

# DVRPC NEWS

THE NEWSLETTER OF DELAWARE VALLEY REGIONAL PLANNING COMMISSION

## GOVERNOR MCGREEVEY ADDRESSES TRANSPORTATION FORUM

Over 60 people braved the snow on December 5, 2002 for a meeting of the Central Jersey Transportation Forum. New Jersey Governor **James McGreevey** was in attendance to discuss the implications for the region of his newly introduced Smart Growth initiatives and Executive Order 38.

The meeting was an opportunity for the Governor to update the Forum on New Jersey's designated smart growth areas and their relation to planning areas of the State Development and Redevelopment Plan. He also described the state's efforts to more closely coordinate smart growth principles as they govern regional growth and impact municipal decisions.

Following his update, Governor McGreevey opened the meeting to the group for suggestions and comments on how to fix the disconnect between regional planning and local zoning in order to achieve smart growth. He also commended the Forum on its progress in addressing regional concerns.

Other issues discussed at the meeting included an update on municipal outreach for the bus rapid transit proposal, and a



**TOP\_** John J. Coscia thanks Governor James McGreevey for his presentation to the Forum.



**ABOVE\_** Forum Co-Chair Dennis Keck (center), of NJ DOT, discusses Smart Growth with Forum members.

presentation of the Delaware River Joint Toll Bridge Commission's Southerly Crossings Corridor Study. The Forum also adopted the Phase 1 Executive Summary of the group's progress thus far.

Created in January of 1999 by DVRPC in the New Jersey Department of Transportation, the Central Jersey Transportation Forum seeks to develop appropriate planning strategies to address critical transportation issues and concerns. The study

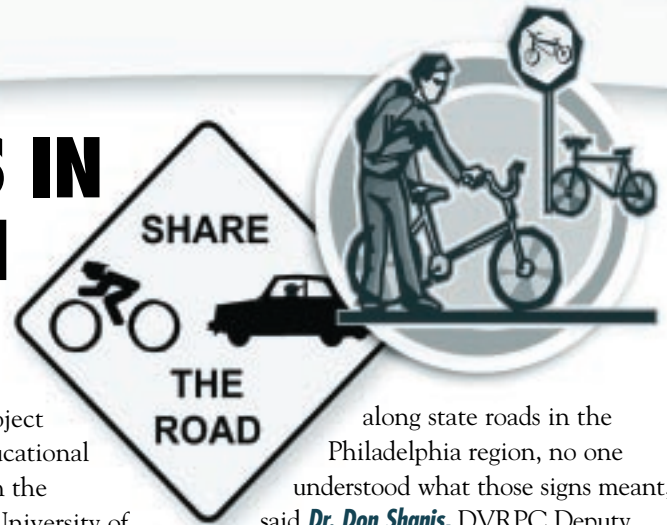
area currently covers 17 municipalities in Middlesex, Somerset and Mercer counties. The Forum consists of federal, state and local public officials along with private sector organizations in the region. ●

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# BICYCLISTS, MOTORISTS IN UNIVERSITY CITY LEARN TO *SHARE THE ROAD*



**B**icyclists are a common sight on the sidewalks around University City. Most are not aware that riding on the sidewalk is illegal, and those who are claim that careless motorists make riding on the roads simply too dangerous. In an effort to educate both motorists and bicyclists, DVRPC kicked off its *Share the Road* campaign in University City on January 17, 2003.

The campaign aims to educate both bicyclists and motorists about their responsibilities to abide by the rules of the road. Over the next several months, University of Pennsylvania (U of P) Police will make “educational stops,” handing out *Share the Road* leaflets to bicyclists riding on the sidewalks, and to motorists encroaching on bicycle lanes. Beginning in the Spring, police will enforce violations by issuing citations to both bicyclists riding on the sidewalks, and to motorists ignoring bicyclists’ rights.

The University City project will also include other educational efforts in cooperation with the University City District, University of Pennsylvania, Drexel University, the Bicycle Coalition and Neighborhood Bike Works.

The *Share the Road* campaign began as a joint project of DVRPC, the Pennsylvania Department of Transportation (PennDOT) and the Federal Highway Administration to increase bicyclist safety and comfort on the roads by targeting bicyclists and motorists with messages regarding their respective rights and responsibilities. The *Share the Road* campaign hopes to change attitudes and behaviors of all road users by increasing bicyclist’s competence and confidence in mixed traffic and by improving motorist’s awareness and respect for bicyclists.

“It became clear to us that although PennDOT placed *Share the Road* signs

along state roads in the Philadelphia region, no one understood what those signs meant,” said **Dr. Don Shanis**, DVRPC Deputy, Transportation Planning. “DVRPC applied to PennDOT for a Transportation Enhancement Fund grant in the year 2000 and then began the process of selecting communities in which to launch the *Share the Road* program.”

