

Broad Germantown and Erie

Transportation Safety Project

Community Meeting for Feedback
October 23, 2019



VISION ZERO

CITY OF PHILADELPHIA

What Is Vision Zero?

A policy that states clearly that traffic deaths are preventable and unacceptable.

CORE PRINCIPLES:

- Human life takes priority over mobility;
- Human error is inevitable and unpredictable;
- People are inherently vulnerable and speed is a fundamental predictor of crash survival;
- Safe street design, education, and enforcement are essential contributors to a safe system.

VISION ZERO GOALS



Save lives by reducing the number of severe traffic crashes on Philadelphia streets



Improve the overall performance of the street system, and prioritize those using our streets who are most vulnerable



Reduce Philadelphians' risk for developing chronic diseases by promoting active transportation



Shift trips from motorized to active modes of transportation to reduce congestion, improve air quality, and improve health

VISION ZERO PRIORITIES

EQUITY

Identify equitable solutions developed on behalf of all Philadelphians

EVALUATION

Evaluate Vision Zero efforts to prioritize investments and ensure resources are being used effectively

ENGINEERING

Engineer streets to reduce risk of crashes

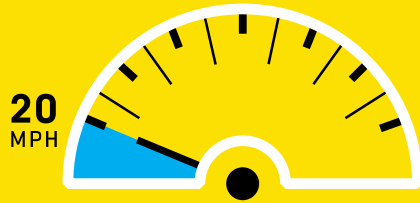
EDUCATION

Educate Philadelphians to promote a culture of safe driving, walking, and biking

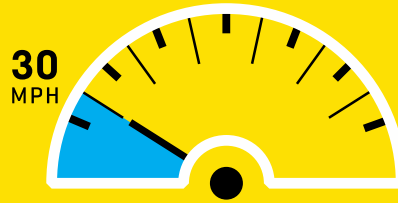
ENFORCEMENT

Enforce traffic laws to reduce and prevent unsafe roadway behaviors

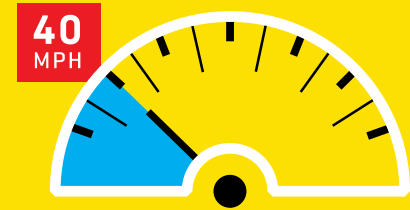
WHEN A PERSON IS HIT BY A DRIVER AT...



1 OUT OF **10** DIE



5 OUT OF **10** DIE



9 OUT OF **10** DIE

Slowing down saves lives.



**VISION
ZERØ**

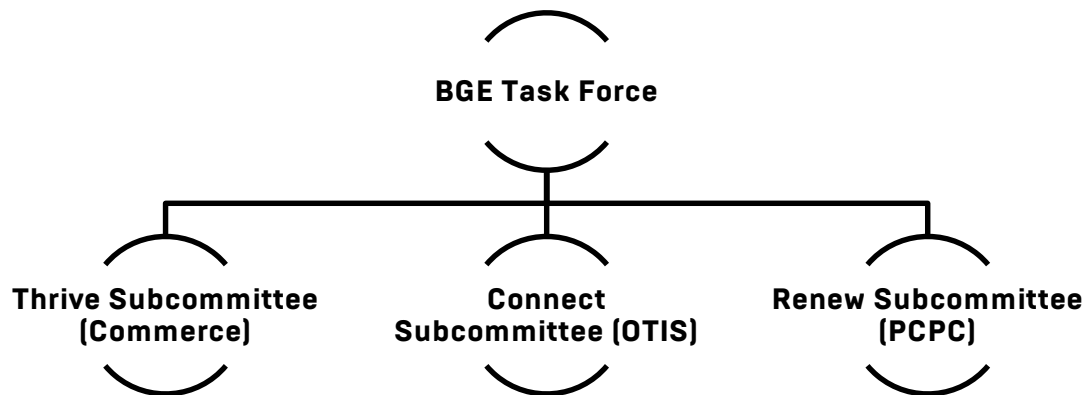
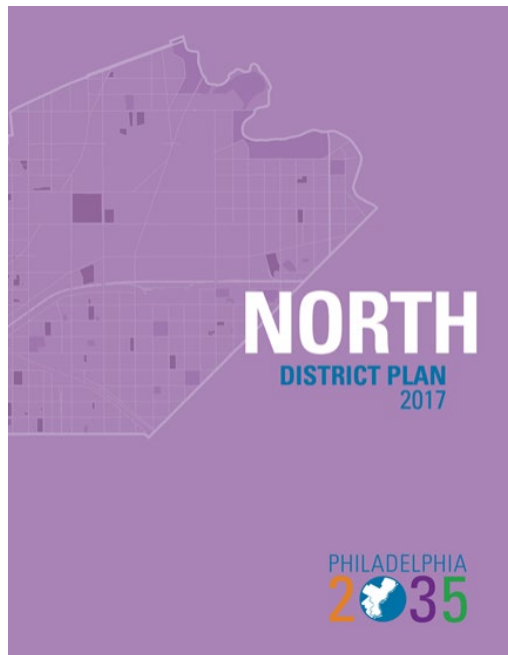
CITY OF PHILADELPHIA

