SolSmart National Recognition Program

Funding for SolSmart Advisor

Presented to DVRPC's Regional Technical Committee

Liz Compitello

November 1, 2016

SolSmart

SolSmart: a national recognition and a no-cost technical assistance program for local governments designed to drive greater solar deployment and help make it possible for even more American homes and businesses to access affordable and renewable solar energy to meet their electricity needs. **Part of U.S. DOE SunShot Initiaive.**

SolSmart funding will support DVRPC staff to provide this free technical assistance to eight municipalities in the region towards achieving designation.

Funding Amount: $40,000 (D.O.E. SunShot-funded program managed by The Solar Foundation). DVRPC will provide $17,143 in in-kind services from the Energy and Climate Change Program Area.

Timeframe: January 2, 2017- June 30, 2017

SOLSMART
NATIONALLY DISTINGUISHED. LOCALLY POWERED.

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SolSmart Advisor

- Municipalities committed to achieve designation:
  1. City of Philadelphia
  2. Chester City (Delaware County)
  3. Edgmont Township (Delaware County)
  4. Media Borough (Delaware County)
  5. Cheltenham Township (Montgomery County)
  6. Lower Merion Township (Montgomery County)
  7. Pottstown Borough (Montgomery County)
  8. Upper Merion Township (Montgomery County)

DVRPC will encourage additional municipalities to apply to achieve designation. DVRPC can apply for additional advisor if more interest is generated.

- Technical assistance from DVRPC will include
  - Review and recommendation of improvements to zoning codes, planning documents, and permitting processes to be more supportive of solar photovoltaic.
  - Research and coordinating training or engagement opportunities on Inspection, Construction Codes, Solar Rights, Utility Engagement, Community Engagement, and Market Development and Finance.
  - Documentation and support towards designation.

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Requested Action

The RTC recommends that the Board approve this work program amendment to receive $40,000 of funding from the U. S. DOE through The Solar Foundation to provide technical assistance to municipalities to achieve designation under SolSmart and to be more supportive of solar photovoltaic.

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DARBY TRANSPORTATION CENTER

ACCESS & DEVELOPMENT OPPORTUNITIES STUDY

RTC PRESENTATION

November 1, 2016

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STUDY GOAL

To analyze access issues, development opportunities, and TOD readiness around the Darby Transportation Center.

STUDY ADVISORY COMMITTEE

DARBY BOROUGH

DELAWARE COUNTY

DCTMA

DVRPC

PENNDOT

SEPTA

TASKS

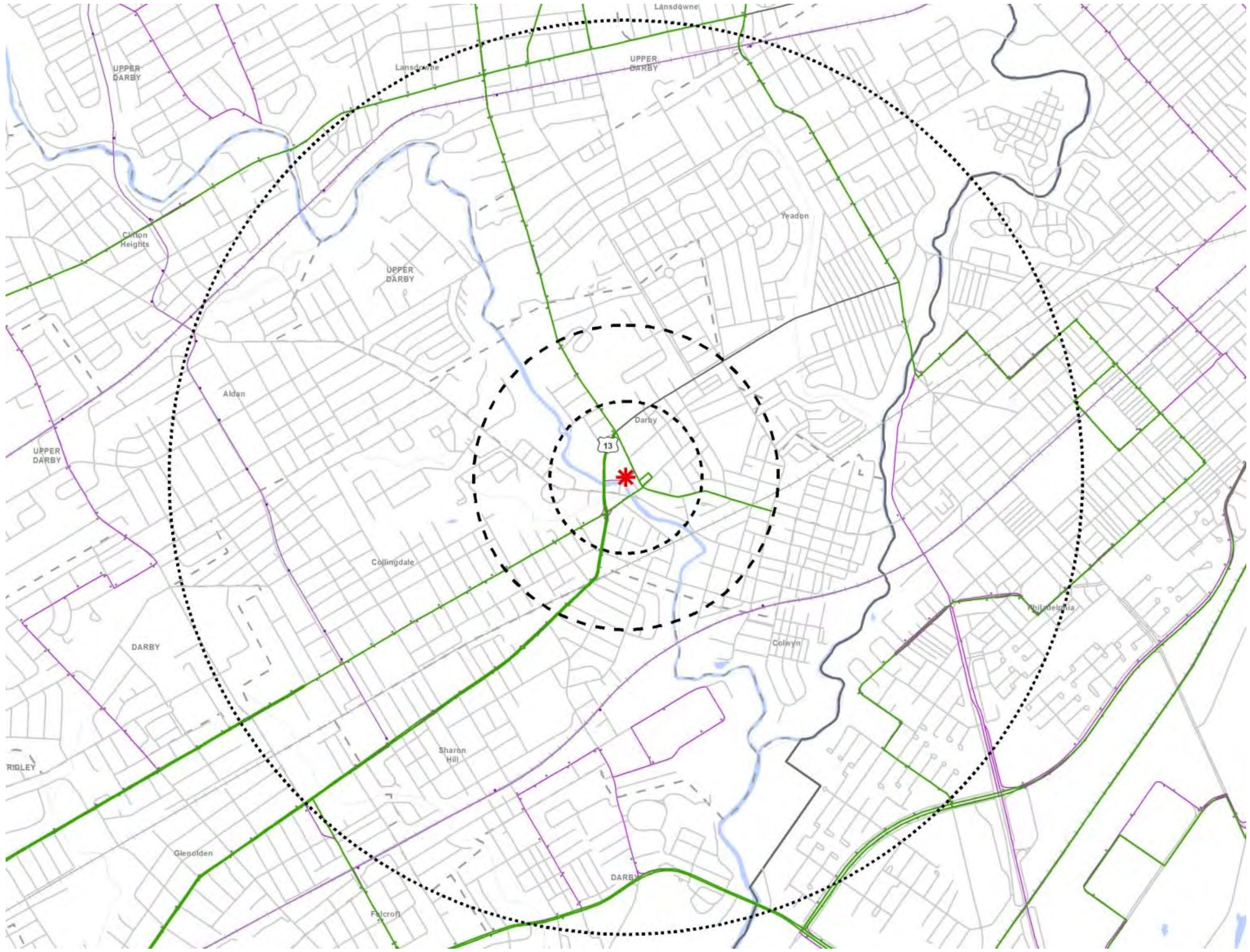
- TOD readiness analysis of existing conditions
- Market analysis
- Identification of and recommendations for opportunity sites

GEOGRAPHIES USED FOR ANALYSIS

¼ MILE RADIUS
(5 minute walk from station)

½ MILE RADIUS
(10 minute walk from station)

1 ½ MILE RADIUS
(market area)



ANALYSIS

TOD Readiness Factors

- Walkability
- Travel options
- Density
- Mix of uses
- Housing choice
- Public spaces
- Community engagement

Existing Conditions

- Transportation
- Land use
- Natural resources
- Zoning
- Demographics

TRANSPORTATION: WALKABILITY

- Short, direct walking connections to station (Walk Score is 80)
- Sidewalks mostly in good shape
- Supportive zoning
  - CBD's Special Development Regulations
  - TOD Overlay
- Unique and interesting sense of place

- Steep slopes on some streets
- Difficult street crossings at station
- Few places to sit/rest
- High crime area

TRANSPORTATION: TRAVEL OPTIONS

High transit score

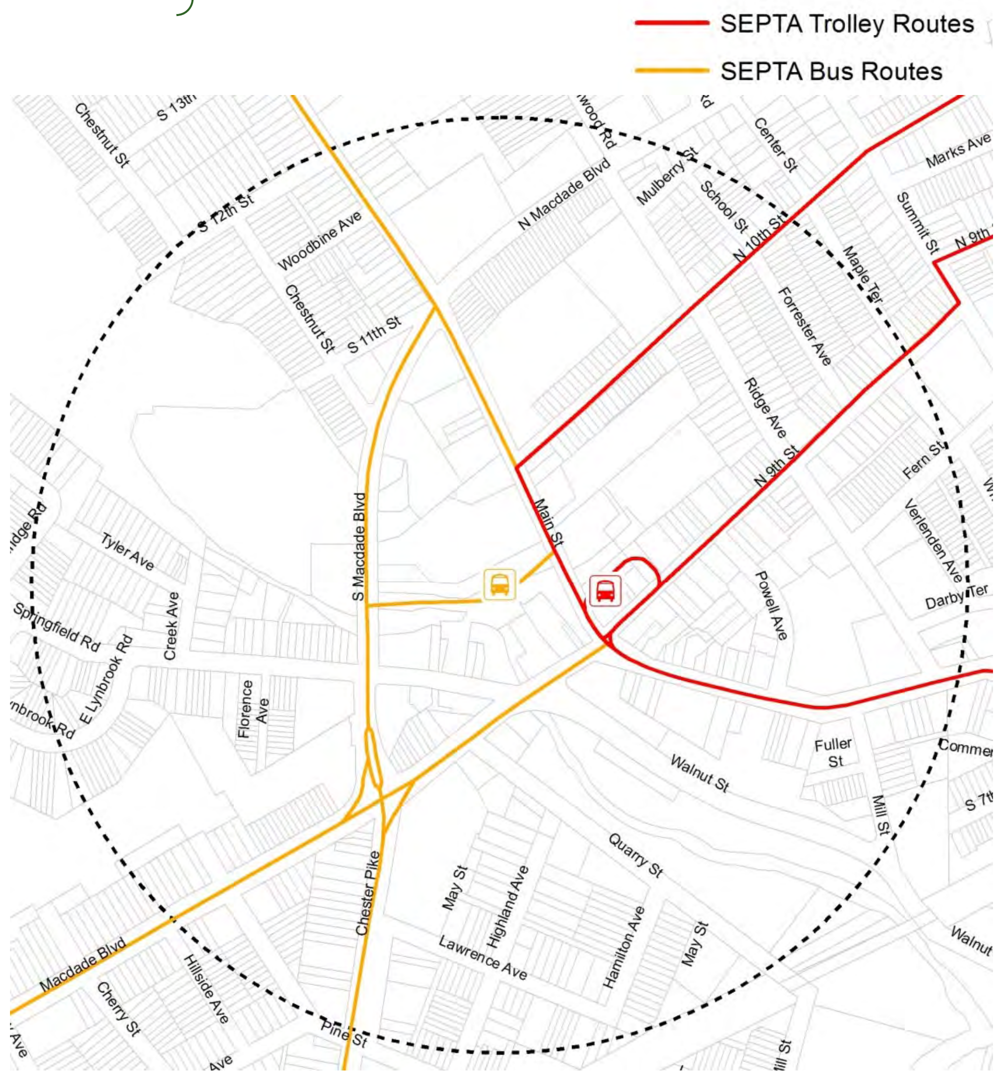
Bus service

- Routes 113, 114, and 115
- Frequent

Trolley service

- Routes 11 and 13
- Infrequent

Trolley Modernization Project



DENSITY OF LAND USES

¼ Mile Station Radius

- Gross residential density is only 4.1 units per acre (TOD minimum is 6-8 units)
- Many low-density uses (surface parking lots, industrial parcels, churches, etc.)

Underutilized land provides many opportunities to densify.

HOUSING DENSITY

	¼ MILE RADIUS	½ MILE RADIUS	1 ½ MILE RADIUS
Household Units	659	3,749	25,016
Household Density (Units/Acre)	4.1	11.7	26.1

MIX OF LAND USES

Some are transit supportive

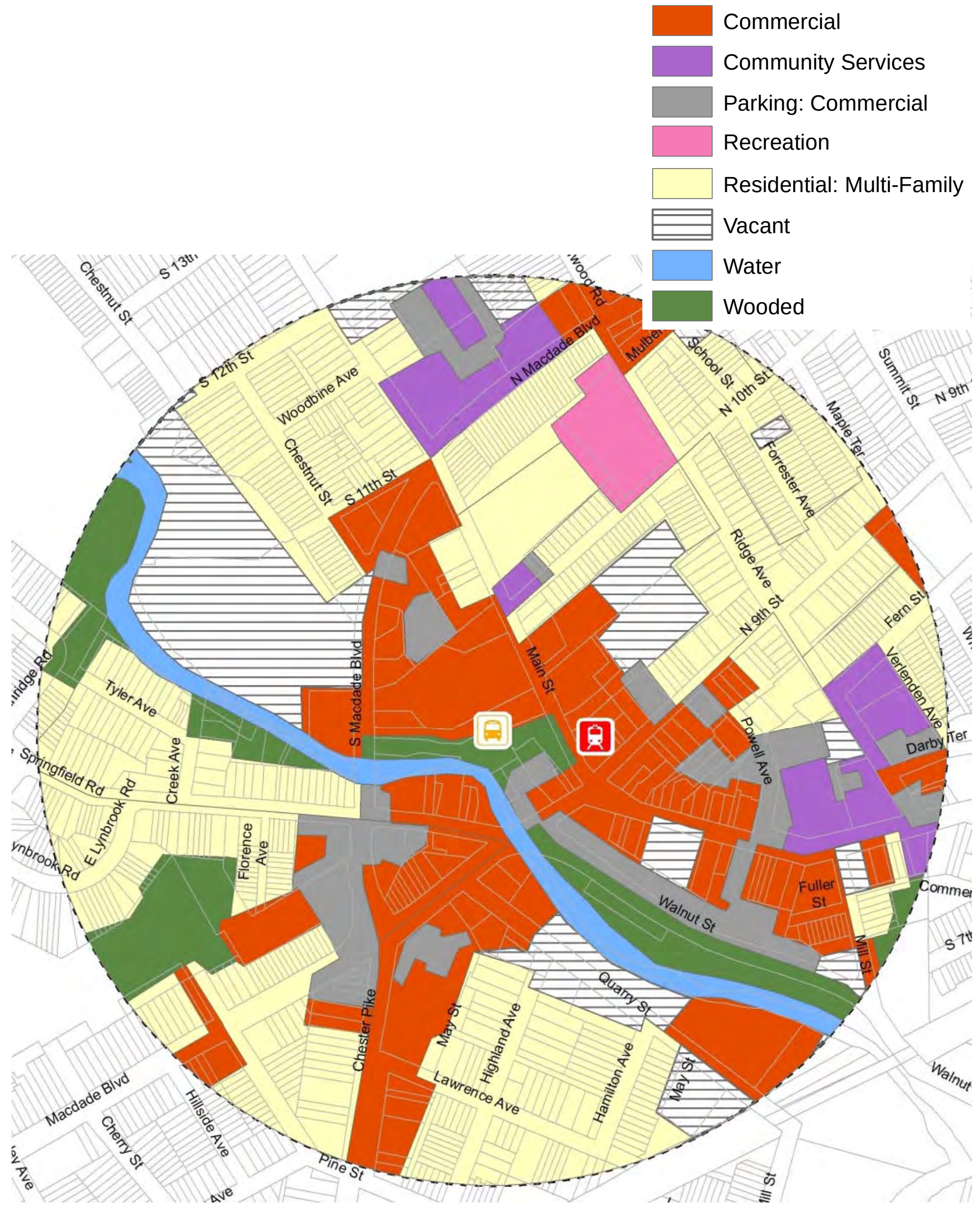
- Main Street shopping area
- Residential neighborhoods

Most are not transit supportive

- Working industrial sites
- Institutional uses
- Strip-style shopping (Macdade Blvd. & Chester Pike)
- Limited retail and food options

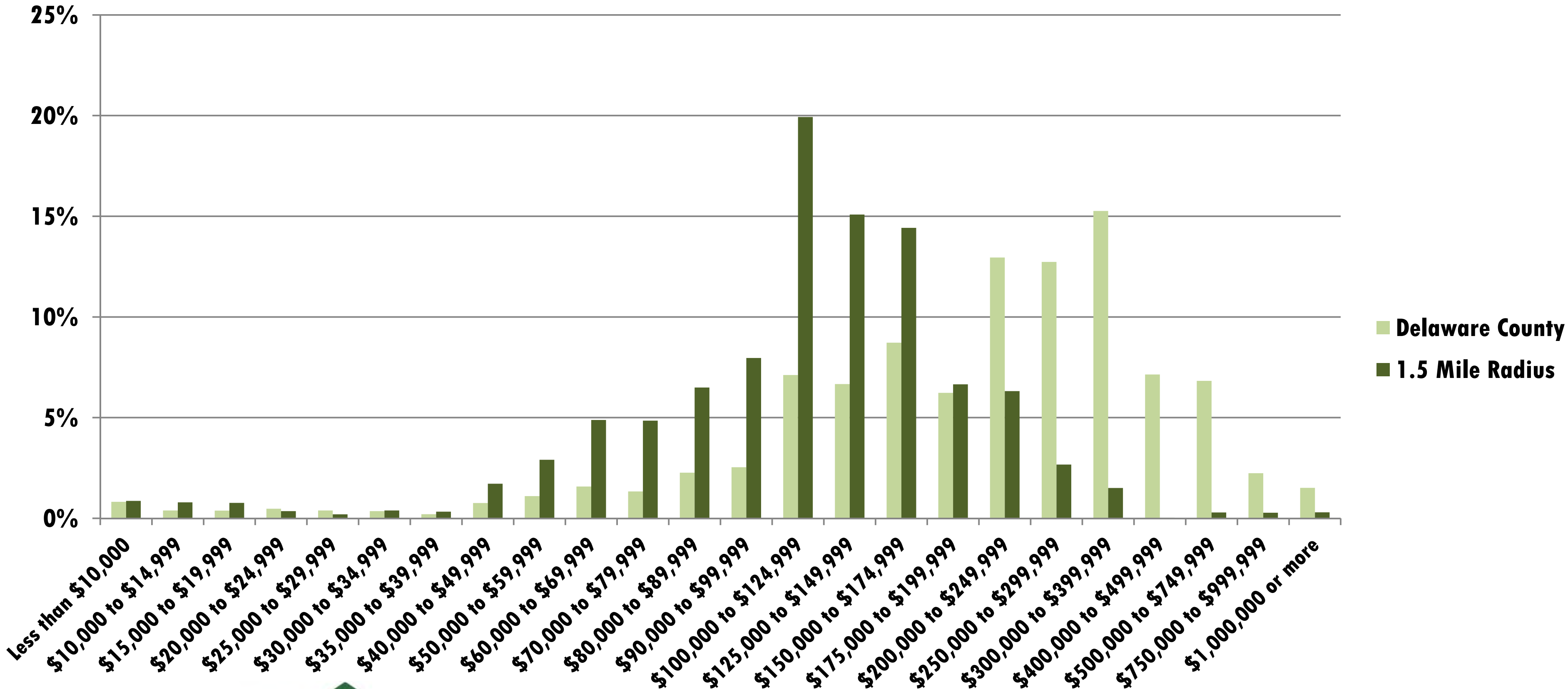
Too much tax-exempt land

- Municipal
- Churches



LAND USE: HOUSING

HOUSING AFFORDABILITY (OWNER-OCCUPIED HOME VALUES)



PUBLIC SPACES

Great proximity to nature, but little access

Very few public open spaces

No public restrooms

Sites available for creation of high quality public spaces

DEMOGRAPHICS: HOUSEHOLDS AND INCOME

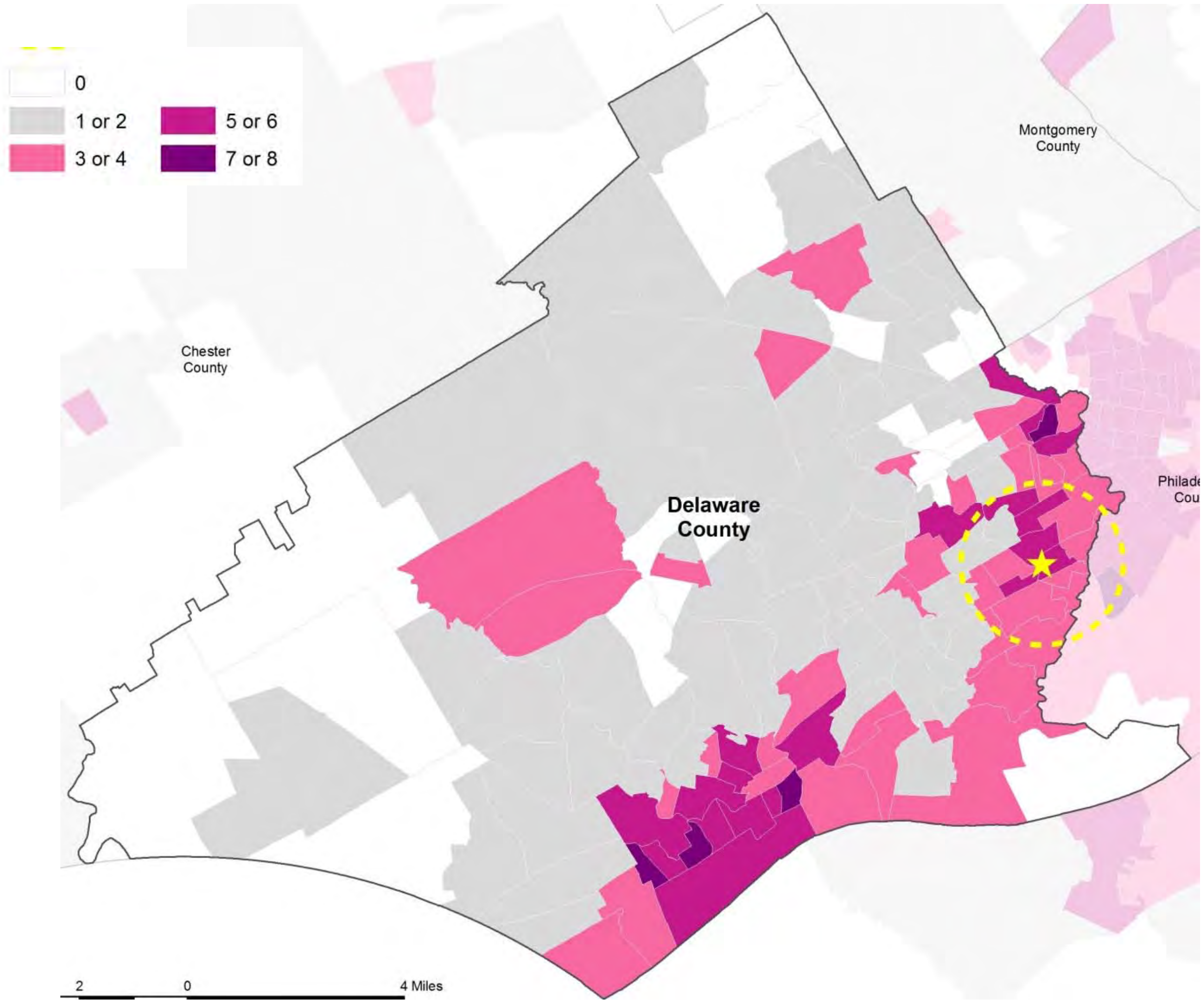
	¼ MILE RADIUS	½ MILE RADIUS	1 ½ MILE RADIUS	DELAWARE COUNTY
2015 Population	1,887	11,566	68,369	562,652
Percent Change 2010-2015	2.6%	3.1%	1.2%	0.7%
Average Household Size	2.84	2.97	2.69	2.57
Median Age	29.5	30.8	34.5	39.3
Household Units	659	3,749	25,016	210,397
Owner-Occupied	268	1,894	14,612	143,367
Renter-Occupied	391	1,855	10,404	67,030
Median Household Income	$26,304	$37,644	$42,103	$65,947
Average Household Income	$35,143	$47,083	$54,768	$92,628
Per Capita Income	$11,860	$15,761	$20,116	$34,888

DEMOGRAPHICS: INDICATORS OF POTENTIAL DISADVANTAGE (IPD)

Delaware County

- 59% of census tracts have 2 or fewer IPD
- 5.8% have 5 or more IPD

In the 1.5 mile station area radius, nearly all tracts have 3 or more IPD



TOD READINESS ELEMENT: COMMUNITY ENGAGEMENT

There is no active outreach to the community regarding future development in the area.

TOD READINESS OF EXISTING CONDITIONS

WAKABILITY ✓

DENSITY ✗

MIX OF USES ✗

TRAVEL OPTIONS ✓

PUBLIC SPACE ✗

HOUSING CHOICE ✓

COMMUNITY ENGAGEMENT ✗

TRANSPORTATION RECOMMENDATIONS

- Provide additional passenger amenities at the DTC.
- Repair gaps in the sidewalk network.
- Develop a trolley stop consolidation strategy.
- Renovate the trolley loop in preparation for Trolley Modernization.
- Construct modern trolley platforms in a way that does not preclude reestablishing Route 13 service via the “chicken track.”
- Implement the recommendations of DVRPC’s Darby Borough Grade Crossing Study.

ZONING RECOMMENDATIONS

Changes to the following districts:

- TOD Overlay District and Central Business District (CBD)
- Residential Districts (R-2, R-3, and R-4)
- Modify the Business/Institutional District (BI)

MARKET ANALYSYS

HOUSING

BUSINESS CLIMATE

RETAIL

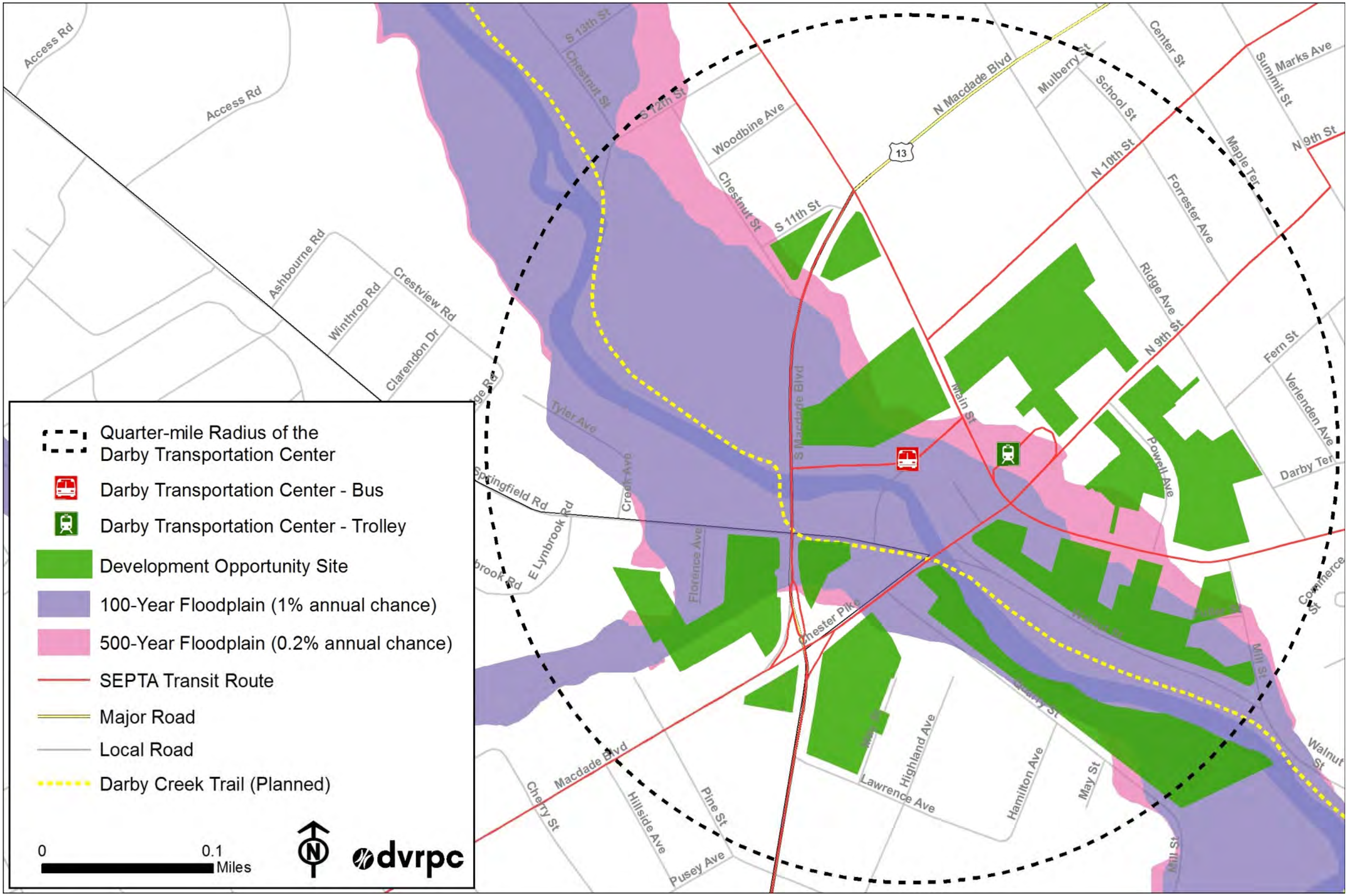
OFFICE

INDUSTRIAL

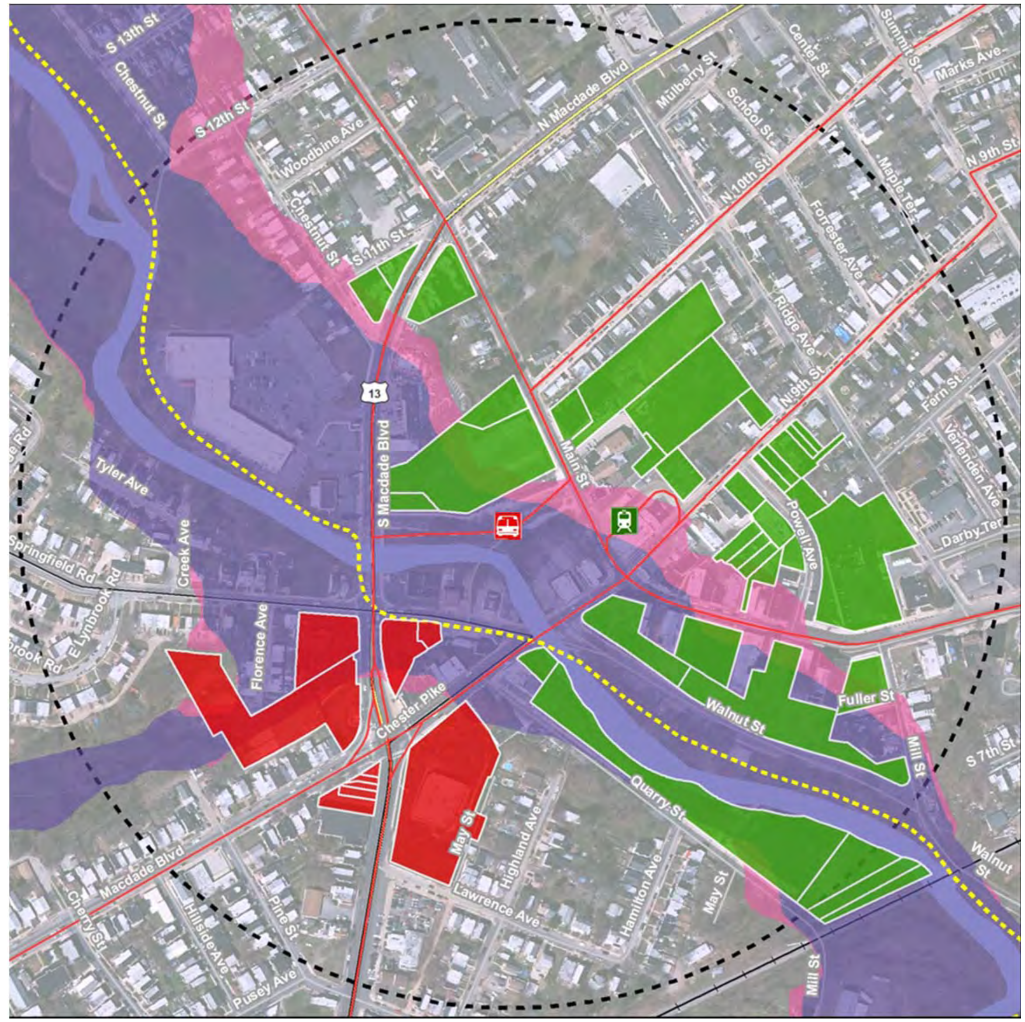
MARKET RECOMMENDATIONS

- Increase residential density.
- Add commercial development that is supportive of the existing community.
- Appoint a Borough representative as the Main Street Business District Liaison.
- Add Class B and C office space on upper floors of existing buildings where possible.
- Create public spaces on underutilized land that is both within a quarter mile of the DTC and in the floodplain of the Darby Creek.
- Utilize public spaces as opportunities to connect with nature.

