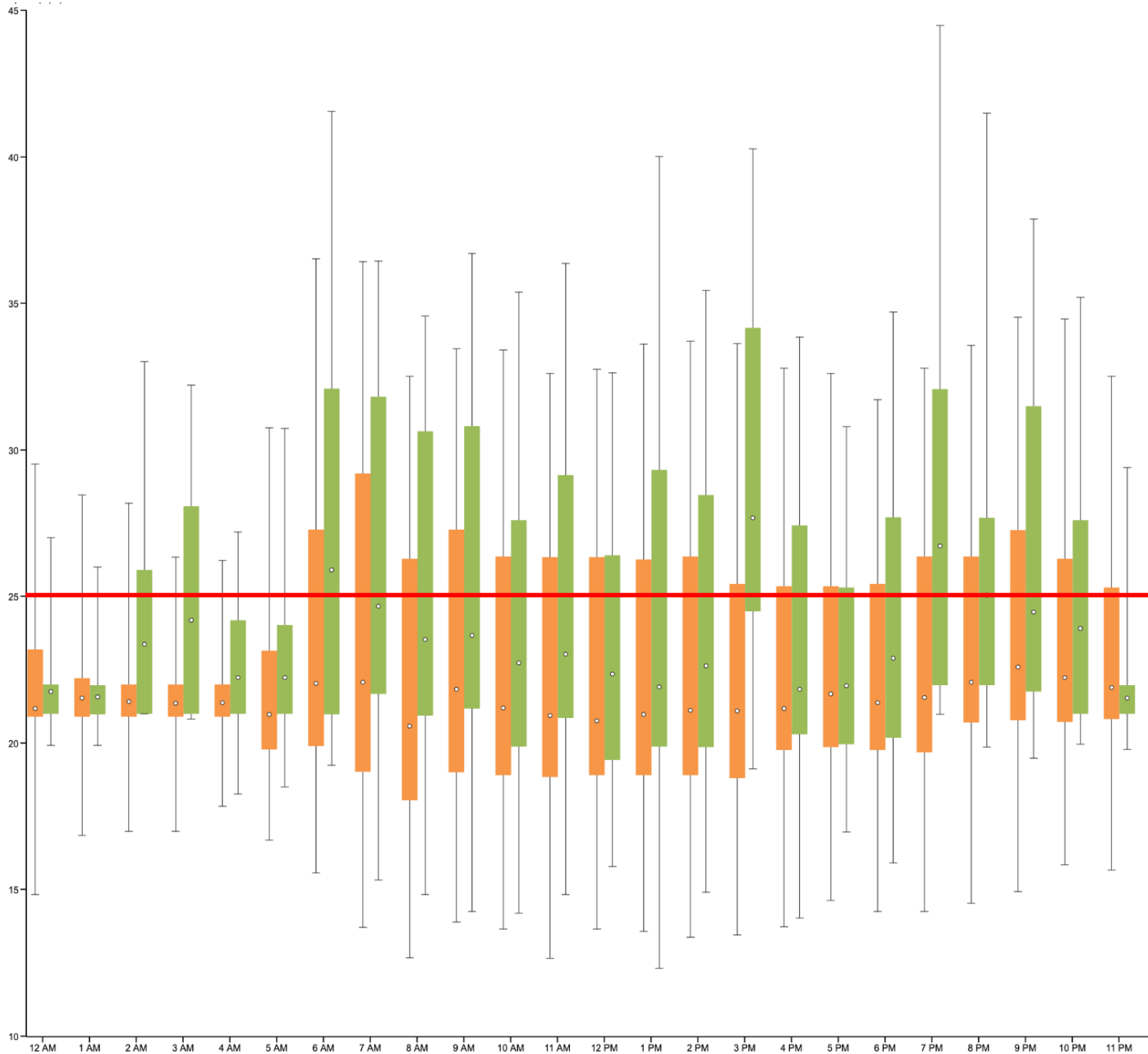
45 MPH
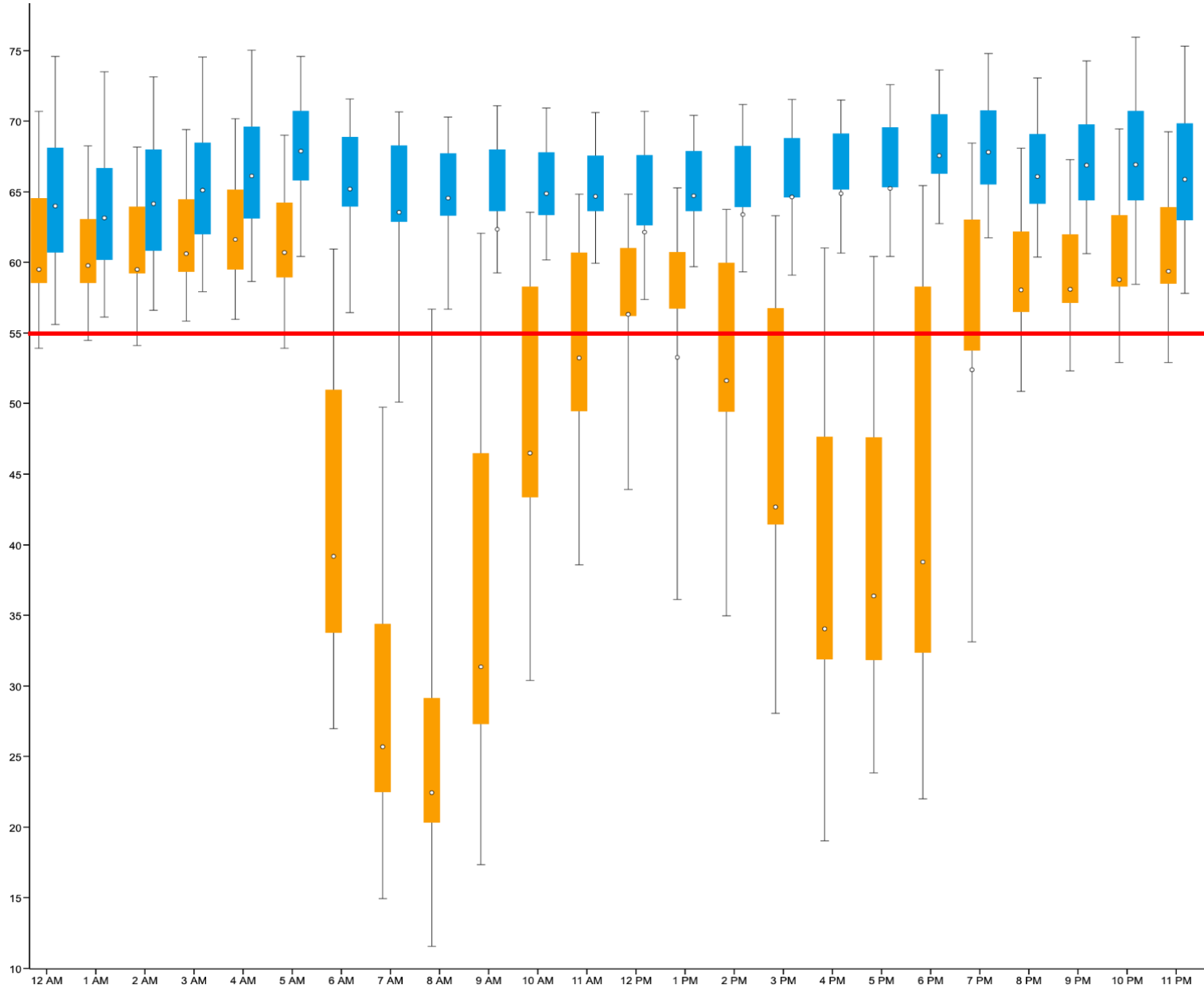
Speed: The current estimated harmonic mean speed for the roadway segment in miles per hour.