University City was one of four areas in the region chosen to participate in a *Share the Road* campaign. The City of Chester in Delaware County, Ogontz Avenue/West Oak Lane in Philadelphia, and Doylestown, in Bucks County, have also launched initiatives targeted at their own unique bicycling issues. All four *Share the Road* campaigns are funded by PennDOT and the Federal Highway Administration. 🌱



— (L-R) **Maureen Rush**, Director, Public Safety, U of P; **Ben Gollotti**, Director, Public Safety, Drexel University; **Don Shanis**, Deputy Director, Transportation Planning, DVRPC; **Thomas Rambo**, Police Chief, U of P.



— University of Pennsylvania police officers demonstrate a typical bicycle-motorist accident.



— **Andrew Warren**, PennDOT District Administrator, explains PennDOT’s involvement in *Share the Road* initiatives.



# COVERING OUR ASSETS: DVRPC'S 16TH ANNUAL BOARD RETREAT

The Delaware Valley is brimming with diverse cultural assets, vibrant tourism opportunities, and unique historical institutions. This year's Annual Board Retreat, held on December 5, 2002, at Pen Ryn Manor in Bensalem, gathered over 100 regional leaders to explore opportunities for maximizing these assets to strengthen the region.

*"The Delaware Valley is brimming with diverse cultural assets, vibrant tourism opportunities, and unique historical institutions."*

The 16th Annual Retreat's theme, *Covering our Assets: What puts the "Quality" in our Quality of Life*, looked in depth at the region's strengths—our many educational and health institutions, our cultural and ethnic diversity, our vibrant tourism and entertainment industries—all of which combine to make the Delaware Valley a center of growth.

The first session of the retreat featured experts from St. Louis and Detroit, who described how their own organizations have worked to maximize regional amenities in promoting their locales to citizens and industries. In the second session of the day, regional leaders including **Happy Fernandez**, President, Moore College of Arts; **Philip Wallis**, of Natural Lands Trust; **Meryl Levitz**, Greater Philadelphia Tourism and Marketing Corporation; **Richard Bendis**, President,

Innovation Philadelphia; and **Dr. Richard Harris**, Walter Rand Institute, discussed what they see as the region's assets, and suggested ways to build on those strengths to increase the region's competitiveness.

During the luncheon, the **Honorable Robert Borski**, U.S. House of Representatives (PA-3rd District), was honored for his dedicated service to the region during his term in office. Chairman **Charles Martin** presented Mr. Borski with an engraved ice bucket commemorating his retirement from office. ❧



DVRPC Board Chair **Charles Martin** (right) presents a commemorative gift to retiring U.S. Representative **Robert Borski**



(L-R) **John J. Coscia** Executive Director, DVRPC; **Paul Tait**, Executive Director, Southeast Michigan Council of Governments; **Colin Hanna**, DVRPC Board Treasurer, Chester County Commissioner; **David Warm**, Executive Director, Mid-America Regional Council





# DVRPC OFFERS ASSISTANCE TO MUNICIPALITIES



**Larry King**, Deputy Secretary for Planning, PennDOT;  
**Timothy Carson, Esq.**, Saul Ewing LLP.



**John J. Coscia** introduces the second panel of speakers.

Much of the region's progress in achieving long-range goals rests in the hands of 352 individual municipalities and their ability to implement regional planning strategies. In recent months, DVRPC has initiated several programs aimed at helping the region's municipalities move toward this objective.

In the spring of 2002, DVRPC introduced a series of brochures designed to aid municipalities in identifying useful planning tools. In January 2003, DVRPC published the fourth installment in the series, a ***Guide to Multi-Municipal Planning***. The guide focuses on the benefits of collaboration among several municipalities to develop a shared vision. The publication also gives tips on how to begin a multi-municipal effort, offers a case study of successful collaboration, and supplies a list of resources for further information. Anyone interested in obtaining a copy of the *Guide to Multi-Municipal Planning* may contact Karen Cilurso, DVRPC Regional Planner, at 215-238-2813 or email [kcilurso@dvrpc.org](mailto:kcilurso@dvrpc.org).

For municipalities in New Jersey, DVRPC is now offering ***Open Space and Natural Resources Planning Services***. The program is designed to assist a municipality in conducting planning for environmental protection, preservation of open space and smart growth. Services offered to a municipality through this program include assistance in identifying the current state of its resources, help with bringing together its leaders and its citizens to articulate a community vision for the future, and development of specific municipal tools to achieve that vision. DVRPC began making presentations to environmental commissions and planning boards in

New Jersey in the Fall of 2002, and was recently contracted for work in Logan Township. Several other townships are expected to follow shortly. The services are subsidized in part by DVRPC's Open Space and Greenways Program, which reduces the expense to municipalities.

