



# 30 GVF

*Mobility Planning during  
COVID-19:  
Reimagining the Future*

Presented by: Maureen Farrell,  
Deputy Executive Director, GVF



A photograph of a city street at dusk. In the foreground, a large electronic sign displays the text "STAY HOME AND LIMIT TRAVEL" in bright orange LED lights. The sign is mounted on a pole. To the left of the sign, a vertical street sign reads "676 W O". In the background, there are several buildings, including a prominent white building with a clock tower on the left and several modern skyscrapers on the right. The sky is a dark blue-grey color, and some streetlights are visible. The overall scene is a city street during the evening hours.

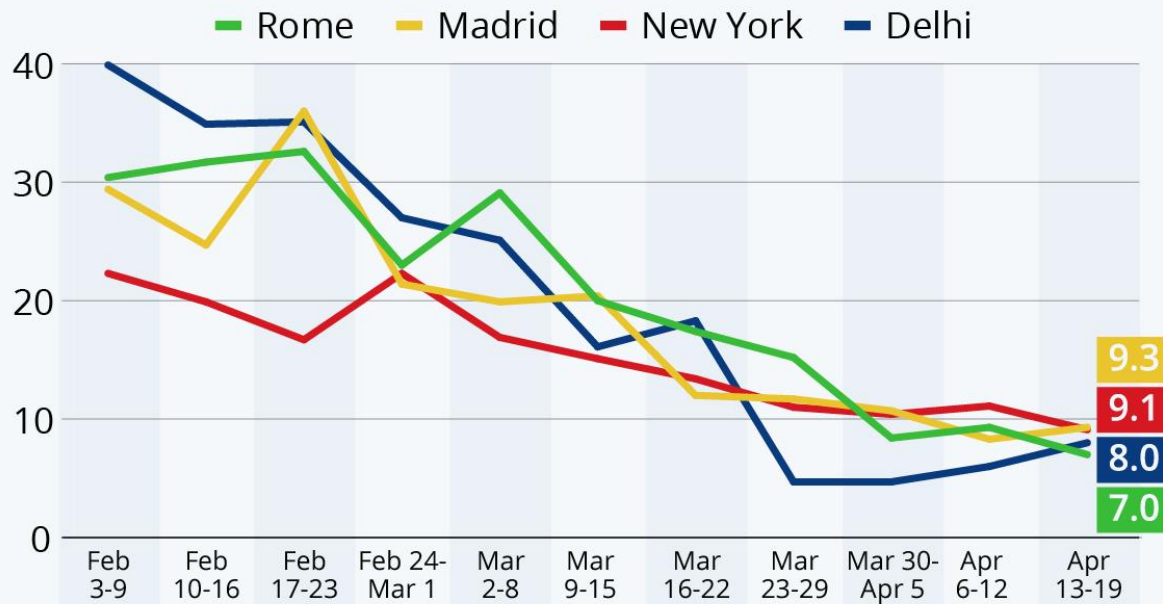
STAY HOME  
AND  
LIMIT TRAVEL

**COVID-19**

**STAY AT HOME ORDER**

# COVID-19 Improves Air Quality in Just Three Months

Weekly average concentration of NO<sub>2</sub> in the air in selected cities (Feb-Apr 2020)\*