OPPORTUNITY SITES

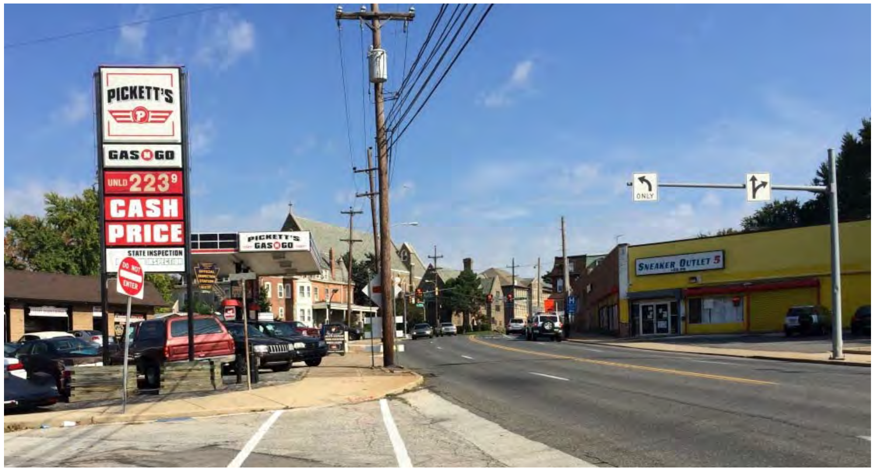


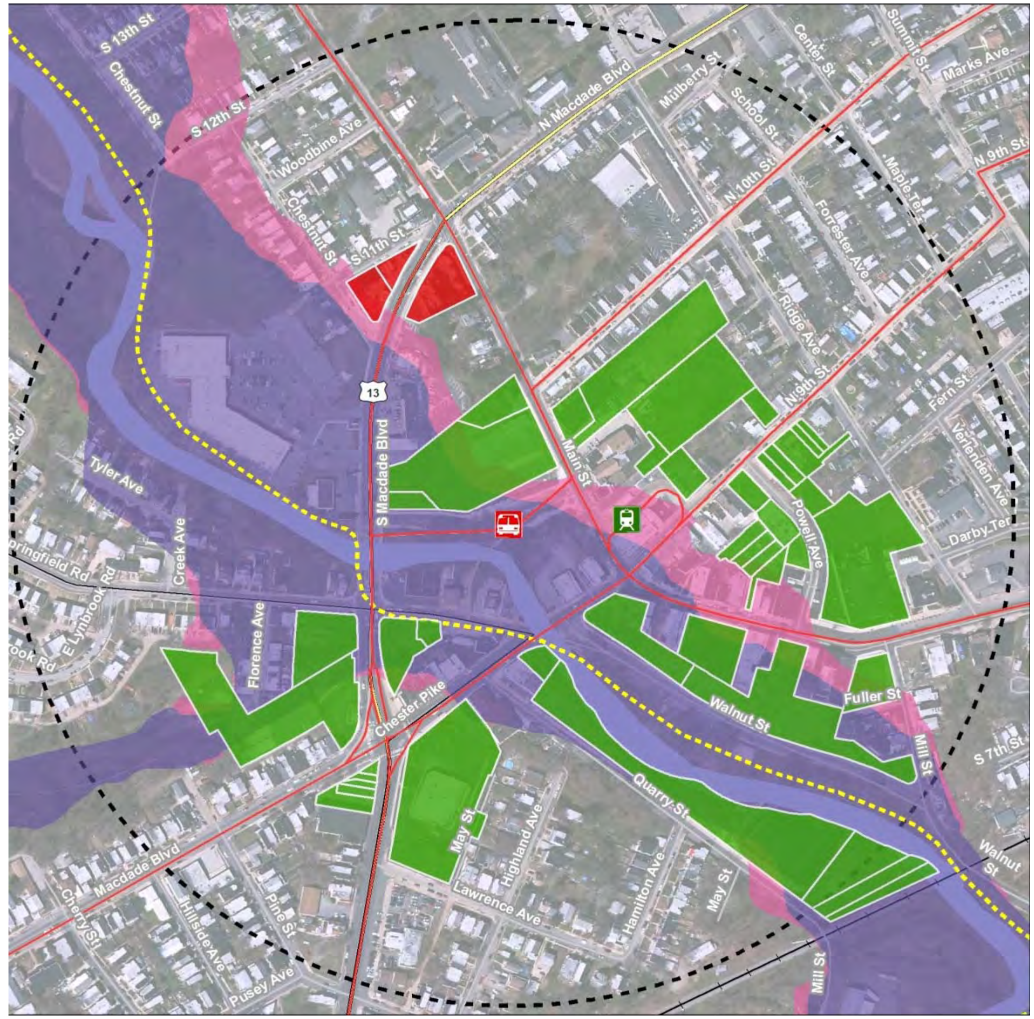
S MACDADE & CHESTER PIKE SITE



- Add transit amenities (bus shelters, safer pedestrian crossings).
- Add mixed-use buildings to complete the street frontage (gateway area).
- Improve ingress/egress areas of parking lots and add streetscaping to define the pedestrian space.
- Incorporate stormwater infrastructure into floodplain parking lots.
- Consider eliminating slip ramps.

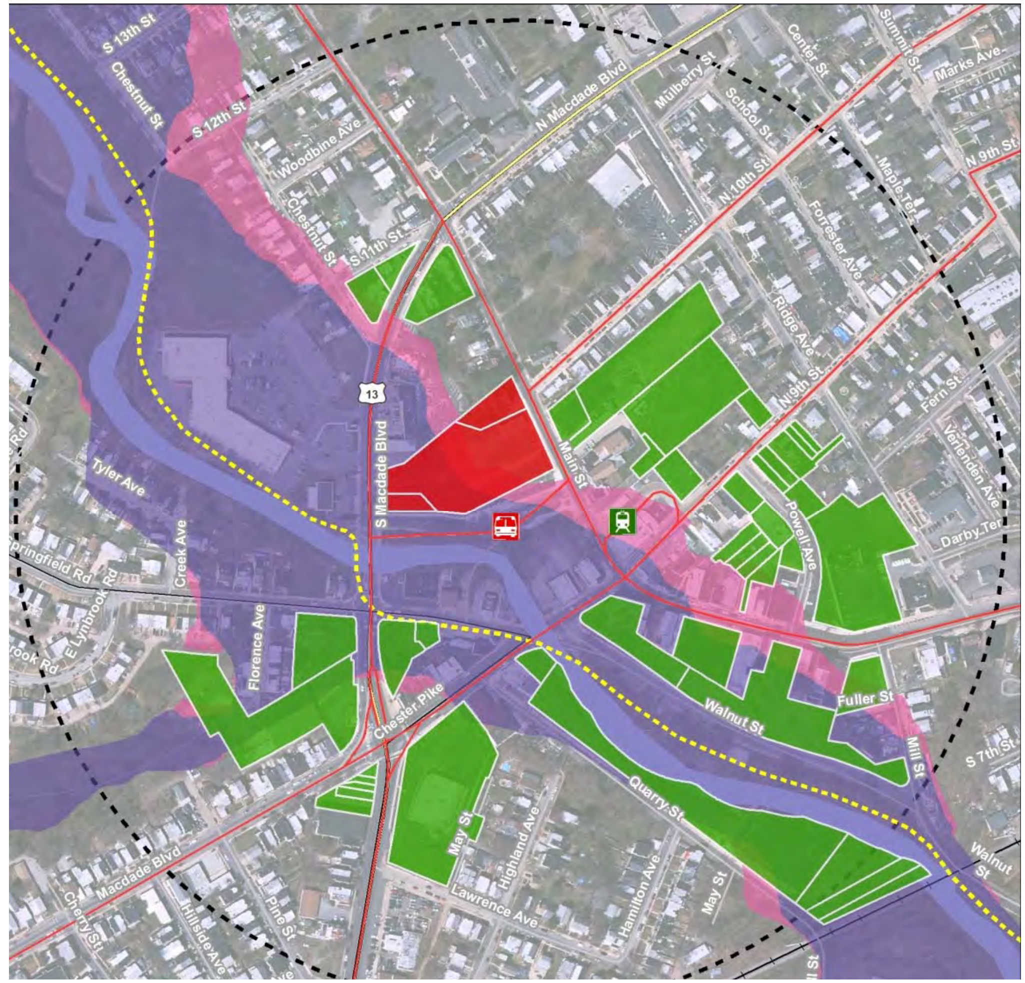
25 & 100 S MACDADE BLVD SITE





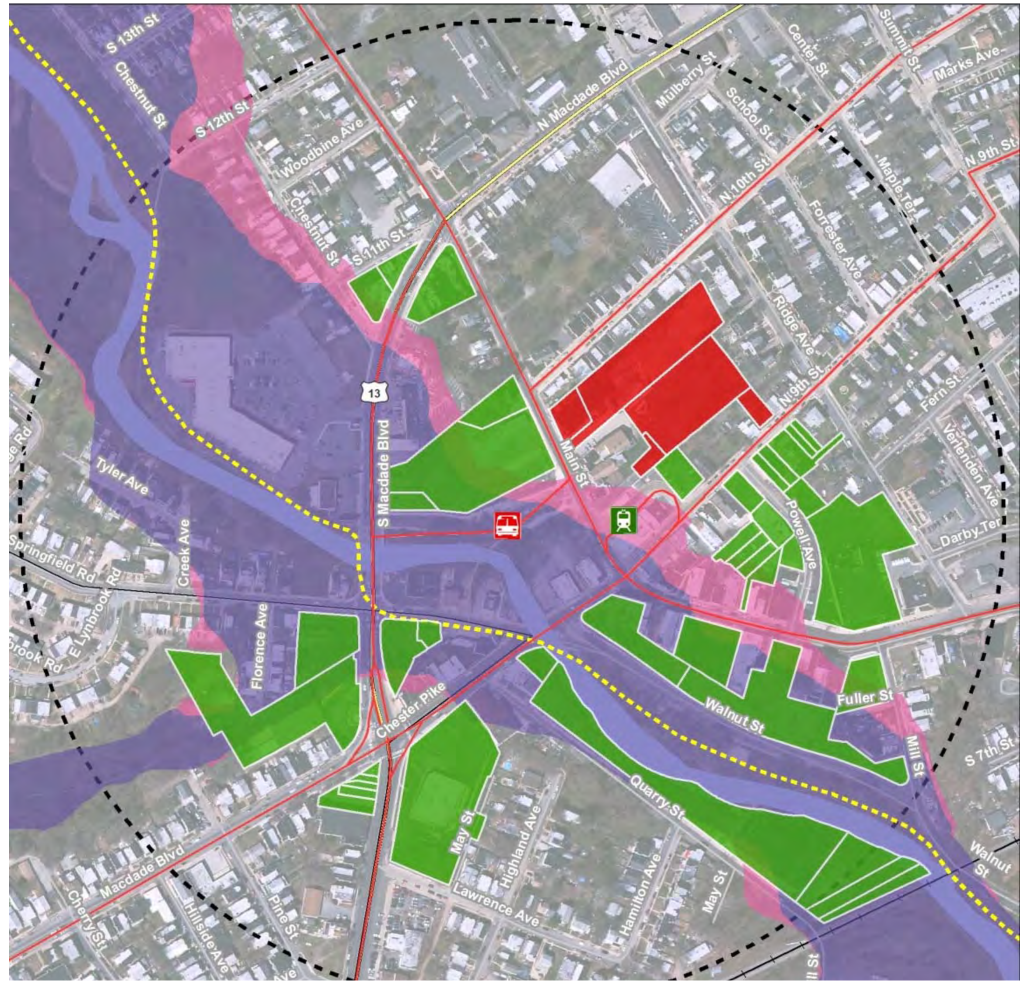
- Increase residential density (owner of Sneaker Outlet constructing four apartments on the site).
- Ensure that new development improves pedestrian connections across the intersection and mitigates traffic volume and turning movements of vehicles.
- Encourage the owner of Pickett's Auto Service to beautify the corner lot, adding streetscaping and pedestrian amenities, such as plantings, benches, or bollards.

FORMER BUS PARKING SITE



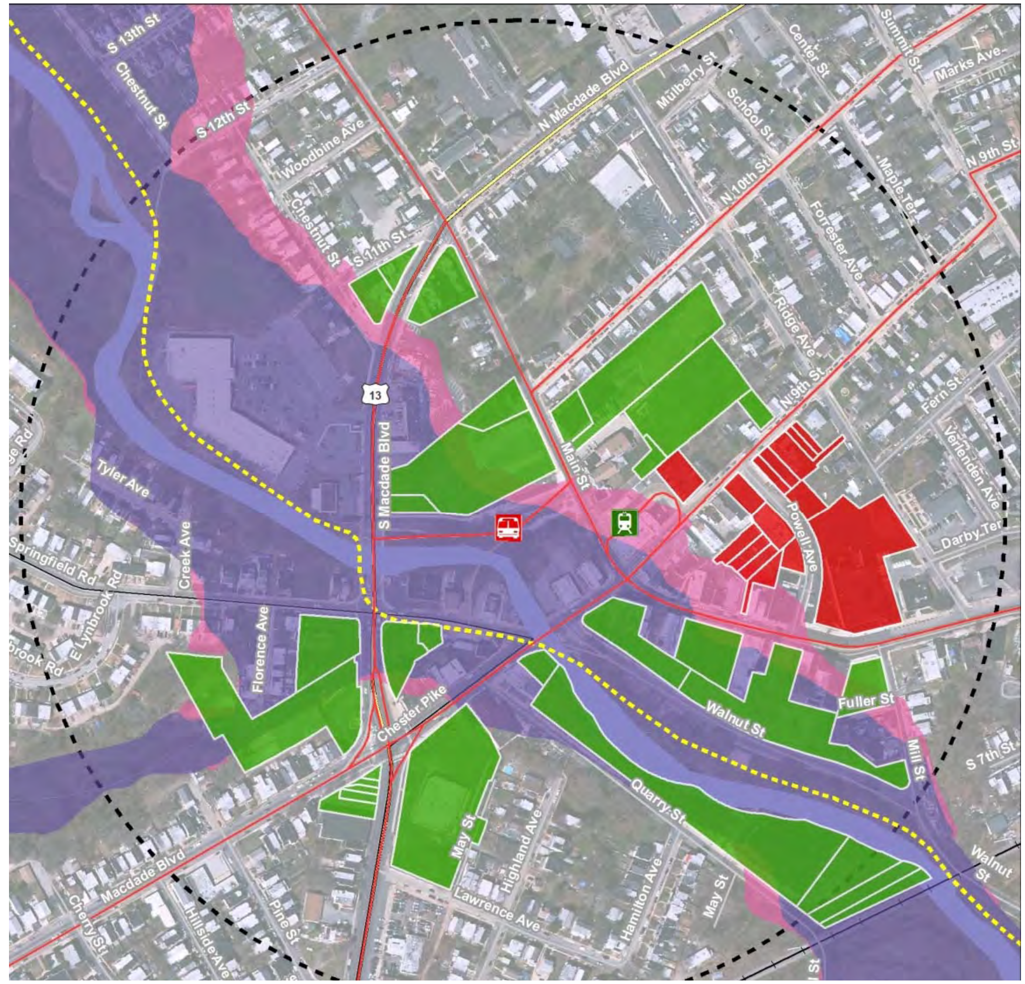
- Utilize the buildable area of the site to complete the street frontage along Main Street with a mixed-use building. Locating multiple uses here would be helpful in generating activity adjacent to the station.
- Utilize the portion of the site in the floodplain for parking.

925 MAIN ST & 9TH ST LOTS SITE



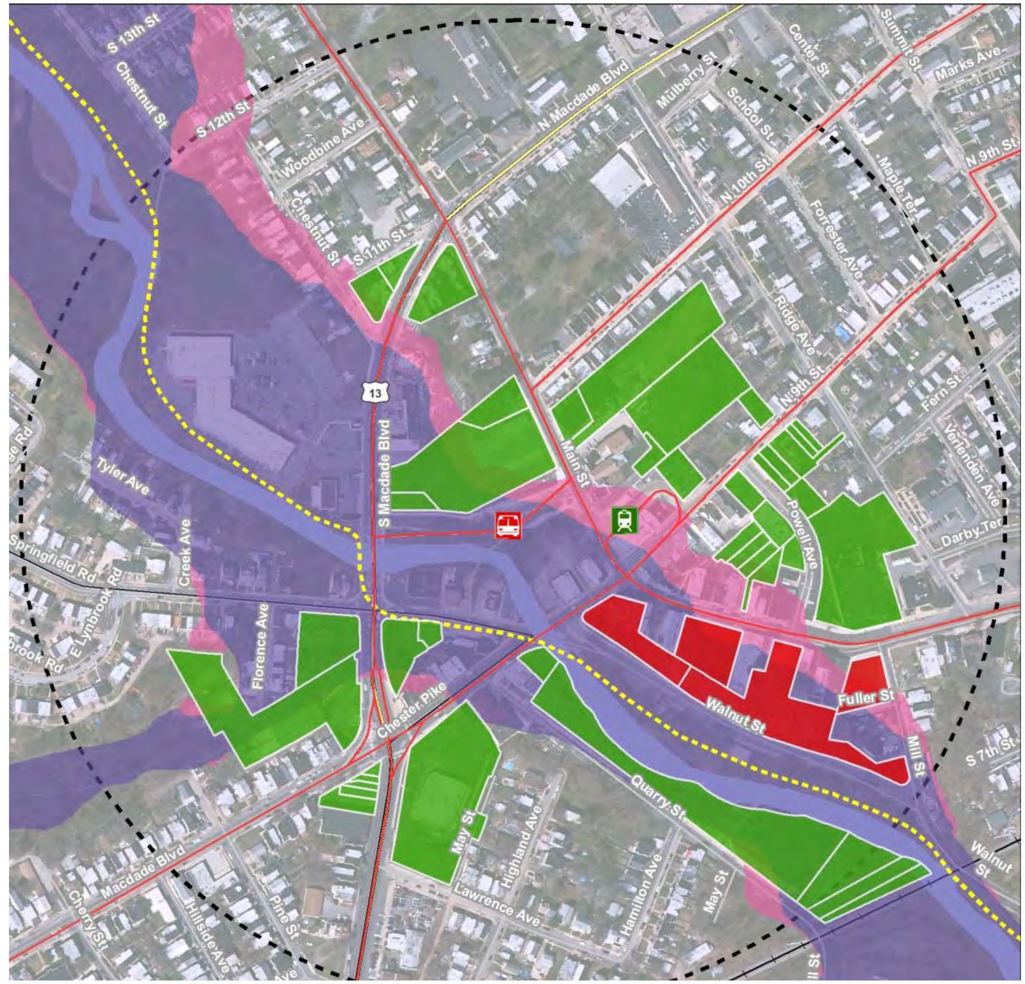
- Infill residential development on the 9th Street lots and the unused portion of the adjacent Tracey Mechanical/Apache light industrial site.
- Encourage Tracey Mechanical/Apache to improve its frontage along Main Street so that it contributes to a pleasant pedestrian experience.
- Address the current shared parking situation in which a church uses the Tracey Mechanical/ Apache parking lot on Sundays, causing traffic and parking problems in the area.

POWELL AVE PARKING LOTS SITE



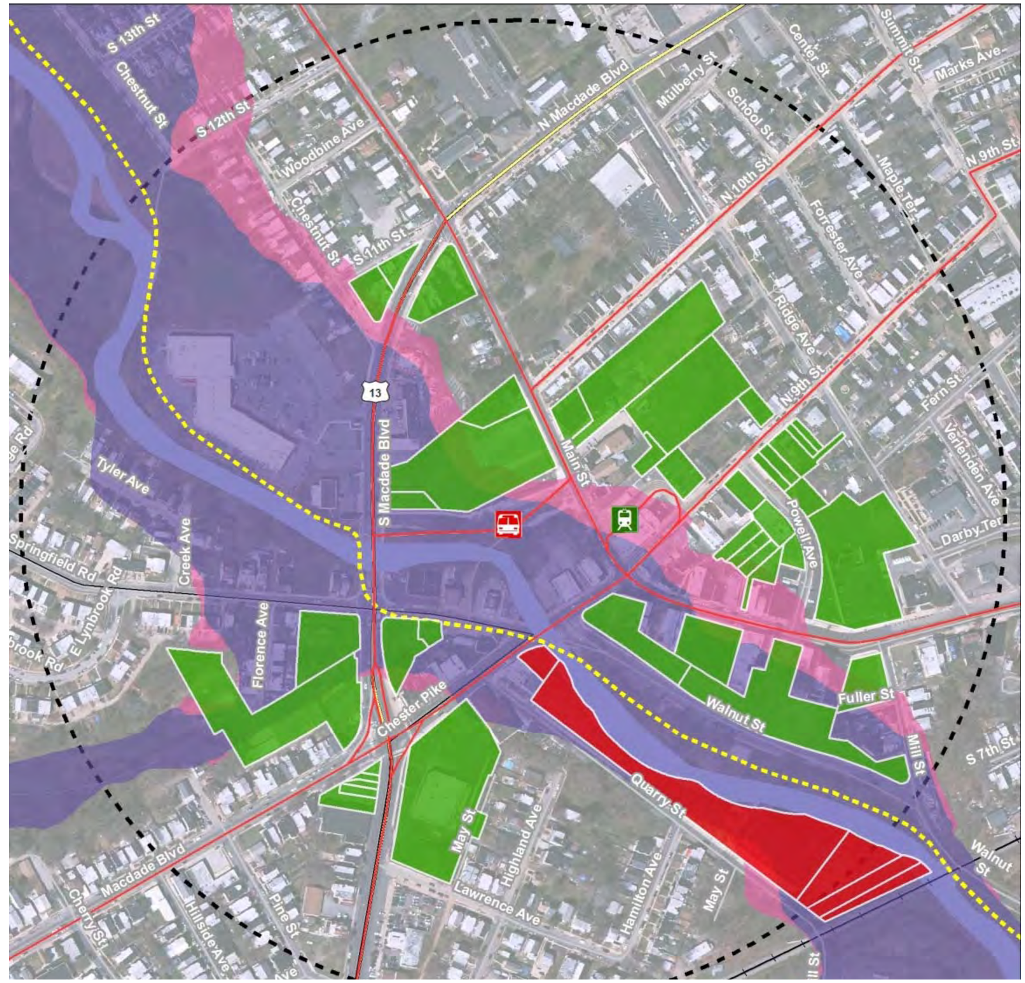
- Add residential density and new Class B and C office space through new construction and adaptive reuse of old buildings.
- Negotiate shared parking in the floodplain.
- Mitigate hazardous pedestrian conditions caused by the width of Main Street and the back-in angle parking near the Post Office.
- Consider relocating the public works garage because of the critical location of this site next to the DTC.

MAIN ST CORRIDOR SITE



- Use for public space and outdoor recreation opportunities.
- Add stormwater infrastructure (nearly the entire site is in the floodplain).
- Encourage the owners of 842 Main Street to move forward with building a hot dog stand which could be a particularly good fit for this corridor if it includes outdoor seating on the portion of the site in the floodplain.

QUARRY ST CORRIDOR SITE



- Extend the core of public space created on the Main Street Corridor Site and connect it with the Darby Creek Trail, a high-priority trail in the Delaware County Open Space Plan.
- Adaptively re-use the former industrial building as a community center, recreation space, or event venue (this site is now scheduled to be converted to open space and the future of the building is unclear).

THANK YOU!

Emily Costello, AICP
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Delaware Valley Regional Planning Commission
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DEMOGRAPHICS: ESRI TAPESTRY SEGMENTATION – ¼ MILE RADIUS

64.3%

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

DEMOGRAPHICS: ESRI TAPESTRY SEGMENTATION – ½ MILE RADIUS

LifeMode Group: Midtown Singles

City Commons

Households: 1,082,000

Average Household Size: 2.66

Median Age: 27.6

Median Household Income: $17,000

27.5%

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

LifeMode Group: Midtown Singles

City Strivers

Households: 933,000

Average Household Size: 2.75

Median Age: 34.4

Median Household Income: $41,000

13.5%

These high density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, *City Strivers* residents commute long distances to find work in the service or retail industry. Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work.

DEMOGRAPHICS: ESRI TAPESTRY SEGMENTATION – 1 ½ MILE RADIUS

LifeMode Group: Hometown

Family Foundations

Households: 1,282,000

Average Household Size: 2.70

Median Age: 38.8

Median Household Income: $40,000

22.8%

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

LifeMode Group: Midtown Singles

City Commons

Households: 1,082,000

Average Household Size: 2.66

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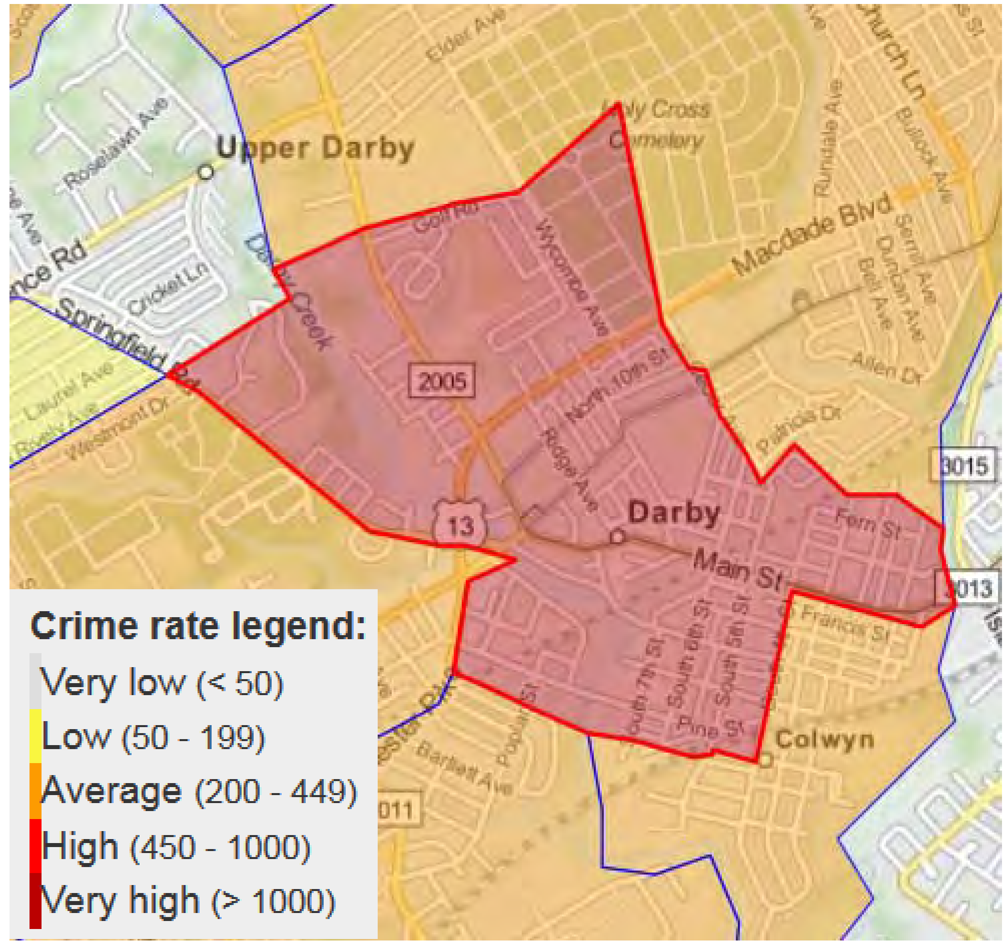
WALKABILITY CHALLENGE & OPPORTUNITY: HIGH CRIME RATE

In 2013, the crime rate in Darby was very high - 1,798.2 overall compared to a national average of 291.7.

