



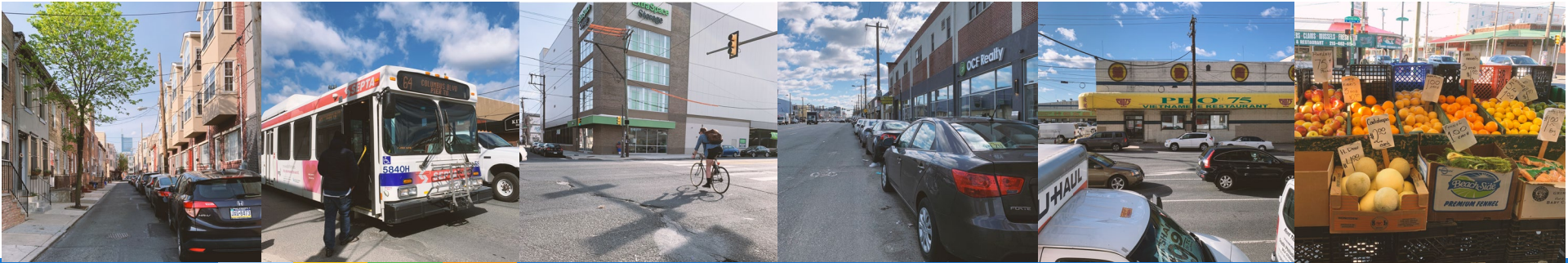
Washington Avenue Repaving & Improvement Project *Public Engagement Results*

March - July 2020

OFFICE OF 
**TRANSPORTATION,
INFRASTRUCTURE
& SUSTAINABILITY**

Project Overview

Washington Avenue is scheduled to be repaved in 2021 with committed federal funding, which gives the City the opportunity to improve how it functions for all users.





Summary & Take Away

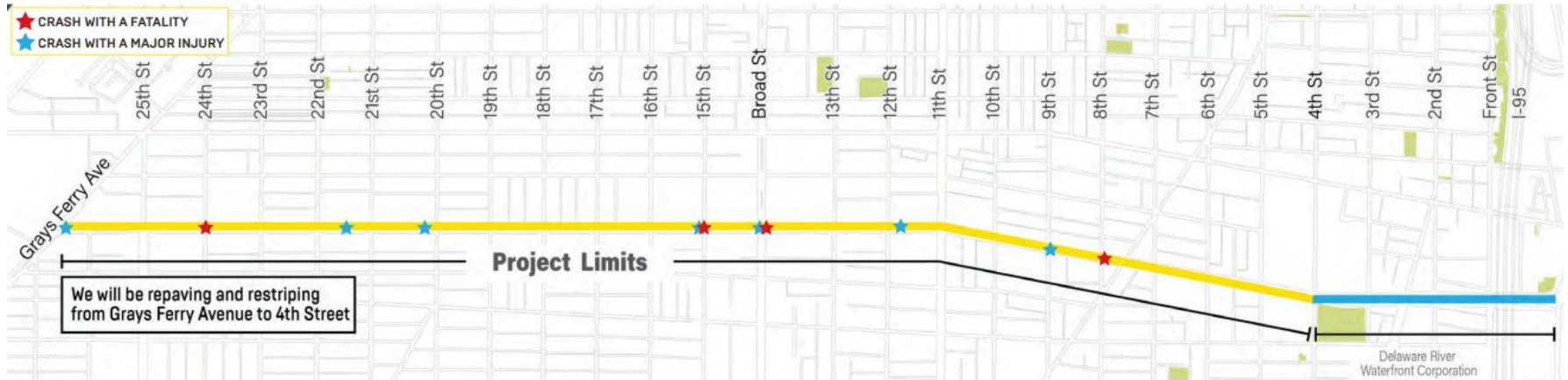
23 meetings with 22 RCOs & Civic Associations
5,458 survey responses across 4 languages
11,153 unique video views across 4 languages

What we heard from neighbors who took the survey:

- **Safe pedestrian crossings** and **safe bike lanes** were highest ranked goals
- **Less traffic on side streets** and **quick drive times** were lowest ranked goals
- **A majority of neighbors (74%-67%) prefer the** 3-lane option
- **The second most preferred was the** mixed-lane option
- **The** 4-lane option **was preferred by the fewest people**

Project Limits & Crash History

(2012-2018)





How did we get here?

Public Input

- Public meetings and input (2013 – 2015) determine need for more study

Parking & Loading Studies

- East side **parking & operational impact analysis** (2016)
- East side **business loading survey** (2016)
- West side **parking & operational impact analysis** (2019)
- West side **business loading survey** (2019)

Traffic Analyses

- Full-corridor (Grays Ferry to 4th Street) **traffic analysis** (2019)
- Full corridor (Grays Ferry to Columbus) **Origin/Destination Analysis** (2020)



