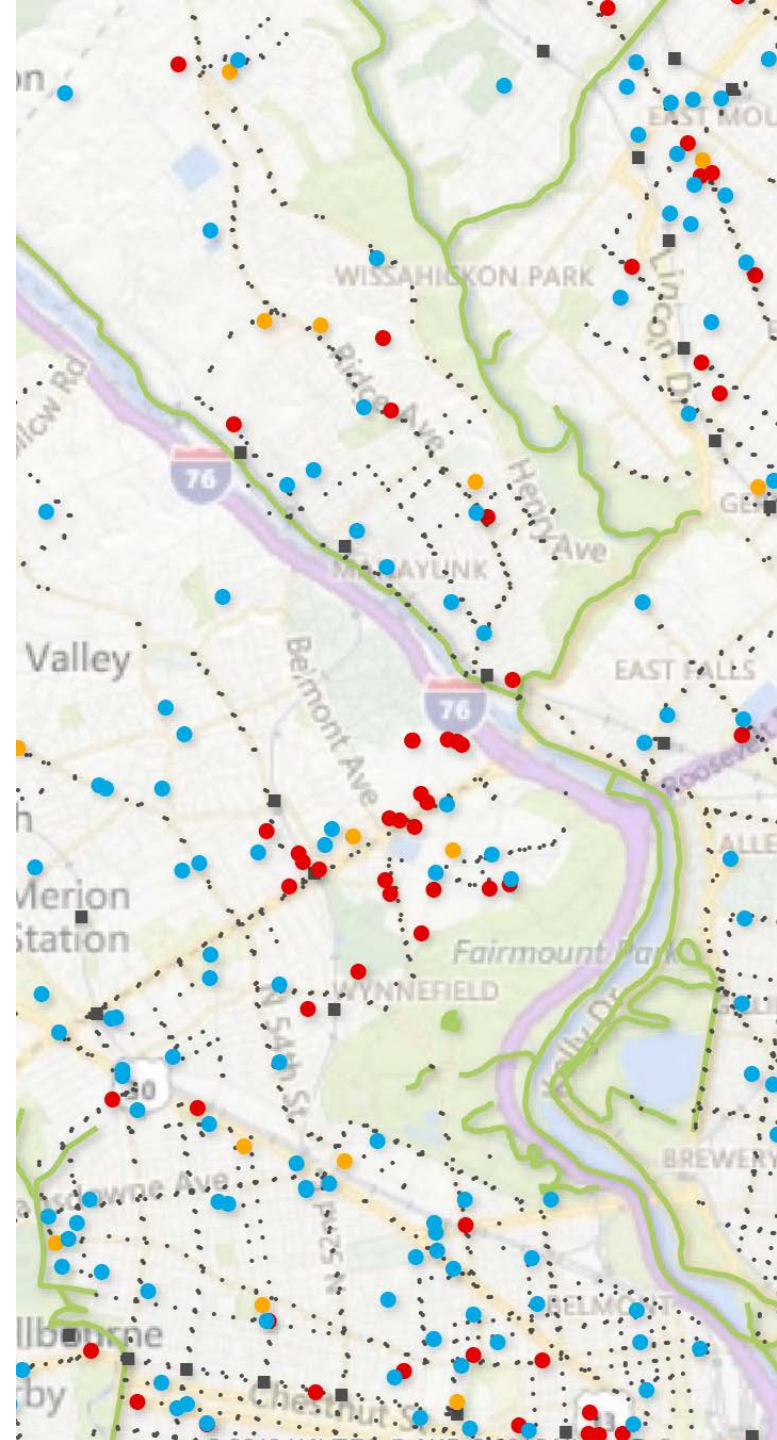


# EQUITY THROUGH ACCESS

Coordinated Plan Update  
for the DVRPC Region





# LADDERS OF OPPORTUNITY

— Work — Connect — Revitalize —

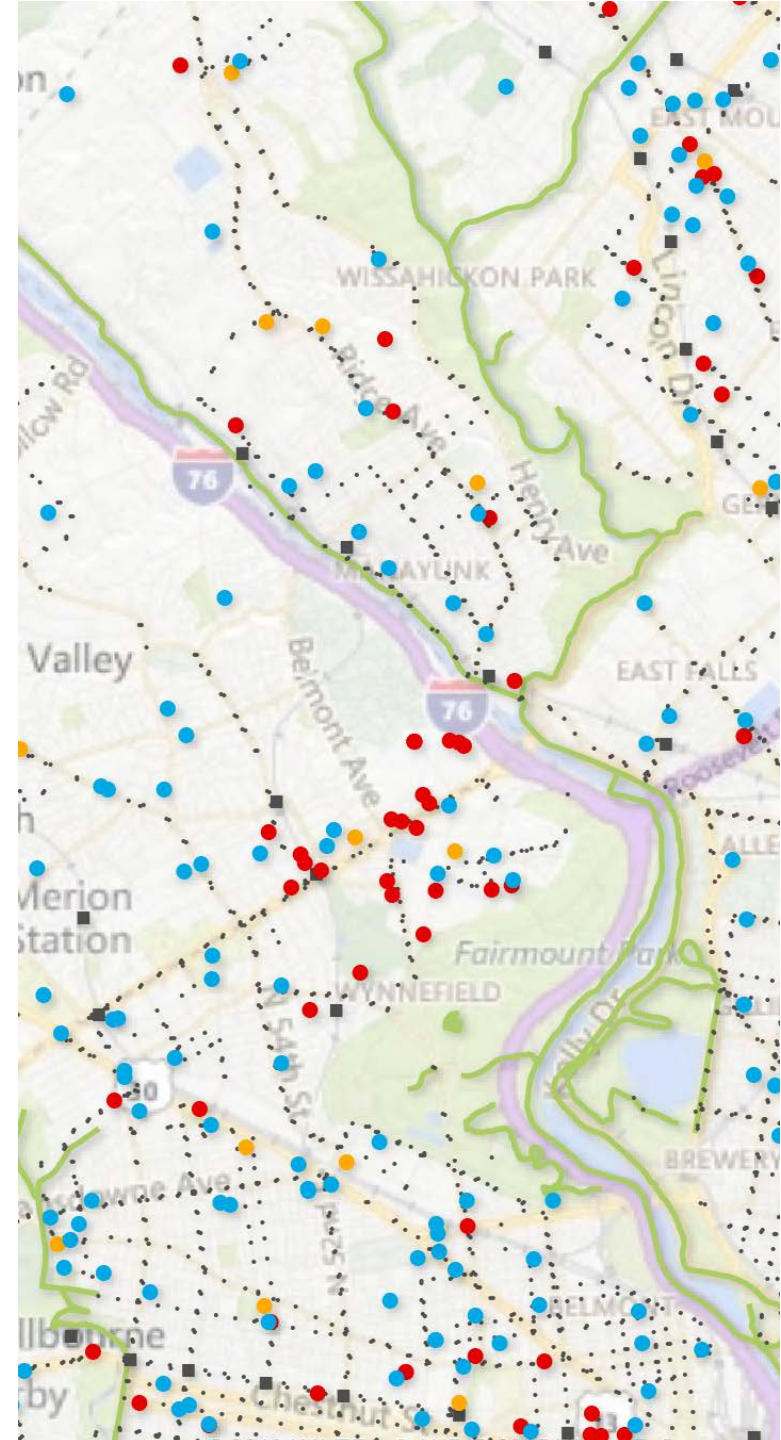
 U.S. Department of Transportation



## PROJECT LANDSCAPE

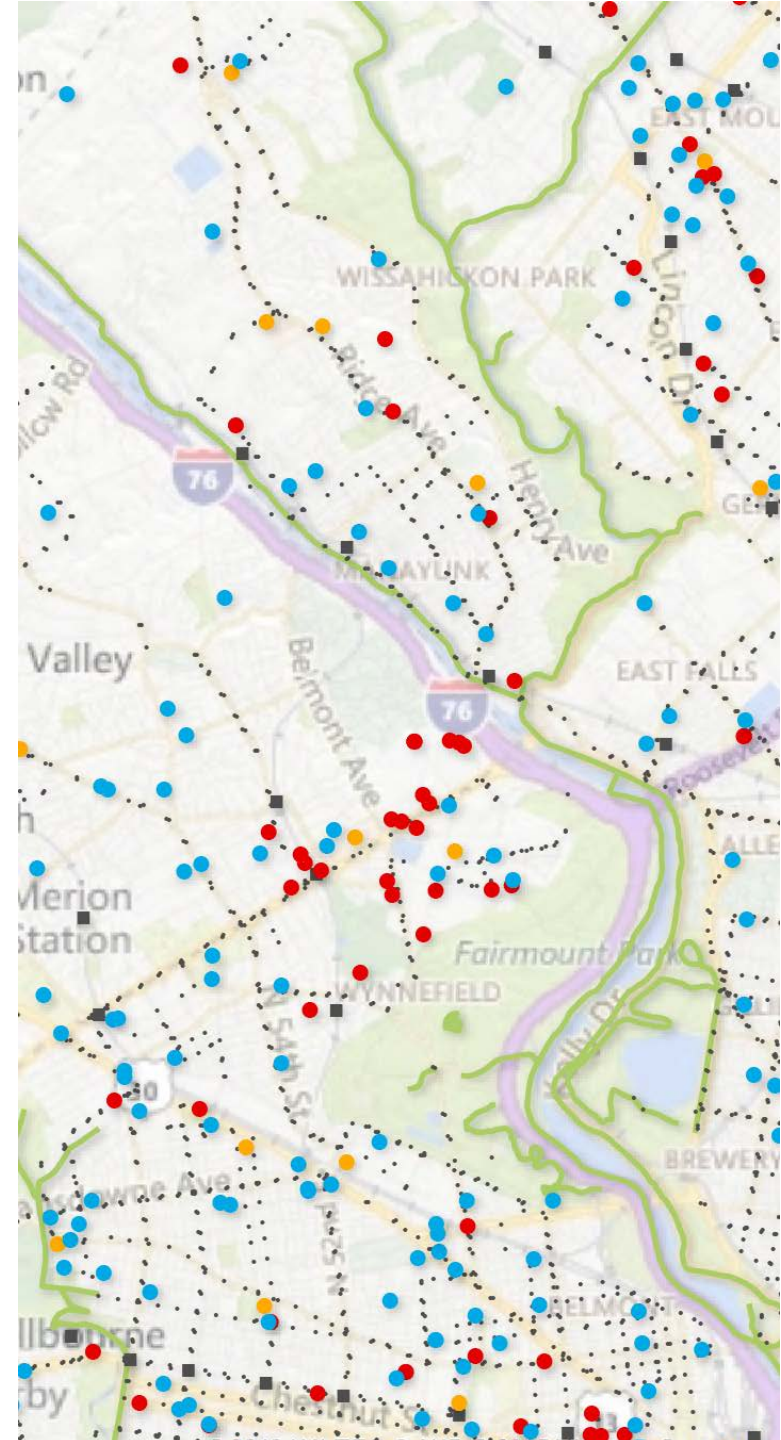
- Last plan (2007) emphasis was narrow: job access for the disadvantaged, and senior/disabled transit mobility (FTA JARC, New Freedom, and S. 5310 programs)
- MAP-21 program consolidation changed DVRPC's role in those programs
- **Key issue:** funds increasingly limited and 'spoken for'; broader need ("ladders of opportunity" for the disadvantaged) remains severe
- **DVRPC approach:** develop a plan that is more broadly relevant than CHSTP has been:

*Outcome-focused,  
funding source-neutral*



# THREE KEY PROJECT COMPONENTS

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





- Welcome
- Essential Services
- Transit Walksheds
- Essential Services within Transit Walksheds
- Demographics
- Transit Gap Analysis

