

November 2020



TIP ACTIONS

Transportation Improvement Program
New Jersey TIP (FY2020-2023)
Pennsylvania TIP (FY2021-2024)



Transit and Regional Rail Station Program

SEPTA | Add New Project to TIP & Add Prior Year Funding to Current Year

- **TIP Amendment**
- **Action:** Add new Complete Streets Concepts and Design for the Grays Avenue Corridor project (\$495,000 HOPE for FY21 ERC phase); and Add Direct Bus Phase B project funds back into program (\$2M prior year FTA Section 5339B funds for FY21 ERC)
- **Reason:** SEPTA awarded competitive FTA grant for Helping Obtain Prosperity for Everyone (HOPE) program for Grays Avenue Corridor project
- **Reason:** Funds must be programmed in current FY to obligate in grant for Direct Bus Phase B project
- **Background:**
 - *These are additional funds to the region*



Complete Streets Concepts and Design for the Grays Avenue Corridor Project

- Stakeholder meetings, public outreach to develop preferred corridor concept
- 15% design documents for Route 36 trolley improvements

Complex multimodal corridor



5123 Grays Ave
Philadelphia, Pennsylvania

Google

Street View



Residential neighborhoods

Direct Bus Phase B project

- Design and construction of 8 enhanced bus stations along Hunting Park and Ridge Avenues
- Includes accessibility enhancements, lighting, landscaping, and real-time information
- Total cost of this project is \$2,500,000

Safety and Security Improvements

SEPTA | Add New Project to TIP

- **TIP Amendment**
- **Action:** Add Transit Track Worker & First Responder Safety Protection Demonstration project to program (\$742,000 FTA Section 5312 funds for FY21 ERC phase)
- **Reason:** SEPTA awarded national competitive grant funds
- **Background:**
 - *These are additional funds to the region*
 - *Total project cost = \$1,060,000*

Maintenance & Transportation Facilities

SEPTA | Add Project Back into TIP

- **TIP Amendment**
- **Action:** Add Midvale Depot Electric Bus Infrastructure project back into program (\$4.3M FTA Section 5339C to ERC phase in FY21)
- **Reason:** Project originally added to FY2019 TIP in July 2020, but was inadvertently omitted from being added to FY2021 TIP
- **Background:**
 - *These are additional funds to the region*
 - *SEPTA awarded competitive Low or No Emission (Low-No) Program grant funds*



TIP ACTION | Proposed - PA

- **Request Board Approval – 3 Amendments**
- **Transit & Regional Rail Station Program (2 projects)**
Add new Complete Streets Concepts and Design for Grays Avenue Corridor (\$495,000 HOPE for FY21 ERC);
Add \$2M for Direct Bus Phase B, FY21 ERC (prior year FTA 5339B)
- **Safety and Security Improvements**
Add Transit Track Worker & First Responder Safety Protection Demonstration project for FY21 ERC (\$742,000 FTA 5312)
- **Maintenance & Transportation Facilities**
Add Midvale Depot Electric Bus Infrastructure project back into TIP for FY21 ERC (\$4.3 M FTA 5339C)

Coatesville Train Station

PennDOT Bureau of Rail, Freight, Ports, and Waterways | Add Project Back into TIP

- **TIP Amendment**
- **Action:** Add \$43,713,000 Coatesville Train Station project back into TIP for FY21 CON (\$34,971,000 FTA 5337/\$8,742,000 State 1516)
- **Reason:** Project has progressed through design process; ready to be advertised and let for CON
- **Background:**
 - *Total cost estimate = \$64,949,000*
 - *\$21,237,000 already placed into grant*
 - *These are additional funds to the region*

Image credit: PennDOT, 2020



- New ADA accessible train station 300 feet east of current station
- Improved lighting, level-boarding platforms, overhead canopy, elevators, improvements to 4th Avenue underpass for pedestrians
- Track re-alignment, freight bypass track
- 100 to 150 parking spaces



Streetscape improvements completed



Relocated Station



Image credits:
PennDOT, 2020



TIP ACTION | Proposed - PA

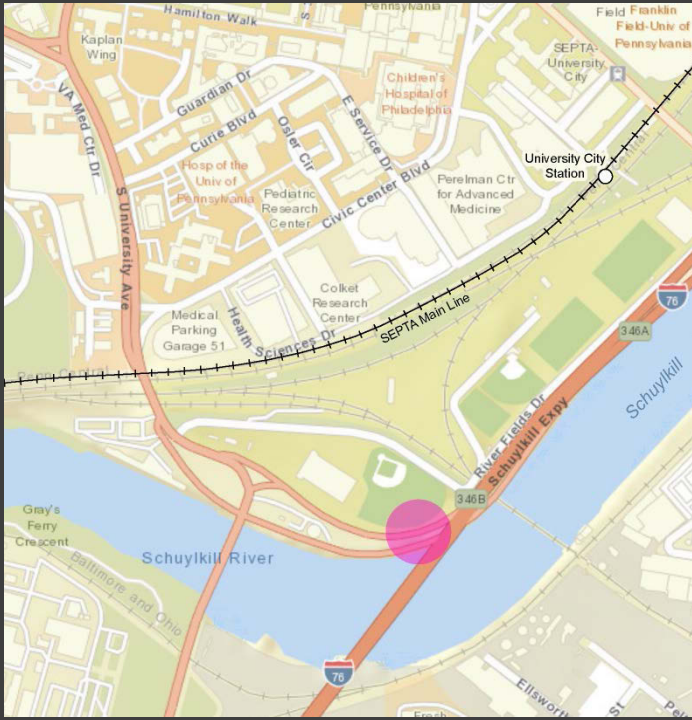
- **Request Board Approval of TIP Amendment**
- **Coatesville Train Station**
Add \$43,713,000 project back into TIP for FY21 CON
(\$34,971,000 FTA 5337 / \$8,742,000 State 1516)

University Avenue and I-76 Off Ramp Intersection Safety Improvements

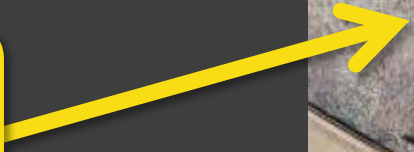
City of Philadelphia | Remove Project Funding

- **TIP Amendment**
- **Action:** Remove CON phase (\$2,162,000 HSIP) in FY21 and delete project from FY2021 TIP
- **Reason:** Funding no longer needed on FY2021 TIP. Project was let for CON under FY2019 TIP
- **Background:**
 - *Funds become resource for other regional HSIP-eligible projects*

New ADA ramps
and pedestrian
countdown timers



Replacing signal heads,
mast arms, controllers,
and vehicle detection



Regional Traffic Management Center (RTMC) General Contract

Various Counties | Reduce Funding

- **TIP Amendment**
- **Action:** Reduce funding by \$17,546,000
FY21: \$3,311,000 STP/Toll Credit,
FY23: \$4,305,000 STU/Toll Credit,
FY24: \$9,930,000 STU/Toll Credit
- **Reason:** Funding no longer needed on FY2021 TIP. Project let for CON earlier this year
- **Background:**
 - *Full cost of project (\$59,952,000) programmed for Advance Construct conversion during development of FY2021 TIP*
 - *Funds become a resource for future cost increases on other projects*



TIP ACTION | Proposed - PA

- **Request Board Approval of 2 TIP Amendments**
- **University Avenue and I-76 Off Ramp Intersection Safety Improvements**
Remove FY21 CON phase (\$2,162,000 HSIP) and delete project from FY2021 TIP
- **Regional Traffic Management Center (RTMC) General Contract**
Reduce funding by \$17,546,000
FY21: \$3,311,000 STP/Toll Credit
FY23: \$4,305,000 STU/Toll Credit
FY24: \$9,930,000 STU/Toll Credit



Thank You

Connect With Us!



www.dvrpc.org/TIP





Financing Program Overview

NJ Transportation Bank

Robert E. Fernandez, COO-Trans George Rolon, Project Manager

NJ Transportation Bank



NJ-Moves



Transportation Bank Financing Program

Types of Projects (Surface Transportation Projects)

- **Bridges:** Resurfacing/Re-decking, Construction and Demolition
- **Roadways:** Milling and Paving
- **Pedestrian:** Walkways / Overpass, Bicycle Paths, Ramps, Rails-to-Trails
- **Sidewalk Rehab:** ADA compliant curb ramps, landscaping
- **Signal / Lighting:** Upgrades / Modernization
- **Freight Assets:** Road capacity, Safety improvements
- **Congestion Relief**
- **ROW Acquisition:** In conjunction with a Transportation project

Transportation Bank Financing Program

Overview

- Joint partnership with NJDOT
- Comprised of Two Financing Programs:
 - Base Program
 - TIFIA RPI
- Funds appropriated by the NJ Legislature
 - Funds are appropriated through the Transportation Trust Fund (TTF)
 - \$20M-\$40M available per fiscal year
 - Appropriated by your Senate and Assembly representatives
 - This is **your money** to utilize for qualified Transportation Infrastructure projects
 - Funds allocated by the I-Bank to eligible projects