Following last April's *Building from Strength: Strategies for Older Suburbs and Boroughs* conference, a number of municipal representatives expressed an interest in participating in continuing discussions with officials from other first generation communities. In response, DVRPC began a series of ***"peer-to-peer" municipal forums***, which highlight successful case studies; provide municipalities with an opportunity to network with other first generation communities; create a dialogue between government officials as well as non-profit organizations and the private sector; and facilitate inter-municipal cooperation between the region's older suburbs and boroughs. To date, two of these forums have been held in Pennsylvania and one in New Jersey, and at least one additional forum is planned for Spring, 2003. Participants at the initial meetings identified several potential follow-up activities, including advocacy and additional discussions on critical issues facing the region's older suburbs. In addition to these continuing discussions, the Commission has also begun the preparation of two brochures to be distributed to the region's first generation communities, including one describing land value taxation as a potential tool for revitalizing urban centers and a second describing the redevelopment of older vacant or under-utilized shopping centers, also known as "greyfields".



# DVRPC FUNDS NEW PROJECTS IN FY 2004

**D**VRPC's FY 2004 Planning Work Program was officially adopted by the Board at its January 23, 2003 meeting.

This year's work program addresses issues currently facing the region, while furthering long-range plans for orderly growth. The document outlines all of the federally funded planning projects slated for the nine-county region from July 1, 2003 to June 30, 2004. The listing includes DVRPC projects, as well as projects planned by member governments and transit organizations.

***"This year's work program addresses issues currently facing the region, while furthering long-range plans for orderly growth."***

New projects for FY 2004 include a Regional Car Sharing Program; a study of recent land development trends in the Philadelphia suburbs; a feasibility study to ease access to the Mercer County Airport; and a Gloucester County Bike and Pedestrian Trails Network. A total of

19 new projects were chosen from recommendations of DVRPC's committees and county governments.

Development of the Work Program began in the Fall of 2002, and a full draft was released for review at the Board Retreat on December 4, 2002. After its adoption by the Board in January, the document was sent to both NJ DOT and PENNDOT for final approval in March, 2003. Meant to serve as a flexible document, the Work Program can be, and often is, amended to respond to the changing needs of our region. ☺

## DVRPC'S ANNUAL "CELEBRATION" SET FOR JUNE 4

**D**VRPC is pleased to announce its **Celebration of Regional Excellence Dinner**, commemorating the individuals, organizations, governments and businesses that have contributed to moving the Delaware Valley toward a progressive and economically sound future. Save the date for DVRPC's biggest annual event which will culminate in a reception, awards ceremony and dinner at the Park Hyatt at the Bellevue on **Wednesday, June 4, 2003.**

We invite you to support regional cooperation throughout the Delaware Valley at our *Celebration!* Sponsorships are

***"We invite you to support regional cooperation throughout the Delaware Valley at our Celebration!"***

available at all levels; they make an important contribution to the event's success as well as afford widespread recognition for your organization. If you are interested in showing your support through sponsorship, please contact Kendall Miller, Manager of Public Involvement at (215-238-2871) or via fax (215-592-9125); or email at [kmiller@dvrpc.org](mailto:kmiller@dvrpc.org). ☺



***...WATCH FOR YOUR INVITATION TO THIS REGIONAL CELEBRATION IN THE MAIL IN APRIL!***

## DVRPC PROJECT WINS HONOR

The American Council of Engineering Companies of Pennsylvania (ACEC/PA) recognized a DVRPC project at its recent Awards Ceremony in Hershey, PA. Consulting firm Johnson,

Mirmiran & Thompson received a Diamond Honor Award in the *Studies, Research and Consulting Services* category for DVRPC's Regional Transportation GIS Project. DVRPC shares this honor as their client.

ACEC/PA received nearly 250 submissions from across the state for consideration; DVRPC's project was one of only seven to achieve this level of distinction. 🌟

## OZONE ACTION GEARS UP FOR SUMMER

Now and ice are the big news this winter, but hot summer months and the high ozone levels associated with them are just around the corner. The Ozone Action Partnership hosted a luncheon on February 25 for area meteorologists and reporters to learn more about the vital role they play in alerting the public on high-ozone days.

The Partnership will use a new Air

Quality Index system for reporting ground-level ozone this summer. The luncheon was an opportunity for meteorologists to learn about this new system and the importance of



educating citizens of the Delaware Valley about this pollutant. It was also a chance for the Partnership to build ties with regional media and to get feedback to make the forecasts more helpful for reporters.

The Ozone Action season officially begins with a Kick-off in mid-May, and continues into September. 🌟



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*Since its establishment in 1965, DVRPC has been instrumental in ensuring the orderly growth of the bi-state region. As the federally-funded metropolitan planning organization, DVRPC also provides data and consulting services to public and private sector organizations, and fosters cooperation among all levels of government. Shown above is the nine-county Delaware Valley region.*

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