



TIP ACTIONS

Transportation Improvement Program

New Jersey TIP (FY2020-2023)

Pennsylvania TIP (FY2021-2024)

DVRPC RTC | November 2021

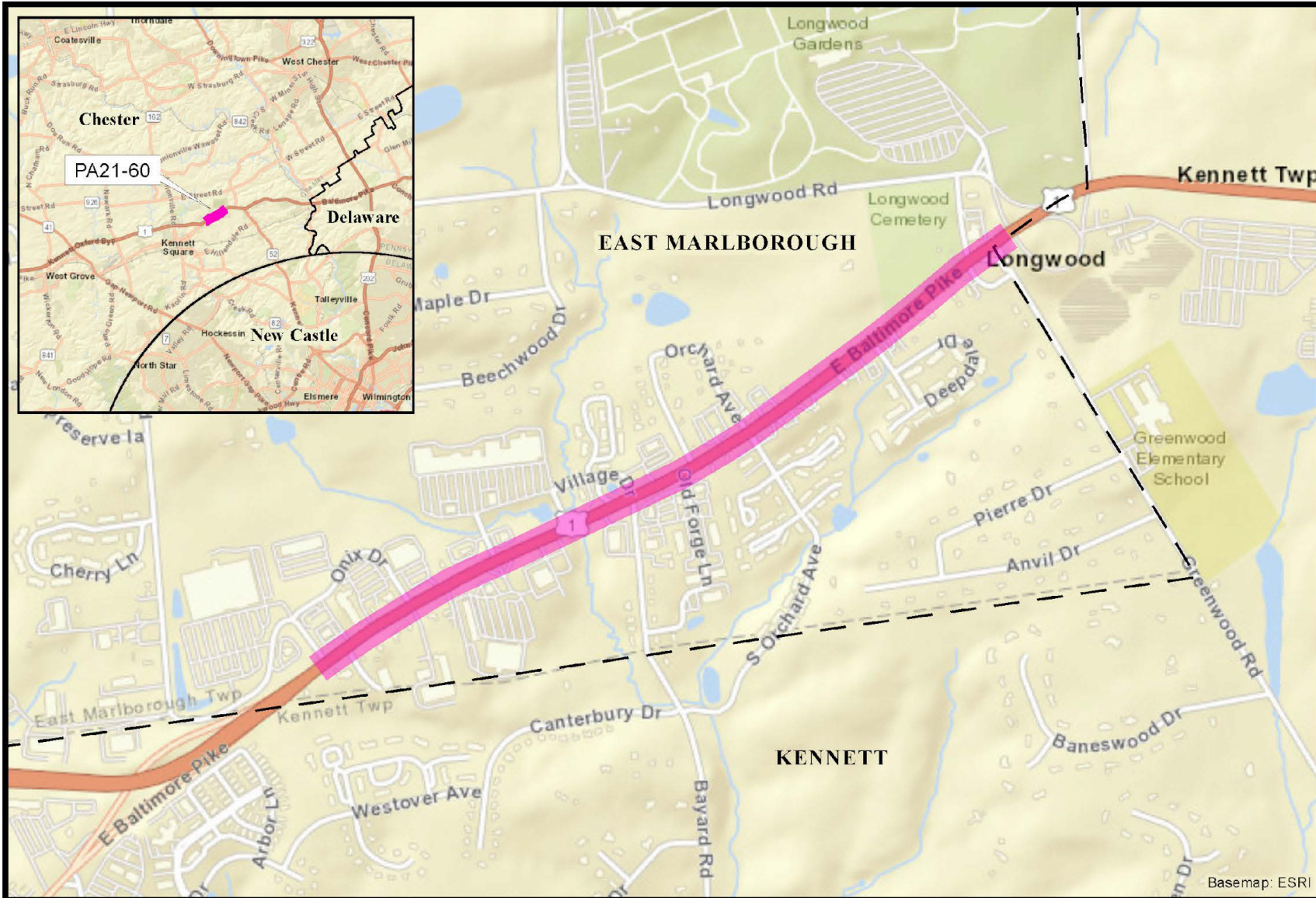


US 1, Baltimore Pike Widening

Chester County | Add CON and UTL Phases Back into TIP

- **TIP Amendment**
- **Action:** Add CON and UTL back into TIP for \$7,688,000 (FY22: \$4,500,000 NHPP/Toll Credit; FY23: \$2,838,000 STU/Toll credit) for CON and \$350,000 State 581/Toll Credit in FY22 for UTL
- **Reason:** Project did not obligate funds under FY2019 TIP; additional items added to scope caused cost increase from original estimate
- **Background:**
 - *Total cost estimate is \$14,199,000 for CON and Pre-CON phases*
 - *Delays due to ROW clearance related with COVID-19 pandemic and complications with the negotiations – project not obligated under previous TIP*
 - *CON phase expected to be obligated during FY2021 TIP update so it was not programmed*

PA21-60: US 1, Baltimore Pike Widening



US 1, Baltimore Pike Widening

Widening and overlay of US 1 from end of Kennett Bypass to Longwood Gardens overpass to provide a third through lane in both directions.

3,000 ft. of widening on NB US 1 and 2,400 ft. on SB US 1 including at intersections of Bayard Rd and Schoolhouse Ln

US 1, Baltimore Pike Widening



Other improvements include:

- Rumble strips,
- 1,100 ft. of new sidewalk,
- Milling/overlay work,
- Construction of 54 inlets, 5,400 ft. of pipe, and
- Upgrades of the 5 signalized intersections w/l corridor

Added items include:

- Thermal detection,
- Signal head and controller upgrades,
- Dilemma zone detection,
- Optical pre-emption.

TIP ACTION | Proposed - PA



- **Request Board Approval of TIP Amendment**
- **US 1, Baltimore Pike Widening** Add CON and UTL phases back into the TIP for \$7,688,000
- \$7,338,000 for CON (FY22: \$4,500,000 NHPP/Toll Credit; FY23: \$2,838,000 STU/Toll Credit)
- \$350,000 State 581/Toll Credit for UTL in FY22.

Southeast Region Traffic Signal Maintenance 2020

Various Counties | Add New Project to TIP

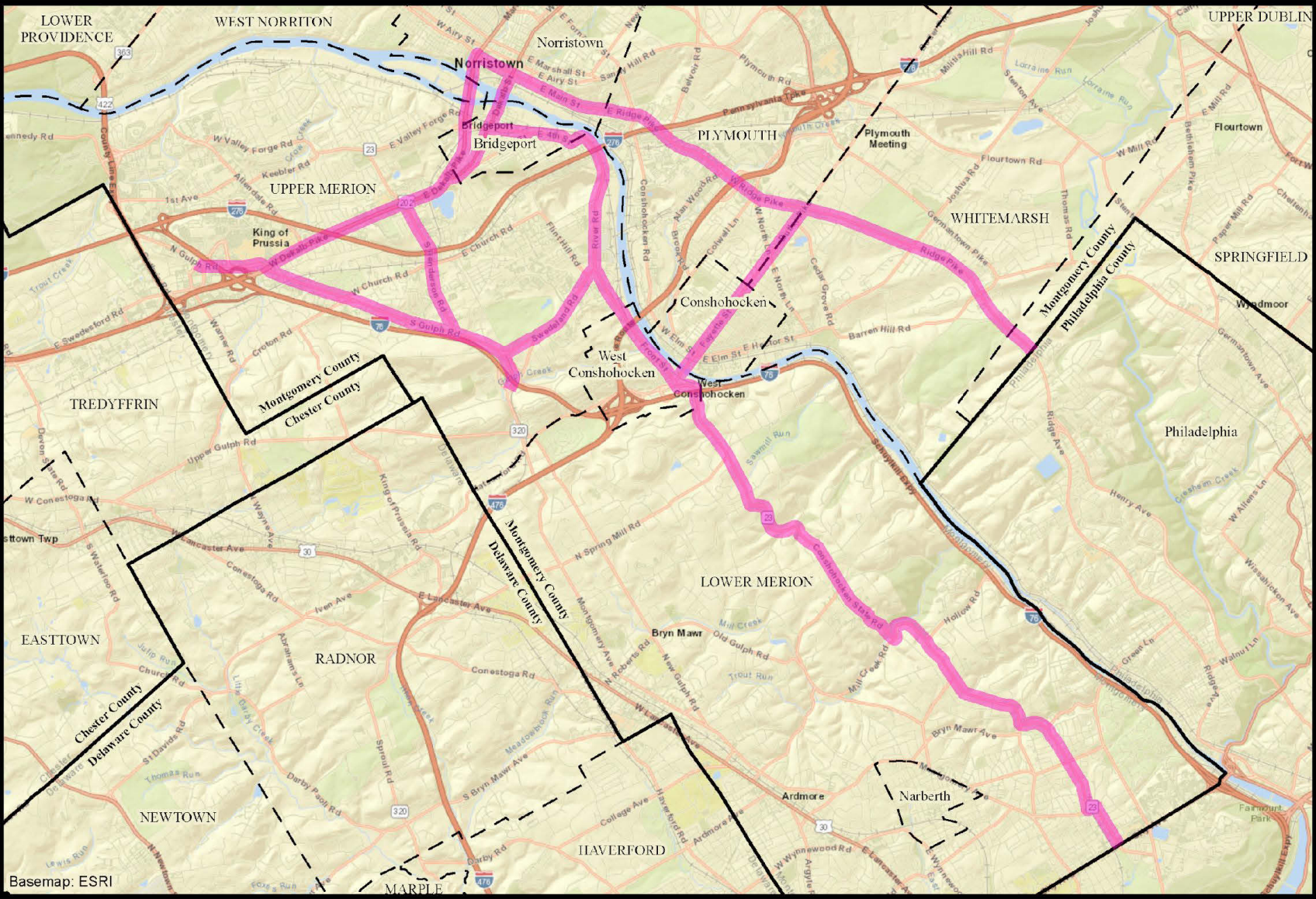
- **TIP Amendment**
- **Action:** Accept new \$2,158,000 State A-073 funded project into TIP for CON in FY22
- **Reason:** Provide for ongoing maintenance/repair of approx. 57 signals on adjacent arterials to I-76 transitioning from Philadelphia metropolitan area ownership to PennDOT ownership acquired under MPMS #109844
- **Background:**
 - *State A-073 are Green Light-Go funds and are additional to the region*

Southeast Region Traffic Signal Maintenance 2020



- Act 101 of 2016 provides PennDOT with ability to install, replace, synchronize, time, own, operate, and maintain traffic signals along both state and local roadways.
- A pilot program is being implemented along adjacent arterials to I-76 between KOP and Philadelphia.
- Signals will be connected to RTMC and integrated into the ATMS system
- Phase 1 of the project (MPMS #109844) is currently updating approx. 57 signals, which will transition to PennDOT ownership at end of active construction project
- This project (MPMS #116226) is to provide for ongoing maintenance of these signals as well as others which will be added to PennDOT ownership in the coming years.

PA21-61: Southeast Region Traffic Signal Maintenance 2020



**Southeast Region
Traffic Signal
Maintenance 2020**
Philadelphia and
Montgomery Counties

TIP ACTION | Proposed - PA



- **Request Board Approval of TIP Amendment**
- **Southeast Region Traffic Signal Maintenance 2020**
Accept new \$2,158,000 State A-073 funded project into TIP for CON in FY22

PA 309 Connector: Allentown Road to Souderton Pike (HT2)

Montgomery County | Low Bid Cost Increase

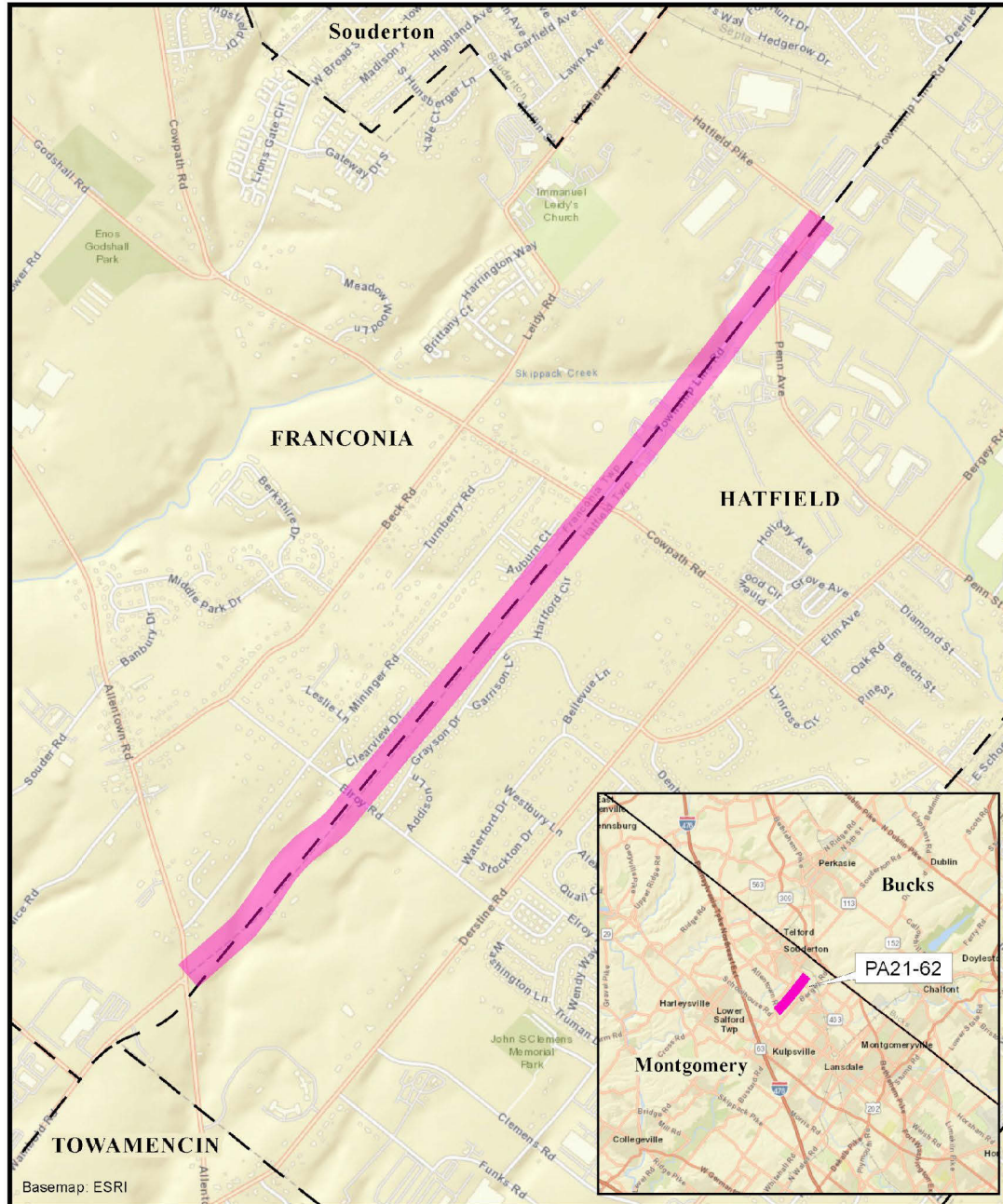
- **TIP Amendment**
- **Action:** Increase CON funding by \$5,360,000 (\$4,288,000 STU/\$1,072,000 State 581) in FY22
- **Reason:** Recently advertised for CON and bids came in high
- **Background:**
 - *Low Bid Cost Increase due to increased cost for two retaining walls, two culverts, utility cost for North Penn Water Authority items, asphalt pavement, decorative right-of-way fence and gates, decorative traffic signals, etc.*

PA 309 Connector: Allentown Road to Souderton Pike (HT2)



- Phase 1 (HAT) (MPMS #16438) was completed/opened to traffic in 2012 to create a bypass around Mainland Village and reconstruct/widen Wambold Rd from PA63 to Allentown Rd
- Phase 3 (HT3) (MPMS #105803) is scheduled to be Let for CON in Dec. 2026, and will reconstruct/widen Township Line Road between Souderton Pk and Sellersville Bypass, and make a connection to PA 309
- Phase 2 (HT2) will include the following improvements: extension of Wambold Rd past its current end at Allentown Rd up to the intersection of Cowpath Rd/Township Line Rd; reconstruction/widening of Township Line Rd from Cowpath Rd to Souderton Pk; realignment/signalization of intersection of Penn St/Township Line Rd; and signalization of intersection of Township Line Rd/Souderton Pk

PA21-62: PA 309 Connector:
Allentown Road to Souderton Pike (HT2)



**PA 309 Connector:
Allentown Road to
Souderton Pike (HT2)**
From Allentown Rd to
Souderton Pike in
Montgomery County.

TIP ACTION | Proposed - PA



- **Request Board Approval of TIP Amendment**
- **PA 309 Connector: Allentown Road to Souderton Pike (HT2) Increase CON funding by \$5,360,000 (\$4,288,000 STU/\$1,072,000 State 581) in FY22**



Thank

Connect With Us!     

You!

www.dvrpc.org/TIP





FY22 UPWP Amendment: Expanding Access to the Circuit Trails

*Regional Technical
Committee
November 9, 2021*



Regional Trails Program

DVRPC's ongoing capital and technical assistance program for multi-use trail development in Greater Philadelphia. Supported in substantial part by the William Penn Foundation.

Circuit Trails

Greater Philadelphia's regional multiuse trail network. A planned 800+ mile network. Currently, over 350 miles are complete.

Expanding Access to the Circuit Trails

Two-year \$1.26 million grant:

- \$1 million for capital project grants
- \$260,000 for program administration and technical assistance

For Circuit Trails and “supportive” infrastructure in underserved communities.

Action Proposed

That the Regional Technical Committee recommend that the Board amend the FY2022 UPWP to include the project Expanding Access to the Circuit Trails and authorize the Executive Director to enter into a contract with the William Penn Foundation.



Crash Responder Safety Week

Regional Technical Committee | 11/9/2021

Chris King | Manager, Office of Transportation Operation Management | cking@dvrpc.org





Crash Responder Safety Week

November 8 -14, 2021



- Formerly called National Traffic Incident Response Week
- USDOT & FHWA sponsored
- This week is our opportunity to make a difference individually and jointly to communicate the simple steps everyone can take in keeping our roadway responders and the public safe around traffic incidents.



Join your fellow traffic incident responders in promoting

Crash Responder Safety Week

November 8th-14th, 2021



Move Over Laws

- All 50 States have Move Over Laws in place.
- If conditions permit, driver must move over one lane, or slow down when approaching an emergency vehicle.

Pennsylvania's Move Over Law

Drivers approaching an emergency response area must safely merge into a lane further away from the response area.

Can't merge safely?
Slow to at least 20 mph less than the posted speed limit.

THE NEW JERSEY MOVE OVER LAW

Slow Down
Move Over

**MOVE OVER
MOVE OVER**

when you see stopped
emergency or service vehicles

It's the Law!
www.MoveOverLaw.com

Protect Those Who Serve You!



Emergency Responder Struck-by-Vehicle Fatalities

2021: 55 Fatalities
(as of 11/6/2021)

- Law Enforcement 24
- Fire/EMS 7
- Towing 20
- Mobile Mechanics 2
- DOT / SSP 2

2020: 46 Fatalities

2019: 44 Fatalities

Source: Emergency Responder Safety Institute
www.ResponderSafety.com



Thomas Royds, Belmont Hills Fire Company
of Lower Merion Township, PA
Struck and killed on I-76 on July 24, 2021

Crash Responder Safety Week

Social Media Campaign
November 8-14, 2021



Purpose

Both Pennsylvania and New Jersey have passed Move Over laws, which require motorists to move over or slow down to provide a safe distance for law enforcement officers or other responders on roadsides. Yet, the majority of drivers still do not practice #MoveOverSlowDown on the road.

Help us collectively encourage EVERY DRIVER to move over and slow down to protect responders by spreading awareness and encouraging action through social media activity.

Graphics to Share



Social Media Messages

November 8-14 is Crash Responder Safety Week. #MoveOver or slow down for emergency vehicles. It's the law. @dvrpc

Flashing lights = #MoveOver @dvrpc

When you see lights, vests, or reflectors on the roadside, #MoveOverSlowDown #MoveOver @dvrpc

Emergency responders work tirelessly to save lives at traffic incidents. Slow down and #MoveOver to save theirs. @dvrpc

Videos to Download or Link




["It's Not a Picnic Out Here"](#)



["Slow Down Move Over"](#)

To Share Videos:

1. Click on the blue hyperlink or thumbnail.
2. Click on the  icon in the right-hand corner of the video.
3. Share to your social media platforms.