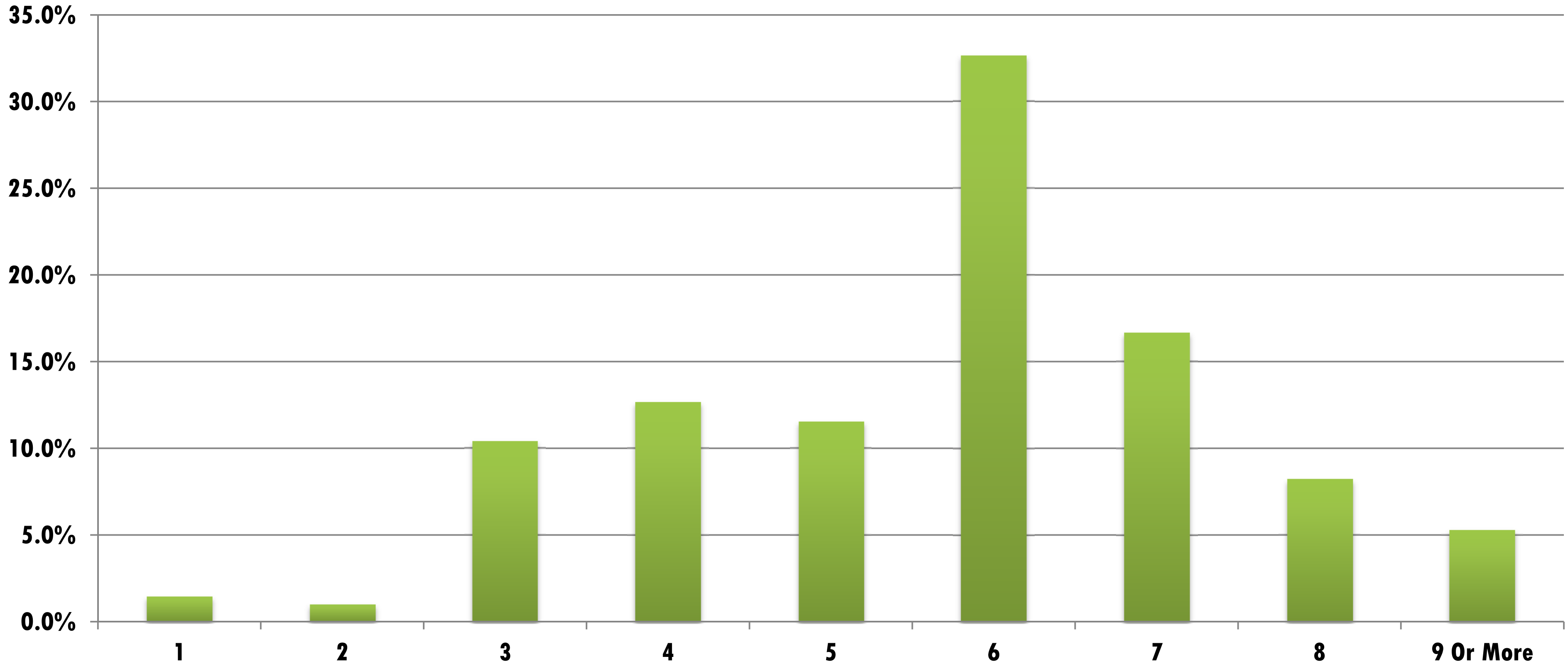
CPTED (Crime Prevention Through Environmental Design) principles also happen to promote walkability and improve the public realm environment.



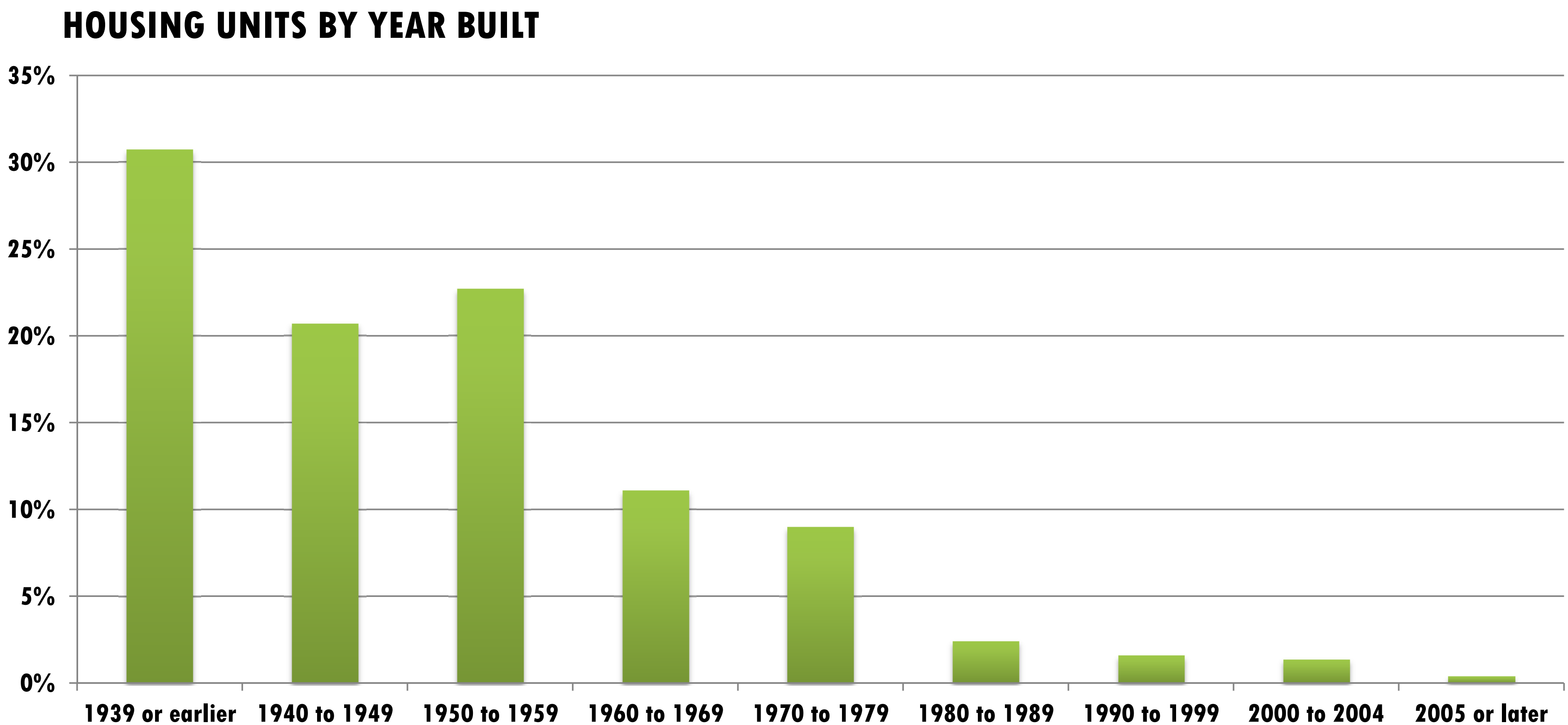
source: www.city-data.com

LAND USE: HOUSING

HOUSING UNITS BY NUMBER OF ROOMS



LAND USE: HOUSING



HOUSING

- Owner-occupied housing is 58% of total.
- Housing vacancy rate is 17.4% (high) and represents 12.2% of all vacancies in county.
- Average median home value is $121,071 ($233,400 in county overall).
- Average median gross rent paid for housing is $942.46.
- Households are not significantly housing-burdened - the proportion of household income spent on housing is 31.2%–of which 23.9% goes towards shelter–on the low end of "burdened."

HOUSING

- 179 houses were sold.
- The average median sales price was $42,050 - much lower than the median sales price in Delaware County of $195,625.
- Homes received a slightly lower percentage of their asking price (87.5%) when compared to Delaware County (92.2%).
- On average, homes also spent more time on the market (109 days) than in Delaware County as a whole (91 days).

BUSINESS CLIMATE

OTHER SERVICES
- Largest sector
- Overrepresented

RETAIL SERVICES
- 2nd largest sector
- Proportionate to market

TRANSPORTATION & WAREHOUSING - most overrepresented

PROFESSIONAL, SCIENTIFIC, & TECH SERVICES - most underrepresented

	¼ MILE RADIUS		½ MILE RADIUS		1 ½ MILE RADIUS		
	#	%	#	%	#	%	LQ
Mining	0	0.0%	0	0.0%	1	0.1%	0.8
Construction	15	8.6%	24	6.8%	185	9.8%	1.0
Manufacturing	4	2.3%	8	2.3%	60	3.2%	1.1
Wholesale Trade	6	3.4%	12	3.4%	95	5.0%	1.3
RETAIL TRADE	**28**	**16.0%**	**54**	**15.3%**	**262**	**13.9%**	**1.0**
Transportation & Warehousing	3	1.7%	4	1.1%	53	2.8%	1.5
Information	5	2.9%	6	1.7%	29	1.5%	0.9
Finance & Insurance	15	8.6%	26	7.4%	96	5.1%	0.7
Real Estate, Rental & Leasing	5	2.9%	12	3.4%	83	4.4%	0.9
Professional, Scientific & Tech Services	12	6.9%	20	5.7%	101	5.4%	0.6
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	0.5
Administrative & Support & Waste Management & Remediation Services	5	2.9%	11	3.1%	84	4.5%	0.9
Educational Services	4	2.3%	11	3.1%	48	2.6%	0.9
Health Care & Social Assistance	19	10.9%	54	15.3%	182	9.7%	1.1
Arts, Entertainment & Recreation	2	1.1%	3	0.9%	25	1.3%	0.8
Accommodation & Food Services	10	5.7%	21	6.0%	122	6.5%	1.0
OTHER SERVICES (except Public Administration)	**30**	**17.1%**	**65**	**18.5%**	**342**	**18.2%**	**1.4**
Public Administration	4	2.3%	8	2.3%	45	2.4%	0.9
Unclassified Establishments	8	4.6%	13	3.7%	68	3.6%	1.2

OTHER SERVICES – 17.1% of all businesses in ¼ mile station radius

- Repair and Maintenance (auto services, electronic and industrial equipment, garden equipment, furniture repair)
- Personal and Laundry Services (salons, funeral homes, laundry, pet care, parking lots)
- Religious, Grant-Making, Civic, and Professional and Similar Organizations
- Private Households (ones that employ household staff)

NOT TRANSIT SUPPORTIVE

- Do not enhance pedestrian experience
- Do not provide day and night activities
- Do not generate street level activity

RETAIL SERVICES – 16% of all businesses in ¼ mile station radius

- Retailers sell merchandise in small quantities to the general public
- Includes a wide-range of retailers, from auto malls to Main Street-style retail
- Store (fixed point-of-sale locations, located and designed to attract walk-in customers)
- Non-Store (infomercials, online sales, etc.; not usually designed for walk-in customers)

SOME ARE TRANSIT SUPPORTIVE, SOME ARE NOT…

CHARACTERISTICS OF TRANSIT SUPPORTIVE RETAIL

Have high population ratio compared to size of space occupied.

Provide visual interest and street front continuity that enhance the pedestrian experience.

Contain an appropriate mix of uses.

- Provide day and night activities
- Consistent foot traffic
- High levels of street level activity
- Aligned with the behaviors and patterns of transit riders

Do not depend on large areas of parking.

CATEGORIES OF RETAIL BUSINESSES

NEIGHBORHOOD GOODS & SERVICES (NG&S)

- Convenience stores, drugstores, florists, bakeries, delis, dry cleaners, tailors, hair salons, nail salons, and similar
- Draw customers predominantly from a quarter-mile radius

FOOD & BEVERAGE (F&B)

- Sit-down restaurants, take-out establishments, cafes, bars, coffee shops, sandwich shops, ice cream, shops, and similar
- Draw primary customers from a half-mile radius

GENERAL APPAREL, FURNITURE, OTHER (GAFO)

- Stores selling clothing, furniture, jewelry, books, gifts, pet supplies, home décor, sporting goods and other items
- Draw primary customers from a mile or more away

TRANSIT SUPPORTIVE RETAIL BUSINESS CATEGORIES

NEIGHBORHOOD GOODS & SERVICES (NG&S)

FOOD & BEVERAGE (F&B)

GENERALLY TRANSIT SUPPORTIVE!

NG&S and F&B businesses cater to the convenience goods and service needs of residents, employees, and transit stop users.

MARKET ANALYSIS: RETAIL LEAKAGE/SURPLUS

	Industry Summary	Demand	Supply	Retail Gap (Annual Unmet Demand)	Leakage/Surplus Factor (Retail Opportunity)
¼ Mile Radius	Total Retail Trade	$11,610,801	$28,989,810	-$17,379,009	-42.8
	Total Food & Drink	$1,185,218	$4,276,477	-$3,091,259	-56.6
½ Mile Radius	**Total Retail Trade**	$86,016,639	$77,703,270	**$8,313,369**	**5.1**
	Total Food & Drink	$9,098,456	$6,362,598	**$2,735,858**	**17.7**
1 ½ Mile Radius	**Total Retail Trade**	$663,971,467	$340,931,141	**$323,040,326**	**32.1**
	Total Food & Drink	$70,058,300	$40,392,560	**$29,665,740**	**26.9**

MARKET ANALYSIS: RETAIL INVESTMENT OPPORTUNITIES

Industry Group	.5 Mile Radius			
	Demand	Supply	Retail Gap (Annual Unmet Demand)	Leakage/Surplus Factor **(Retail Opportunity)**
Beer, Wine & Liquor Stores	$1,492,909	$447,097	$1,045,812	53.9
General Merchandise Stores	**$14,808,114**	**$6,936,226**	**$7,871,888**	**36.2**
Florists	$166,854	$137,887	$28,967	9.5
Food Services & Drinking Places	**$9,098,456**	**$6,362,598**	**$2,735,858**	**17.7**
Full-Service Restaurants	**$4,822,450**	**$2,568,495**	**$2,253,955**	**30.5**
Limited-Service Eating Places	$3,616,419	$3,308,759	$307,660	4.4
Special Food Services	$190,173	$0	$190,173	100.0

MARKET ANALYSIS: OFFICE

OFFICE SPACE	1 ½ MILE RADIUS			DELAWARE COUNTY		
	Square Feet	Percent of Total Office Space	Vacancy Rate	Square Feet	Percent of Total Office Space	Vacancy Rate
CLASS A	-	-	-	7,354,519	32.8%	17.1%
CLASS B	85,181	31.4%	0.0%	9,555,645	42.7%	12.9%
CLASS C	185,800	68.6%	2.8%	5,478,909	24.5%	17.0%

MARKET ANALYSIS: INDUSTRIAL

4,296,072 sf in the 1 ½ mile radius – A LOT – with supportive infrastructure

Industrial Buildings Including Those with Warehouse and/or Distribution and/or Service Space
- 3,019,350 sf total
- 6.2% vacant

Flex Buildings with Light Distribution and/or Light Manufacturing and/or Showroom Space
- 843,525 sf total
- 12.7% vacant

Manufacturing Buildings
- 412,212 sf total
- 13.4% vacant

Showroom Buildings
- 20,985 sf total
- Fully leased

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Managed	Management can be as small and informal as a group of retailers getting together, or as large and complex as a business improvement district. Most important is that there be a single point of contact, creating clarity and efficiency.	No management.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Retail Appropriate	Generally, high ceiling heights and clearly identifiable storefronts with large windows are preferred. Retail should not be interrupted by non-retail uses, such as banks, residences, and professional offices, and should have a vacancy rate of less than 20 percent.	Main Street contains suitable retail spaces. Non-retail uses are scattered throughout. The vacancy rate is much less than 20%.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Pedestrian-Friendly	Elements that contribute to a pedestrian-friendly environment are: clean and safe streets, appropriate sidewalk widths (eight feet or more), street furniture, appropriate lighting, active uses above the ground floor, and low levels of crime.	The street network is very walkable and sidewalks are generally in good repair with appropriate widths. Street furniture is lacking, but there is some pedestrian-scaled lighting. Above the ground level, uses tend to be residential or office. Crime in the area is high and should be reduced.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Parking Options	Parking must be well-planned, well-lit, signed, and convenient to use. The most convenient parking should be the most expensive, and pricing should allow that about 15 percent of the spaces are free at any time.	There is too much surface parking; most is underutilized. The most convenient parking is free and although there are some signs indicating one-hour parking on the busiest retail blocks, it is unclear if there is any enforcement.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Unified	Urban form and branding are key to creating a unified retail district. There should not be significant gaps between the buildings or non-retail uses on the street. Where there are non-retail uses, they should contribute to the retail environment, with awnings and window displays.	No uniform approach to form or branding.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Transit Accessible	Proximity to a transit stop provides retailers with additional access to customers, as customers can run errands on their way to and from work.	The retail area is easily accessible via multiple trolley and bus lines.

MARKET ANALYSIS: MAIN STREET RETAIL DISTRICT HEALTH

CHARACTERISTICS OF SUCCESSFUL RETAIL DISTRICTS		HOW DOES DARBY COMPARE?
Programmed	Events can be fundraisers or simply special events designed to bring the community together, organized by local governments, business improvement districts, or community groups. Examples could include parades, book fairs, craft fairs, or festivals.	?

Concept development for Southern Chester County—New Castle County transit service

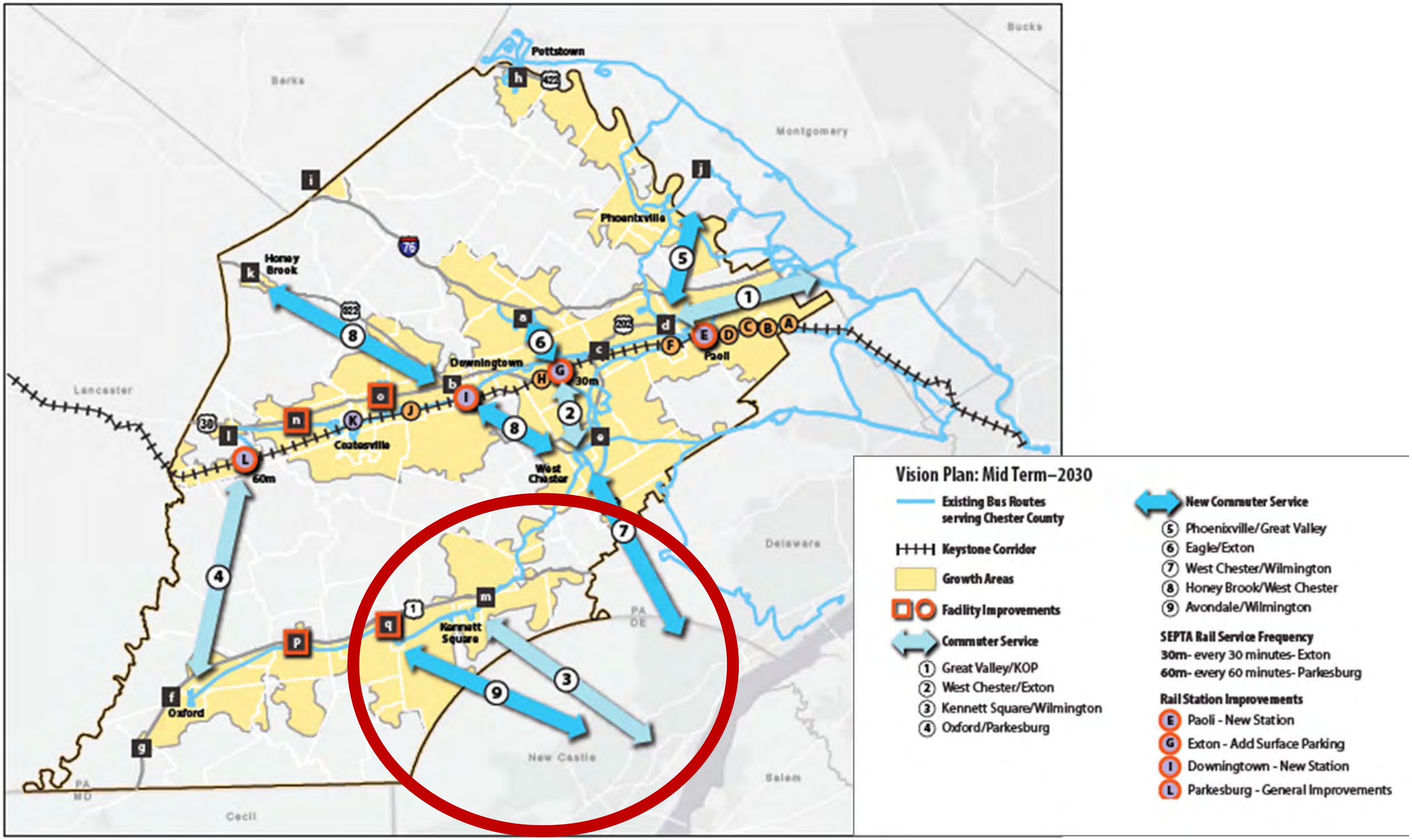
RTC

November 1, 2016

Outline

- Project Overview
- Travel Pattern Analysis
- Research on possible solutions
- Recommended next steps

Chester County Public Transportation Plan



SEPTA Bus Service History: US 202 Corridor

SEPTA Bus Service History along US 202 Corridor

1995

New inter-state bus route (202) created between West Chester and Wilmington primarily along US 202.

1998

Route 202 revised to run between Brandywine Town Center and West Chester. DART service connected to points further south. Route 314 added between Larkin's Corner and West Chester.

2000

Route 202 discontinued.

2004

Route 314 revised to operate as the West Chester Circulator.

2007

Route 306 created to connect Brandywine Town Center with Corporate and Industrial centers north of West Chester.

2010

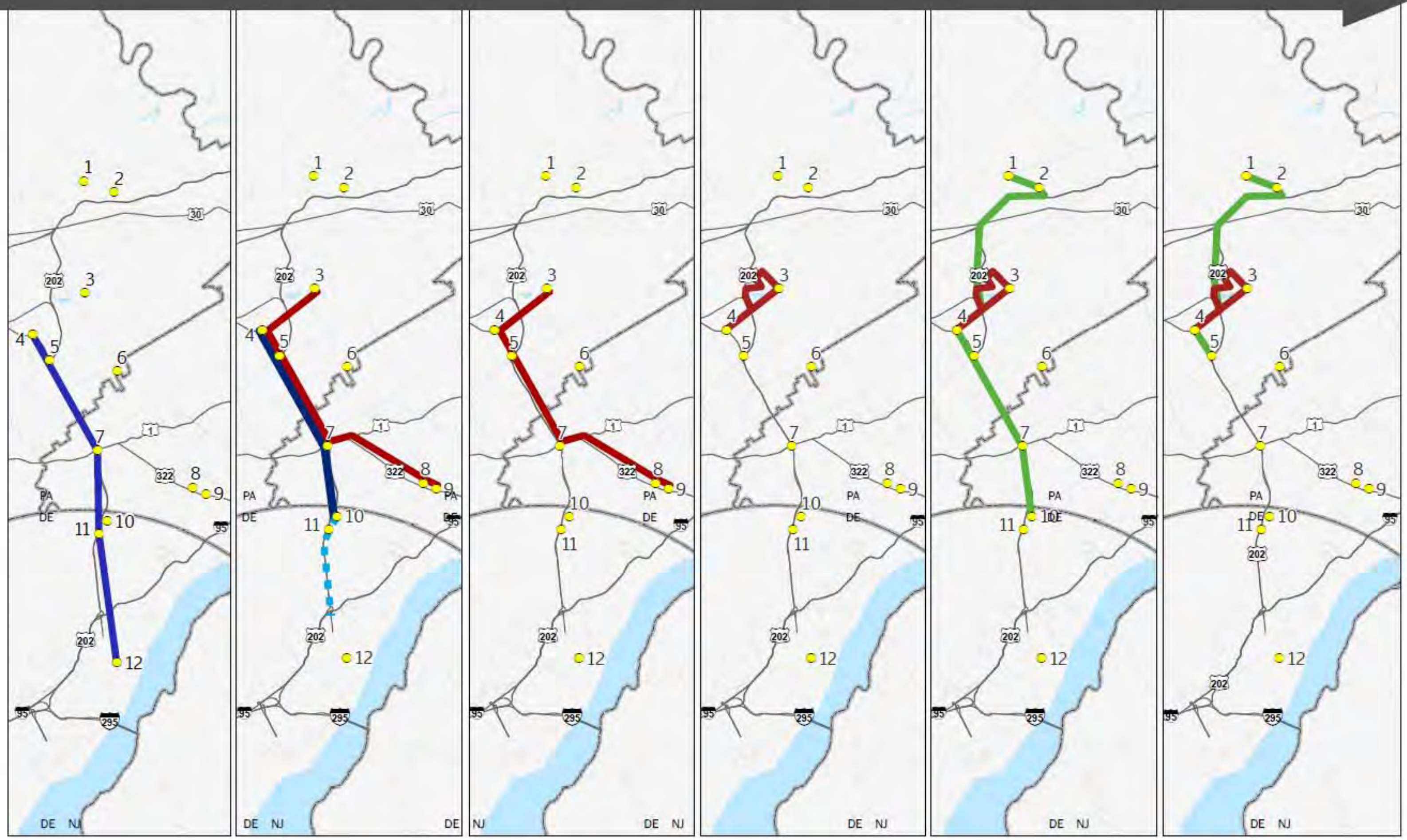
Route 306 shortened, eliminating service south of West Chester.
306 discontinued in 2011.
314 discontinued in 2013.