Central locations

\* 95 percent of NO<sub>2</sub> in the air is caused by fossil fuel combustion

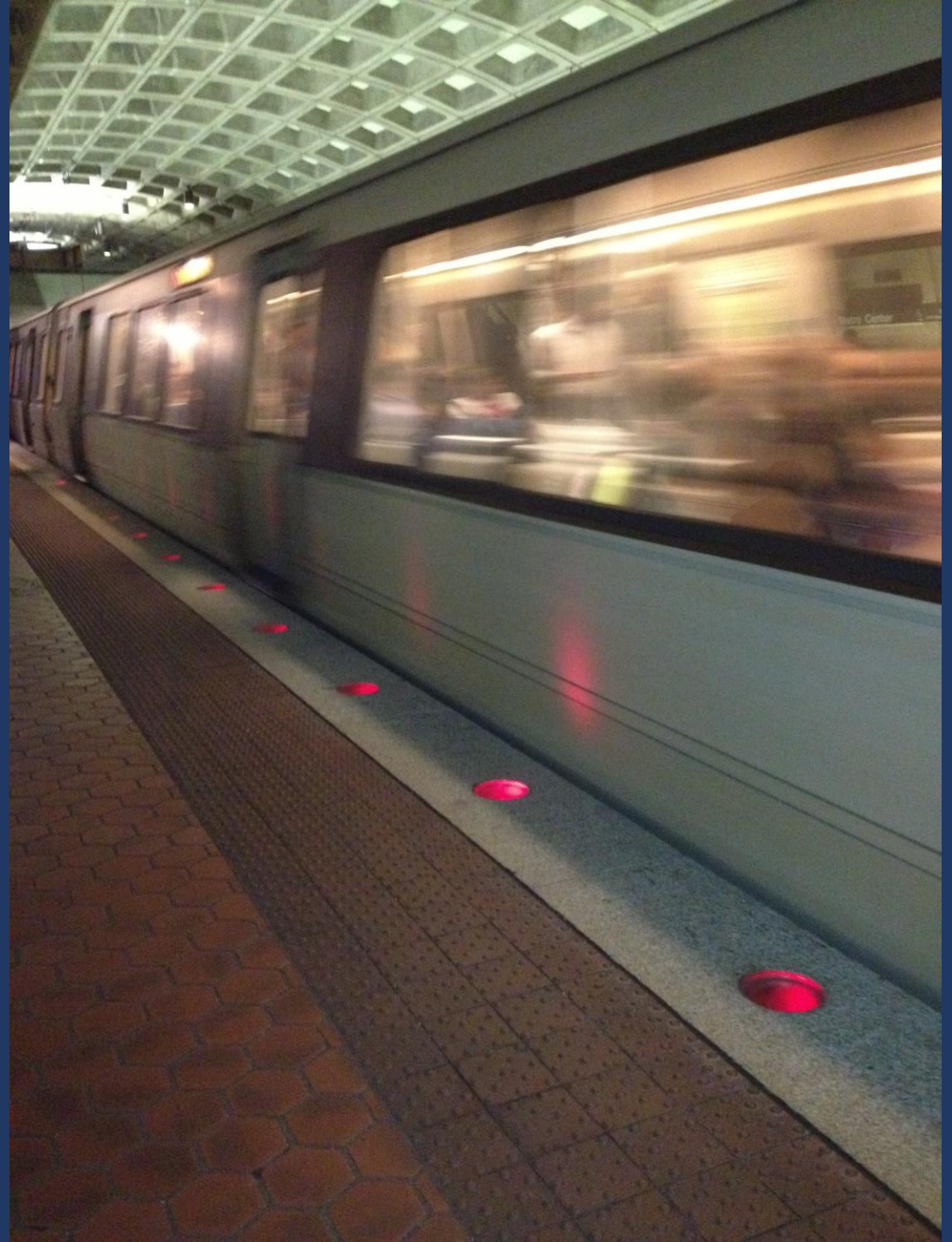
Source: World Air Quality Index (WAQI)




Evidence has shown that exposure to air pollution [can increase susceptibility](#) to and exacerbate respiratory illnesses, particularly in urban areas. Research is mounting on the ways that poor local air quality [may be linked](#) with adverse health outcomes from COVID-19. A recent study found that [areas in the Netherlands](#) with more air pollution have greater caseloads and hospitalizations from COVID-19, while another found a similar relationship with [adverse health outcomes in China](#), and another between air pollution and [the spread of COVID-19 in Italy](#). An earlier [Harvard study](#) found that long-term exposure to an additional 1 microgram per cubic meter of fine particulate matter was associated with an 8% increase in death rates from COVID-19.

# Mobility Planning during COVID-19

- Is CRITICAL!
- Mobility has changed dramatically for communities and businesses during COVID-19
- This is an opportunity to reimagine how we move throughout our cities, towns, company's business models
- It's an opportunity to press 'RESET'







If everyone drives alone to work, this results in parking and congestion issues, which will lead to poor quality of life!

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# About us



- 30+ years, TDM expert, nonprofit
- First Transportation Management Association (TMA) in PA (located 20 miles outside of Philadelphia)
- Advocacy | Partnership | Innovation

## Our Awards:



OUTSTANDING TMA



8 TIME RECIPIENT



MARKETING &  
OUTREACH



TRICOUNTY AREA  
CHAMBER OF COMMERCE

ENVIRONMENTAL  
IMPACT AWARD





# Glimpse of our Partners



# GVF's 501 c 3 Foundation: Communities in Motion



[About](#) [TDM](#) [News](#) [Events](#) [Contact](#)

## Donate Today

For over 30 years, we have provided transportation options for people other than driving alone. We have worked to expand our trail network, implement bike lanes, expand and enhance public transit, install over one hundred bus shelters, offered education and training on carpooling, vanpooling, and how to work from home.

Your contribution will help to enhance our region's connectivity, which will ultimately improve the quality of life for all.

[Donate](#)



[www.movingyou.org](http://www.movingyou.org)



GVF has two subsidiary organization:



82 Alliance

GVF's newly formed mobility think tank, *The 82 Alliance*, is dedicated to reimagining how we move our cities, towns and people.