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

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

 **Bus Route**

 **Passenger Rail**

**Transit Walksheds**

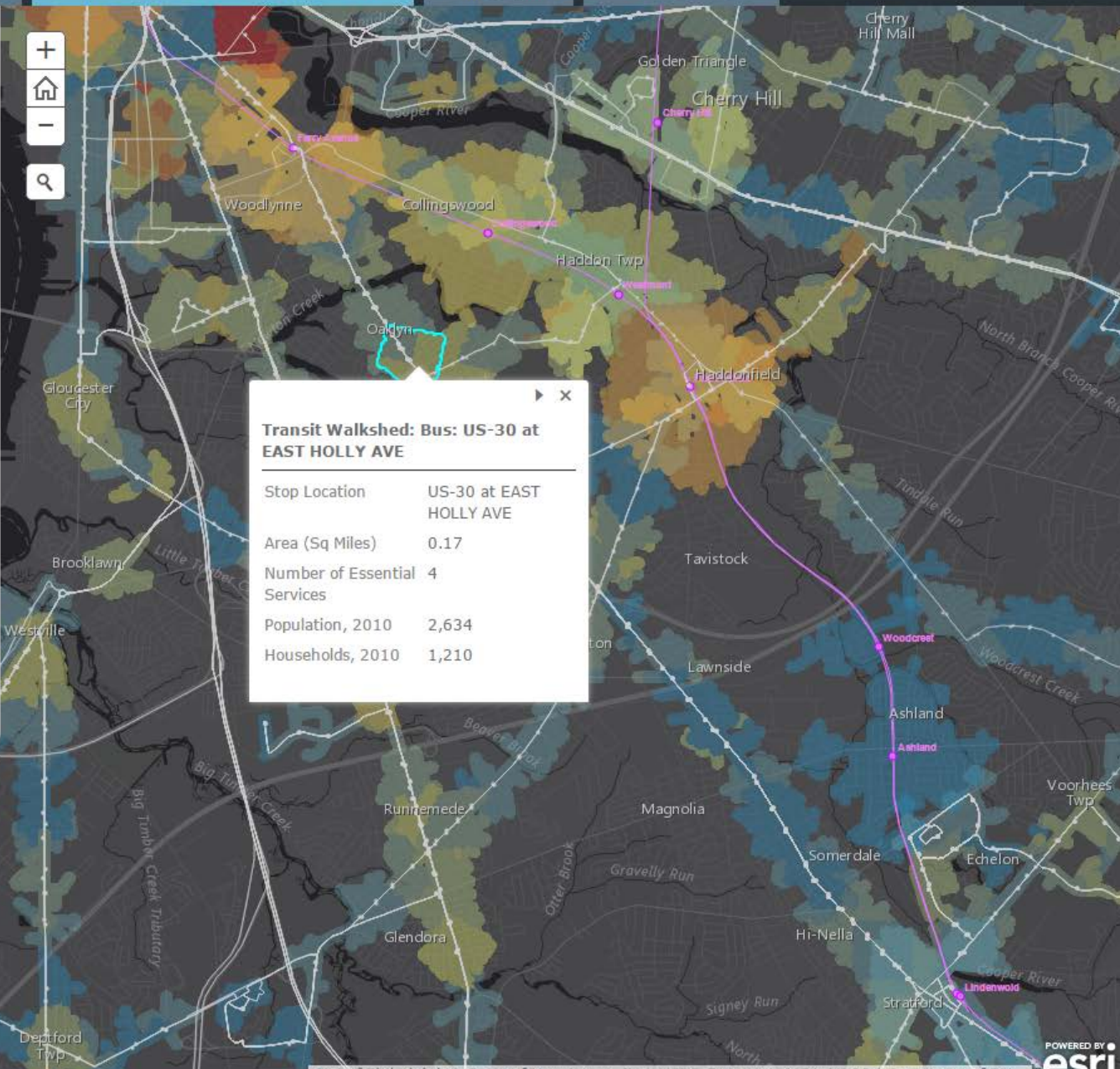


More Essential Services

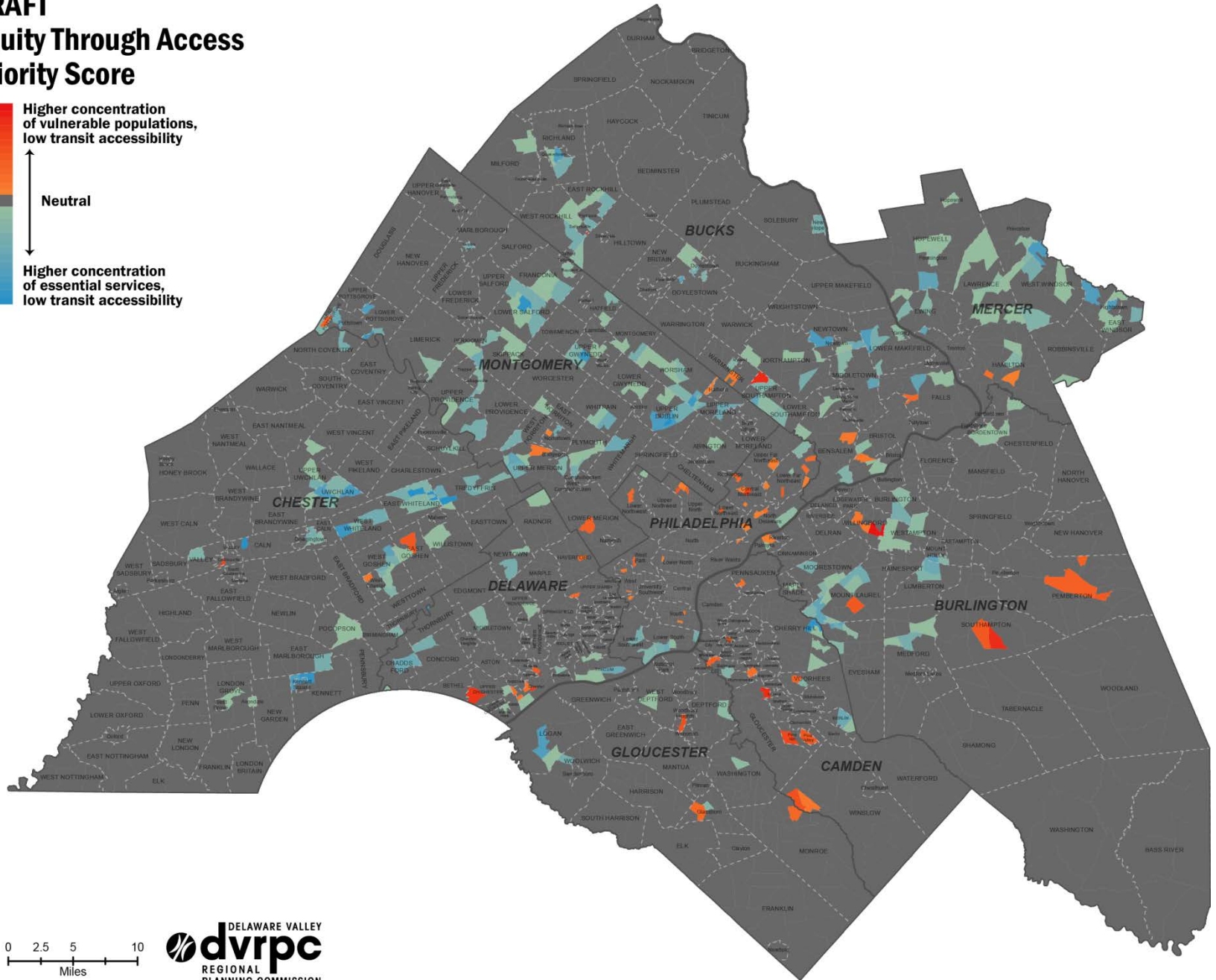
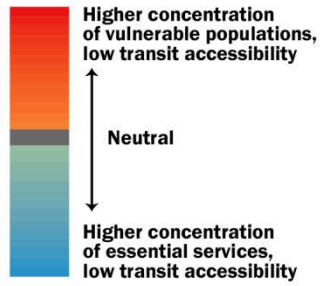
↑

↓

Less Essential Services