Key Route Location

1. Main Line Industrial Park
2. Great Valley Corporate Center
3. Goshen Corporate Park
4. West Chester
5. Parkway Shopping Center
6. Cheyney University
7. Painters Crossing
8. Naamans Creek Business Center
9. Larkin's Corner
10. Brandywine Town Center
11. Concord Mall
12. Wilmington

General Service Route

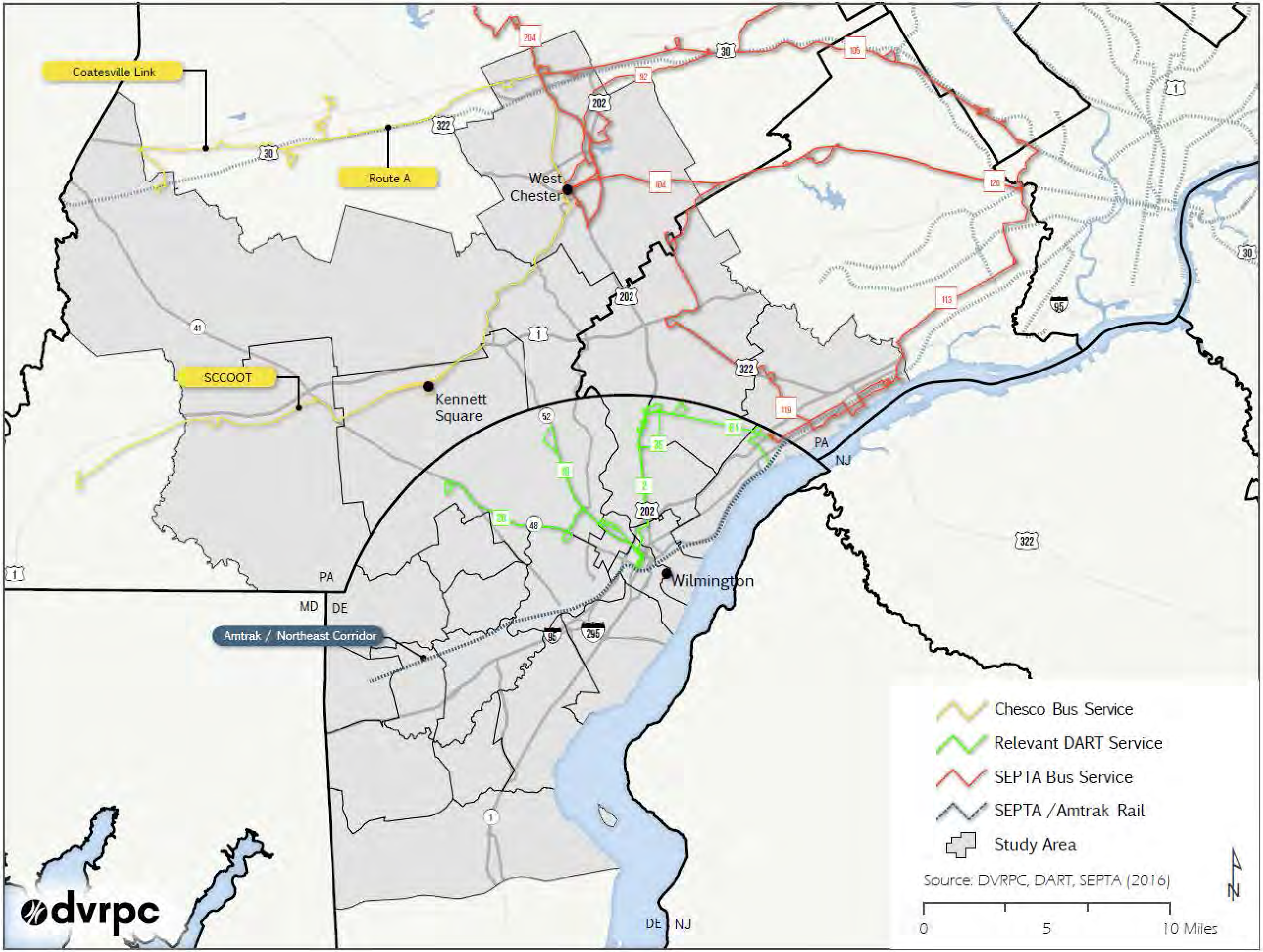
- 202
- 306
- 314
- Connecting DART Service



Source: SEPTA, DVRPC, 2016

0 2 4 8 Miles

dvrpc



Coatesville Link
Route A
SCCOOT
Amtrak / Northeast Corridor
West Chester
Kennett Square
Wilmington
PA
MD
DE
NJ
Chesco Bus Service
Relevant DART Service
SEPTA Bus Service
SEPTA /Amtrak Rail
Study Area
Source: DVRPC, DART, SEPTA (2016)
0
5
10 Miles
N
dvrpc

What we researched:

Question 1: Who is there to serve?

Question 2: Where are they coming from?

Question 3: Where are they going?

Non-work Trips

Local

Tourist

Work Trips

Choice Riders

Non-Choice Riders

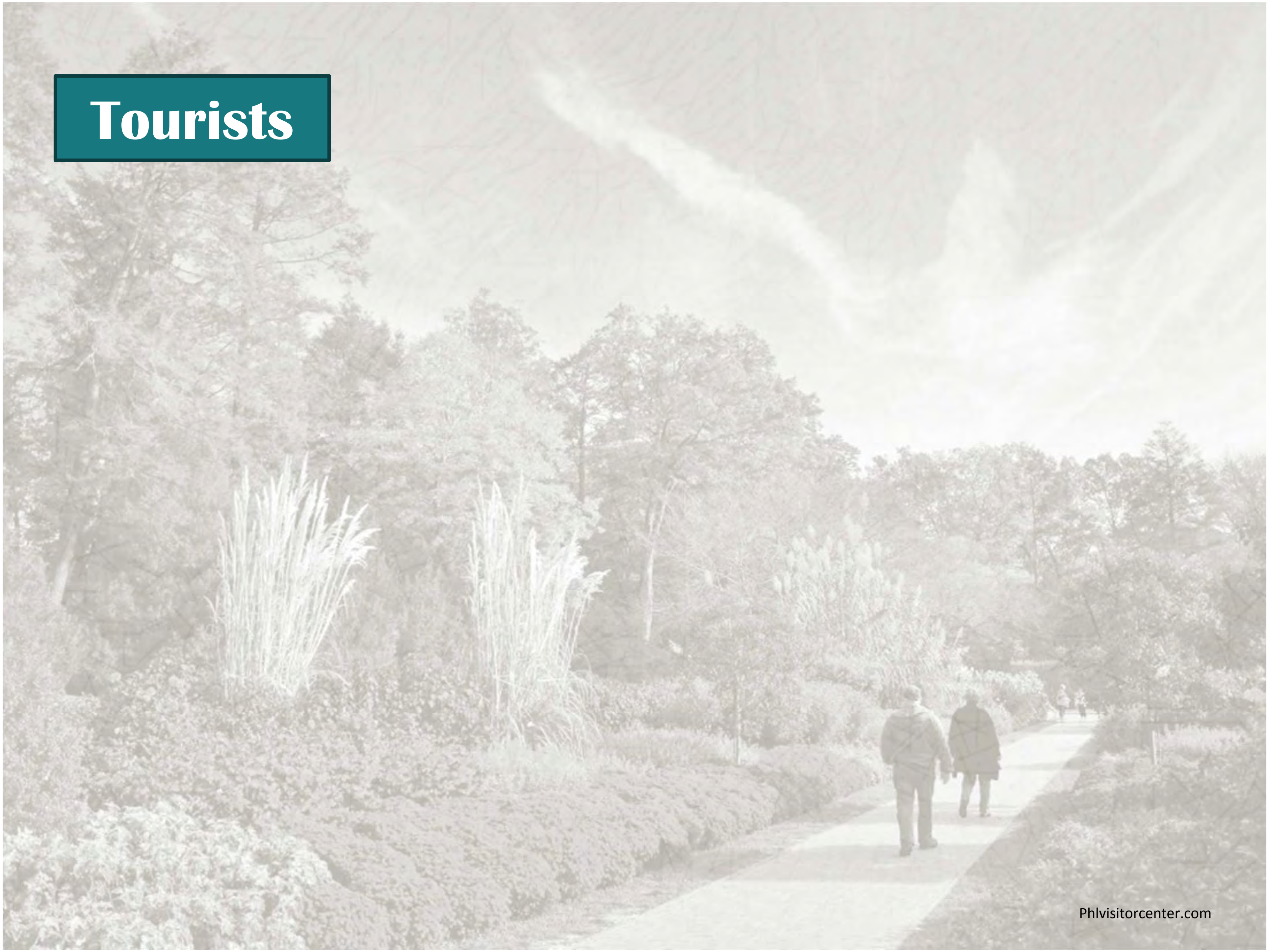
What we researched:

Question 1: Who is there to serve?

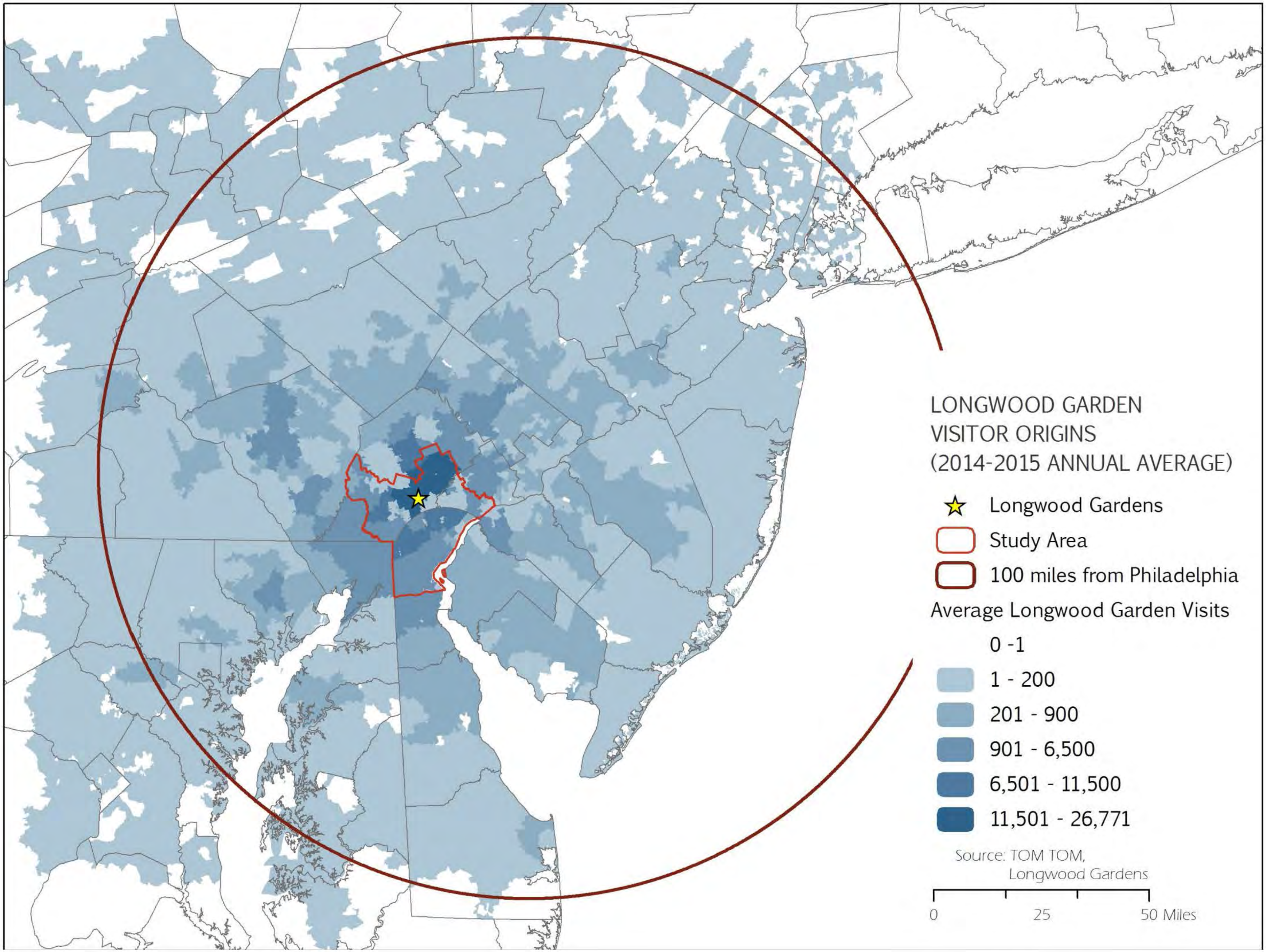
Question 2: Where are they coming from?

Question 3: Where are they going?

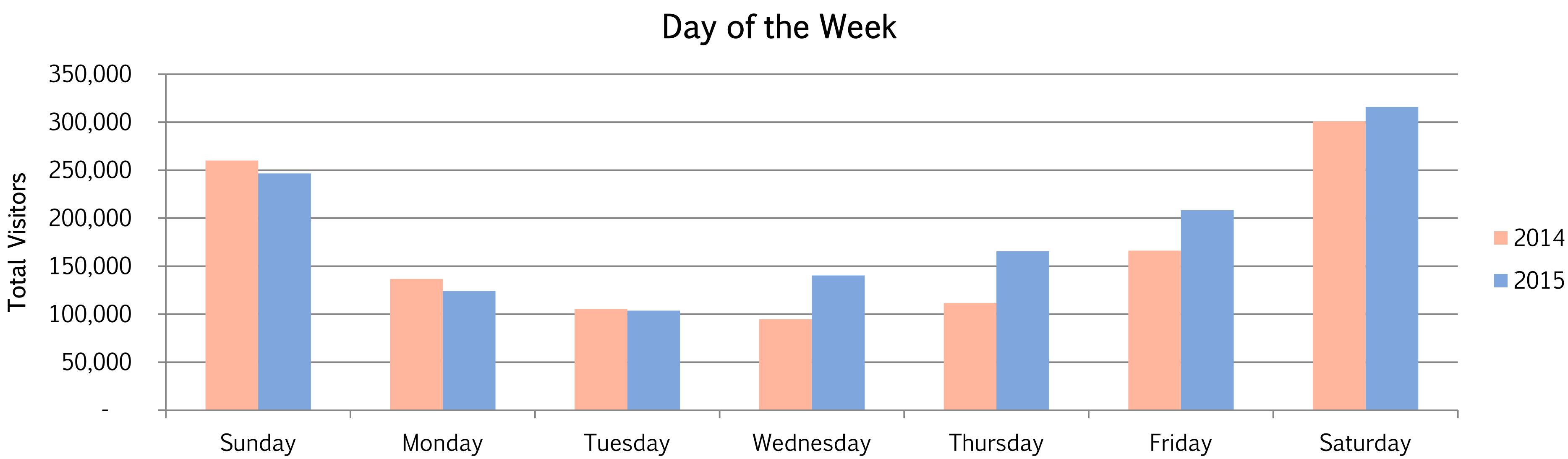
Tourists

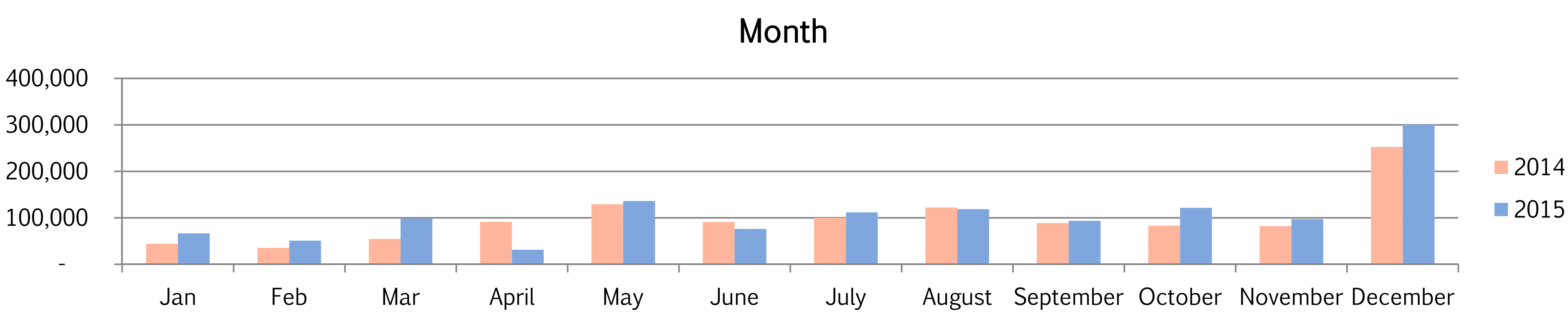


Phlvisitorcenter.com

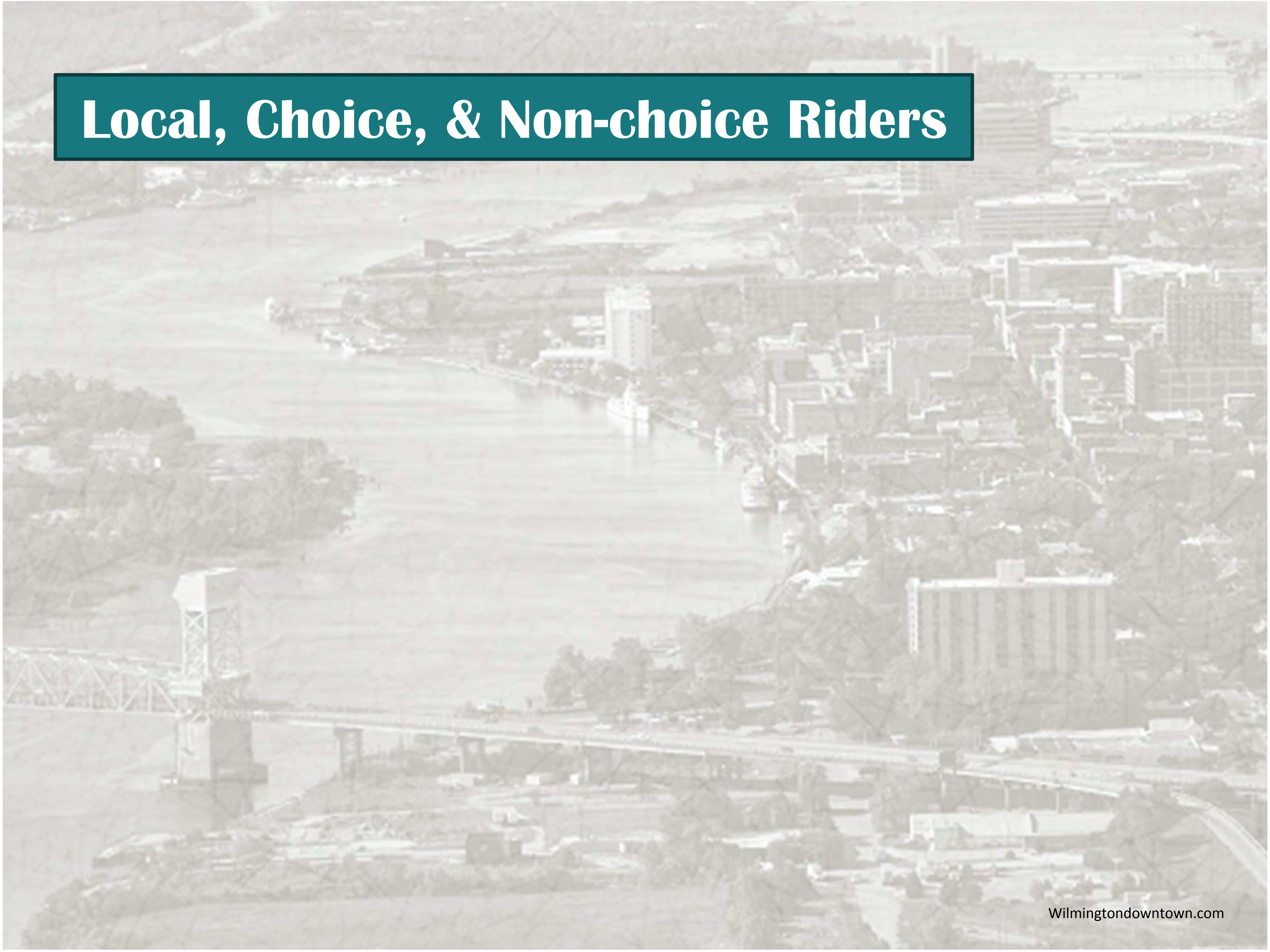

LONGWOOD GARDEN
VISITOR ORIGINS
(2014-2015 ANNUAL AVERAGE)
Longwood Gardens
Study Area
100 miles from Philadelphia
Average Longwood Garden Visits
0 -1
1 - 200
201 - 900
901 - 6,500
6,501 - 11,500
11,501 - 26,771
Source: TOM TOM,
Longwood Gardens
0
25
50 Miles

Longwood Gardens Visitor Distribution





Local, Choice, & Non-choice Riders



Wilmingtondowntown.com

Passenger Demographics

1. Age

2. Household Income

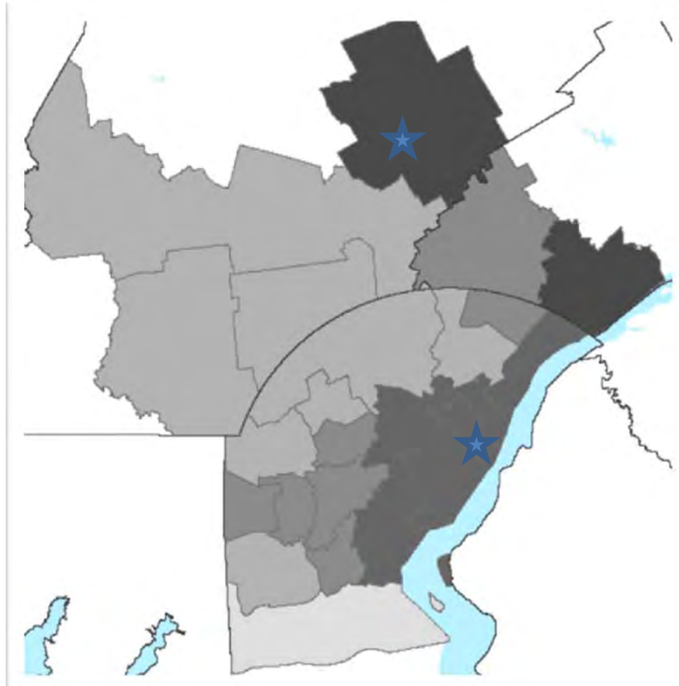
3. Number of Vehicles

Demographic Analysis

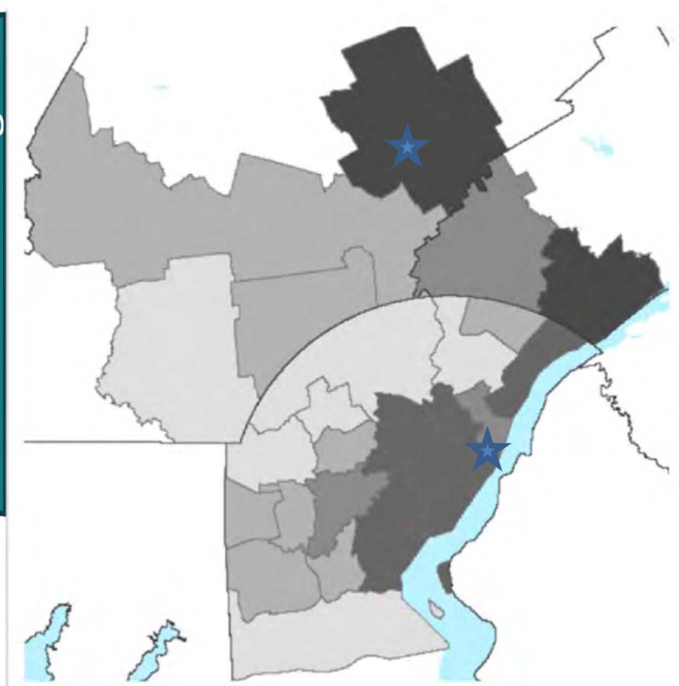
Local

Choice

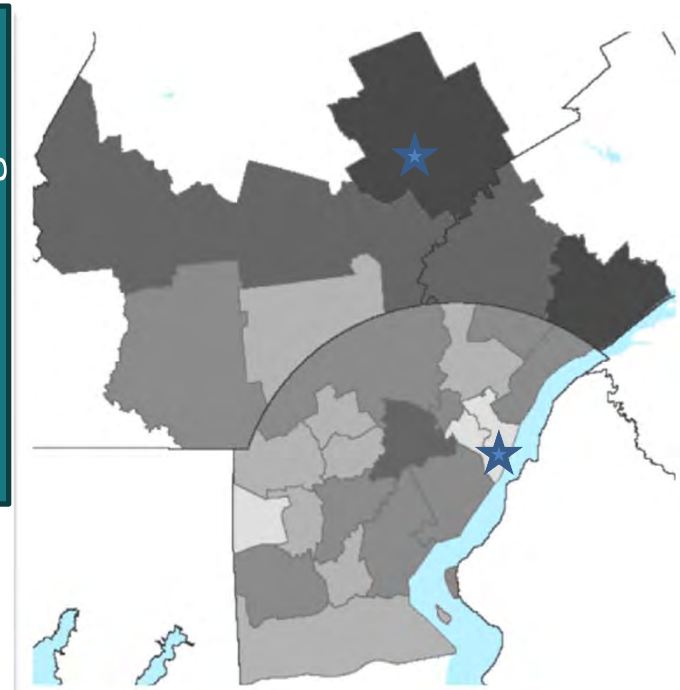
Non-Choice



Local Origins



Non-Choice Origins



Choice Origins

What we researched:

Question 1: Who is there to serve?

Question 2: Where are they coming from?

Question 3: Where are they going?

Travel Flow Analysis

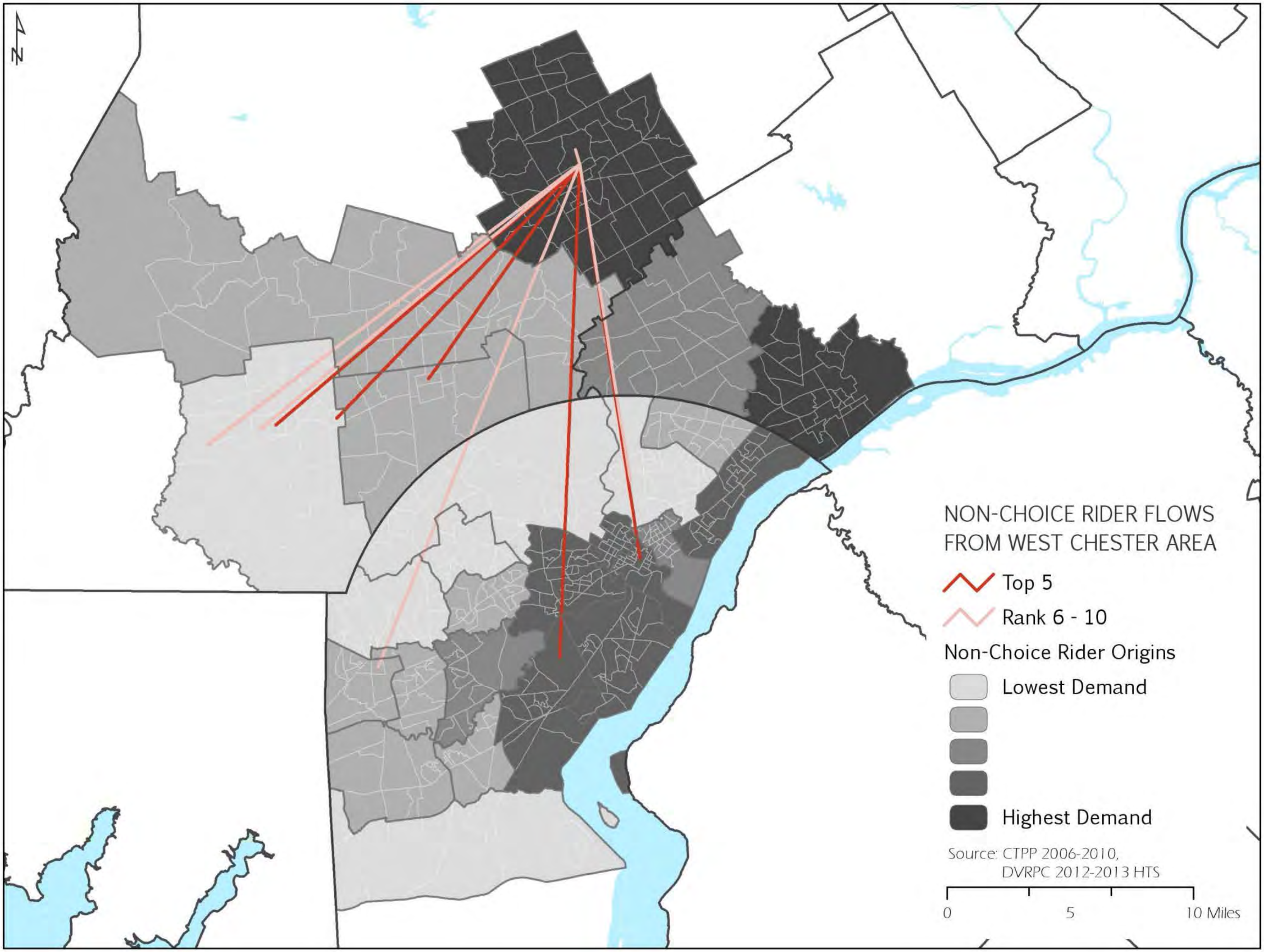
CTPP Census Transportation Planning Products

dvrpc HOUSEHOLD TRAVEL SURVEY

- 2006-2010
- Journey to Work (JTW) by mode and demographics
- Only work trips captured
- Used in analysis of *Non-Choice* and *Choice* commuters

- 2012-2013
- New Castle County not included
- Small sample size
- Few sources available for information about non-work trips
- Used in analysis of *Local* Riders

