



CULTIVATING CAMDEN

THE CITY'S FOOD ECONOMY STRATEGY



Cultivating Camden: An Introduction



Stakeholders



NEW JERSEY
DEPARTMENT OF AGRICULTURE

Johnson & Johnson



New Jersey Conservation
FOUNDATION



Camden
Redevelopment
Agency



LOURDES
HEALTH SYSTEM



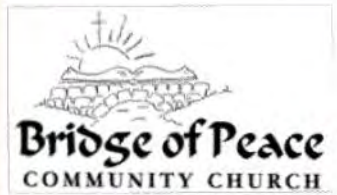
Delivering Nourishment.
Improving Health.



camden county
Improvement Authority



**New Jersey Partnership
for Healthy Kids**
Communities Making a Difference
to Prevent Childhood Obesity



Bridge of Peace
COMMUNITY CHURCH



Healthy Communities



Camden



RAY & JOAN
KROC
CORPS COMMUNITY CENTER
CAMDEN

Virtua



Bridge of Peace
COMMUNITY CHURCH



The Food Trust



**FOR
COMMUNITY**
YMCA of Burlington
and Camden Counties

TRE

THE REINVESTMENT FUND
Capital at the point of impact.

**The Cooper
Health System**



COOPER'S FERRY
PARTNERSHIP
LIVE | WORK | INVEST | CAMDEN



NJAHEC
Developing community health
through educational partnerships

dvrpc



Heart of Camden



Wells Fargo
Regional Foundation



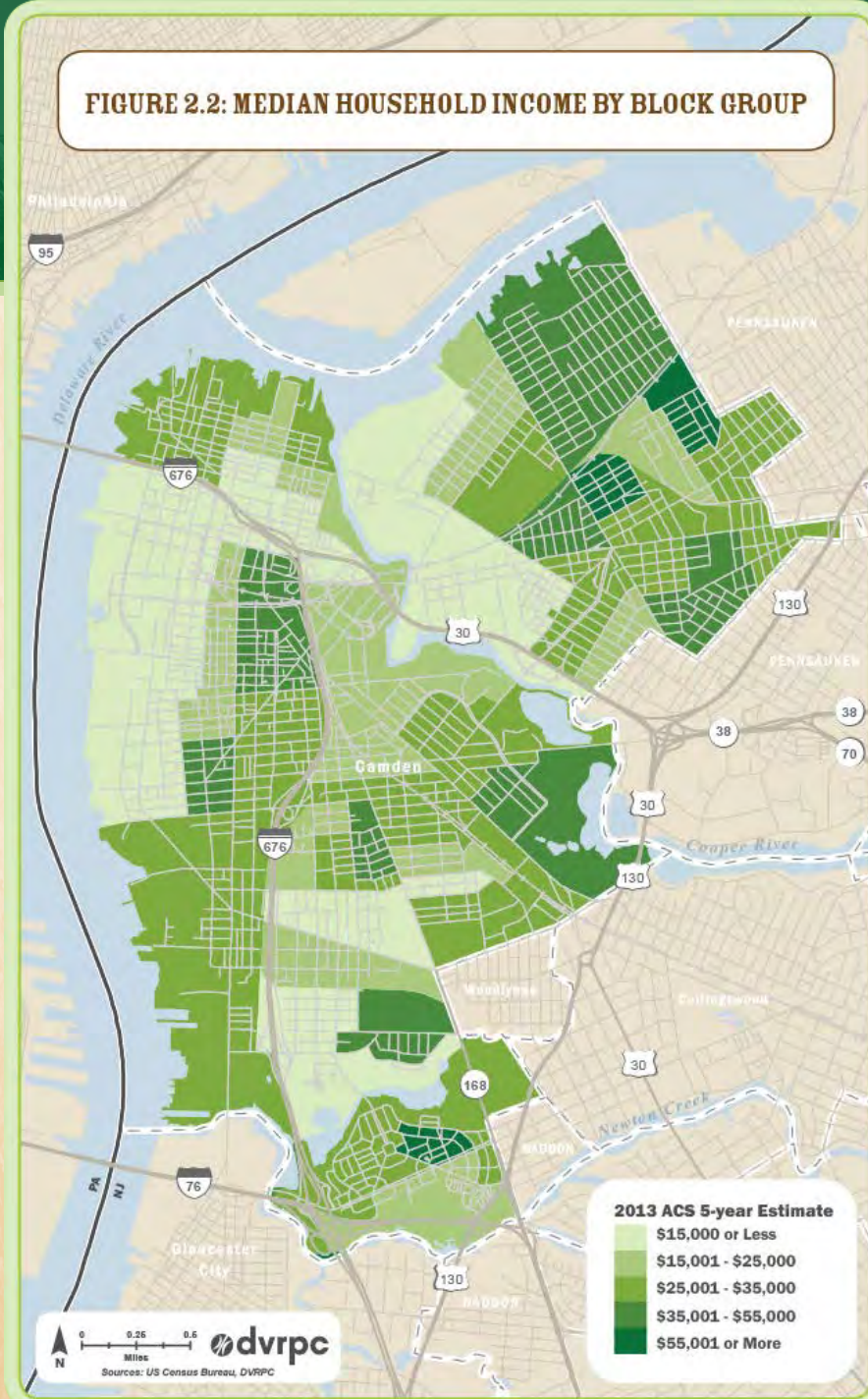


Data: *What does it tell us?*

Median Household Income

- \$26,202: City of Camden
 - \$61,683: Camden County
 - \$71,629: New Jersey
-
- 39.8% of Camden residents live below the poverty line

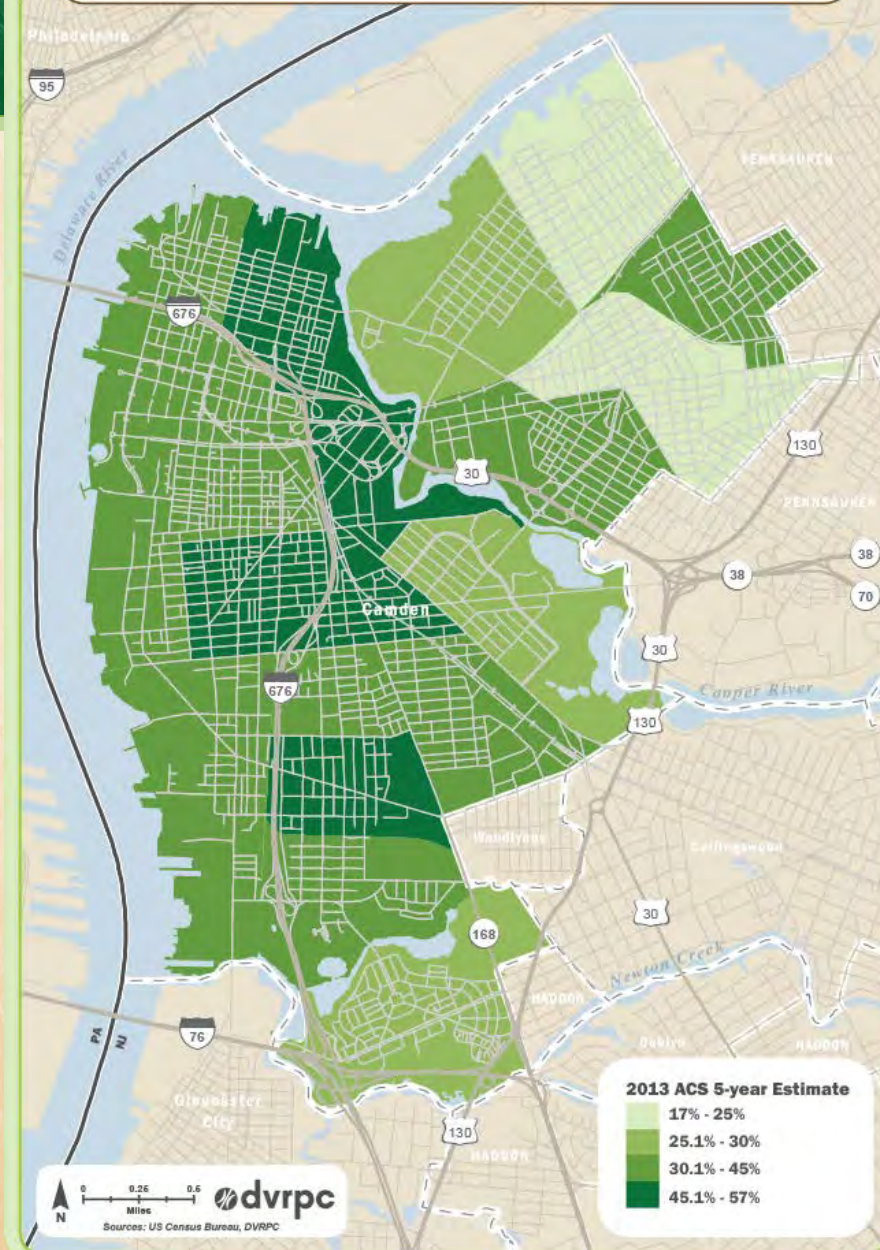
FIGURE 2.2: MEDIAN HOUSEHOLD INCOME BY BLOCK GROUP



Household Vehicle Ownership

- 10 out of 19 census tracts within Camden have low vehicle ownership (over 35% of households are carless)
- Between 45.1% and 57% of households in Centerville, Bergan Square, Gateway, and Pyne Point do not have cars

FIGURE 2.4: PERCENTAGE OF CARLESS HOUSEHOLDS BY CENSUS TRACT

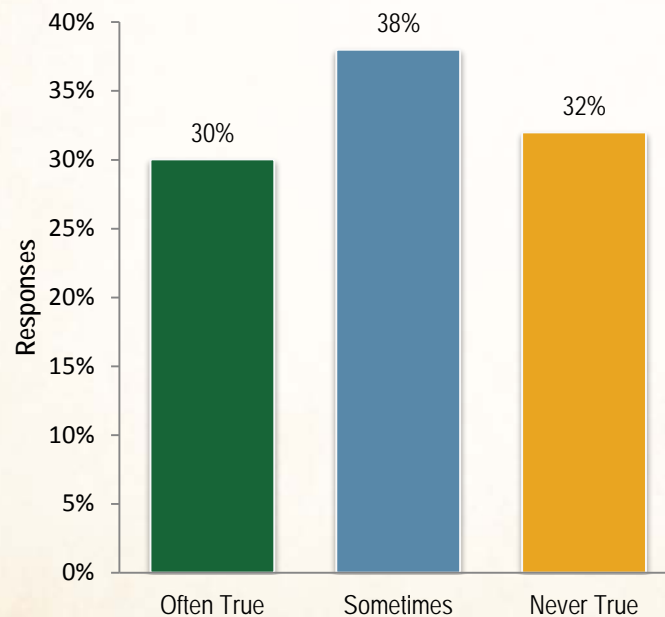




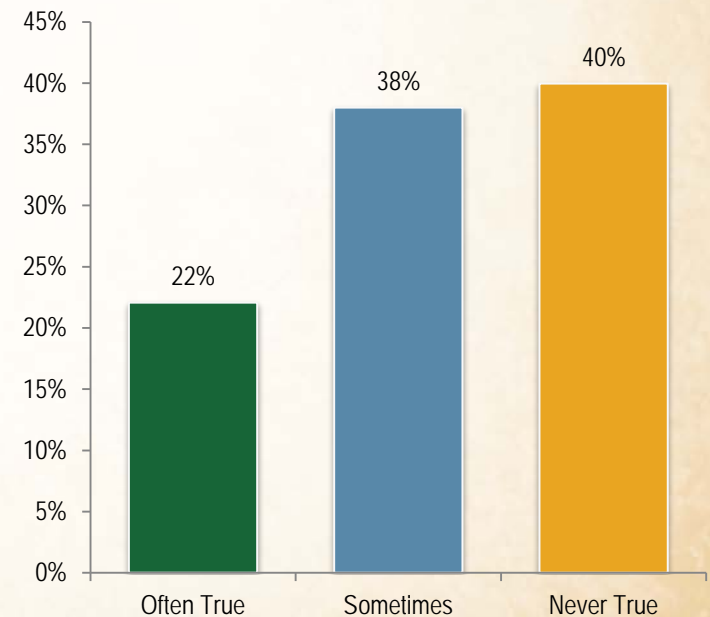
Food Insecurity

In-take questions developed by Camden Coalition of Healthcare Providers. Administered by Our Lady of Lourdes.

Question 1: Within last 12 months, we worried whether our food would run out before we got money to buy more



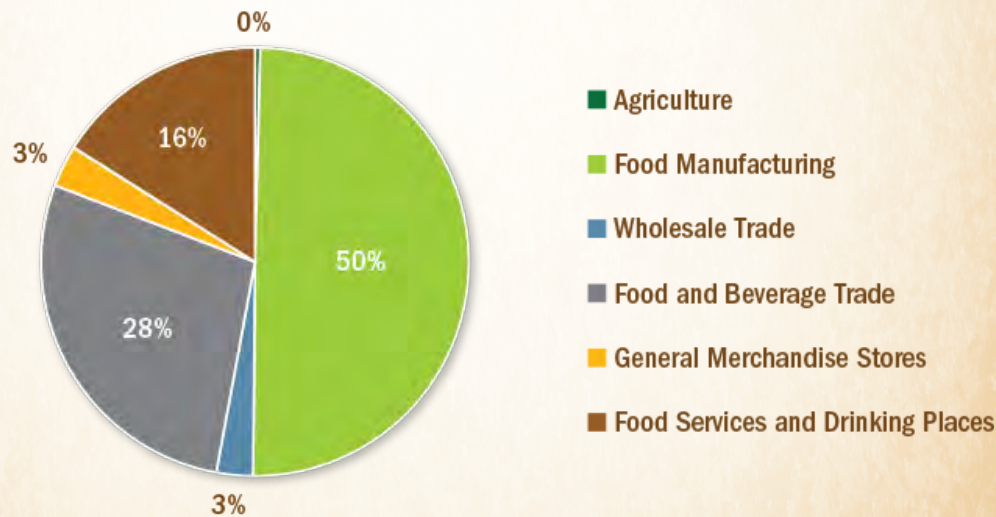
Question 2: Within the past 12 months, the food we bought just didn't last and we didn't have money to get more



Food Employment

- Waterfront South, Gateway, Marlton, and Fairview have the highest concentrations of food-related employment

FIGURE 2.15: CAMDEN CITY FOOD-RELATED EMPLOYMENT (2010)



Source: 2010 NETS, 2010 NAICS

FIGURE 2.14: FOOD EMPLOYMENT BY NEIGHBORHOOD





Food Industry Concentration

FIGURE 2.16: LOCATION QUOTIENTS FOR CAMDEN FOOD INDUSTRIES

NAICS Code	Industry Description	Camden
483	Water Transportation	42.42
311	Food Manufacturing	1.58
424	Merchant Wholesalers, Nondurable Goods	1.02
445	Food and Beverage Stores	1.02
493	Warehousing and Storage	0.95
484	Truck Transportation	0.66
722	Food Services and Drinking Places	0.48

White = Food Industries; Gray = Support Industries



Recommendations: *How are we making changes?*



Institutions





Implement FreshRx Programs

- Implement “Fresh Food Prescription” programs to help patients access the food they need to get and stay healthy.
- Offer a voucher for \$5 to \$7 to spend at local farmers market.

Fruit and Vegetable Prescription Program

Issuing Clinic/Health Center: _____

Patient's FVRx ID# _____

Issue Date: _____ Exp. Date (1 month after issue): _____

Circle the amount per week based on patient's family size:

\$7/family of 1	\$14/family of 2	\$21/family of 3
\$28/family of 4	\$35/family of 5	\$42/family of 6
\$49/family of 7	\$56/family of 8	\$63/family of 9

10 or more family members: # of people _____ amount/week: _____

Prescriber Name (please print): _____

Prescriber Signature: _____

Farmers Market:

	Week 1	Week 2	Week 3	Week 4
Date Redeemed				
Market Manager Initials	RR	RR	RR	

FEATURES ON BACK

RAS12031620229348



Source: Ryan Garza, Mlive.com



Government





Ensure Transit Access to Grocery Stores

FIGURE 3.2: BUS ROUTES TO PRICE RITE AND ALDI





Ensure Transit Access to the Grocery Stores





Community Organizations





Create a community gardeners' cooperative

- Use fewer staff resources to sell at area farmers markets
- Create a single point of contact for sales to vendors, institutions, and restaurants
- Create additional income for members, but not substantial income
- Create a brand identity



Source: Farm Alliance



Economic Development Organizations





Expand the Heart Bucks Program for healthy purchases in Camden's corner stores

- Offer financial incentive for healthy food purchases and/or attendance at nutrition education
- Tie to current initiatives, such as healthy corner store network
- Dual incentive for storeowners and customers



Source: *The Food Trust*



Amy Verbofsky

Planner, Office of Environmental Planning

Delaware Valley Regional Planning Commission

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Transportation
Improvement
Program

TIP

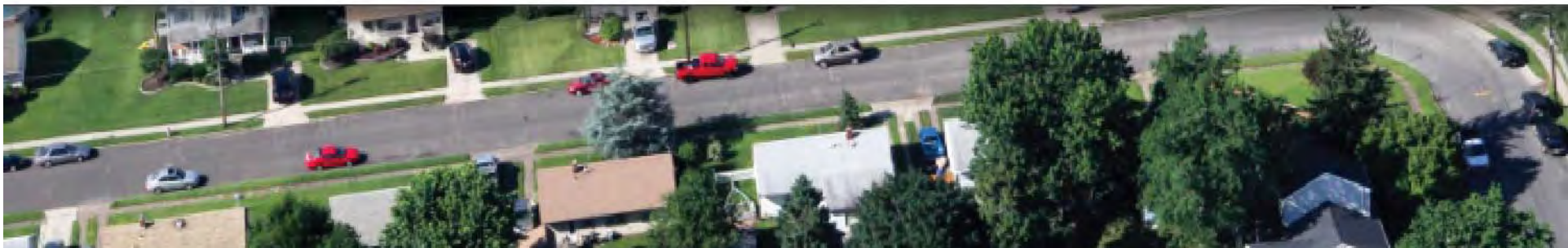
TIP Actions

Transportation Improvement Program

Pennsylvania TIP (FY2015-2018)

New Jersey TIP (FY2016-2019)

January 2016



I-95, Columbia Ave. to Ann St. (GR1), Philadelphia | Cost Increase

- ▶ Increase CON phase by \$14,145,000 (FY16: \$11,889,000; FY17: \$2,256,000). Increase ROW by \$361,000 in FY16.
- ▶ Off-line regional TIP project
- ▶ Estimated cost of section is \$91.3 million.

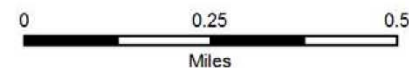
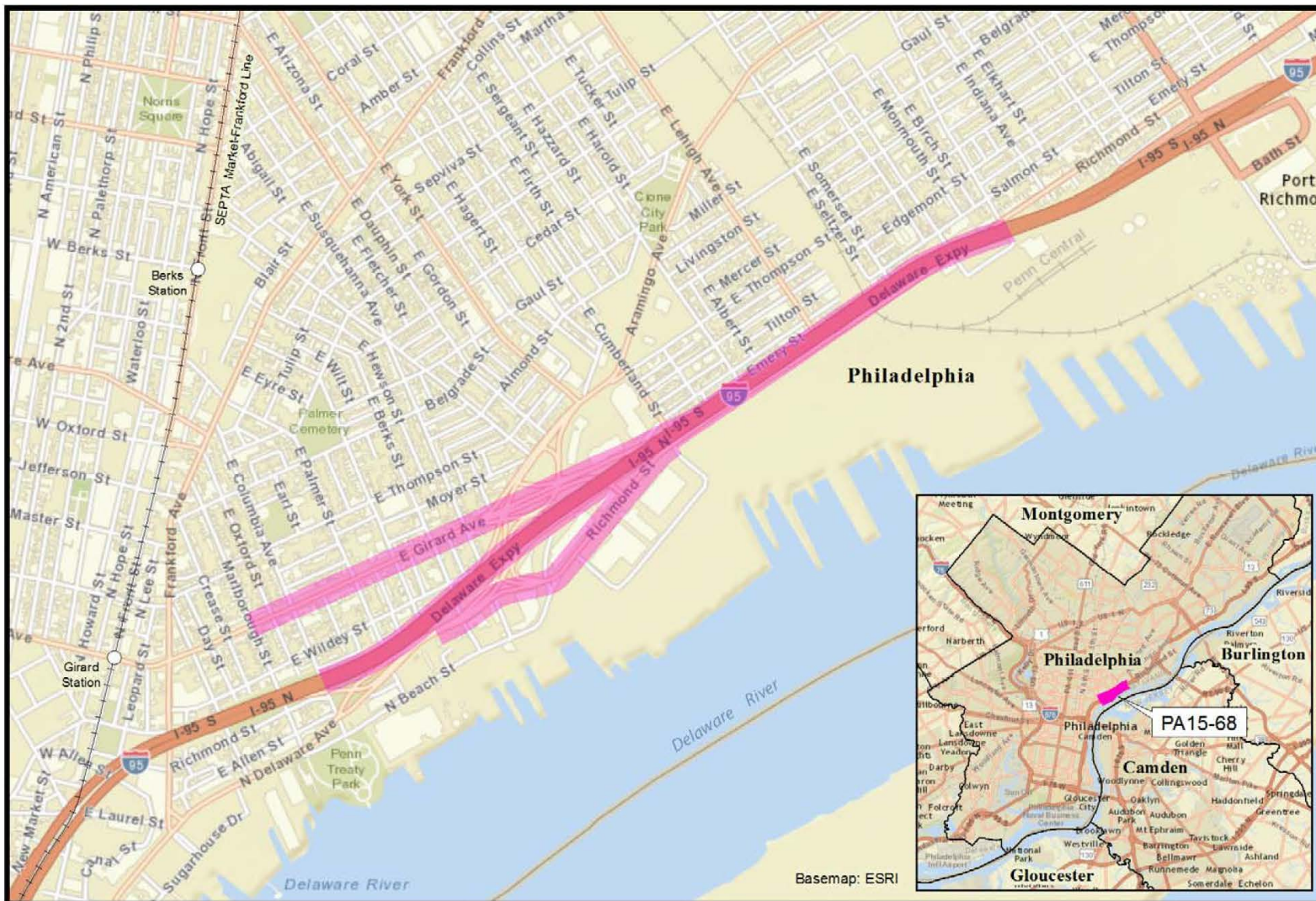


I-95, Columbia Ave. to Ann St. (GR1), Philadelphia | Cost Increase

- ▶ Increase is due to numerous work orders during CON.
- ▶ Including but not limited to;
 - Restoring Lehigh Sewer
 - Additional drainage crossing, changes to gas & water lines
 - More timbers piles and support for excavation
 - Additional office & equipment packages
 - Conrail items (timbers/ties, bumpers, tracks, etc.)
 - Removal & disposal of contaminated material
 - SEPTA guarded rail



PA15-68: I-95, Columbia Avenue to Ann Street (GR1)



TIP Action | Proposed - PA

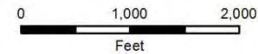
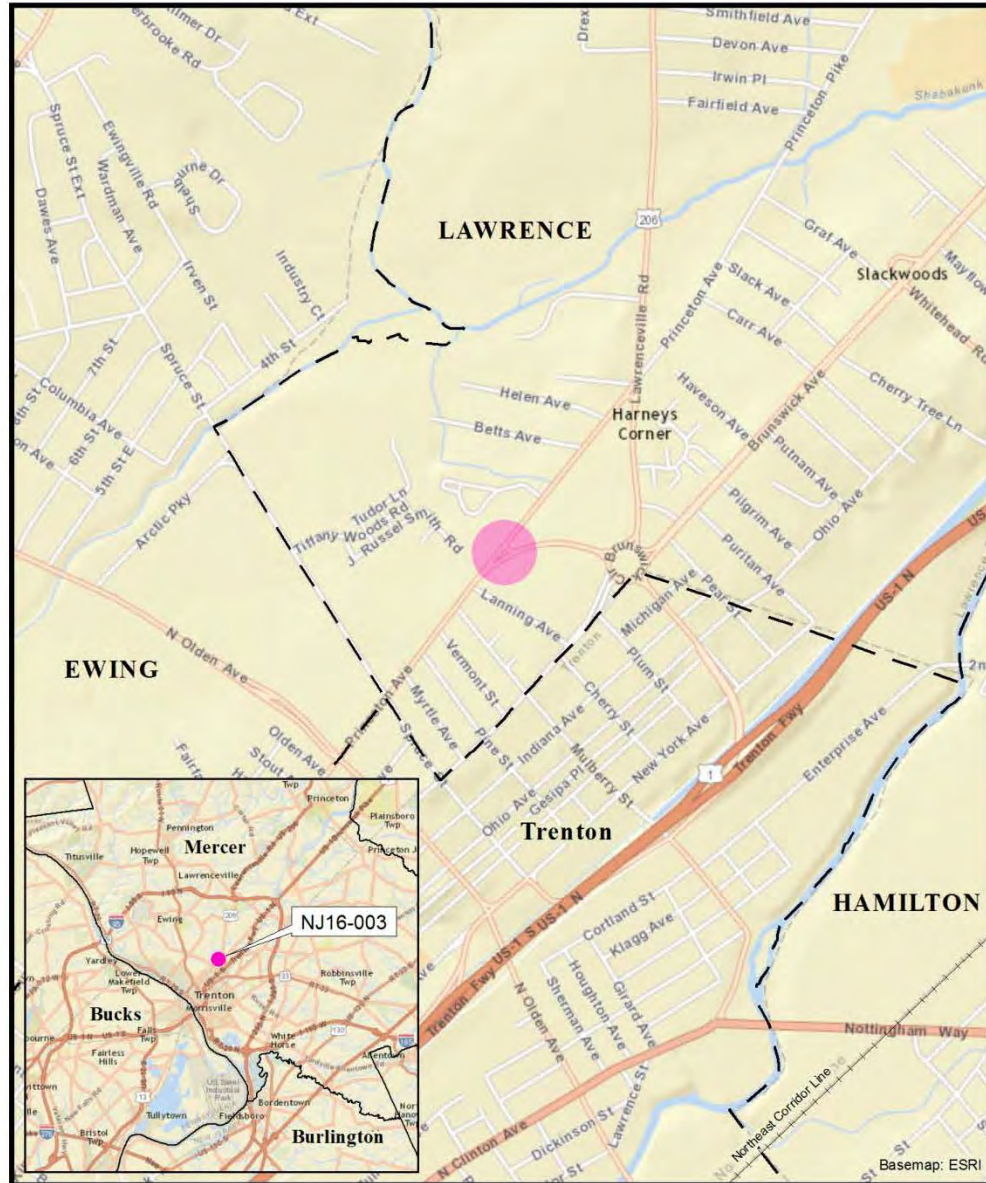
a. I-95, Columbia Ave. to Ann St. (GR1),
Philadelphia

Modify the TIP by increasing CON phase by \$14,145,000 (FY16: \$11,889,000; FY17: \$2,256,000) and increase ROW by \$361,000 in FY16.