Transportation Bank Financing Program

Funding Capabilities

Short-Term Loan

- Funds available to borrowers as contracts are certified (Eng., CM, Const.)
 - Finance P&D, Legal, Permits
 - Differs from Local Aid
 - Up to 2 years for Eng. & Design costs
 - Finance CM and Construction costs
 - Up to 3 full fiscal years
-
- **Req'\$ paid in 2-14 days!!!**
 - **No P&I repayments due during S-T loan**

Transportation Bank Financing Program

Funding Capabilities

Long-Term Loan

- Term-out Short-Term loan after construction completion
- Maturity: Useful life dictated by Engineer, ≤ 31 yrs.
 - Not subject to Local Bond Law rules
- Rate: 50% funds 0%; 50% funds AAA rate
- **AAA Borrower Debt Service Savings: 30 yr ~ **12%**, 20 yr ~ **5%**; 15 yr ~ **1.5%****
- **AA Borrower Debt Service Savings: 30 yr ~ **13.2%****
- **A Borrower Debt Service Savings: 30 yr ~ **14.7%****
- Legislation: Bill S-767 / A-4552
 - Exemption of 5% LFB down payment

PROGRAM Savings and Benefits make more projects likely

Transportation Bank Financing Program

Example - Base Program Financing

20-year Total Debt Service: \$5 million Project, Aa3 Borrower

100% Self-financed (Aa3 rated)

\$6.197 M

6.8% Debt service savings

100% NJ Transportation Bank:
(50% - No Interest / 50% - NJIB AAA Rating)

\$5.778 M

20.0% Debt service savings

20% Local Aid Grant

80% Self-financed (Aa3 rated)

\$4.956 M

25.4% Debt service savings

20% Local Aid Grant

80% NJ Trans Bank

\$4.622 M

Example savings based on \$5M Project and 20-year maturity

- Grant-like program
- Trans Bank Alternatives Save btwn 6.8% – 25.4%

If you borrow funds for Project Financing, Use the Transportation Bank!

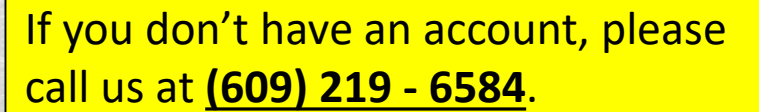


How Do You Apply?

Log-In or Create an Account in *NJ-Moves*



Visit our website at
www.nj-moves.com.



If you don't have an account, please
call us at **(609) 219 - 6584**.

Application Process

Project Info Submission

- Basic project information
- Project Location Map
- Estimated project costs
- Application/Project schedule

Financial Info Submission

- Official Action (Order / Resolution)
- LFB Resolution
- Satisfy credit worthiness
- Certification of Useful Life

Engineering Contract Review

- Scope of Work
- Engineering Contract
- Authorizing Resolution
- Engineer's Estimate



Construction Contract Review

- Plans & Specs (Standard Input 2019)
 - EO 215
 - SBE Requirement
- Authorization to Advertise
- Bid Package
- Concurrence of Award

Transportation Bank Financing Program

Key Points to Remember

- There is no obligation to establish an account in NJ-Moves (www.nj-moves.com)
 - Initial submission can be completed in less than 10 minutes!
- Can be used in conjunction with Local Aid Grant \$\$
- Multiple projects can be combined into one loan
 - All construction must be complete within three fiscal years after concurrence
- Funds are allocated quarterly to highest ranked projects on the list based on construction readiness and availability of funds
 - You are never more than three months away from knowing if your project has been allocated funds
- Transportation Bank staff provide Technical Assistance
 - Walk you through each step, in order to expedite your application process

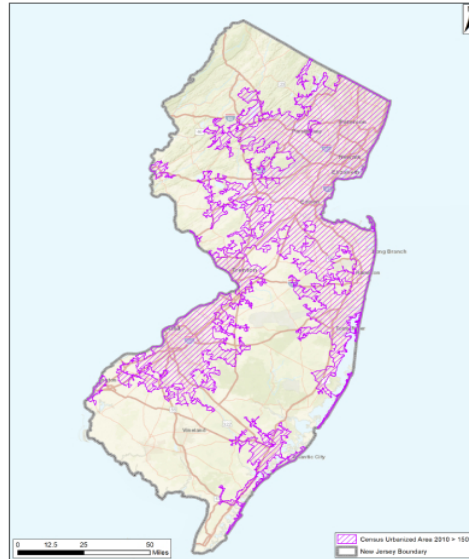
Transportation Bank Financing Program

TIFIA Rural Project Initiative

- Transportation Infrastructure Finance & Innovation Act (TIFIA) / Rural Project Initiative (RPI)
- Loan Structure
 - **Eligible Rural projects are those outside a Census-defined urbanized area of population greater than 150K**
 - 80% Financing at 50% Treasury Rate (Today's Interest Rate Approx. 0.7%)
 - 20% Financing at 50% I-Bank AAA Rate
 - ≤ 35 yr. Maturities
- Federal Requirements
 - Possibly picked up by I-Bank

Transportation Bank Financing Program

TIFIA Rural Project Initiative



LOW-COST LOANS FOR RURAL TRANSPORTATION PROJECTS

The NJ RPI capitalizes on Federal transportation resources available to rural communities. The purpose is to help these communities overcome challenges in financing critical transportation infrastructure projects by offering funding at subsidized rates. The NJ RPI provides significant savings for eligible surface transportation projects in defined rural areas.

The NJ RPI:

- Offers fixed interest rate long-term loans for up to **35** years.
- Lends 80% of the project's eligible costs at approximately **50%** of the U.S. Treasury Rate.
- Finances project soft costs including application, legal, and engineering fees.

DETAILED RURAL AREA MAPS

A rural area is defined as being located outside of an urbanized area of a population greater than 150,000 individuals as determined by the Bureau of Census. (White area of Maps)

Detailed Rural Area Maps by County

Atlantic County

Middlesex County

Bergen County

Monmouth County

Burlington County

Morris County

Camden County

Ocean County

Cape May County

Passaic County

Cumberland County

Salem County

WWW.NJIB.GOV

Transportation Bank Financing Program

Resources

- *NJ-Moves* Portal (Application Processing)
 - <https://www.nj-moves.com>
- NJ Infrastructure Bank website
 - <https://www.njib.gov>
- Rural Area Maps by County
 - <https://www.njib.gov/nj/Rural+Project+Initiative+RPI.57>
- NJDOT Standard Specifications
 - <https://www.state.nj.us/transportation/eng/specs/>
- Project Priority List (current)
 - https://cdn.njib.gov/njtib/publications/sfy2021/SFY21_Trans_1stAmended_PPL.pdf

Staff and Contact Info

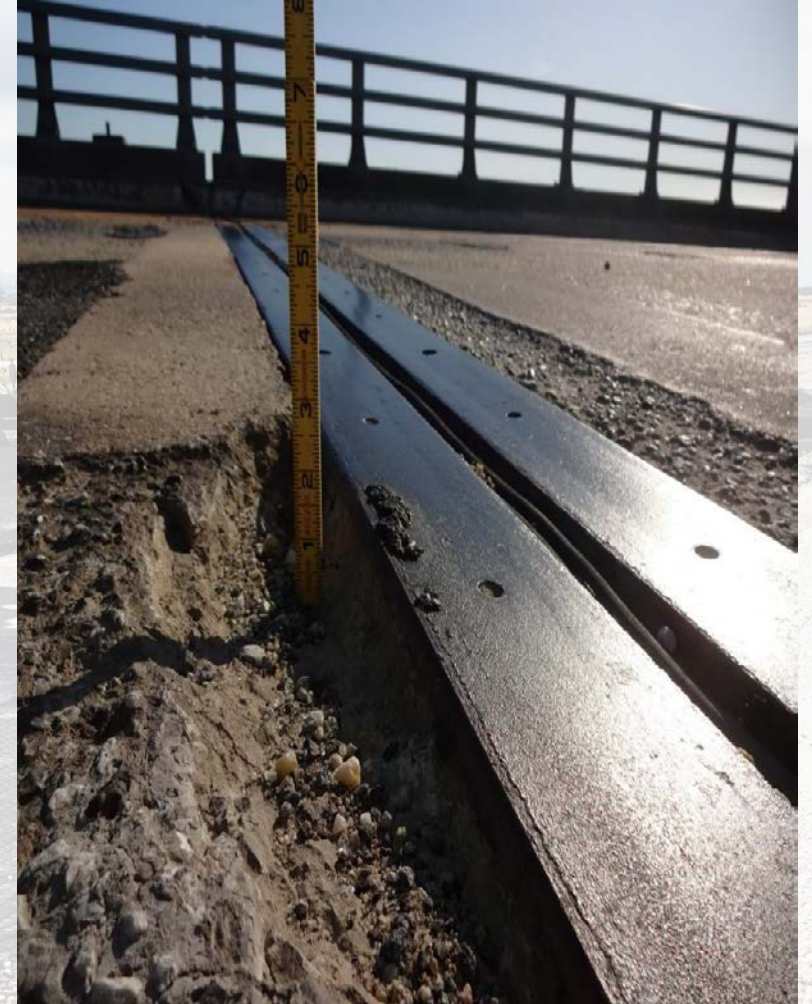
David Zimmer, CFA
Executive Director
dzimmer@njib.gov
(609) 219-8604

Robert Fernandez
Chief Operating Officer
rfernandez@njib.gov
(609) 219-8605

George Rolon
Project Manager
grolon@njib.gov
(609) 219-8968

Melinda Roslon
Project Mgmt. Analyst
mroslon@njib.gov
(609) 219-6584

www.njib.gov
www.nj-moves.com





NJ-Moves

To sign-up for an account, call the I-Bank at (609) 219-6584

or

Login to your account at www.nj-moves.com



EQUITY THROUGH **ACCESS**

GAPS AND BRIDGES

2020 Update to the Region's
Coordinated Human Services Transportation Plan

*Regional Technical
Committee
11/10/20*

What is Equity Through Access?