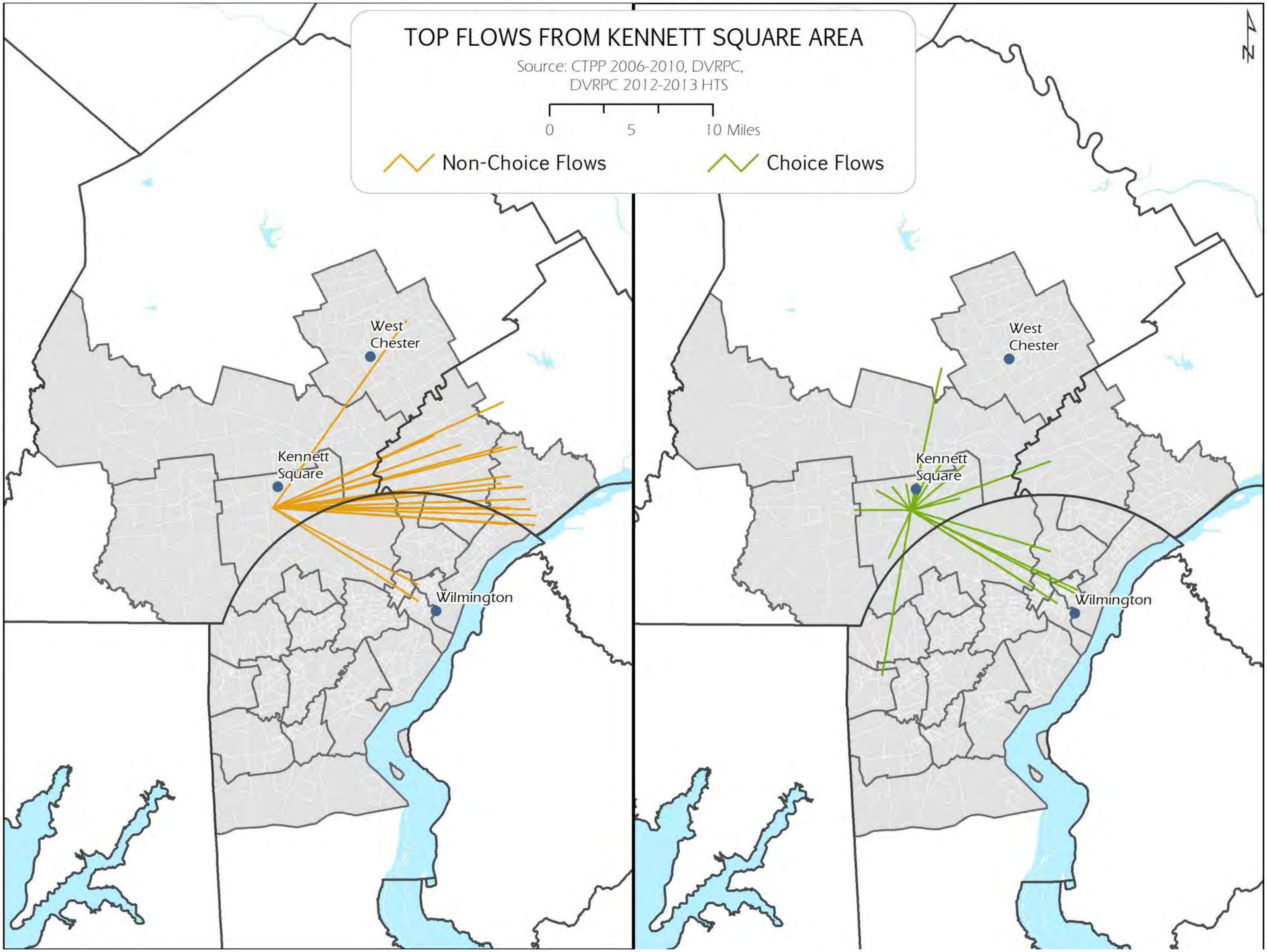
Source: www.fhwa.dot.gov, DVRPC

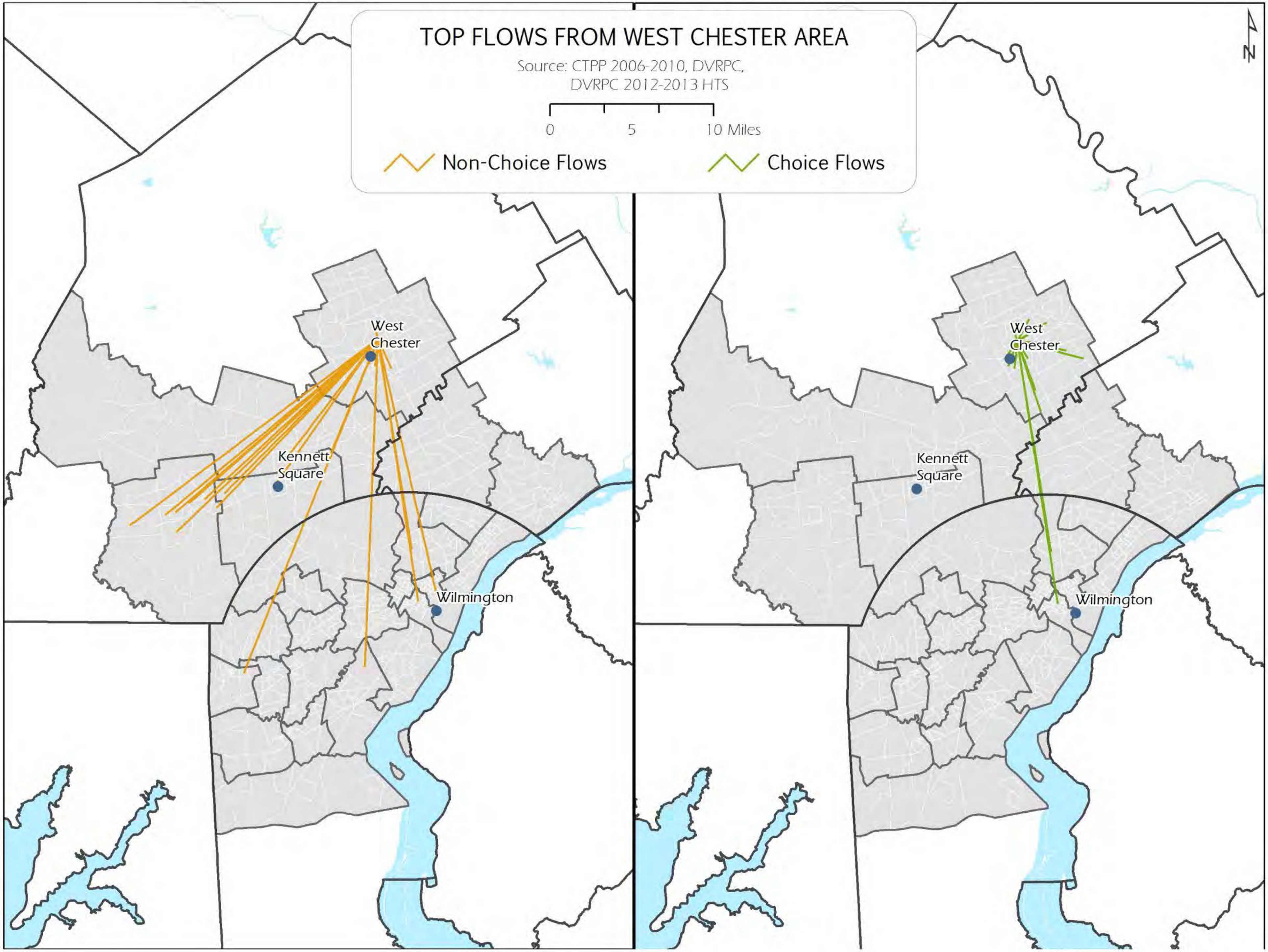


NON-CHOICE RIDER FLOWS
FROM WEST CHESTER AREA
Top 5
Rank 6 - 10
Non-Choice Rider Origins
Lowest Demand
Highest Demand
Source: CTPP 2006-2010,
DVRPC 2012-2013 HTS
0
5
10 Miles
N

Findings:

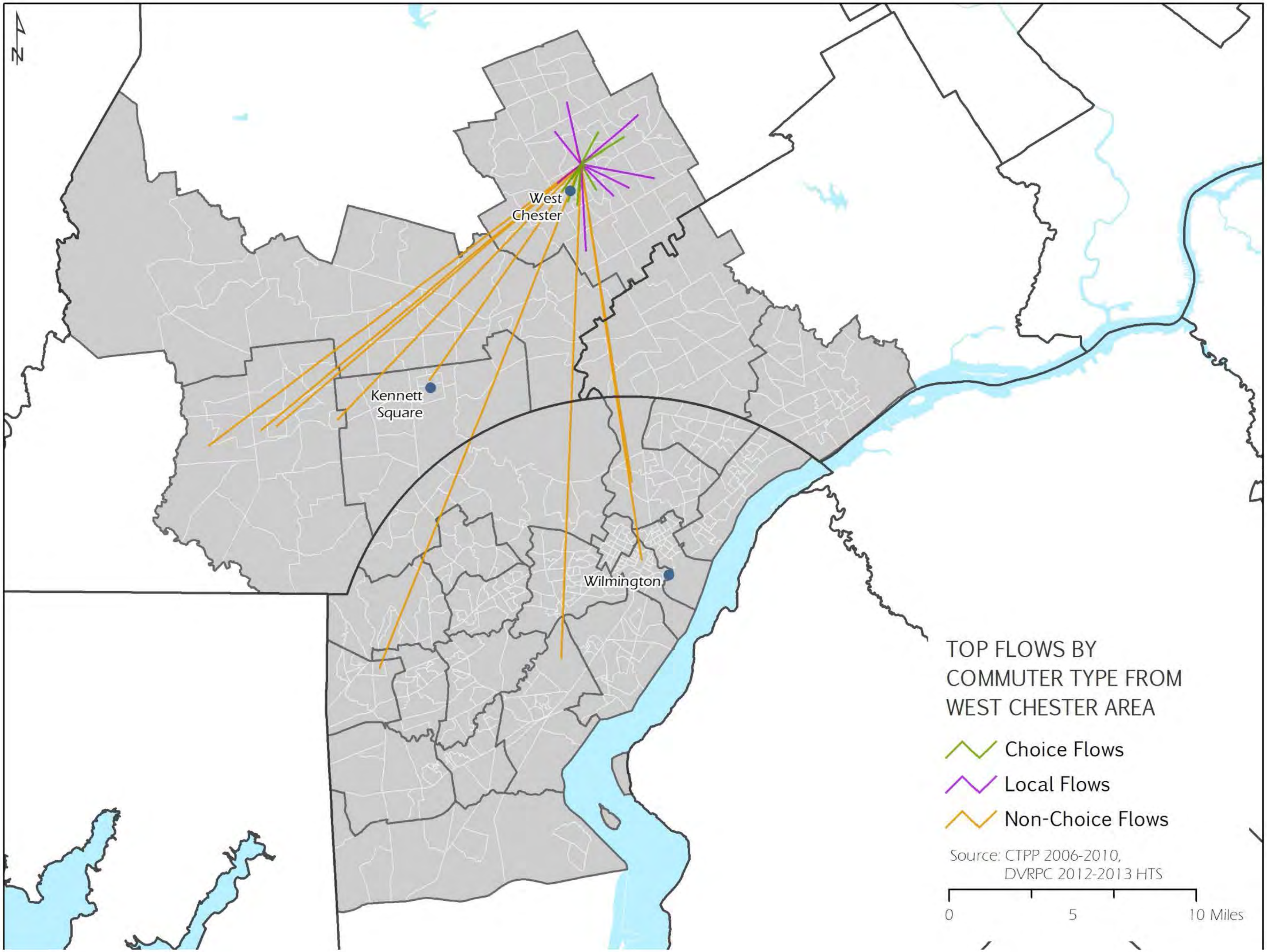
1. Non-choice commuters traveling farther than Choice commuters
   – Choice riders do travel farther to Wilmington area


TOP FLOWS FROM KENNETT SQUARE AREA
Source: CTPP 2006-2010, DVRPC, DVRPC 2012-2013 HTS
0
5
10 Miles
Non-Choice Flows
Choice Flows
West Chester
Kennett Square
Wilmington
West Chester
Kennett Square
Wilmington
N


TOP FLOWS FROM WEST CHESTER AREA
Source: CTPP 2006-2010, DVRPC, DVRPC 2012-2013 HTS
0
5
10 Miles
Non-Choice Flows
Choice Flows
West Chester
Kennett Square
Wilmington
West Chester
Kennett Square
Wilmington

Findings:

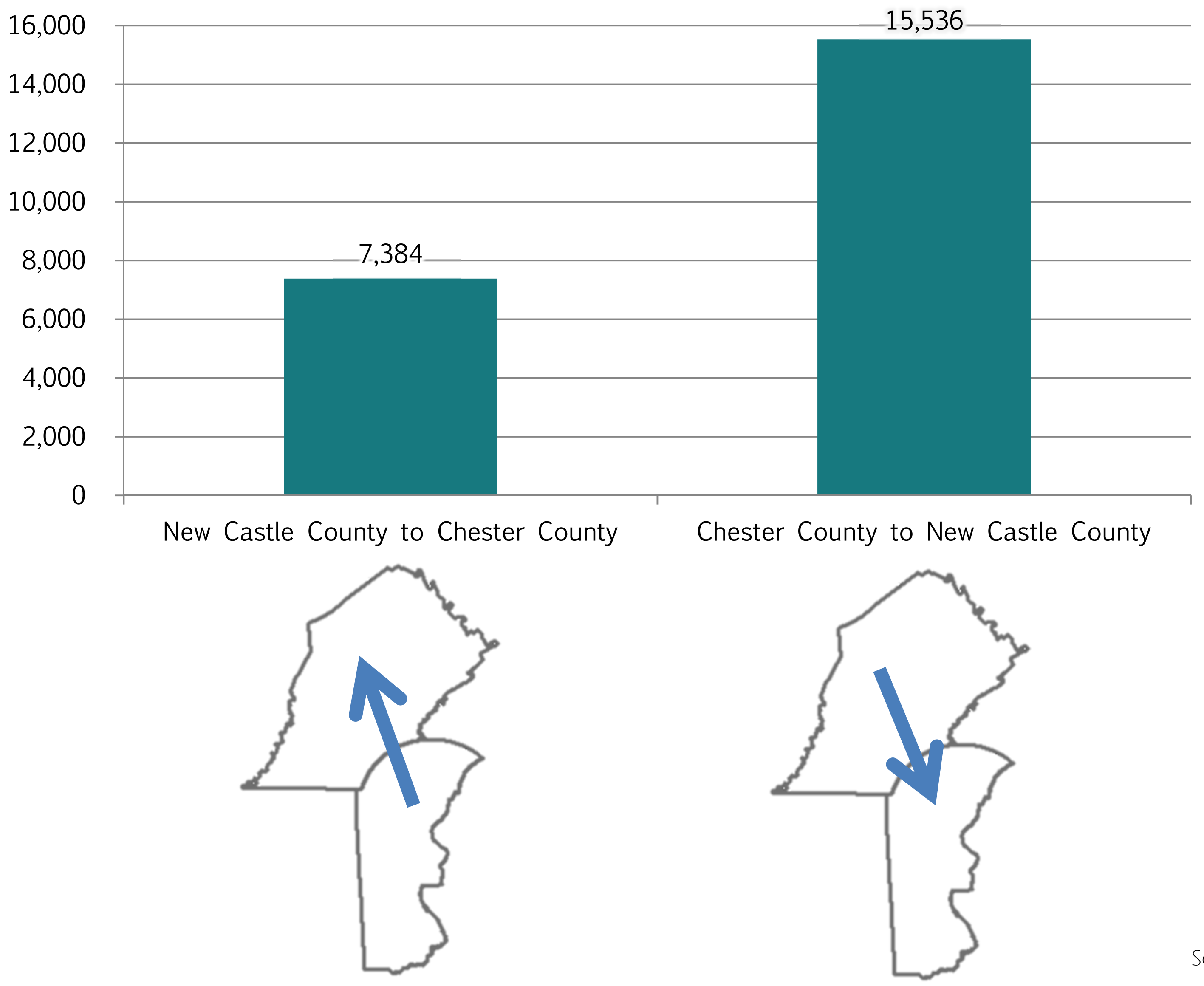
1. Non-choice commuters traveling farther than Choice commuters
   – Choice riders do travel farther to Wilmington area
2. Local riders come from similar areas as Non-Choice riders, but make much shorter trips


West Chester
Kennett Square
Wilmington
TOP FLOWS BY COMMUTER TYPE FROM WEST CHESTER AREA
Choice Flows
Local Flows
Non-Choice Flows
Source: CTPP 2006-2010, DVRPC 2012-2013 HTS
0
5
10 Miles

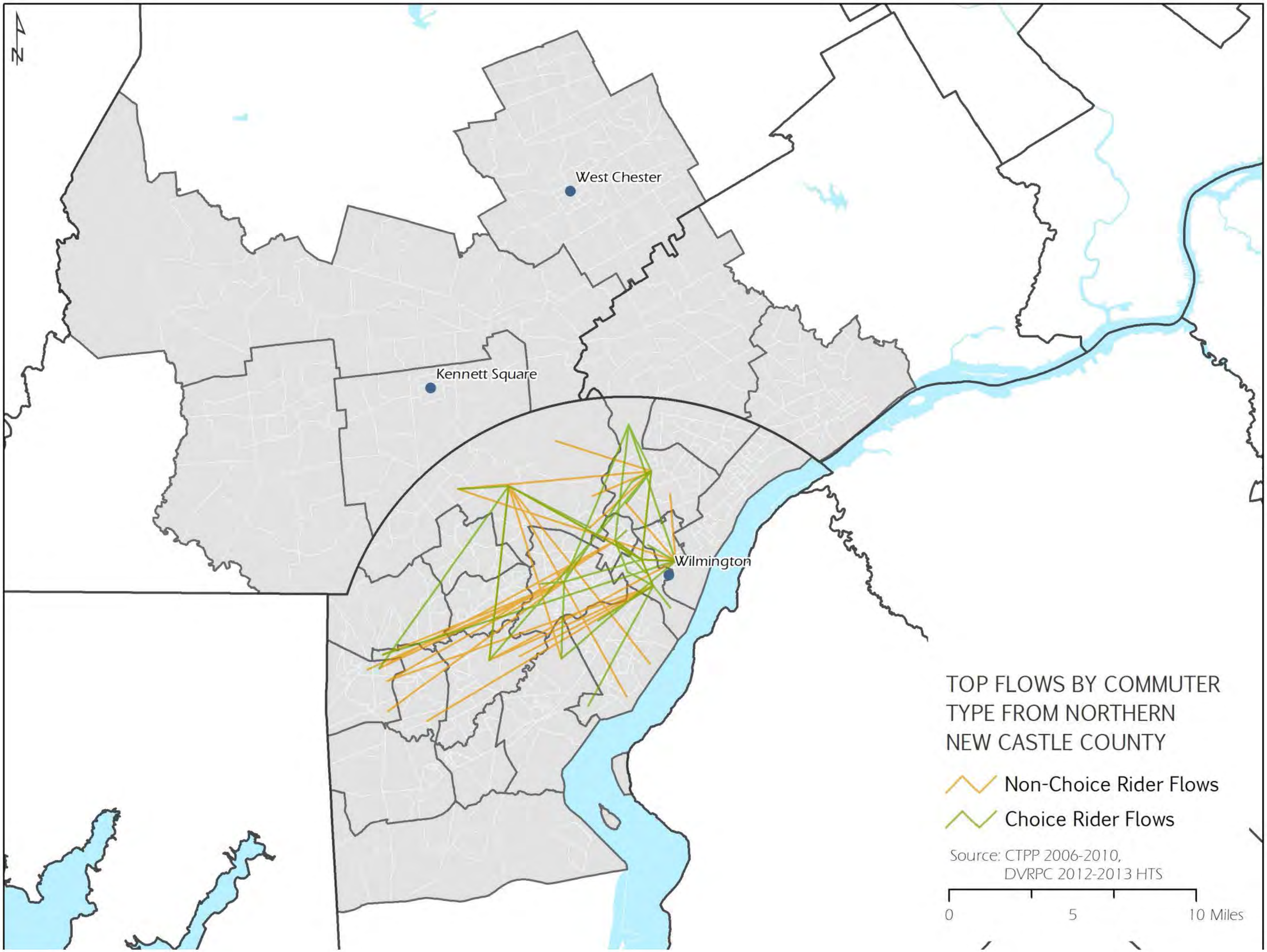
Findings:

1. Non-choice commuters traveling farther than Choice commuters
   – Choice riders do travel farther to Wilmington area
2. Local trips are shorter
3. Fewer trips from New Castle to Chester County

Commuter Trips



Source: On the Map


West Chester
Kennett Square
Wilmington
TOP FLOWS BY COMMUTER TYPE FROM NORTHERN NEW CASTLE COUNTY
Non-Choice Rider Flows
Choice Rider Flows
Source: CTPP 2006-2010, DVRPC 2012-2013 HTS
0
5
10 Miles

What we learned…

Study area travel patterns.

Context appropriate transportation alternatives.

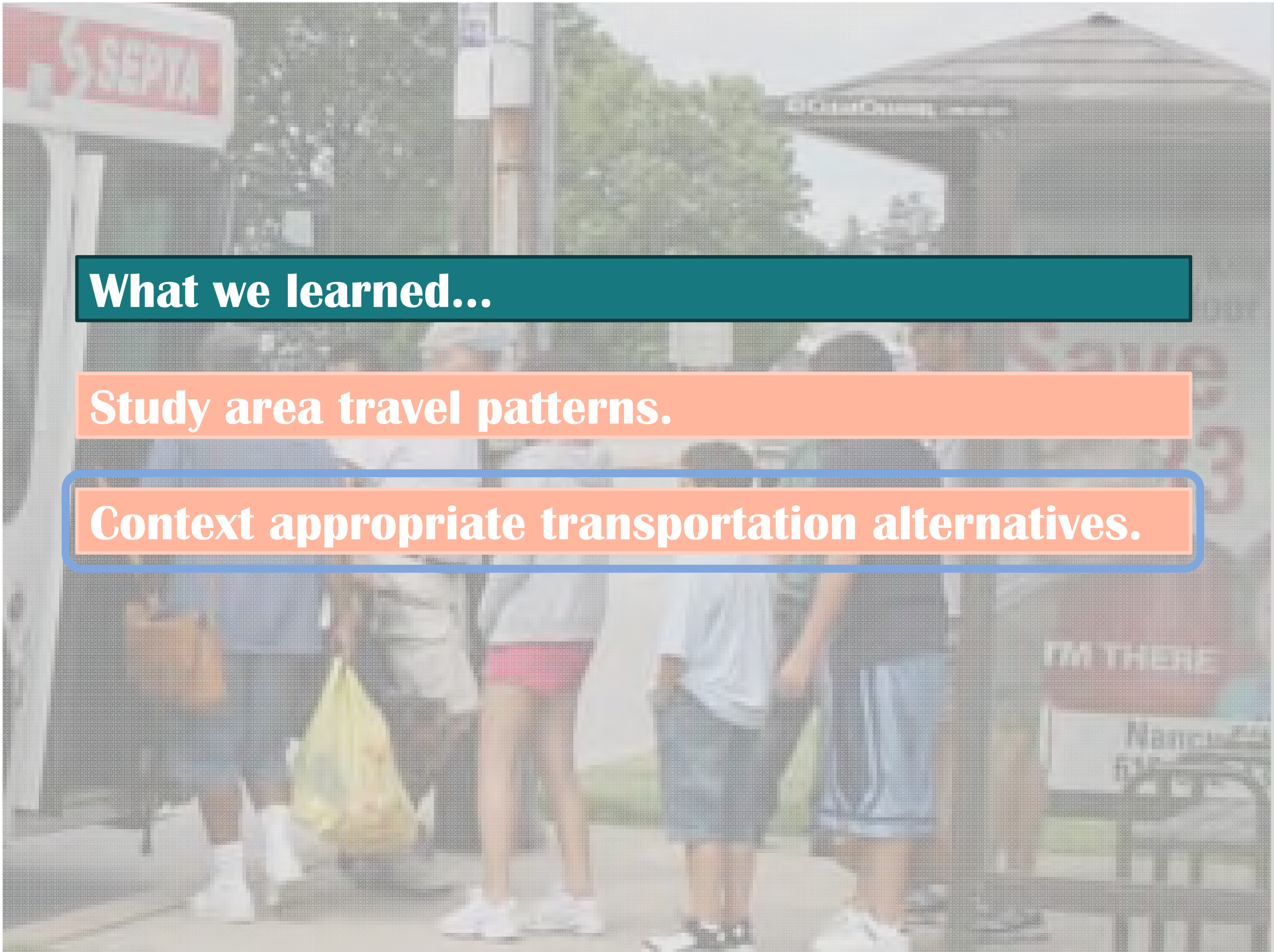
Study area travel patterns

- The highest concentration of Longwood Gardens visitors come from nearby
- Non-choice riders make the longest trips
- Choice commuters and Local riders stay closer to home
- Trips from Chester County to Wilmington are common in both commuter types
  - Reverse direction trips are less common

What we learned…

Study area travel patterns.

Context appropriate transportation alternatives.



Context appropriate transportation alternatives

Shuttle

Limited Stop Bus Service

Vanpool Services

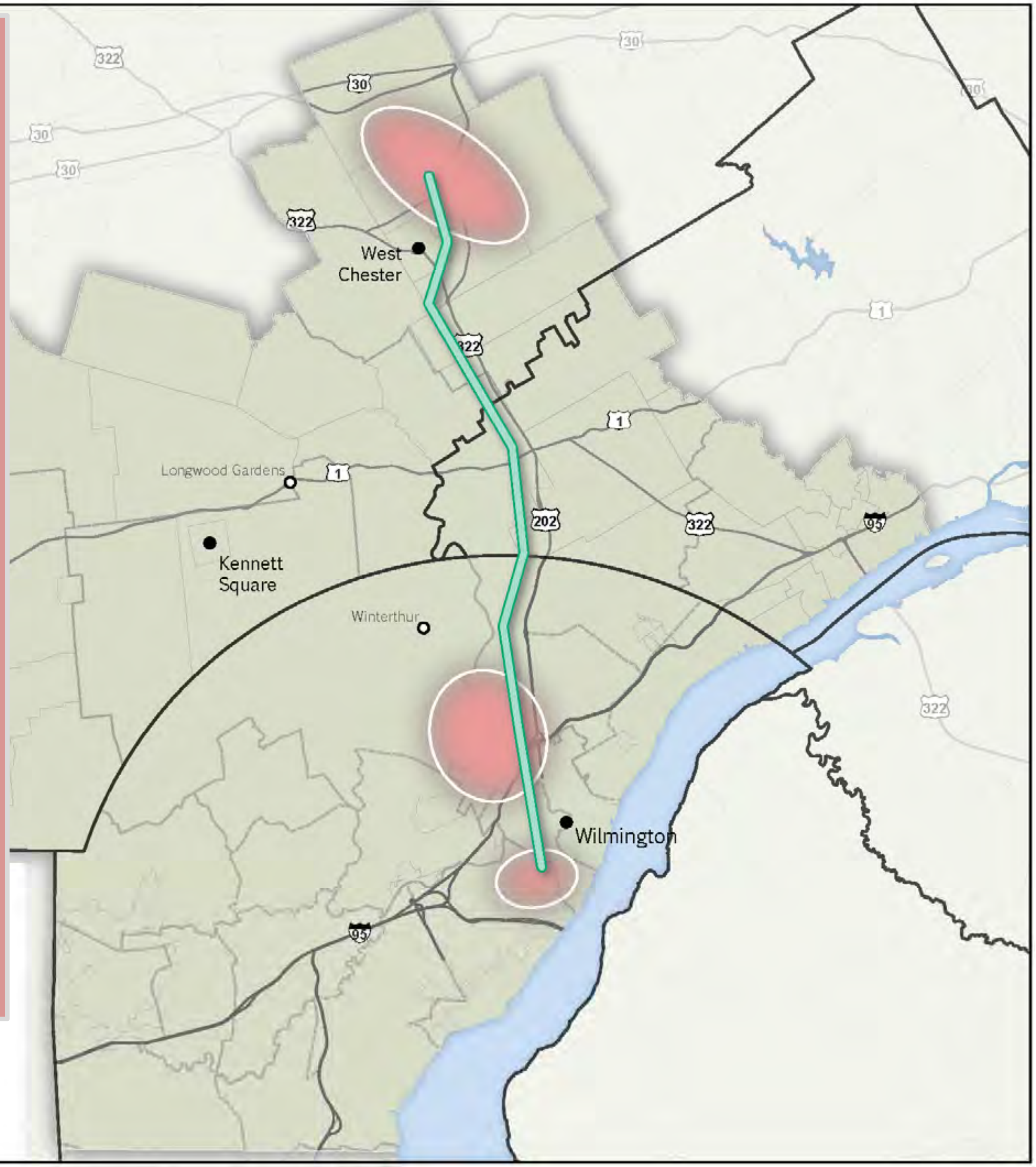
- Privately Administered
- Publicly Administered
- On-Demand

Limited Bus Stop Service – DART Route 47

- Coordination with DART, Staffing Agency, and Employer to identify transit demand
  - Employee shift times
  - Trip origins for current and prospective employees
- Minimum fixed bus stops
- Flag stops throughout a portion of the route
- Mid-size vehicles (36 people) and connections to DART bus routes

- Regional version of service along US Route 202
- Limited stops
- Link with shuttle or other public transit service
- Coordinate schedule with employers
- Likely publicly coordinated and possibly shared costs

Takeaway: Only able to serve limited locations to provide fixed route and frequent service.