To Download Videos:

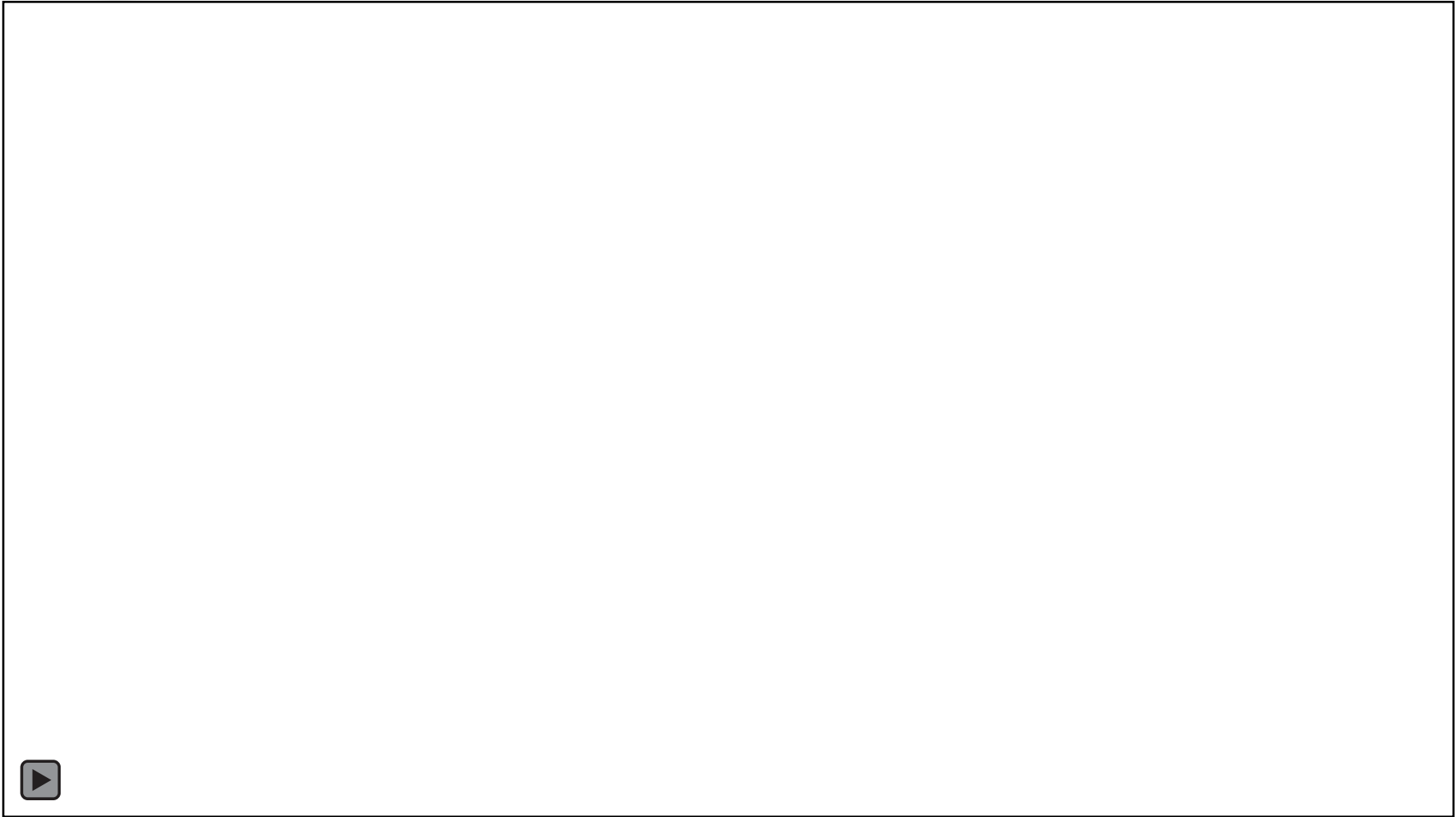
1. Click on the blue hyperlink or thumbnail.
2. Click on the "Download Video" button.

To Save Graphics:

1. Right click the graphic.
2. Select "Save as Picture" and save to desired location.



Social Media Campaign - Video





Social Media Campaign



**PROTECT
THOSE**



Working together makes us better prepared.

Thank you! | Chris King
cking@dvrpc.org





IMPACT OF COVID ON TRIPS TO/FROM CAMDEN

Brad S. Lane

November 9, 2021

OVERVIEW

- A comparison of recent count data, from 2020 and 2021
- To pre-COVID data, from before March 2020
- At specific locations crossing the Camden cordon

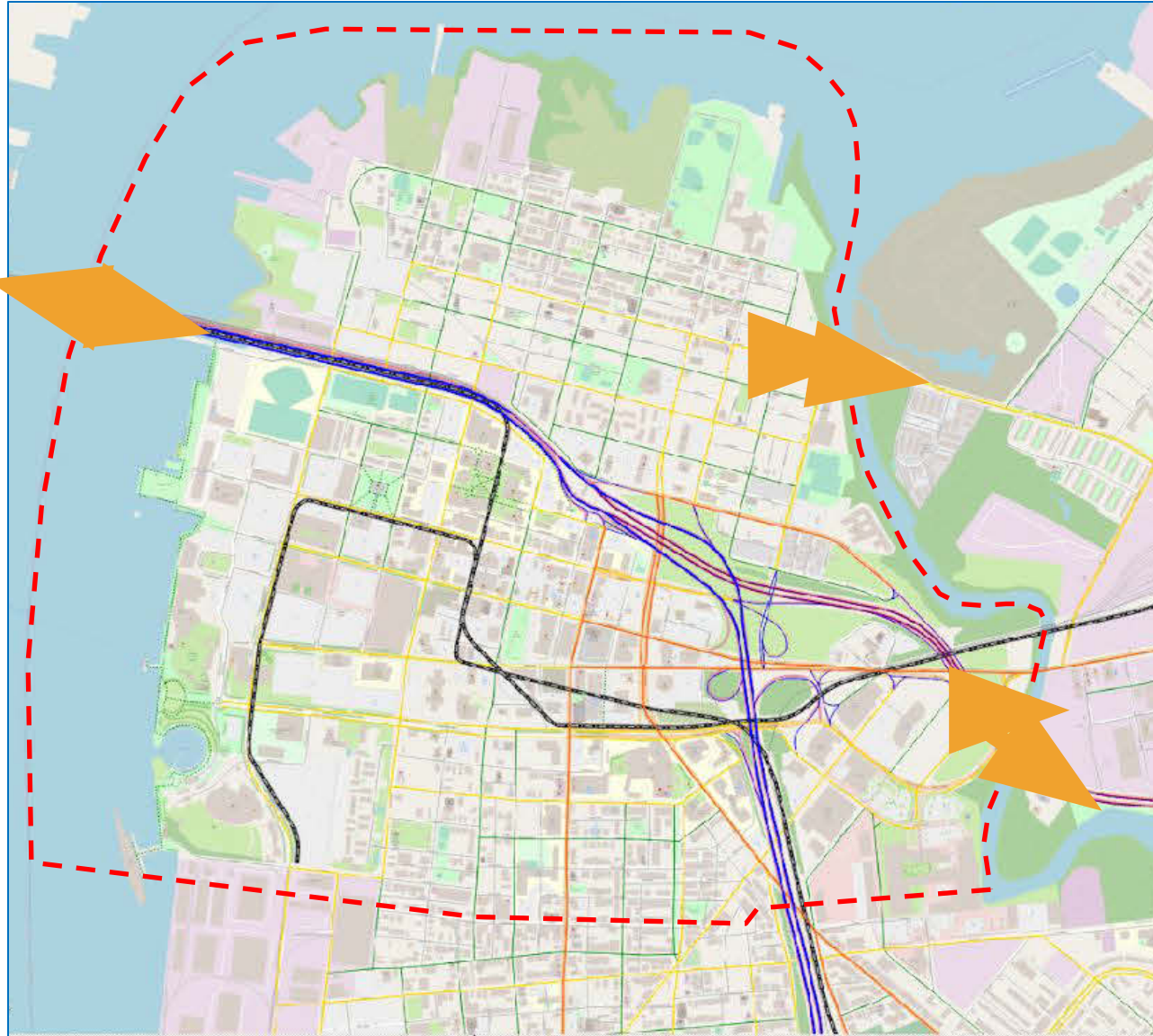
HIGHWAY VEHICLE TRIPS

Ben Franklin
Bridge

2019 =
104,174

2020 =
81,450

Change =
-22%



State
Street

Aug 2017
= 11,165

Jan 2021 =
8,904

Change =
-20%
US 30

Jan 2018 =
85,894

Feb 2021 =
53,232

Change =

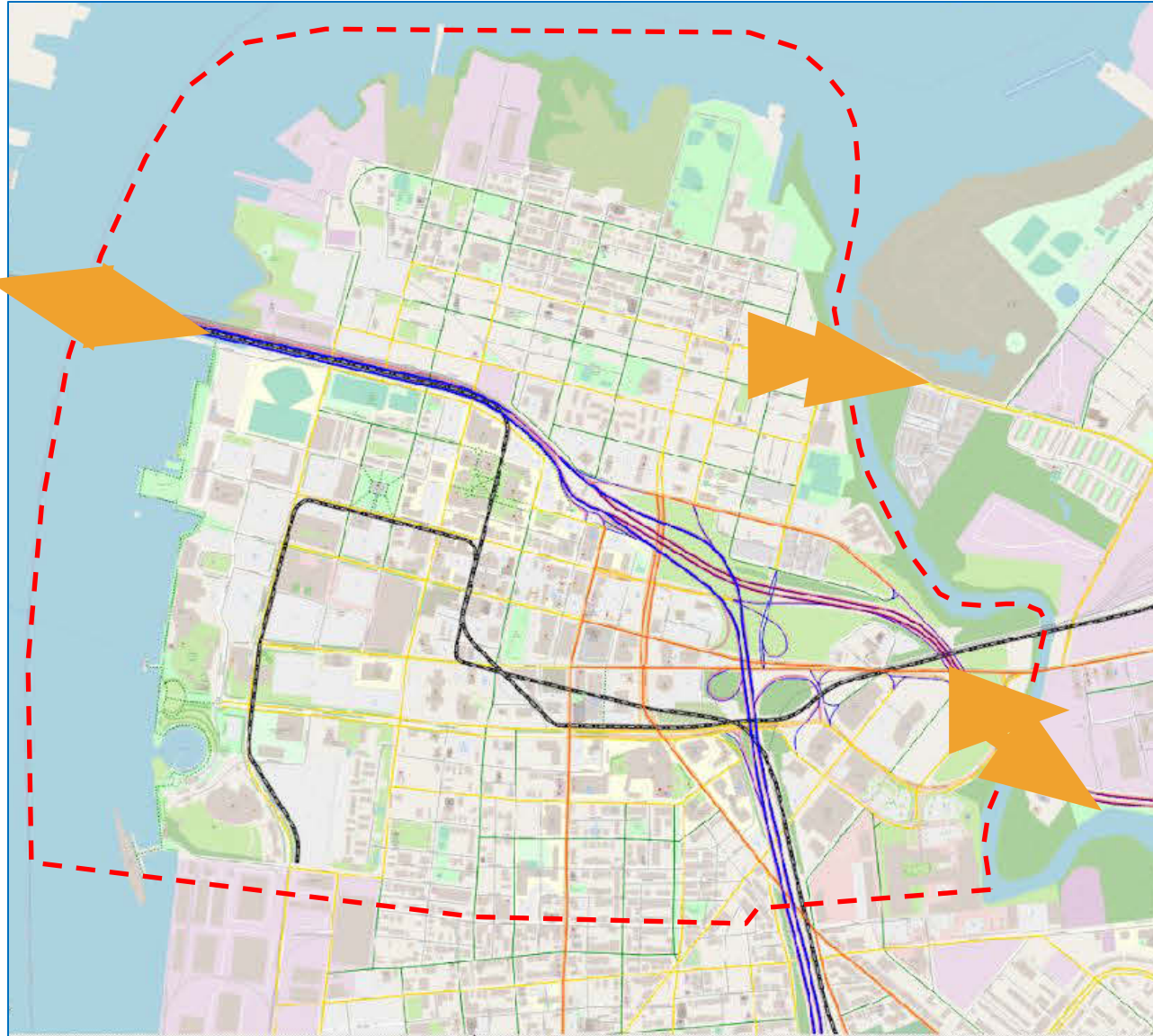
BIKE TRIPS

Ben Franklin
Bridge

2015 = 177

Jun 2021 =
199

Change =
+12%



State
Street

Oct 2017 =
92

May 2021
= 77

Change =
-16%
US 30

Sep 2014
= 3

Oct 2020
=
22

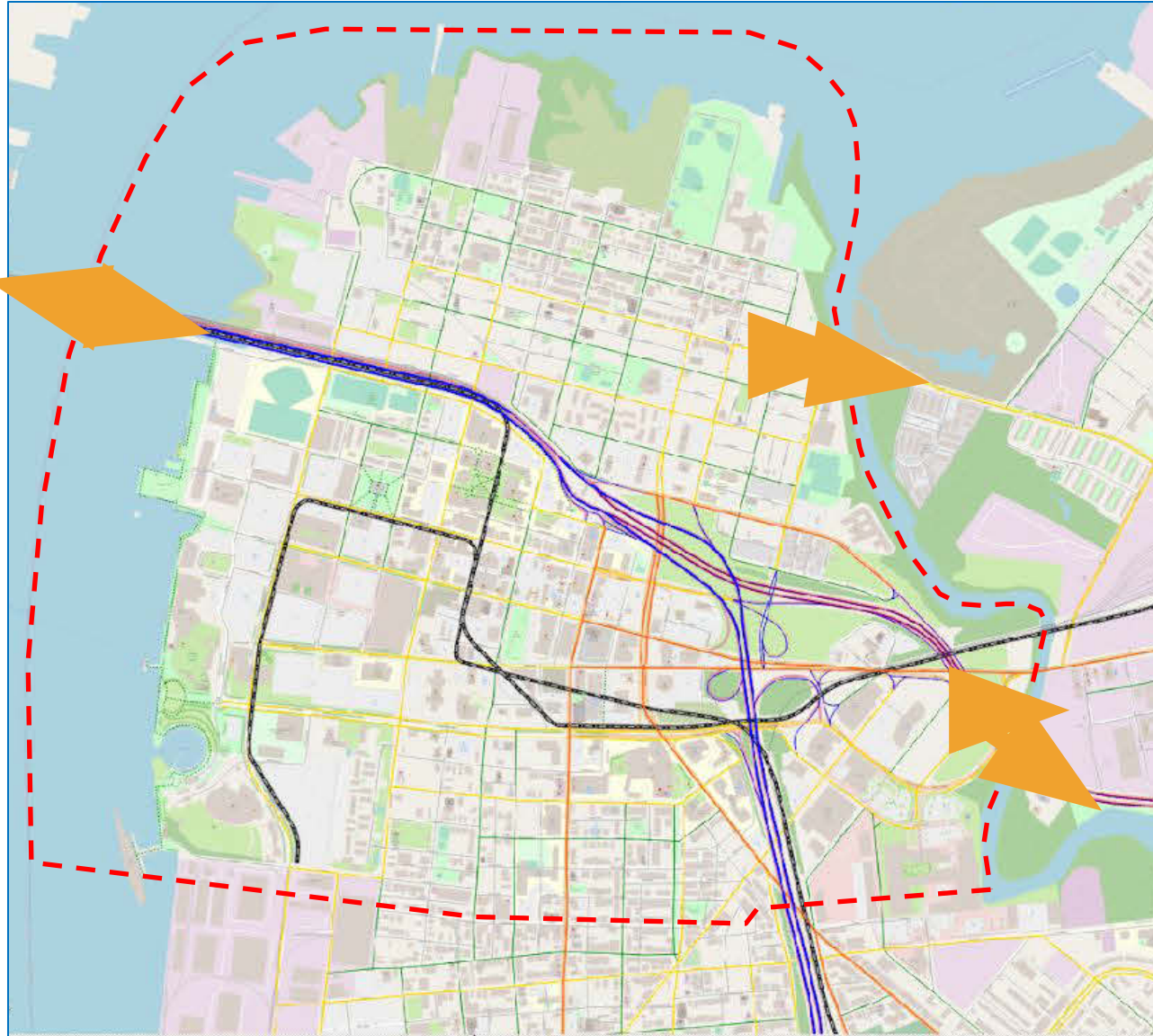
PEDESTRIAN TRIPS

Ben Franklin
Bridge

2015 = 816

May 2021 =
598

Change =
-27%



State
Street

Oct 2017 =
92

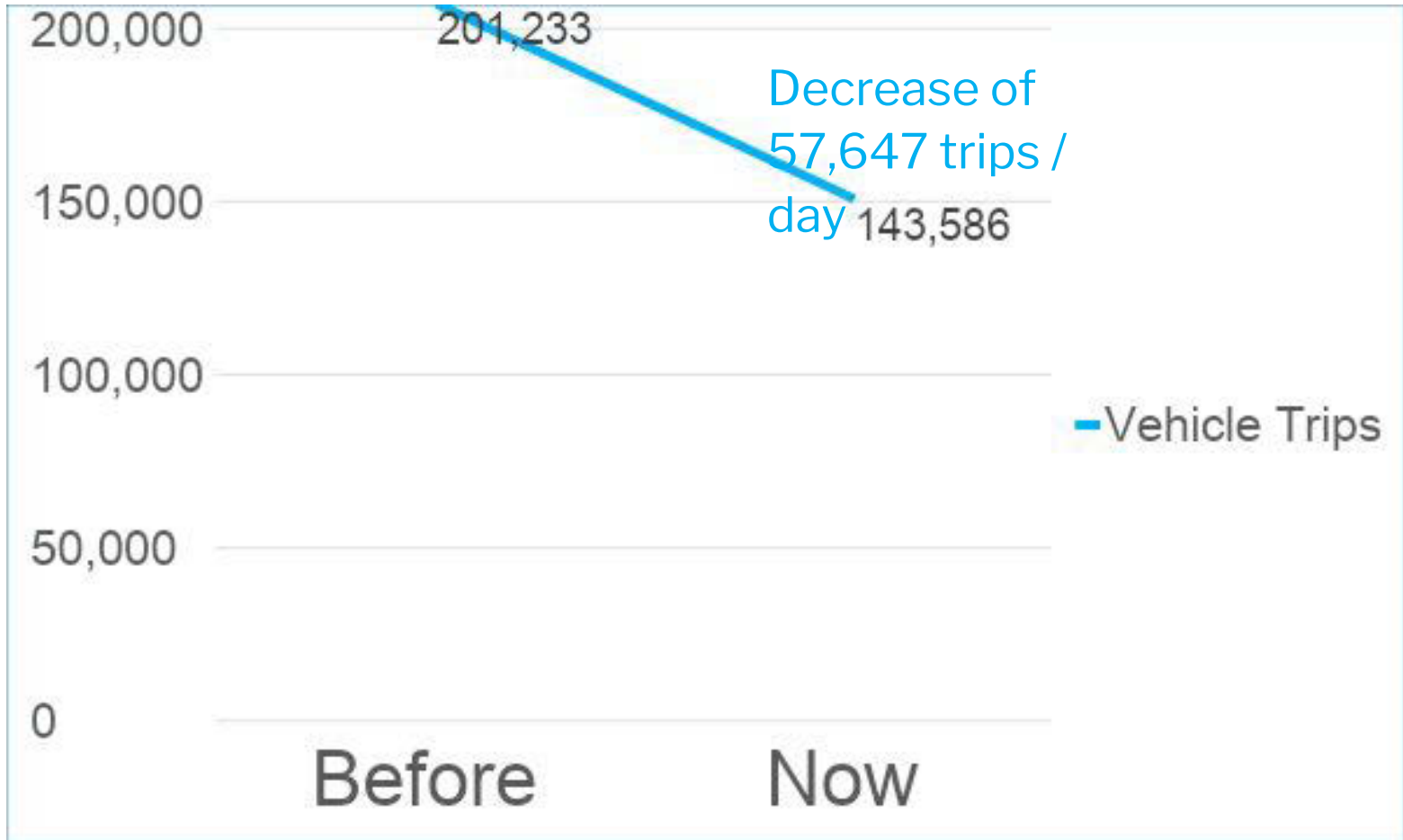
May 2021 =
188

Change =
+104%
US 30

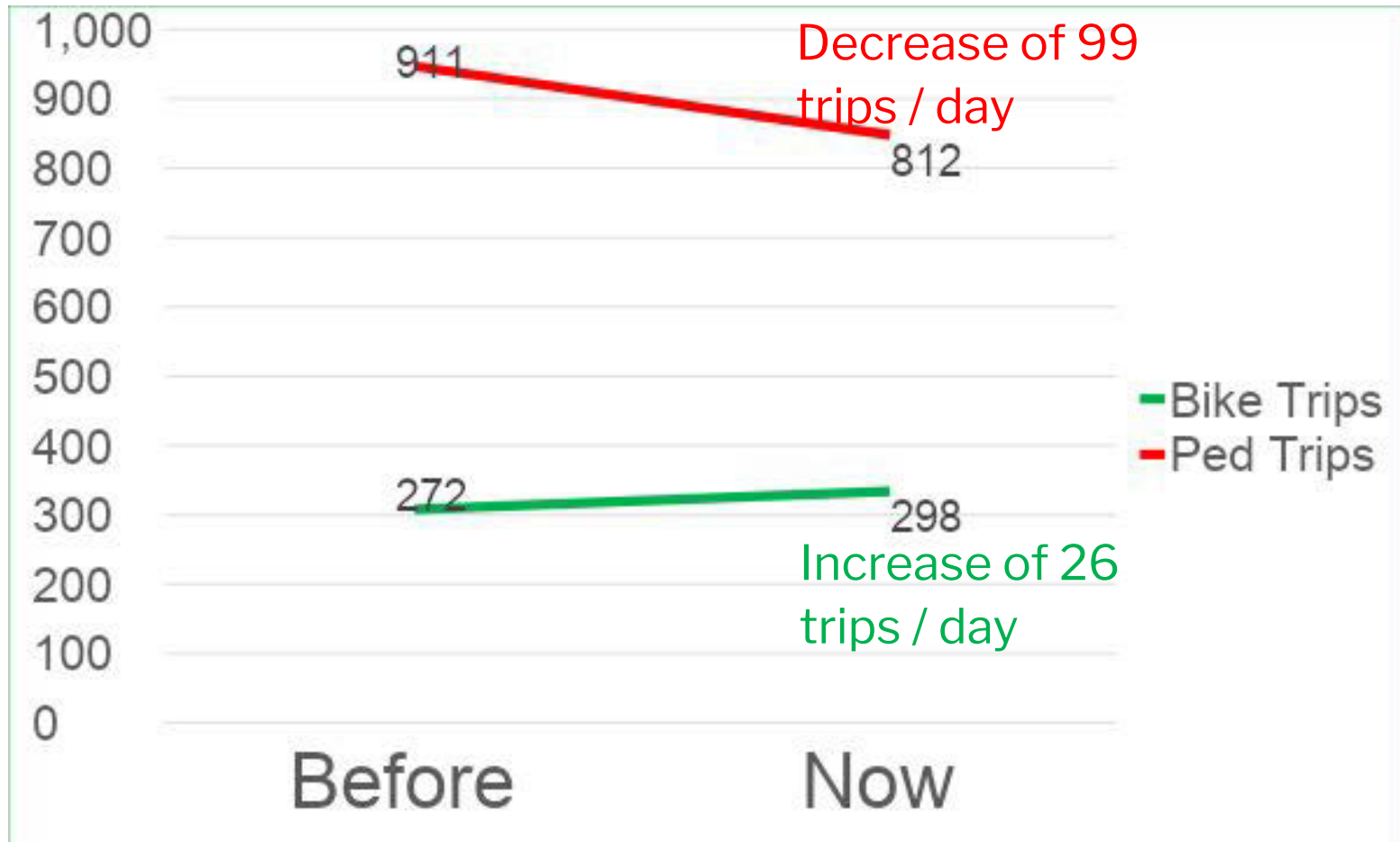
Sep 2014
= 3

Oct 2020
=
26

CHANGE IN VEHICLE TRIPS



CHANGE IN BIKE & PED TRIPS



SUMMARY

- Adding all 3 count locations in Camden:
 - Vehicle trips are **down 29%**
 - Bike trips are **up 10%**
 - Ped trips are **down 11%**
- We will continue to monitor various locations throughout the Region
- Looking at how things have changed during COVID



Questions?