**OUR CITY AND OUR
FAMILIES DESERVE
SAFER STREETS.**

Zero traffic deaths by 2030.

Transportation Safety Project at Broad, Germantown, and Erie

District Plan & Task Force



Ongoing Efforts

Many projects and programs are being coordinated by City of Philadelphia agencies at Broad, Germantown, and Erie, such as:

- Commercial corridor façade improvements
- New commercial businesses opening on corridor
- Old trolley track and pole removal
- Workforce initiatives underway
- Philly Free Street brought thousands to North Broad Street in summer 2018 and 2019
- Additional cleaning of the intersection
- Convening of the BGE Task Force and Subcommittees
- Coordination with future Erie BSL Station elevator project
- Installation of security cameras to monitor activity in real-time
- Coordinating with future improvements to the PPA parking lot (Germantown and Venango)

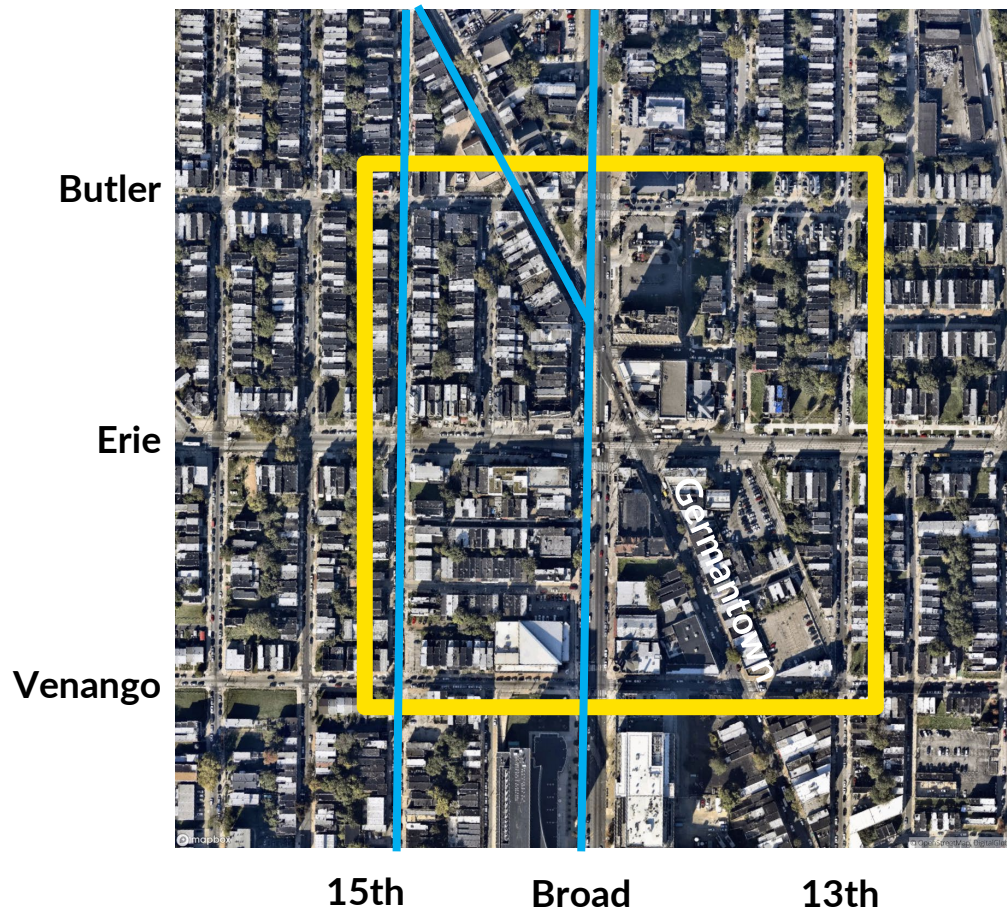
Purpose of Transportation Study:

Create **safe streets** that will **connect people to the shopping district** with **intuitive transit** and a **comfortable pedestrian environment**.