Vanpools – Enterprise Rideshare and vRide

Newark to Westchester -- Join This Vanpool

Keep Looking

"undefined"

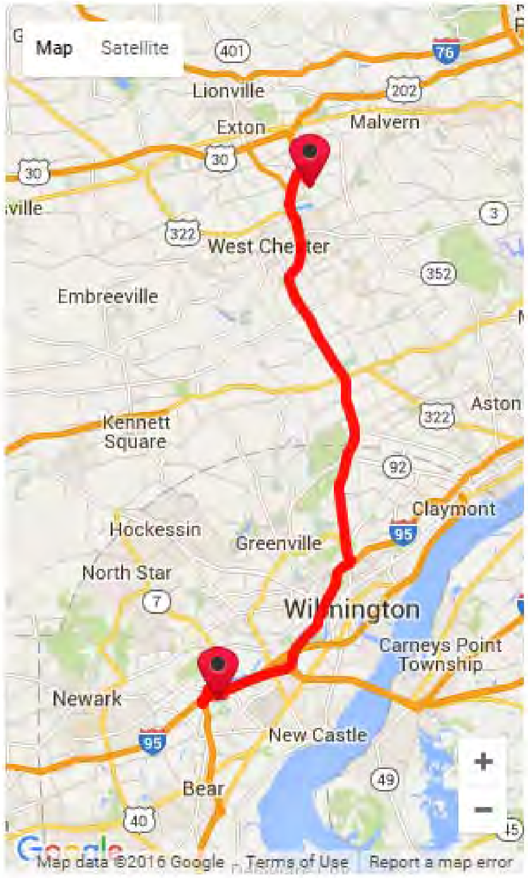
Tell us about your commuting needs

This Vanpool's Commute Times, Routes and Information

		Work-bound	
>	Leave	08:00AM	11 Capano Drive, Newark
	Arrive	09:00AM	1354 East Boot Road, West Chester
		Home-bound	
<	Leave	05:00PM	1354 East Boot Road, West Chester
	Arrive	06:00PM	11 Capano Drive, Newark

SUN	MON	TUE	WED	THU	FRI	SAT
	★	★	★	★	★	

- In Formation
- Seats available!
- 1 members



Tell Us About Your Commute Needs

Which days will you commute?

SUN	MON	TUE	WED	THU	FRI	SAT
☐	☑	☑	☑	☑	☑	☐

☑ This is a round trip commute

Do you wish to drive or just ride?

Passenger ▾

Your Message

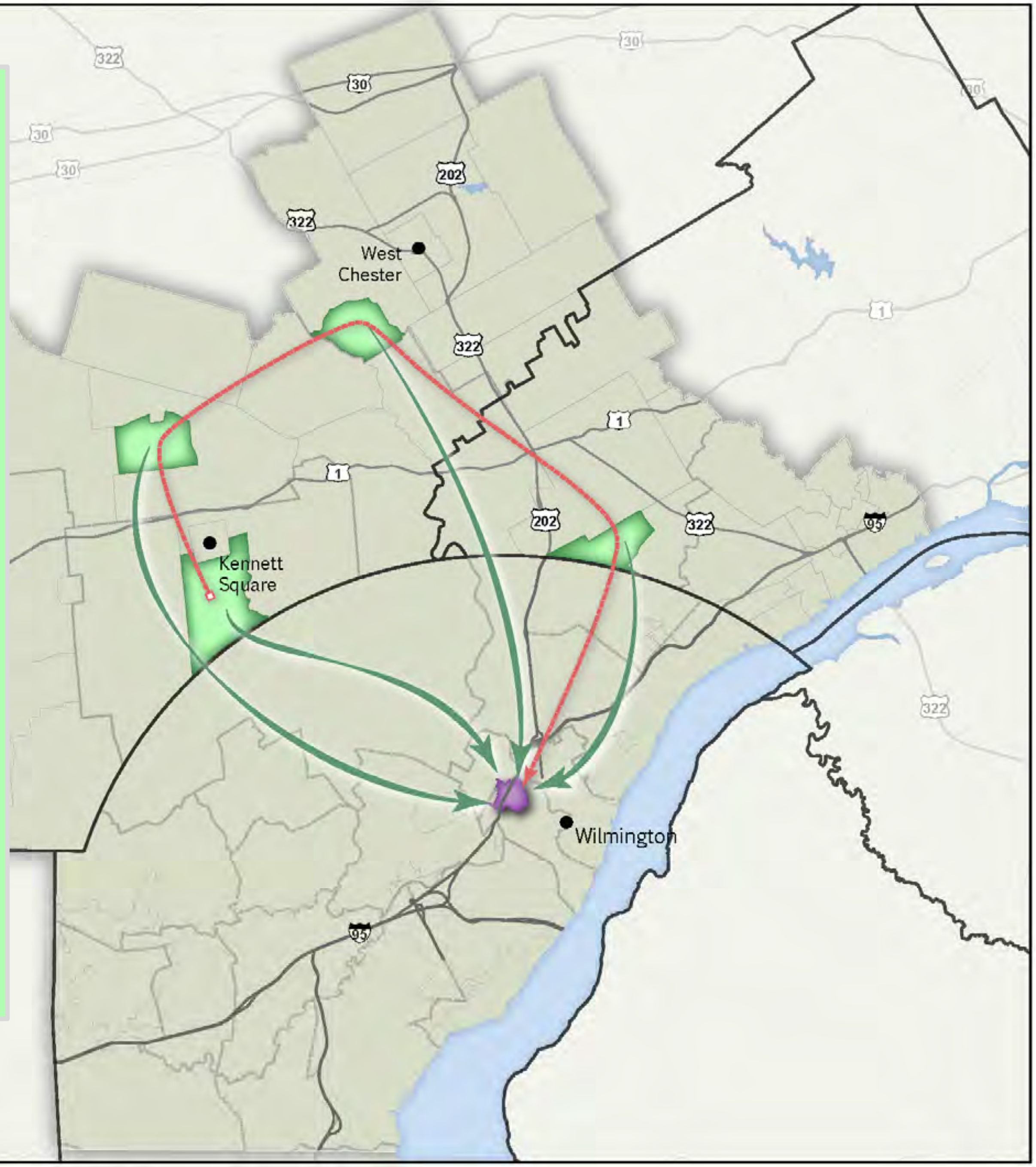
NOTE: You can enter additional useful information. For example: "I'm not going the full way," or "7:30am would suit me better..."

Enter optional message

JOIN

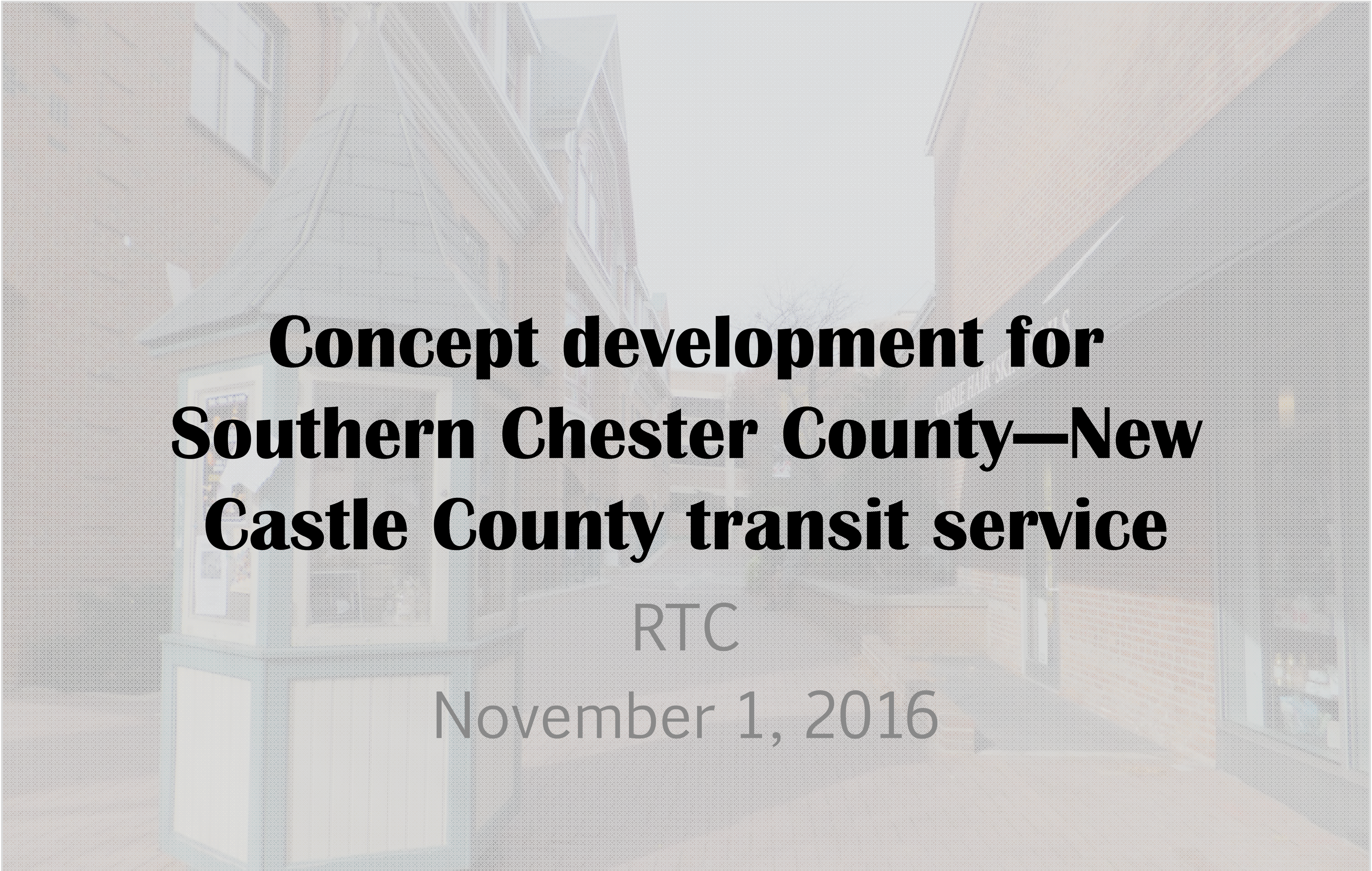
- Participation needed up front
- Need coordination from participants
- Determine interest from municipalities, employers, etc.
- More destinations and smaller vehicles
- Costs can be shared

Takeaway: More likely to be able to provide higher mobility to a dispersed population



What makes a successful service?

- Identify transit demand locations
- Direct marketing that is right for the community
- Education strategy
- New partnerships
- Communication between all partners
- Contract with participants
- Clear and desirable subsidies
- Establish incentives that are sustainable



Concept development for Southern Chester County—New Castle County transit service

RTC

November 1, 2016

DVRPC – RideECO Program
Marketing Research
Summary Presentation

Prepared for

Stacy Bartels
Erin Burke

Delaware Valley Regional Planning Commission

November, 2016

Industrial Research Center
628 Brooke Lane, Suite 201
Glen Mills, PA 19342
Ph 610-459-4707
www.IndustrialResearchCenter.com

BACKGROUND

- Administered by DVRPC since 1991
- Serves Southeast PA, South NJ, Northern DE
- Currently 550 employers participating
- Estimated 10-15,000 participating employees
- Program re-branded as RideECO in 2012

BACKGROUND

RideECO is a commuter benefit program

- Tax advantages for employees and employers (IRS Code 132(f))
- Provided as benefit by employers or paid on pre-tax basis by employees
- Permanent Monthly Cap is $255 (with cost of living increases)

BACKGROUND

- Two Program Options
  - RideECO (Bulk): Vouchers, PATCO FREEDOM cards
  - RideECO Select: Above plus RideECO Stored Value Card (SVC) and SEPTA monthly passes, 10-trip tickets
    - Streamlined administration, mailed to employees

OBJECTIVES

- Measure customer satisfaction with RideECO
- Measure importance of benefits of RideECO
- Measure interest in possible improvements to RideECO
- Identify perceived strengths and weaknesses of RideECO

- Identify transit systems used and fares purchased using RideECO
- Measure increases in transit usage due to implementing a RideECO commuter benefit

- Measure strength of message and promotion
- Determine best outlets to reach two target markets

RESEARCH METHODOLOGY

Quantitative Research – Employees

Online Survey – 901 responses

Qualitative Research – Employers

Focus Groups – 3 groups in Philadelphia
Telephone Interviews – 4 former customers and 4 current customers, based outside the Philadelphia area

Quantitative Research – Employers

Online Survey – 136 responses

SUMMARY CONCLUSIONS

Employee Survey

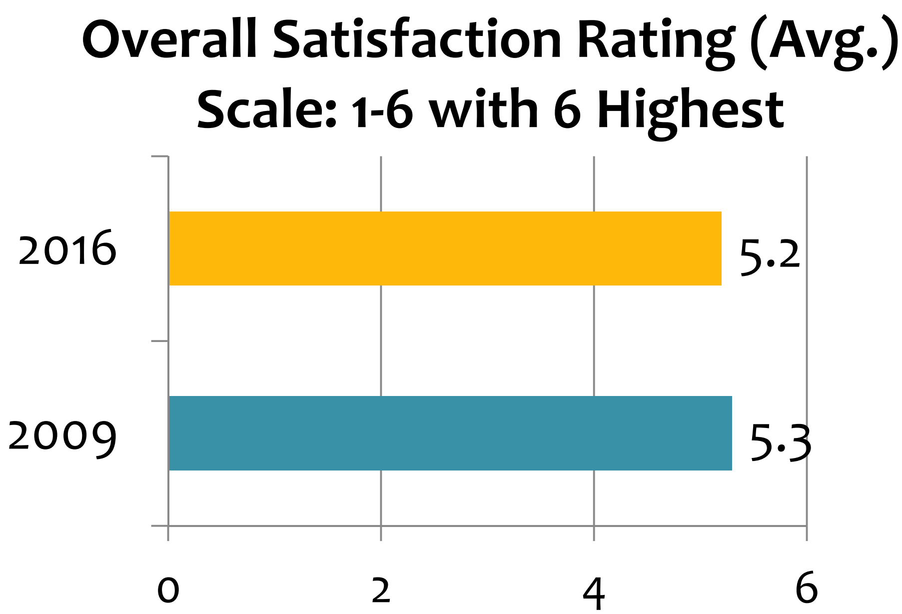
RideECO significantly encourages use of public transit

- 18.7% of new RideECO users are also new transit users
- 65% of those new transit users ride 10+ trips/week
- Ridership also up among existing transit users
- Participants shift to more monthly passes
    - 60% Monthly passes vs. 34% prior to RideECO
    - 17% vs. 10% prior to RideECO for PATCO FREEDOM cards
- 47% of RideECO users increase their usage of transit

SUMMARY CONCLUSIONS

Employee Survey

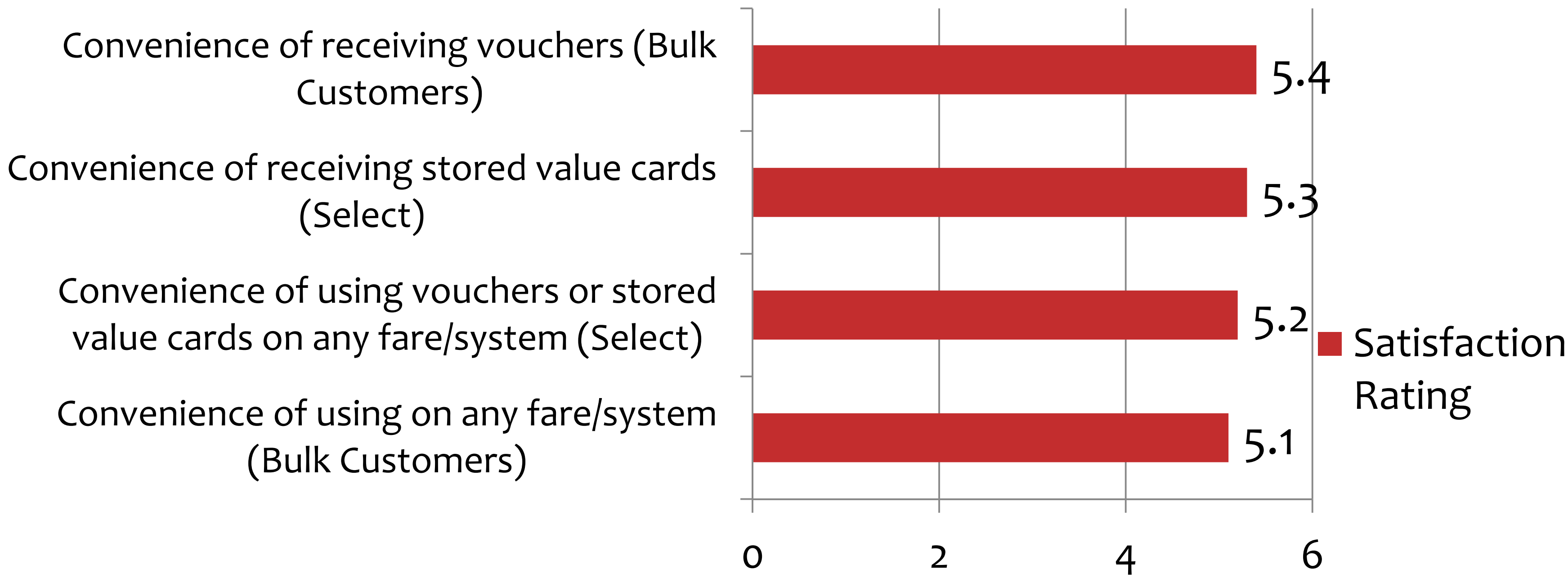
Satisfaction With RideECO Remains High



SUMMARY CONCLUSIONS

Employee Survey

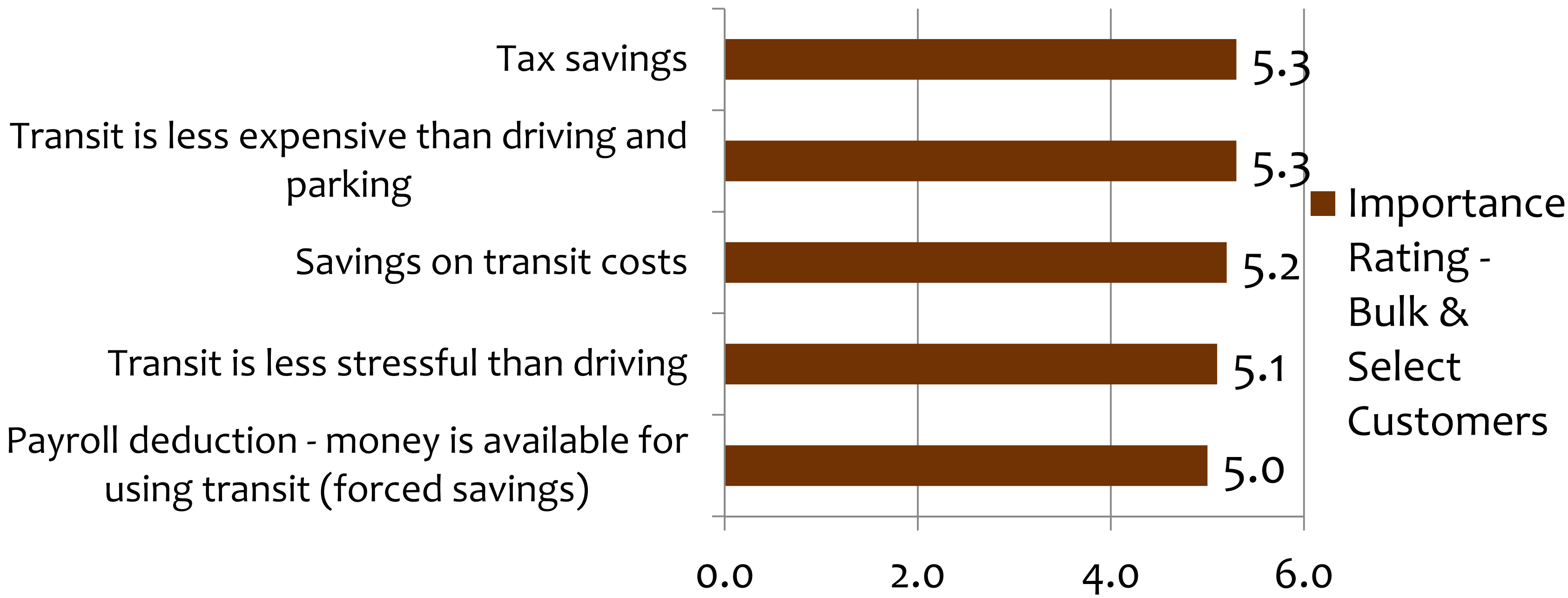
High Ratings for Convenience of RideECO



SUMMARY CONCLUSIONS

Employee Survey

Most Important Benefits are Tax Savings and Transit Savings



SUMMARY CONCLUSIONS

Employers – Customers of RideECO

Qualitative Research – Employers

- Focus Groups – 3 groups in Philadelphia
- Telephone Interviews – 4 former customers and 4 current customers, based outside the Philadelphia area

SUMMARY CONCLUSIONS

Employers

Focus Group Findings – Administrators

- RideECO is easy to administer and takes less than one hour per month
- New administrators at existing customers receive insufficient training from the previous administrator on RideECO
- Administrators are very interested in attending a seminar provided by RideECO on SEPTA Key

SUMMARY CONCLUSIONS
Employers

Focus Group Findings – Administrators

- Spending less than 1 hr/month on RideECO, the administrators show low interest/engagement in RideECO
- Administrators are making insufficient efforts to promote RideECO to their non-participating employees – primarily promoting only to new hires, not existing employees
- Administrators recommend marketing to other employers through benefit consultants (and their associations) and to human resource directors (and their associations)

SUMMARY CONCLUSIONS
Employers

Telephone Interviews with Former Administrators

- Former customers primarily chose a different vendor, which offered a transit benefit along with other benefits, plus management of their benefits program
- Other vendors offer:
  - Flexible spending account
  - Multiple benefits and benefit options (ex: 125 plans, retirement)
  - Management of the employer's benefits program
- Former customers are not likely to return, but would recommend RideECO to other employers

SUMMARY CONCLUSIONS

Employers

Telephone Interviews with Administrators

- Interviewed 4 customers based outside of the Philadelphia area, but have offices in Philadelphia
- All administer commuter benefits for employees in multiple cities
- All feel RideECO is easy to administer, even though they are not local
- Only challenge is the lead times required for Select customers' orders

Savings, everywhere you turn

SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

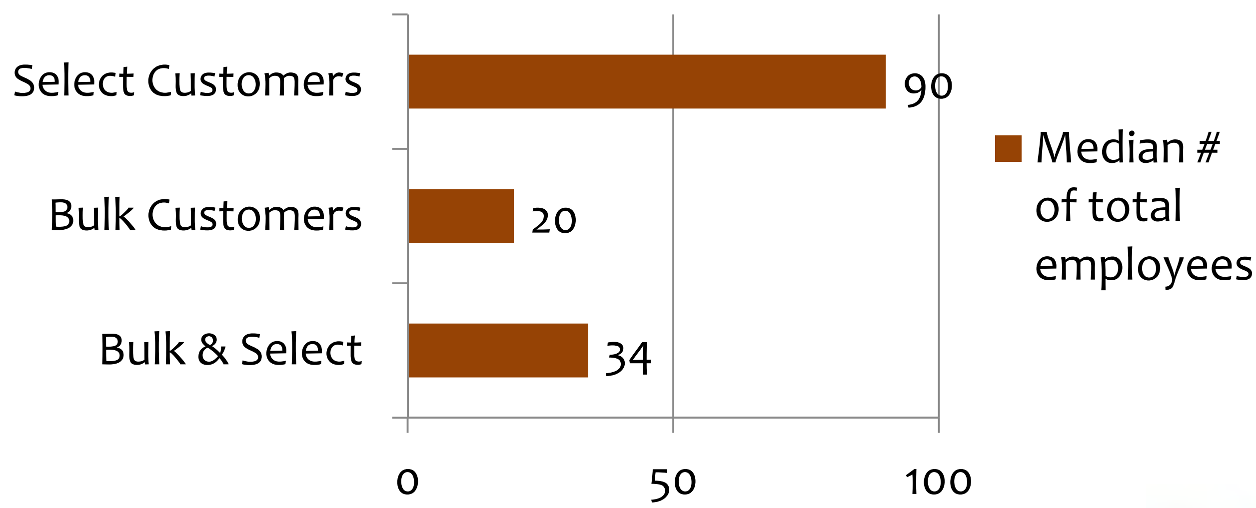
- 62% of the survey respondents have been RideECO customers for more than 5 years
- In the 2009 survey, only 40% of the respondents had been customers for more than 5 years

SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

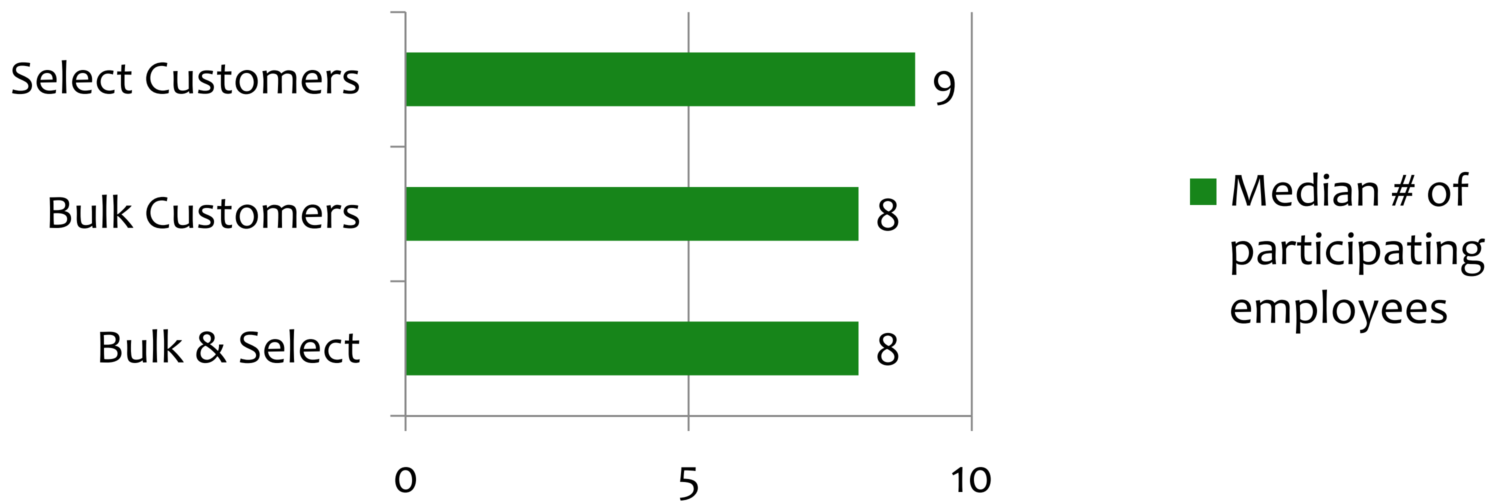
Number of Employees per Company



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

Number of RideECO Participants per Company



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

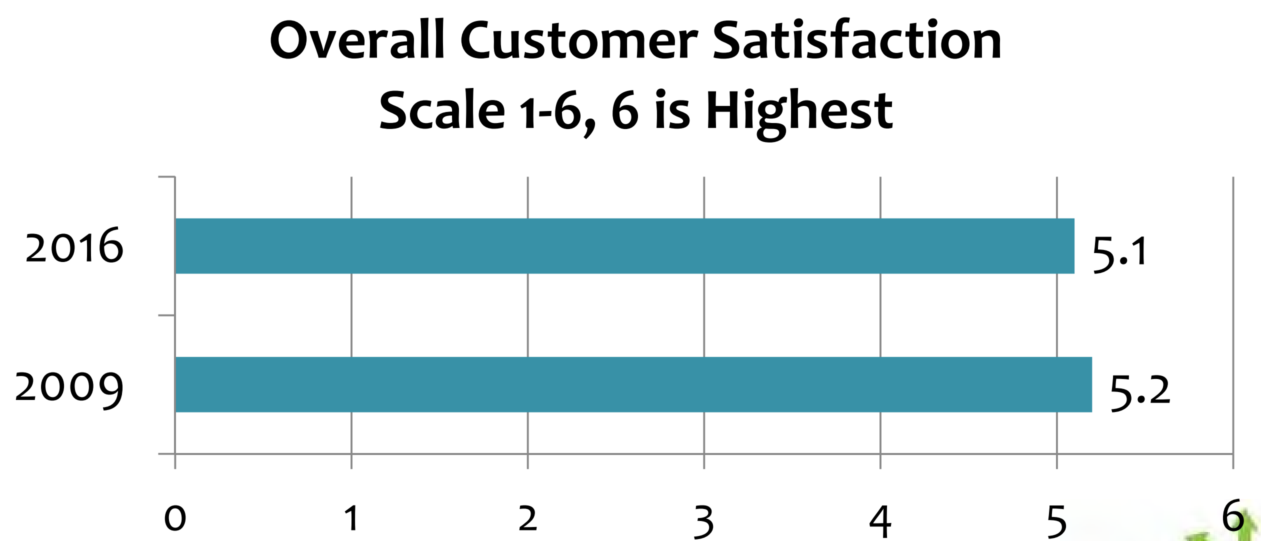
- Enrollment Percentage (# participants / # employees)