Federally required Coordinated Human Services Transportation Plan (CHSTP) under FTA Section 5310 that:

“ ...identifies the transportation needs of individuals with disabilities, seniors and people with low incomes, provides strategies for meeting those needs, and prioritizes transportation services for funding and implementation.”

Purpose

Update 2016 plan to reflect new priorities and develop strategies that will provide better access to **essential services** for our region's most **vulnerable populations**.

Essential services:

Places of employment, grocery stores, schools, medical care facilities, recreation/open space, senior centers, and centers for the developmentally disabled

Vulnerable populations:

Elderly (65+), Households in poverty, disabled



Outreach

Roadshows

- Mercer County Coalition for Coordinated Transportation
- Coatesville Area Senior Center
- Association of the Blind and Visually Impaired
- Inglis House
- Montgomery County Senior Adult Activities Center
- Bucks-Mont Collaborative
- Camden United We Ride
- NJTRANSIT Citizens Advisory Committee
- Bucks County Senior Advisory Council

Steering Committee Workshop

- Service providers, transit agencies, county planners, advocates, and community members.

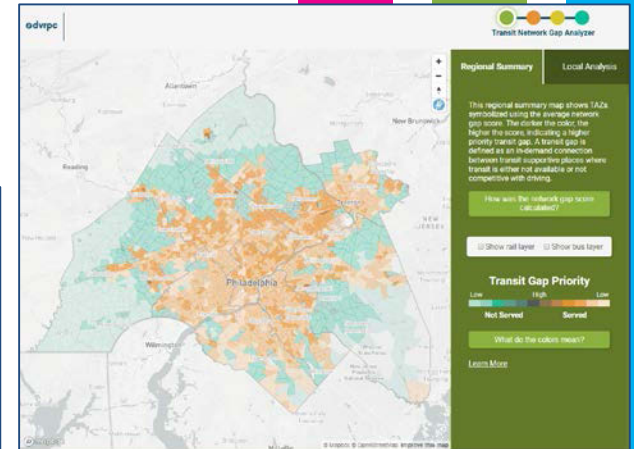
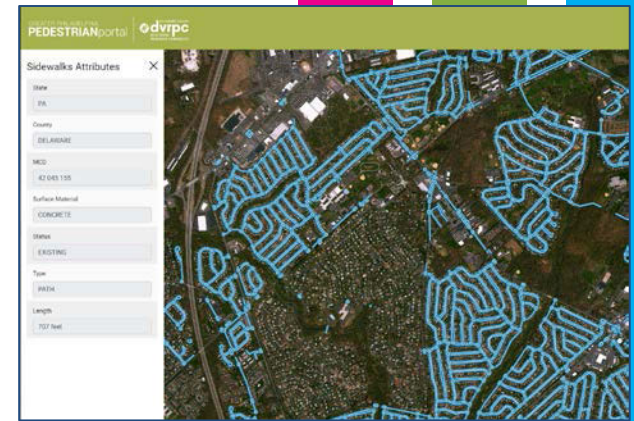
COVID-19 Survey

- Sent to service providers and users to understand regional impacts of COVID-19 and identify difficulties and new practices.



Related Work and Action Steps

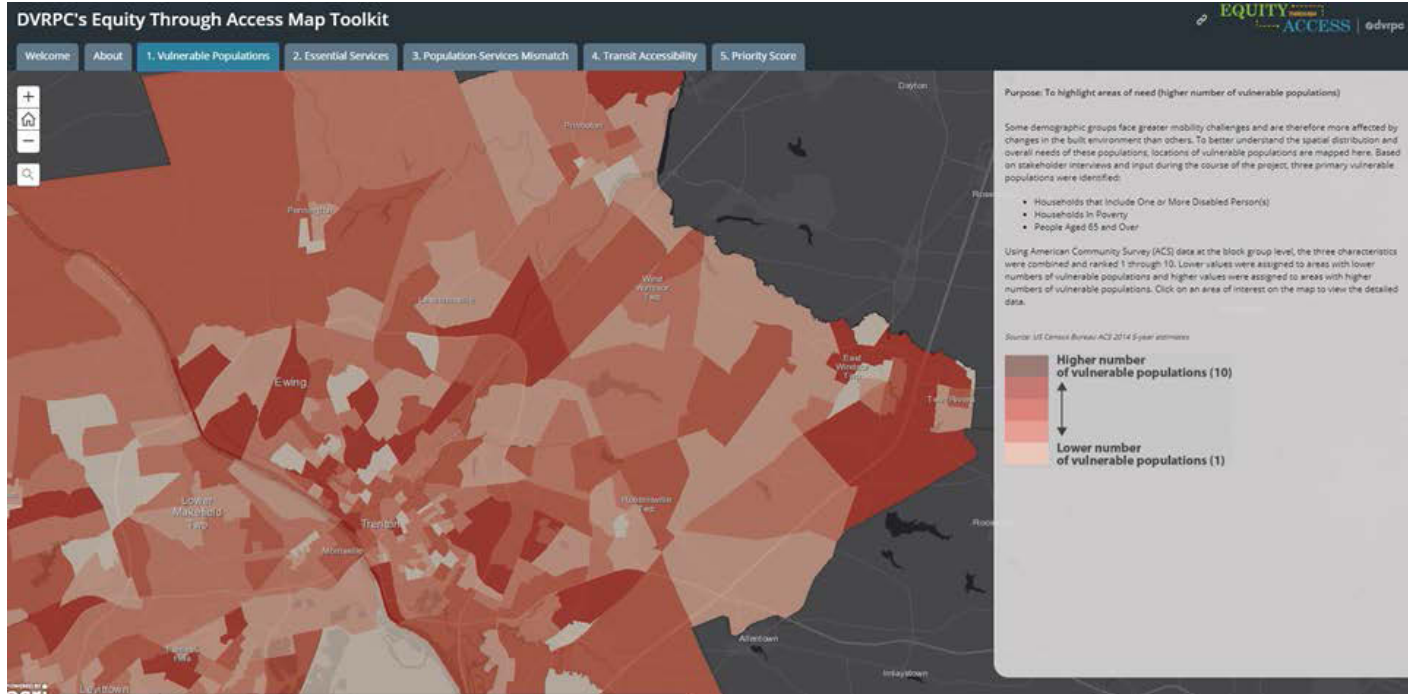
1. Sidewalk Inventory
2. Regional Transit Priority Setting
3. Road to Health Workshop
4. Mercer County Regional Paratransit Coordination Workshop