Project Area

- Erie Avenue, 15th to 13th Streets
- Broad Street, Butler to Venango Streets
- Germantown Avenue, Butler to Venango Streets

Broad, Germantown, and 15th Streets are on the City's [High Injury Network](#)



7 Key Intersection Conditions

Germantown diagonal crossing is 280' feet – nearly the length of a football field.

This causes traffic to block Broad Street and Erie Avenue.

The Germantown crossing breaks up the timings of the North Broad Street signals

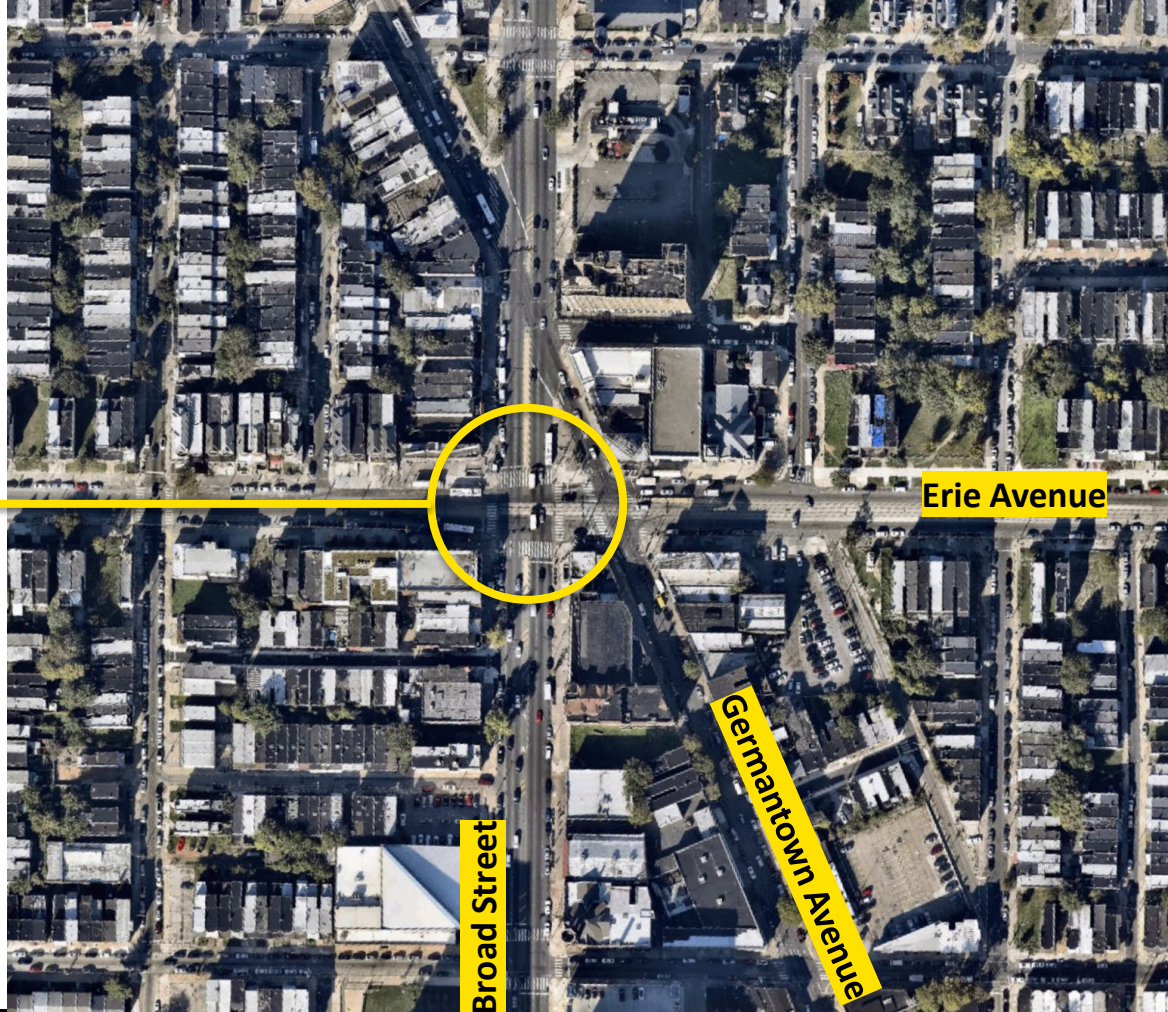


Erie Station on the Broad Street Line is the 2nd busiest BSL stop in North Philadelphia.