Visit [www.82alliance.com](http://www.82alliance.com) for more information



## Commute+ Reimagined

Earlier this month, President & CEO, Rob Henry participated in the first webinar of the Commute+ Reimagined series discussing the challenges and opportunities that will come along with commuting as workplaces reopen.

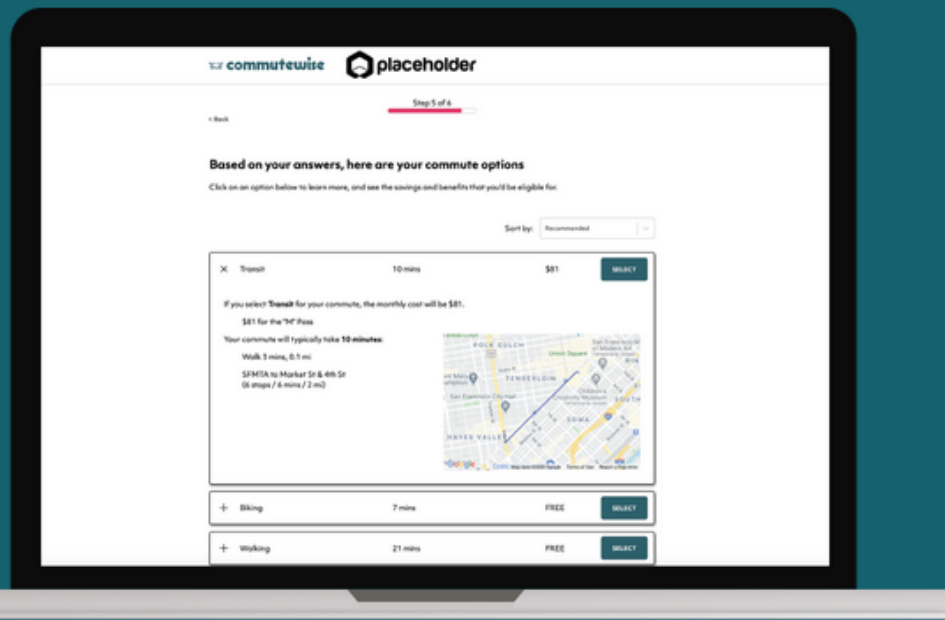
The full webinar is available on this page.

TRANSIT SCREEN

# Has COVID-19 Forever Changed Rush-Hour Traffic Patterns?

*The nearly overnight shift to remote working situations had a broad impact on commutes across the country, but the changes have also raised questions when it comes to planning for the future of transportation.*

BY SKIP DESCANT / OCTOBER 20, 2020



## FEATURES



### CUSTOMIZED OFFERINGS

Deliver an experience fully curated to fit your company's commute program.



### QUICK SELECTION

Have employees choose a commute and sign up for benefits in minutes.



### SIMPLE ONBOARDING

Create a smooth experience for new employees, fully engaging them.



### INCREASED ENGAGEMENT

Help with awareness about and adoption of your program's benefits.



### AUTOMATED COMMUNICATION

Save time on manual and repetitive employee benefits outreach.



### ONGOING SUPPORT

Keep up with major life changes such as moving homes or offices.

*CommuteWise can be modified to showcase your unique offerings.*

# Expert warns of 'Coronavirus Carmageddon' if returning workers avoid mass transit

*"Traffic could come to a standstill."*

By [Gio Benitez](#) and [Mina Kaji](#)

June 15, 2020, 12:12 PM • 5 min read

future tense

## Cities Have a Small Window to Save Themselves From Cars

Everyone is reconsidering their transportation mode right now. Automobiles don't have to win.

By DAVID ZIPPER

MAY 14, 2020 • 6:00 AM





**E&E**NEWS

PUBLIC HEALTH

# **There Is Little Evidence That Mass Transit Poses a Risk of Coronavirus Outbreaks**

A major drop in public transit use coincides with concerns about reducing air pollution that can exacerbate lung conditions

# SEPTA Releases COVID-19 Pandemic Recovery Plan



News Radio & Podcasts TV Arts Events Education Q

CORONAVIRUS PANDEMIC

## 'Would you like a mask?' SEPTA social distancing coaches encourage safety, avoid conflict



By Michaela Winberg - August 13, 2020



Jessica Mangold (left) and Leon Vaughn (right) are SEPTA social distancing coaches who hand out masks and encourage

## SEPTA To Extend Social Distancing Coaches Program Through November

*Designed to Promote Safe & Healthy Habits for Travel During COVID-19 Pandemic*

October 1, 2020





# SEPTA's Action Plan for Safe Return to Travel

## 1. ENHANCING CLEANING AND SANITIZING



Efforts include sanitizing every vehicle at least twice a day; sanitizing high-touch surfaces on trains, buses, trolleys and facilities; reallocating resources to work around the clock cleaning, disinfecting, and overnight power washing all open stations; utilizing EPA recommended products. SEPTA is also improving air filtration on buses and trolleys by leaving roof hatches open for better airflow in good weather and changing air filters more frequently.