PennDOT District 6-0 **Street Typology**
and **Speed Management**
Decision-Making **Framework**

Regional Technical Committee
Brief Report

Virtual

November 9, 2021
10 AM

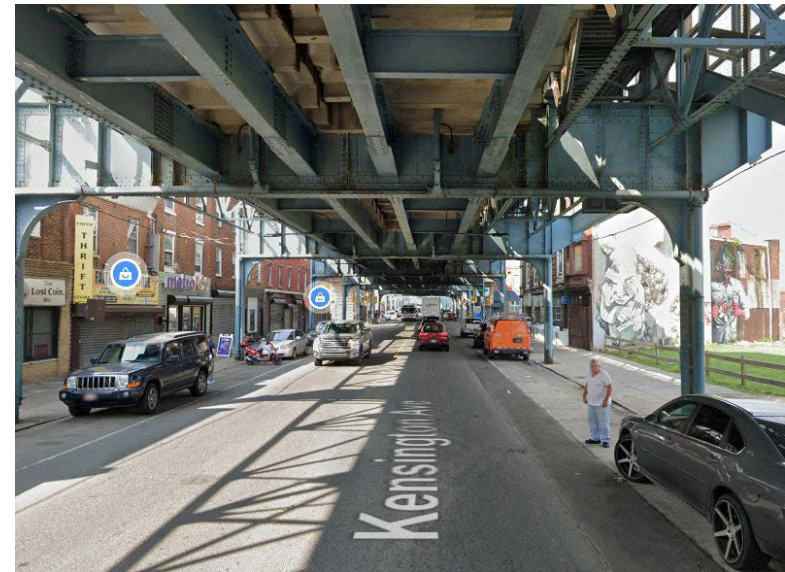
Purpose

Create a data-driven approach to determine where speed management treatments are most appropriate on arterials in Philadelphia.

Comparison: Principal Arterials

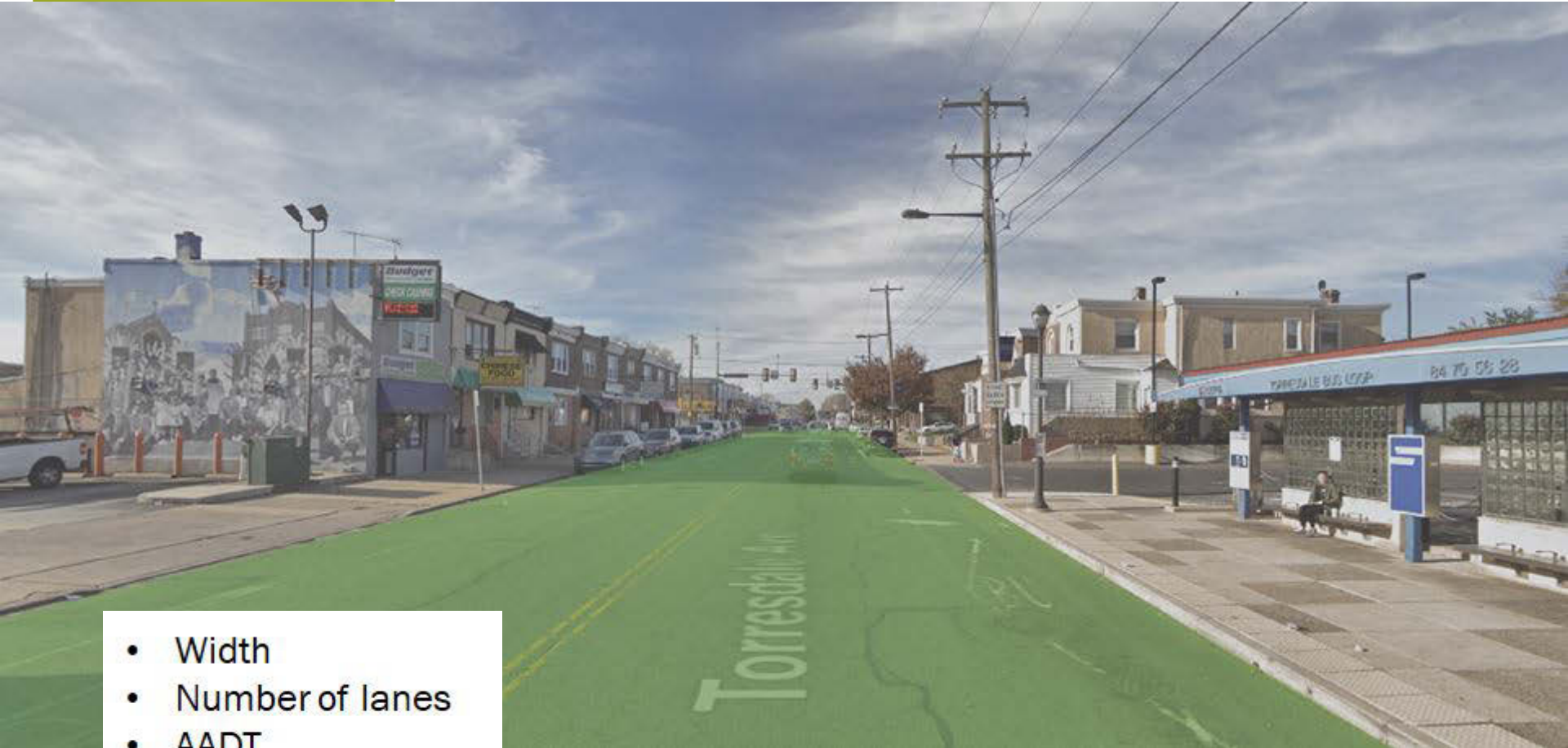


Width: 73 ft
No. of lanes: 4
Speed limit: 35
AADT: 11,500
Land Use: Park/Residential
Context: Suburban
Jurisdiction: State



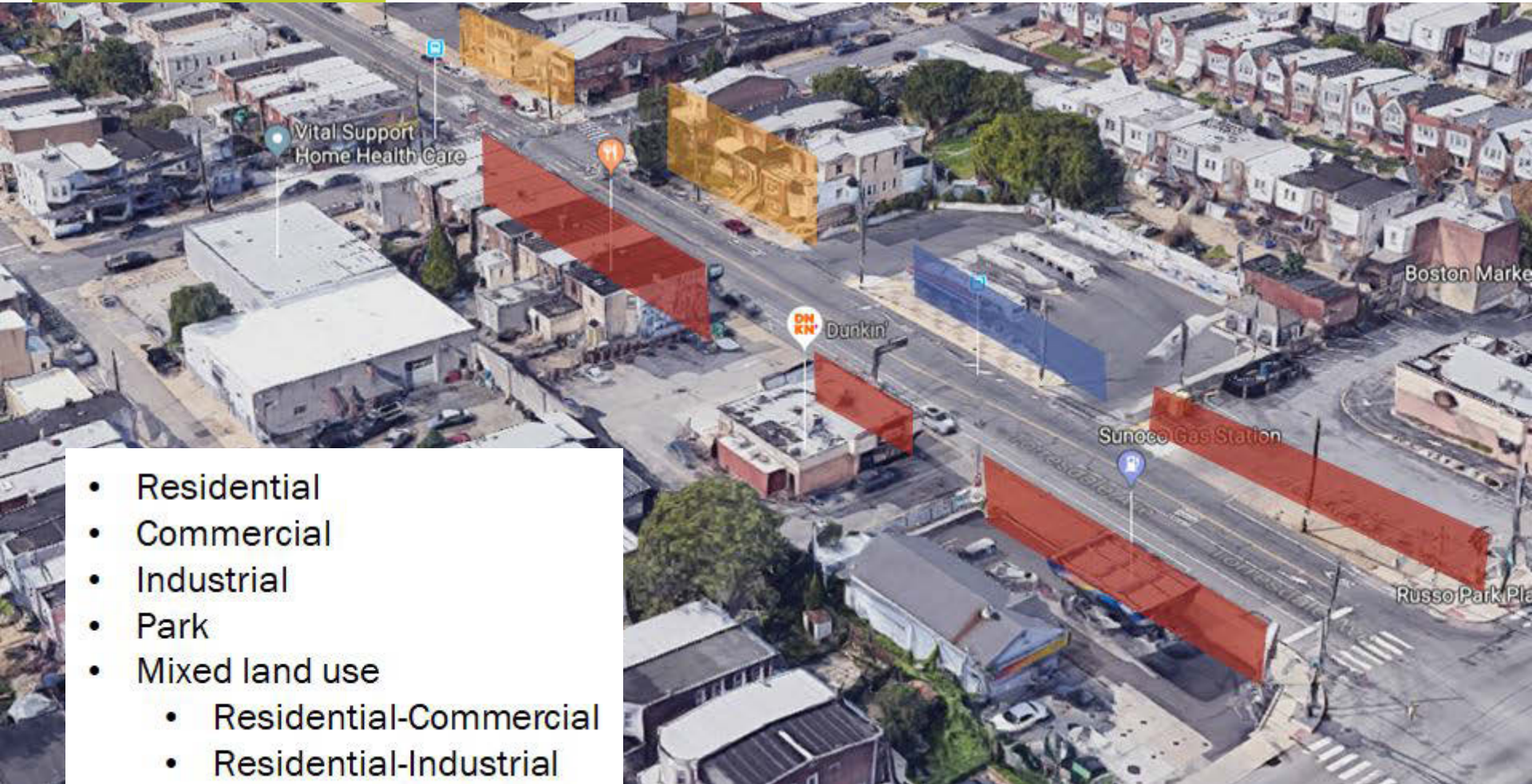
Width: 44 ft
No. of lanes: 2
Speed limit: 25
AADT: 8,000
Land Use: Commercial
Context: Urban
Jurisdiction: Local

1. Roadway Characteristics



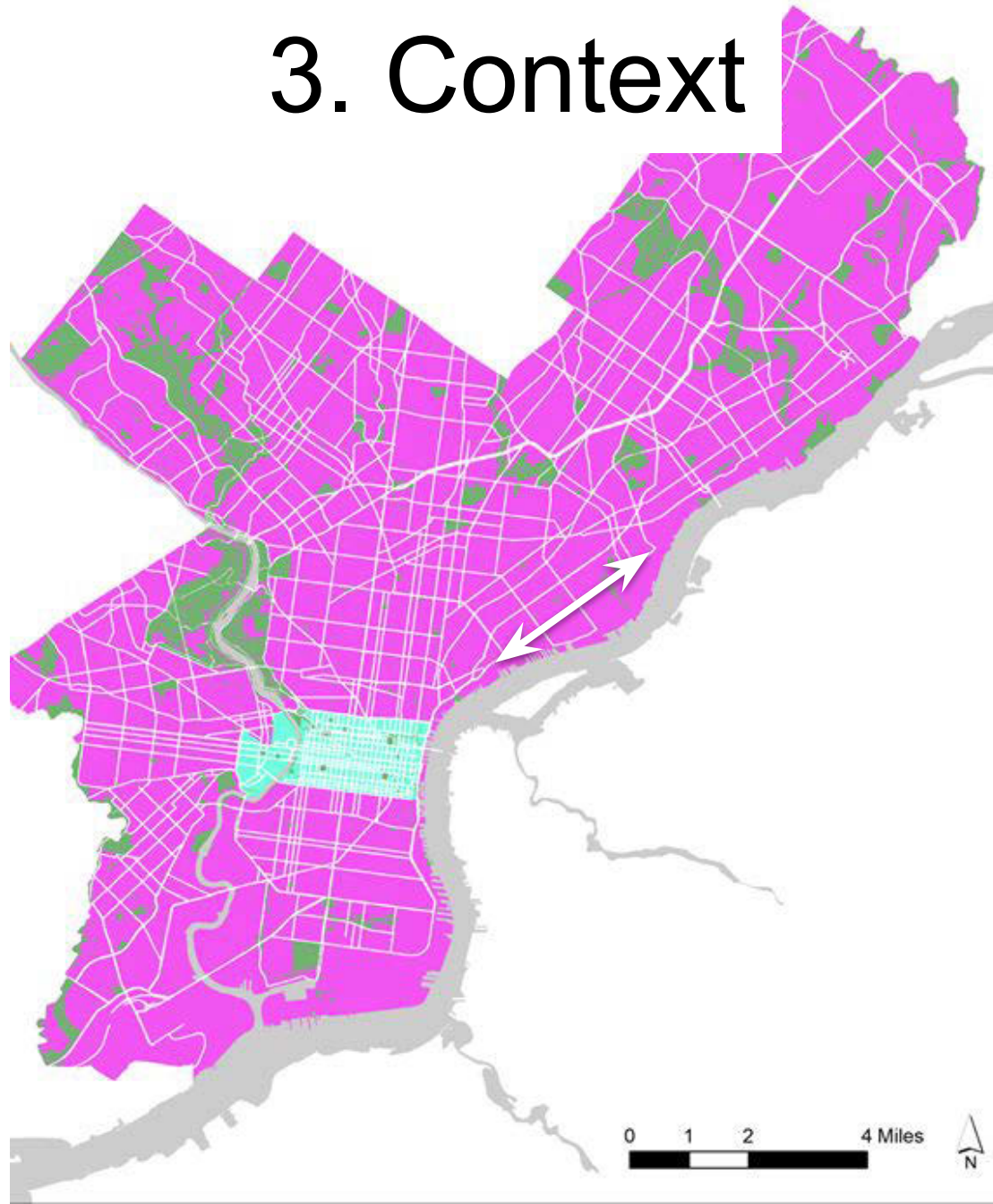
- Width
- Number of lanes
- AADT
- Speed limit

2. Land Use



- Residential
- Commercial
- Industrial
- Park
- Mixed land use
 - Residential-Commercial
 - Residential-Industrial
 - Commercial-Industrial

3. Context





Narrow Connector

Land use: any (may be less than 500 vphpl if industrial)
Speed limit: any

Wide Connector

Land use: any (may be less than 500 vphpl if industrial)
Speed limit: any

Narrow Neighborhood

Land use: residential, commercial, or park
Speed limit: 35 mph or less

Wide Neighborhood

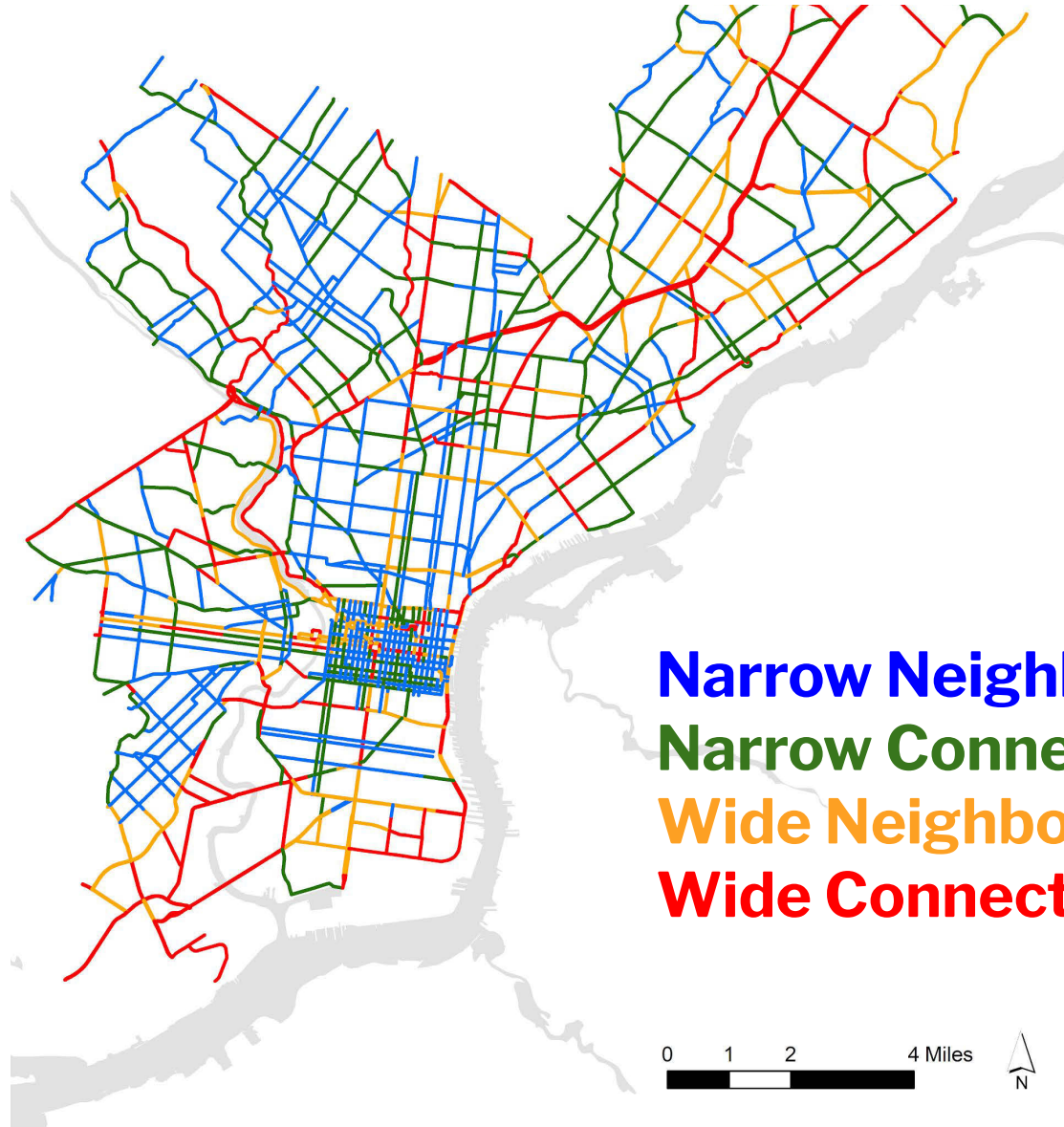
Land use: residential, commercial, or park
Speed limit: 35 mph or less

1-2 lanes & less than 60 ft

3+ lanes & greater than 35 ft

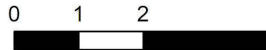
Number of lanes & width

Speed Management Typologies



Narrow Neighborhood
Narrow Connector
Wide Neighborhood
Wide Connector

0 1 2 4 Miles



Raised Crosswalks



Raised Intersections



Speed Cushions



Speed Slots (Tables)



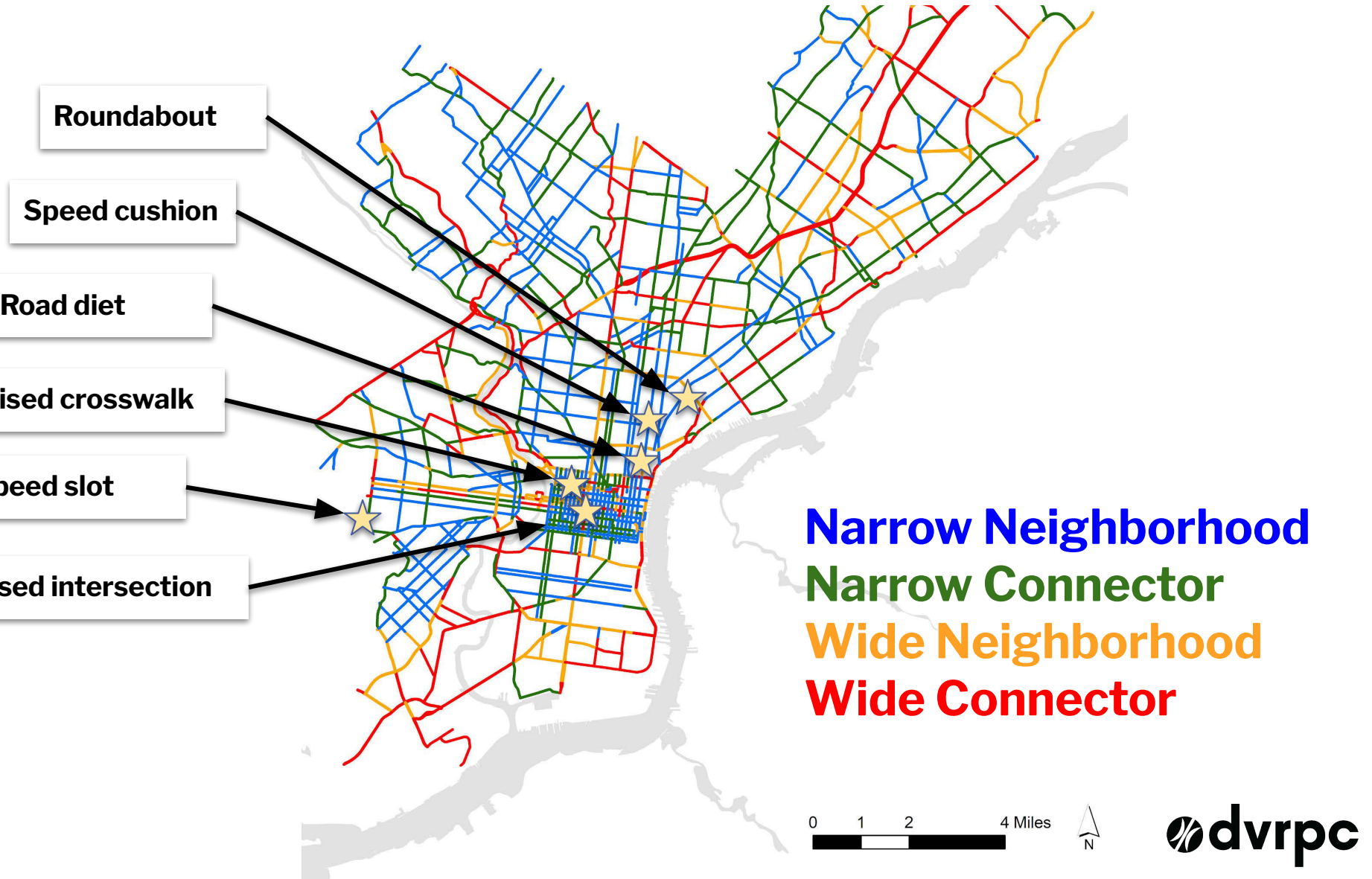
Road Diet



Roundabout



Installation Locations





Thank you!