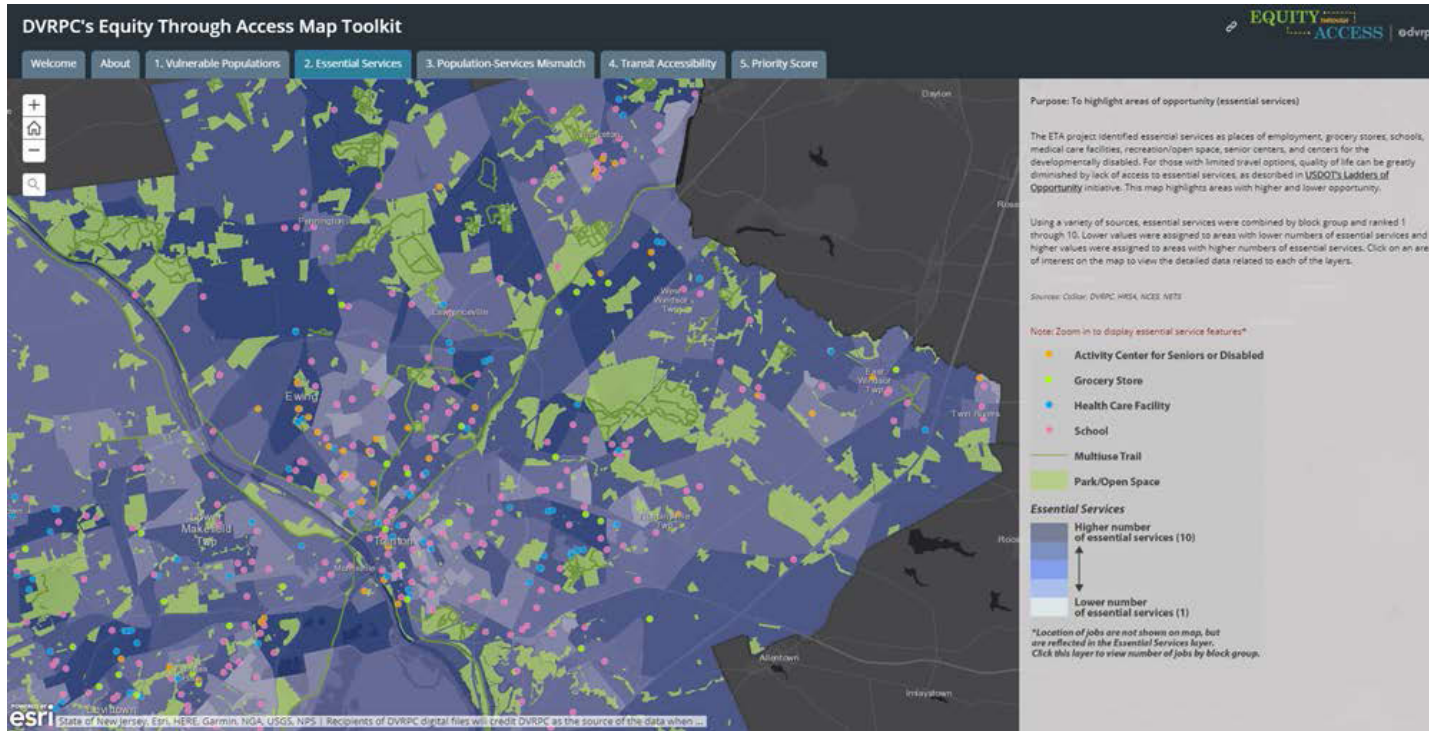
Other Update Components

1. Update regional technical analysis and **map toolkit** for use by regional and local partners.
1. Case studies of regional and national best practices in transit equity.
1. Regional webmap of public shuttle services.

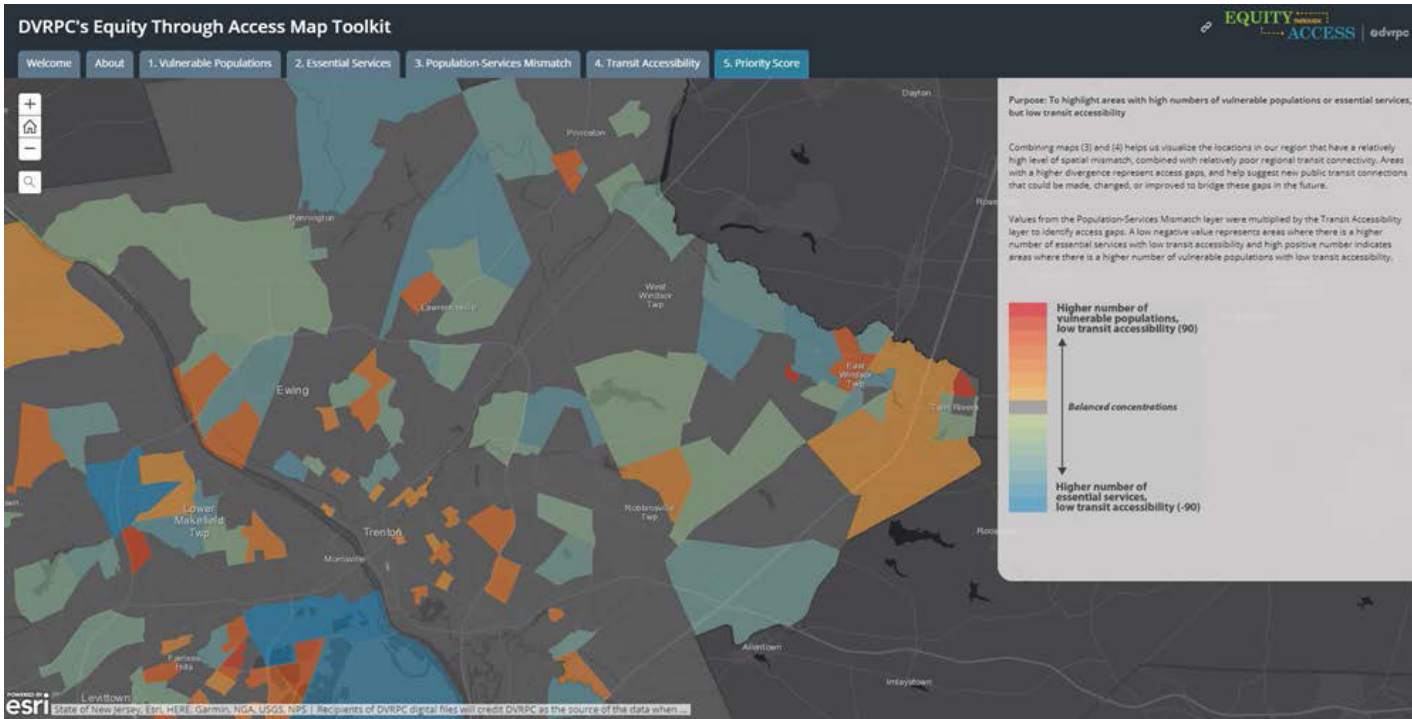
ETA Map Toolkit



ETA Map Toolkit



ETA Map Toolkit



In October 2020, DVRPC published “Gaps & Bridges”, a report that identifies priority issues and strategies that can be cited by those seeking funding for traditional CHSTP programs, and from other sources.

Gaps:

Factors that limit transportation access for seniors, low-income, and disabled populations.

Bridges:

Strategies that improve transportation access for seniors, low-income, and disabled populations.



Gaps

Infrastructure

- Not all fixed-route transit service is ADA accessible.
- Transfers between transportation modes are not always accessible, coordinated, affordable, or intuitive.

Service and Funding

- There is inadequate funding to meet overall service demand among vulnerable populations.
- The cost of transportation can be a financial burden for vulnerable populations.



Gaps:

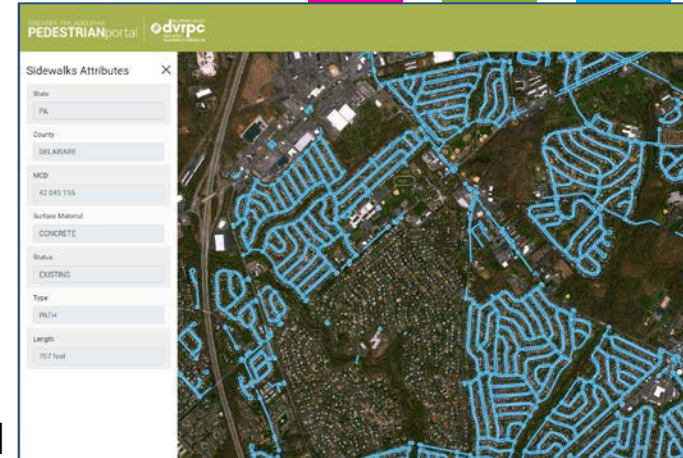
Data and Coordination

- Human services transportation providers lack detailed, block-level data on the needs and associated destinations of local shuttle users.
- Lack of coordination between transit services and land development projects.
 - Development patterns and working hours are changing, but transit is not always flexible enough to keep up—or new footprints are not transit supportive—resulting in transit deserts where people live, work, and shop.

Bridges:

Create accessible and affordable infrastructure

- Develop a program for constructing and maintaining sidewalks that connect to transit.
- Prioritize accessibility improvements at/in:
 - key transportation hubs, activity centers, and essential services that serve significant numbers of vulnerable populations; and
 - communities with concentrations of low, income, disabled and/or senior populations.



Bridges:

Improve Service

- Encourage improvements to service frequency, service span, and transit stations for routes serving low-income areas with high ridership.
- Work with Transportation Management Associations to coordinate transportation services with employee shifts at large employment centers through deeper engagement with employers.



Credit: Greater Mercer TMA

Bridges:

Improve Outreach and Communication

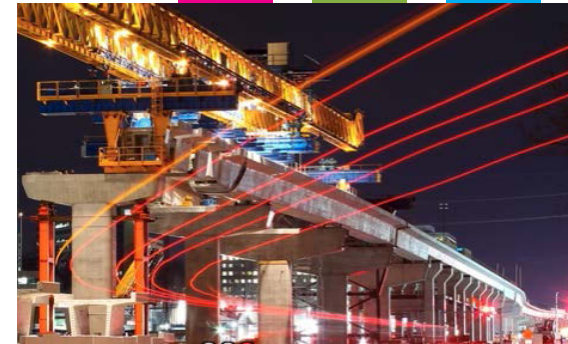
- Train case workers, hospital patient navigators, and job coaches to provide clients with information about transit, paratransit, TNC options, and/or travel training.
- Create a peer-to-peer learning program for new transit riders from vulnerable groups like Los Angeles Metro's On the Move Riders Program.



Bridges:

Encourage creative, flexible use of existing funding sources and identify new funding partners

- Encourage creativity in the mixing of funding sources to break down funding silos (such as those separated by trip purpose) and increase transit options for vulnerable populations.
- Look into value capture techniques, such as Transportation Improvement Districts, to improve transit access in areas with high concentrations of jobs or essential services but insufficient transit options.



Dulles Metrorail Extension, Virginia
Credit: MWAA

Bridges:

Create data resources

- Encourage data sharing between transportation agencies to perform travel demand analysis to define potential changes to existing paratransit services.
- Develop and share more planning and mapping tools to help with project development, such as DVRPC's ETA Map Toolkit.

Overall, the plan encourages...