## 2. TESTING AND EVALUATING INNOVATIVE CLEANING SOLUTIONS AND PROCEDURES



We are coordinating with our industry peers and experts to test and evaluate emerging sanitizing technology. Only products and/or products that meet our rigorous testing standards will be added to SEPTA cleaning protocols.

## 3. INCREASING AND ADAPTING SERVICE



As shelter-in-place and business closure restrictions ease in the region, SEPTA has expanded service to reduce crowding and allow for social distancing. Schedules may be modified to spread service more equally throughout the day to accommodate those who can travel at less crowded times. View current schedules here <http://septa.org/schedules/>. We're having conversations with our partners in the region to address anticipated new work norms. Instead of traditional morning and evening peak travel periods, achieving effective social distancing is easier if we "flatten the peak" by encouraging that commutes be spread throughout the day.

## 4. REQUIRING AND PROVIDING FACIAL COVERINGS



As more people return to traveling on SEPTA, we want to make sure they feel safe and comfortable. All SEPTA employees are required to wear masks or face coverings. Riders are also required to wear masks not only to protect themselves but also other riders, operators, and train crews. The CDC recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain and riders have made it clear that requiring facial coverings is a priority for them to feel safe returning to riding public transit. While masks are now readily available, customers are encouraged to call 215-580-7800 or visit any SEPTA Customer Service Office or Railroad Passenger Services for assistance in finding where to obtain a mask.

## 5. SOCIAL DISTANCING INITIATIVES



SEPTA has installed decals on seats and floors to indicate appropriate customer spacing. We're adding similar signage and indicators in stations and on platforms to remind customers to maintain a safe distance from one another. To give riders more room, SEPTA reintroduced longer articulated buses. We are asking customers to exit buses and trolleys from the rear doors to maintain distance between operators and other riders who are boarding and paying their fares.

## 6. PRIORITIZING THE HEALTH OF OUR EMPLOYEES



SEPTA provides masks, neck gaiters, gloves, and hand sanitizer on an ongoing basis to every employee who needs them to ensure they have the required equipment. We have implemented social distancing protocols at all work locations including shops, districts, and crew facilities. Operator barriers have been installed on all in-service vehicles to reduce their risk of exposure to the virus. SEPTA has implemented temperature checks and free COVID-19 testing for employees at various work locations.

## 7. STEPPING UP COMMUNICATION TO OUR CUSTOMERS



Our COVID microsite <http://septa.org/covid-19> provides up-to-date content and the latest information to our customers. We are also utilizing all our social media accounts on Facebook, Instagram, and Twitter to update customers on the latest SEPTA COVID announcements and service impacts. We are beginning the process of a full website overhaul to ensure we can update our website more quickly and in a more streamlined fashion in the future. Robust traditional communication channels via phone at 215-580-7800 and online webform are monitored during expanded business hours seven days a week.

## 8. LEVERAGING TECHNOLOGY TO IMPROVE THE CUSTOMER EXPERIENCE



SEPTA will soon be installing additional automatic passenger counters for all of our vehicles, which will allow us to provide real-time vehicle crowding information to customers. We're also developing new tools to improve real-time arrival information, including more accurate predictive arrival times. This enhanced information can help customers make more informed decisions on when, how, and where to travel to avoid crowding.

## 9. MORE OPPORTUNITY FOR CONTACTLESS PAYMENT WITH KEY



To reduce contact during our customers' travel experience, we are going to take advantage of the full functionality of our SEPTA Key Card. Minimizing use of cash for fare payment will protect both customers and employees. More details on all the convenient ways to obtain a key card can be found at [www.septa.org/key](http://www.septa.org/key)

## 10. PLANNING FOR WHAT'S NEXT



To respond to changing situations and timelines, we have mapped out a collaborative process to plan for what's next - involving our employees, customers, and stakeholders. We recognize our need to adapt to various scenarios and know this is an opportunity for SEPTA to not only support the region in its recovery but reevaluate every aspect of our business. We will be starting with a customer survey, expected to be released soon. Continue to check [www.septa.org/covid-19](http://www.septa.org/covid-19) regularly for ways to participate in this planning effort.

#WeRideOn

Requiring all customers and employees to wear face coverings.



Continuing the use of EPA-approved disinfectants to kill germs, and cleaning and sanitizing vehicles a minimum of twice daily.