CR 583, US 206 (Princeton Ave) and CR 645 (Brunswick Circle Extension) Roundabout, Mercer County | Add New Project - NJ

- ▶ Add new Mercer County project to Local Safety/High Risk Rural Road Program for \$1,140,000: \$190,000 for FY16 FD and \$950,000 for FY19 CON.
- ▶ Intersection has unusual geometry
- ▶ Not standard "T" Intersection
- ▶ Brunswick Circle Extension is hazardous for pedestrians and motorists
- ▶ High rate of rear-end & same-direction sideswipe crashes
- ▶ Project will convert intersection to single-lane modern roundabout.

NJ16-003: CR 583, US 206 (Princeton Ave) and
CR 645 (Brunswick Circle Extension) Roundabout



TIP Action | Proposed - NJ

b. CR 583, US 206 (Princeton Ave) and CR 645 (Brunswick Circle Extension) Roundabout, Mercer County

Amend the TIP by adding a new Mercer County HSIP project to Local Safety/High Risk Rural Road Program for \$1,140,000: \$190,000 for FY16 FD and \$950,000 for FY19 CON.



Penn's Landing Project Development (Study), Philadelphia | Add New Study

- ▶ Add new study project for \$10,000,000 (\$8,000,000 SPIKE State 581/\$2,000,000 Local) in FY16.
- ▶ Detailed study, analysis and project development for Penn's Landing area along I-95 between I-676 south to Washington Ave.



Penn's Landing Project Development (Study), Philadelphia | Add New Study

- ▶ Amend TIP by adding new study project for \$10,000,000 (\$8,000,000 SPIKE State 581/\$2,000,000 Local) in FY16.





Transportation
Improvement
Program

TIP

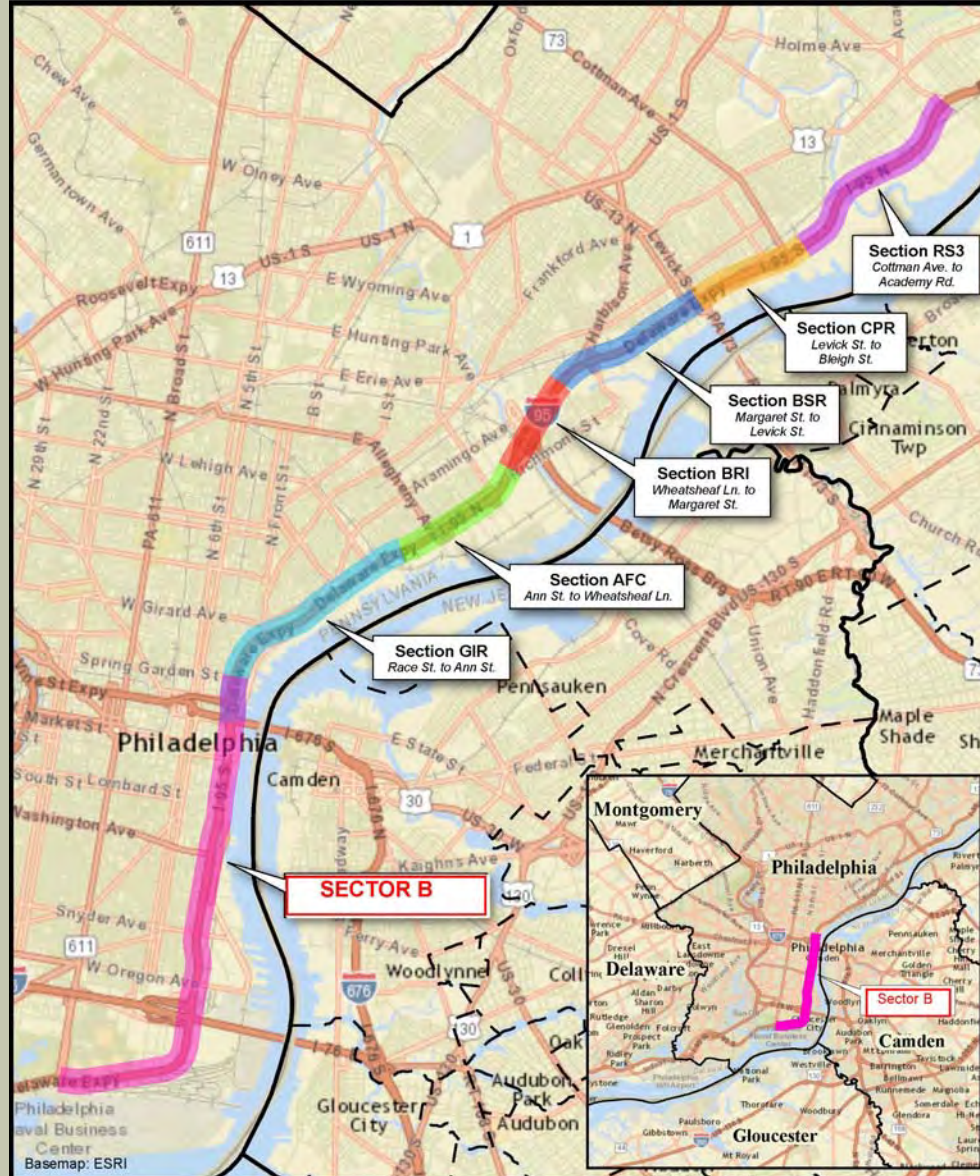
Thank You!

www.dvrpc.org/TIP

An aerial photograph of a city waterfront development project. The image shows a mix of urban buildings, green spaces, and a large body of water in the foreground. A prominent multi-lane highway runs horizontally across the middle of the image. The text 'Penn's Landing Project Development' is overlaid in large, white, sans-serif font across the center of the image.

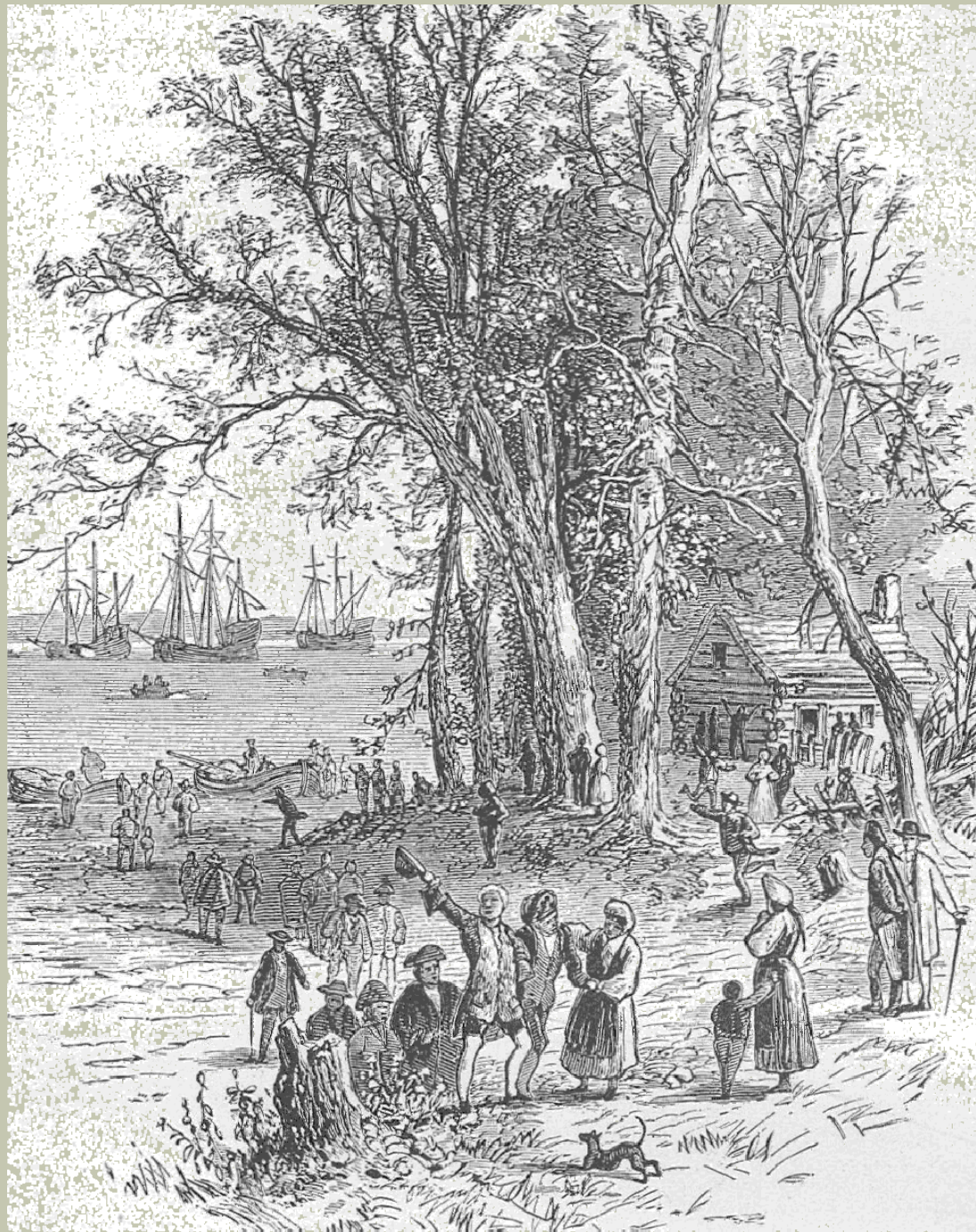
Penn's Landing Project Development

DVRPC
Regional Technical Committee
January 12, 2016



I-95 Sector A:
 Race Street north to
 Bleigh Avenue = \$2.2 Billion

I-95 Sector B:
 Broad Street north towards
 I-676 =????\$\$\$\$



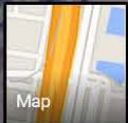
Founded in 1682, the City of Philadelphia was William Penn's "Greene Country Towne". The area known as Penn's Landing encompasses the spot where the founder first landed, and after his arrival became the heart of Philly's maritime center and the city's dominant commercial district.

Picture Credit: American On-Line High School

☰ Search Google Maps



Sign



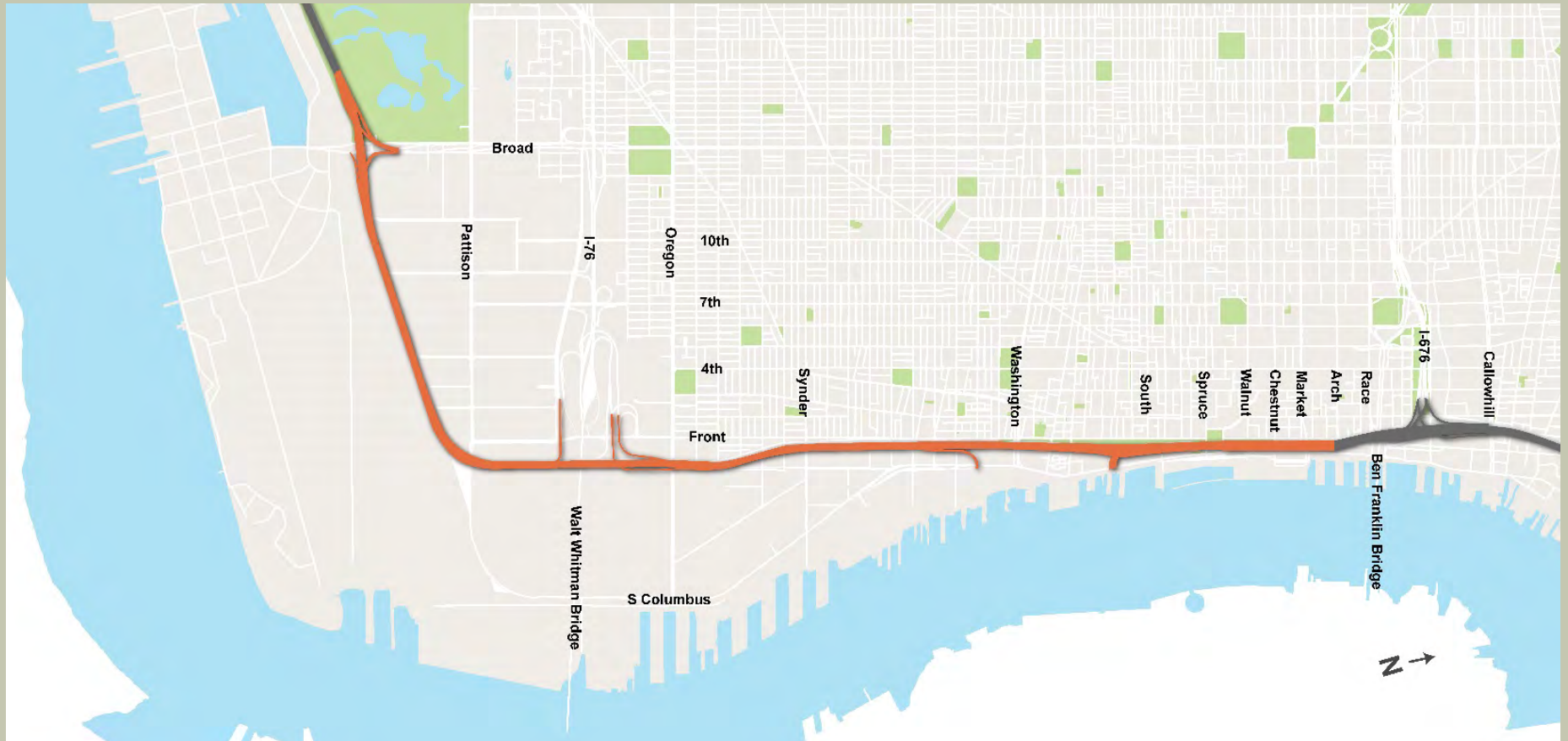
Map

Google





I-95 Sector A, in Construction from Bleigh Avenue (right) to Race Street (left)



I-95 Sector B, Central and South Philadelphia Project Development from Spring Garden Street (right) to Broad Street (left)



Penn's Landing, *Master Plan for the Central Delaware* (Top)
Plan View of Proposed Waterfront Access Structures (Bottom)

Planning and Environmental Linkages (PEL)

- SAFETEA-LU –Linking Transportation and NEPA
- FAST Act and MAP-21 – (PEL)The process of using and relying on planning analyses, studies, decisions, or other information for the project development and environmental review of transportation projects
 - establish a project's purpose and need by relying on the goal and objective developed during the planning process
 - eliminate the need to further consider alternatives deemed to be unreasonable by relying on alternatives analyses conducted during planning
 - rely on future land use plans as a source of information for the cumulative impacts analysis required under NEPA



South Street

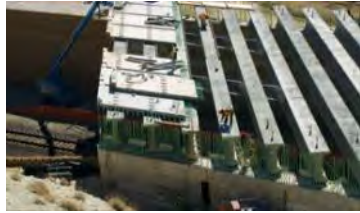
Bridge structure over I-95 and Columbus covered with parkland, Riverfront trail, South Street pedestrian bridge



Proposed Waterfront Access Structures over I-95 Looking East



Proposed Waterfront Access Structures over I-95 Looking West



Making Freight Data More Accessible

SHRP2 C20 Progress and Outcomes

Michael Ruane, Transportation Planner

Delaware Valley Regional Planning Commission

January 2016 | RTC



Project Objectives

- **Improve availability and visibility of freight data in *PhillyFreightFinder***
 - Identify and adapt disparate sources of data
 - Refine current data sources for regional or sub-regional applications
 - Establish, pool, and standardize a portfolio of core freight data set that support planning, programming, and project prioritization

www.dvrpc.org/webmaps/phillyfreightfinder

Data collection & integration

Evaluate and integrate *diverse* freight data:

- essential to understanding the **intermodal supply** for freight movements;
- that explains freight demand and **supply-chain logic**; and
- that measures **system performance**.

- **13 new data sources**
- New database and processes

The image displays a complex data visualization consisting of multiple overlapping tables. Each table represents a different data source and contains columns for years (ranging from 2012 to 2015), sources (such as DVRFPC, NCHD, NCHM, and NCHM/NCHM), and various freight-related metrics. The tables are organized into categories such as 'Highways', 'Ports/Waterways', 'Airports', and 'Night Centers'. The data is presented in a way that allows for comparison across different sources and time periods.

Freight Data Portal for the Delaware Valley

The Delaware Valley is a premier freight transportation gateway. It possesses one of the world's busiest freshwater ports; rail freight service from two large Class I railroads and 12 smaller short lines; an airport with expanding international cargo services; an excellent highway and connector network; and numerous rail and port intermodal terminals.

The performance of this extraordinary network helps promote and support a thriving economy. *PhillyFreightFinder* is a resource for exploring and tracking the Philadelphia-Camden-Trenton regional freight network.

Get started below

County Freight Profiles

The DVRPC region is comprised of nine counties, each with a unique freight profile of facilities, employment, and trade patterns. The County Profile Tool provides insights on these unique aspects.

Explore a county

Performance Indicators

A key to understanding freight in the Delaware Valley is evaluating the performance of the facilities that support freight in the region.

View Highway Performance

View Map Performance Indicators

Explore Our Network

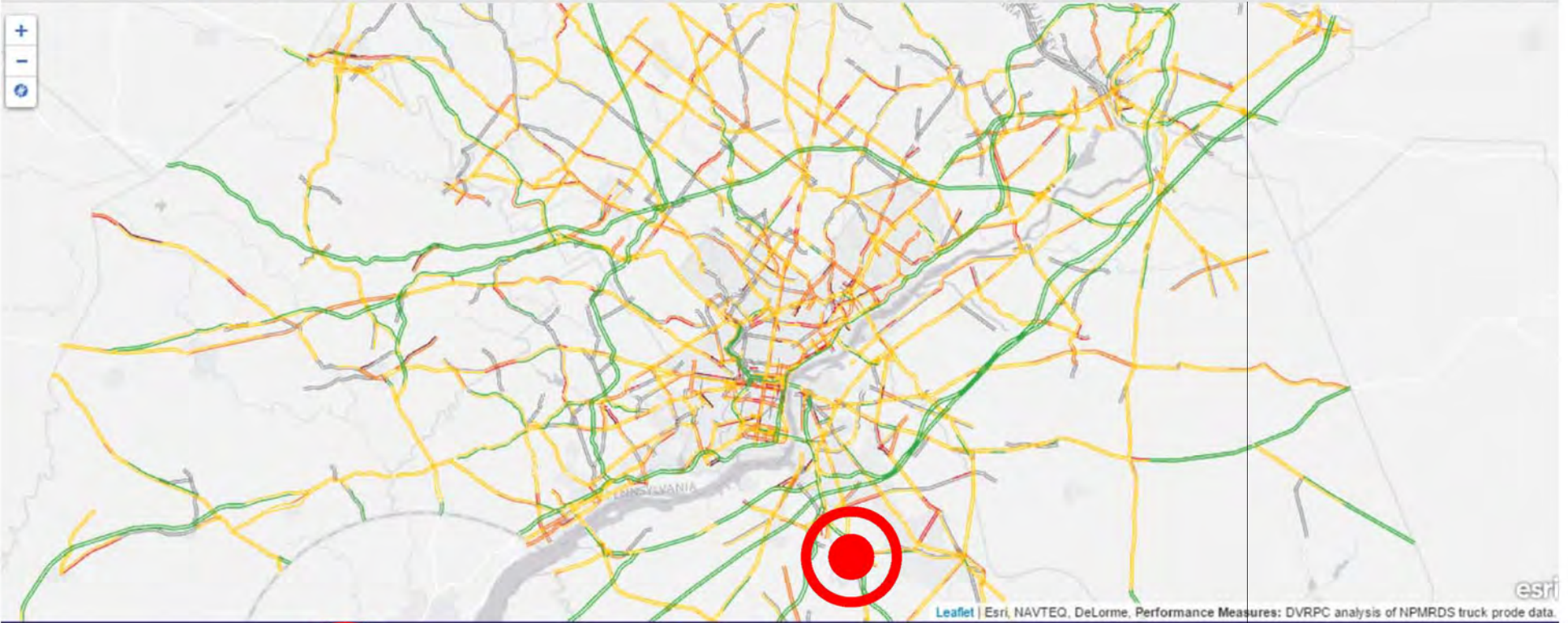
The region's extensive network includes hundreds of individual facilities that function together to drive the economy. Our map tool allows you to explore key details and facts about each of these facilities.