- Prioritizing **dignity in mobility** access.
- **Adoption of new technologies** for service delivery, coordination, and passenger information.
- More thinking about the **role of infrastructure in enabling or hindering access**.
- **Better coordination** in every respect: trip type, development connectivity, data sharing, and more.
- **Innovative approaches to funding** projects

EQUITY THROUGH ACCESS

To follow along or to get involved:

www.dvrpc.org/ETA

*Shoshana Akins, Senior Public Participation Planner,
Office of Communications and Engagement*
sakins@dvrpc.org

*Thom Stead, Senior Transportation Planner,
Office of Transit, Bicycle, and Pedestrian Planning*
tstead@dvrpc.org



Preparing Greater Philadelphia for Highly Automated Vehicle Deployment

RTC I November 10, 2020

Companion Reports

— Preparing —
GREATER PHILADELPHIA
— for —
**HIGHLY AUTOMATED
VEHICLE DEPLOYMENT**

Page 38.
**What's Already
Happening in
Greater Philadelphia**

IN THIS ISSUE

Delayed Expectations:
Automated vehicle
development stalls due to
stagnant economy.

People Power: Federal
government advancing truck
platooning, connected vehicles,
and automated shuttles.

Tech in the Driver's Seat:
Automated vehicles are here.
Are we ready?

Inclusive Tech: Open source
principles and federal
regulations shape automated
vehicles.

EXPLORATORY SCENARIOS FOR GREATER PHILADELPHIA

DISPATCHES from ALTERNATE FUTURES

DELAYED EXPECTATIONS

A world overcome by
climate change
and economic slowdown

PEOPLE POWER

Grassroots movement
to a more just and
sustainable future

TECHNOLOGY IN THE DRIVER'S SEAT

Big Tech takes control

INCLUSIVE TECH

A new equitable economy
emerges through
open source technologies

IN THIS ISSUE

COVID-19 BREAKING NEWS

See pages 26, 40, 54, and 68

NOVEMBER 2020



GREATER PHILADELPHIA
FUTURES GROUP
DIALOGUE, COLLABORATION, KNOWLEDGE-SHARING



DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

JULY 2020



working
FUTURES GROUP
GREATER PHILADELPHIA



DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

Merge Ahead



What is an Automated Vehicle?

Hardware

- On-board Computer
- GPS & Inertial Measurement Unit
- Radar
- LiDAR
- Cameras
- Ultrasonic Sensors

Software

- Advanced Driver Assistance System (ADAS)
- OR -
- Automated Driving System (ADS)



What Does an Automated Driving System Do (Level 4 HAV)?



Operations

1. Precise location in detailed 3-D map w/ GPS or Inertial Measurement & on-board computer
2. Scan roadway w/sensors
3. Predict movement of object that can move.
4. Act on speed, trajectory, and steering

SAE Automated Vehicle Levels

Partially Automated Vehicles

Highly Automated Vehicles (HAVs)

LEVEL 0

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LEVEL 5

You are driving whenever these driver assistance systems are engaged—even if your feet are off the pedals and you are not steering

You are not driving when these automated driving features are engaged—even if you are seated in the 'driver's' seat

You must constantly supervise these assistance systems: you must steer, brake, or accelerate as needed to maintain safety

When the system requests you must drive

These automated systems will not require you to take over driving

These are advanced driver assistance systems (ADAS)

These are automated driving systems (ADS)

Warnings and momentary assistance

Support driver steering **OR** brake / acceleration

Support driver steering **AND** brake / acceleration

Can drive the vehicle under limited conditions and will not operate unless required conditions are met

Can drive the vehicle under all conditions

What does human in the driver's seat have to do?

What do these systems do?

Source: Adapted from SAE

Preparing for HAVs - Key Takeaways

1. There is considerable uncertainty associated with HAVs.
2. Level 4 HAVs are likely to arrive in 5-10 years. Level 5 HAVs are probably much further away.
3. Once deployed, HAVs are likely to:
 - a. Expand the role of the private market in transportation services and potentially infrastructure development.
 - b. Further erode the viability of the gas tax, while increasing infrastructure investment demands.
4. The region needs to:
 - a. Articulate a clear vision and strategies for HAV deployment.
 - b. Create new regional partnership(s) to prepare for technology deployment.
5. There are many low-regret strategies that the region can implement now to prepare for HAV deployment.

Development & Deployment Uncertainty

- Safety
- Artificial Intelligence & Reliance on Technology
- Profitable Business Models
- Infrastructure Investment Needs
- Cybersecurity
- HAV Regulations
- Current Events: COVID-19, Black Lives Matter

Deployment Outcome Uncertainty

- Economy & Jobs
- Mobility & Congestion
- Energy Use & Greenhouse Gas Emissions
- Urban Vitality / Open Space Preservation
- Transportation Equity
- Redesigned Transportation Network
- Data

DISPATCHES SCENARIOS

TECHNOLOGY

INCREMENTAL CHANGE

TRANSFORMATIVE CHANGE

CLIMATE CHANGE & EQUITY

POLITICAL
WILL /
COLLECTIVE
ACTION

MARKET
FORCES /
INDIVIDUAL
RESPONSIBILITY



PEOPLE POWER

Grassroots democracy gives citizens more input into the development of their communities and the economy, while readily available technologies are deployed to fight climate change.

INCLUSIVE TECH

A collaborative, networked, open source economy of abundance emerges from societal efforts to make technological advances more sustainable and equitable.

DELAYED EXPECTATIONS

Climate change, sharp political swings, ongoing civil discord, and a slowdown in innovation lead to a lack of direction and economic stagnation.

TECHNOLOGY IN THE DRIVER'S SEAT

Markets drive economic growth through Big Data, algorithms, and innovation.

Dispatches HAV Scenarios

Political Will & Collective Action

Incremental Technology

People Power

Federal government advancing truck platooning, connected vehicles, and automated shuttles.

Delayed Expectations

Automated vehicle development stalls due to stagnant economy & worsening climate change.

Inclusive Tech

Open source principles and federal investments in quantum computing and artificial general intelligence bring about Level 5 HAVs in mid-2030s.

Technology in the Driver's Seat

Level 4 HAVs roll out on the region's roads before most communities are ready.