# DRAFT Equity Through Access Priority Score

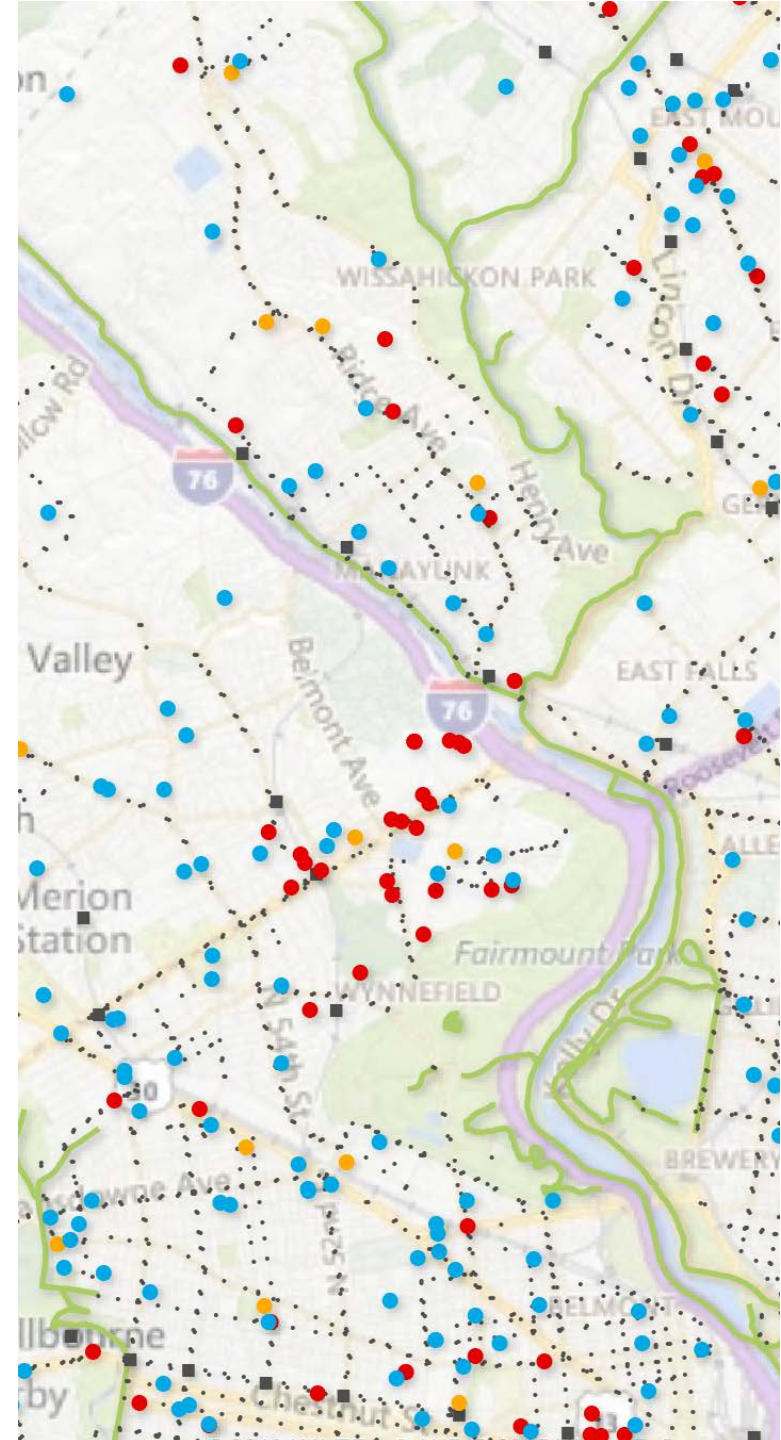




## THREE KEY PROJECT COMPONENTS

1. Regional technical analysis and **map toolkit** for use by regional and local partners
2. Several **case studies at various scales** to illustrate good practice and breadth of plan-supportive project types
3. Fresh set of **plan goals/ priorities** developed through a robust and iterative outreach process:

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



# PROJECT TIMELINE

## Fall 2015:

- Web survey
- Beta map toolkit
- PPTF workshop

## Winter 2015/2016:

- ~50 stakeholder interviews

## Spring 2016:

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

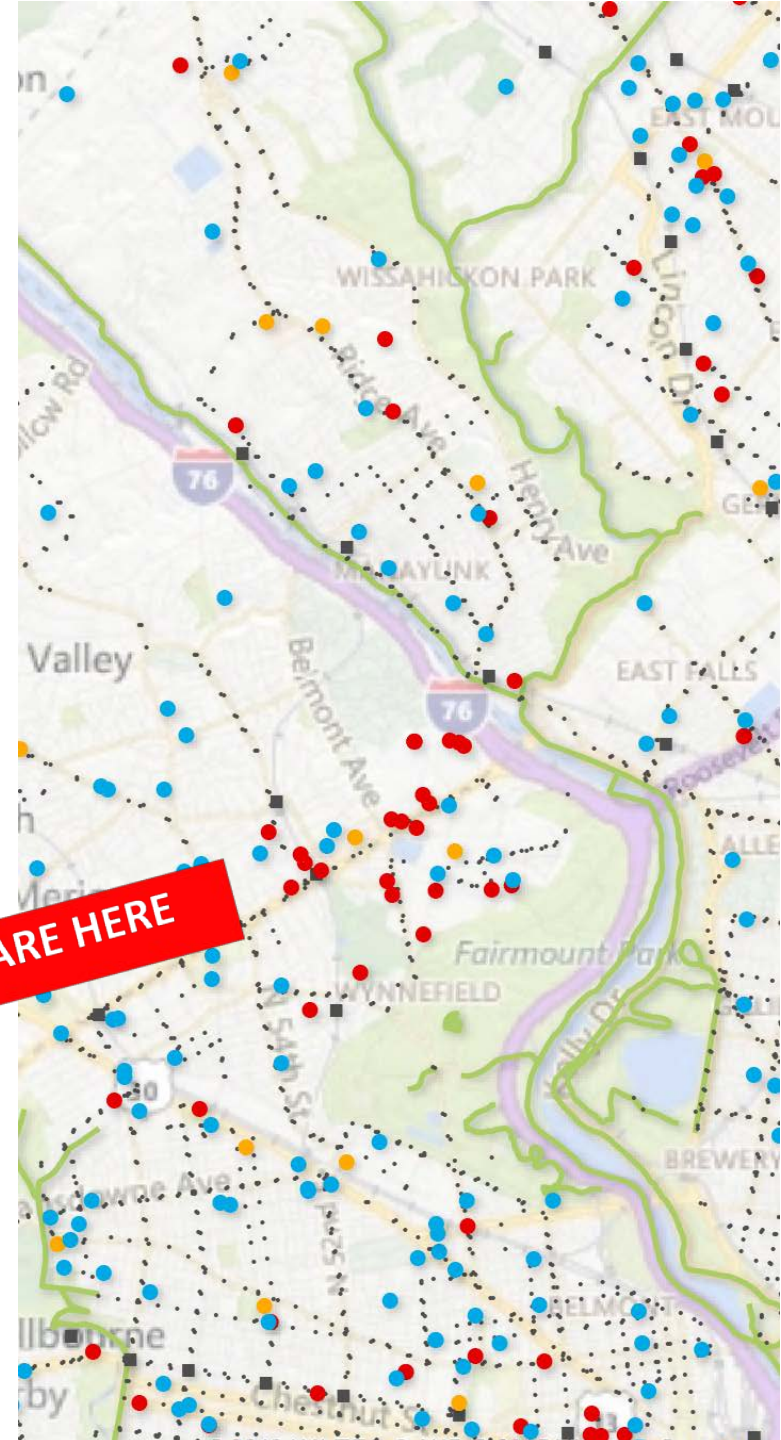
## Summer 2016:

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

## Fall 2016:

- Plan adoption by DVRPC Board

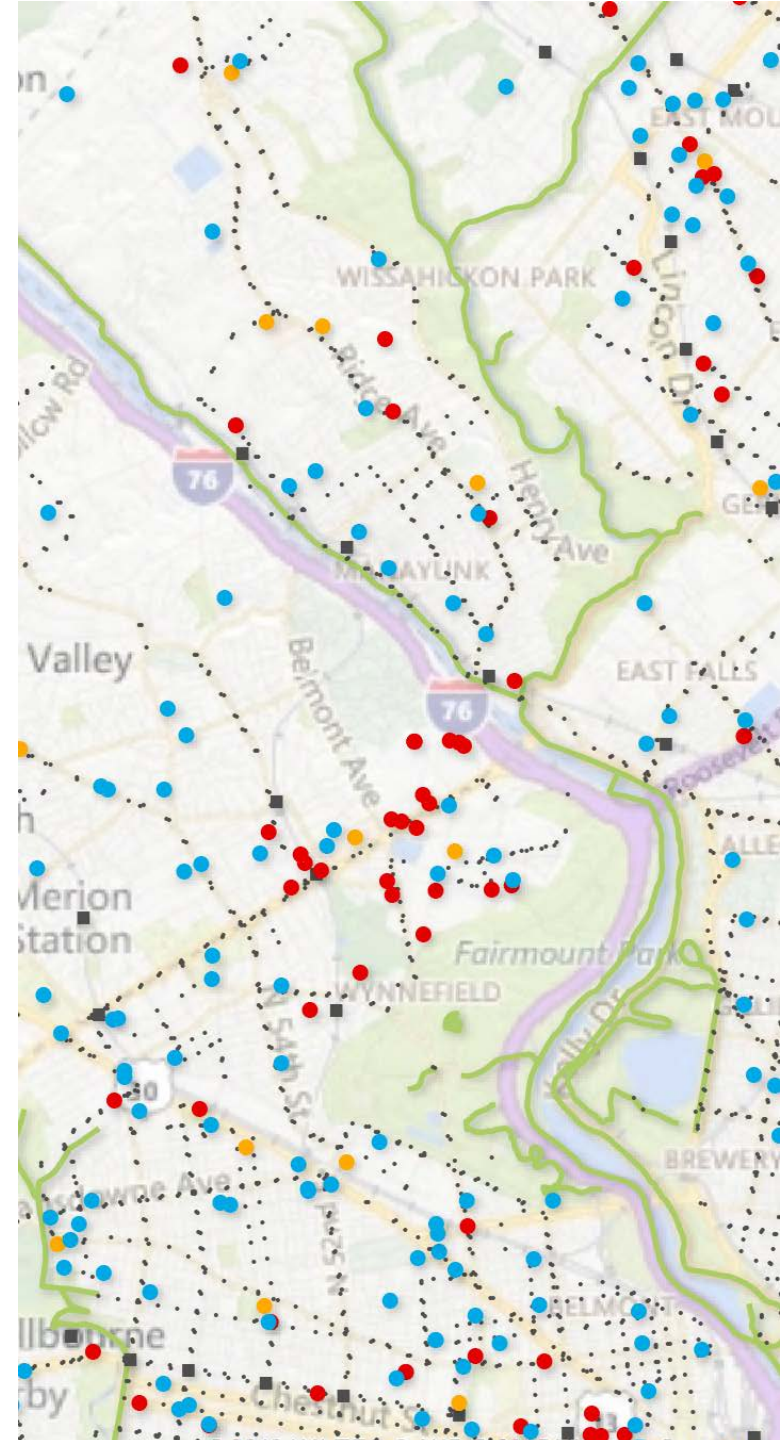
WE ARE HERE





## MISSION STATEMENT

The recommendations of the **Equity Through Access** project will align the work of local stakeholders with the existing and future needs of vulnerable populations to bridge gaps in the regional transportation network .