## SEPTA CHANGES BIKE POLICY





Sam Kittner/Mobility Lab

## Public Transit Faces COVID Challenges but Can Boost Community Resilience

- Municipalities have reconsidered how much public space they give to automobiles and experienced the benefits street space can provide the public when it's not filled with cars.
- Employers have realized that telework programs can boost their organizations' performance while their employees have reclaimed time and flexibility in their workdays.
- But public transit will take a long time to recover from this

**COVID is pushing cities to quickly plan everything from pop-up bike lanes, temporary parklets, and transit recovery services to keep residents safe and moving.**



In Dallas, non-profit Better Block built a temporary parklet in a day to help with distancing. JASON ROBERTS, BETTER BLOCK FOUNDATION

## Seattle will permanently close 20 miles of residential streets to most vehicle traffic

May 7, 2020 at 2:58 pm | Updated May 8, 2020 at 7:09 pm





## Tell the City of Philadelphia: Close MLK Drive to Motor Vehicles



111%

**1,108**  
Supporters

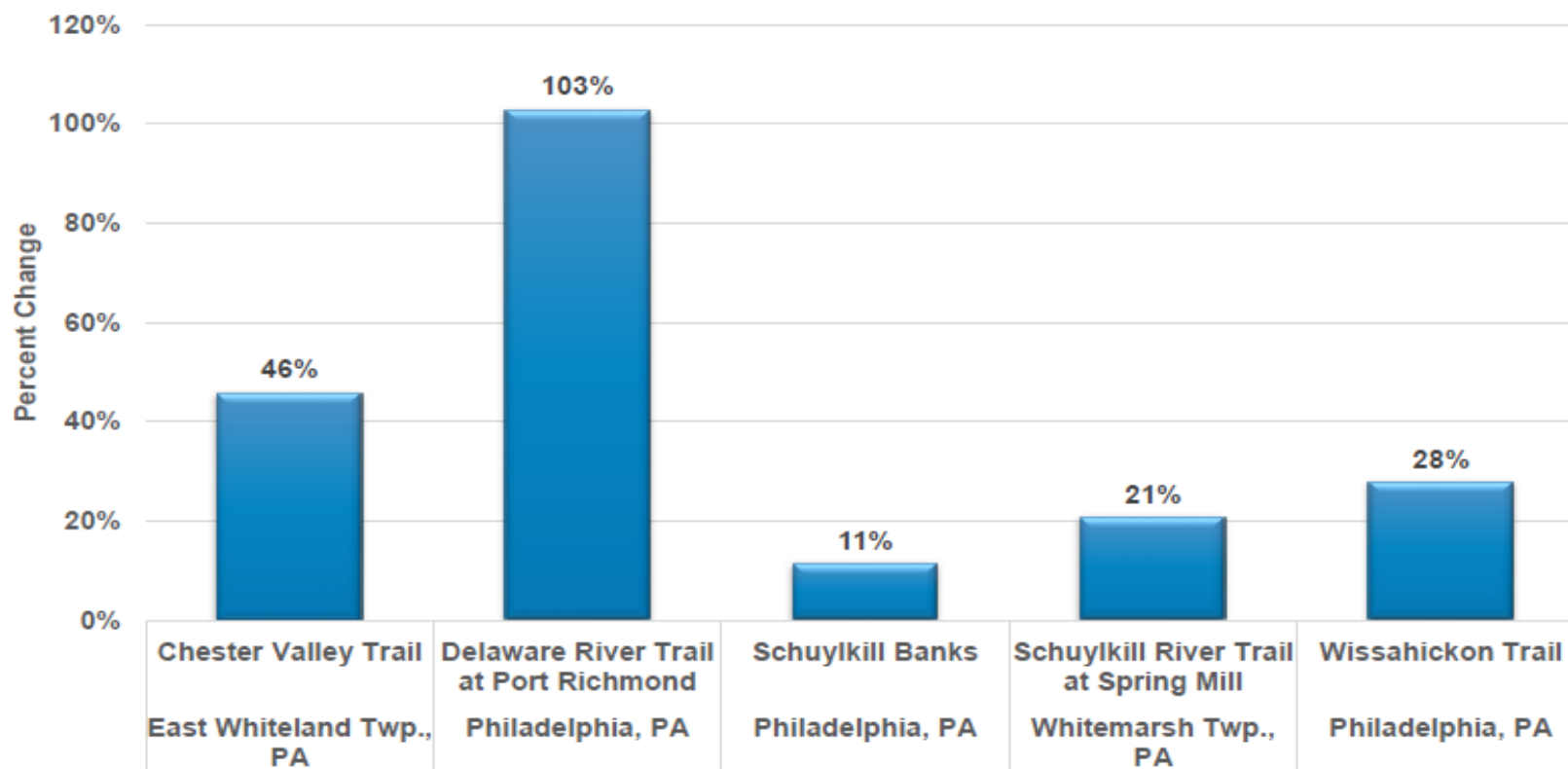
**1,000**  
Goal





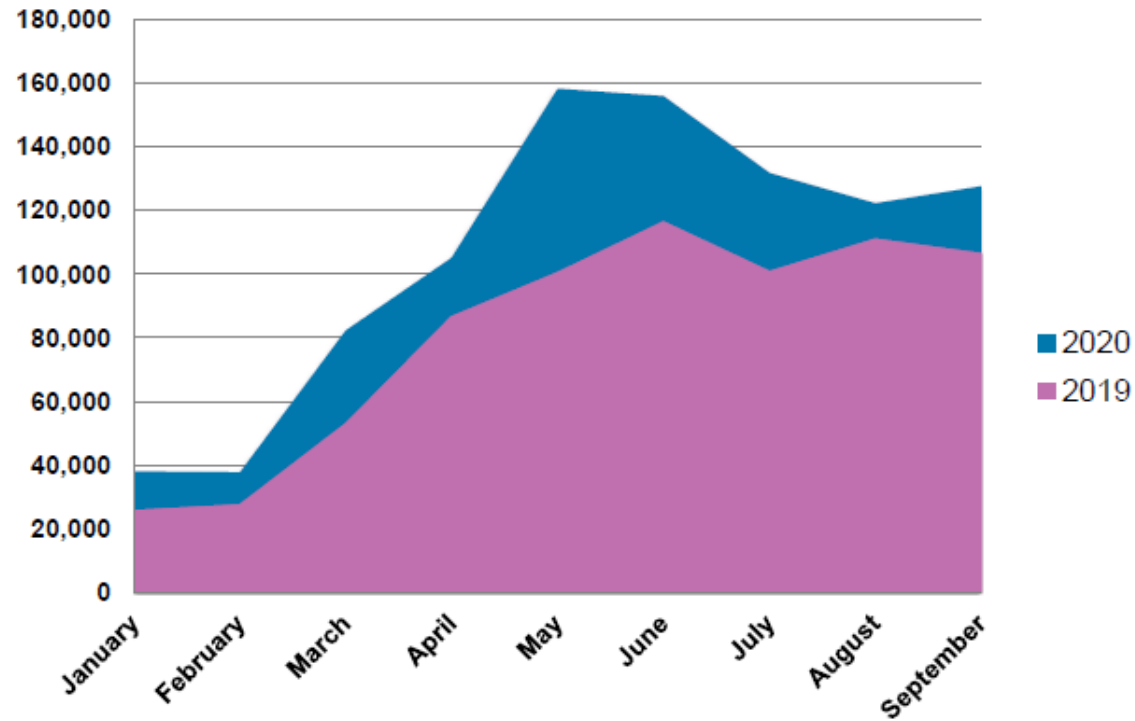


## March-Sept 2020 vs. March-Sept 2019





## March-Sept 2020 and March-Sept 2019



Note: Data shown in this chart is from the four permanent counting locations in Pennsylvania (Chester Valley Trail, Delaware River Trail at Port Richmond, Schuylkill River Trail at Spring Mill, and Wissahickon Trail) that were able to be compared for the same time period between 2019 and 2020