March 16, 2020 through May 01, 2020 (Every weekday) - INRIX   March 18, 2019 through May 03, 2019 (Every weekday) - INRIX

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
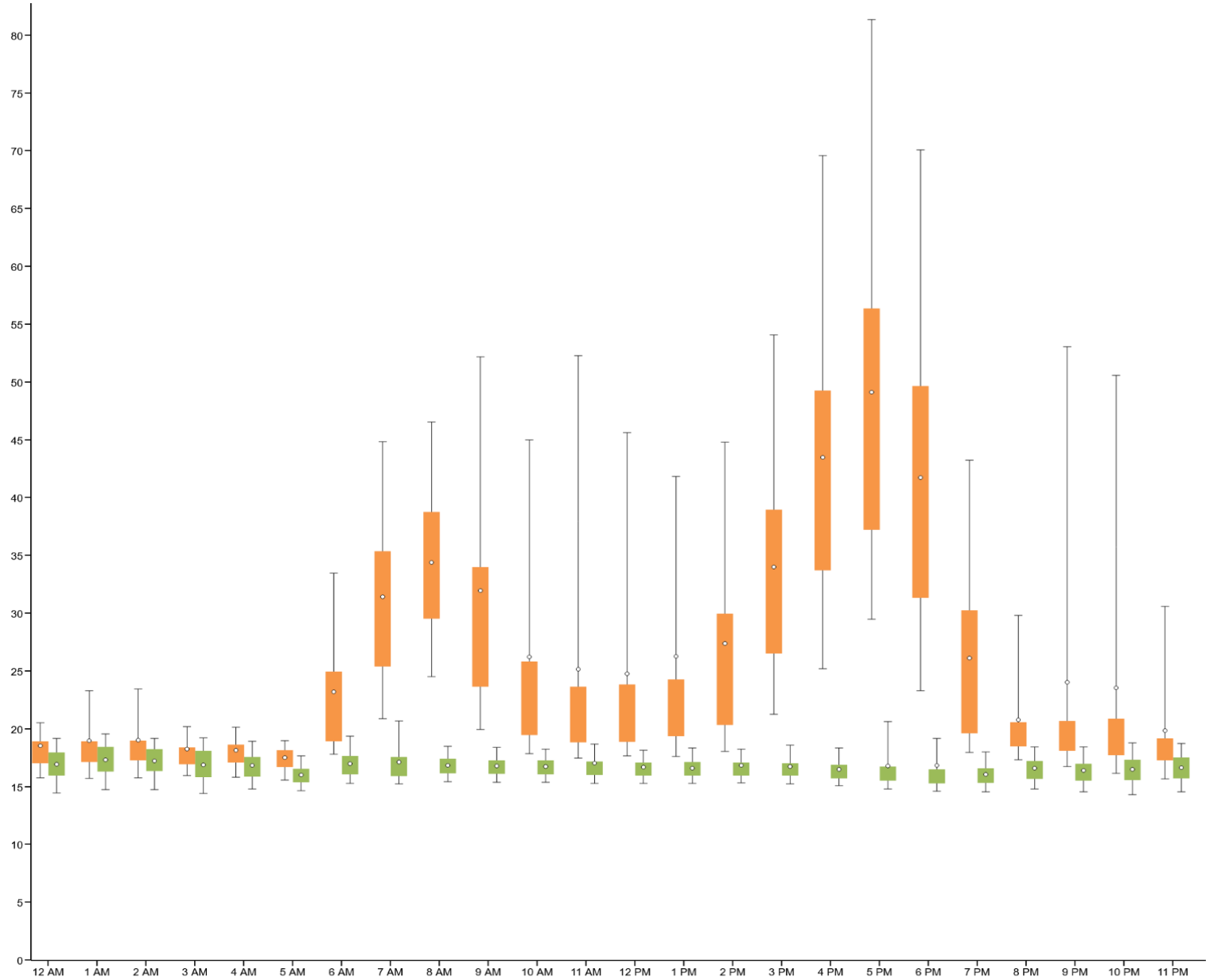
25 MPH

Speed: The current estimated harmonic mean speed for the roadway segment in miles per hour.