# GAPS

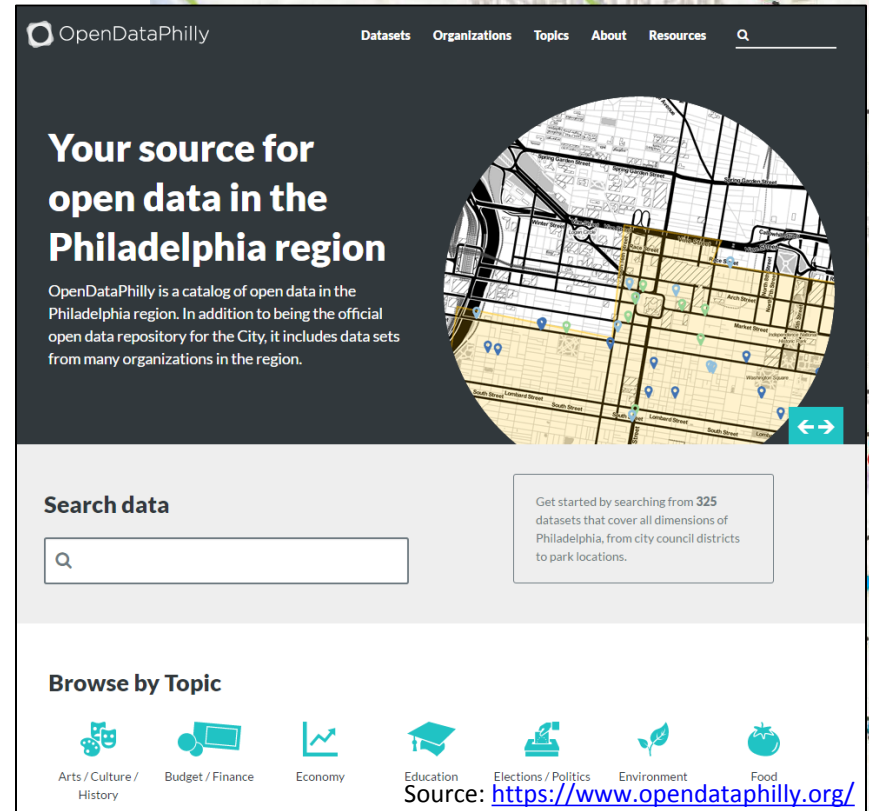
- Data
- Missing infrastructure
- Information
- Service and Funding





# GAPS: DATA

- Too much high level and not enough fine grain data
- Lack of access to privately held data
- Lack of coordination between proposed projects
- Quality of data difficult to verify
- No regional data clearinghouse



The screenshot shows the OpenDataPhilly website. At the top, there is a navigation bar with links for Datasets, Organizations, Topics, About, and Resources, along with a search icon. The main header features the OpenDataPhilly logo and the text "Your source for open data in the Philadelphia region". Below this, a circular inset image shows a map of Philadelphia with various data points. The text below the header states: "OpenDataPhilly is a catalog of open data in the Philadelphia region. In addition to being the official open data repository for the City, it includes data sets from many organizations in the region." A search bar is prominently displayed with the text "Search data" and a magnifying glass icon. To the right of the search bar, a small box says: "Get started by searching from 325 datasets that cover all dimensions of Philadelphia, from city council districts to park locations." Below the search bar, there is a section titled "Browse by Topic" with icons for Arts / Culture / History, Budget / Finance, Economy, Education, Elections / Politics, Environment, and Food. At the bottom right, the source is listed as <https://www.opendataphilly.org/>.

# GAPS: MISSING INFRASTRUCTURE

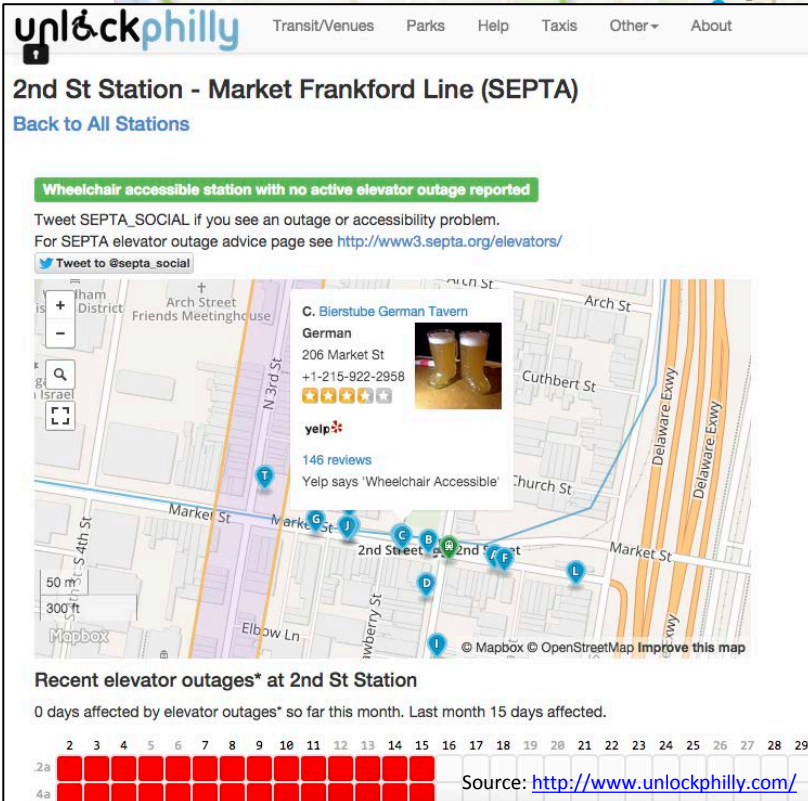
- Not all fixed-route service is ADA accessible
- Newly accessible transit is hindered by inaccessible sidewalk networks
- Some transportation infrastructure serves as a barrier within neighborhoods





## GAPS: INFORMATION

- Information about travel options for vulnerable communities is not always clear or accessible in universal platforms like Google Maps
- Providers lack knowledge about needs and associated destinations
- Current outreach is limited and its impact is rarely measured



**unlockphilly** Transit/Venues Parks Help Taxis Other ▾ About

### 2nd St Station - Market Frankford Line (SEPTA)

[Back to All Stations](#)

**Wheelchair accessible station with no active elevator outage reported**

Tweet SEPTA\_SOCIAL if you see an outage or accessibility problem.  
For SEPTA elevator outage advice page see <http://www3.septa.org/elevators/>  
[Tweet to @septa\\_social](#)

**C. Bierstube German Tavern**  
German  
206 Market St  
+1-215-922-2958  
146 reviews  
Yelp says 'Wheelchair Accessible'

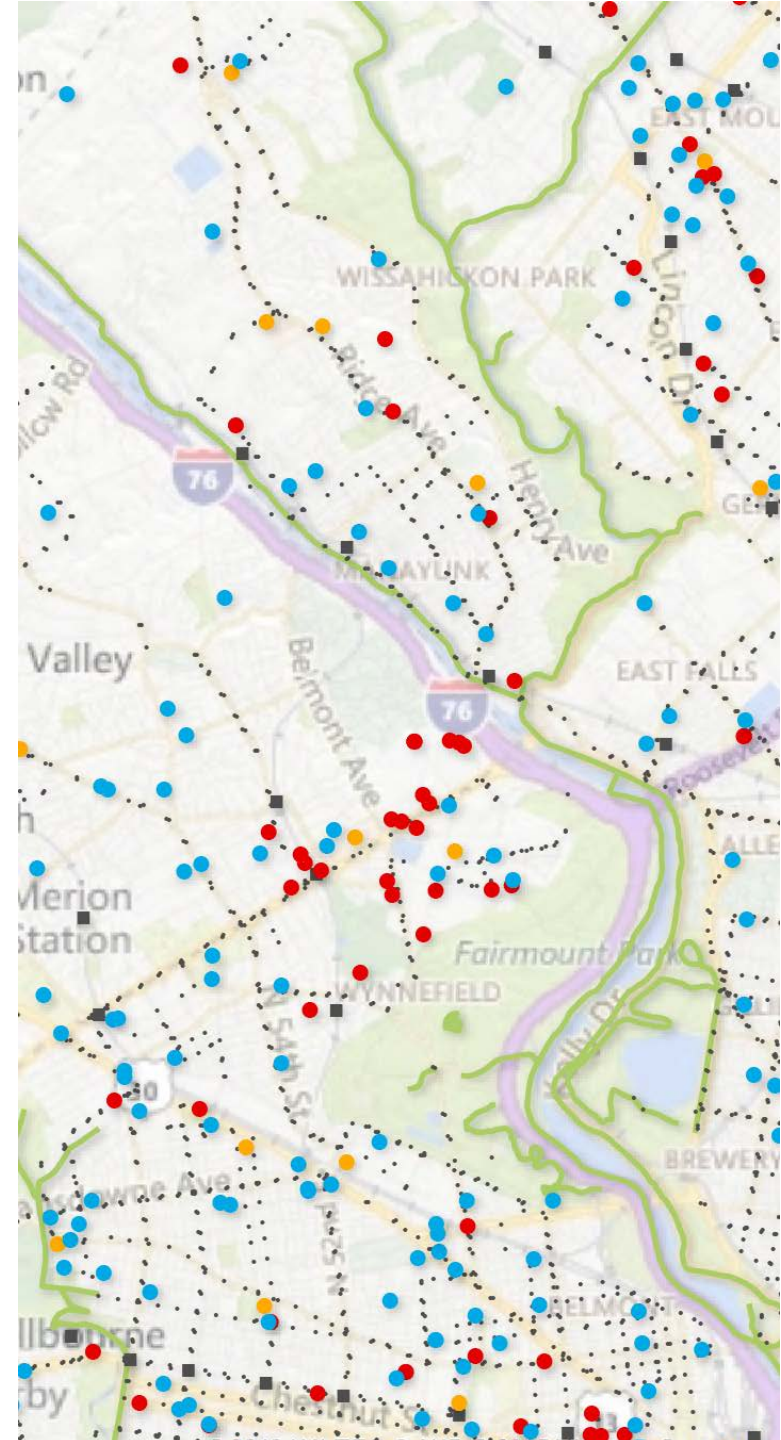
**Recent elevator outages\* at 2nd St Station**  
0 days affected by elevator outages\* so far this month. Last month 15 days affected.