Marco Gorini
Senior Transportation Planner
Office of Safe Streets
mgorini@dvrpc.org



Fiscal Year 2023

Applicant Eligibility

- **Pennsylvania municipalities, counties, and transit agencies**
- **Prioritize areas of disadvantage**
- **\$1.2 million available**
- **Soft Award Cap:**
 - **Up to \$100,000 for single municipal projects**
 - **Up to \$175,000 for multi-municipal projects**
- **Soft Award Floor: no less than \$50,000**

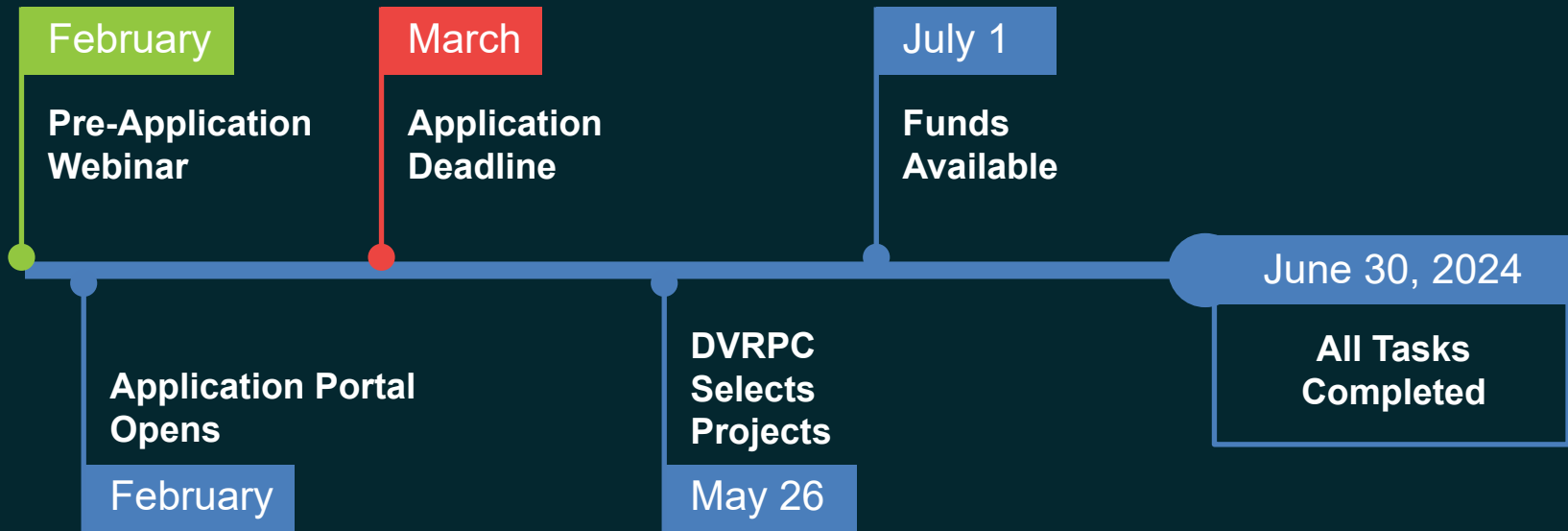


Project Eligibility

- **Prerequisite:** *Connect to the transportation network and Connections 2050 Goals*
- **Planning Projects** (up to eligible for TIP funds)
- **Nexus to sustainability, diversity, and equity**
- **No match required**



Application Timeline



Past projects can be found at www.dvrpc.org/tcdi.



Project Administration

DVRPC staff will manage the TCDI projects on behalf of the project sponsors.

Tasks will include:

- **Procurement: RFQ**
- **Contracting** (to be done between DVRPC and Consultant)
- **Invoicing / Progress Reports**
- FY 23: TCDI will only use Consultants that have gone through DVRPC's **prequalification** process*



Contact Information

Spencer Gober, AICP

Senior Planner

Office of Community and Economic Development

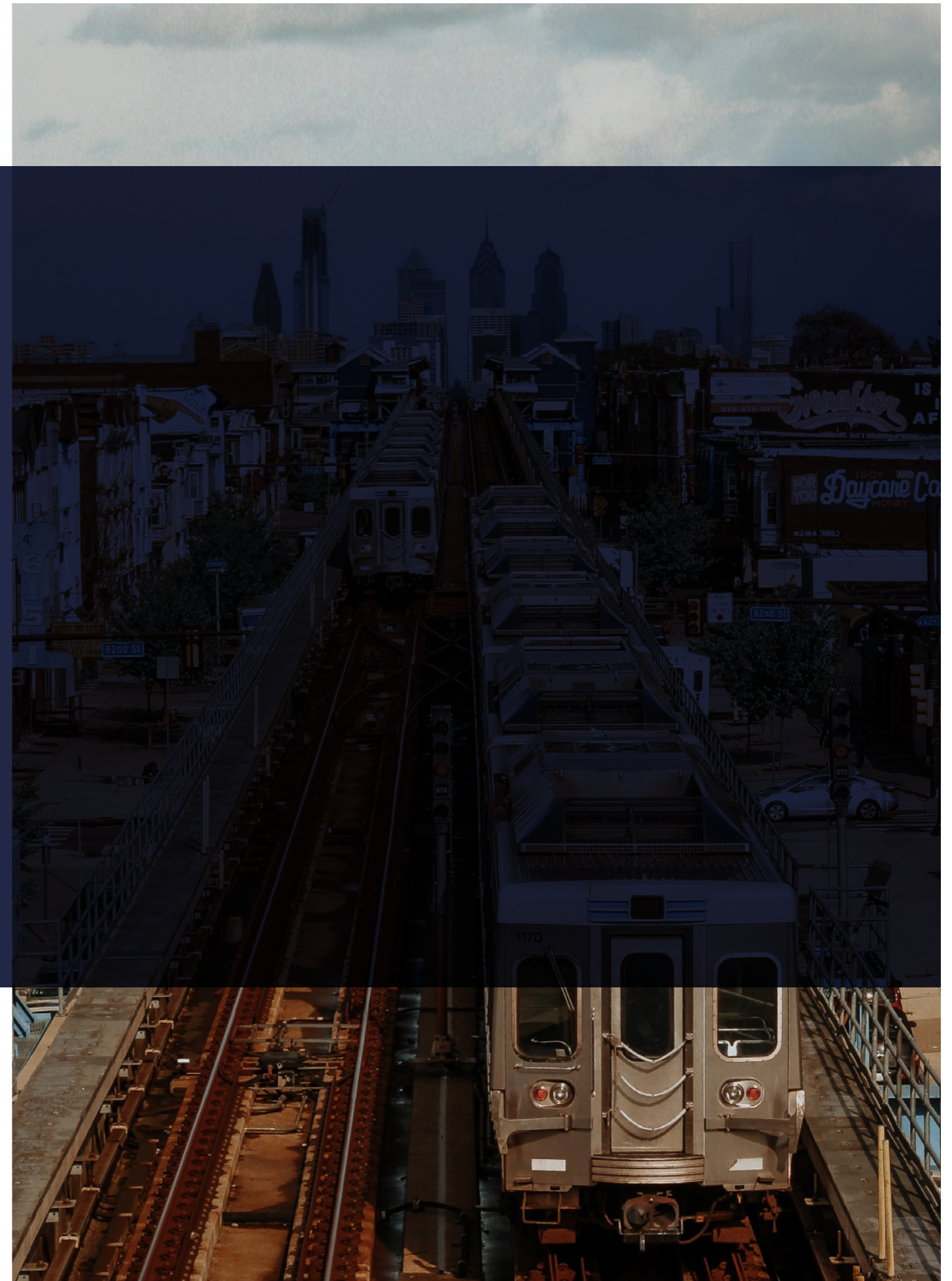
sgober@dvrpc.org



SEPTA Metro Wayfinding Master Plan

Lex Powers,
Mgr Strategic Planning, SEPTA
2021-11-08 DVRPC RTC

SEPTA Train
Photographer: Chris Henry (@chrishenry)





SEPTA Broad Street Line

101

34

100

Routes 101, 102

Market-Frankford Line

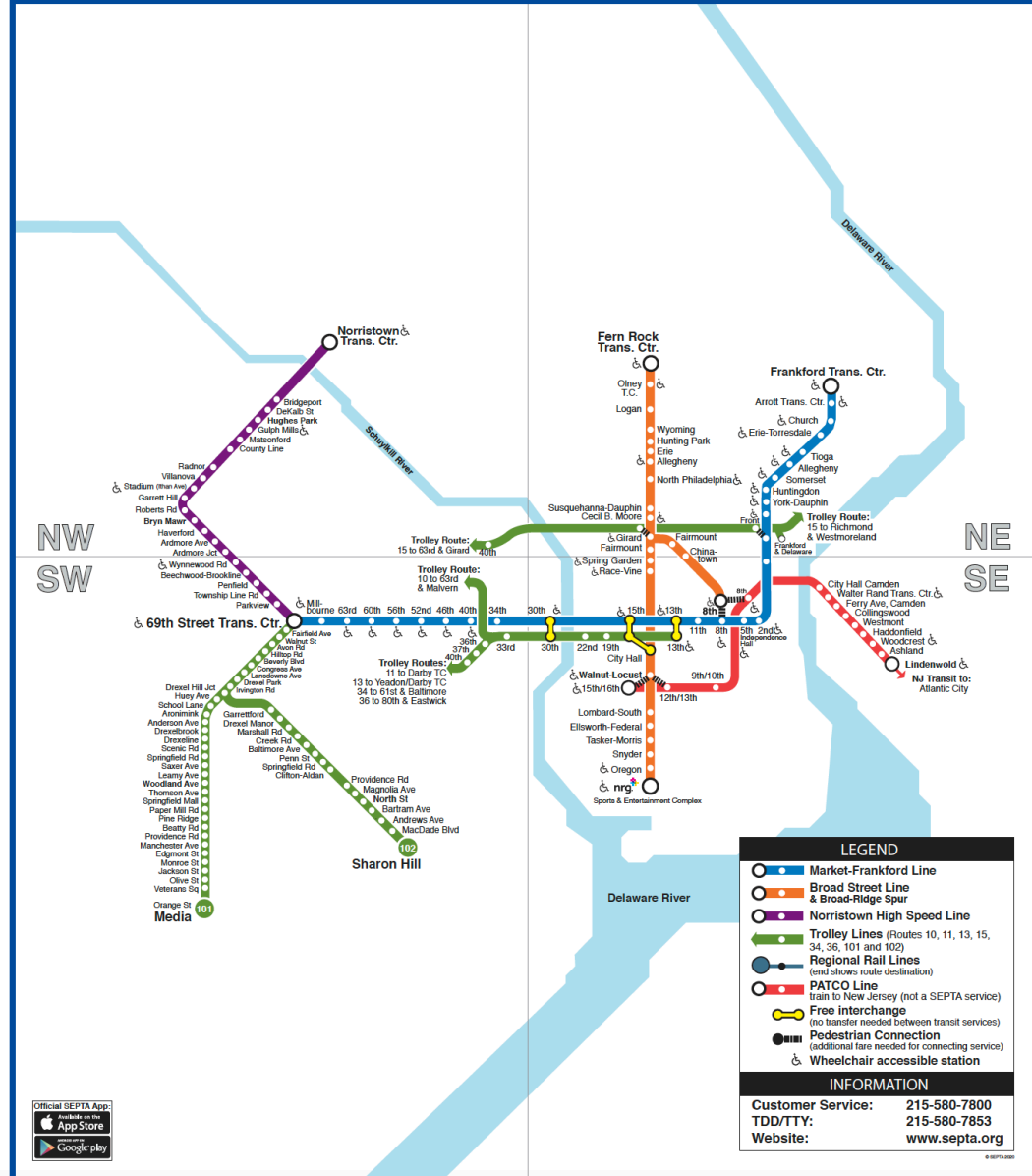
Rts 10, 11, 13, 34, 36 Trolleys

Subway-Surface (Green Lines)

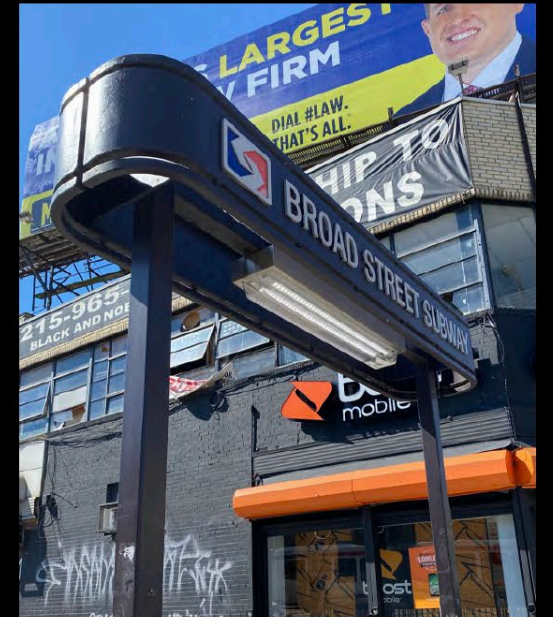
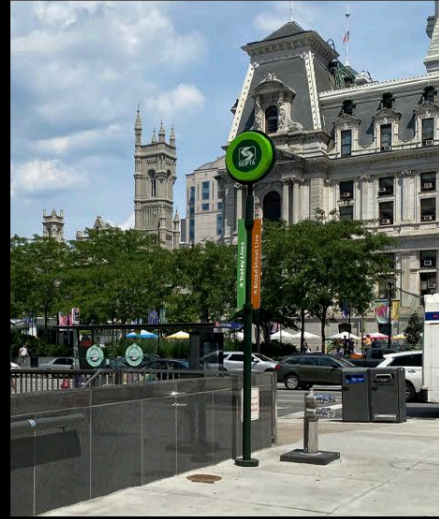
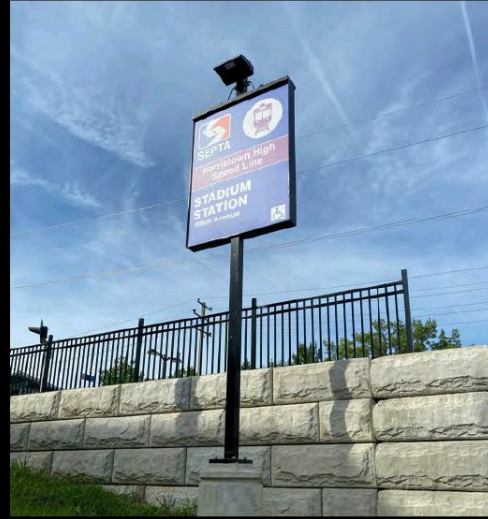
SEPTA Norristown High Speed Line



What is this?



Observation



Trip Planning

First Mile

Departure Station/Stop

Boarding

On Route

Transfer/Connections

Last Mile

What's the future of rail transit in Greater Philadelphia?

- More dynamic travel patterns
- An increasingly diverse rider base and regional population
- Less reliance on repeat 9-to-5 commuters
- **More decisions:** “Do I drive, take an uber, ride a bike, or catch the bus?”

HOW TO RESPOND:

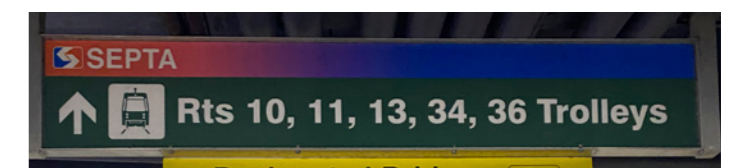
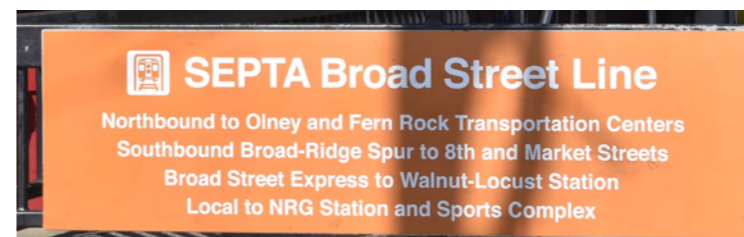
Encourage “network” thinking through changing perceptions and improved communications.

NOMENCLATURE OBSERVATIONS

- Wordiness / reliance on full English sentences
- Use of “technical” terminology
- Inconsistent use of station names, line names, etc.

DESIGN OBSERVATIONS

- Inconsistency in design, signage placement, etc.
- Poor information hierarchy (all information given at once)
- Lack of information / signage
- Outdated information / brand presence

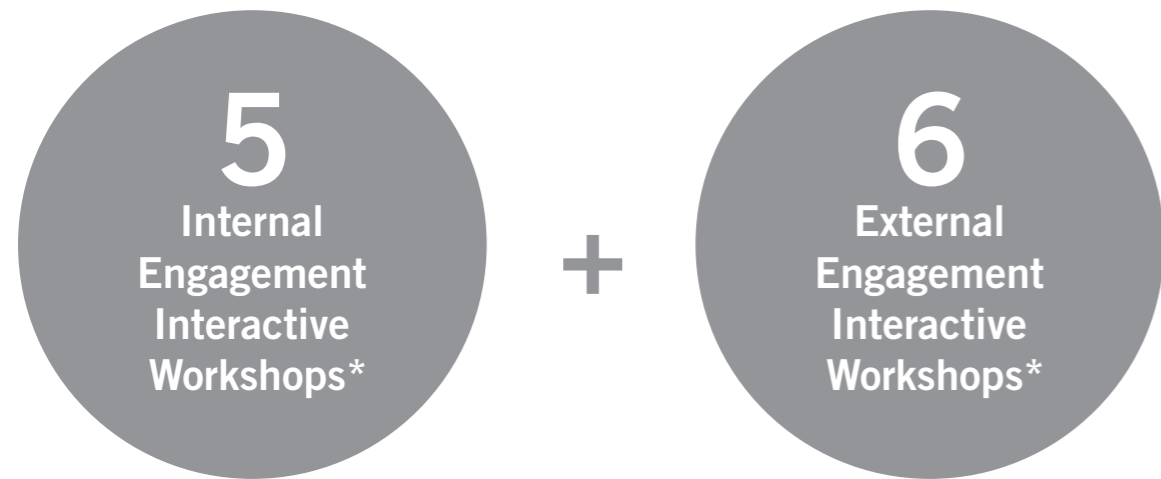


OUTREACH OVERVIEW

WORKSHOPS & PRESENTATIONS WITH STAKEHOLDERS

The objective of these interviews and workshops was to understand the goals, perceptions, and aspirations of SEPTA stakeholders*, including riders across all segments. It was important to better understand what riders' expectations are in terms of mobility choices, as well as their familiarity with and knowledge of the system.