Browse the network map

www.dvrpc.org/webmaps/phillyfreightfinder

Highway Performance

Truck Travel Time Index (5 AM - 7 AM)

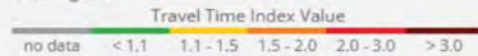


Select performance measure:

Travel Time Index

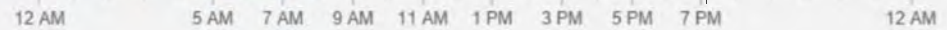


Data legend:



Select time period:

Pause



www.dvrpc.org/webmaps/phillyfreightfinder

Key Outcomes

Value added to the regional planning process

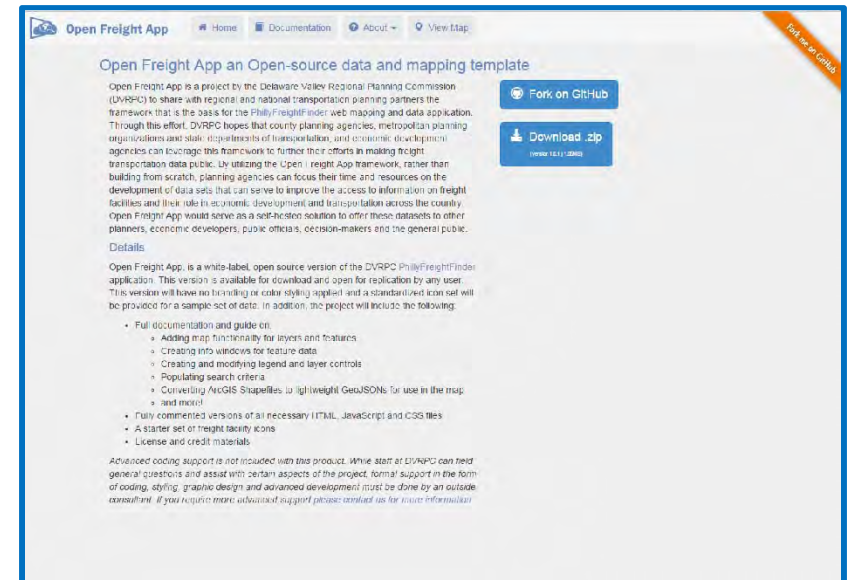
- Centralized clearinghouse of freight data
 - Clear communication
 - Reliable single source
 - Cross-agency collaboration
- **Formal structure** to guide future data collection + **automation**
- Better foundation for **evaluating projects**
- Data critical for updating the regional transportation model

Lessons Learned

- Have a plan for the collection and practical uses of data
- Engagement of public and **private stakeholders**
 - Data sharing and fusion opportunities
- Formal **data agreements** are crucial
- Being a resource **improves visibility and input**
 - **Promotion is key!**

Open Freight App

- **Easy to replicate** template for **cost-effective** communication of freight data.
- Well documented and **completely open source**.
- Case study:
 - WILMAPCO replicated for TIP tool
 - Work performed by a summer intern



Full open source project is available online:

<http://dvrpcfreight.github.io/open-freight-app/>

Questions

Michael Ruane

Transportation Planner

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Delaware Valley Regional Planning Commission

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215.238.2888

PhillyFreightFinder: <http://dvrpc.org/webmaps/phillyfreightfinder>

Open Freight App: <http://dvrpcfreight.github.io/open-freight-app/>

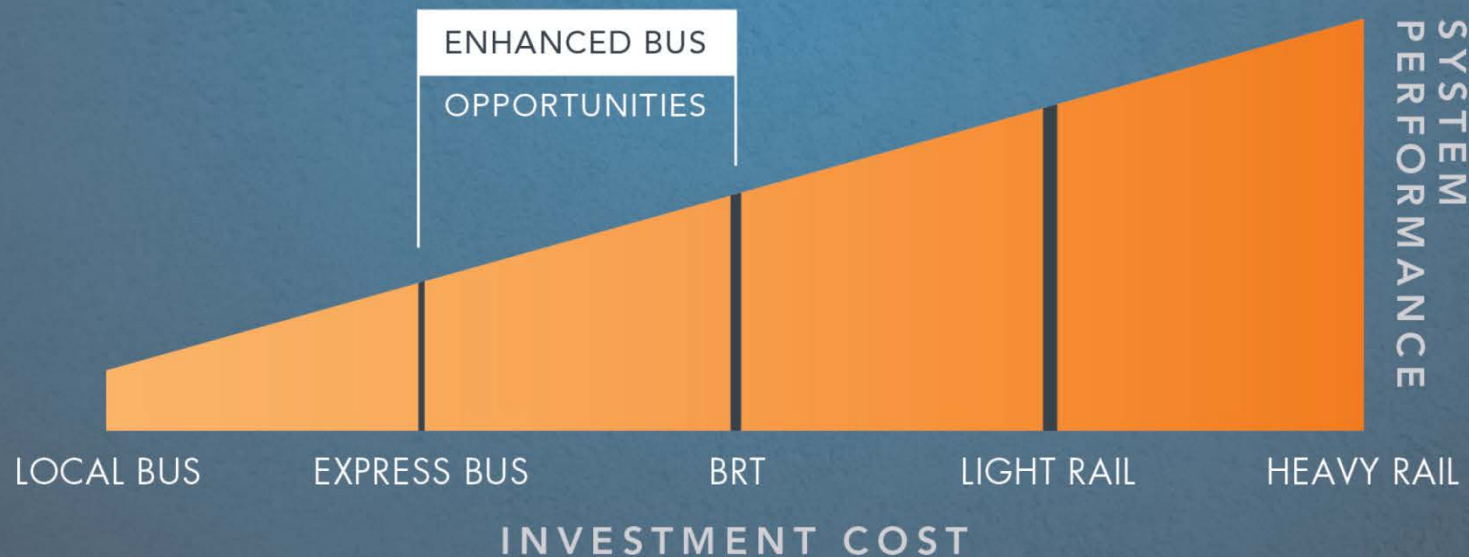
ENHANCED BUS SERVICE

on West Chester Pike



Enhanced Bus Service (EBS) is a package of transit improvements that can lead to faster travel times and a more comfortable trip for bus passengers.

Enhanced Bus Service (EBS) is a package of transit improvements that can lead to faster travel times and a more comfortable trip for bus passengers.



Study Team

BACKGROUND

FINDINGS

RECOMMENDATIONS



Chester County
Delaware County
DCTMA
SEPTA
PennDOT
TMACC

Study Team

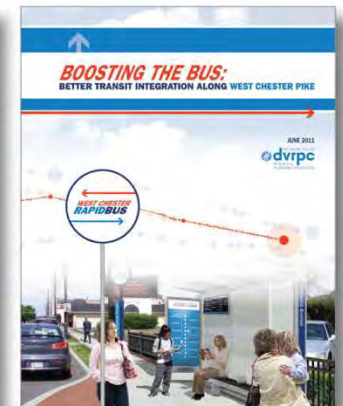
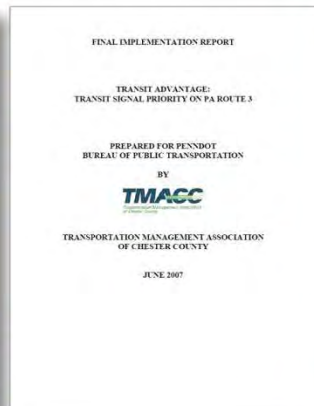
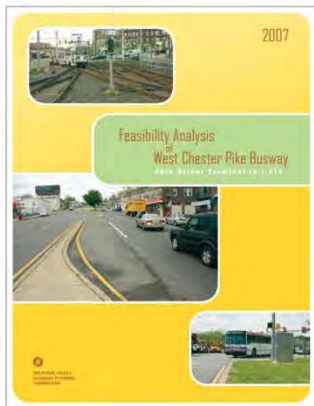
BACKGROUND

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RECOMMENDATIONS



Chester County
Delaware County
DCTMA
SEPTA
PennDOT
TMACC



- ① Develop **operational strategies** for enhanced bus service along PA-3/West Chester Pike
- ② Develop station area plans that identify **critical improvements** related to stop access
- ③ Promote the **multimunicipal cooperation** necessary to make EBS a reality.

West Chester Pike

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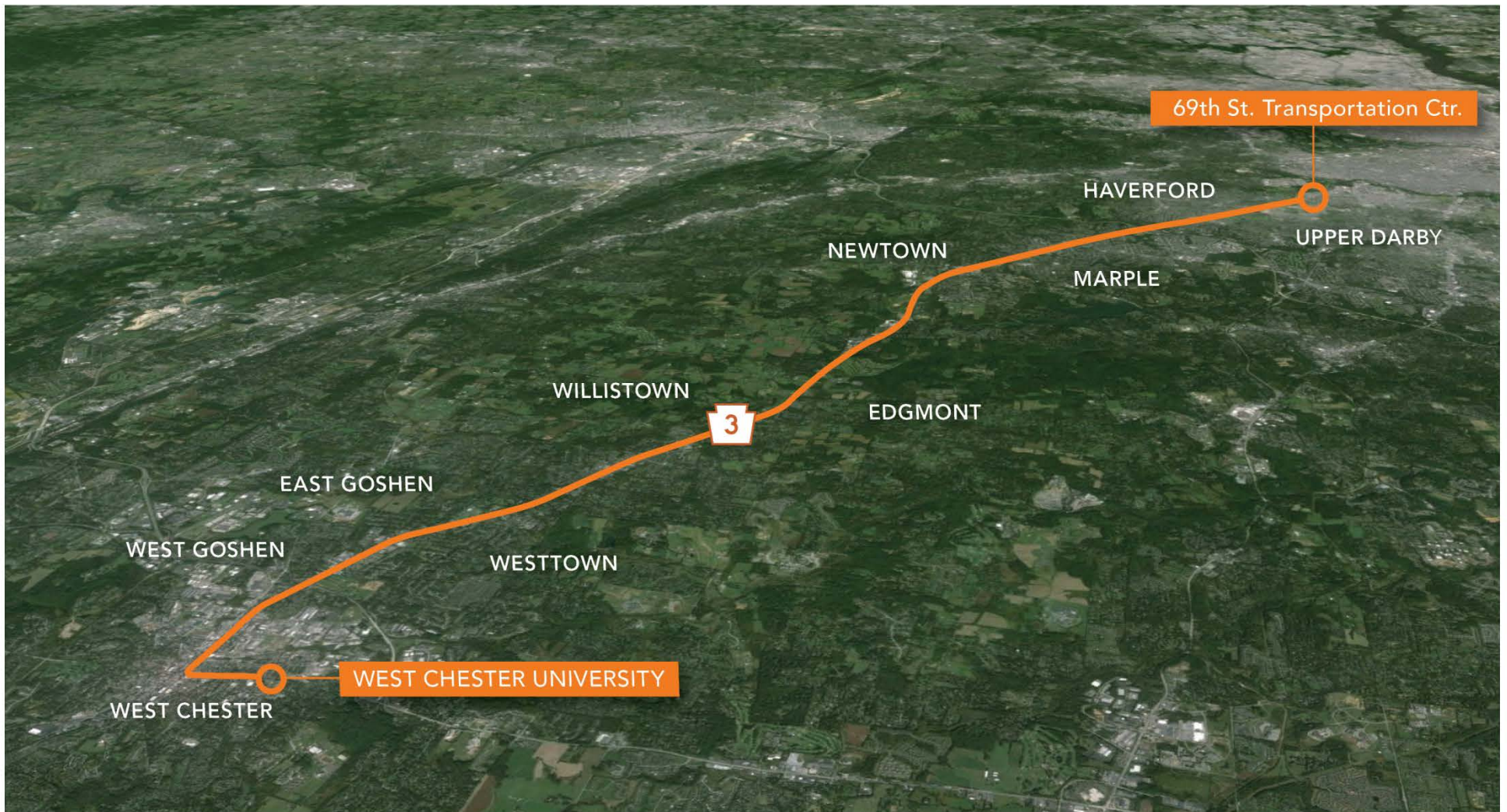


West Chester Pike

BACKGROUND

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Regional Perspective

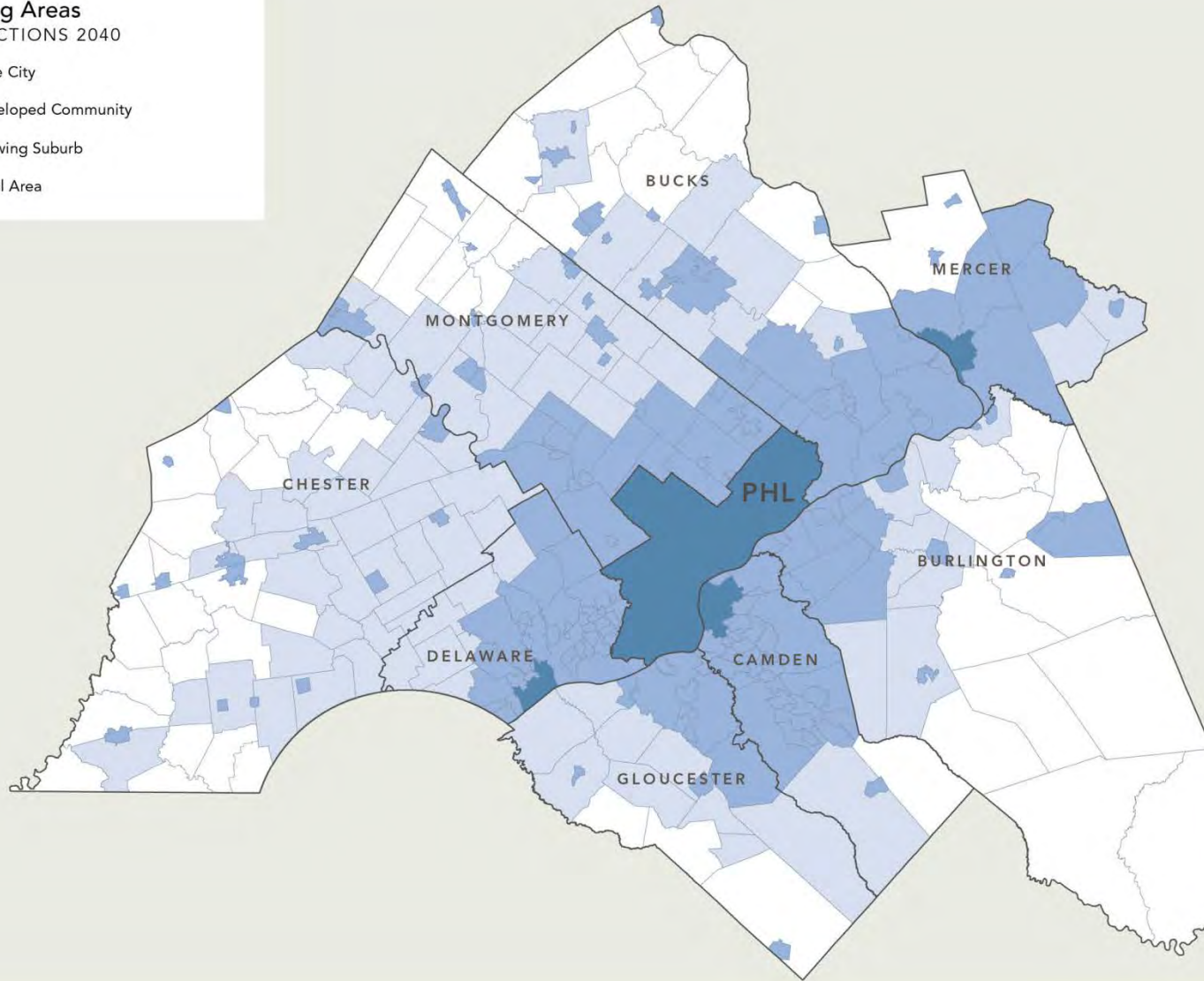
BACKGROUND

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RECOMMENDATIONS

Planning Areas CONNECTIONS 2040

- Core City
- Developed Community
- Growing Suburb
- Rural Area

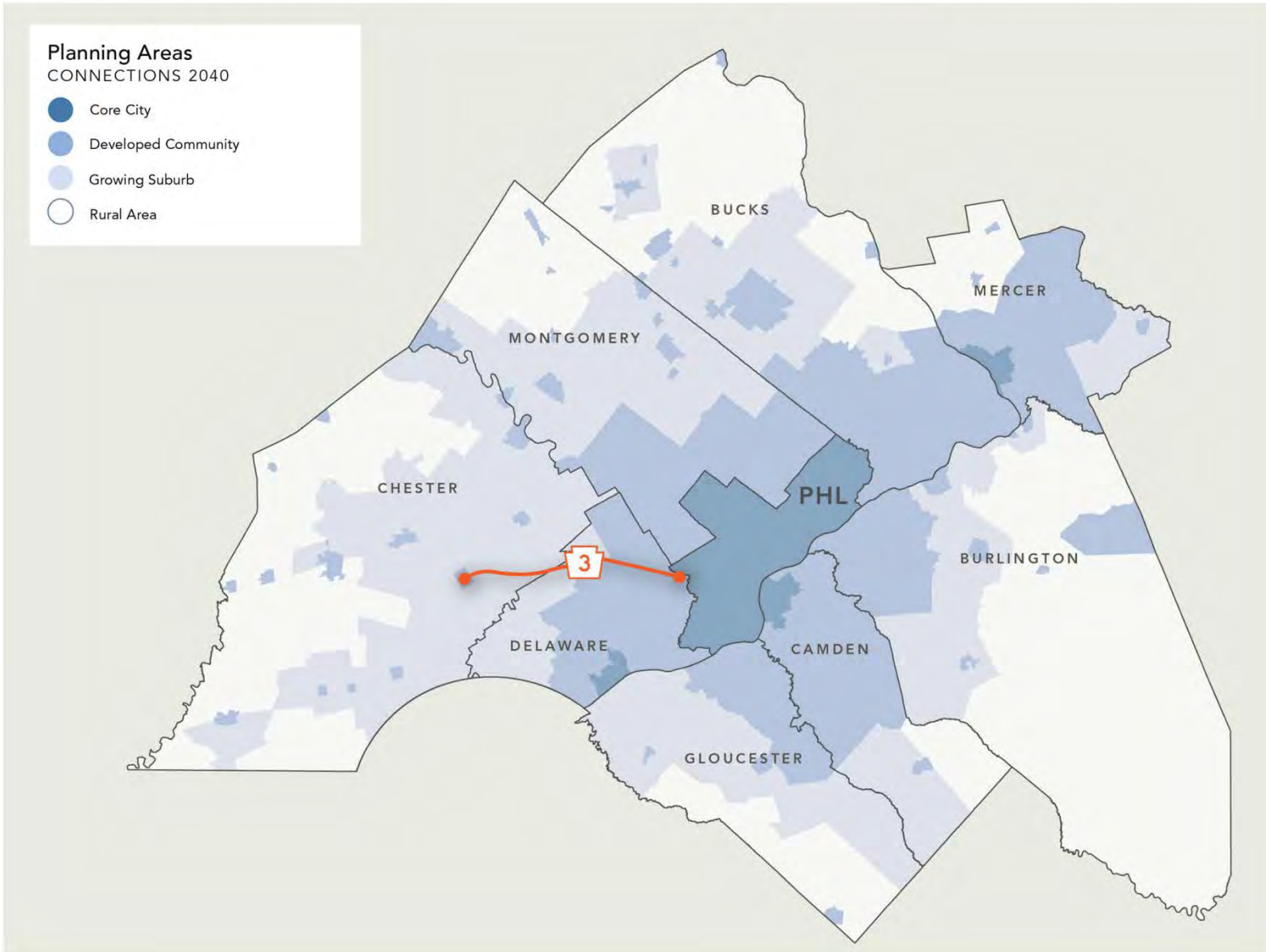


Regional Perspective

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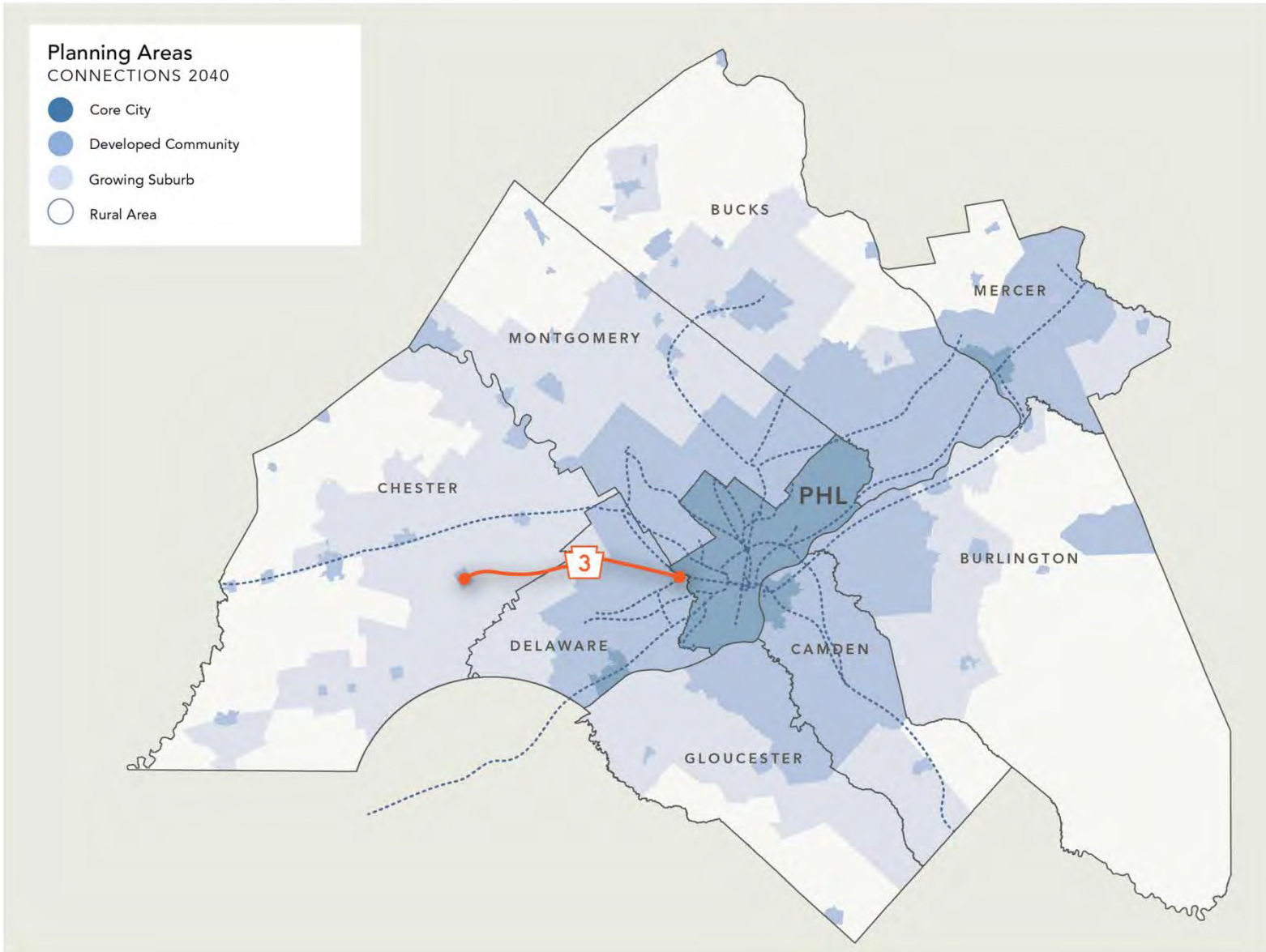