	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
2a	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
4a	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Source: <http://www.unlockphilly.com/>

## GAPS: SERVICE AND FUNDING

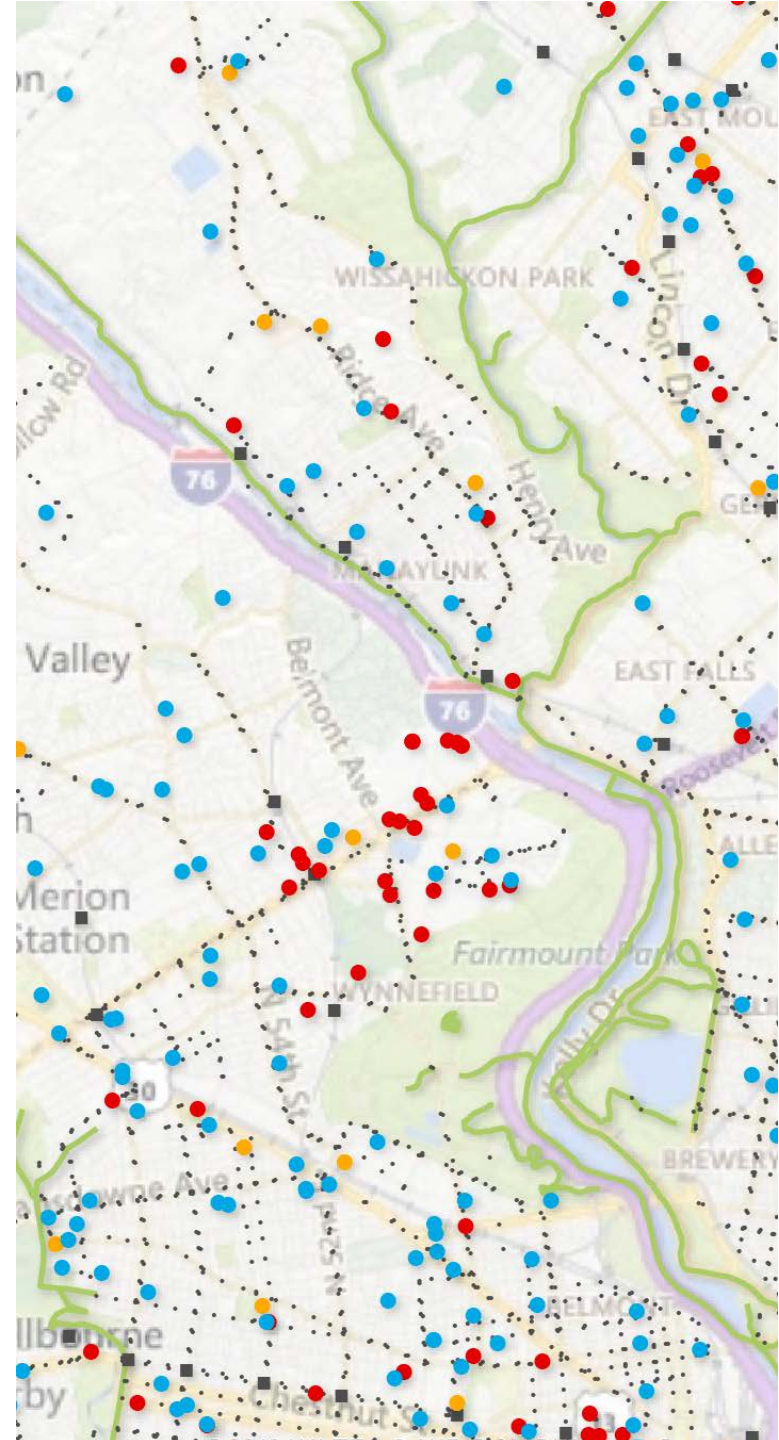
- Difficulty meeting service demand for vulnerable populations; existing routes and vehicles are not flexible enough
- Funding is scarce, inflexible, and information about sources is not well known or centralized
- Difficult to find partners to help fund projects where a local match is required





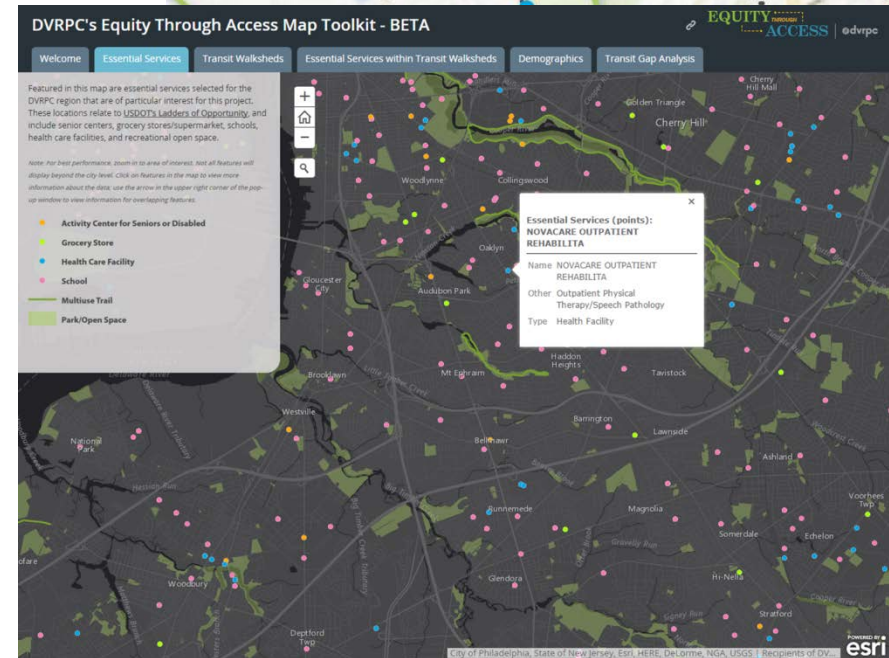
# BRIDGES

- Create data resources
- Plan more connected transportation networks
- Improve outreach and communication
- Encourage flexible/new funding