2016	Bulk Customers – Median	40%
2016	Select Customers – Median	12%

SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

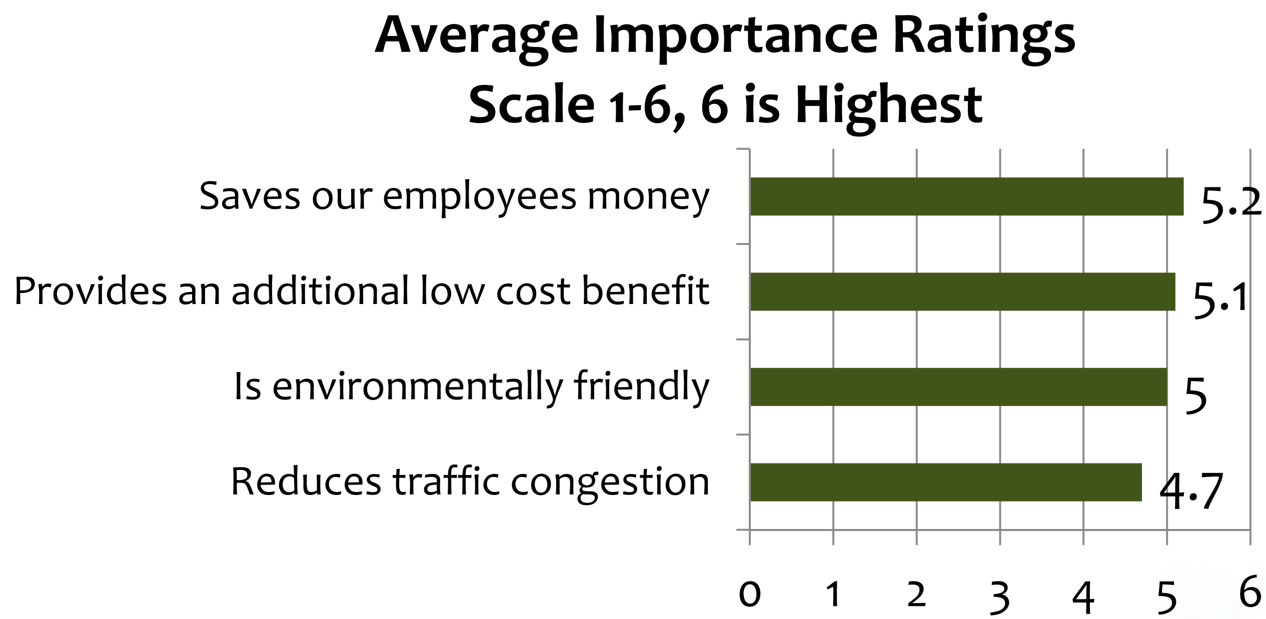
- Overall Customer Satisfaction at Same Level as in 2009



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

- The most important benefits of RideECO are:



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

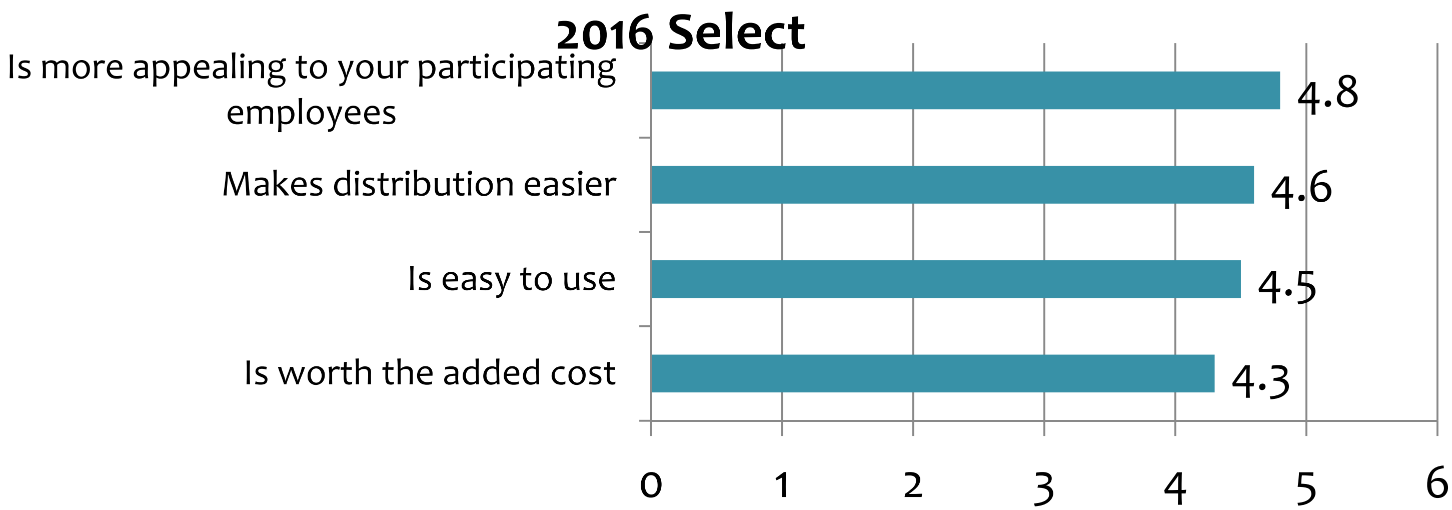
- Administering RideECO is generally easy
  - 75% of administrators spend less than 1 hr/month
  - Administrators give high satisfaction ratings for most aspects of administering RideECO
  - RideECO Select administrators give somewhat lower ratings for:
    - Ordering process for their participating employees
    - Making adds/deletes/changes

SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

- Administrators for RideECO Select are generally satisfied with the benefits of RideECO Select



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

- Most administrators for RideECO are very likely to recommend RideECO to other employers

	Average Rating (Scale 1-6)
Total Bulk & Select	**5.2**
Bulk Customers	5.3
Select Customers	4.9

SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

Suggested improvements to help Administrators:

- Lower costs/fees, lower shipping costs
- Electronic payment instead of vouchers (i.e. electronic voucher/ticket)
- Making the ordering process simpler (Select & Bulk)
- Making the RideECO Select portal more user-friendly for their participating employees

SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

- For marketing to other employers, they recommend focusing on cost savings for their employees

- Most employers have seen advertising for RideECO

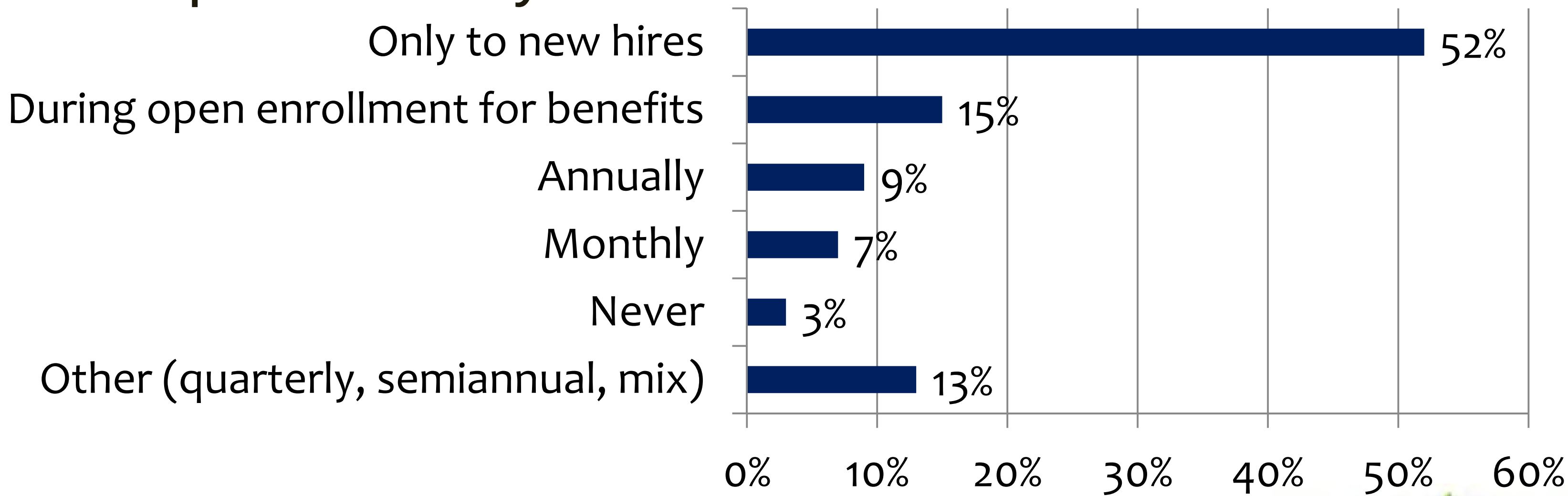
Ad on transit	71%
Website	22%
Email blast	17%

SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

- 55% of employers do not promote RideECO or promote only to their new hires

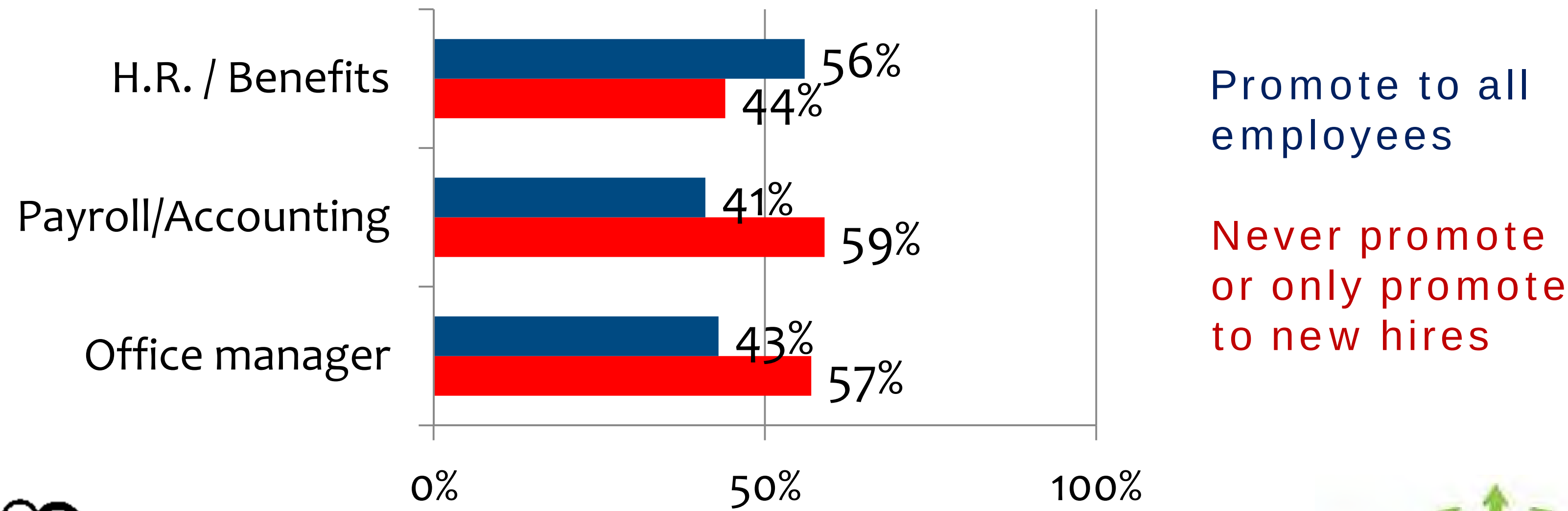


SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

- H.R. departments are most likely to promote RideECO to all employees



SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

- Employers that do promote RideECO:
  - When recruiting, interviewing, or making offers
  - New hire briefing/orientation/onboarding
  - Open enrollment for benefits (for all employees)

SUMMARY CONCLUSIONS

Employers

Quantitative Online Survey

- RideECO Select customers are more likely than Bulk customers to use promotional materials provided by RideECO

SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

- Employers are not receiving too much information from RideECO

	Currently Receiving Info.
Never	22% *
Not enough information	15%
Just enough information	59%
Too much information	4%

- Email is the preferred form of communication from RideECO

* RideECO staff checked activity on electronic messages sent and found this actual number to be lower than reported.

SUMMARY CONCLUSIONS
Employers

Quantitative Online Survey

- Most employers have visited www.RideECO.org

Within past 30 days *	40%
Within past 3 months	16%
Within past 6 months	6%
Within past year	18%
Never	15%
Other	6%

* Possibly overstated since some respondents may confuse this site with their ordering site.

PROJECT LEADER – Don Heilala

President – Industrial Research Center, Newtown Square, PA
610-459-4707

Background: Owner of IRC for over 20 years
Former Marketing Research Manager at (former) Scott Paper Co.

- Hundreds of consumer, industrial, and business-to-business studies
- Moderated over 950 focus groups plus hundreds of quantitative surveys
- Have done studies for DVRPC since the year 2000
- Many other clients including DuPont, Johnson & Johnson, IBM, Campbell Soup, (former) Scott Paper, W.L. Gore, Delaware Dept. of Education, and several advertising agencies

Digital Transportation Technologies

Long-Range Financial Plan Kickoff I 11.1.16

Greater Philadelphia

FUTURE FORCES

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION | CONNECTIONS 2045

Digital Transportation, 2nd Gen

TRANSPORTATION ON DEMAND

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TNC Infrastructure Implications

Platforms and **Networks**

A **platform** is a physical and/or digital infrastructure that serves as a base upon which others can build, play, and/or iterate new applications, processes or technologies.

A **network** is a group of interconnected people and things.

A **network effect** occurs when a good or service becomes exponentially more valuable as more people use it.

Urban Areas Are Physical Platforms…

…That Are Being “Digitized”

Source: www.cdn2.business2community.com/wp-content/uploads/2016/06/internet-of-things.jpg

Digital Transportation

- Artificial Intelligence
- Big Data
- Connected / automated vehicles
- Digital mapping
- Drones
- E-tolling/e-ticketing
- IoT
- Real-time info
- Smart/Platform/ Digital/Connected/ Intelligent Cities
- Shared mobility
- Transportation Network Companies
- Virtual communications

Transportation ‘Digitization’

Transportation Options

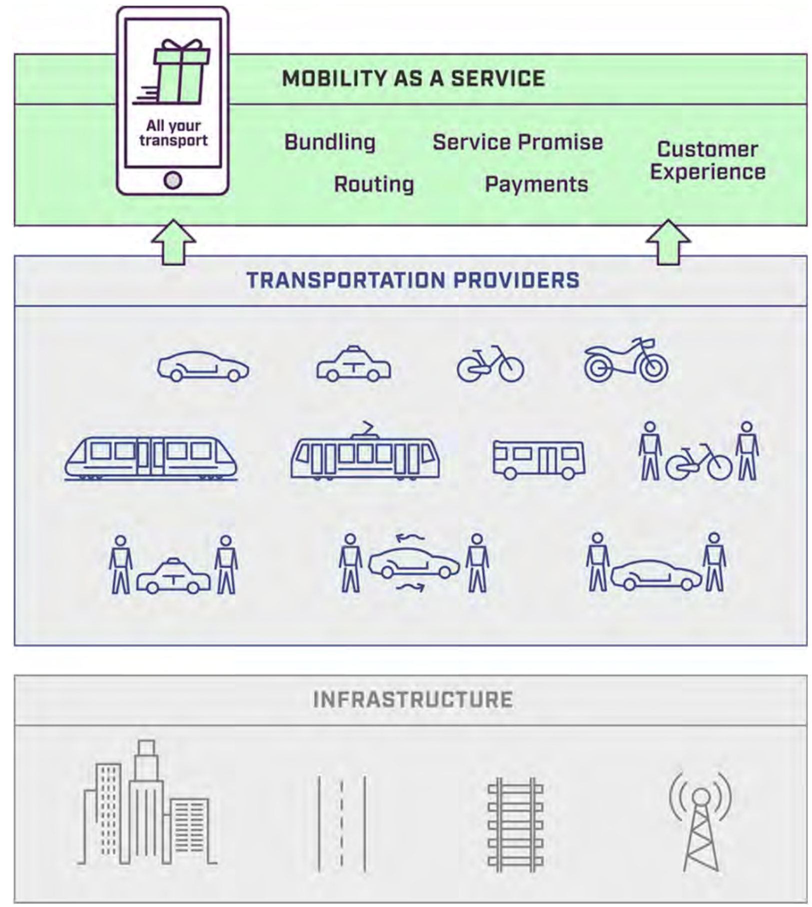
Then

Now

TNCs

Today

Tomorrow



Source: http://maas.global/maas-as-a-concept/

“Competing” Transportation Theories

	Auto-Oriented
Overall Goal	Increase mobility
Land Use	Separation of uses
Trip priorities	High speed
Safety	Safe mobility
Key Metrics	Level-of-service, vehicle hours of delay, travel time index / savings
Investment Priorities	New and wider roads
Rationale for Investment	Fight congestion; reduce delay

Source: DVRPC 2016, adapted from Lockwood, Ian. “Livable Traffic Engineering.” CNU Orlando. Video published November 17, 2012. [*https://www.youtube.com/watch?v=o7lXblXNOPk*](https://www.youtube.com/watch?v=o7lXblXNOPk)

“Competing” Transportation Theories

	Auto-Oriented	Active Transportation
Overall Goal	Increase mobility	Increase accessibility
Land Use	Separation of uses	Mixed use, high density
Trip priorities	High speed	Shorten trips, get exercise
Safety	Safe mobility	Vision Zero
Key Metrics	Level-of-service, vehicle hours of delay, travel time index / savings	Bike/Ped level of service, trip length, total travel time, vehicle miles traveled, greenhouse gas emissions, transit trips
Investment Priorities	New and wider roads	Connections between modes; Walking, biking, and transit facilities
Rationale for Investment	Fight congestion; reduce delay	Build livable communities; sustainability; improve health

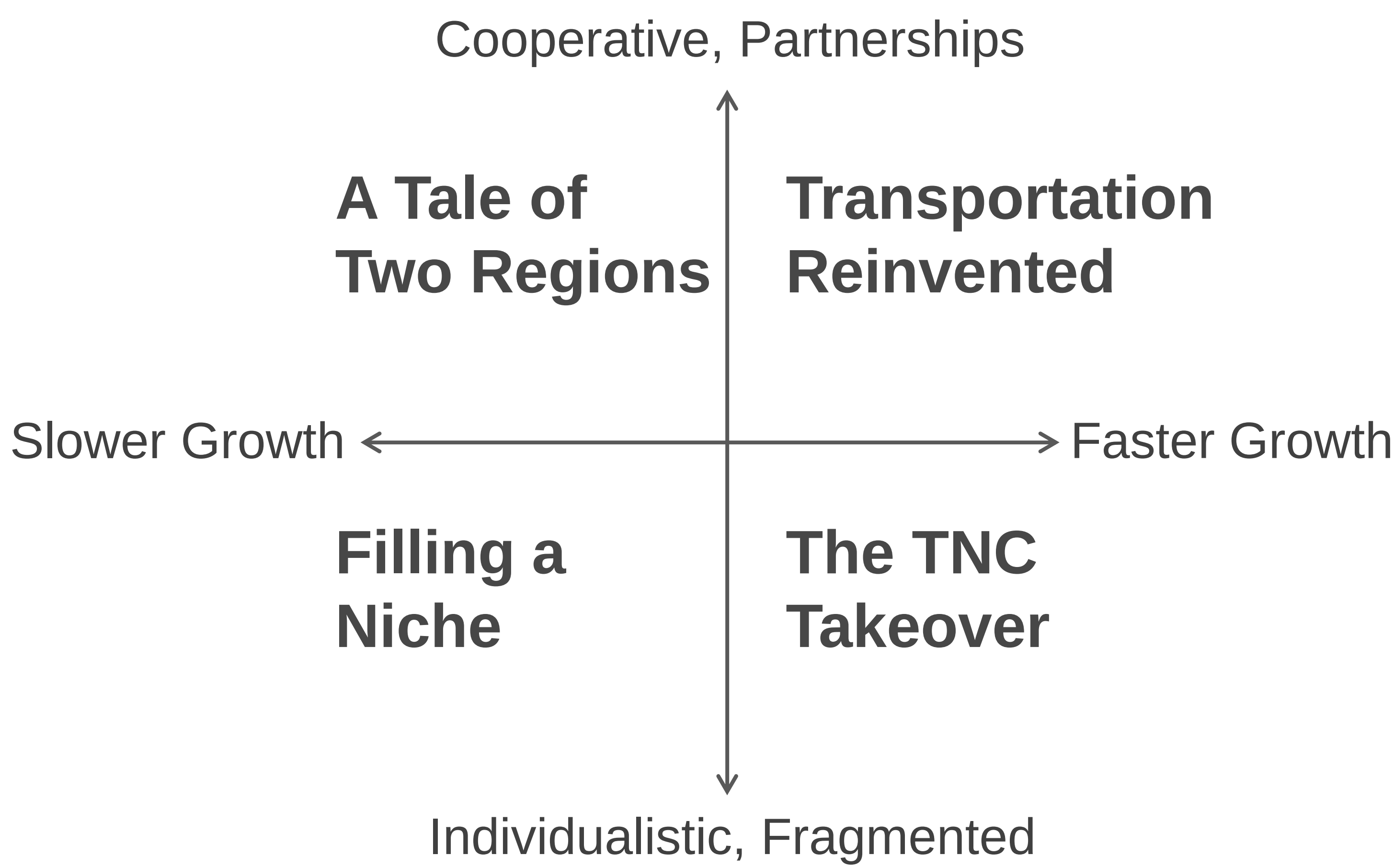
Source: DVRPC 2016, adapted from Lockwood, Ian. “Livable Traffic Engineering.” CNU Orlando. Video published November 17, 2012. https://www.youtube.com/watch?v=o7lXblXNOPk

“Competing” Transportation Theories

	Auto-Oriented	Active Transportation	Digital Transportation
Overall Goal	Increase mobility	Increase accessibility	Increase information
Land Use	Separation of uses	Mixed use, high density	Live / work where you want, recognition that density provides network effects
Trip priorities	High speed	Shorten trips, get exercise	Customization, cost, reliability, use time other than for driving
Safety	Safe mobility	Vision Zero	Connected technologies, warning systems, feedback loops, and data enhance safety
Key Metrics	Level-of-service, vehicle hours of delay, travel time index / savings	Bike/Ped level of service, trip length, total travel time, vehicle miles traveled, greenhouse gas emissions, transit trips	Real-time data, person throughput, wait time, personal ratings, Big Data and analytics
Investment Priorities	New and wider roads	Connections between modes; Walking, biking, and transit facilities	Multimodal Smart Roads that increase safety and efficiency
Rationale for Investment	Fight congestion; reduce delay	Build livable communities; sustainability; improve health	Create an integrated, multimodal network, profit (private market)

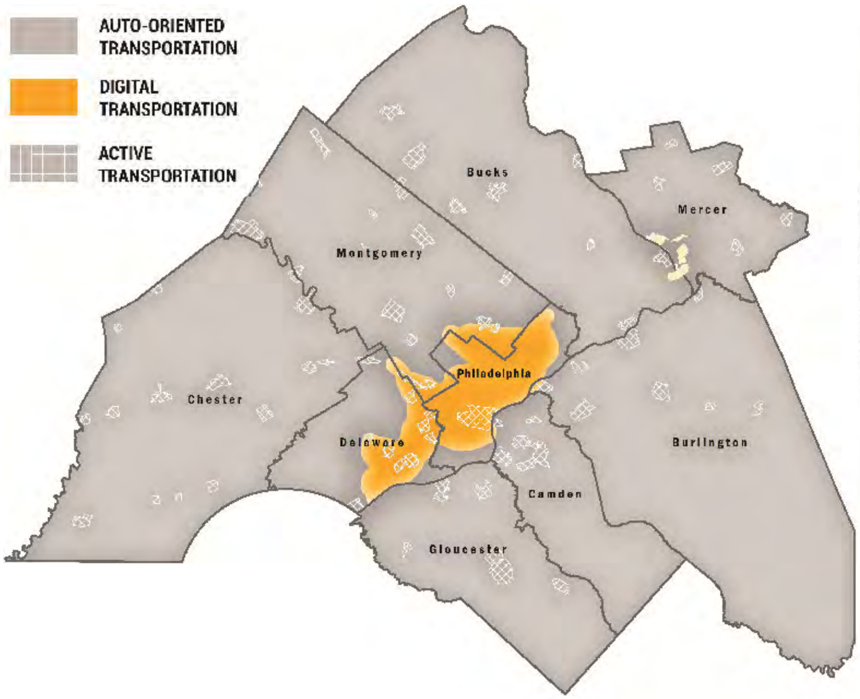
Source: DVRPC 2016, adapted from Lockwood, Ian. “Livable Traffic Engineering.” CNU Orlando. Video published November 17, 2012. https://www.youtube.com/watch?v=o7lXblXNOPk

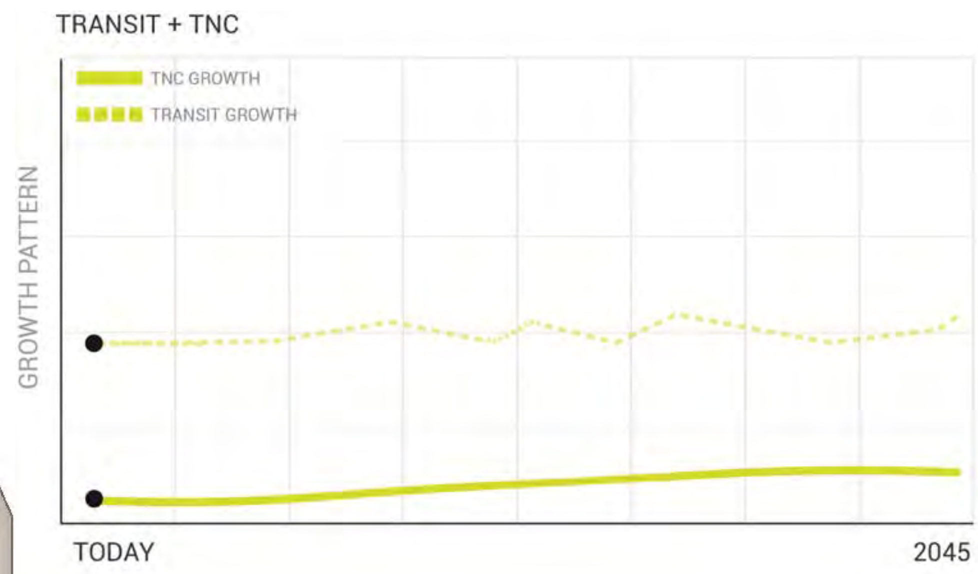
TNC Future Scenarios



Filling a Niche

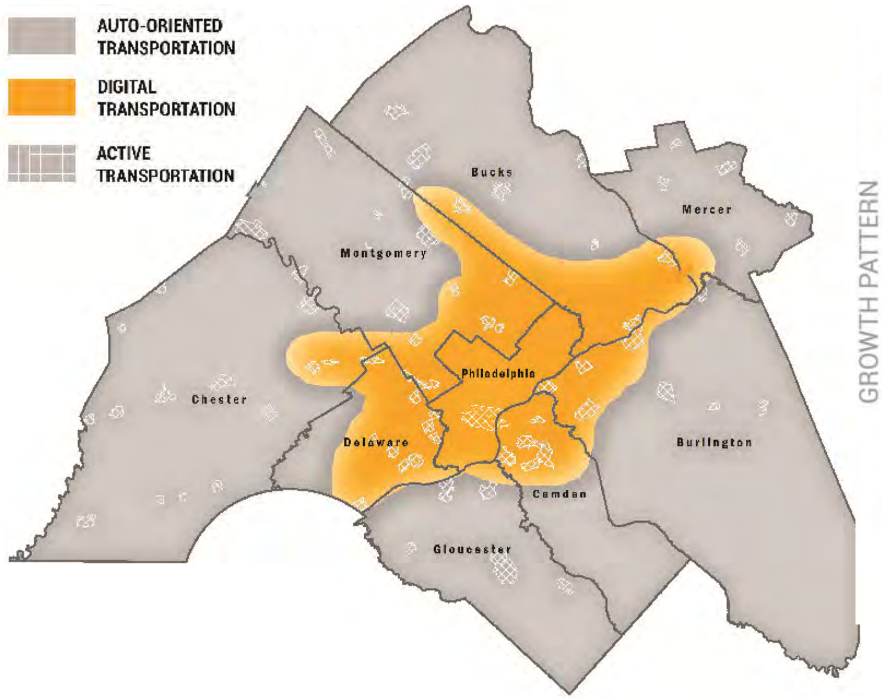
Despite bursting onto the scene, TNC operators never manage to grow beyond specialized trips. Transit service is little affected by TNCs, with no substantial change in ridership.