# What is Transportation Demand Management (TDM)?



# TDM Strategies: Public Transit & Last Mile Connectors



# TDM Strategies: Carpooling, vanpooling, commuter benefits



# TDM Strategies: Bike & Pedestrian Infrastructure



# REIMAGINING COMMUNITIES



# REIMAGINING COMMUNITIES



# TDM Strategies: Work from Home / Teleworking

- **Establish a telework policy**
- **Communication**
- **Reporting/ check-ins**



# COMMUTER RESOURCES



### SEPTA Releases COVID-19 Pandemic Recovery Plan

September 10, 2020



Today (Tuesday, September 8, 2020) SEPTA released its COVID-19 **recovery plan**, which includes a comprehensive look at lessons-learned so far through the pandemic, and a framework for moving ahead in this challenging environment. **"SEPTA – Move Better Together"** demonstrates how teams at SEPTA are planning scenarios based on projections for the pandemic, the econ...

[READ MORE](#)

### Is a Federal Greenway Act What the U.S. Needs to Recover from COVID-19? - Streetsblog

September 10, 2020



A segment of the Midtown Greenway in Minneapolis. Source: Creative commons.

In effort is underway to build a national network of connected walking and cycle infrastructure — and the organization behind it says a \$10 billion federal investment in the project would help the country rebound from the economic ravages of COVID-19 in a way that highway spending never could. Representatives from more than 160 organizations across America si...

[READ MORE](#)

Wearetdm.com provides the latest and most up to date transportation information. It also shares alternative transportation options to driving alone.