This understanding enables SEPTA to foster an inclusive and welcoming tone that speaks to the diverse needs of the community.



**See Section 3 for more information on internal and external attendees and participants at each workshop.*

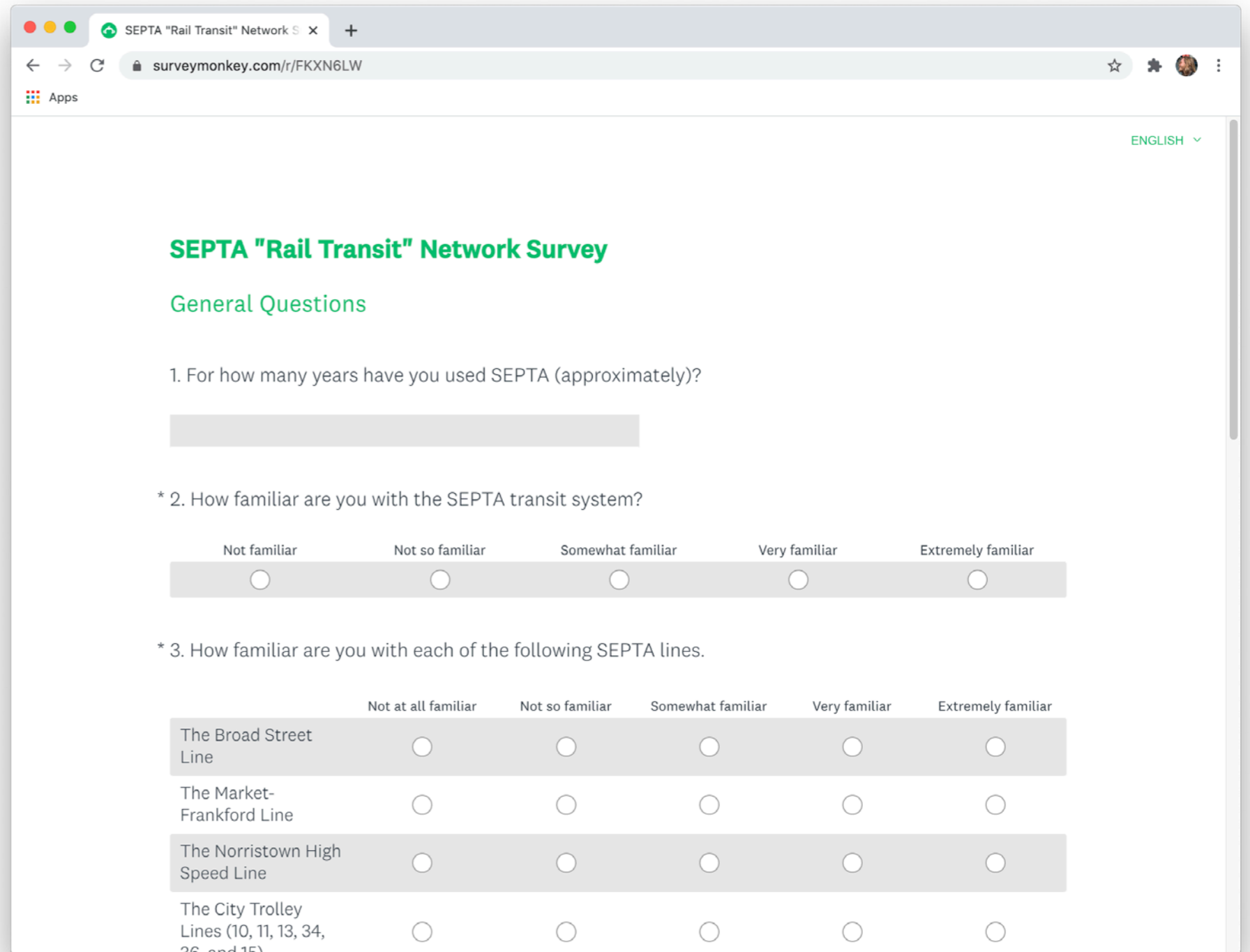
INTERNAL ENGAGEMENT

- SEPTA Board
- GM Team
- Strategic Planning & Analysis
- Service Planning
- Operations
- Communications
- Customer Experience & Advocacy
- Marketing
- Public & Government Affairs
- Engineering, Maintenance & Construction / Bridges & Buildings
- SEPTA Police
- ADA Compliance

EXTERNAL ENGAGEMENT

- Citizen Advisory Committee (CAC)
- Youth Advisory Committee (YAC)
- Advisory Committee For Accessible Transportation (SAC)
- Transit Forward Philadelphia
- 5th Square
- Transit Riders Union
- Bicycle Coalition of Greater Philadelphia
- Nationalities Services Center
- HIAS
- Philadelphia City Planning Commission
- Montgomery County PC
- Delaware County PC
- Philadelphia oTIS
- Clean Air Council
- Liberty Resources
- Visit Philly
- Convention and Visitors Bureau
- Center City District
- University City District
- North Broad Renaissance
- Old City District
- Enterprise Center
- HACE
- SEAMAAC
- Impact Services
- Philadelphia Chinatown Development Corporation
- Temple University Hospital
- And more

27 Questions
30+ Days
1,500+
Responses



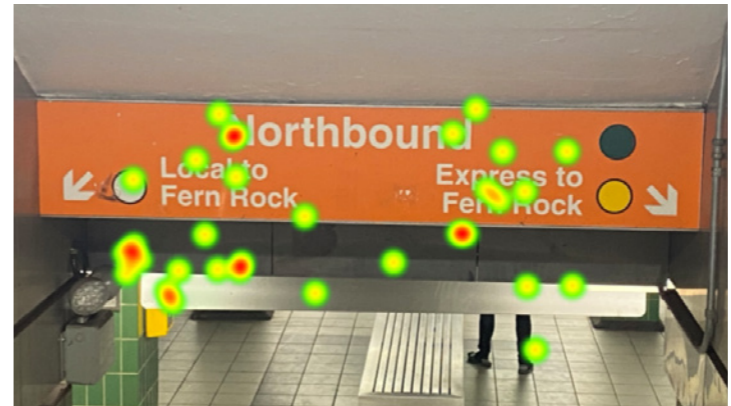
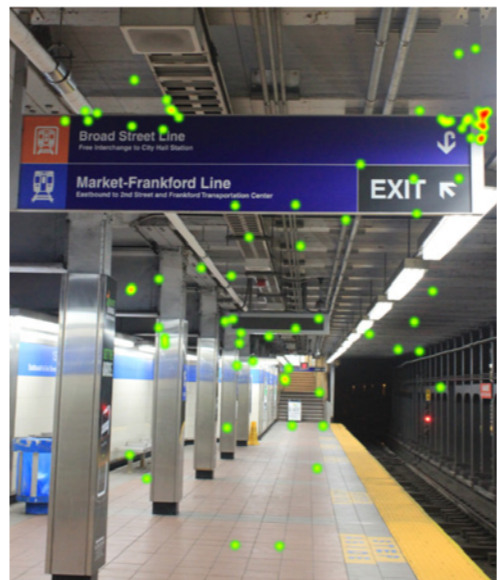
*See Section 3 for more information on public survey results.

OUTREACH OVERVIEW

EYE TRACKING EXPERIMENT

SEPTA partnered with the University of Pennsylvania's Center for Safe Mobility to study how people navigate our transit network with eye tracking glasses. The study was conducted at the most confusing transit stations with a diverse range of participants.

This technology allowed us to collect data from actual travel experiences by shadowing real users.



OUTREACH ANALYSIS

DEVELOPING PROJECT PRIORITIES

GUIDING PRINCIPLES

Established early on in the process, these nine totems form the framework for all decision making in this process:

- 1 Provide Ease of Use for New Customers
 - 2 Provide Ease of Use for Existing Users Making New Trips
 - 3 Change Perception to Make System Feel Connected
 - 4 Update, Refresh, and Standardize Brand Presence
 - 5 Increase Ridership as We Recover from the Pandemic
 - 6 Take Advantage of New Technology to Simplify Signage
 - 7 Increased Level of Safety and Perception of Safety
 - 8 Better Advertising and Marketing for our Services
 - 9 Better Communication of Temporary Service Changes or Interruptions
 - 10 Better Communication of Projects of Significance
- 

PRIORITIES FROM OUTREACH

Based on analysis of all outreach and guiding principles as framework, priorities were established in order to summarize findings and provide a basis for decision making moving forward:

Develop a system that can be understood by new and longstanding riders alike.

Design for Accessibility and Universality:

- Disabled Community
- Limited English Proficiency
- Immigrants & Refugees
- Students / International Students
- Tourists / Business Travelers

Build off what works (retain what is culturally important) but *not at the expense of ease of use and comprehension.*

Allow for growth and flexibility over time.

Use terminology and language that speaks to riders, not SEPTA staff.

RECOMMENDATION

**Develop a
transit vocabulary
for SEPTA.**

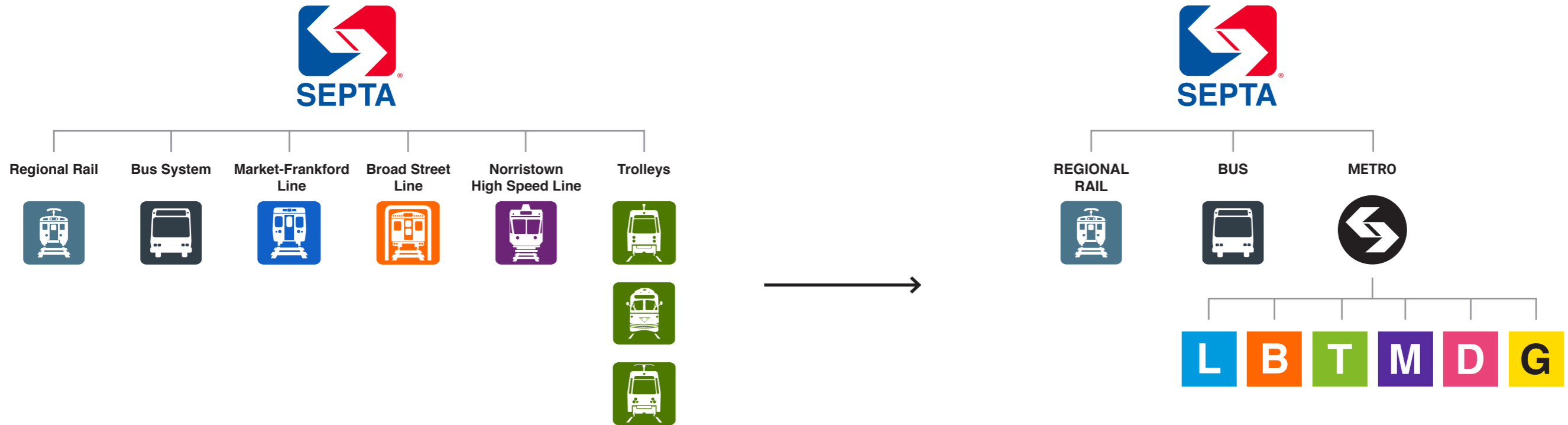
Create and Reinforce Network Identity

- Re-organize system and brand hierarchy
- Introduce System Identifier “METRO”
- Standardize Nomenclature across all Services

Systemize Wayfinding Support

- Provide Support Consistently
(signage placement, language, design, etc.)
- Apply Design Elements Consistently
(color, typography, etc.)

RECOMMENDED BRAND ARCHITECTURE
NEW SYSTEM IDENTIFIER



OBSERVATIONS

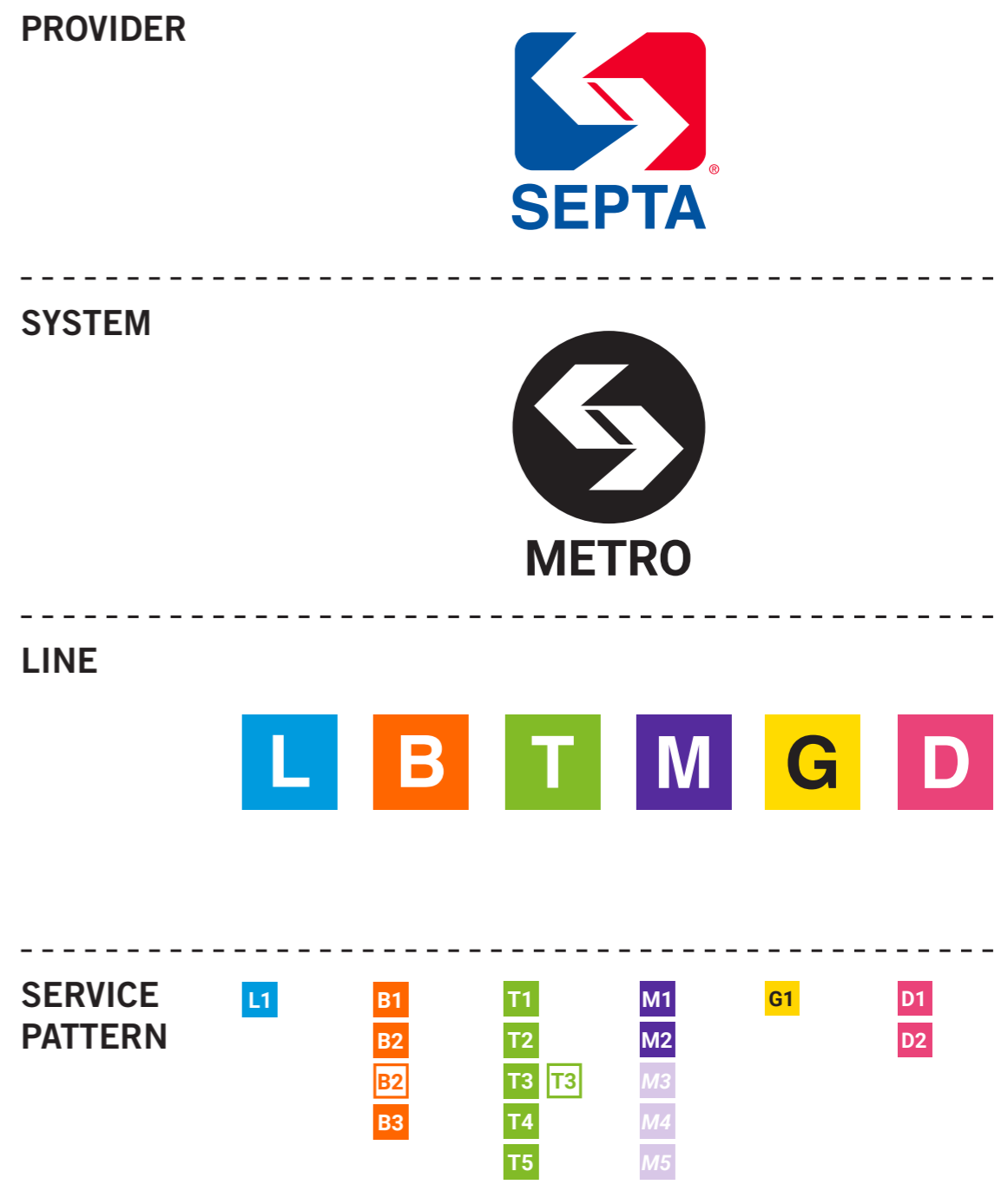
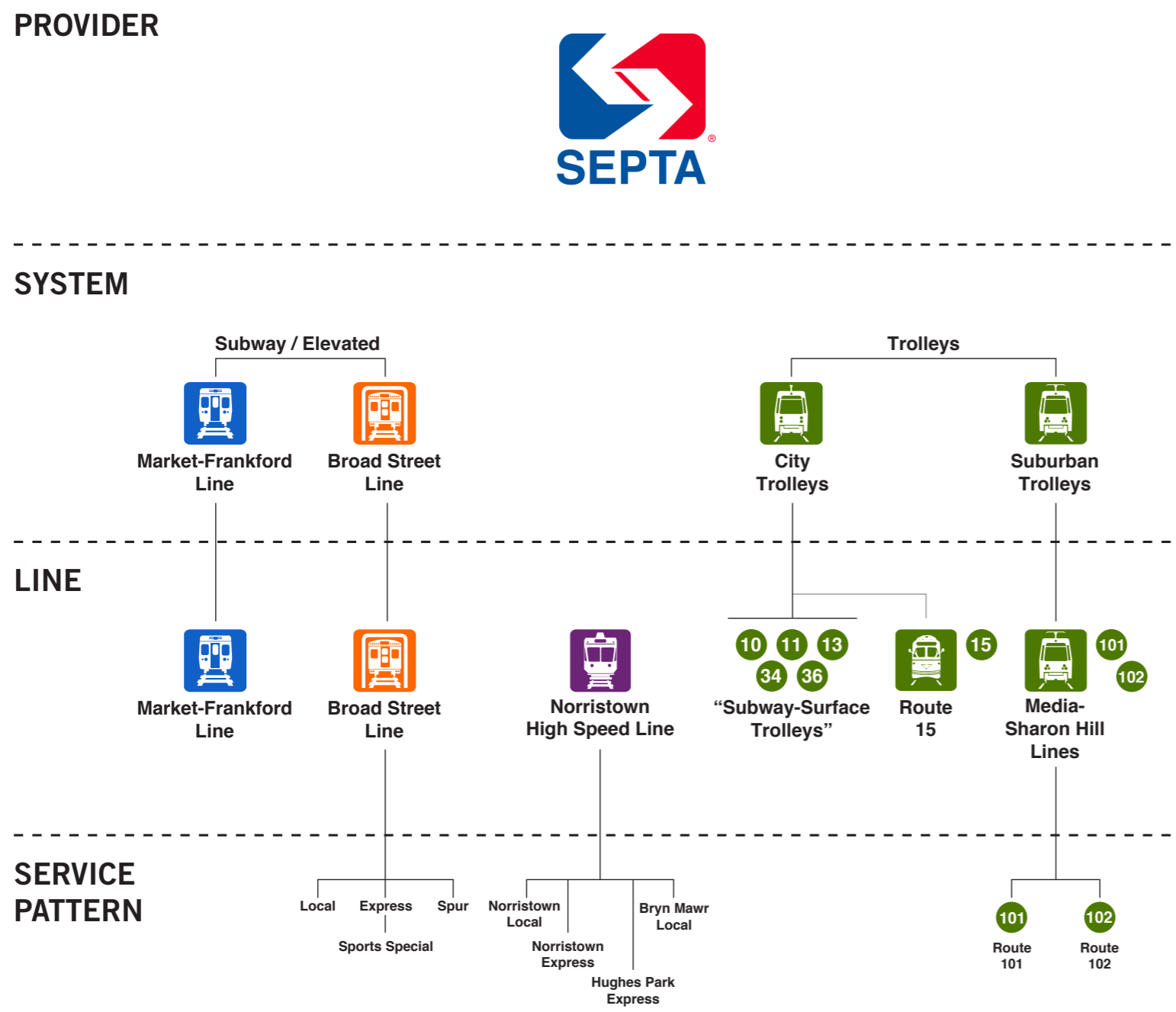
- Perception of all services as separate or distinct
- Differing perceptions of same services due to inconsistent messaging
- Disorganized network structure — “systems” are given the same prominence as “lines”

RECOMMENDATION

- Unify the Rail Transit Network under a single identity to better communicate interconnectivity
- Introduce Line Badges that utilize color and letter designations to increase accessibility

NETWORK STRUCTURE / HIERARCHY
RECOMMENDATION

EXISTING STRUCTURE → **RECOMMENDED STRUCTURE**



NETWORK STRUCTURE / HIERARCHY
RECOMMENDATION

RECOMMENDATION

PROVIDER



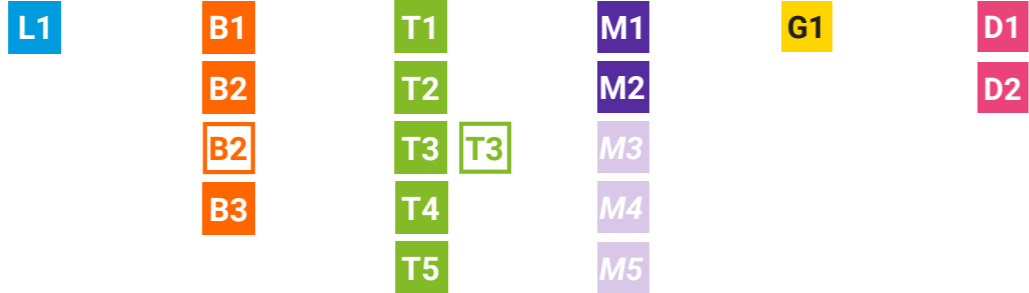
SYSTEM



LINE



SERVICE
PATTERN



RECOMMENDATION

PROVIDER



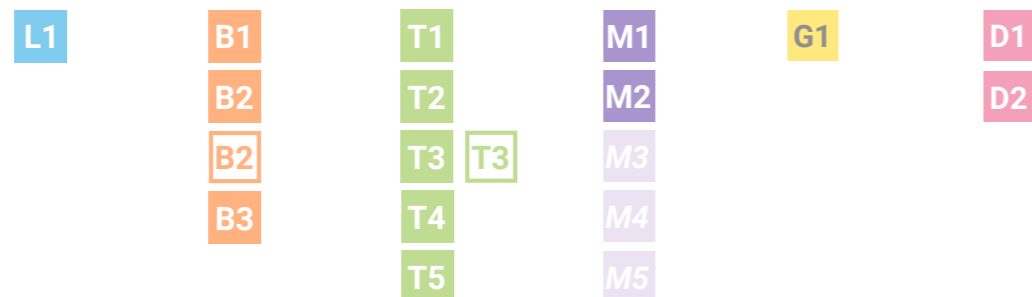
SYSTEM



LINE



SERVICE
PATTERN



1. Re-organize the Rail Transit Network under one system identifier: “METRO”

- **Descriptive:** Functional term for frequent, convenient transit
- **Inclusive:** Can apply to all types of services (heavy rail, light rail, etc.)
- **Universality:** Translates well across languages (ex. Spanish and Chinese)
- **Interconnected:** One name simplifies the rail transit network
- **Recognition:** Allows for single symbol to repeat for system awareness