8,000 people per day travel through the station.

The station does not currently have an elevator.

Thousands of people transfer between buses and the subway every day.



H/XH Bus layover space is too small for 125 buses each day.

Buses block the bike lane and cars park illegally in the bus zone.

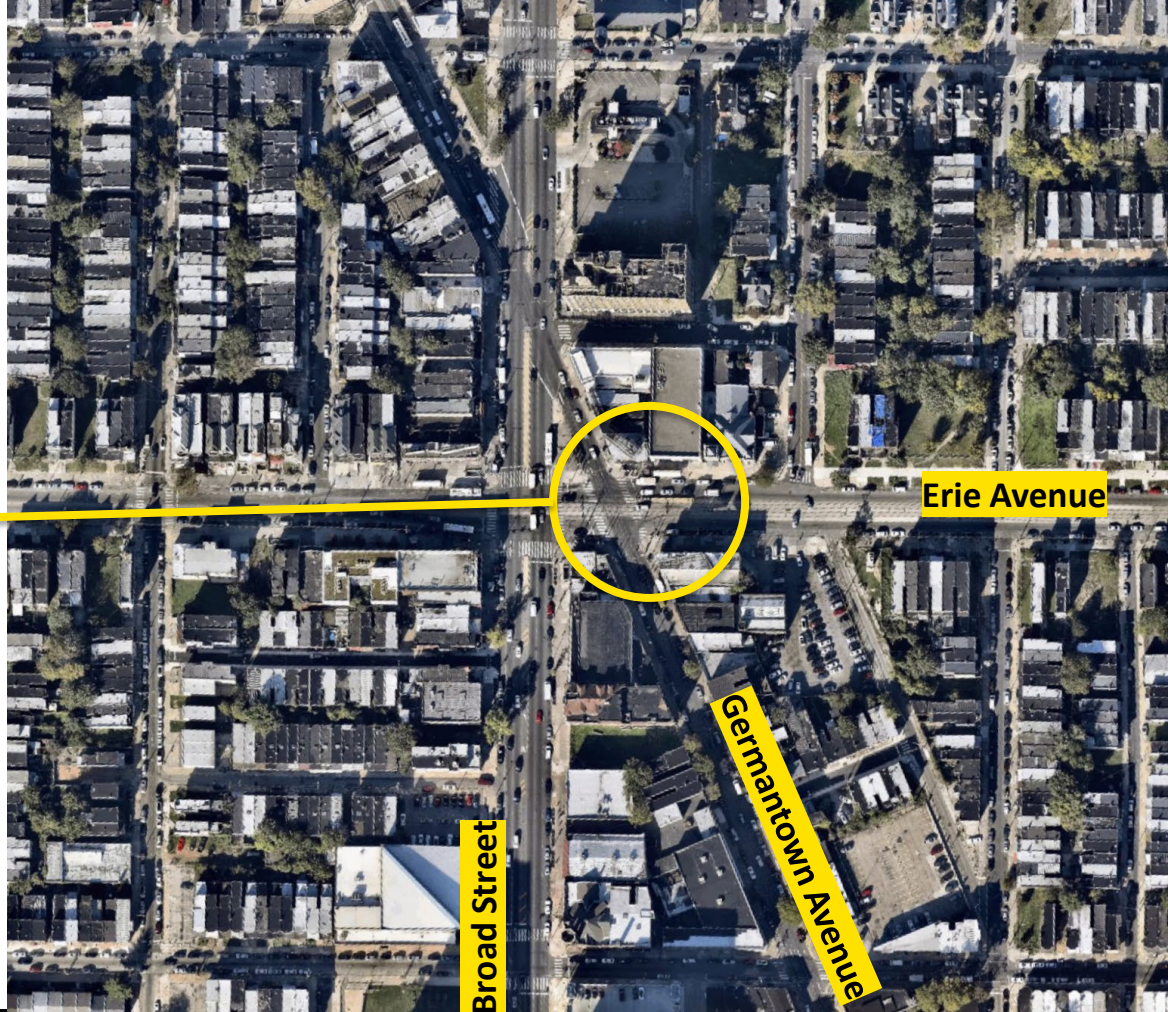


Erie Avenue has old trolley track and platform.