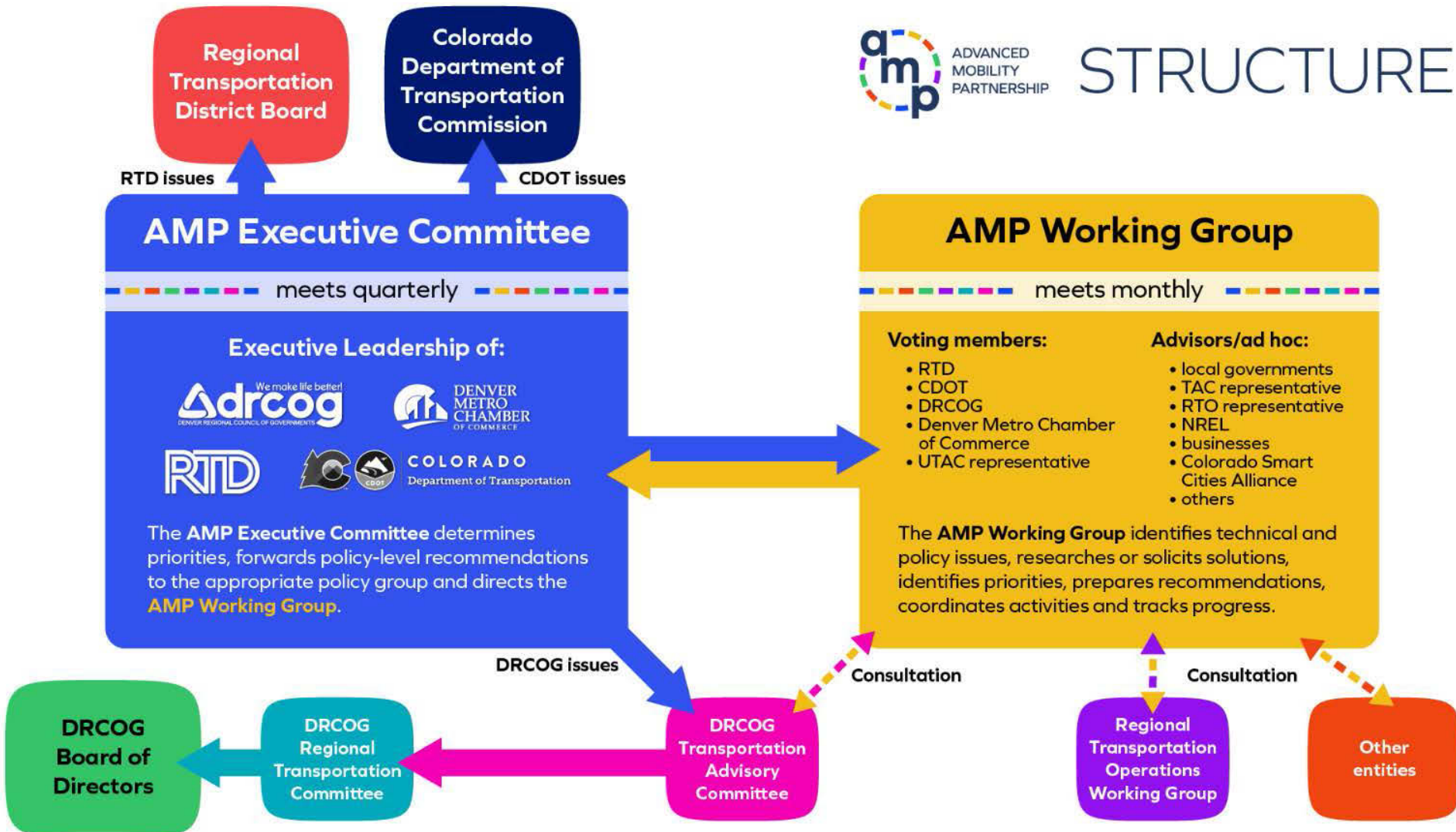
Transformative Technology

Market Forces / Individual Responsibility

Advanced Mobility Partnership



STRUCTURE



Crafting a Vision for HAVs

Motorized Mobility	Individual Mobility		Multimodal Mobility
	<p>Privately-Owned HAVs – A continuation of the existing private vehicle ownership model.</p>	<p>Multimodal Shared Mobility Network – A MaaS model where travel is purchased through subscriptions or by trip and uses an app to determine the best available mode.</p>	
	<p>Shared Motorized Mobility – A MaaS model where vehicle trips are purchased through subscriptions or by trip instead of vehicle ownership.</p>	<p>Active Mobility – Prioritizes walking, biking, and conventional and automated transit; HAVs fill hard to make trip gaps and supplement peak period demand.</p>	
	Shared Mobility		

Strategies

→ Universal Actions

- ◆ Short-term, low- or no-regret
- ◆ Medium- and long-term

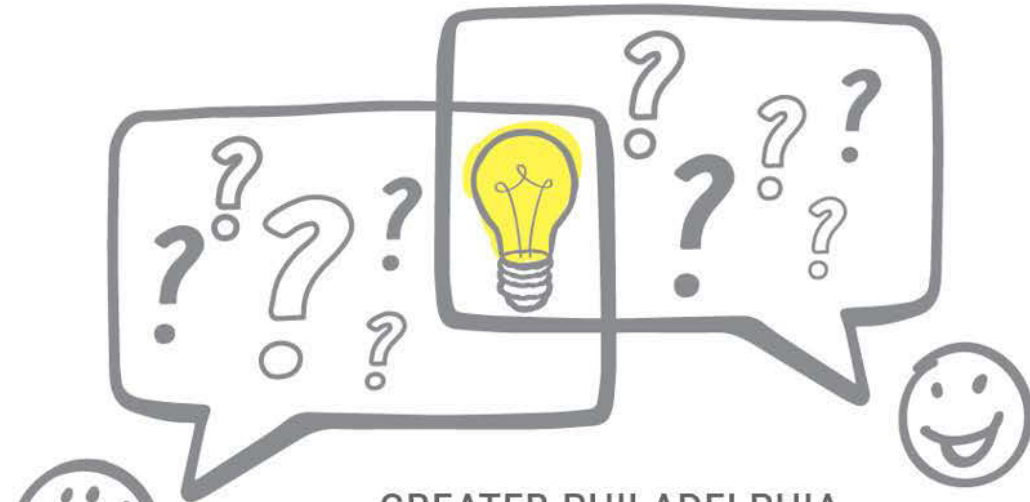
→ Adaptive Strategies

Short-Term Low-/No-Regret Actions

1. Learn from technology deployment **best practices** around the world.
2. Conduct extensive public **engagement and education** on HAVs.
3. Work with state DOTs on **plans for safe HAV testing and deployment**.
4. **Prioritize roadway state-of-good repair** and maintenance needs.
5. **Reduce speed limits** and pursue other Vision Zero strategies.
6. Use governmental **procurement to advance vehicle technologies**.
7. Expand and **integrate shared mobility options with transit** + mobility hubs, dedicated pick-up / drop-off curbspace, and reduced parking minimums.
8. Pursue **transit-first strategies**: transit signal priority, off-board fare payment, and dedicated bus lanes.
9. **License private shared mobility services** to operate if they: serve everyone, share data, integrate with transit and other transportation providers, follow curb regulations, and meet safety standards. Renew licenses if requirements are met.
10. **Equitably distribute infrastructure improvements** across the region.
11. Work with state and local governments to determine **data** needs, and build local government data management and processing capacity.

Next Steps

- Inform *Connections 2050* Plan development.
- Explore forming a Greater Philadelphia Advanced Mobility Partnership.



GREATER PHILADELPHIA

FUTURES GROUP

DIALOGUE. COLLABORATION. KNOWLEDGE-SHARING.

www.dvrpc.org/longrangeplan/futuresgroup



CONNECT WITH US
www.dvrpc.org



A yellow L-shaped graphic consisting of a horizontal line on top and a vertical line on the left, forming the top-left corner of a frame.

Assisting Commuters (After) COVID: Update

Presentation to the DVRPC RTC
November 10, 2020

A yellow L-shaped graphic consisting of a horizontal line on the bottom and a vertical line on the right, forming the bottom-right corner of a frame.

Goals

- To assist businesses and employees with navigating their options for commuting as restrictions ease from the COVID-19 pandemic and resulting work shut-down, and
- To continue the momentum of previous messaging regarding transportation options that reduce congestion once the back-to-work period begins.

ACAC Background

- RideECO was sold to Edenred Commuter Benefits on 3/31/20
- Funds remained for marketing efforts: \$153,000 total
- Due to the mandated closing of businesses during COVID it was not possible to use these funds before the end of FY20
- Proposed plan to spend these funds in FY21 for encouraging safe commutes as employees return to work
 - Note: the shutdown has lasted much longer than anyone anticipated

ACAC Context

Transportation Demand Management (TDM) efforts came to a near halt:

- Many employees started working from home f/t or had their jobs suspended or hours cut
- Transit agencies lost riders and had to reduce service and eliminate some routes
- Construction projects had been on hold until summer

No Travel = No Demand to Manage!

Factors for ACAC Marketing Effort

- More people were/are biking and walking for exercise - one goal is to keep them in the habit *and* encourage them to incorporate these activities into their new commute
- Many businesses were “forced” to implement telework programs “on the fly” - we want to encourage continuation and permanency
- Transit agencies were mostly carrying essential workers - now ready to carry more commuters: reinstated schedules, perfected cleaning methods, limited seating, mask requirements, free transfers, etc.

Proposed Efforts

- Coordinate and Support Bike (Back) to Work Programs
 - Bike Month and Bike to Work Day in September
 - Incorporate New Bike Match Program
- Facilitate Continuation and Expansion of TMA and Contractor Work on Telecommuting
 - Telework Training; Regional Messaging

Proposed Efforts, cont'd

- Create and initiate a regional education campaign to urge a return to transit as a commute option
 - “Thank” current essential workers for using it
 - Assure previous (and potential new) riders the system is safe
 - Spread info on reduced capacity, changed schedules, etc.

Proposed Efforts Still to be Implemented

- Encourage former carpool and vanpool members to reconnect via “Lunch Bunch” virtual gatherings
 - Encourage potential new pool partners from SAR to do the same
- Partner on relevant AQP programs (spring 2021)
- Possible second schedule for transit

Programs Completed

- Bike to Work Month/Week
 - Sponsor of Bike Giveaway Contest to promote B2WW - part of “Tour de Health” promotion on Entercom network
 - Contest ran 9/21-10/4
 - Spots on WOGL, KYW, WBEB
 - :15 and :30 scripted, produced by Entercom
 - Contest home page
 - Ad on Radio.com, WIP home page
 - SM (#BikeWeekPhilly) - Entercom/WOGL and DVRPC
 - Mentions by Glenn Kalina - WOGL Morning Host and avid bicyclist

Winner: Michael Young - will get bike from Cadence Cycling Center, Manayunk

Programs Completed

- Teleworking
 - Telework Seminar for TMAs - will Post to MAP/ACAC Page
 - Sponsorships on Total Traffic and Weather Network
 - 31 words/10 seconds
 - 6AM-7PM on 10 stations in network
 - 9/28-10/11 - 134 mentions total
 - Online Programmatic Ads
 - Target Employers - HR and decision makers
 - Cross-platform, with access to WSJ.com, InsideBiz.com and Crain.com
 - 9/28-10/25

Programs Completed, cont'd

- Telework, cont'd
 - Online - Pay per click (PPC)
 - Reach individuals actively searching for the services DVRPC offers
 - Program will appear as “Ad” at top of search page and we pay each time an ad is clicked
 - Sample of key words phrases (32): telework(ing), telecommute, work from home, remote work program, etc.
 - 9/28 - 10/25

Programs Completed, cont'd

- Try Transit (Again) / Get (Back) on Transit
 - Online Programmatic Ads
 - Targeted to former riders (bleeds with potential new riders)
 - 10/26 - 11/29
 - TT&W Network Sponsorships
 - 10/26 - 11/8

Programs Completed, cont'd

- Philadelphia Business Journal
 - Full Program - August
 - Full-page 4-color ad - discounted for special issue on Back to Work
 - Telework - October
 - 1/2-page 4-color ad - offered at cost for 1/4-page
 - Try Transit (Again) - November
 - 1/4-page 4-color ad - free as part of ad in special issue