RECOMMENDATION

PROVIDER



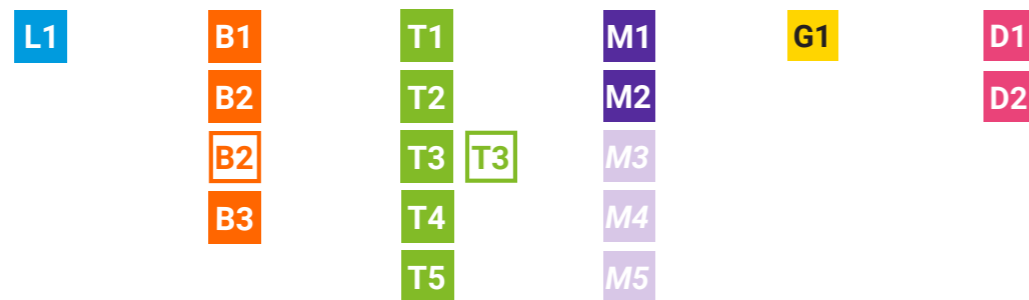
SYSTEM















LINE

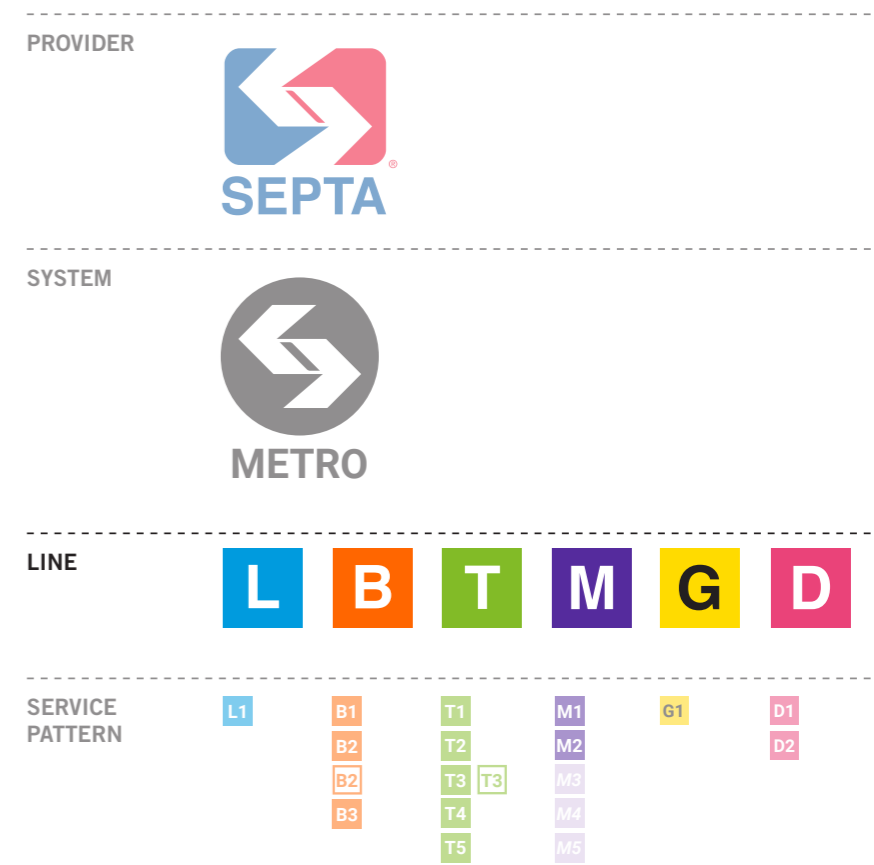


SERVICE
PATTERN



1. Re-organize the Rail Transit Network under one system identifier: “METRO”
2. Re-envision what is a Line vs. a Service Pattern
 - **Example:** Route 34 was previously its own line, but now it will be considered a service pattern of the T Lines.
 - **Benefit:** Two ways of communicating services, through letter and color combination, increases accessibility for all riders.

EXISTING CONDITIONS	→	RECOMMENDATIONS
 Market-Frankford Line		 L LINES Market-Frankford Lines
 Broad Street Line		 B LINES Broad Street Lines
 Trolley Routes 10, 11, 13, 34, 36		 T LINES Trolley Lines
 Norristown High Speed Line		 M LINES Montgomery Lines
 Trolley Route 15		 G LINES Girard Ave Lines
 Media-Sharon Hill Lines 101, 102		 D LINES Delaware Lines

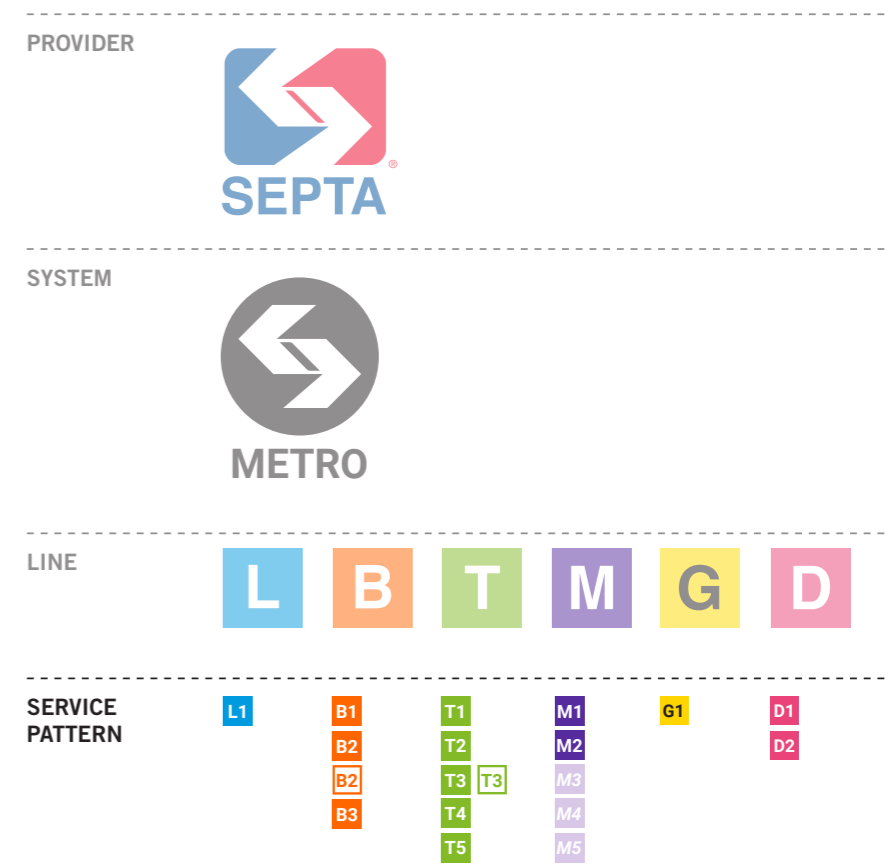
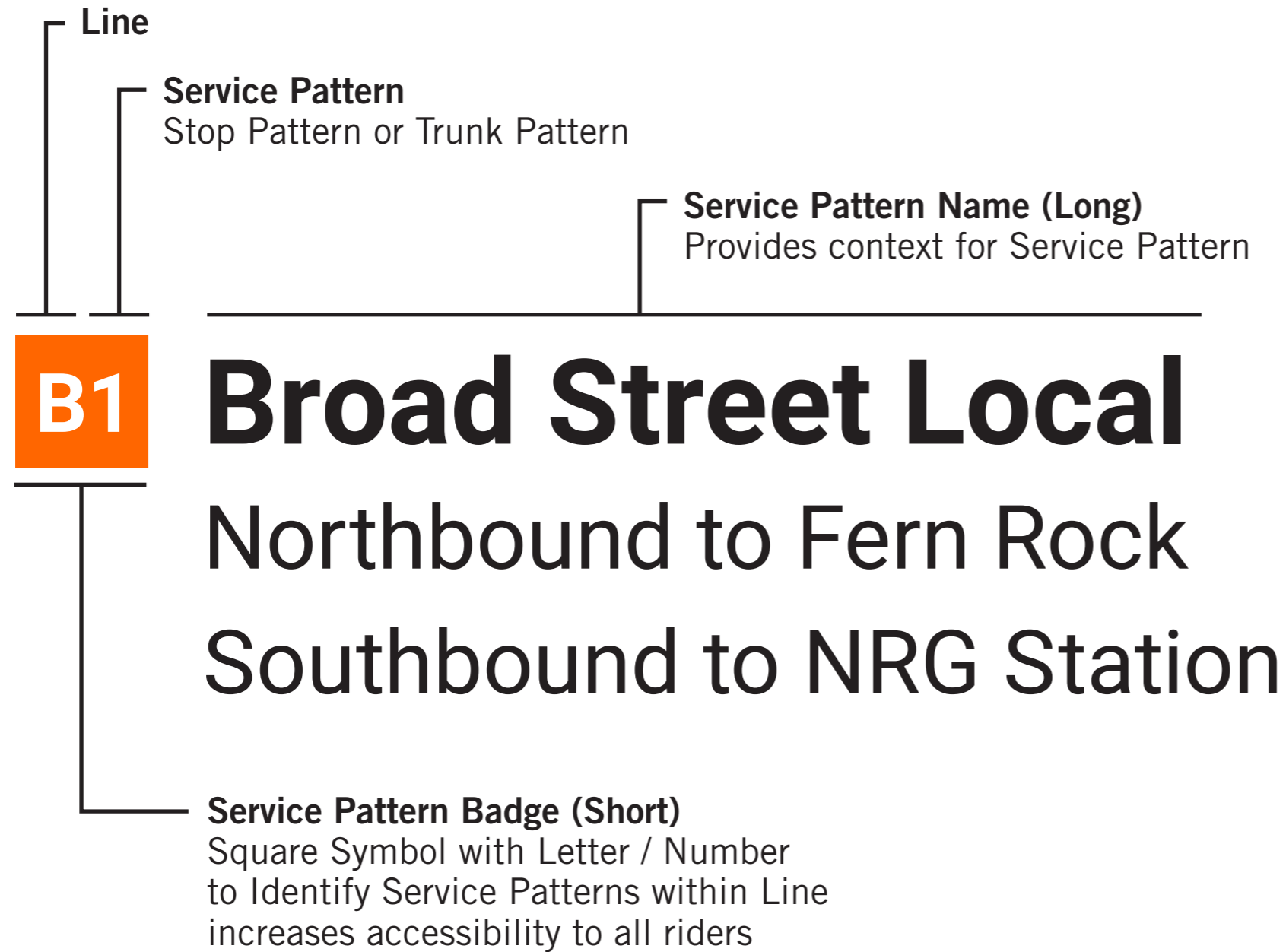


COLOR RECOMMENDATIONS

Research showed* high equity in the existing colors for certain lines. These new colors have been carefully chosen for optimal legibility and contrast, while maintaining reference to historic tones.

Additional colors have been chosen to differentiate between the existing trolley lines, which are currently only represented by a single color. The colors compliment one another as a set, while maintaining the ability to be differentiated and referenced by a standard color name.

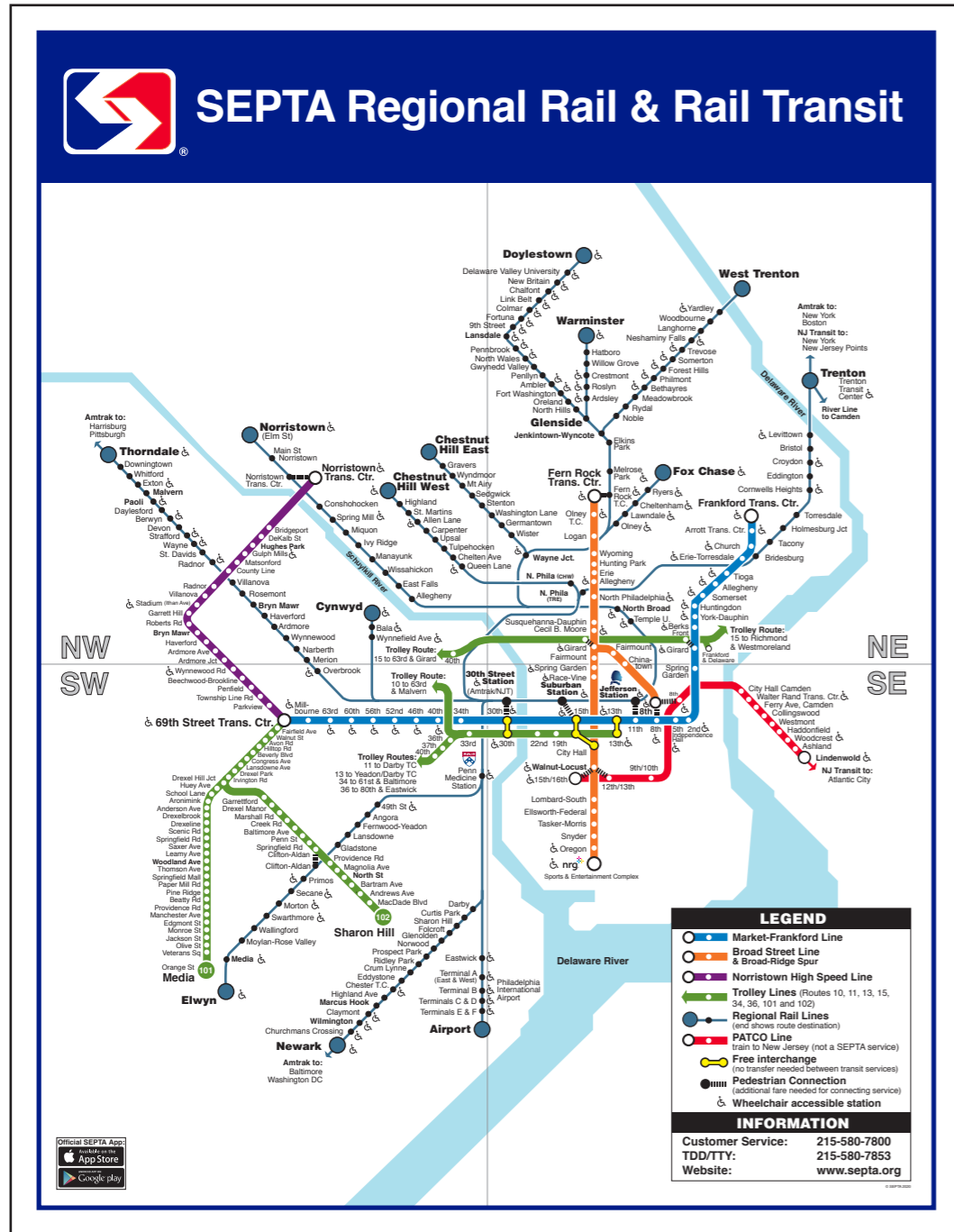
**See Section 3 for more information on research and outreach results.*



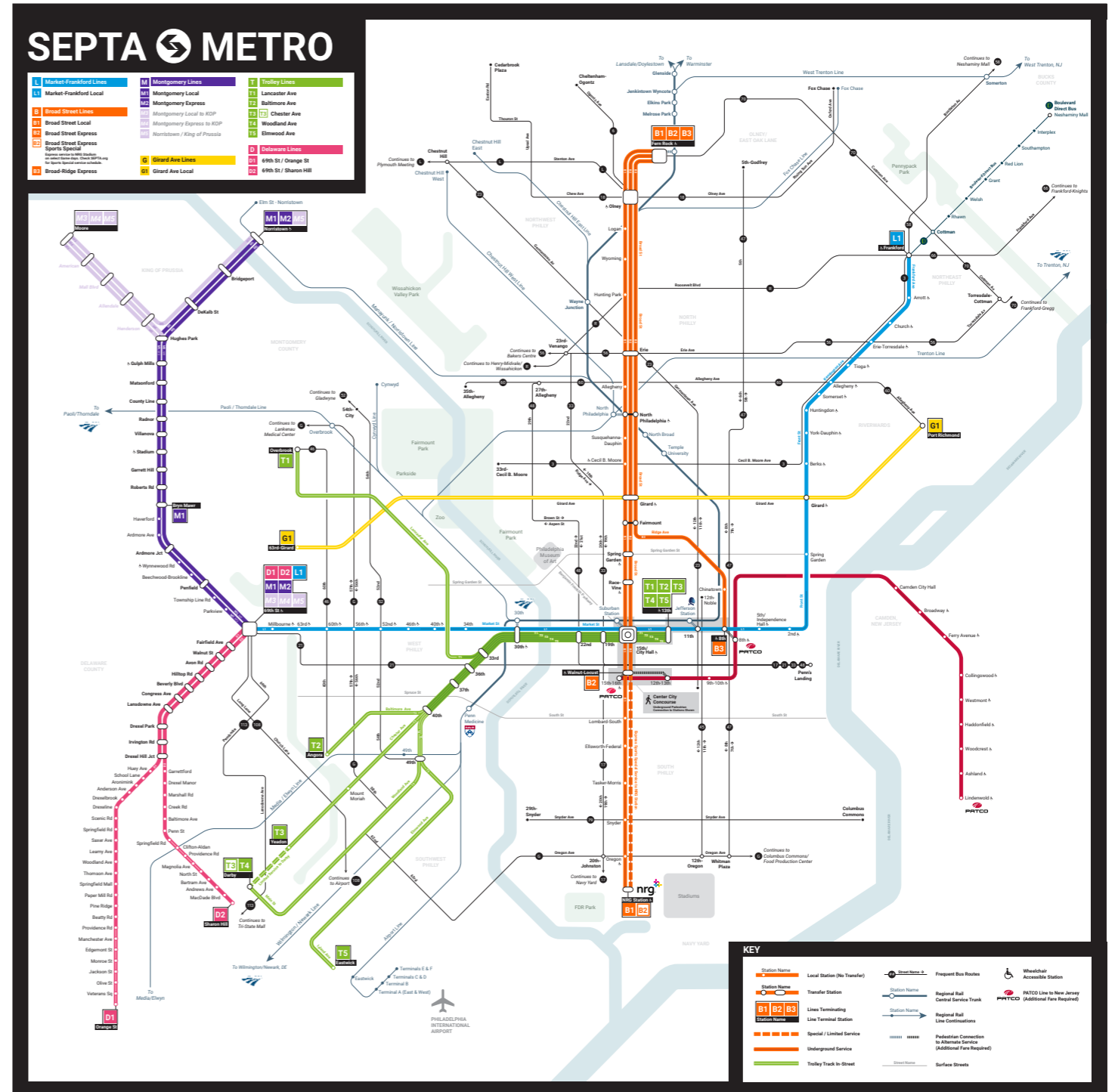
WAYFINDING TOOLS

SYSTEM MAP DESIGN EVOLUTION

EXISTING MAP

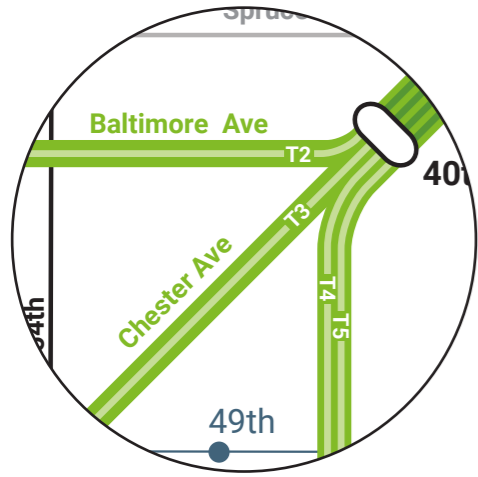


RECOMMENDATION

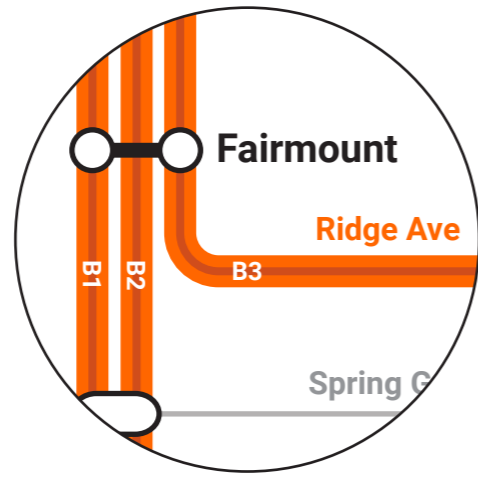


WAYFINDING TOOLS

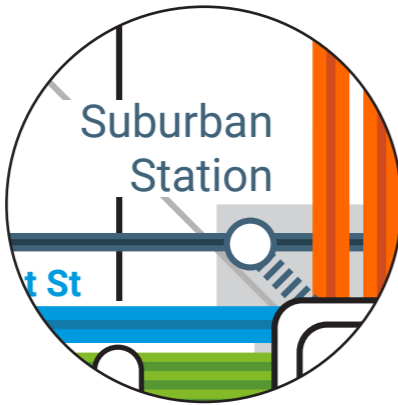
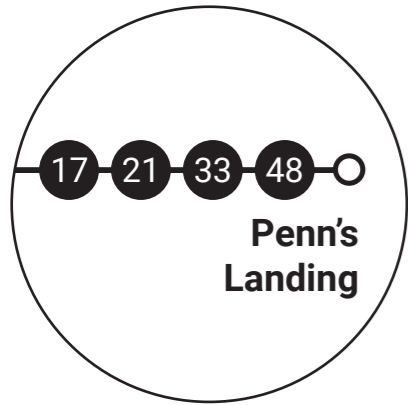
SYSTEM MAP DESIGN EVOLUTION