Regional Perspective

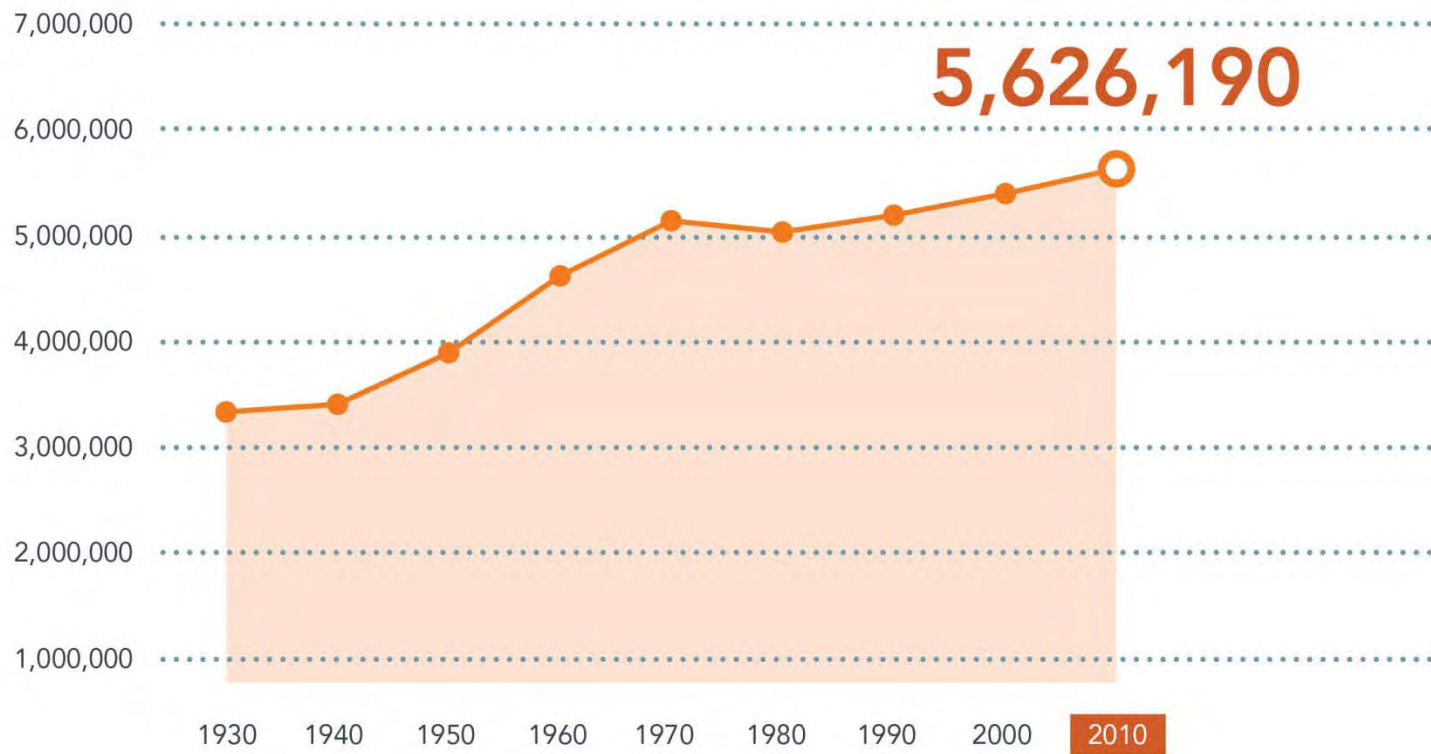
BACKGROUND

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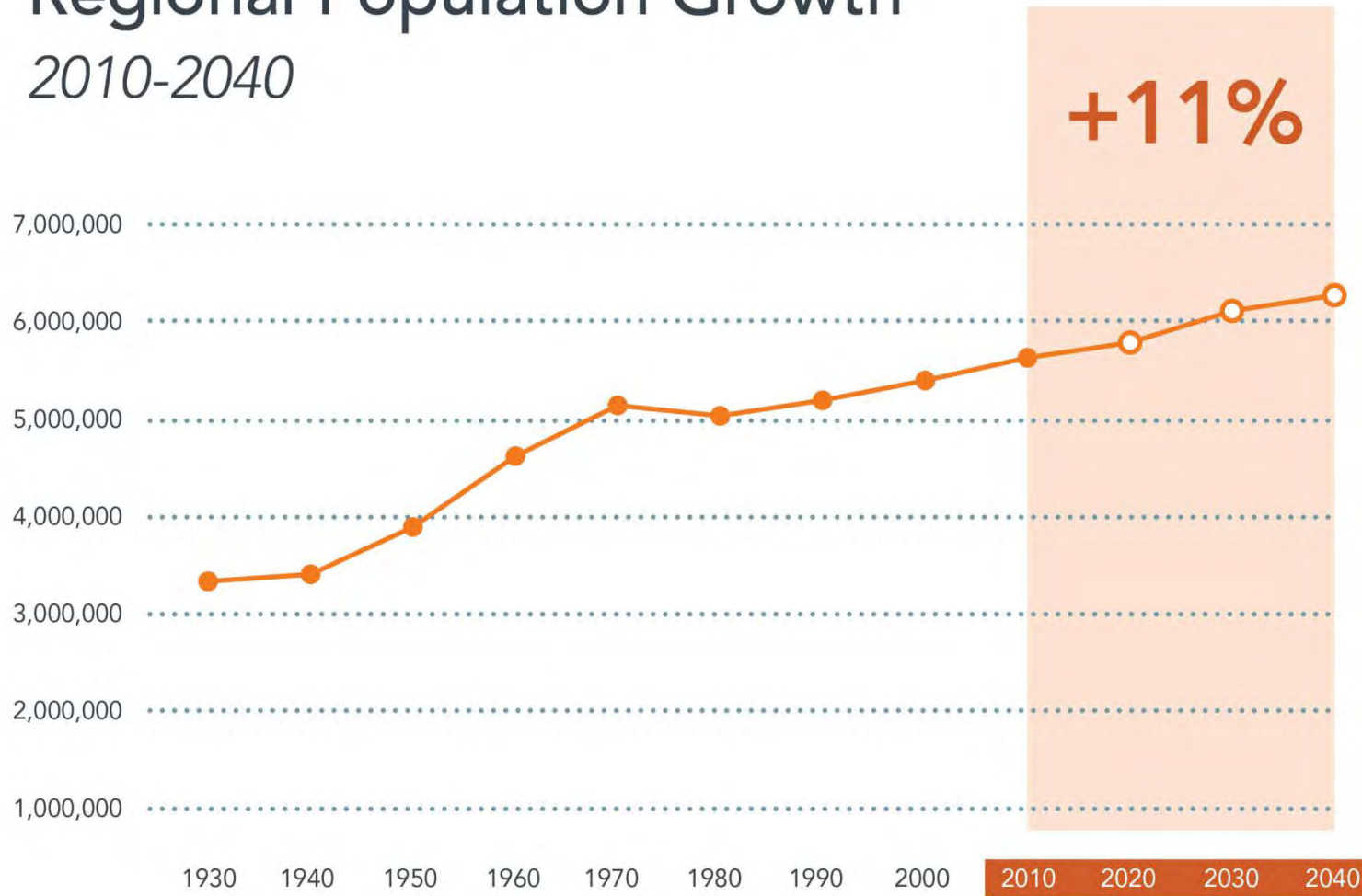
RECOMMENDATIONS



Regional Population Growth 1930-2010

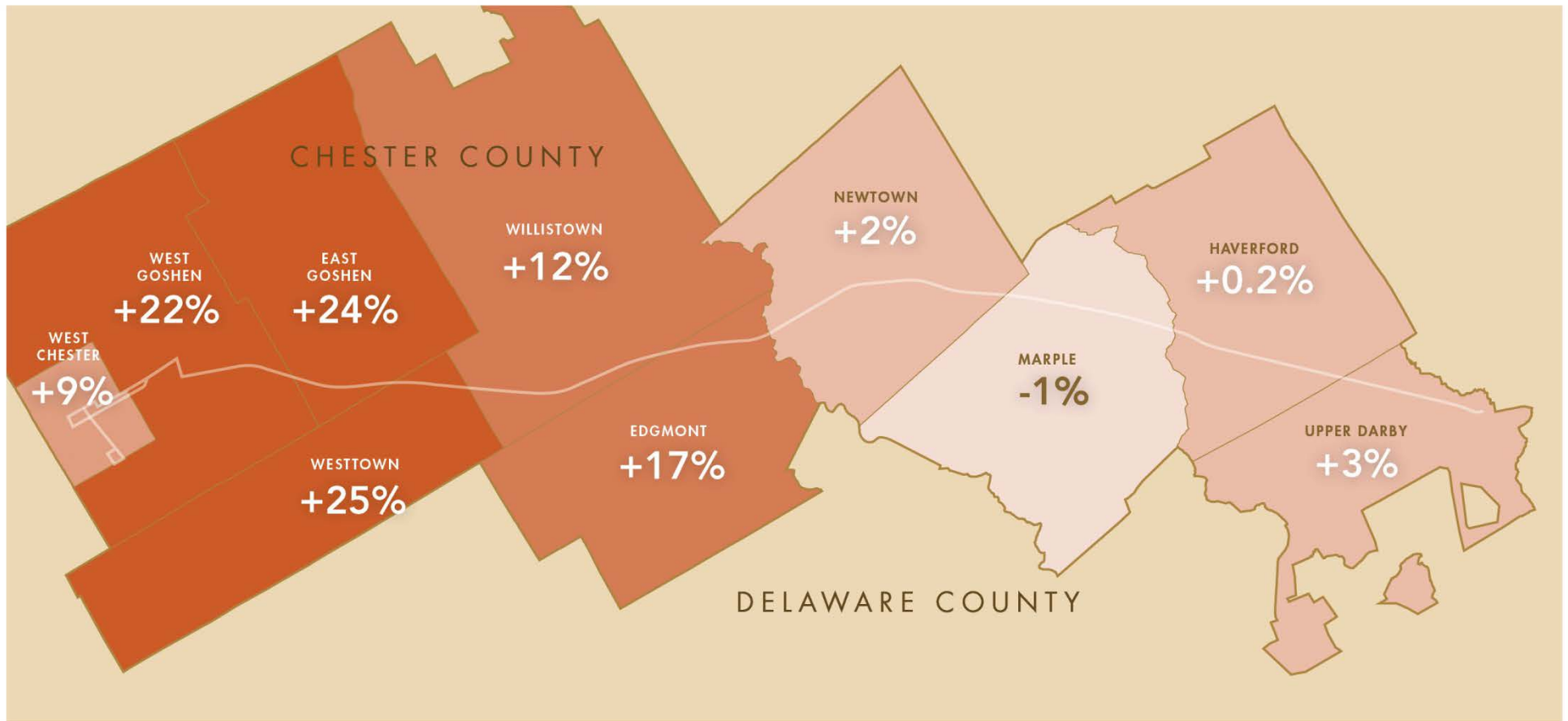


Regional Population Growth *2010-2040*



Corridor Population Growth

2010-2040



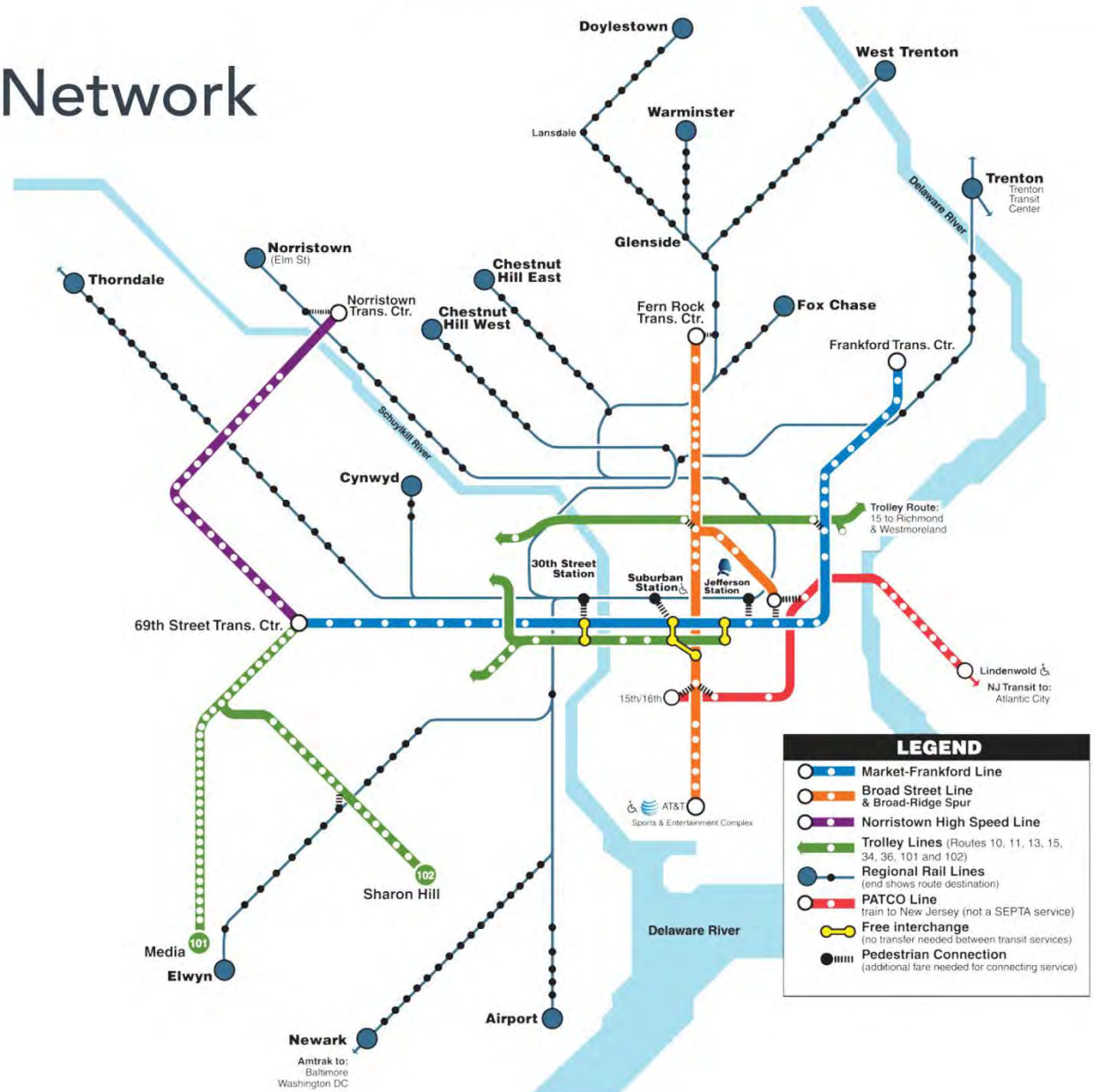
Regional Perspective

BACKGROUND

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Regional Transit Network



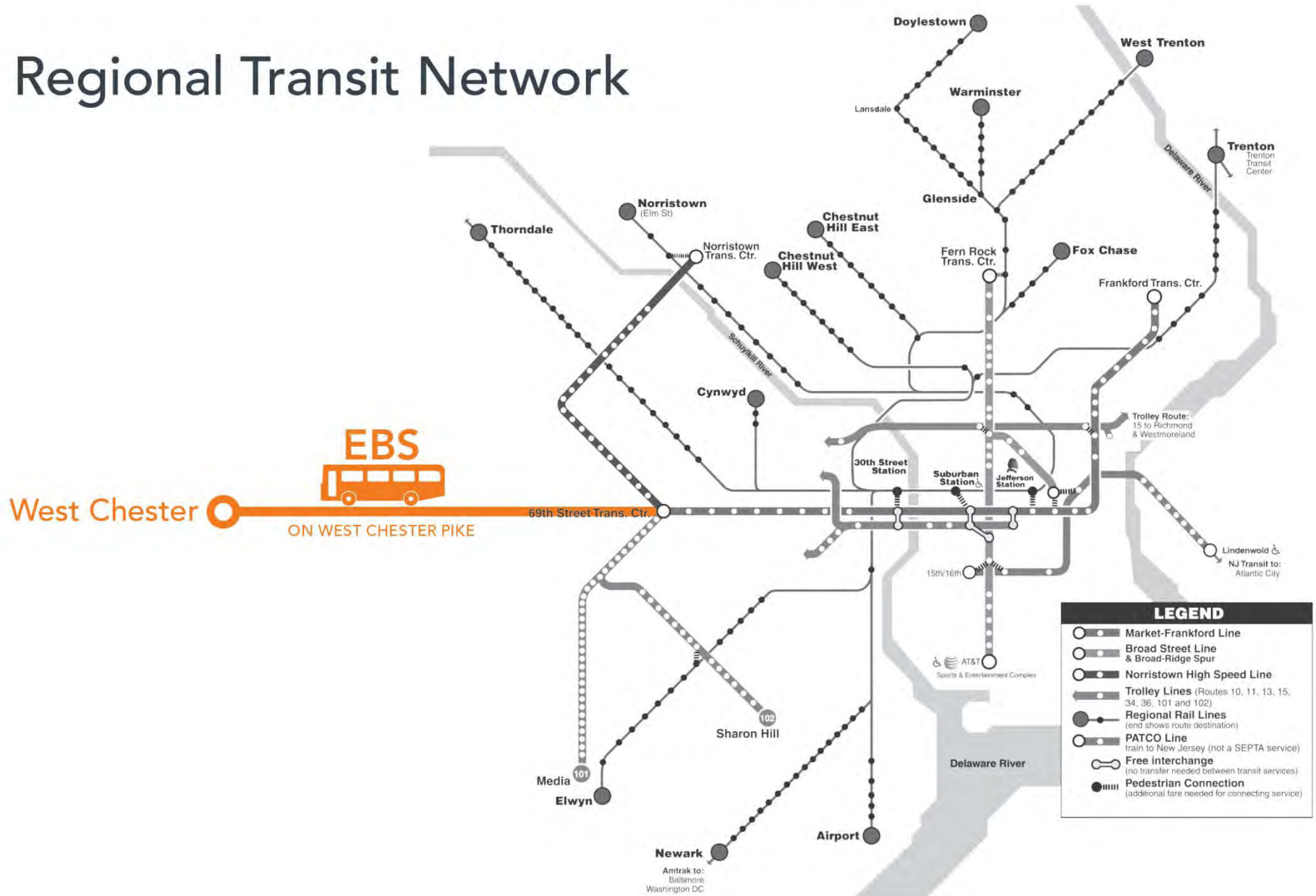
Regional Perspective

BACKGROUND

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Regional Transit Network



LEGEND

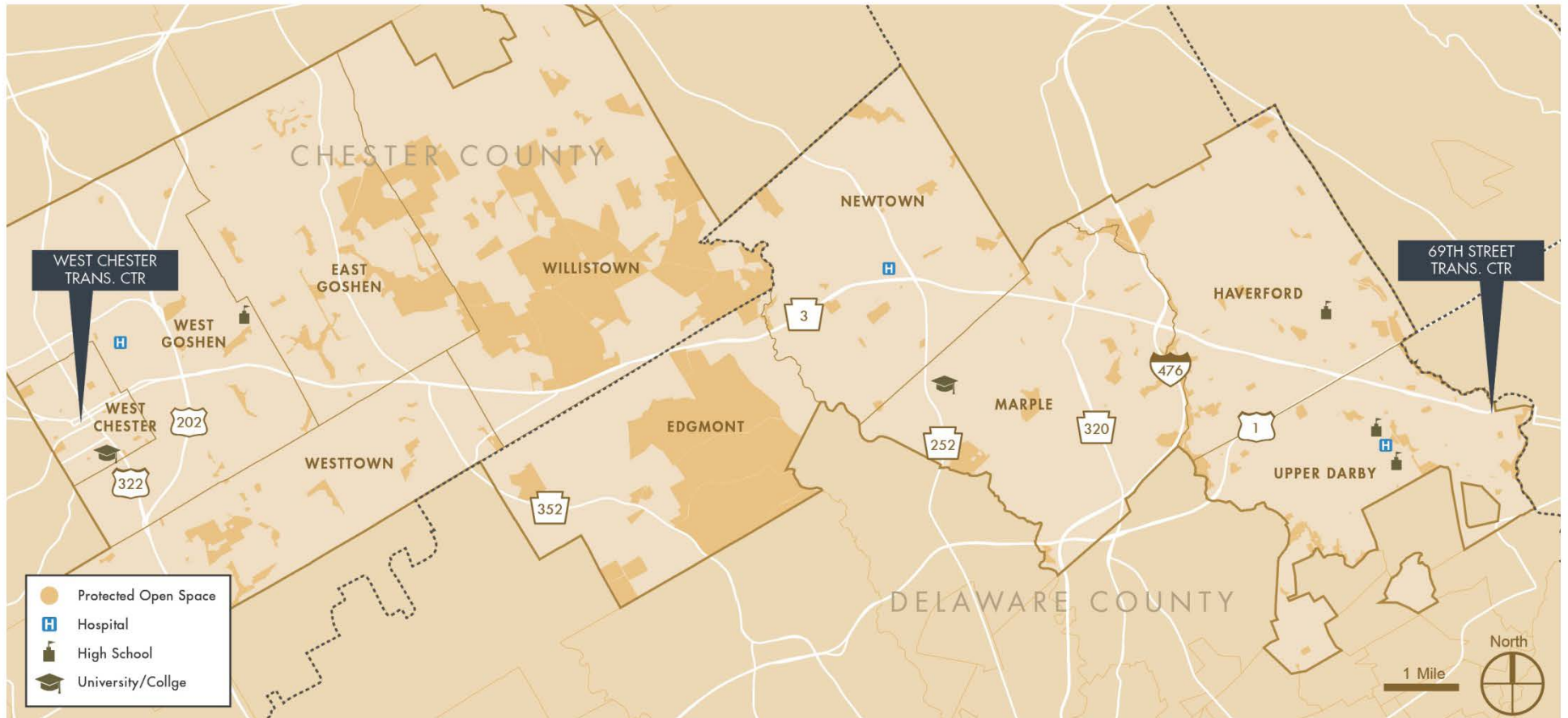
- Market-Frankford Line
- Broad Street Line & Broad-Ridge Spur
- Norristown High Speed Line
- Trolley Lines (Routes 10, 11, 13, 15, 34, 36, 101 and 102)
- Regional Rail Lines (end shows route destination)
- PATCO Line (train to New Jersey (not a SEPTA service))
- Free Interchange (no transfer needed between transit services)
- Pedestrian Connection (additional fare needed for connecting service)