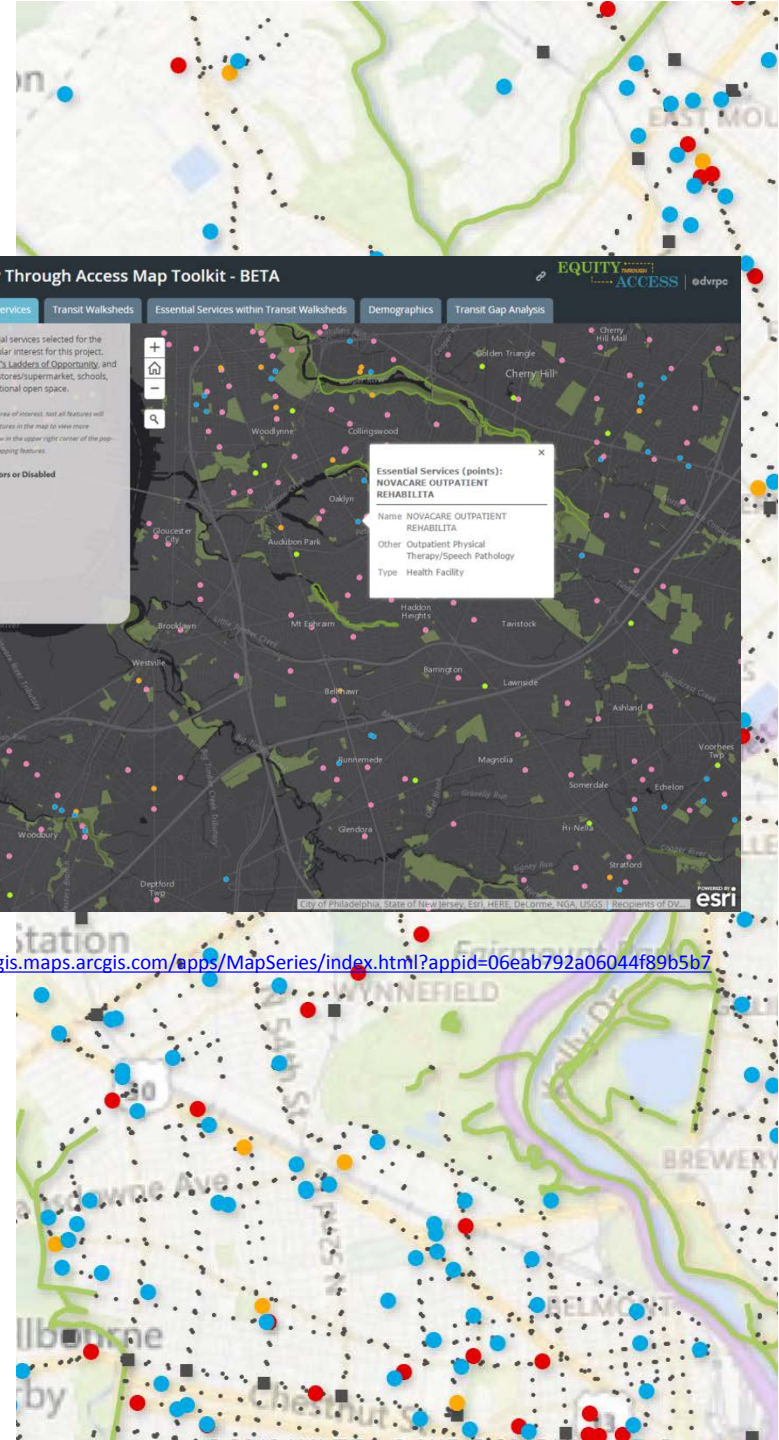
# BRIDGES: CREATE DATA RESOURCES

- Develop more planning and mapping tools to help with projects
- Create new datasets to bridge knowledge gaps
- Enhance the ETA map toolkit
- Encourage new platforms for developing and dispensing data
- Provide trainings on how to use data and map toolkits



Source:

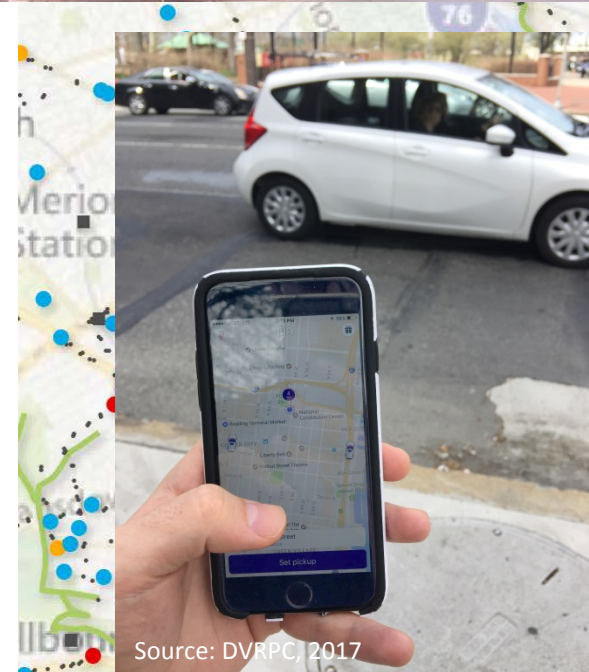
<http://dvrpcgis.maps.arcgis.com/apps/MapSeries/index.html?appid=06eab792a06044f89b5b7fadeef660ba>





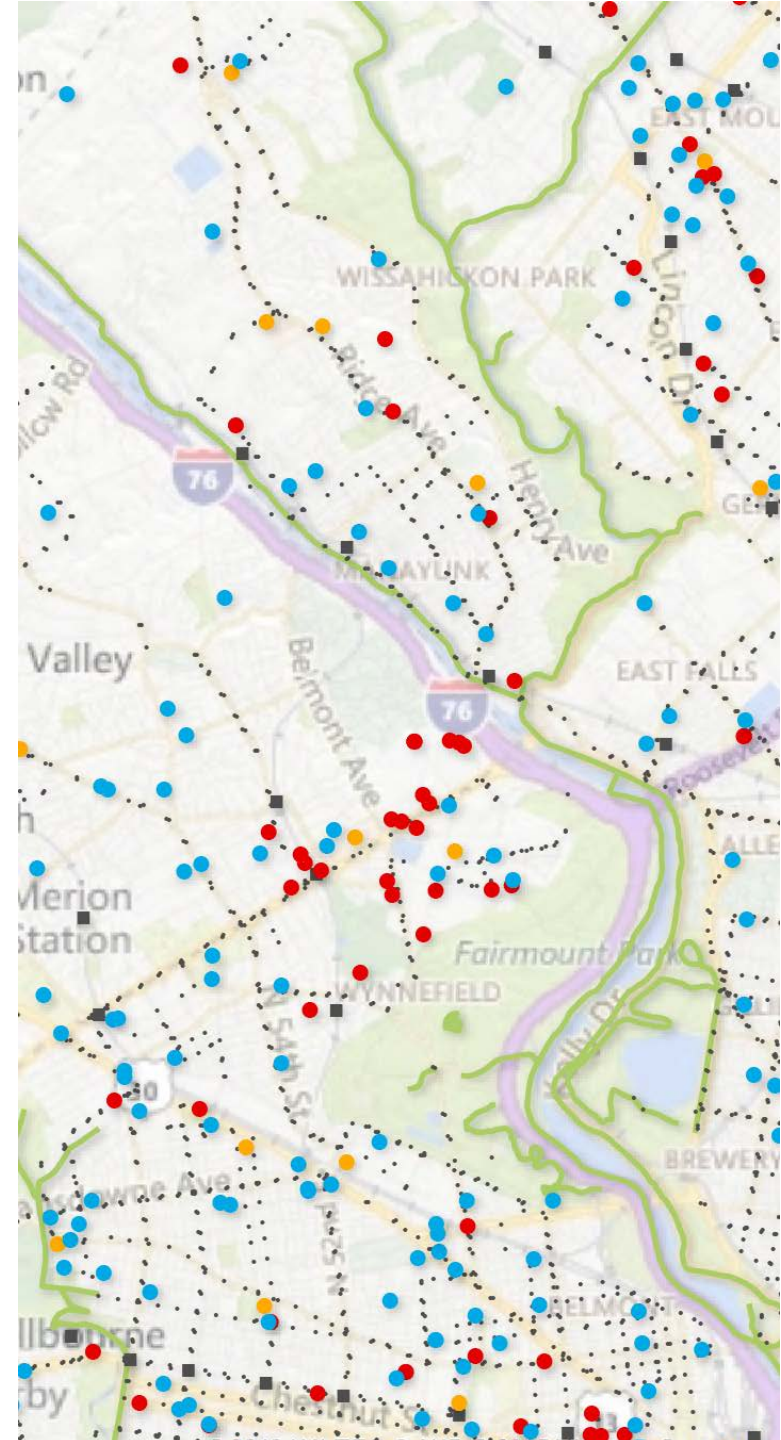
## BRIDGES: PLAN MORE CONNECTED TRANSPORTATION NETWORKS

- Improve and diversify transit services and prioritize on-demand service
- Support the deployment of new technology to enhance connectivity and coordination
- Encourage development around transit
- Support Complete Streets and connective sidewalk networks in all communities, especially those with vulnerable populations