Bus riders must wait on a small platform with traffic moving behind them.

Boarding is very difficult for people in wheelchairs or with strollers.

Old trolley tracks are challenging to cross for pedestrians and bicyclists.



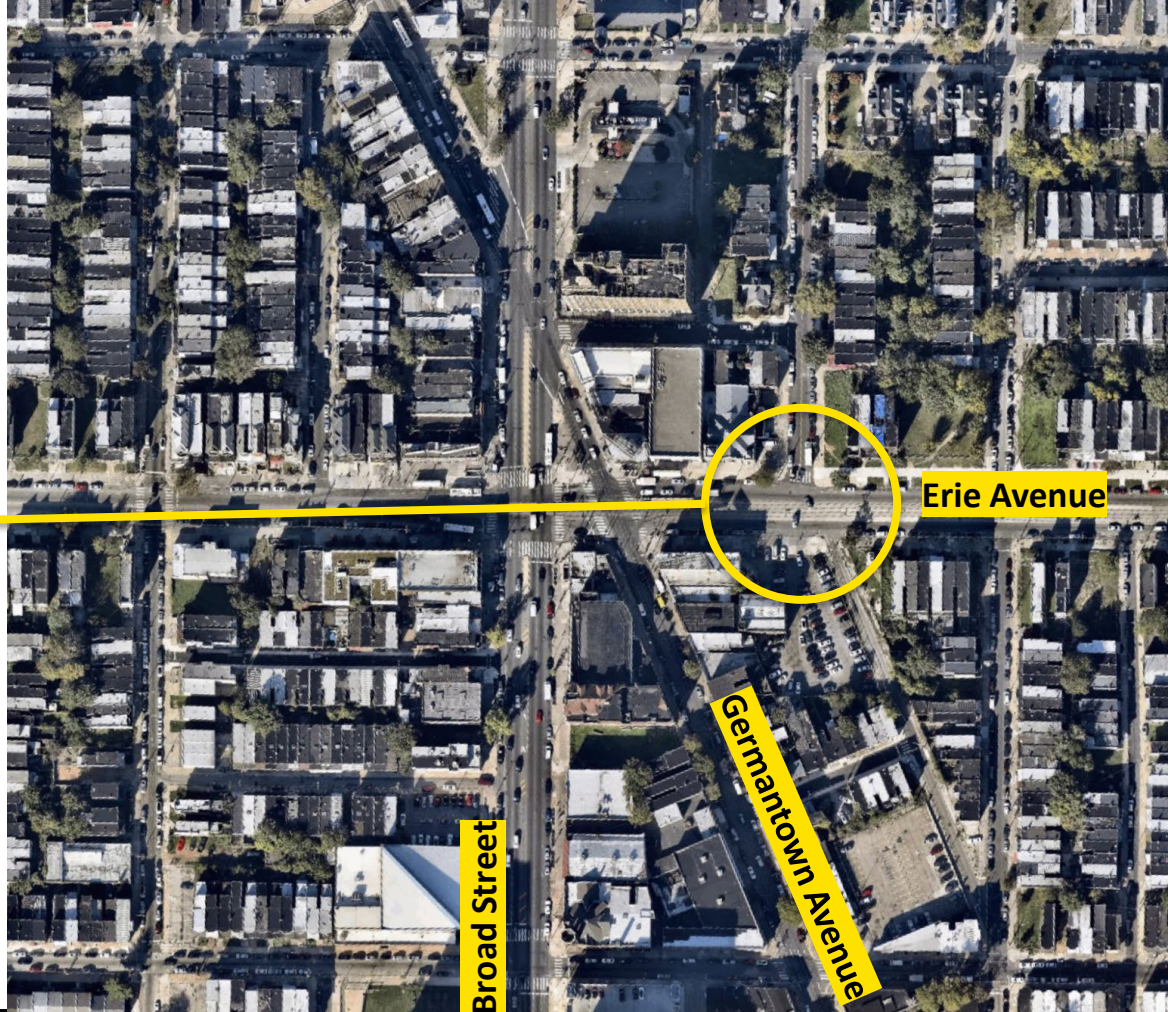
Erie Avenue east of Broad Street is a very wide corridor.

It moves 6,000 vehicles per day and 6,000 people per day on buses.

The width of the street is difficult for pedestrians to cross.

Existing bike lanes stop at Broad Street and do not connect to jobs in Hunting Park.