WCP Corridor

BACKGROUND

FINDINGS

RECOMMENDATIONS



Driving

BACKGROUND

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RECOMMENDATIONS

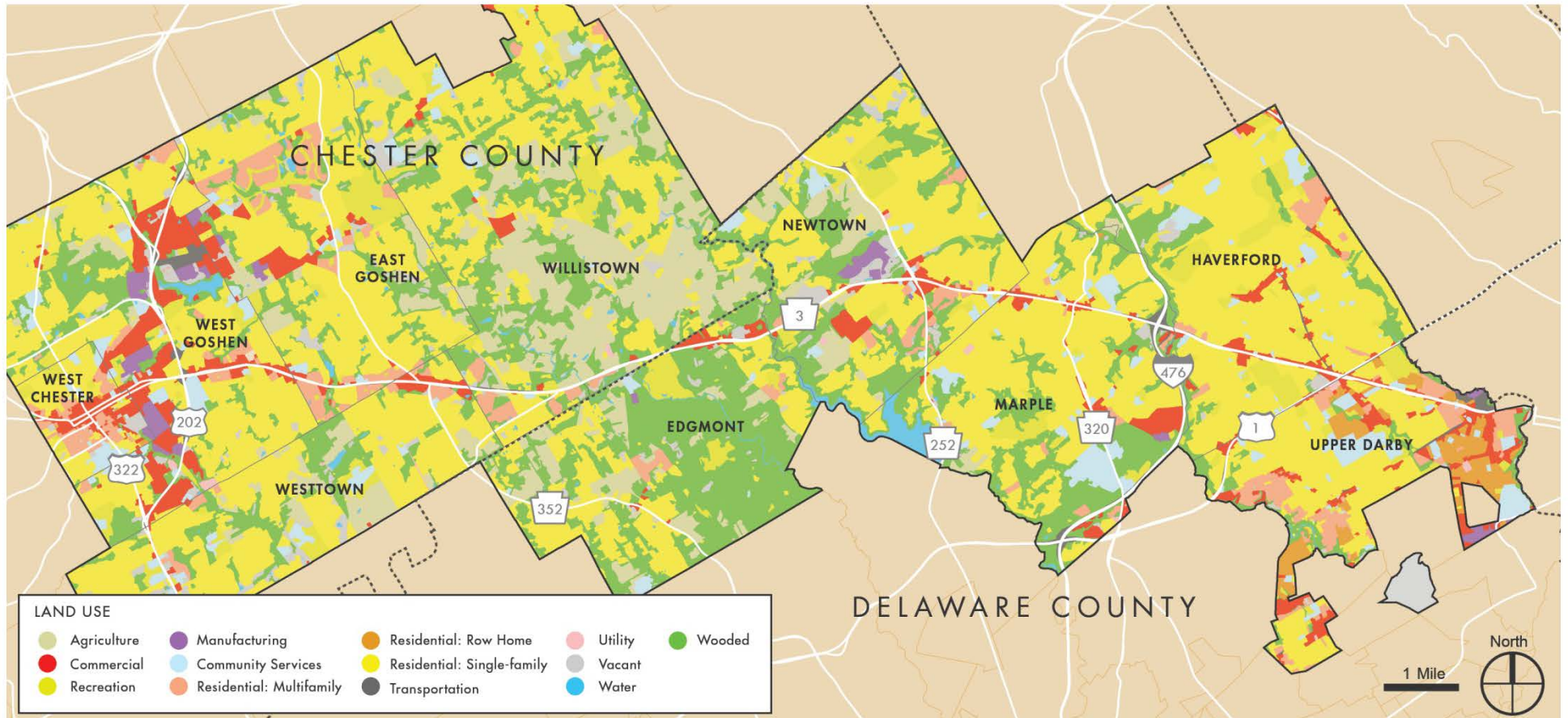


Land Use & Character

BACKGROUND

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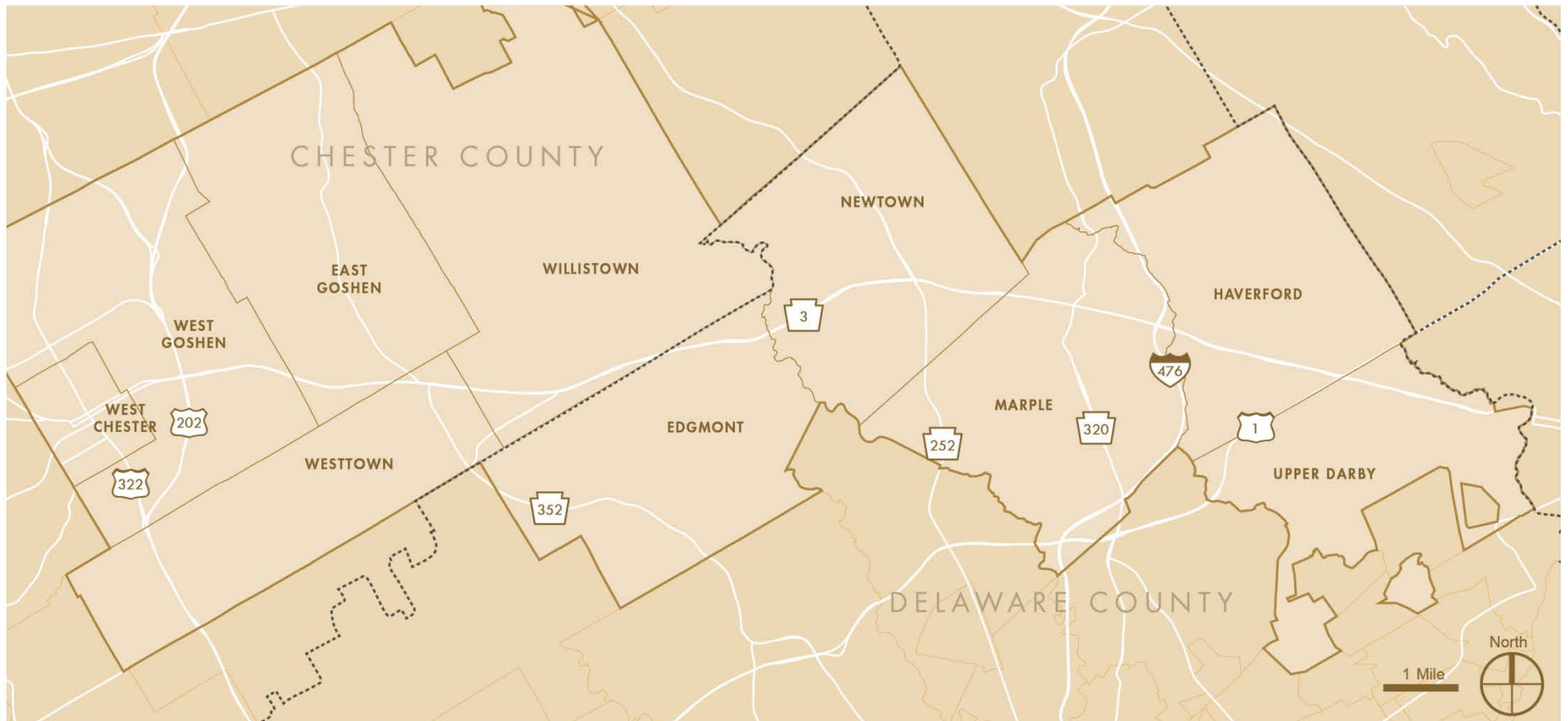
Vital Stats

BACKGROUND

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RECOMMENDATIONS

Within walking distance (1/2 mile)



 **90,000**
RESIDENTS

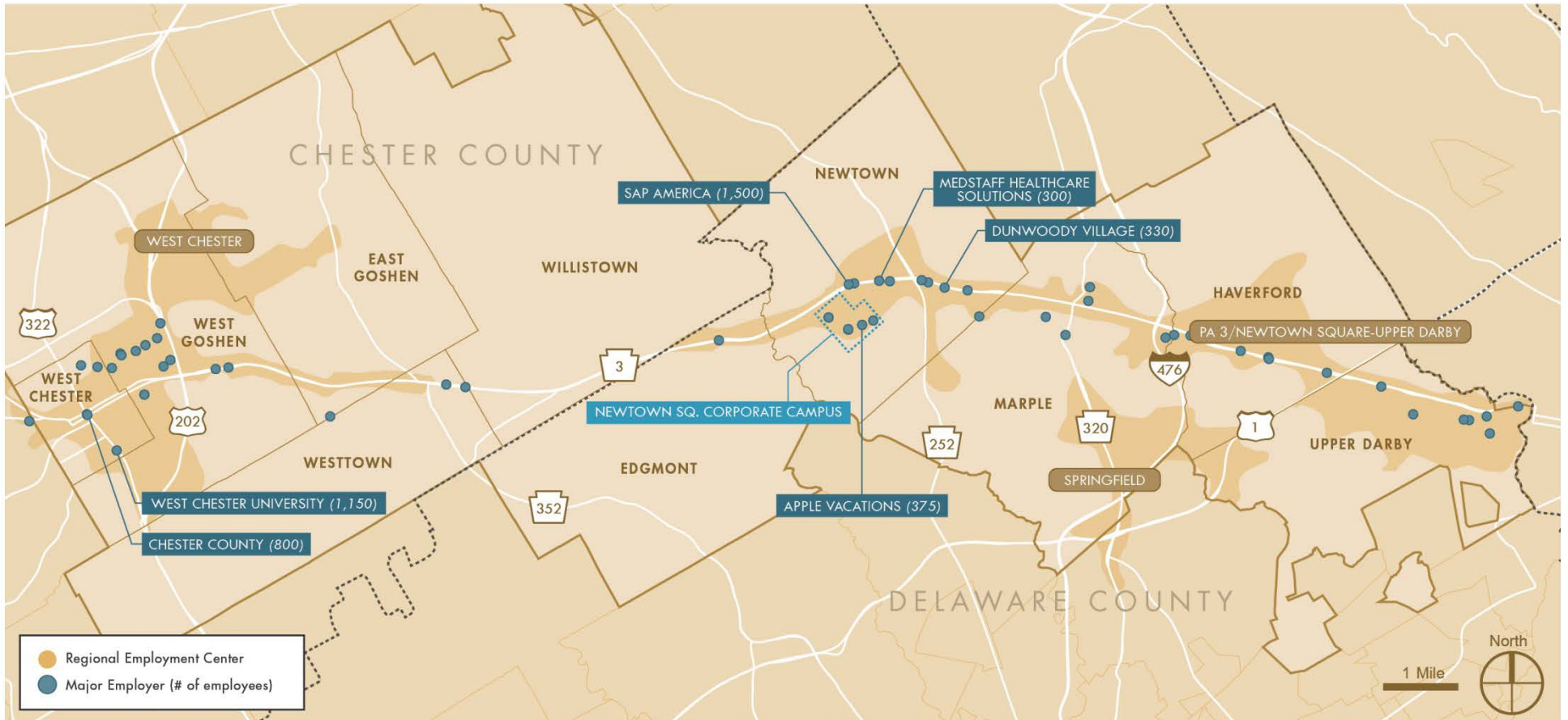
Vital Stats

BACKGROUND

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Within walking distance (1/2 mile)



 **90,000**
RESIDENTS

 **50,000**
JOBS

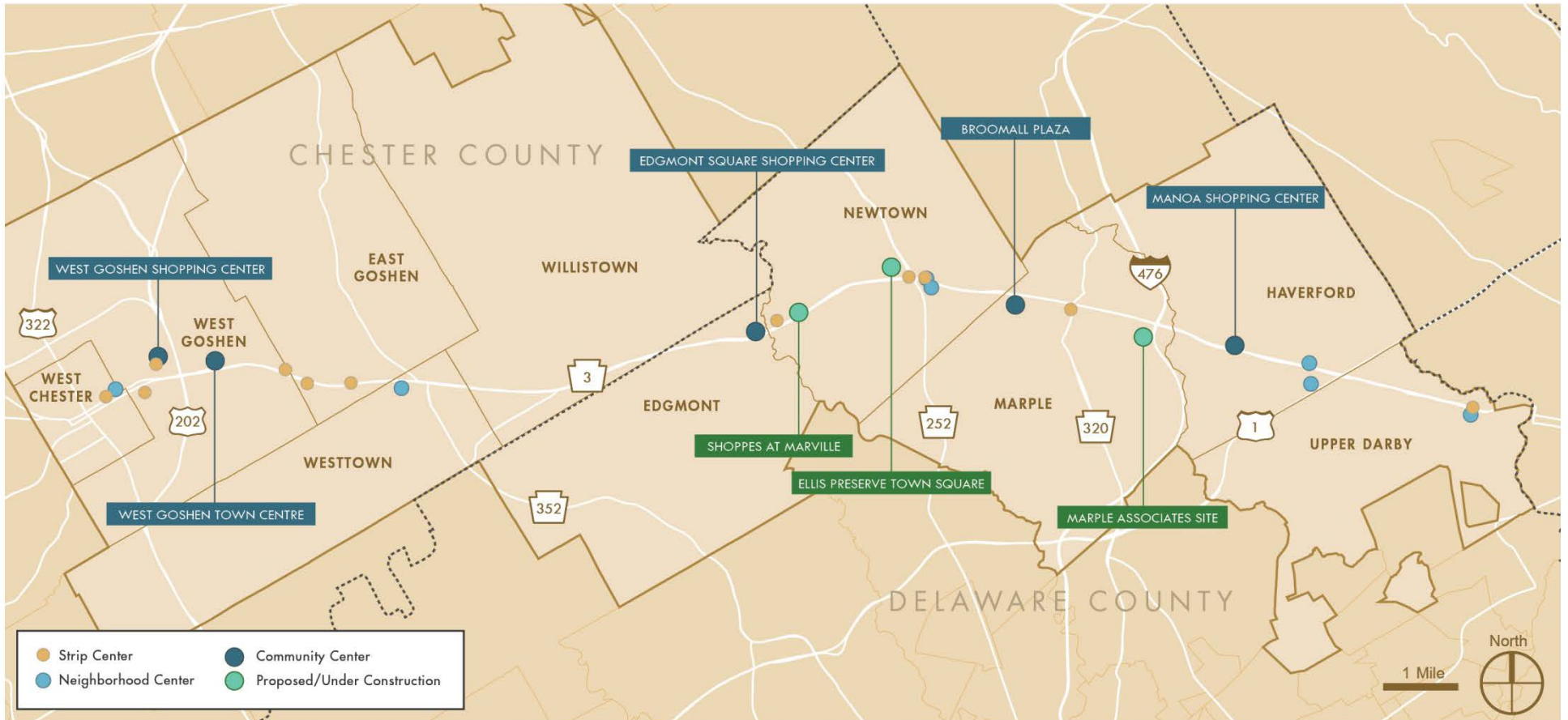
Vital Stats

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 **90,000**
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 **50,000**
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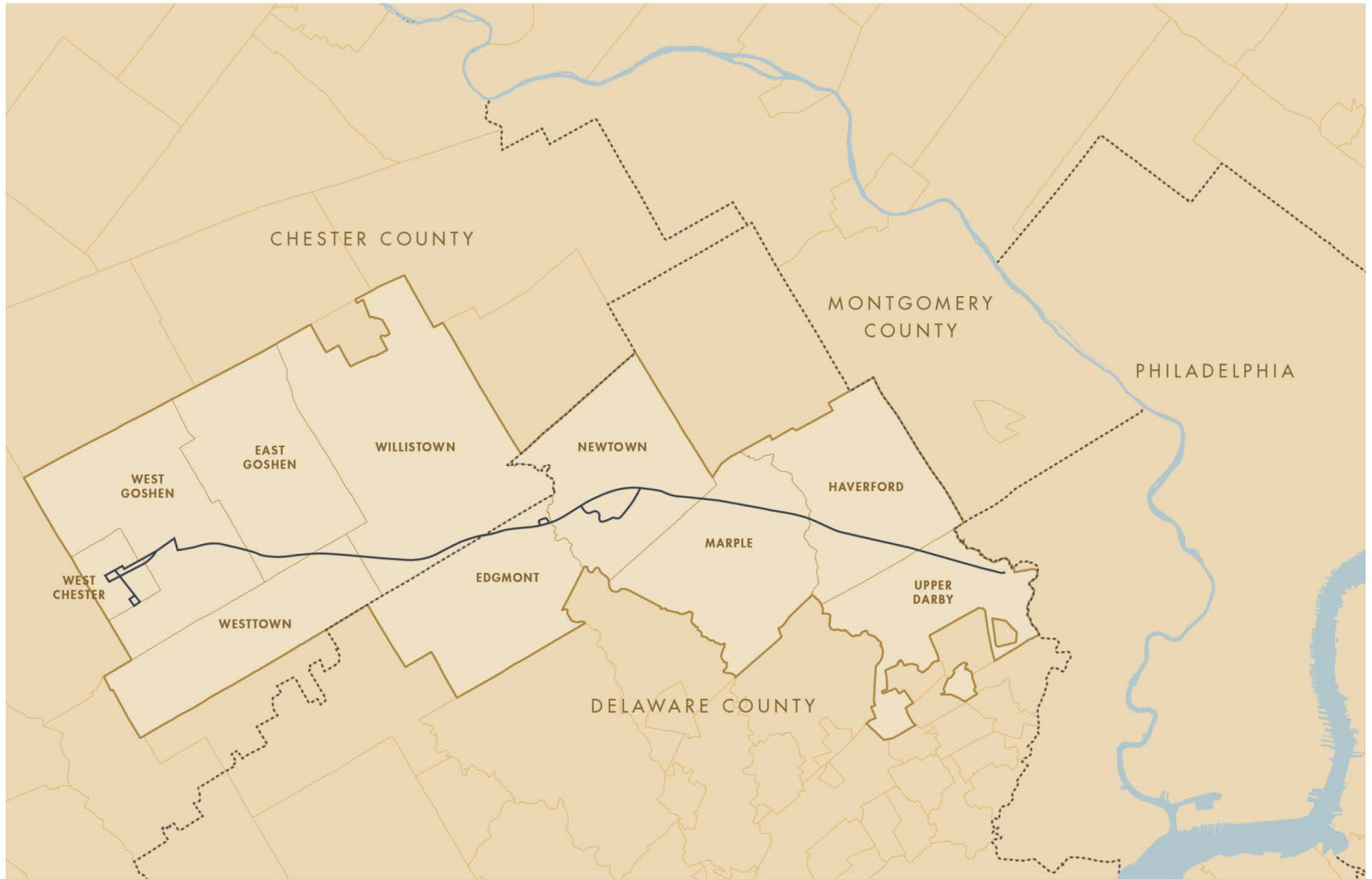
 **20+**
SHOPPING CENTERS

Employment Destinations

BACKGROUND

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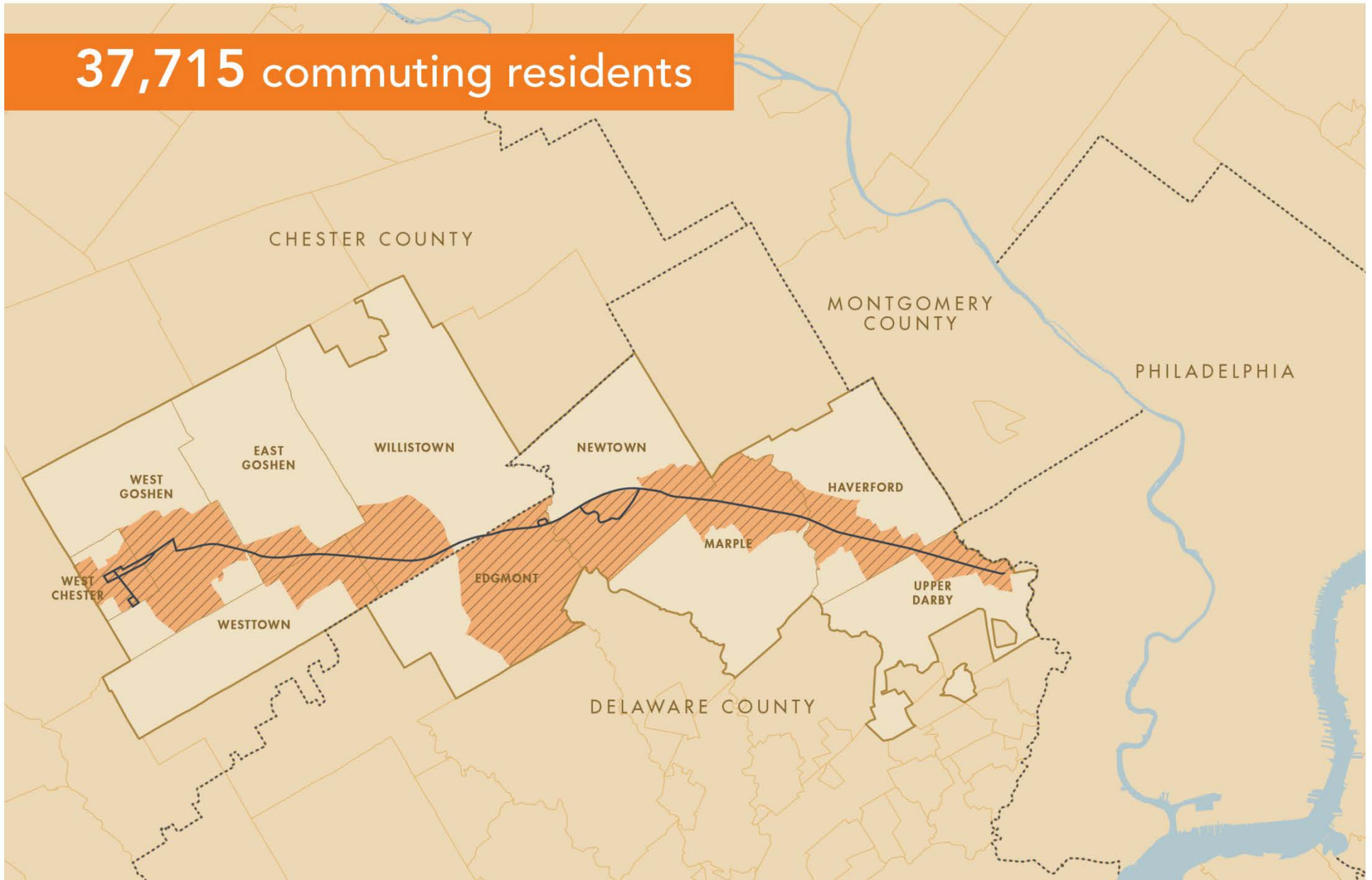
Employment Destinations

