EQUITY THROUGH ACCESS

Coordinated Plan Update for the DVRPC Region
PROJECT LANDSCAPE

• Last plan (2007) emphasis was narrow: job access for the disadvantaged, and senior/disabled transit mobility (FTA JARC, New Freedom, and S. 5310 programs)

• MAP-21 program consolidation changed DVRPC’s role in those programs

• **Key issue:** funds increasingly limited and ‘spoken for’; broader need (“ladders of opportunity” for the disadvantaged) remains severe

• **DVRPC approach:** develop a plan that is more broadly relevant than CHSTP has been:

  *Outcome-focused, funding source-neutral*
THREE KEY PROJECT COMPONENTS

1. Regional technical analysis and **map toolkit** for use by regional and local partners.
DVRPC's Equity Through Access Map Toolkit - BETA

This map combines the two previous datasets, showing the number of essential services within the walksheds of each transit stop. Colors indicate the number of these destinations. Red hues = higher number of essential services within the stop's walkshed, Blue hues = lower number.

Note: For best performance, zoom in to area of interest. Not all features will display beyond the city level. Click on Features in the map to view more information about the data; use the arrow in the upper right corner of the pop-up window to view information for overlapping features.

Transit Walkshed: Bus: US-30 at EAST HOLLY AVE

<table>
<thead>
<tr>
<th>Stop Location</th>
<th>US-30 at EAST HOLLY AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area (Sq Miles)</td>
<td>0.17</td>
</tr>
<tr>
<td>Number of Essential Services</td>
<td>4</td>
</tr>
<tr>
<td>Population, 2010</td>
<td>2,634</td>
</tr>
<tr>
<td>Households, 2010</td>
<td>1,210</td>
</tr>
</tbody>
</table>
DRAFT
Equity Through Access Priority Score

Higher concentration of vulnerable populations, low transit accessibility

Neutral

Higher concentration of essential services, low transit accessibility
THREE KEY PROJECT COMPONENTS

1. Regional technical analysis and **map toolkit** for use by regional and local partners

2. Several **case studies at various scales** to illustrate good practice and breadth of plan-supportive project types

3. Fresh set of **plan goals/ priorities** developed through a robust and iterative outreach process:

   “An inch deep and a mile wide” by **design: a funding neutral, exploratory framework for more detailed county and local planning, and subsequent work.”**
PROJECT TIMELINE

Fall 2015:
- Web survey
- Beta map toolkit
- PPTF workshop

Winter 2015/2016:
- ~50 stakeholder interviews

Spring 2016:
- Analysis of interview findings
- Advisory Committee workshop to begin developing Plan priorities
- Refinements to map toolkit; outreach to update shuttles data

Summer 2016:
- "Road Shows" to refine Plan priorities
- Develop draft Plan document for Advisory Committee review

Fall 2016:
- Plan adoption by DVRPC Board
The recommendations of the Equity Through Access project will align the work of local stakeholders with the existing and future needs of vulnerable populations to bridge gaps in the regional transportation network.
GAPS

- Data
- Missing infrastructure
- Information
- Service and Funding
GAPS: DATA

• Too much high level and not enough fine grain data

• Lack of access to privately held data

• Lack of coordination between proposed projects

• Quality of data difficult to verify

• No regional data clearinghouse

Source: https://www.opendataphilly.org/
GAPS: MISSING INFRASTRUCTURE

• Not all fixed-route service is ADA accessible

• Newly accessible transit is hindered by inaccessible sidewalk networks

• Some transportation infrastructure serves as a barrier within neighborhoods

Source: MontgomeryCountyMD.gov, 2016

Source: DVRPC, 2016
GAPS: INFORMATION

• Information about travel options for vulnerable communities is not always clear or accessible in universal platforms like Google Maps.

• Providers lack knowledge about needs and associated destinations.

• Current outreach is limited and its impact is rarely measured.

Source: http://www.unlockphilly.com/
GAPS: SERVICE AND FUNDING

- Difficulty meeting service demand for vulnerable populations; existing routes and vehicles are not flexible enough

- Funding is scarce, inflexible, and information about sources is not well known or centralized

- Difficult to find partners to help fund projects where a local match is required
BRIDGES

- Create data resources
- Plan more connected transportation networks
- Improve outreach and communication
- Encourage flexible/new funding
BRIDGES: CREATE DATA RESOURCES

• Develop more planning and mapping tools to help with projects

• Create new datasets to bridge knowledge gaps

• Enhance the ETA map toolkit

• Encourage new platforms for developing and dispensing data

• Provide trainings on how to use data and map toolkits

Source: http://dvrpcgis.maps.arcgis.com/apps/MapSeries/index.html?appid=06eab792a0604f89b5b7f6adeef660ba
BRIDGES: PLAN MORE CONNECTED TRANSPORTATION NETWORKS

• Improve and diversify transit services and prioritize on-demand service

• Support the deployment of new technology to enhance connectivity and coordination

• Encourage development around transit

• Support Complete Streets and connective sidewalk networks in all communities, especially those with vulnerable populations

Source: ULI.org, 2016

Source: DVRPC, 2017
BRIDGES: IMPROVE OUTREACH AND COMMUNICATION

• Use multiple outreach tools, tailor materials, and put more funding toward marketing that matches values to message

• Directly engage with target populations

• Improve communication and data sharing between transit providers and planning/human services organizations

• Expand and refine methods for teaching people how to access and use public transit
BRIDGES: ENCOURAGE FLEXIBLE/NEW FUNDING

• Encourage more flexibility in funding/matching by sharing information about best practices

• Encourage creativity in the mixing of funding sources
GAPS

• Data

• Missing infrastructure

• Information

• Service and Funding

BRIDGES

• Create data resources

• Plan more connected transportation networks

• Improve outreach and communication

• Encourage flexible/new funding
EQUITY THROUGH ACCESS

To follow along or to get involved:

www.dvrpc.org/ETA