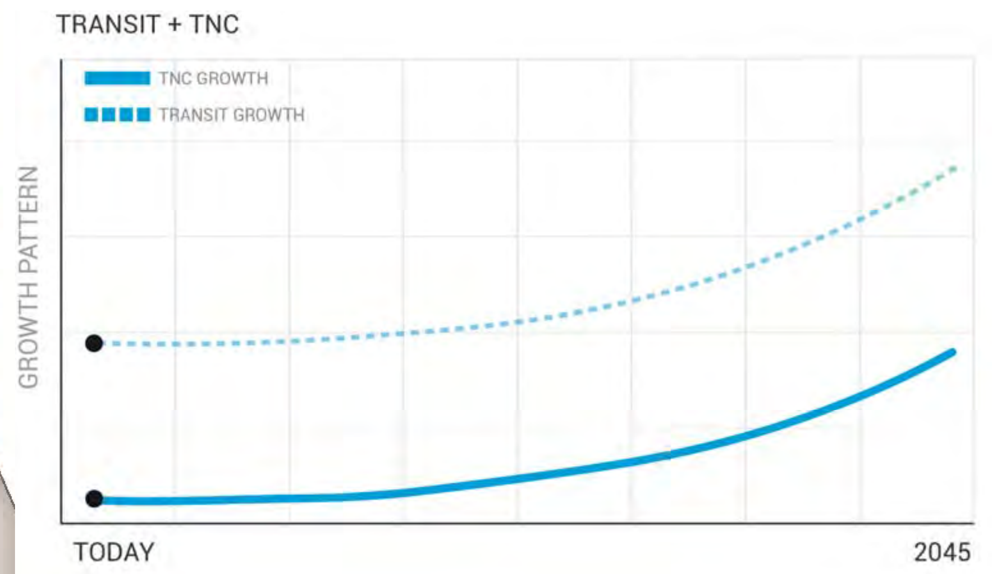




A Tale of Two Regions

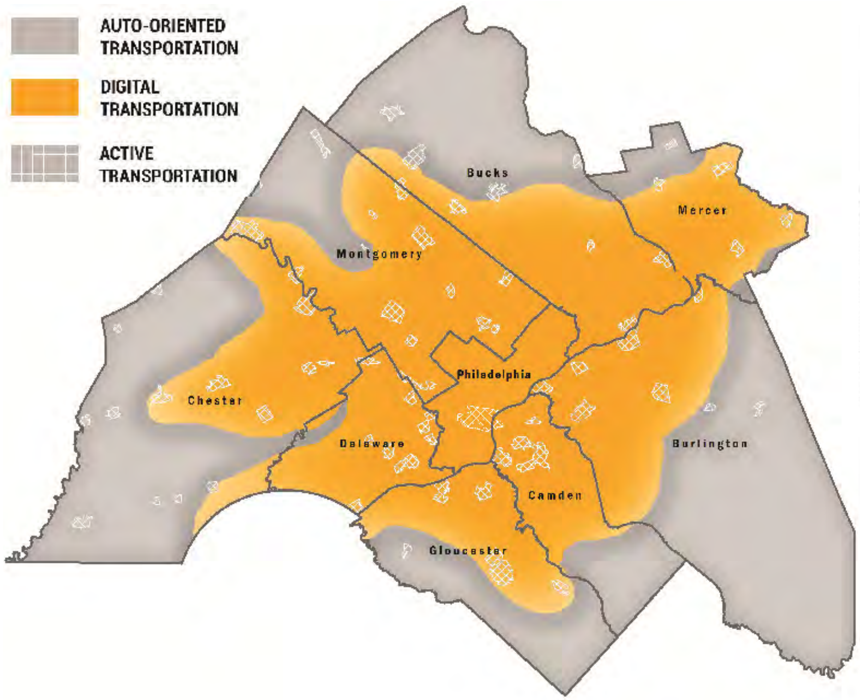
TNCs and transit agencies build partnerships in the region's denser developed areas, building an integrated, multimodal transportation network. Outside these areas the traditional auto-oriented transportation system remains in place.

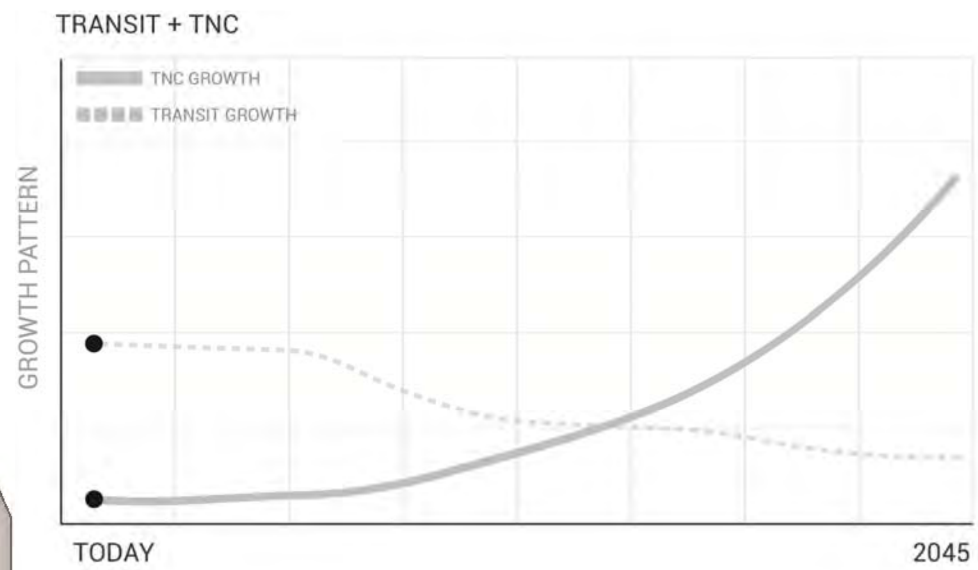




The TNC Takeover

TNCs operate independently and are better able to quickly respond to changing market conditions. This has led to a significant scaling down of transit operations, which now consist primarily of rail operations and limited bus service.





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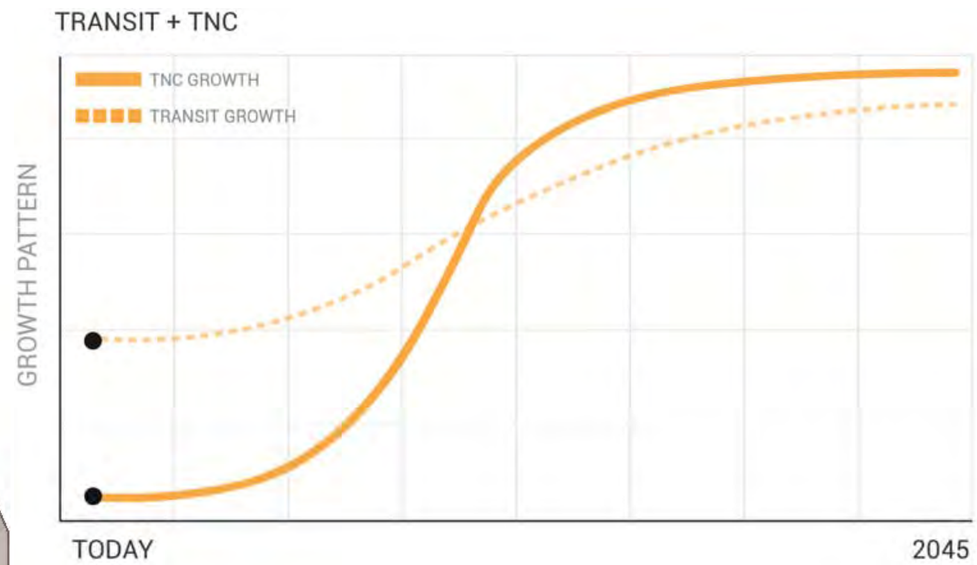
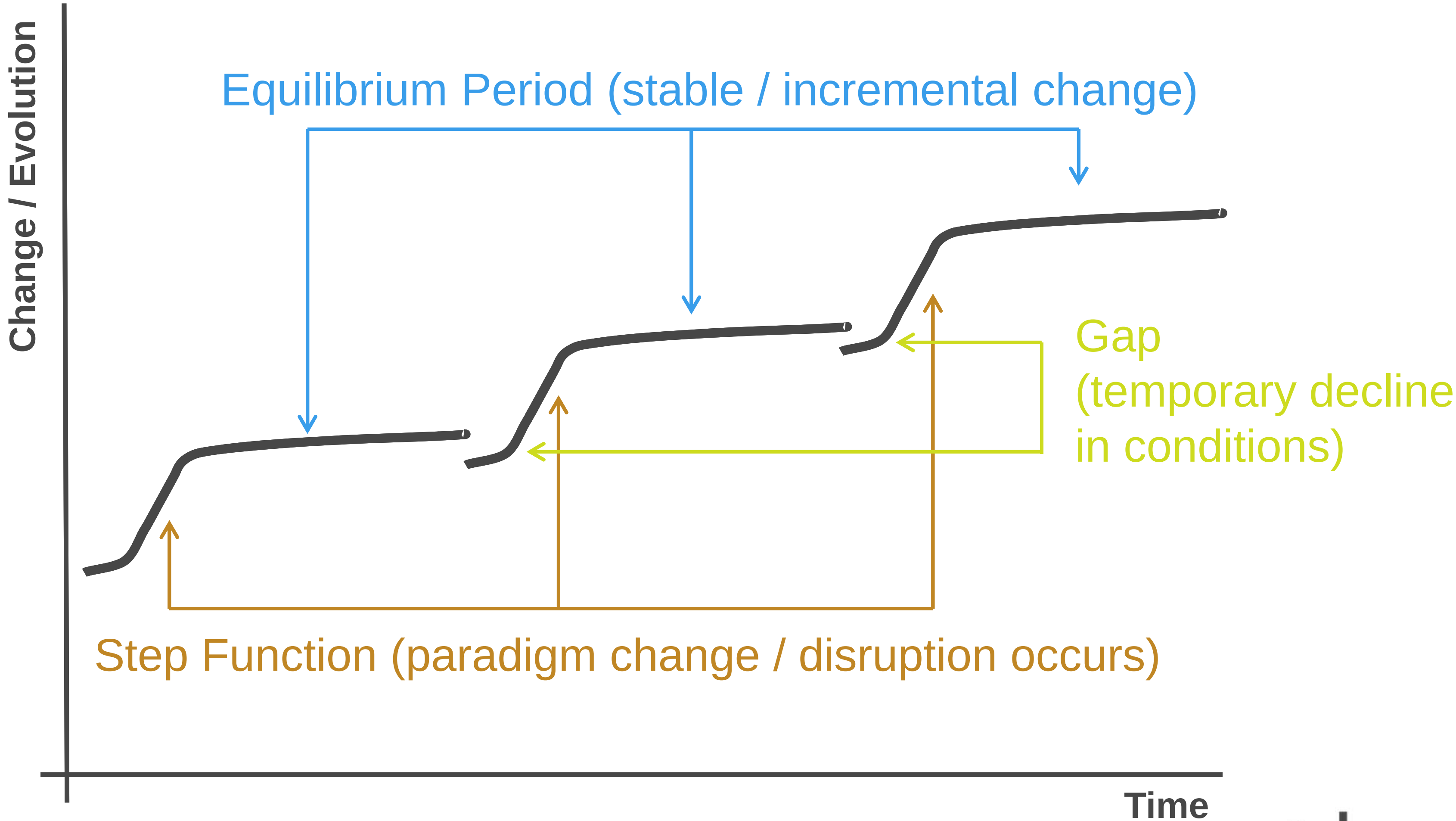
Transportation Reinvented

Transit redefines its operations, creates cooperative partnerships with new private market TNC services, and becomes the backbone of an integrated transportation network. Aggressive service expansion and big venture capital investments fuel long-term, rapid TNC growth.



AV or Other Disruption

Punctuated Equilibrium



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Some Thoughts on Veh. Automation

- Will operate in existing infrastructure
  - Will be safer with better lane markings & signs
- No guarantee they will be 'shared'
  - Major changes to TNC business models
- Unlikely to see significant benefits in shared facilities
- Unknown land-use implications
  - Network effects?
- Add system 'complexity'
- Pricing is an important, often overlooked consideration
- Full AV fleet may double regional VMT
  (TDMs showing 12% to 68% increase)
- Will they be connected or autonomous?

Digital Infrastructure Implications

- Multifunctional infrastructure
- Lower parking demand
- Pick-up/drop-off zones
- Multimodal smart roads
- Seamless connections between modes
- Electric vehicle infrastructure
- Digital infrastructure makes new funding options more feasible
- Digital kiosks

Key Findings

- Digital transportation and shared mobility offer an opportunity to redesign the network
- Reinventing transportation won’t happen by itself
- Existing service providers can be successful in the future if they are flexible and adaptable
- Funding a digital transportation network may rely more heavily on the private market
- Race between mobility-as-service (MaaS) and automated vehicles (AVs)
- Digitization doesn’t change the basic fundamentals of good urban design

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Recommendations

Infrastructure

Regulatory

Institutional

Infrastructure Recommendations

Improve Connectivity

- Integrated travel options and fare payment app
- Multimodal transportation hubs
- Improve real-time info: roads & transit
- Enhance PHL & NE Corridor
- Incorporate paratransit with new services

Enhance Safety

- Vision Zero
- Carless household evacuation plans

Manage Infrastructure

- Parking policies, including dynamic pricing
- Visitor friendly apps
- EV infrastructure
- Road pricing
- Multi-purpose infrastructure
- Retail delivery

Regulatory Recommendations

Build competitive transportation markets

- Free and open data
- Bidding for services (a la Priceline or EBay)
- Don't create barriers to entry
- Avoid exclusive service agreements
- Where/if technology can substitute for customer service protections

Enhance Equity

- Trade expansion for low-income community service
- Employ pilot projects
- Decision-making that favors disadvantaged communities

TNC Regulations

- Oversight of new services even in absence of regulations
- Clearly define licensing and regulating process for new entrants
- Reduce/remove rental car taxes on carsharing
- Automatic tax remittances

Taxi Regulations

- Level playing field with TNCs
- Adjustable rate structures

Institutional Recommendations

Data

- Open data / open software policies
- Data sharing agreements with private operators
- Interdisciplinary data analysis teams

Cybersecurity

- Appoint digital risk officer
- Employ new cybersecurity strategies
- Safeguard passenger and customer privacy

Building Partnerships

- Incentive private, non-profit, P3s to develop infrastructure
- Oversight board to help modes operate as a seamless system
- Seek mutually beneficial Transit-TNC partnerships

Institutional Recommendations, Part 2

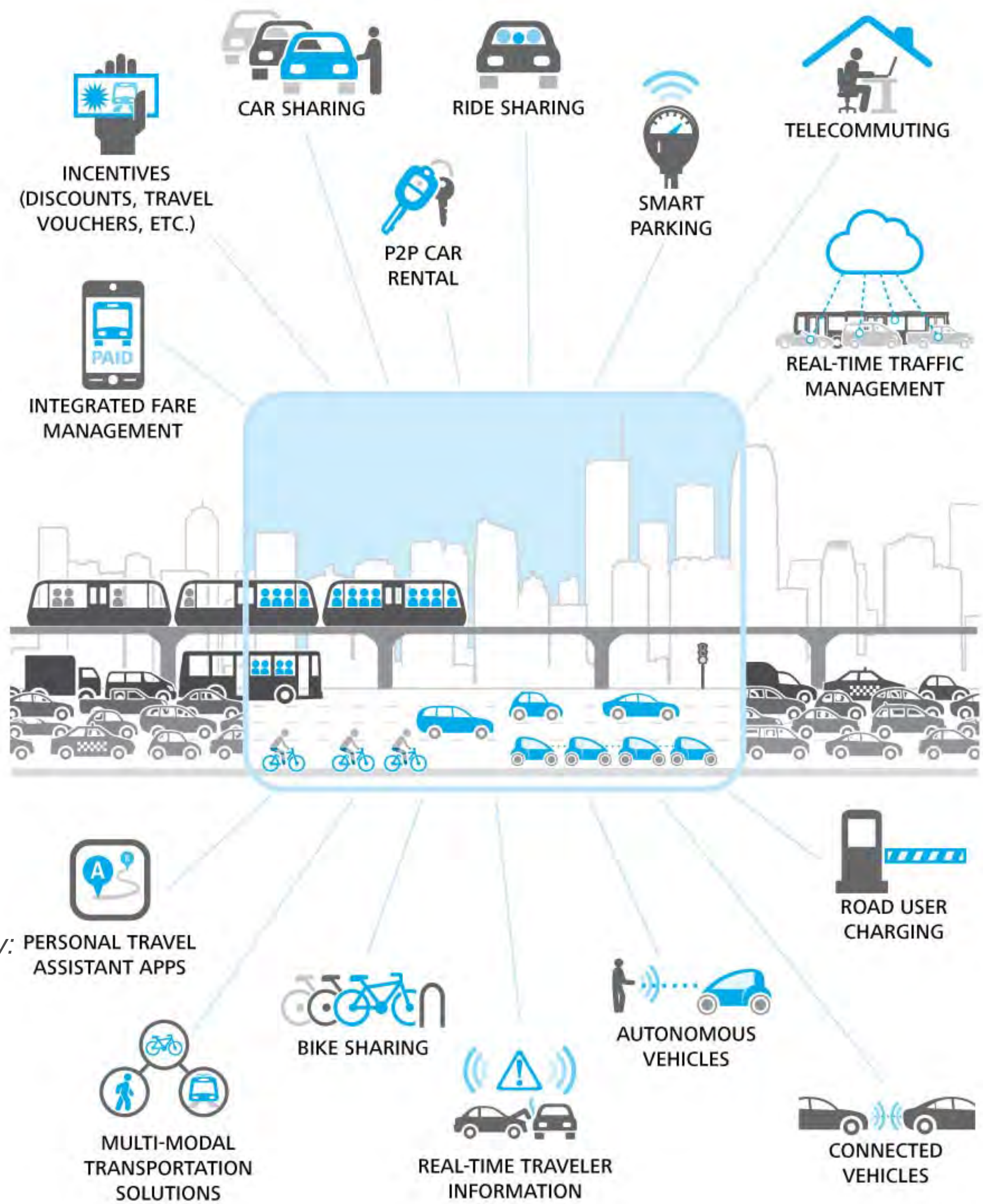
Planning

- Develop an economic vision for the digital age
- Integrate shared mobility into LRPs
- Set goals and use indicators to track progress to attaining them
- Revise building regulations and zoning codes to enable more density
- Update travel demand models to account for new modes, AVs
- Redesign bus services to better compete
- Conduct research into best practices in digital infrastructure
- Ensure federal/state AV regulations meet specific needs of Greater Philadelphia
- Improve communication between municipalities within metro area
- Develop an AV action plan

Procurement

- Need to be able to purchase and maintain new technologies and services.
- Undertake low-cost, short-term pilot projects to test out new ideas

Goal is to build: An Integrated, Multimodal Transportation Network



Source: Fishman, Tiffany. Digital-Age Mobility: The Future of Urban Transportation. Deloitte University Press, December 2012. http://dupress.com/articles/digital-age-transportation/

Questions?

CONNECTIONS 2045

Plan for Greater Philadelphia

www.dvrpc.org/connections2045

New Jersey Regional Curve Inventory and Safety Assessment

Action Request:

That the RTC recommend the Board modify the FY2017 Planning Work Program by updating the project title of 17-64-100 to "NJ Regional Curve Inventory and Safety Assessment" and by including various counties and cities in the SJTPO region as beneficiaries of the project. Further, modify the FY2016 TIP for New Jersey by increasing the total project cost by $500,000 HSIP funds from $500,000 to $1,000,000 ($500,000 STP-STU/$500,000 HSIP). $500,000 HSIP funds will be transferred from the NJDOT Statewide Program project, in FY17 as the source of funding for the SJTPO portion of the project (TIP Action NJ16-074).

Mid-Atlantic Ports Workshop

- Purpose: Convene a meeting of port stakeholders to promote best practices in improving air and environmental quality at ports in the Greater Philadelphia and Mid-Atlantic Region
- EPA Grant Opportunity: EPA Contacted DVRPC to apply for funding to organize workshop
- DVRPC coordinating with PRPA

Mid-Atlantic Ports Workshop

Budget: $25,000

- Staff time
- Speakers travel
- Meeting materials
- Project will be supported by existing Freight and Air Quality Work Program projects

Requested Action

That the RTC recommend that the DVRPC Board amend the FY 2017 Work Plan to include the Mid-Atlantic Ports Work Shop Project contingent upon the award of U.S. EPA funding for the project.

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TIP Actions

Transportation Improvement Program

New Jersey TIP (FY2016-2019)
Pennsylvania TIP (FY2017-2020)

November 2016

Transit and Regional Rail Station Program

SEPTA | Advance Project to Current Fiscal Year

- **Action**: Amend the PA TIP by increasing the FY17 ERC phase by $8,750,000 ($4,000,000 Section 5339/$4,597,000 State 1514/$153,000 Local) from almost $16 million to close to $24.5 million.

- **Result**: Additional funds will help address increased cost of Wissahickon Transportation Center project which went from $10,500,000 to $14,250,000 during conceptual design. Project can be constructed.

- **Funding Origin**: $4,000,000 FTA "Bus and Bus Facilities" 5339(b) discretionary funds are additional funds to the region. $4,750,000 from the Rail Station Program is advanced from FY22.

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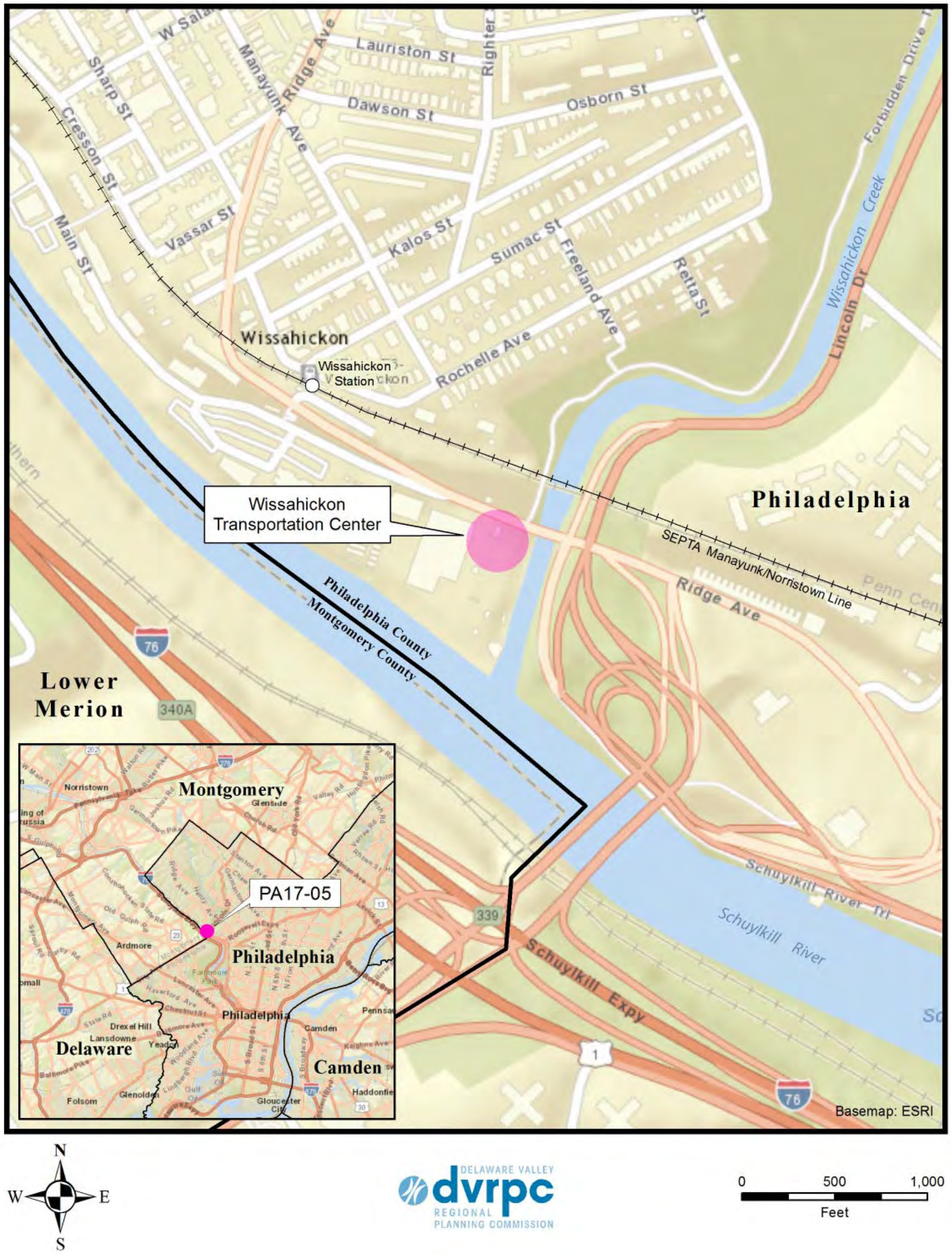
PA17-05: Transit and Regional Rail Station Program, SEPTA



WTC is one of SEPTA's busiest transportation facilities!

- 11 bus routes
- Serves about 7,000 riders/weekday
- Bordered by some of the most heavily travelled roadways
- Walking distance of the Wissahickon Regional Rail Station
- Intersecting point of Schuylkill River and Wissahickon Trails


4940 Ridge Ave
Philadelphia, Pennsylvania
Street View - Jul 2015
SEPTA
Artists Main
eet Theatre 6
Main St
Wissahic
Transpor
Google
Image capture: Jul 2015
© 2016 Google
Terms
Report a problem

TIP Action | Proposed – PA

Amend the PA TIP for the Following Project:

Transit and Regional Rail Station Program, SEPTA

- Amend the PA TIP by increasing the FY17 ERC phase of the Station Program by $8,750,000 ($4,000,000 Section 5339/$4,597,000 State 1514/$153,000 Local) from $15,730,000 to $24,480,000 in order to fund the Wissahickon Transportation Center.
  - NOTE - This action increases funds for the Wissahickon Station project by $4,000,000 5339(b) discretionary and advances an additional $4,750,000 from FY22. Total project cost estimate is $14,250,000. (Other station projects are included in the “Program”.)

South Philadelphia Access Road
(PRPA Access Project)
City of Philadelphia | Add Project Back into TIP

- **Action**: Amend the PA TIP by adding the project back into the TIP for FY17 CON in the amount of $840,000 STU/Toll Credit match.

- **Reasons**:
  - Project in previous TIP but missed authorization due to delays in obtaining clearances
  - Dec. 2016 Letting (Open bid for CON)

- **Funding Origin**: Carry-over earmark funded project from FY2015 TIP (earmark re-purposed).

Reduced scope of work → Reduced project cost

(from $2 million to $840,000)

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PA17-06: South Philadelphia Access Road (PRPA Access Project)

Project Components

- ~~Pave a parking area for large trucks on Old Delaware Ave. and Packer Ave.~~
- Widen pavement at southern end of the access road at Old Delaware Ave.
- Pavement markings (striping) from Oregon Ave. to south of Marine Terminal south gate
- Pull-off area for trucks at far southern end of project.
- Resurface Old Delaware Ave. south of Oregon Ave.

PA

TIP

TIP Action | Proposed – PA

Amend the PA TIP for the Following Project:

South Philadelphia Access Road (PRPA Access Project), City of Philadelphia

- Amend the PA TIP by adding the project back into the TIP for FY17 CON in the amount of $840,000 STU/Toll Credit match.

PA

TIP

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Route 295/42/I-76, Direct Connection, Contract 4

NJDOT | Cost Increase

- **Action**: Modify the NJ TIP by increasing the FY19 CON cost by $15,000,000 from $80,000,000 to $95,000,000 NHPP funds.

- **Result**: Less than 10% overall cost increase for Contract 4 from $200 million to $215 million.

  Contract 4 is the last contract for the $900 million Route 295/42/I-76 Direct Connection improvement.

- **Funding Origin**: These are additional funds to the region from FAST Act.

- **Reasons**: Increased material costs, additional design work needed to address changes made from earlier contracts, and longer duration for construction support services

NJ TIP

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Contract 4 Components

- **Stretch of I-76/42, I-295 NB (see yellow on map)**
- **Ramp (B) – new I-295 NB connection**
- **Rest of Ramps (C) & (F)**
- **Remove Al-Jo's Curve & Bridge**
- **Close I-76 EB left exit and I-295 ramp to I-76**

Scheduled to begin in Spring 2020 and finish in Winter 2023

NJ TIP

TIP Action | Proposed – NJ

Modify the NJ TIP for the Following Project:

Route 295/42/I-76, Direct Connection, Contract 4, NJDOT

- Modify the NJ TIP by increasing the FY19 CON cost by $15,000,000 from $80,000,000 to $95,000,000 NHPP funds.

Pavement Preservation, Statewide

NJDOT | Cost Increase

New Action

- **Action**: Modify the NJ STIP by increasing the EC phase by $10,000,000 from $6,000,000 to $16,000,000 NHPP funds for each year in FY17, FY18, and FY19.
- **Result**: $30 million overall cost increase for this NJDOT Statewide Program line item.
- **Reasons**:
  - – Revise program amount to better realistically meet the State's expected pavement preservation demand.
  - – NJDOT can preserve and extend service life of NJ's Interstate highways and other state roads.

NJ

TIP

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STIP Action | Proposed – NJ

Modify the NJ TIP for the Following Project:

New Action

Pavement Preservation, Statewide, NJDOT

- Modify the NJ STIP by increasing the EC phase by $10,000,000 from $6,000,000 to $16,000,000 NHPP funds for each year in FY17, FY18, and FY19.

NJ

TIP

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Thank You!

www.dvrpc.org/TIP

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