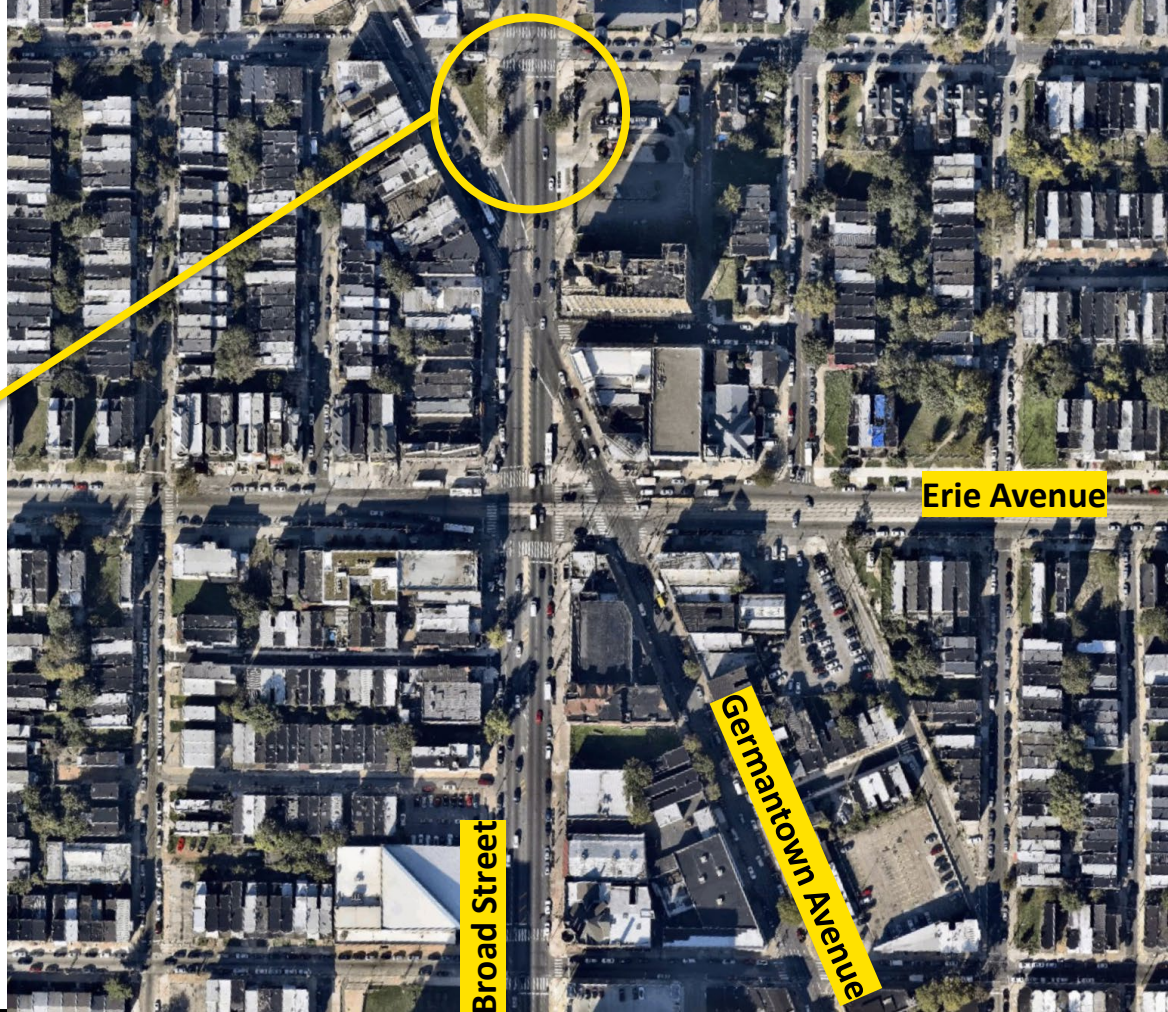
The width of Erie encourages double parking and blocking traffic.



**Left turn lane on
SB Broad Street to EB
Butler Street, but no left
turn signal.**

Turning vehicles must
cross oncoming traffic
NB traffic.

This causes a high
number of traffic crashes
involving both drivers
and pedestrians.



Germantown Avenue is a walkable commercial corridor.

The size of the buildings, narrow street, and variety of businesses appeal to pedestrian customers.

Over 10 new businesses have opened since 2018.

The City is actively investing in storefront improvement projects.





Group Breakout Session