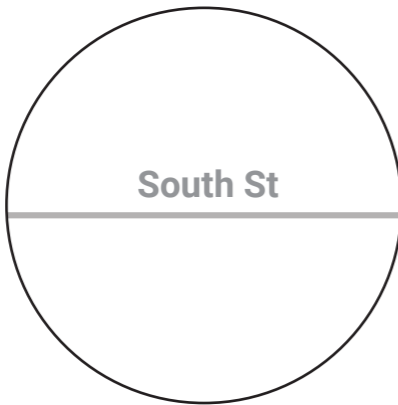
Full Trolley Network Shown



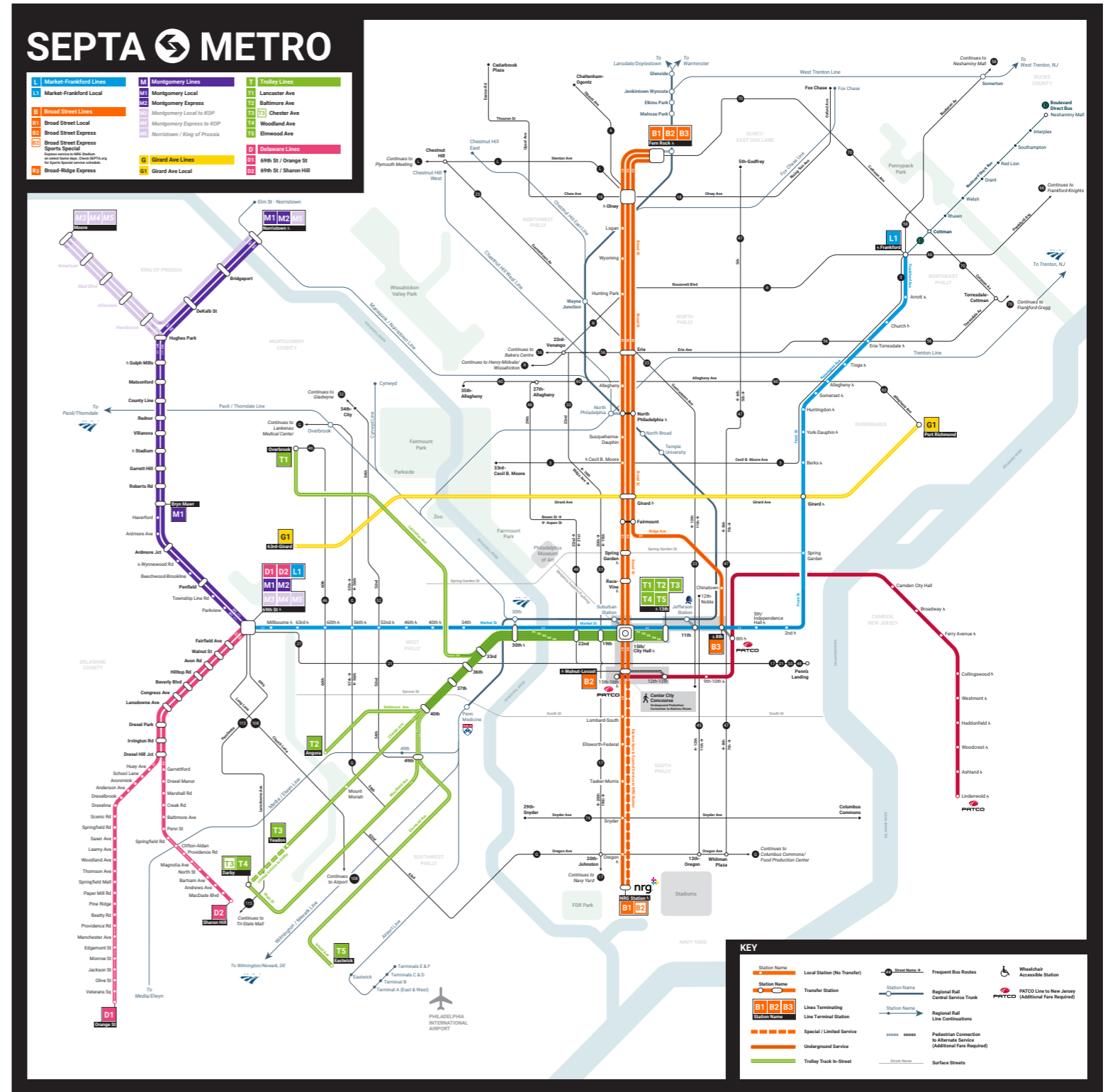
Service Patterns are Clarified and Standardized



Frequent Bus Network and Regional Rail Central Trunk Shown



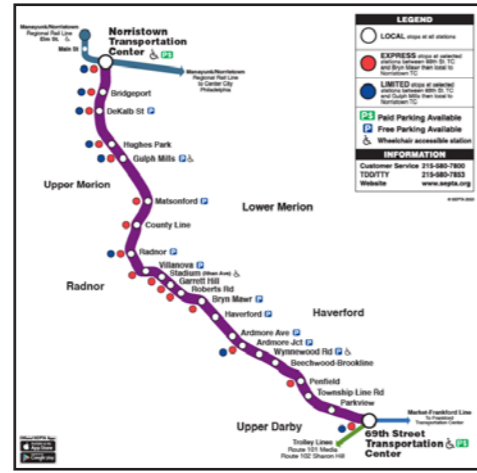
Landmarks and important Street Connections Shown



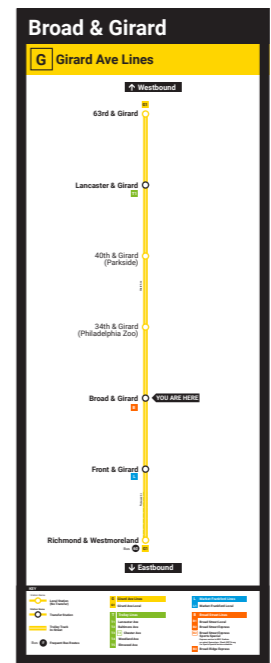
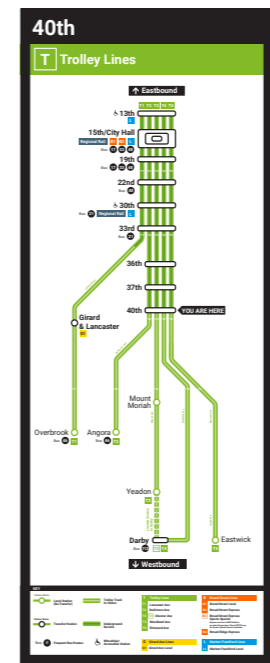
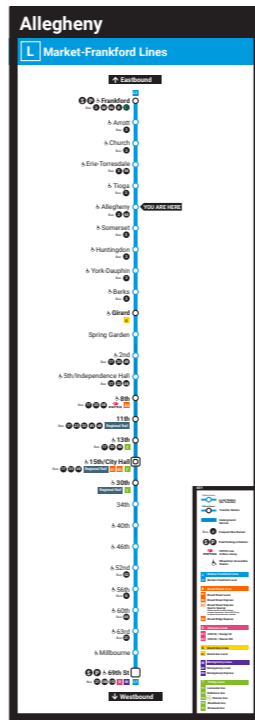
WAYFINDING TOOLS

LINE MAP DESIGN EVOLUTION

EXISTING MAPS



RECOMMENDATIONS



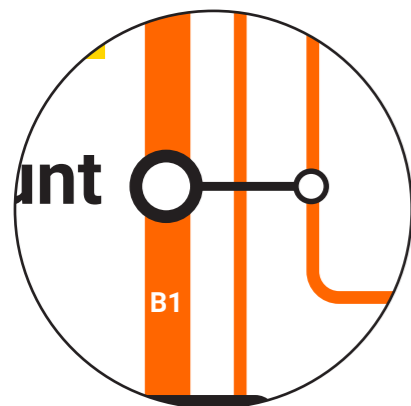
WAYFINDING TOOLS
PLATFORM LINE MAP DESIGN EVOLUTION



Confirmation of Station Name and Line Direction



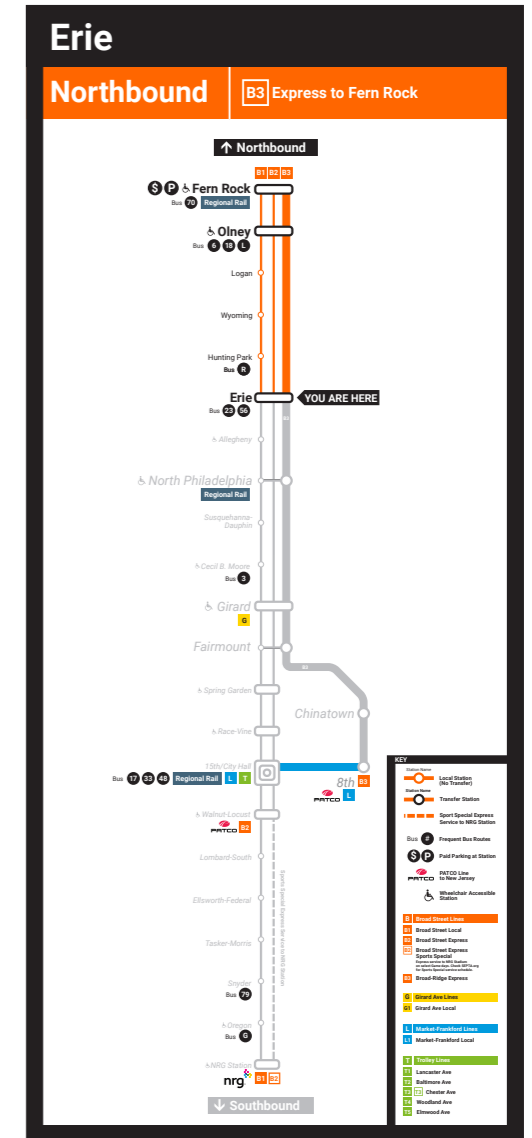
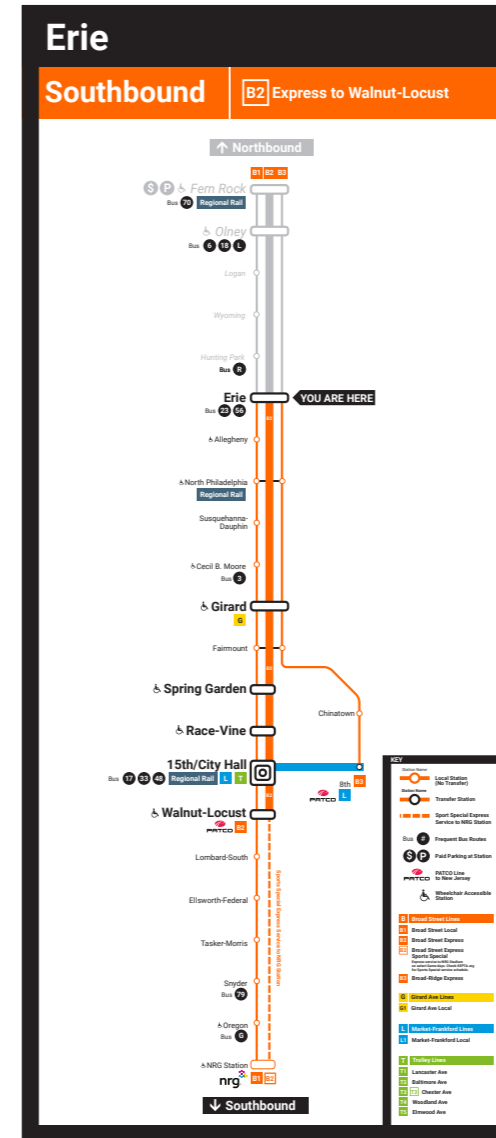
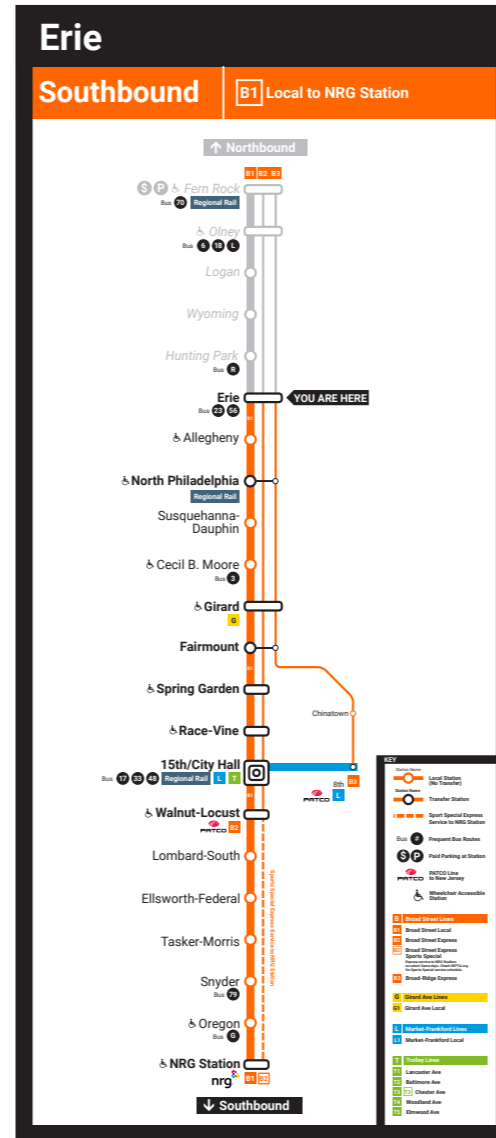
Confirmation of Service Pattern



Clarification of Service Pattern and Accessed Stations



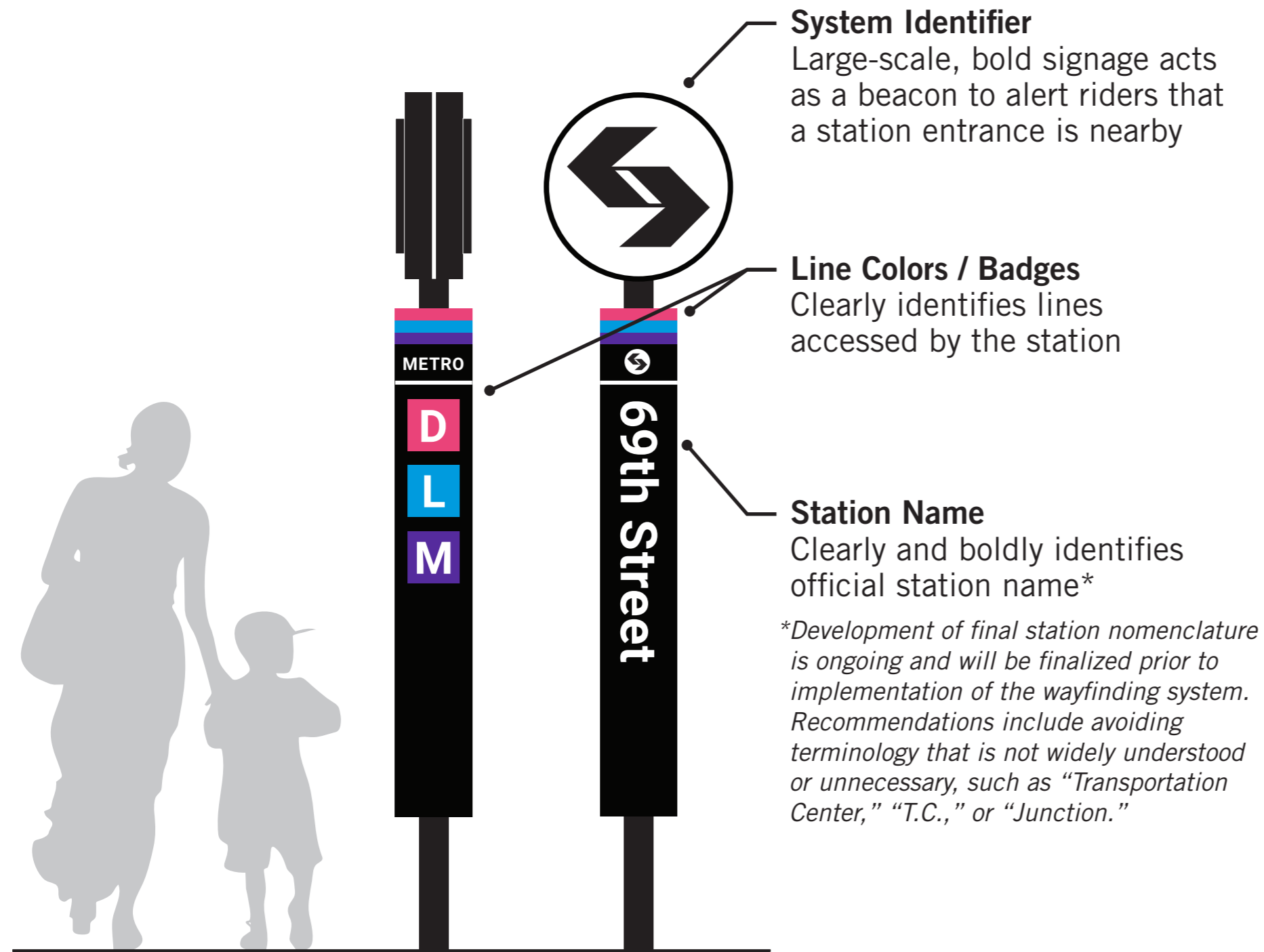
Clarification of Bypassed Stations



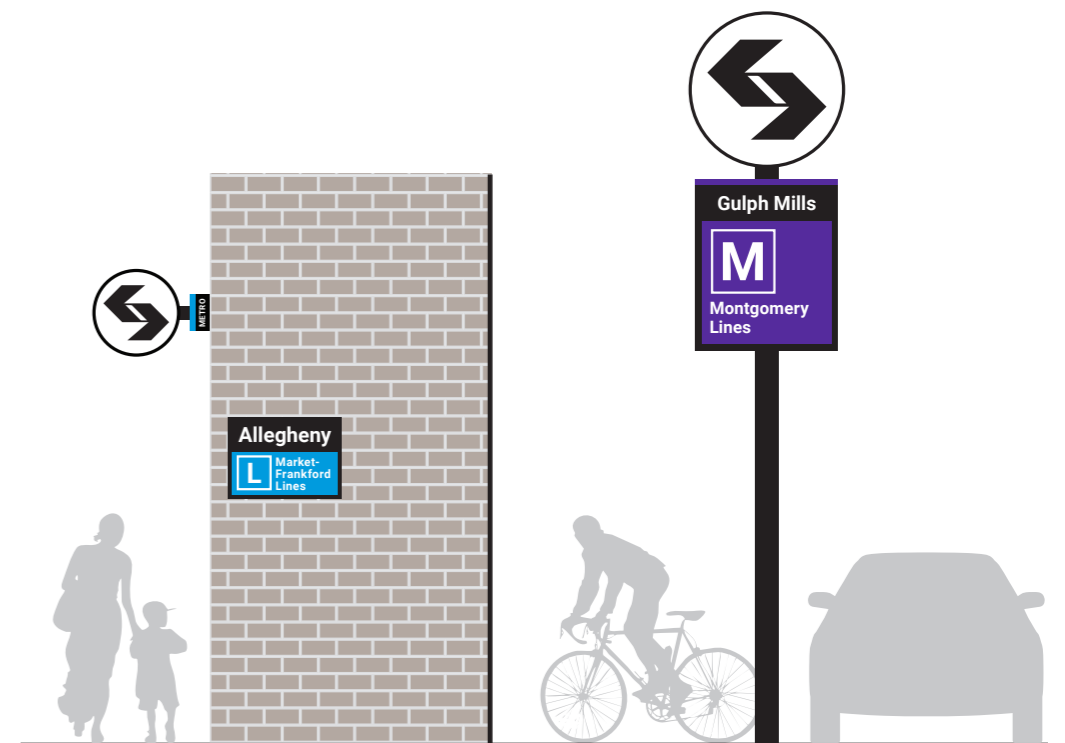
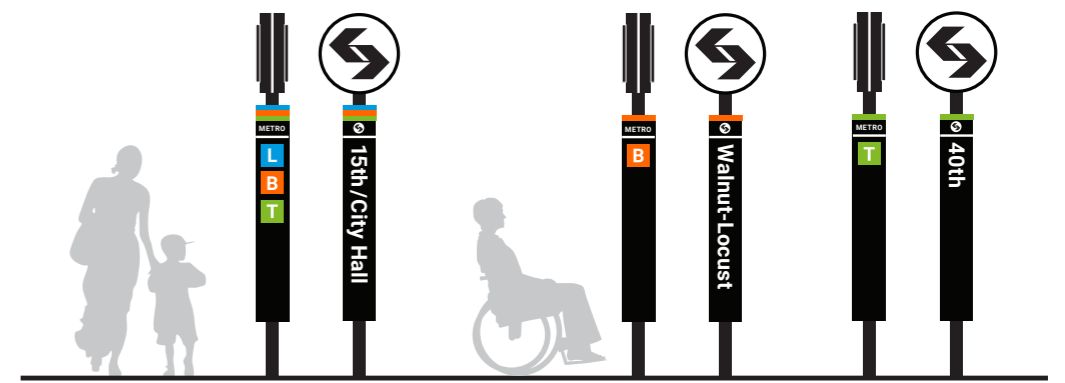
Shown here as an example of the Broad Street Lines, Platform Line Maps could be employed along lines where service patterns are separated architecturally by platform or by track. They may not be required for all lines in the METRO, such as along the T lines where many shelters service multiple service patterns within the line.