### Chester Valley Trail improvement unveiled in Exton - Daily Local News

September 4, 2020



Cutting the ribbon on the two projects are state Sen. Andy Dinniman, Juggan, Chester County Commissioners Josh Maxwell and Karen Holsinger, Interim Regional Supervisor Thomas Landolt, Kit Kumbhakar, County Commissioner Michele McMillen, Township Manager Mimi Gleason, Township Director of Public Works Ted Olson and Steven Hoffman, Main Street of Exton developer on the back.

Township and County officials celebrated the completion of two projects Wednesday to make traveling on foot or bicycle in Exton safer and more convenient. They are the Route 100 multi-modal trail extension between Exton station and the Chester Valley Trail and signal upgrades and crossing improvements to the Chester Valley Trail where it crosses Route 100. Whi...

[READ MORE](#)

### SEPTA Temporary Bike & Ride Policy Change

September 9, 2020



SEPTA is proud to be a bicycle friendly transit system and encourages bicyclists to use our services to complete journeys to work or to explore our great region. SEPTA's vision is to be the region's preferred choice for transportation. To achieve that vision SEPTA must continually adapt to the region's evolving mobility needs, finding new ways to support mult...

[READ MORE](#)



PRESS RELEASES PROJECT UPDATES TRAFFIC CAMERAS RESOURCES CONTACT



### PRESS RELEASES

I-76 OVERNIGHT LANE CLOSURES SCHEDULED FOR REPAIR AND RESURFACING OPERATIONS IN MONTGOMERY COUNTY  
July 6, 2017

### PROJECT UPDATES

MATLACK ST. TO DE BORDER  
U.S. 30 TO MATLACK ST.

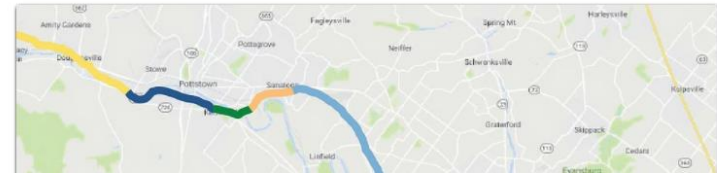


422improvements.com  
Welcome to 422improvements.com. Capacity and safety improvements await the U.S. 422 corridor community as PennDOT moves into the seventh year of the planned improvements for this important artery for our region within Montgomery and Chester Counties... [more](#)

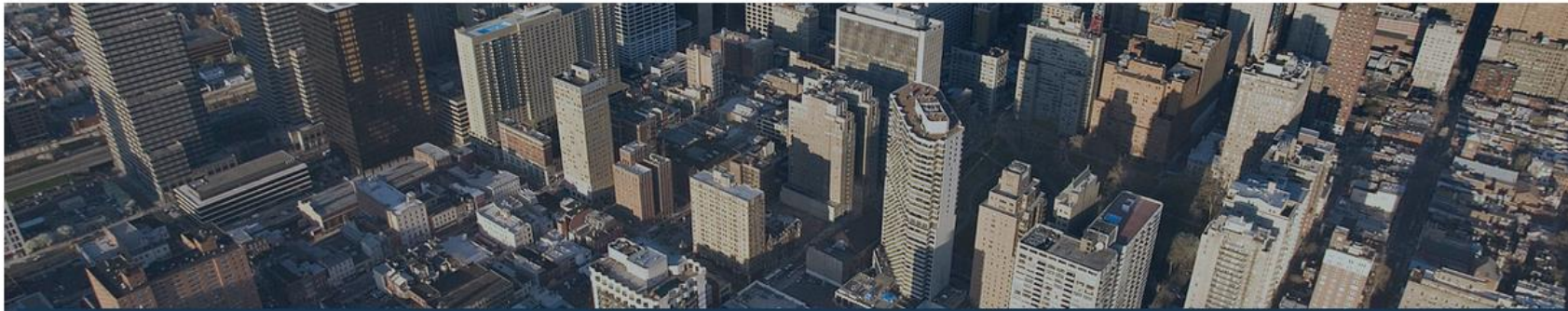
MAPS & DOCUMENTS  
CONTACT US

### NEWS

U.S. 422 West Reduced to Single Lane Next Week, Next Weekend for Construction in Limerick Township