Schedule

DVRPC

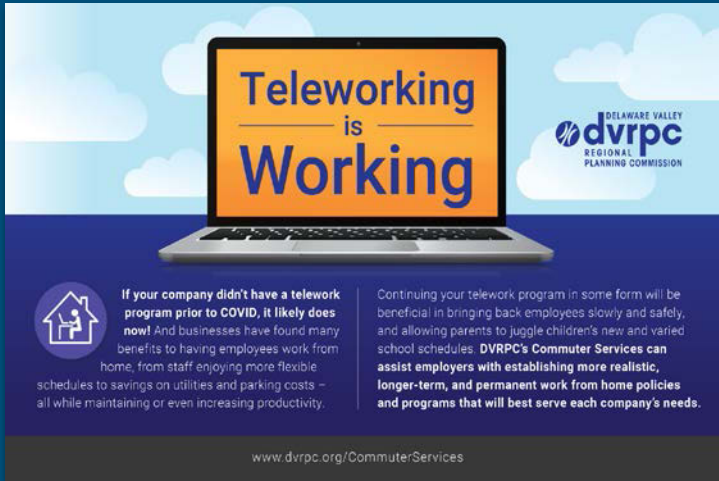
Commute After Covid Programs

September 10, 2020

Media:	September		October			November				December			# of Units/Imp.	Adj. Gross						
	31	7	14	21	28	5	12	19	26	2	9	16			23	30	7	14	21	
Telework																				
Online Display																			3,125,000 imp.	\$16,765
PPC																				\$11,200
Total Traffic & Weather																			1,318,400 imp.	\$15,673
Philadelphia Business Journal																			Circ: 30,000	\$2,177
Bike to Work Week																				
Radio																			112 spots & online	\$21,740
Give Transit a Try Again																				
Online Display																			3,125,000 imp.	\$16,765
Total Traffic & Weather																			1,318,400 imp.	\$15,673
Philadelphia Business Journal (TBD)																				No cost
																				\$99,993



Sample Ads - PBJ



Teleworking is Working

DELAWARE VALLEY REGIONAL PLANNING COMMISSION

If your company didn't have a telework program prior to COVID, it likely does now! And businesses have found many benefits to having employees work from home, from staff enjoying more flexible schedules to savings on utilities and parking costs – all while maintaining or even increasing productivity.

Continuing your telework program in some form will be beneficial in bringing back employees slowly and safely, and allowing parents to juggle children's new and varied school schedules. **DVRPC's Commuter Services can assist employers with establishing more realistic, longer-term, and permanent work from home policies and programs that will best serve each company's needs.**

www.dvrpc.org/CommuterServices

Getting **to work** should be safe, too.

Bringing employees back to a safe work environment is critical now. But HOW they'll get to work is also important. The Delaware Valley Regional Planning Commission (DVRPC) manages a host of programs to help employers determine what commuting options will work best for employees in today's environment, without clogging our roads with drive-alone vehicles.

telework	biking & walking	transit
 <p>If your company didn't have experience with telework (working from home) prior to COVID, it likely does now! And, businesses have found many benefits to this, like more flexibility for employee schedules, and savings on utilities and parking – all while maintaining or increasing productivity. Continuing a telework program in some form will be useful in bringing employees back safely, and allowing parents to juggle children's new and varied school schedules. DVRPC's programs can assist employers with establishing more permanent, longer-term telework policies and programs that will best serve each company's needs.</p>	 <p>Many of us have been more active during this pandemic so far, outside walking and riding bikes more frequently. This is good for physical and mental health as we travel less overall. Many employees can incorporate their new biking habits into their commute back to work – whether for the full route or to connect to transit. Walking and biking logs encourage friendly competition and help employees stay active and be "green."</p>	 <p>Our transit systems have been the "workhorses" that have allowed many essential workers to get to their jobs during the Stay at Home period. Although most service had been limited since March, transit has been able to move riders safely – through reduced seating capacity (and marked spacing), mask requirements, and constant deep cleaning of vehicles as frequently as possible. SEPTA's Key system also offers more flexibility for single or round trips with the Travel Wallet on its Key Card, and transfers are now free – this also provides a contactless way to use the system.</p>

DELAWARE VALLEY REGIONAL PLANNING COMMISSION

Employers can reach out to employees about their commuting concerns as they start to return to a physical work place. **DVRPC can help employers alleviate those concerns.** www.dvrpc.org/CommuterServices




DELAWARE VALLEY REGIONAL PLANNING COMMISSION

Try transit (again).



Transit has been there for our essential workers, getting many to work during COVID. And as the rest of us slowly start back to work, transit is there for us, too – moving riders safely through reduced seating capacity, mask requirements, and constant deep cleaning of vehicles. SEPTA's Key fare system also offers more flexibility for single rides, round-trip tickets, and a new 3-day ticket with the Travel Wallet on the Key Card (with free transfers!).


To find out how to commute safely and conveniently on NJ Transit, PATCO and SEPTA, go to: www.dvrpc.org/MobilityAlternatives

Sample Social Media - Bike Week


98.1 WOGL  Following

45.8K Tweets





Bike and helmet!  

Make sure you go and register by Friday for your chance to win at WOGL.com 

#Sponsored



0:18 28 views

   4 



Bike
(back) to work week!

Try a different kind of ride –
or wherever you want to go!

 **dvrpc**
REGIONAL
PLANNING COMMISSION



Bike
(back) to work week!

Try a different kind of ride –
or wherever you want to go!

 **dvrpc**
REGIONAL
PLANNING COMMISSION

Sample Ads - Telework and Try Transit (Again)



TELEWORKING
IS
WORKING

Commuter Services can help your program work even harder.

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

www.dvrpc.org/CommuterServices

TELEWORKING *is* WORKING.


DVRPC can help make your program work even harder. **dvrpc**



TELEWORKING
IS
WORKING

Commuter Services can help your program work even harder.

dvrpc | www.dvrpc.org/CommuterServices




TELEWORKING
IS
WORKING

Commuter Services can help your program work even harder.

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

www.dvrpc.org/CommuterServices



Going back to work?

DVRPC's Commuter Services can help.

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

www.dvrpc.org/MobilityAlternatives

Give transit a try (again).

DVRPC's Commuter Services can help. **dvrpc**



Going back to work?
Give transit a try (again).

dvrpc



Going back to work?
to work?

Give transit a try (again).

dvrpc
DELAWARE VALLEY
REGIONAL
PLANNING COMMISSION

www.dvrpc.org/MobilityAlternatives

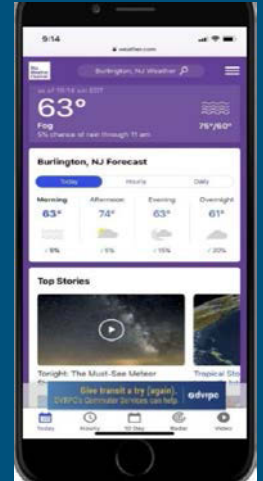
Sample Ads - In Place



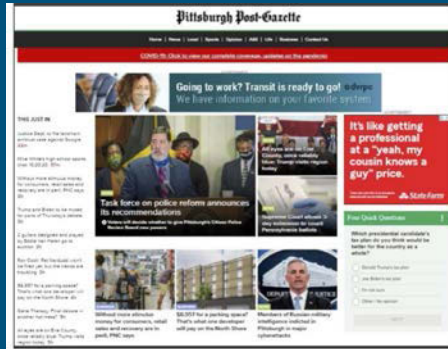
The image shows a Facebook post from WOGL FM. On the left is a promotional image for the 'DELWARE VALLEY REGIONAL PLANNING COMMISSION' and 'GLENN'S Tour de Health'. The image depicts a man in a dark jacket and shorts standing with a bicycle on a paved path. The background is a green field with a white recycling symbol. Text on the image includes 'dvrpc', 'DELWARE VALLEY REGIONAL PLANNING COMMISSION', and 'GLENN'S Tour de Health'. The Facebook post text reads: 'Have you registered to win our Tour De Health? We're giving away a brand new bicycle and helmet thanks to our sponsor Delaware Valley Regional Planning Commission. Head over to our website right now to register: https://woqlradio.com/connect/glenn-kalina-tour-de-health-bicycle-helmet-giveaway?utm_campaign=https://www.facebook.com/woqlradio.com/contest/1009562133&utm_medium=social&utm_source=facebook&utm_term=WOGL-FM/'. Below the text are interaction buttons for Like, Comment, and Share, and a comment input field.



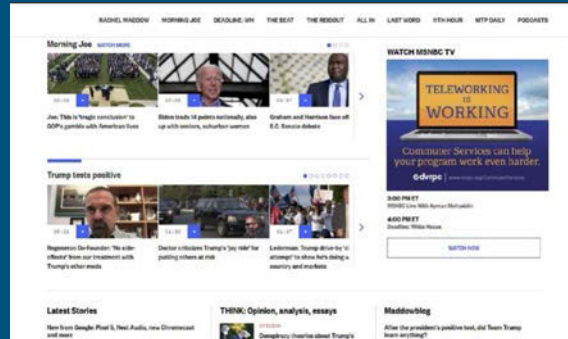
The image is a screenshot of the Philadelphia Inquirer website. At the top, there's a navigation bar with 'REVOLVE' branding. The main content area features several news articles with images. On the right side, there is a large advertisement for 'TELEWORKING IS WORKING'. The ad features a laptop with the text 'TELEWORKING IS WORKING' on the screen. Below the laptop, it says 'COMMUNITY SERVICES can help your program work even harder.' and includes the 'dvrpc' logo.