BACKGROUND

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37,715 commuting residents



Employment Destinations

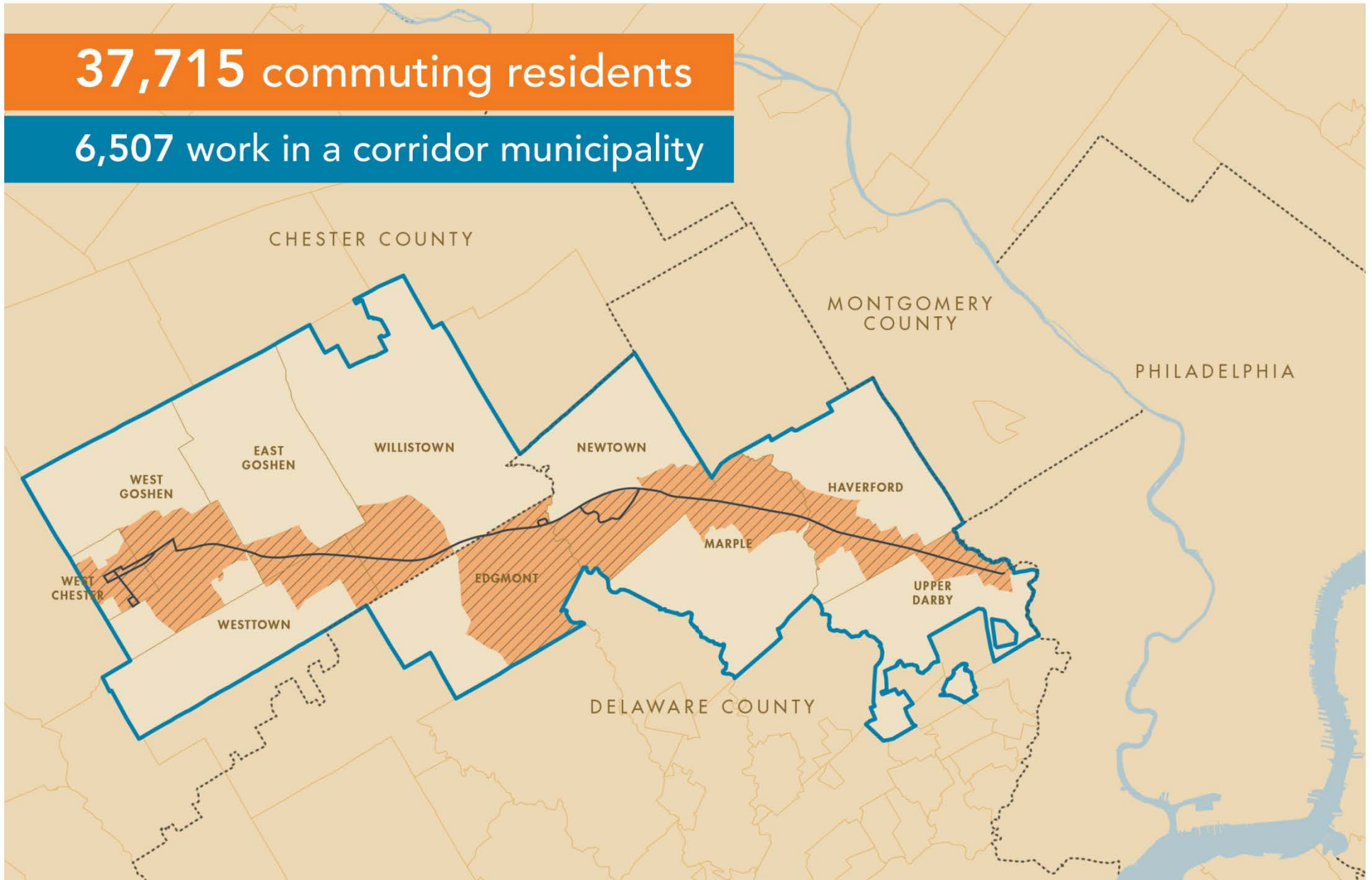
BACKGROUND

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RECOMMENDATIONS

37,715 commuting residents

6,507 work in a corridor municipality



Employment Destinations

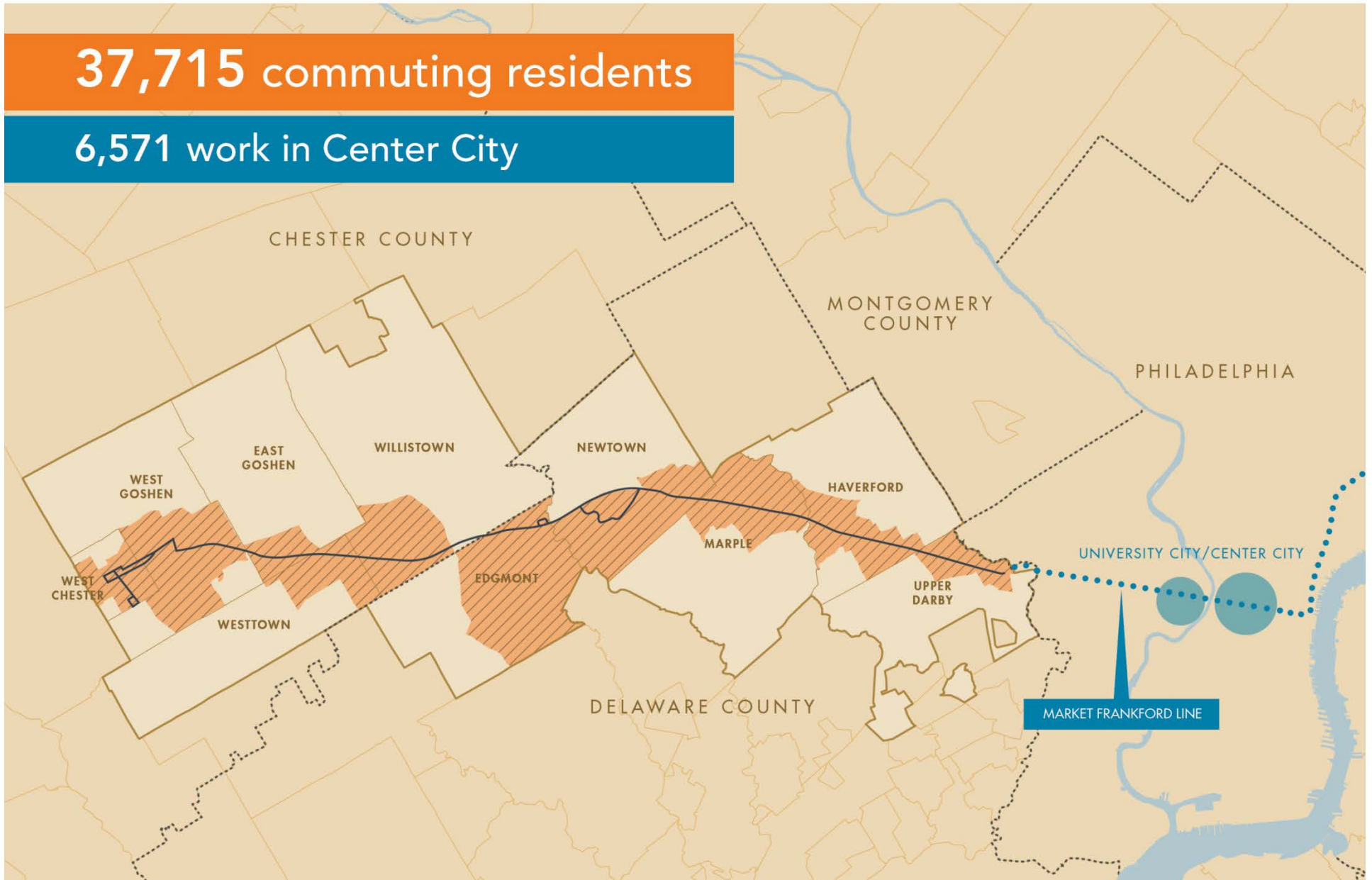
BACKGROUND

FINDINGS

RECOMMENDATIONS

37,715 commuting residents

6,571 work in Center City

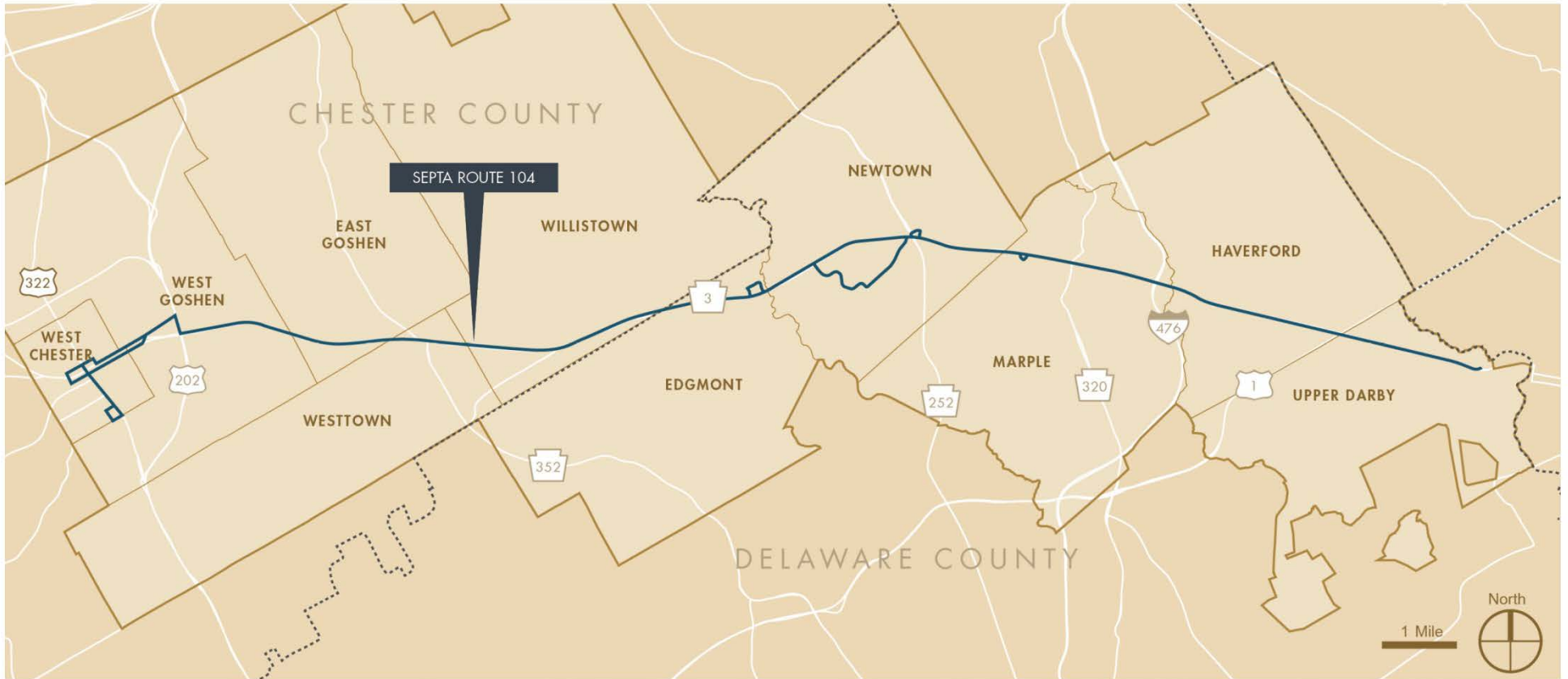


Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS



3,396 Average Daily Weekday Riders
(4TH BUSIEST SEPTA SUBURBAN BUS ROUTE)

Putting Route 104 in perspective...



<1% of vehicles on West Chester Pike

Putting Route 104 in perspective...



<1% of vehicles on West Chester Pike



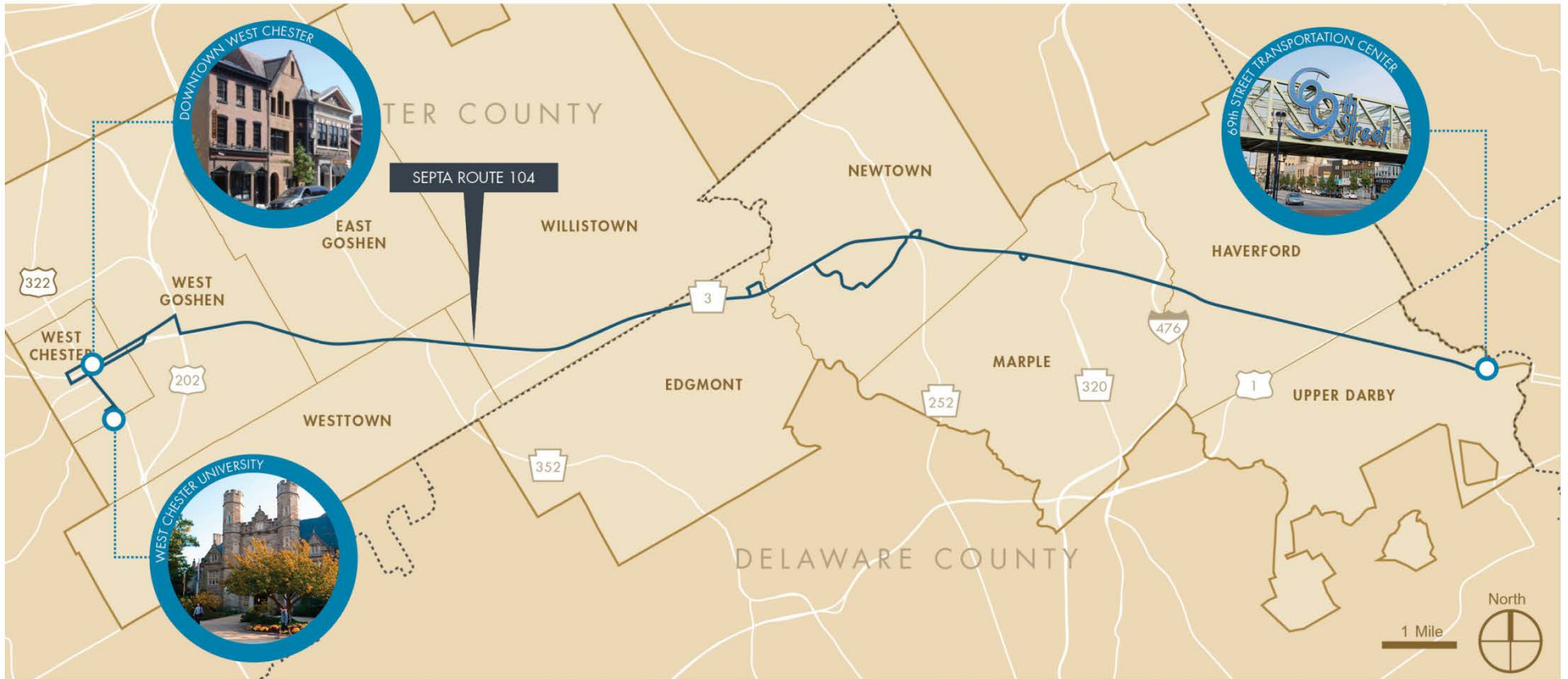
14% of total travelers

Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS



SEPTA Route 104 Hubs

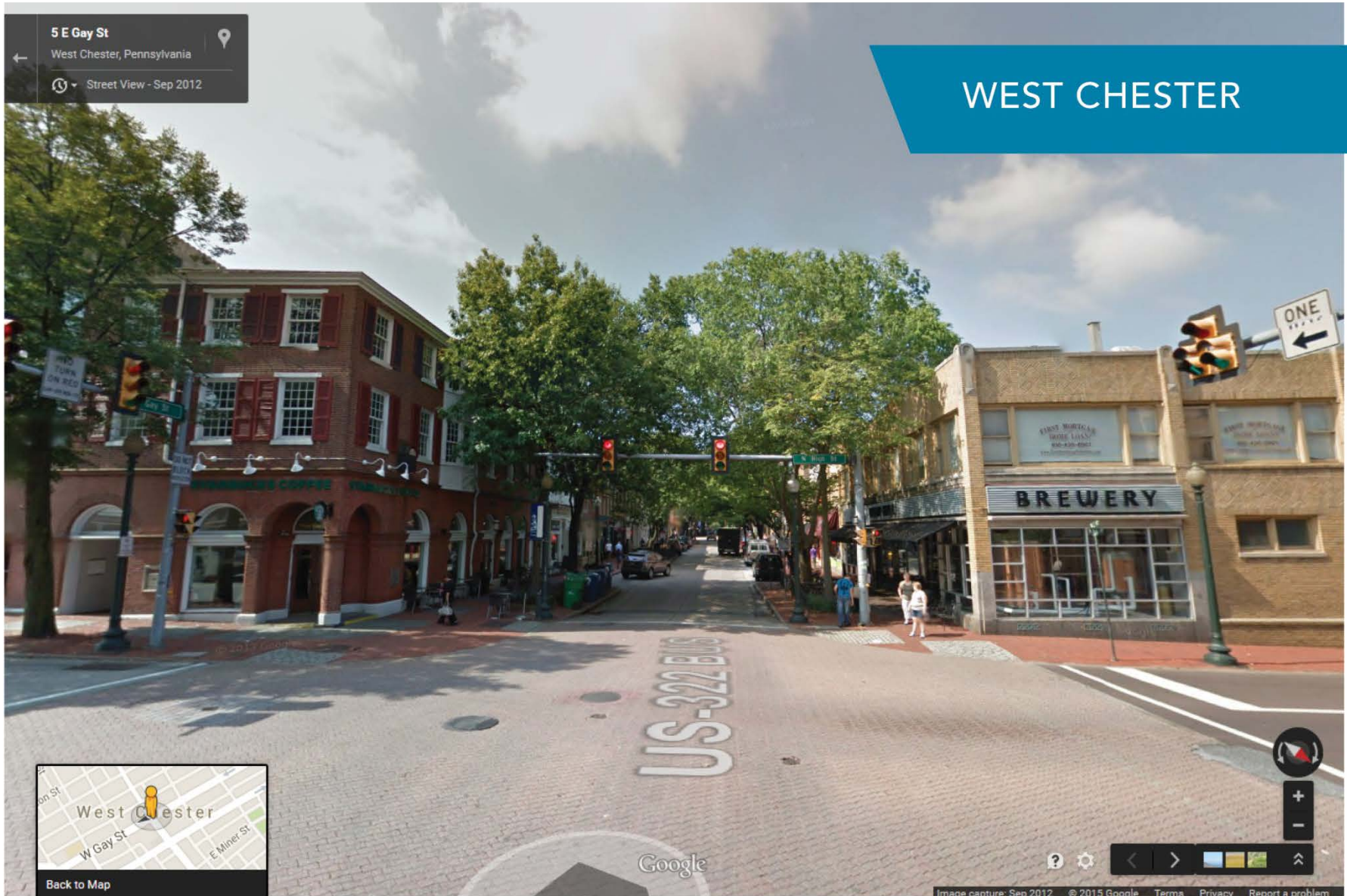
Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS

WEST CHESTER



Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS

UPPER DARBY



Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS

HAVERFORD



Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS

WILLISTOWN



Transit Context

BACKGROUND

FINDINGS

RECOMMENDATIONS



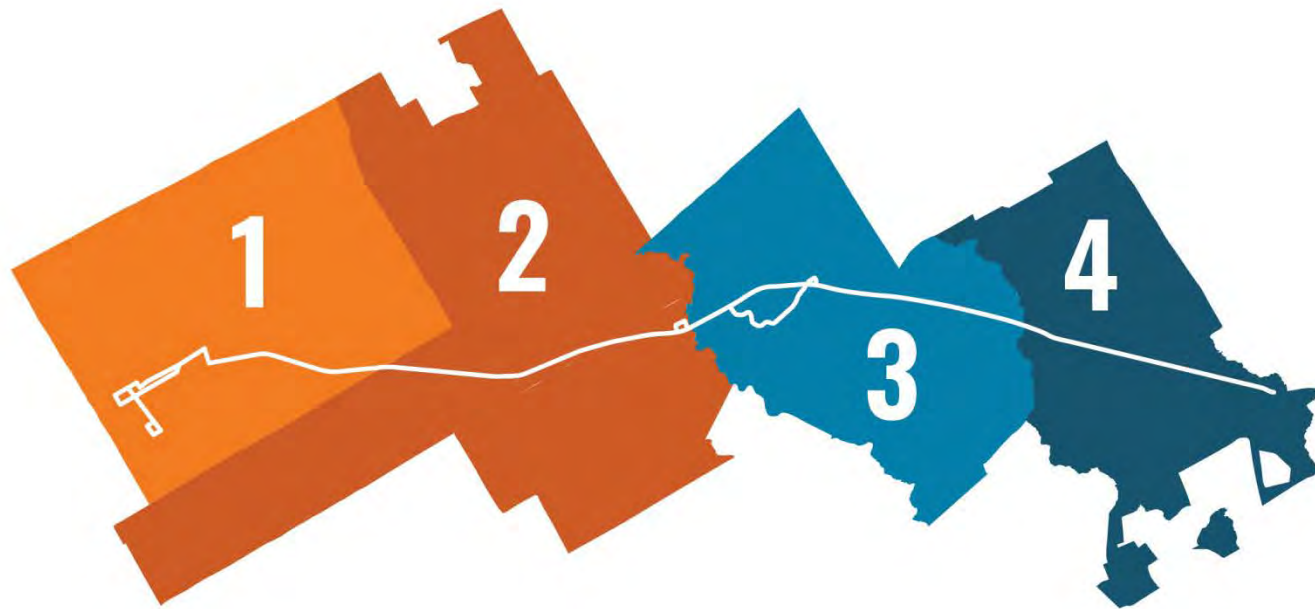
Workshop

BACKGROUND

FINDINGS

RECOMMENDATIONS

Stakeholder Workshop, *February 4, 2015*



WEST CHESTER
WEST GOSHEN
EAST GOSHEN

WESTTOWN
WILLISTOWN
EDGMONT

NEWTOWN
MARPLE

HAVERFORD
UPPER DARBY

Workshop

BACKGROUND

FINDINGS

RECOMMENDATIONS



EBS



Faster

EBS



Faster



More
Comfortable

EBS



Faster



**More
Comfortable**



**Better
Connected**

EBS



Faster



**More
Comfortable**



**Better
Connected**



Branded

EBS

Faster

**More
Comfortable**

**Better
Connected**

Branded

EBS

Faster

**More
Comfortable**

**Better
Connected**

Branded



**Local
Service**

100+ Stops

**~1,000 ft.
between stops**



EBS

Faster

More
Comfortable

Better
Connected

Branded



EBS

12 Stops

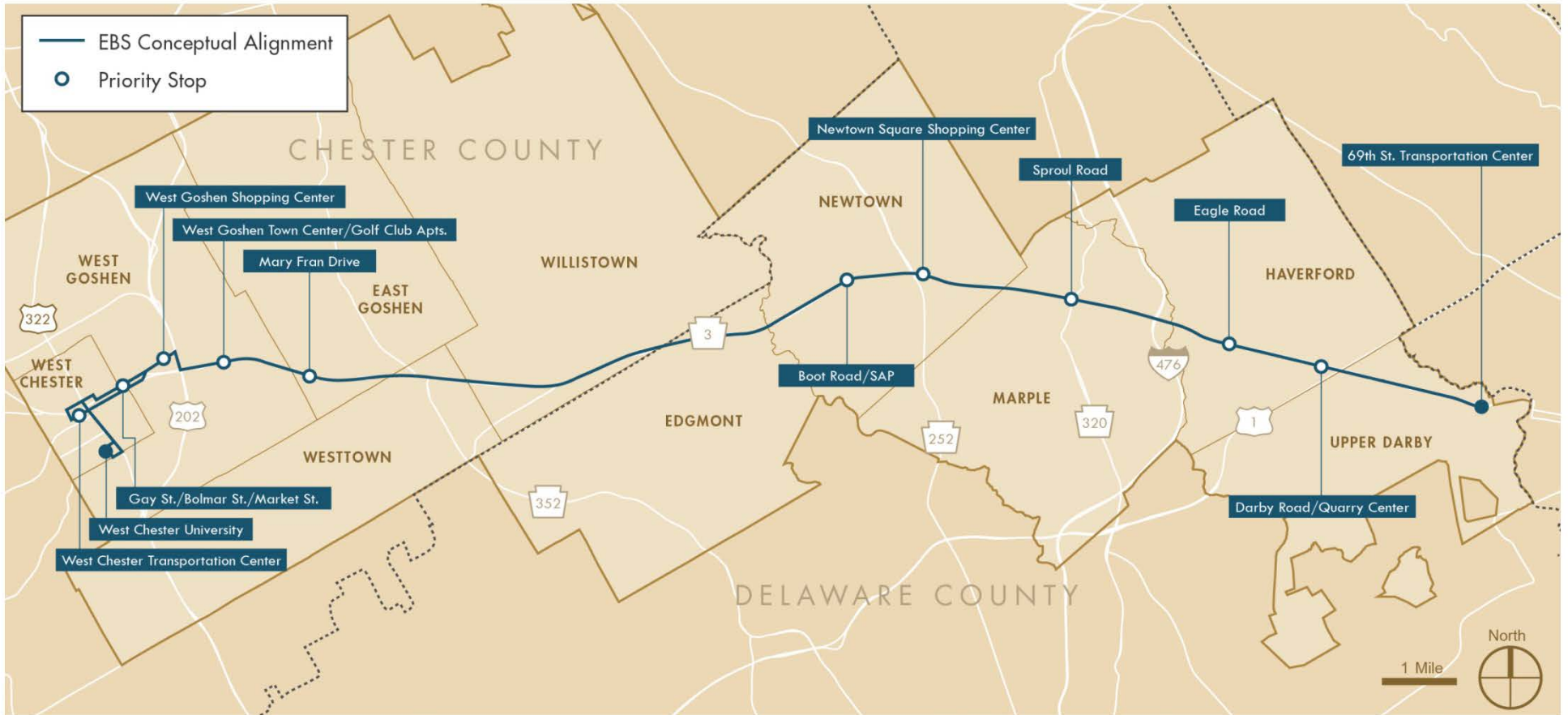
1.75 miles
between stops

EBS: FASTER

BACKGROUND

FINDINGS

RECOMMENDATIONS

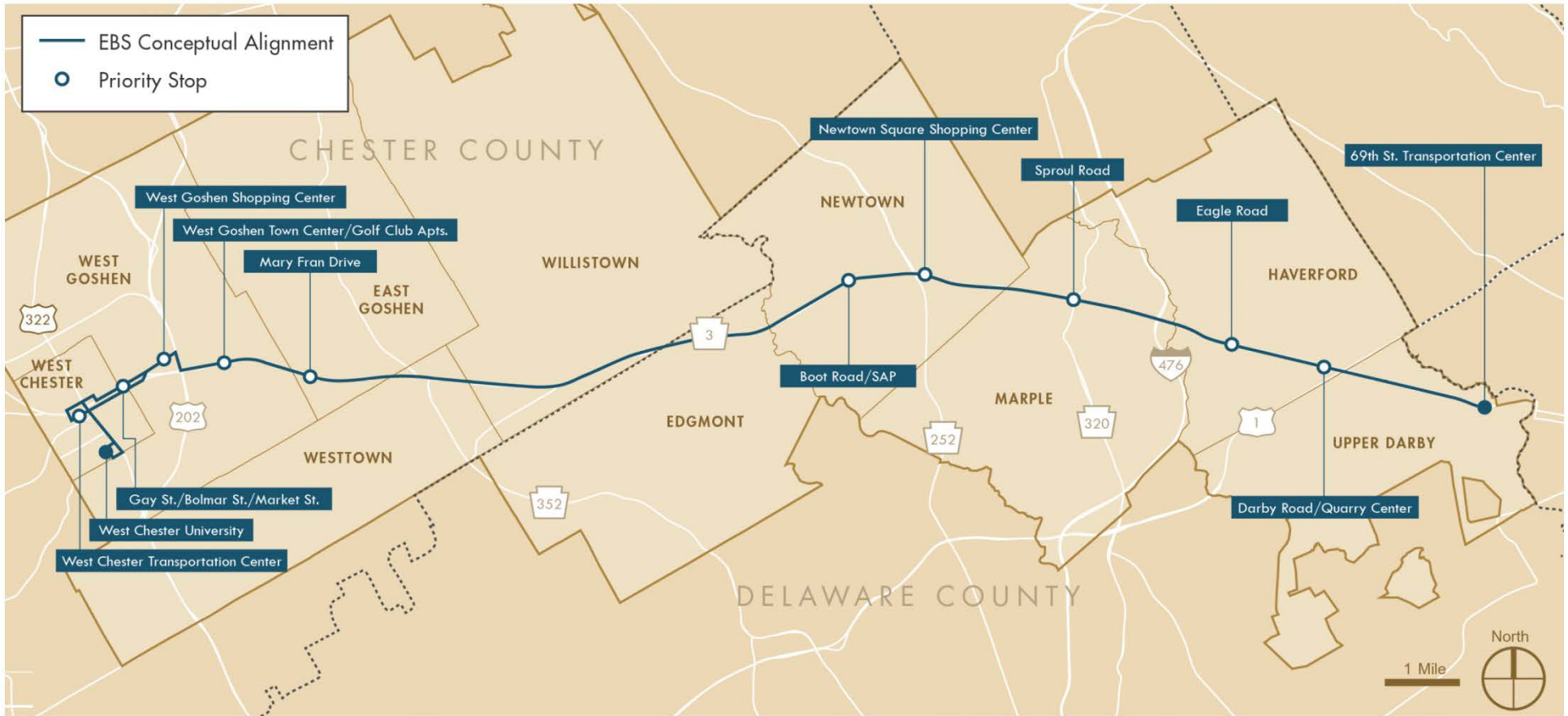


EBS: FASTER

BACKGROUND

FINDINGS

RECOMMENDATIONS



DIRECTION	# STOPS	TRAVEL TIME (MINS)	PROJECTED TIME SAVINGS
EB	113 12	67 59.6	7.4 Mins (11%)
WB	106 12	75 64.8	10.2 Mins (13.6%)
	LOCAL EBS		