# PHILLYTRAFFIC | YOUR COMMUTE REGION



Latest News: I-76 Lane Closures at Night Next Week for Fiber Optic Installation

# Find Trails

## On This Page

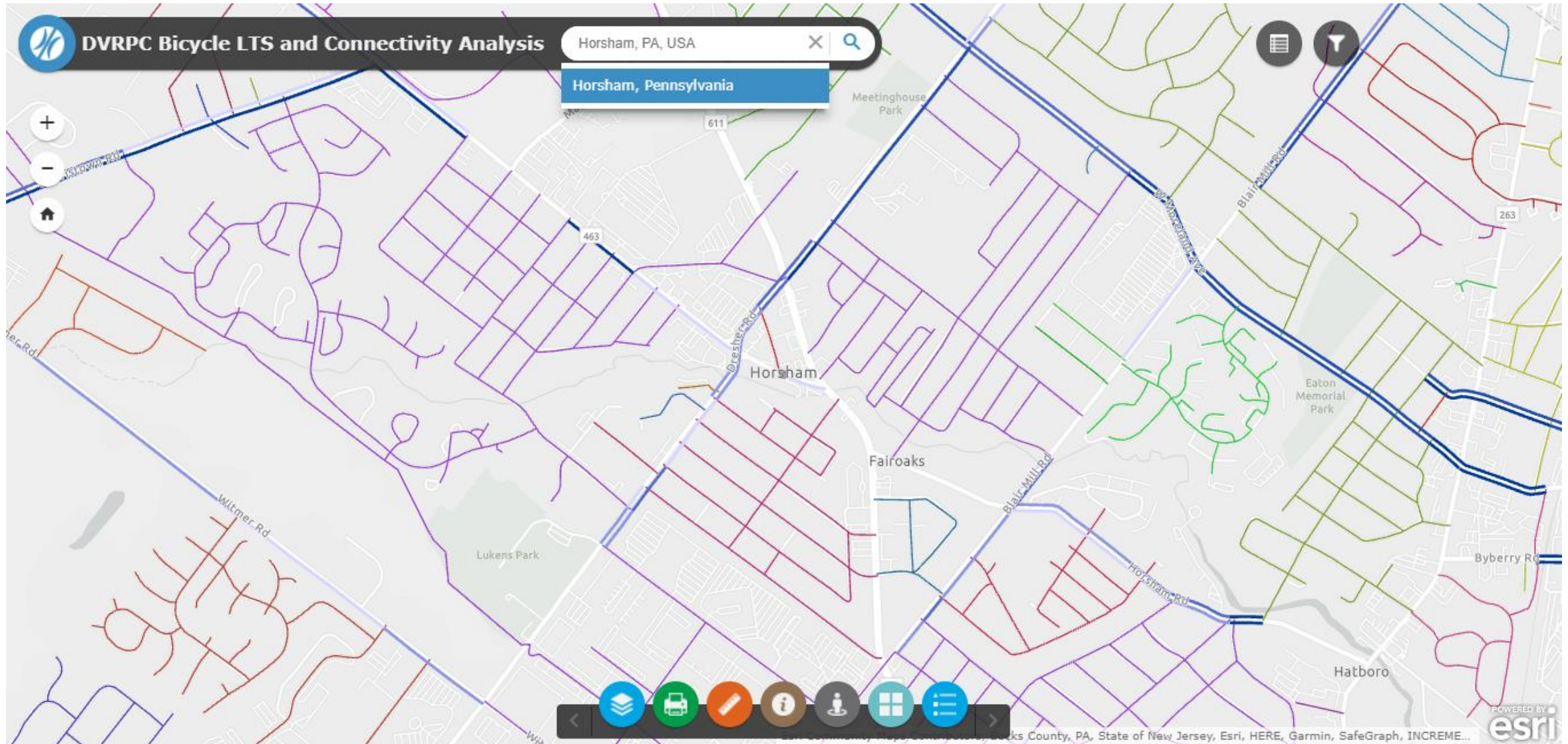
- 1 TRAIL FINDER
- 2 ITINERARIES
- 3 TRAIL TIPS

Find your trail on the Circuit among 100s of miles of interconnected trails in the Greater Philadelphia region, providing endless opportunities for recreation and commuting.

<https://circuittrails.org/find-trails>

# Safe Biking Routes

[www.dvrpc.org/webmaps/BikeStress/](http://www.dvrpc.org/webmaps/BikeStress/)





Employees who work in Southeastern Pennsylvania (Bucks, Chester, Delaware, Montgomery, or Philadelphia counties), can find alternative ways to get to and from work with Share-A-Ride

[Click Here for Share-A-Ride ridematching in PA!](#)



**Good for Commuters:**

Sharing costs saves money  
Insurance costs can go down

**Good for Employers**

Encouraging shared commutes can save a company money on parking leases or maintenance and insurance  
Your employees will get to work on time more often, and take fewer sick days (really!)

**Regional Commuter Services in Greater Philadelphia**



We help employers, too!



Tax-break for transit riders



Emergency Ride Home



Calculate your commute costs



*In it together*

*We will get through  
this*





[gvftma.com](http://gvftma.com)



The 82  
Alliance

[82alliance.com](http://82alliance.com)



COMMUNITIES  
*in* MOTION

[movingyou.org](http://movingyou.org)

**THANK YOU!**

Maureen Farrell, Deputy Executive Director

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