■ 2019 (Every weekday) - INRIX   ■ March 16, 2020 through March 20, 2020 - INRIX

Source: I-95 Corridor Coalition Probe Data Analytics Suite

I-76, US202 to I-676 (eastbound)
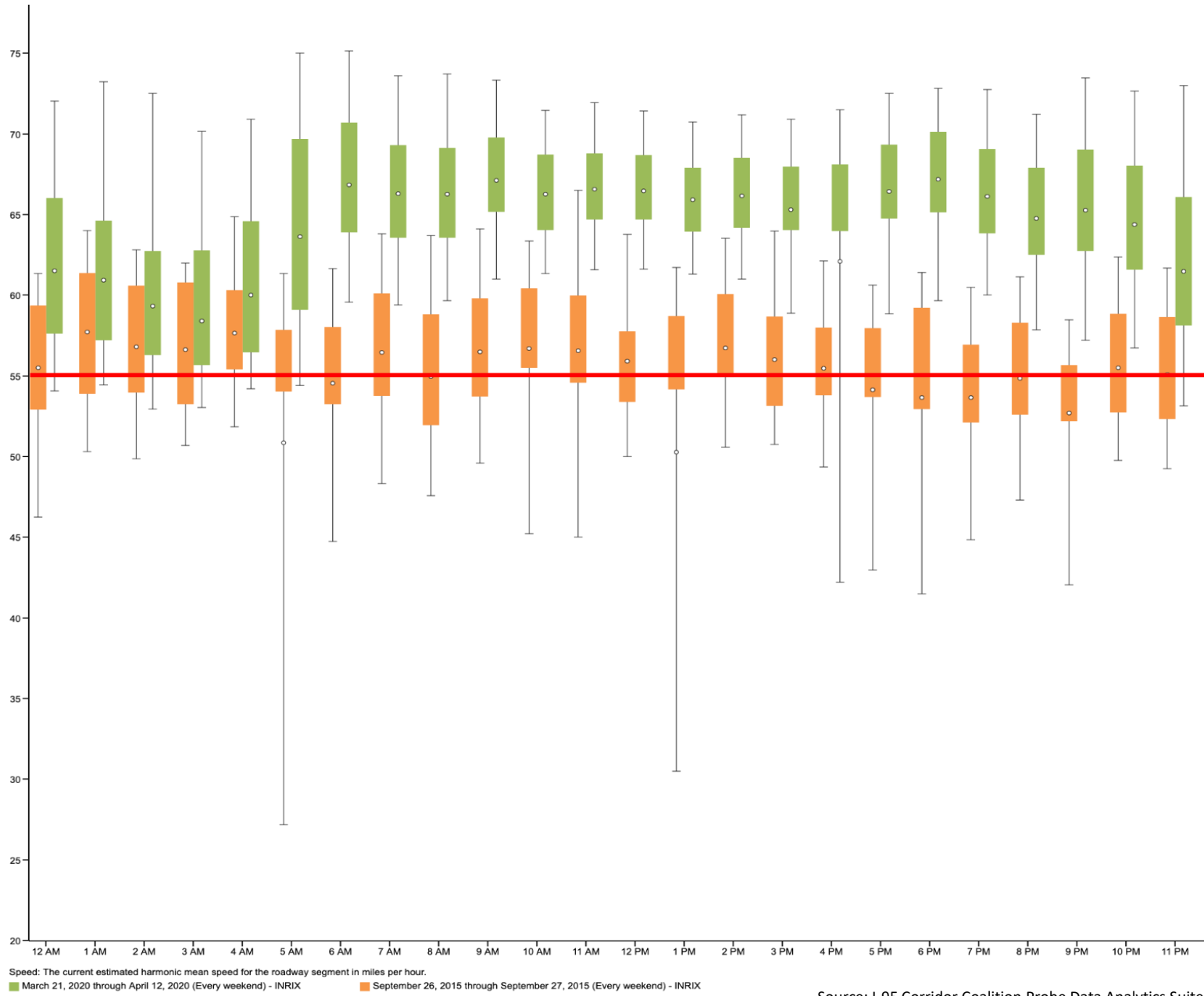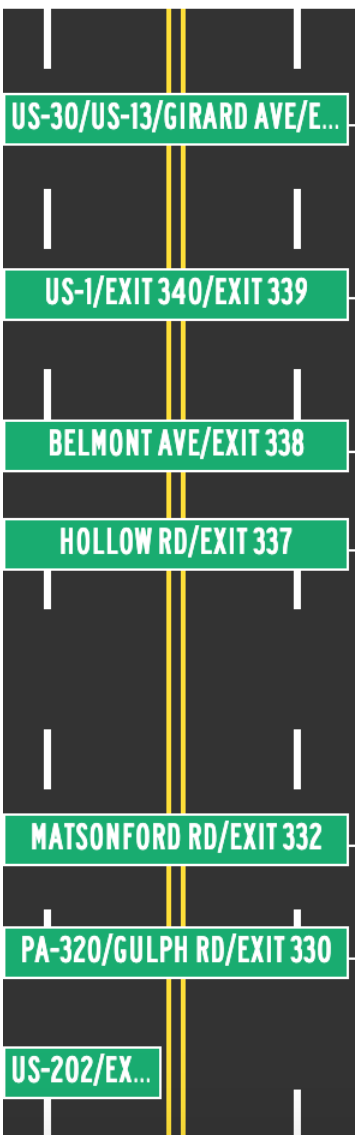## Travel time by hour, Mar 18-Apr 12, 2019 weekdays vs March 16-Apr 10, 2020 weekdays

Travel time: Time it will take to drive along the roadway segment (Distance Traveled / Speed).

March 16, 2020 through April 10, 2020 (Every weekday) - INRIX March 18, 2019 through April 12, 2019 (Every weekday) - INRIX

Source: I-95 Corridor Coalition Probe Data Analytics Suite

I-76, US202 to I-676 (eastbound)
Speeds by hour, Papal Visit weekend (2015) vs Coronavirus weekends (2020)

55 MPH

US-30/US-13/GIRARD AVE/E...
US-1/EXIT 340/EXIT 339
BELMONT AVE/EXIT 338
HOLLOW RD/EXIT 337
MATSONFORD RD/EXIT 332
PA-320/GULPH RD/EXIT 330
US-202/EX...

Speed: The current estimated harmonic mean speed for the roadway segment in miles per hour.

■ March 21, 2020 through April 12, 2020 (Every weekend) - INRIX   ■ September 26, 2015 through September 27, 2015 (Every weekend) - INRIX

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