The image shows a mobile weather application interface for Burlington, NJ. The top section displays the current temperature as 63° and a forecast for the next few days: Morning (63°), Afternoon (74°), Evening (65°), and Overnight (61°). Below the forecast is a 'Top Stories' section with a video player. At the bottom of the screen, there is a 'TELEWORKING IS WORKING' advertisement, which includes the text 'COMMUNITY SERVICES can help your program work even harder.' and the 'dvrpc' logo.



The image is a screenshot of the Pittsburgh Post-Gazette website. The page features a grid of news articles with various headlines such as 'Going to work? Transit is ready to go', 'It's like getting a professional at a 'yeah, my cousin knows a guy' price.', and 'Task force on police reform announces its recommendations'. On the right side of the page, there is a 'TELEWORKING IS WORKING' advertisement, which includes the text 'COMMUNITY SERVICES can help your program work even harder.' and the 'dvrpc' logo.



The image shows a news website interface with a grid of articles. The articles have headlines like 'Morning Joe', 'Trump tests positive', and 'Regeneration: De-Founder: The a-better break for treatment with Trump's other assets'. On the right side, there is a 'WATCH MSNBC TV' advertisement for 'TELEWORKING IS WORKING', which includes the text 'COMMUNITY SERVICES can help your program work even harder.' and the 'dvrpc' logo.



Analysis

- Reports from Affirm (media agency)
 - How many connections and rates
 - Device used (desktop, laptop, tablet, phone)
 - Efficiencies
- Google Analytics (DVRPC pages)
 - Visits to pages during campaign(s) - directed to www.dvrpc.org/CommuterServices - shows per day and times of day
 - + Check activity on related pages
 - Devices used



National Traffic Incident Response Awareness Week

Regional Technical Committee | 11/10/20

Paul Carafides | Manager, Traffic Management Program | pcarafides@dvrpc.org





National Traffic Incident Response Awareness Week



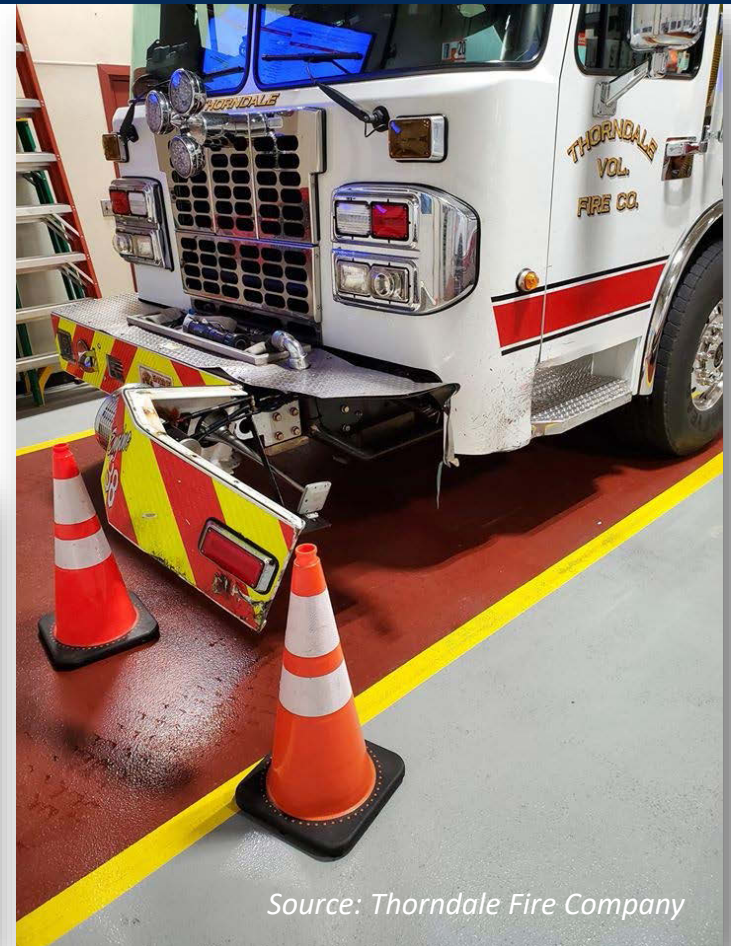


First Responder Struck-bys

- Fire: Second leading cause of death
- 44 Responder fatalities in 2020
 - 44 total responder fatalities in 2019*
- Towers: Roughly one fatality per week
- *ResponderSafety.com



April 24: PA State Police on US I-81 at the George Wade Memorial Bridge in Harrisburg, PA



Source: Thorndale Fire Company

April 26: Thorndale Fire Company on US Route 30 Bypass EB in Chester County



National Traffic Incident Response Awareness Week

Slow down. Move over. Be safe.



National Traffic Incident Response Awareness Week

November 9th - 15th, 2020





National Traffic Incident Response Awareness Week



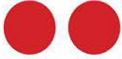
- Fifth year of the National Campaign endorsed by FHWA (November 9th-15th)
- Purpose is to make roadways safer for first responders and travelers
- Promote and Educate on the Move Over Laws
- DVRPC holding a social media campaign



Move Over Laws

- Laws in place for both New Jersey and Pennsylvania
- If conditions permit, driver must move over one lane, or slow down when approaching an emergency vehicle

STATE LAW: MOVE OVER
for ALL Emergency Vehicles

 YELLOW LIGHTS Work Trucks & Tow Trucks	 RED/BLUE LIGHTS Police	 RED LIGHTS Ambulance & Fire Trucks
--	--	--

PENALTIES

\$250 FINE – not slowing down or moving over for flashing light vehicle.

90 DAY LICENSE SUSPENSION – driver causes bodily injury by not slowing down or moving over.





Move Over Laws

- On Thursday, October 29th, Governor Tom Wolf signed Senate Bill 1281, the enhanced Move Over Legislation into law, Act 105 of 2020 takes effect April 27, 2021
- The legislation also renames the law as the “Move Over Law”
- Increased fines – includes 2 points for the violation
 - 1st offense = Increased from \$250 to \$500
 - 2nd offense = Increased from \$500 to \$1,000
 - 3rd or subsequent offense = Increased from \$1,000 to \$2,000



Social Media Campaign

Sample Social Media Messages and Graphics

- November 9-15 is National Traffic Incident Response Week. #MoveOver or slow down for emergency vehicles. It's the law. @dvrpc
- Flashing lights = #MoveOver @dvrpc
- When approaching an emergency, law enforcement, towing, or utility vehicle, #MoveOver @dvrpc
- When you see lights, vests, or reflectors on the roadside, #MoveOverSlowDown #MoveOver @dvrpc



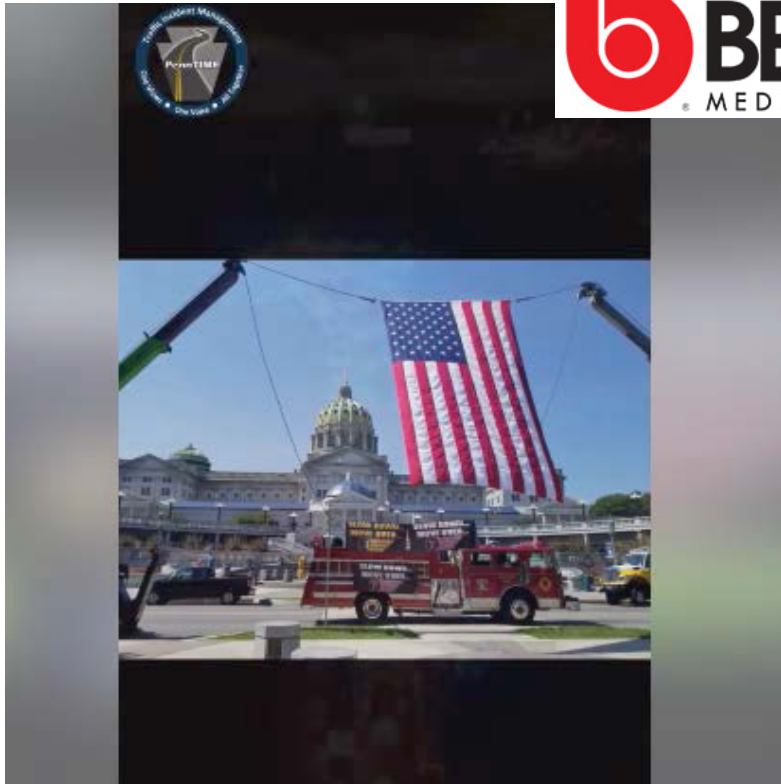


Social Media Advertisement

**PROTECT
THOSE**



Partner Agency



60 second Public Service Announcement which will air on Beasley Media Group radio stations in the Philadelphia, New Jersey & Delaware radio markets



30 minute public affairs program with Beasley Media Group and Lora Lewis



Working with Lamar Advertising for billboard campaign





Partner Agency



NJTIM



Bumper sticker



Poster - versions for print and social media



Working together makes us better prepared.

Thank you! | Justin Neff
pcarafides@dvrpc | 215.238.2834