## BRIDGES: IMPROVE OUTREACH AND COMMUNICATION

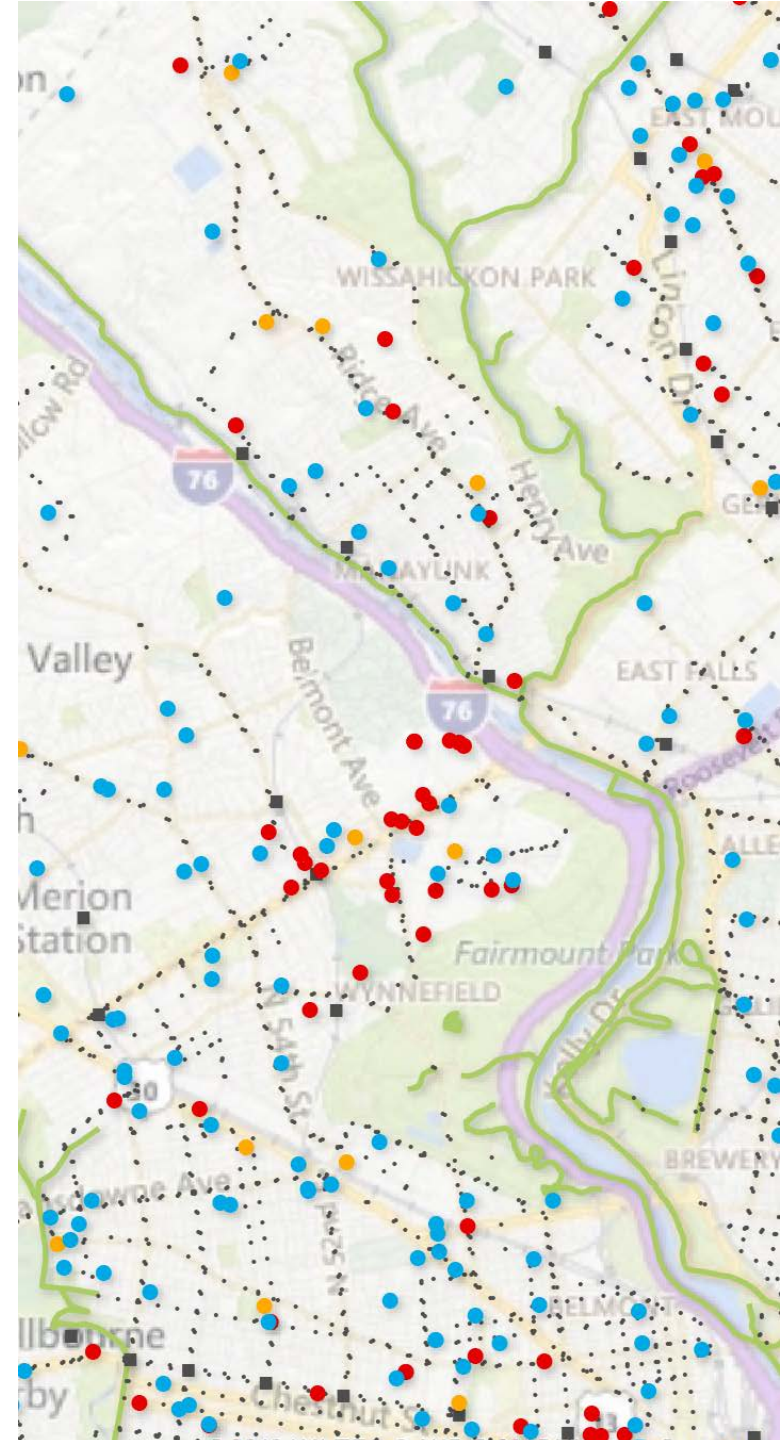
- Use multiple outreach tools, tailor materials, and put more funding toward marketing that matches values to message
- Directly engage with target populations
- Improve communication and data sharing between transit providers and planning /human services organizations
- Expand and refine methods for teaching people how to access and use public transit





## BRIDGES: ENCOURAGE FLEXIBLE/ NEW FUNDING

- Encourage more flexibility in funding/ matching by sharing information about best practices
- Encourage creativity in the mixing of funding sources

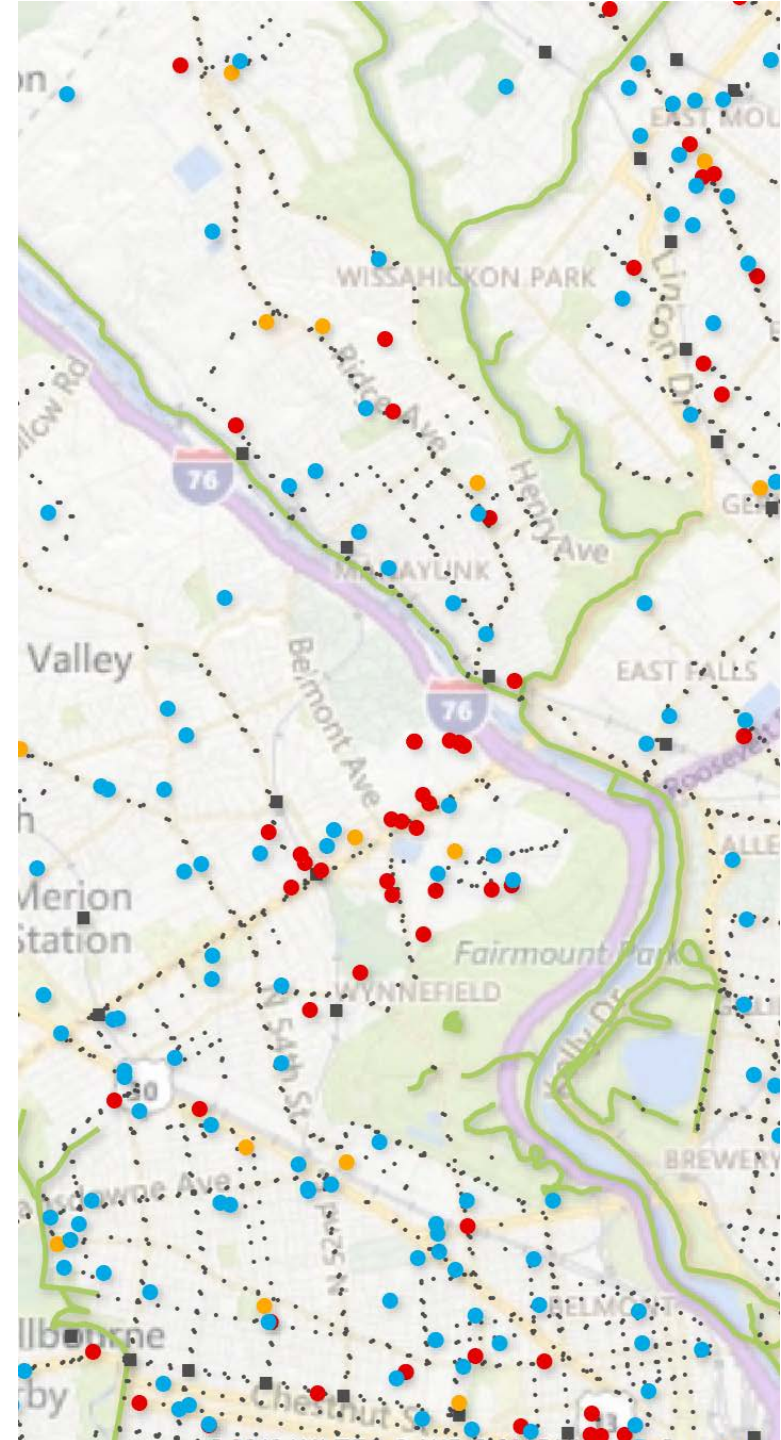


## GAPS

- Data
- Missing infrastructure
- Information
- Service and Funding

## BRIDGES

- Create data resources
- Plan more connected transportation networks
- Improve outreach and communication
- Encourage flexible/new funding





# EQUITY ← THROUGH → ACCESS

To follow along or to get involved:

[www.dvrpc.org/ETA](http://www.dvrpc.org/ETA)