EBS

Faster

More
Comfortable

Better
Connected

Branded

EBS

Faster

More
Comfortable

Better
Connected

Branded



EBS

Faster

More
Comfortable

Better
Connected
Branded

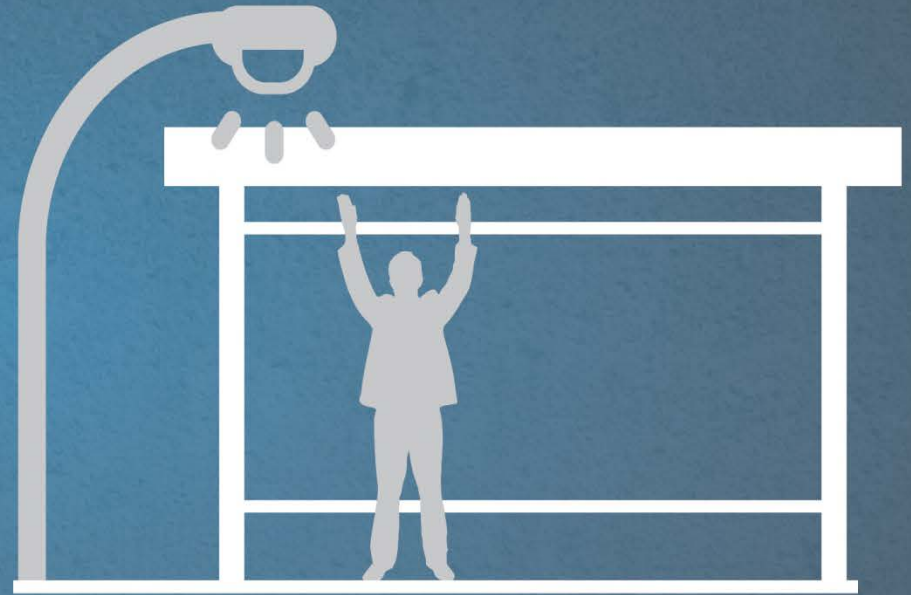


EBS

Faster

More
Comfortable

Better
Connected
Branded



EBS

Faster

More
Comfortable

Better
Connected
Branded

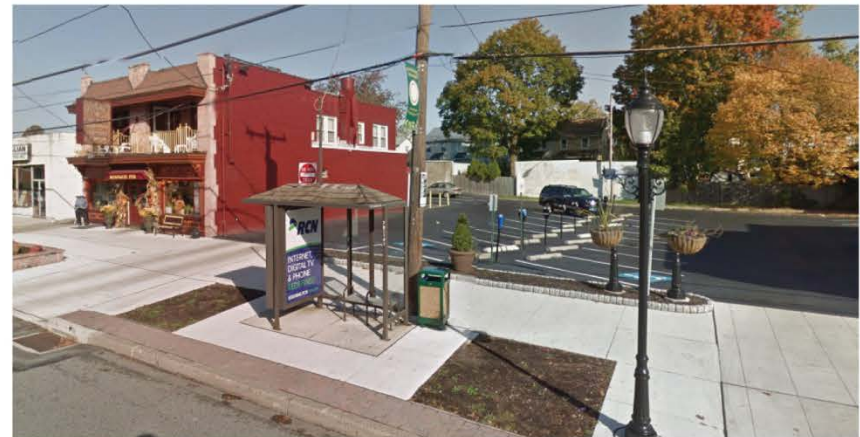


MORE COMFORTABLE

BACKGROUND

FINDINGS

RECOMMENDATIONS

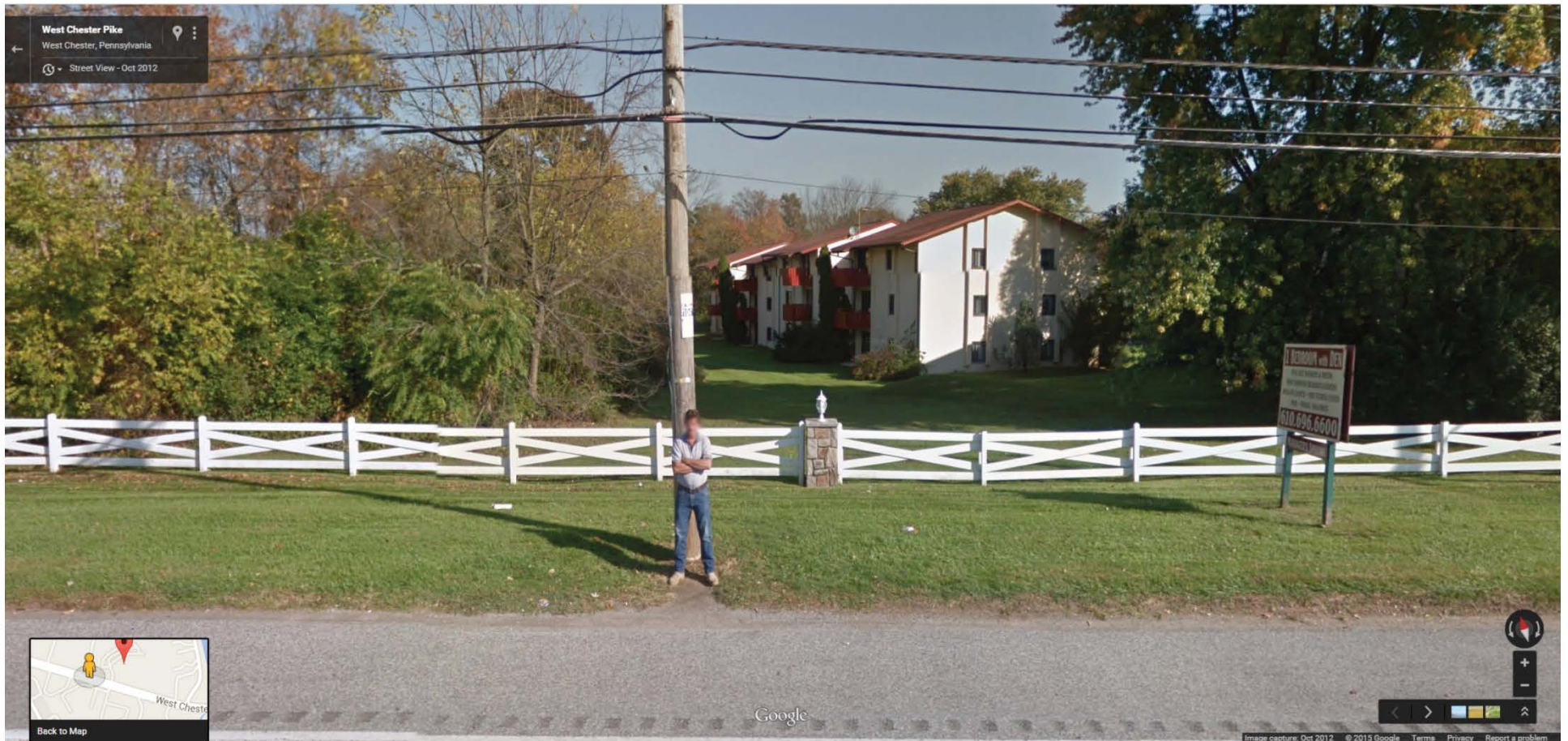


MORE COMFORTABLE

BACKGROUND

FINDINGS

RECOMMENDATIONS



MORE COMFORTABLE

BACKGROUND

FINDINGS

RECOMMENDATIONS



MORE COMFORTABLE

BACKGROUND

FINDINGS

RECOMMENDATIONS





Collections

First of 600 new digital bus shelters en route to Philly

1 Like 1 Tweet 0 G+ @ email



Andrew Stober, an independent candidate for City Council at large, inside the prototype bus shelter at Broad and Arch Streets. (DAVID SWANSON / Staff Photographer)