WAYFINDING TOOLS

SYSTEM IDENTIFIER / STATION BEACON



Station Beacon Concept Drawing



Station Beacons will respond to the unique architectural and/or neighborhood conditions of each station, where required.

WAYFINDING TOOLS

STATION / LINE IDENTIFICATION

EXISTING ERIE STATION ENTRANCE



RECOMMENDATION



WAYFINDING TOOLS
STATION DIRECTIONALS

EXISTING ERIE STATION PLATFORM MEZZANINE



RECOMMENDATION



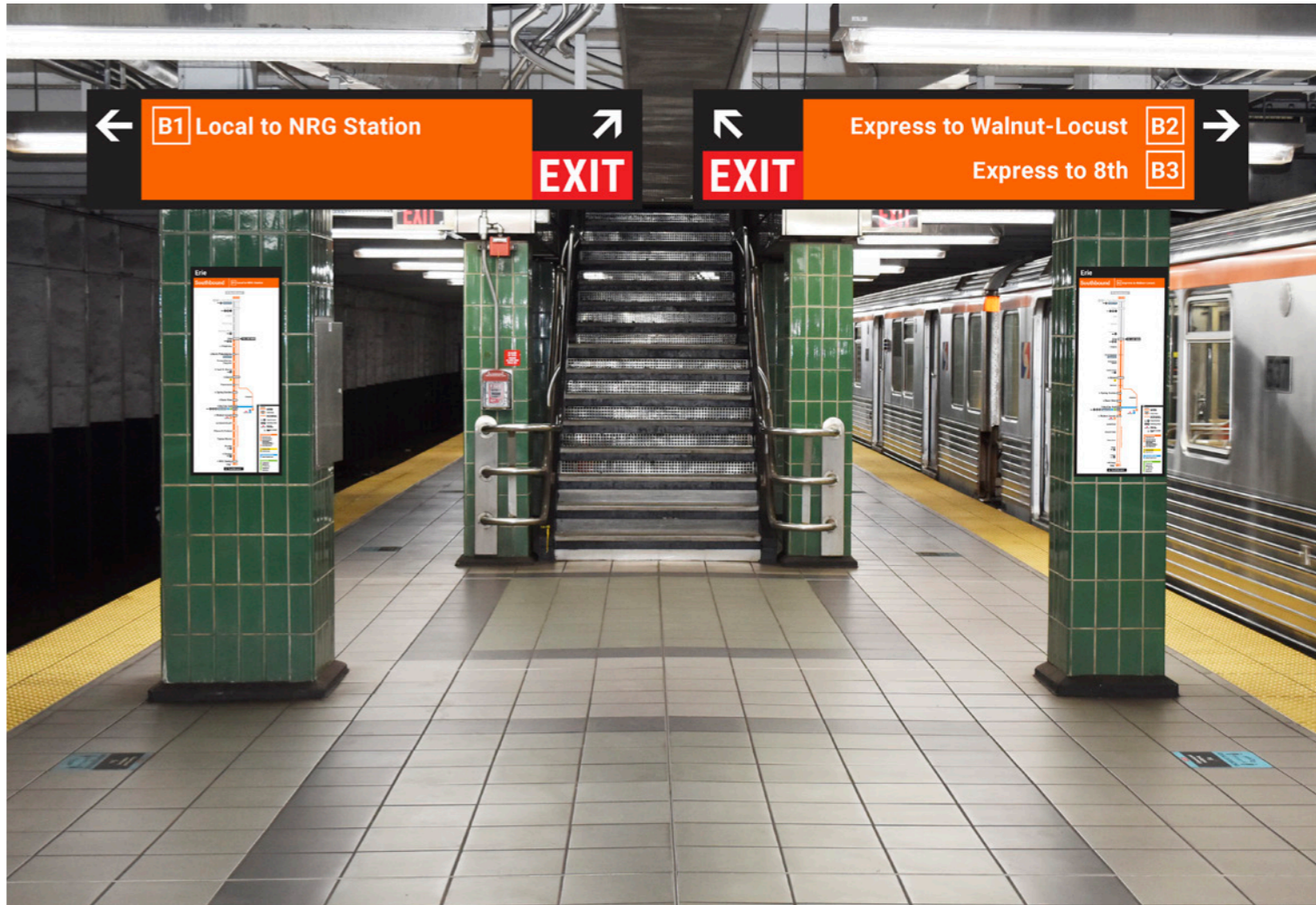
WAYFINDING TOOLS

PLATFORM DIRECTIONALS

EXISTING ERIE STATION PLATFORM



RECOMMENDATION



WAYFINDING TOOLS
STATION / LINE IDENTIFICATION

NHSL FARE LINE ARRIVAL EXISTING CONDITIONS

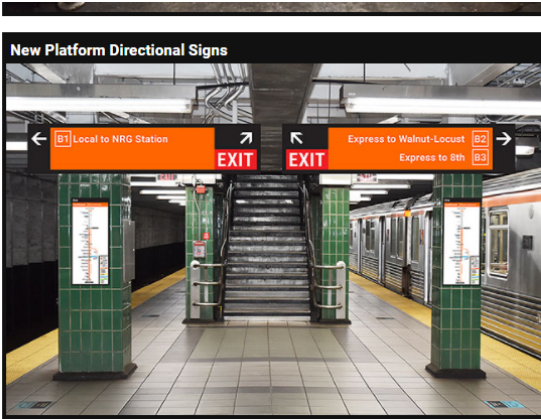


RECOMMENDATION



Website

map.septa.org

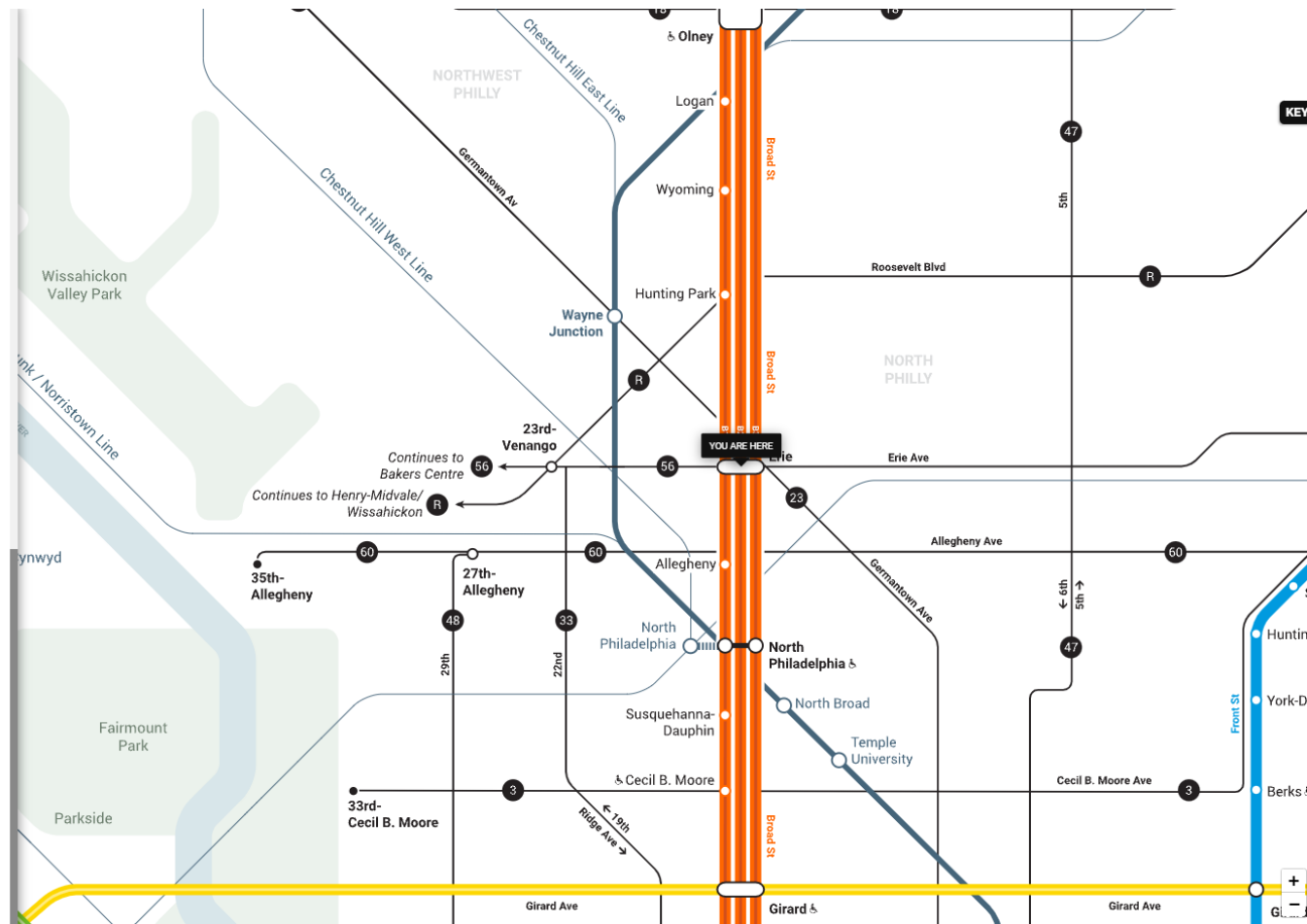


Let us know what you think about the proposed wayfinding improvements.

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

Comment about wayfinding...

Submit Feedback



B Remember that time you got on the Spur by accident?

We're designing a Broad Street Line where you always get on the right train.

What do you think? Give us your feedback.

New Station Arrival Signs



New Directional Signs and Line Map



New Stair Directional Signs



New Platform Directional Signs



What's the B?

B stands for Broad Street. Our research showed that the term Broad Street Line or Broad Street Subway are highly used, so we chose a letter that builds on that awareness. The B1, B2, and B3 will help everyone know which train will take them where they need to go.

- B** B Lines
Broad Street Lines
- B1** Broad Street Local
- B2** Broad Street Express
- B2** Broad Street Express Sports Special
- B3** Broad-Ridge Express

New Line Map



We want to hear from you! Scan this QR code for more info and to share your thoughts!



OR call this number to tell us what you think!
(888) 281-1999

King of Prussia Rail Project — KOP Rail

Changing the route name achieves the following:

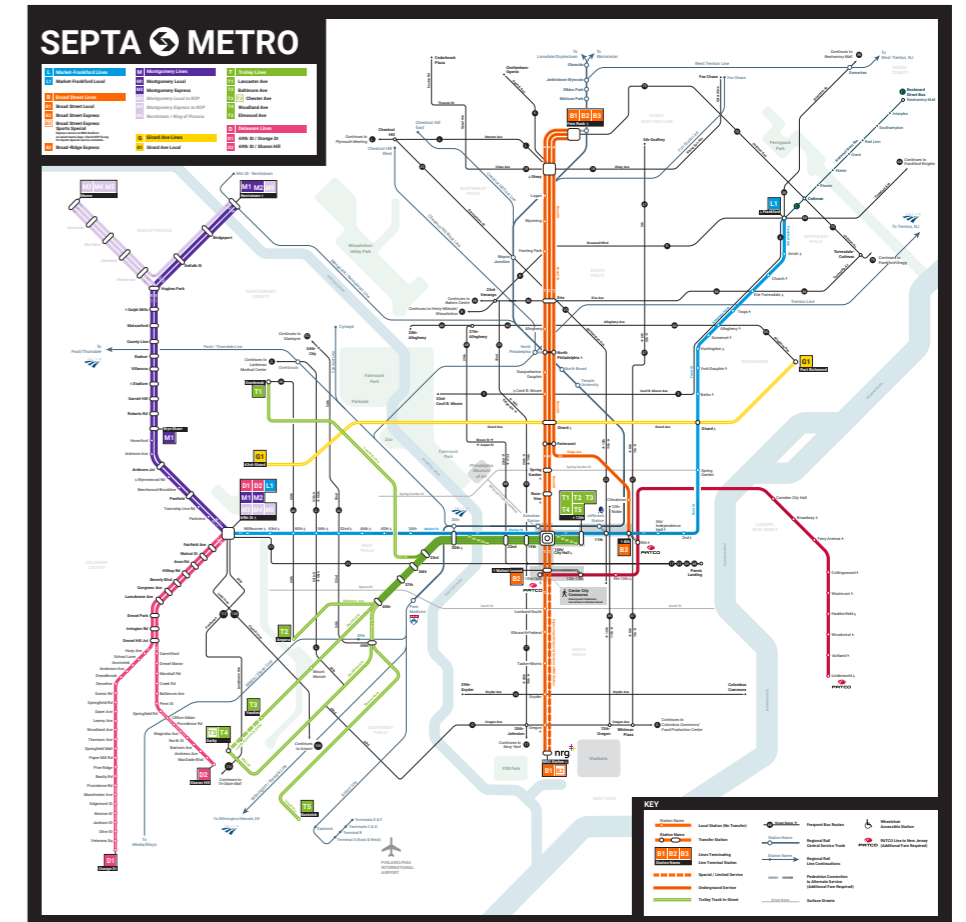
- Emphasizes this route's role within the larger network (research found it had very low public awareness)
- Line names won't rely on a single end of line when in the future there will be three
- Doesn't use outdated or technical terminology ("high speed")



Trolley Modernization

Changing the route numbering achieves the following:

- Changes perception to be more like train routes and less like a bus
- Shows how they are related to each other (brand re-organization)
- Emphasizes their role within the larger network
- Easier to remember



NEW CONCEPT MAP SHOWS THE ENTIRE NETWORK INCLUDING THE PLACEHOLDER FOR FUTURE KOP EXTENSION

What's next?

- Validate recommendations through outreach and continued conversations
- Finalize transit vocabulary decisions to enable expanding the system to design and construction
- Determine station naming conventions and necessary revisions
- Incorporating planned service changes through major capital projects
- Full wayfinding signage system design
- Coordination with other media: audio announcements, website, digital screens, SEPTA app, etc.





watertable

**Regional Technical Committee
November 9, 2021**

connect with us!

@dvrpc |  |  |  |  | 

Setting the (Water) Table - the Goal

Bring 3 sectors together (**nonprofit conservation organizations, the water-user community, and governments**) to build relationships and identify collaborative initiatives to better align efforts, new projects, and possibly new/sustainable sources of funding.

Open Doors
Ground Truth Perceptions
Get to Know Your Neighbors

Why, and Why Now?

- Existing WPF and other collaborations are successful and beneficial.
- Most collaborations are with nonprofits and gov'ts.
- Many in the water user community - water utilities, consumptive users, consultants, and the maritime community - have not been part of these efforts, despite sharing the same interests.
- More resources and collaboration are needed to address the myriad water resource challenges facing the Basin.
- **We saw an opportunity...**

What would happen if we brought more people to the Table?

- Wanted to explore and ground truth sectors' perceptions of each other through in-depth interviews.
- The interviews revealed both misconceptions and desires for stronger cross-sector relationships.
- Participants saw deep benefits to a more diverse, resourceful and impactful coalition.
- Facilitated two multi-stakeholder conversations.
- Identified shared priorities and a desire for continuing a multi-stakeholder collaborative initiative.

Interviewed 50+ Organizations

Nonprofit - 22	Government - 10	Water User - 22
Policy/Community and Capacity Building/Recreation - 7	County/Municipal - 5	Private Utilities - 4
Conservation/Restoration - 4		Public Utilities - 5
Academia - 5	Regulatory - 4	Energy - 2
Advocacy - 3		Maritime - 1
Philanthropy - 3		Agriculture - 3
	Food and Beverage - 2	
	Financial/Legal/Engineering - 4	
	Labor - 1	
	Financial - 1	

Biggest Hurdles Toward Improving Water Quality

Appreciation Lack of engagement, sense of urgency, representation, understanding the value

Funding Aging infrastructure, stormwater management, CSOs

Collaboration Polarization, silos, lack of cross-sector relationships

Knowledge Climate change, emerging contaminants, staff turnover and retirements

DEIJ Equitable access to the river, EJ, inclusive career opportunities, lack of compassion

Regulations Ineffective, enforcement, fractured

Miscellaneous Fracking, brownfields, plastics and trash, salt use for de-icing, drought, detachment to river due to perception of its pollution

What keeps you up at night?

People's apathy and taking clean water for granted

Are we making the right investments?

Not knowing what I don't know...

How are we going to be able to do what we need to do in the time we have to do it?

Nonprofits

Impressions

Champions

Many highly qualified staffs

Good at partnering

Compete for limited resources

Some say NO vs find common solutions

Less connected to economic realities

Want Others to Know

Have expertise and capacity to help

Desire balance between clean, healthy environment and thriving economy

Are collaborative and desire even larger constituencies

Misconceptions

Their funding challenges are not due to lack of financial responsibility

They are more than a bunch of volunteers - they are sophisticated

Their activities cost money and require planning - they cannot drop everything and do pro bono work

Government

Impressions

Local caring, knowledgeable staff are there

Low capacity

Under-funded

Do not prioritize water issues

More focused on liability and checking a box

Want Others to Know

Have passionate people wanting to share expertise, beyond compliance

Are constrained by funding and beholden to regs on what can and cannot do

Striving for equitable outcomes and raising previously unheard voices

Misconceptions

Federal Gov't has bags of money to give out

When say can't be done, its based on real constraints of authority, expertise and jurisdiction

County gov't has no agenda other than conservation, protection, and wise use of resources

Water Users

Impressions

Do great job
supplying clean water

Show great
knowledge and
concern

Purely profit driven
Greenwash
Stuck in mindsets
Not innovative
Uncollaborative
Suspicious

Want Others to Know

Desire to bring their
passion and
expertise to the table

Can bring outside
expertise from
across the country

May be able to offer
in-kind support for
projects

Misconceptions

They are not purely
profit driven - they
want to invest to
make the community
better

They are not
mysterious entities
with lots of \$ - how
they spend it PUC
regulated

They do want to
partner and create
better projects

Across the Board Impressions

- Everyone has an interest in clean water
- No sector is a monolith, there is much variation within
- One interaction does not mean the same for all future interactions

Why are cross-sectoral partnerships not more common?

Time

- Emphasis on efficiency leads to not wanting to develop partnerships
- Everyone not on same page and can be too time-consuming to sort out

Funding

- No one wants to pay for collaboration, only for projects, and when it is funded, long-term formalized funding for formalized collaboration is needed - a beast

Relationships

- Easier to stick to relationships one has than build new
- Learned biases, fear of getting burned, don't know who is doing what and what can bring to table, and tendency to stick to own circles due to mistrust

Leadership

- Need champions to corral and convene people
- Can require identifying feasible projects to attract others

What are your hopes for a cross-sector/multi-stakeholder collaboration?

Progress, baby, progress!

Have strong enough relationships that when there's disagreement, we can come together for tough conversations

Strategically build on each others' strengths and expertise - lighten load for all

Establish genuine relationships that enable scaled up, impactful projects

Water Table Stakeholders' Shared Priorities for which the Multi-stakeholder Group should take a Leading and Coordinating role:

1. **Coordinating existing and/or new sources of funding to increase impact on water quality**, such as from the Infrastructure Bill, a regional CIP for water infrastructure, new mechanisms like a trading market, and/or a circuit rider who improves access to funding.
2. **Designing a shared regional identity/story** around the Delaware Watershed and unifying our messaging for bigger impact.
3. Adapting to and mitigating impacts of **climate change**, including sea level rise, flooding, drought, extreme heat, and encroaching saltline.
4. Supporting **workforce development for the next generation of water professionals from diverse backgrounds**, for example, by training and employing the underemployed through a Civilian Climate Corp.

What's Next?

- Phase I (WPF funded) complete, all findings placed on Water Table webpage:
dvrpc.org/waterquality/watertable
- Strong Enthusiasm to Continue Multi-Stakeholder Collaboration
- Maintain Team of DVRPC, PDE, WRA and PWD, switch roles
- PDE becomes backbone entity for continuing Water Table, DVRPC switches to team member
- Seek funding for Water Table Phase II



watertable

thank you
for attending