MORE COMFORTABLE

BACKGROUND

FINDINGS

RECOMMENDATIONS



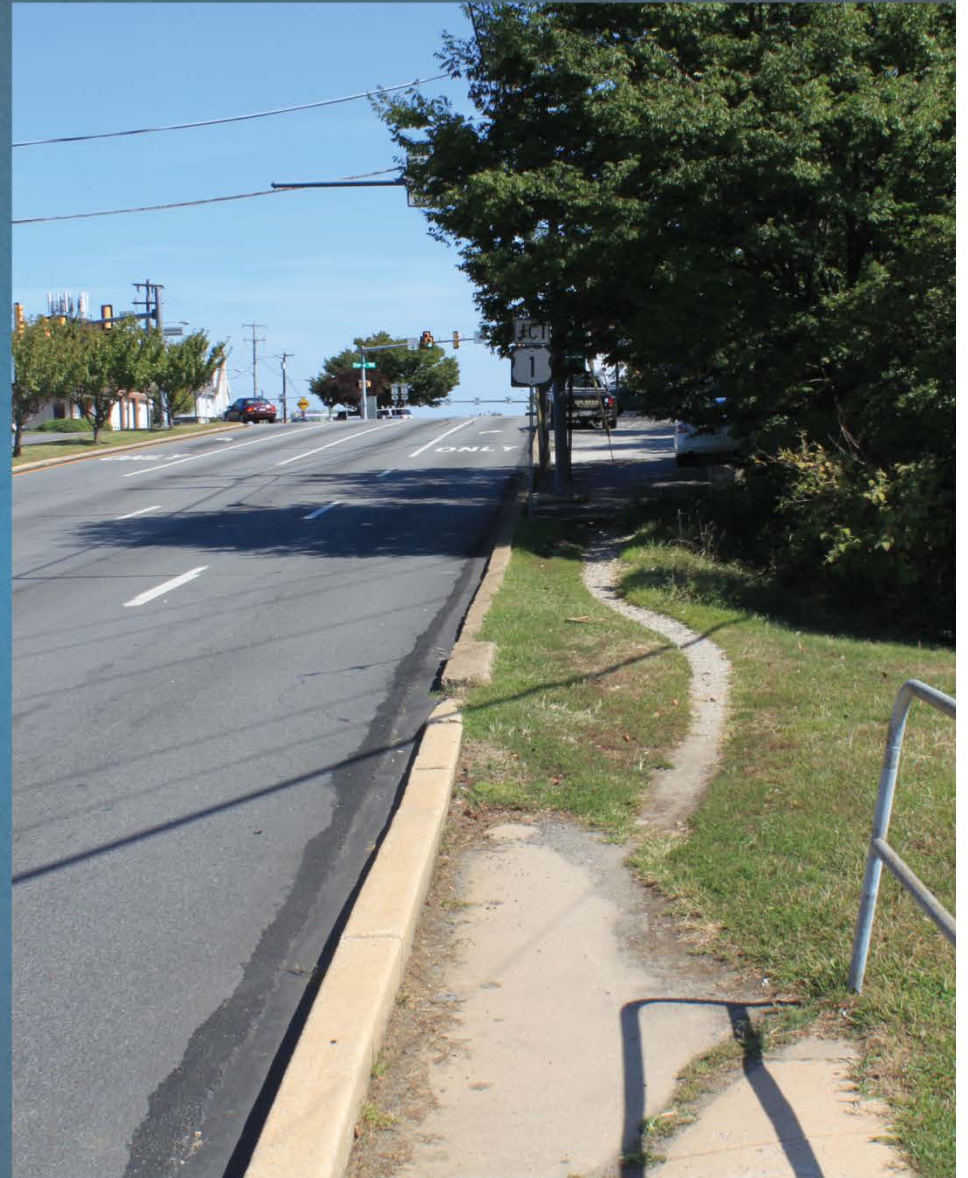
EBS

Faster

More
Comfortable

Better
Connected

Branded



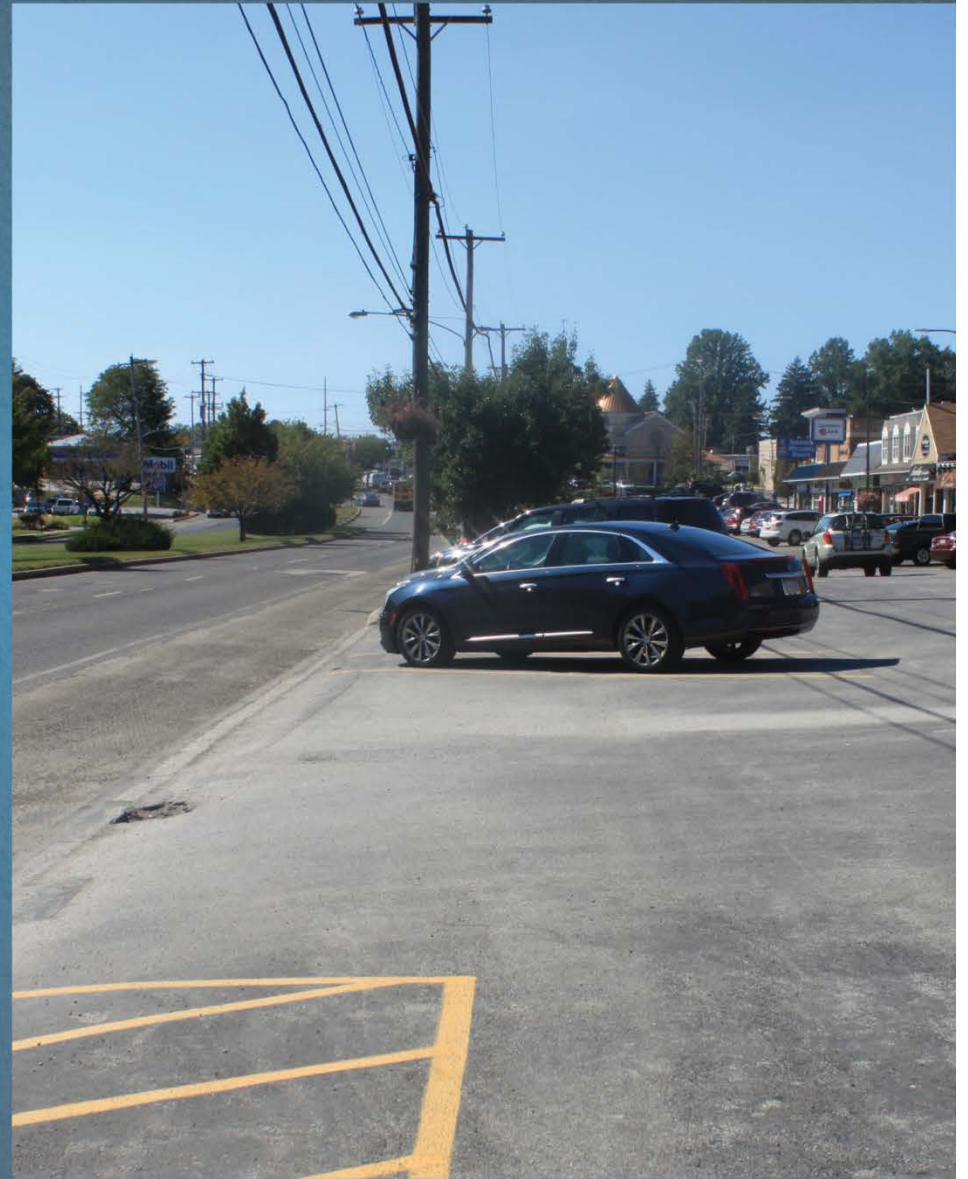
EBS

Faster

More
Comfortable

Better
Connected

Branded



EBS

Faster

More
Comfortable

Better
Connected

Branded



EBS

Faster

More
Comfortable

Better
Connected

Branded

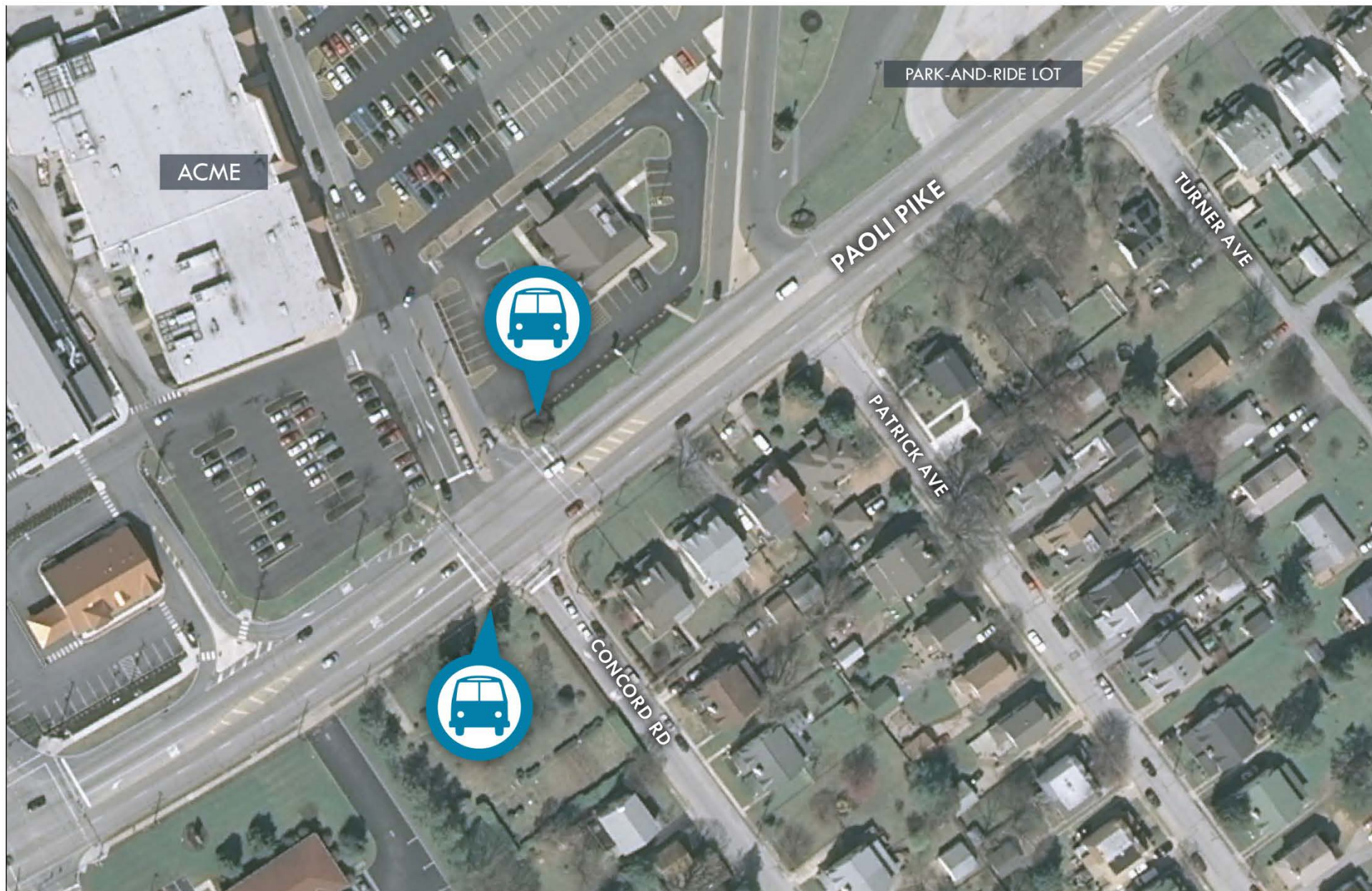


BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS

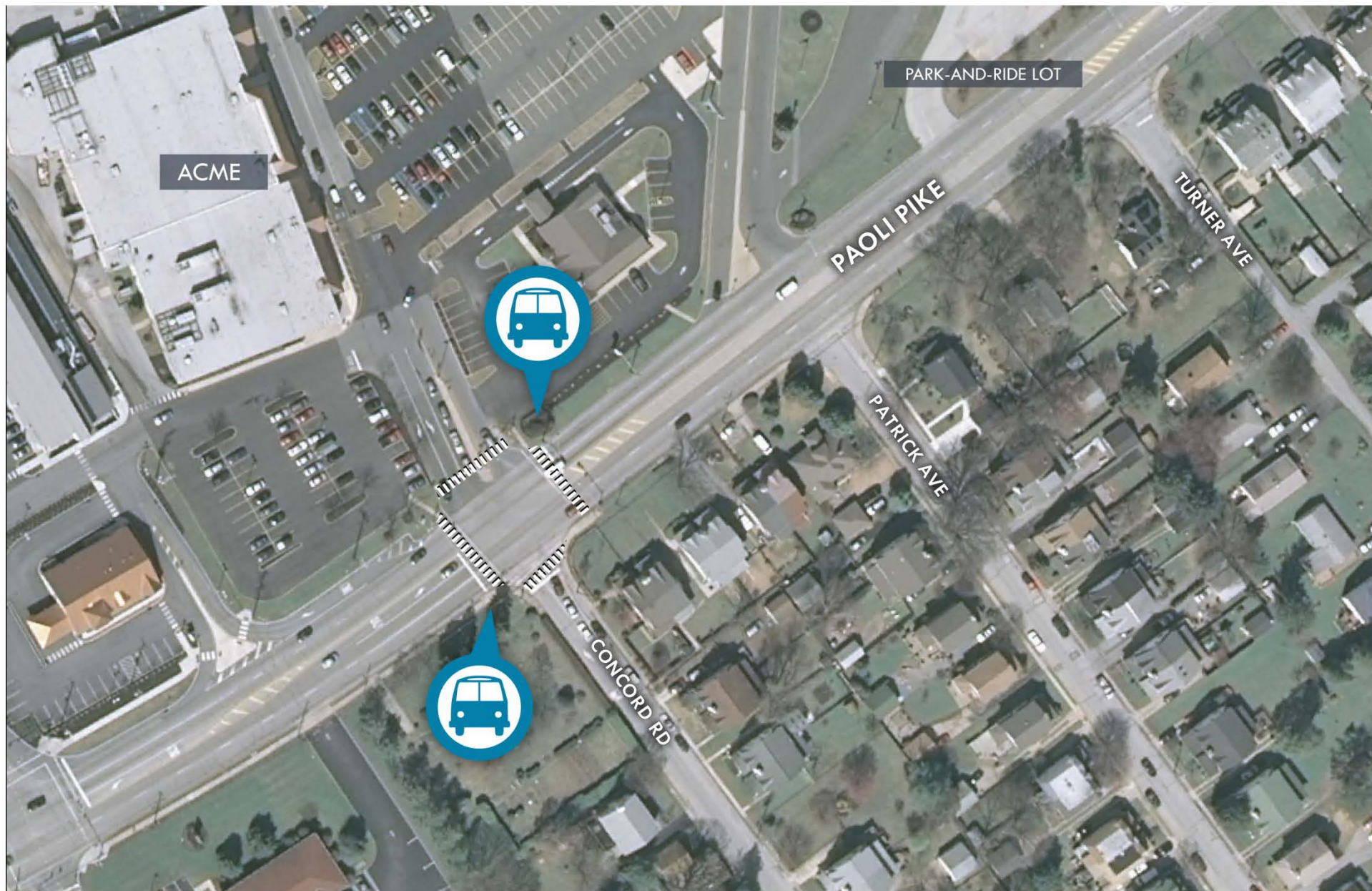


BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS

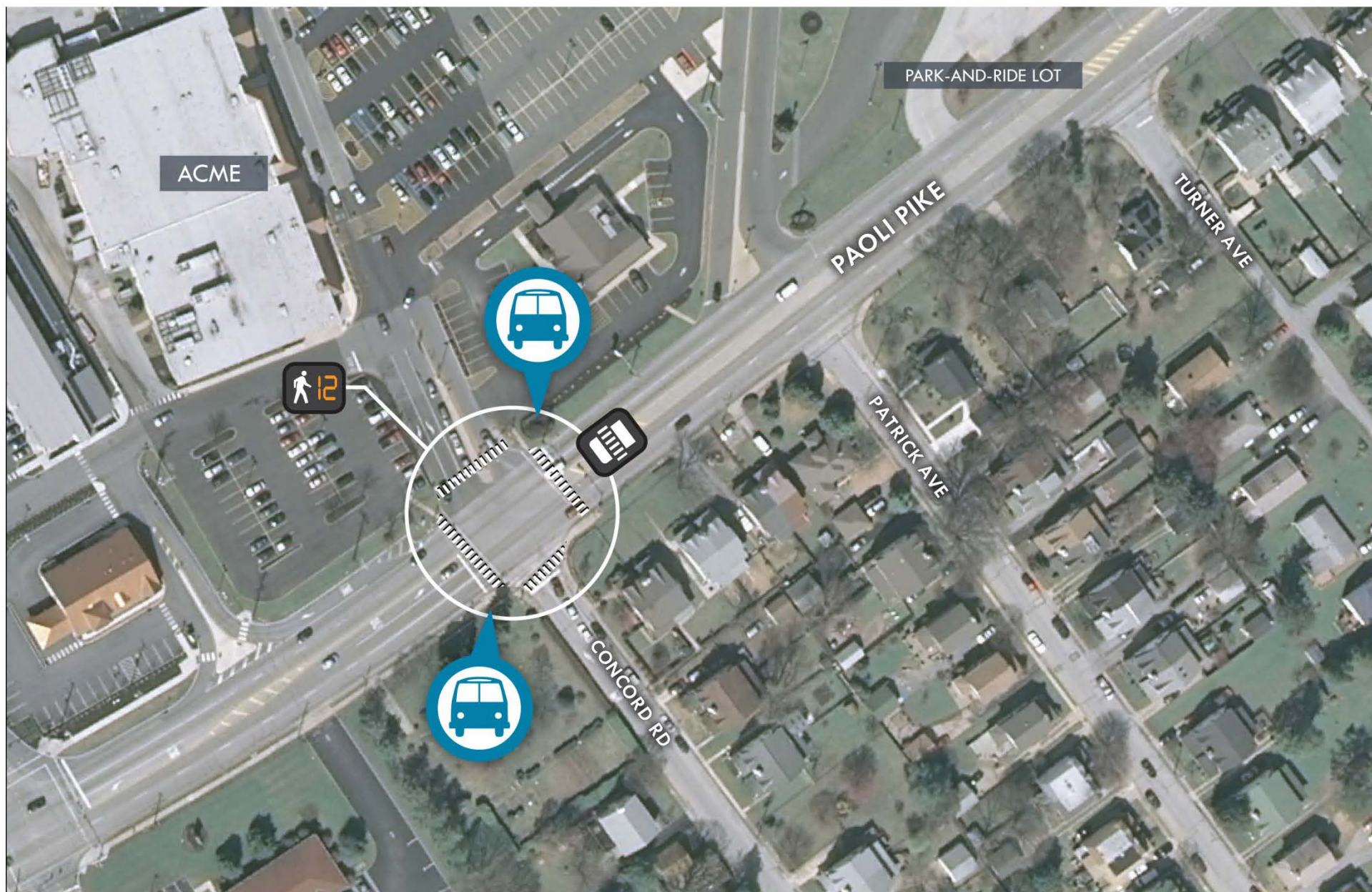


BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS



BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS



BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS



BETTER CONNECTED

BACKGROUND

FINDINGS

RECOMMENDATIONS



EBS

Faster

More
Comfortable

Better
Connected

Branded

EBS

Faster

More
Comfortable

Better
Connected

Branded



Spend



Save



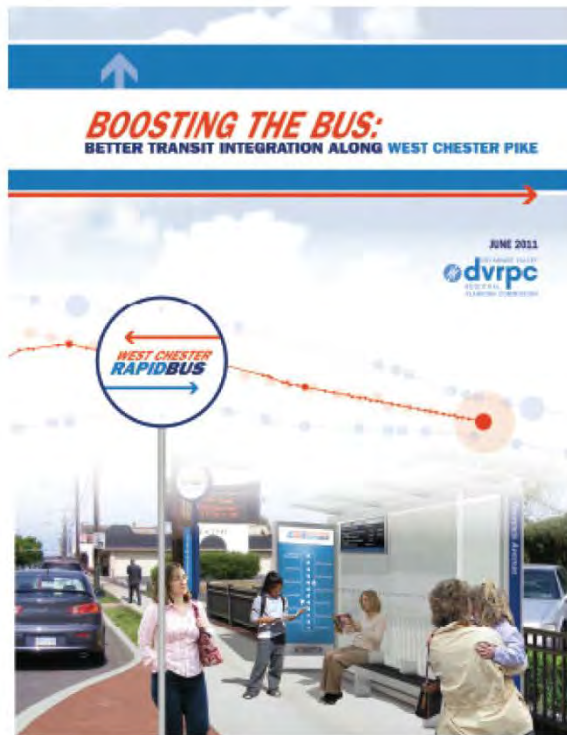
Problem.



Solution.

Go Metro Campaign
LOS ANGELES METRO

West Chester Pike Prototype (RAPIDBUS)



BRANDING

BACKGROUND

FINDINGS

RECOMMENDATIONS



What's in a name?

- MetroRapid, LOS ANGELES, CA
- B-Line, VANCOUVER, BC
- Swift, EVERETT, WA

- SilverLine, BOSTON, MA
- Emerald Express, EUGENE, OR

- Viva, TORONTO, ON
- Lymmo, ORLANDO, FL
- Select Bus Service, New York, NY

BRANDING

BACKGROUND

FINDINGS

RECOMMENDATIONS



BRANDING

BACKGROUND

FINDINGS

RECOMMENDATIONS



Massachusetts Bay Transportation Authority Rapid Transit/Key Bus Routes Map



BRANDING

BACKGROUND

FINDINGS

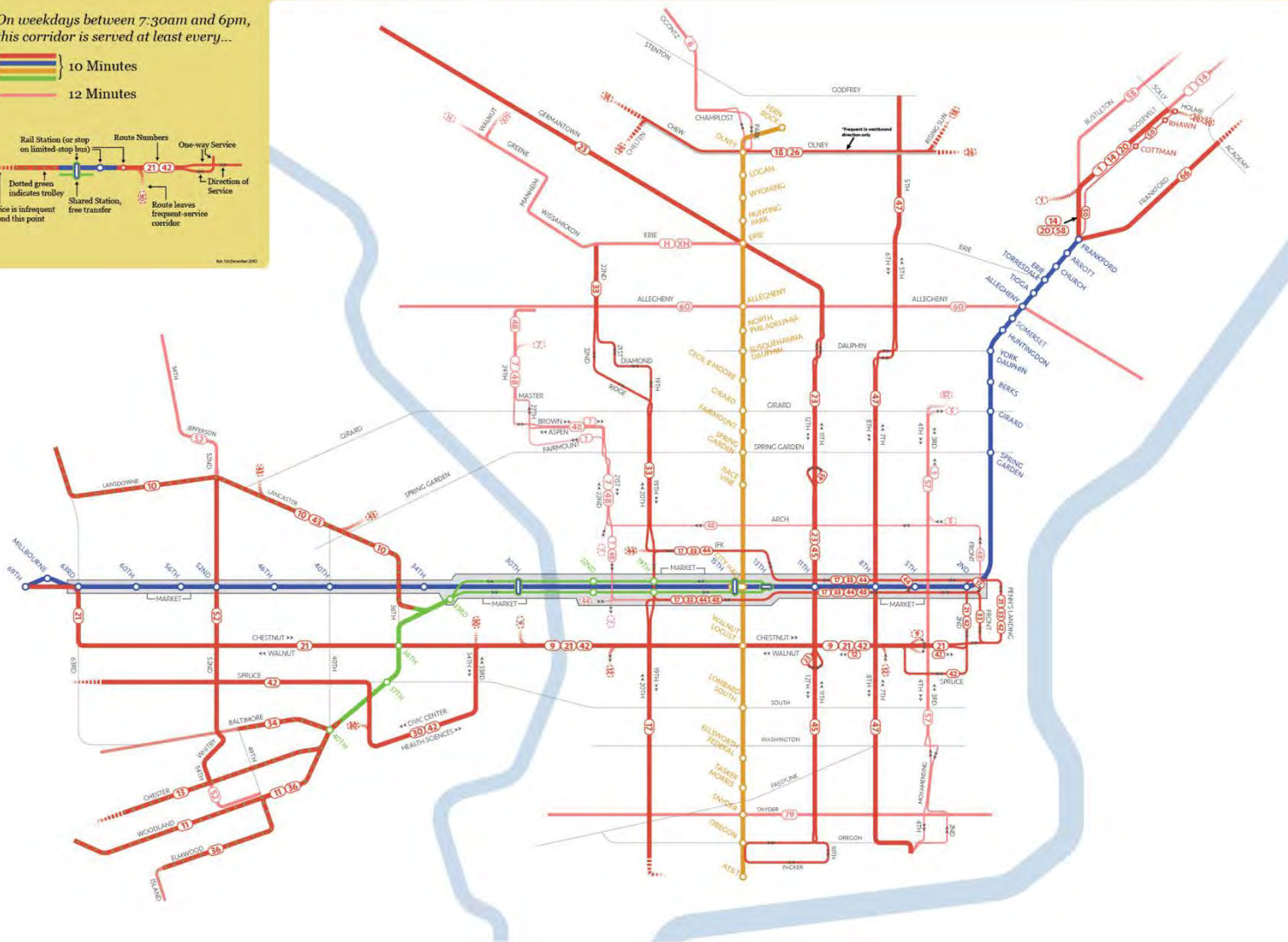
RECOMMENDATIONS

AN UNOFFICIAL SEPTA FREQUENT-SERVICE MAP

unofficialseptaquent.tumblr.com

On weekdays between 7:30am and 6pm,
this corridor is served at least every...

-  10 Minutes
-  12 Minutes



ENHANCED BUS SERVICE

on West Chester Pike





ENHANCED BUS SERVICE

on West Chester Pike

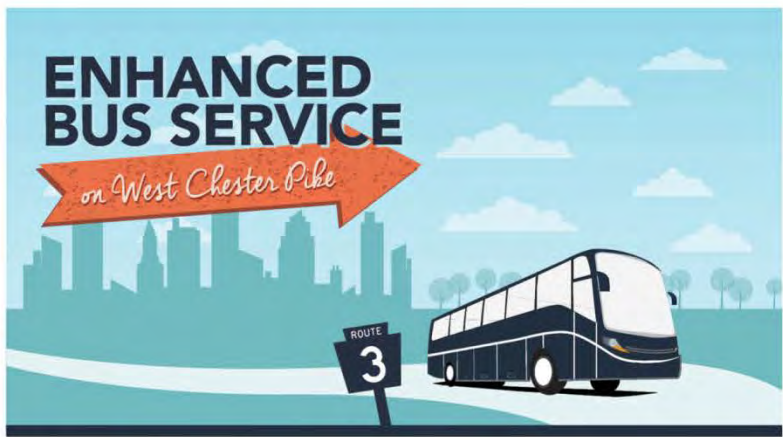
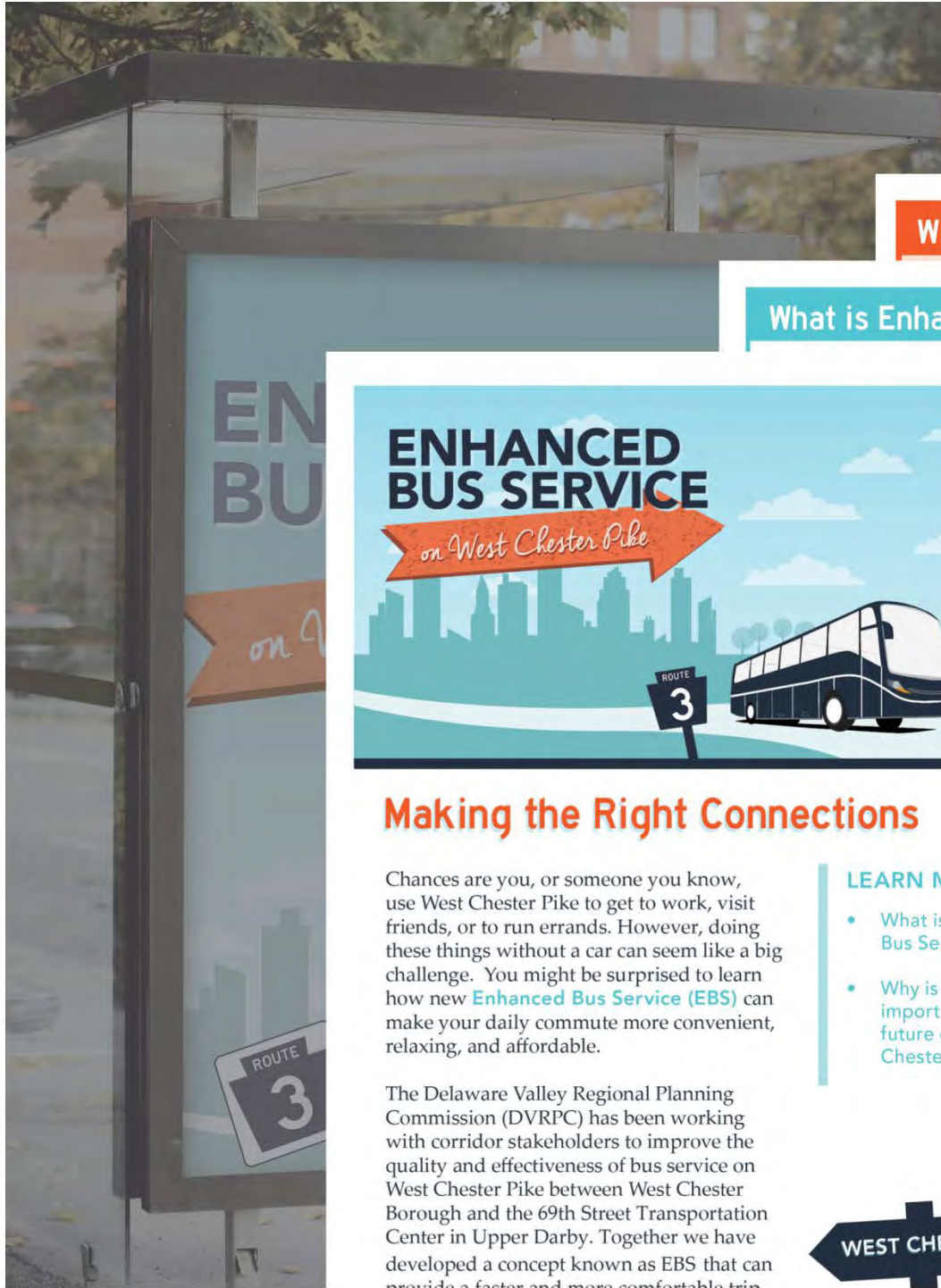


1. Establish the WCP Coalition

Goal: Improve mobility along WCP for all users

Early Agenda:

- EBS Pilot
- Multimunicipal projects
- Local pedestrian improvements



Making the Right Connections

Chances are you, or someone you know, use West Chester Pike to get to work, visit friends, or to run errands. However, doing these things without a car can seem like a big challenge. You might be surprised to learn how new **Enhanced Bus Service (EBS)** can make your daily commute more convenient, relaxing, and affordable.

The Delaware Valley Regional Planning Commission (DVRPC) has been working with corridor stakeholders to improve the quality and effectiveness of bus service on West Chester Pike between West Chester Borough and the 69th Street Transportation Center in Upper Darby. Together we have developed a concept known as EBS that can provide a faster and more comfortable trip

WEST CHESTER

Why invest in transit?

What is Enhanced Bus Service?

KEY STOPS

- 69TH STREET TRANSPORTATION CTR. UPPER DARBY
- DARBY ROAD/ QUARRY CENTER HAVERFORD
- EAGLE ROAD HAVERFORD
- SPROUL ROAD MARPLE
- NEWTOWN SQ. SHOPPING CENTER NEWTOWN
- BOOT ROAD/SAP NEWTOWN
- MARY FRAN DRIVE EAST GOSHEN
- WEST GOSHEN TOWN CENTER WEST GOSHEN
- WEST GOSHEN SHOPPING CENTER WEST GOSHEN
- BOLMAR STREET WEST CHESTER
- WEST CHESTER TRANSPORTATION CTR. WEST CHESTER
- WEST CHESTER UNIVERSITY WEST CHESTER

LEARN MORE

- What is Enhanced Bus Service?
- Why is transit important to the future of West Chester Pike?

We all have a role to play.

that enables it
by a role in
that includes

report *Enhancing*
www.dvrpc.org,
or 215-238-2810)

THE WAY TO HELPS THE

riders get **3x**
physical activity
than drivers.

only **40** cars
per person
per day.



CHESTER PIKE

SHOPPING CENTERS
West Chester Pike.

West Chester
is to the



21 OTHER
BUS ROUTES

SO FEEL LIKE IT

how you use or

sted on your
publication.
ong West Chester

ilities.
mprovement

tion needs.
such as Ride ECO
oney.

g Organization for
s on improving
environment, and
e counties: Bucks,
nsylvania; and
ey.

ALL WEST



ENHANCED BUS SERVICE

on West Chester Pike



2. Pilot EBS on WCP

Goal: Test performance, ridership, and costs of service

Considerations:

- Service levels
- Short-term marketing
- Demonstration project



ENHANCED BUS SERVICE

on West Chester Pike



3. Develop Regional Strategy

Goal: Plan future bus investments across the region

Questions:

- EBS role in SETPA system?
- EBS branding?
- Vehicle types?



ENHANCED BUS SERVICE

on West Chester Pike



4. Enhance Access & Amenities

Goal: Promote ridership and maximize limited funds

Potential Funding Sources:

- Transportation Alternatives Program (TAP)
- Multimodal Fund
- ARLE
- CMAQ

CLOSING THOUGHTS

Making the Case for Transit



Health

Transit riders get 3x more physical activity



Safety

Bus travel is over 170 times safer than driving



Economic

Transit routes can become natural focal points for economic and social activities



Environment

Reduces carbon emissions, improves air quality, and saves energy

CLOSING THOUGHTS

Meeting Changing Needs & Expectations

“...once viewed as a prescription for traffic congestion, **transit** is now considered a must-have economic development tool to attract millennials – along with their employers, and the taxes they contribute to local governments. Adding to the demand: empty-nest baby boomers seeking to downsize in the suburbs and drive less as they grow older.”

Suburbs such as Montgomery County Rethink Transit to Court Millennials
Washington Post, March 29, 2015

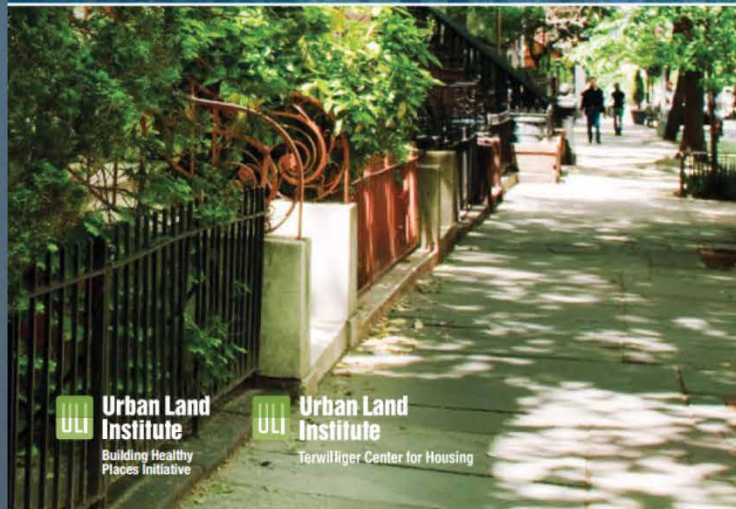
CLOSING THOUGHTS

Meeting Changing Needs & Expectations



AMERICA IN 2015

A ULI Survey of Views on Housing, Transportation, and Community



ULI Urban Land
Institute
Building Healthy
Places Initiative

ULI Urban Land
Institute
Terwilliger Center for Housing

- Half of all Americans (63% of millennials) would like to live in a place where they do not need to use a car every day.
- Some millennials are ready to relocate to suburbs
- Almost half of adults (73% of millennials) are very or somewhat likely to move in the next 5 years.

ENHANCED BUS SERVICE

on West Chester Pike



THANK YOU!

Andrew Svekla

ASVEKLA@DVRPC.ORG | 856.296.8035