Analysis Key Findings

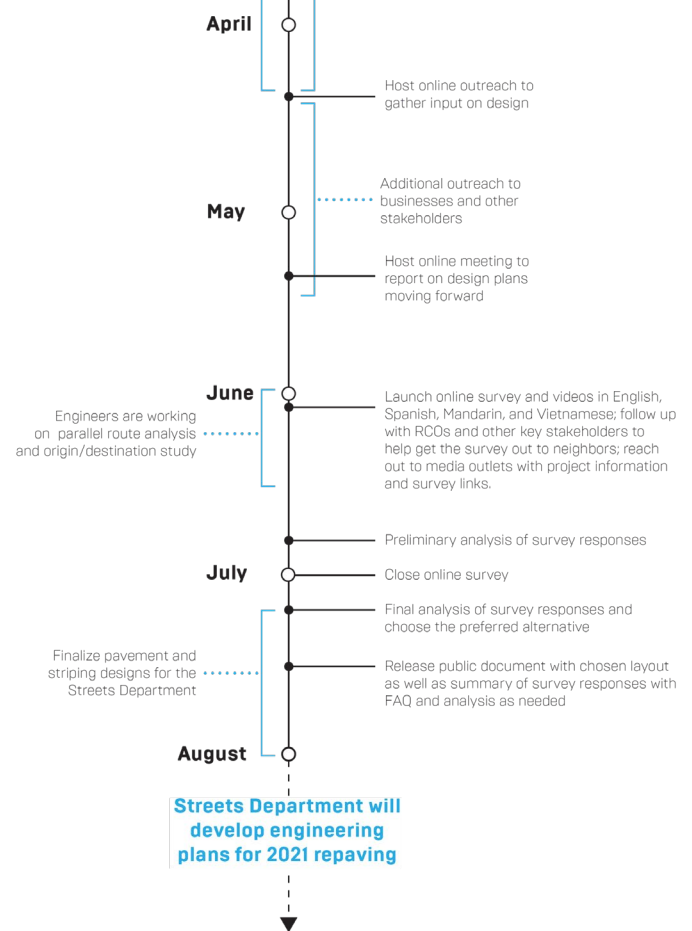
- **Businesses** have **unmet loading needs**
- **Parking** is not serving businesses or residents well
- Traffic impacted by **double-parking and median parking**
- Traffic can be improved by **optimizing signal timing**
- Lane reductions will cause some **increased travel time during rush hours** (5 - 10 seconds a block) when combined with signal optimization
- During non-rush hours, lane reductions will not increase travel time
- **Washington Avenue is dangerous**, especially for people walking and biking, HIN

Washington Avenue 2020

Analysis and previous public input was used to generate new roadway design options.

Three options meet the standards for OTIS and Streets Department.

COVID-19 shifted dialogue to be socially distant.



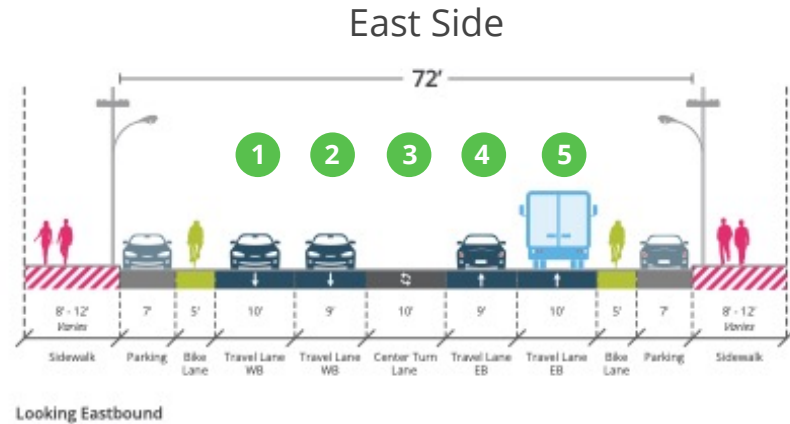
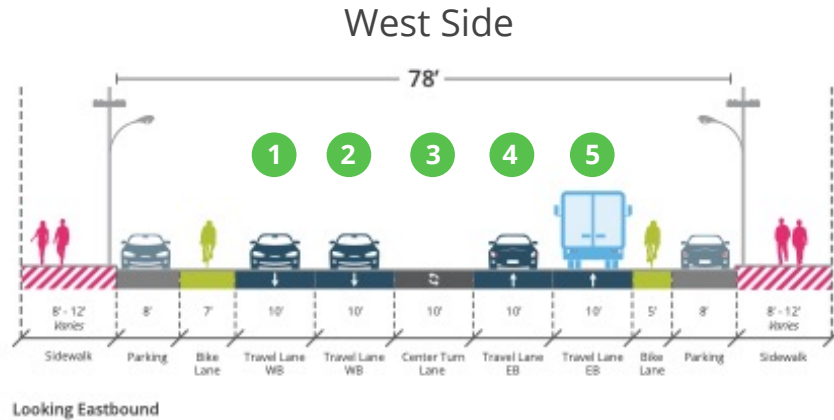


Roadway Layout Options

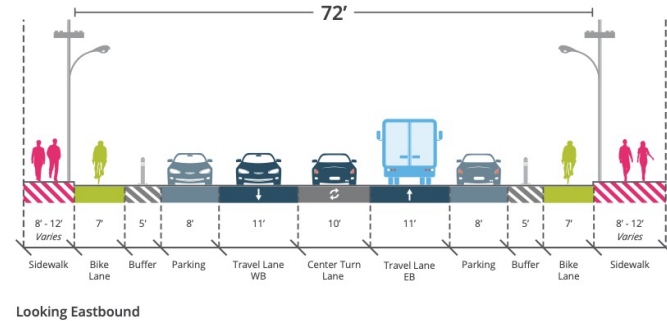
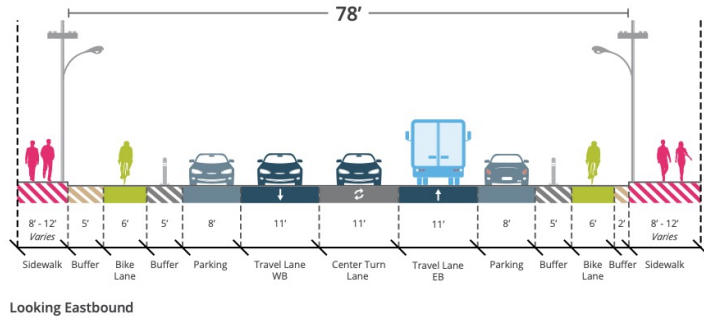
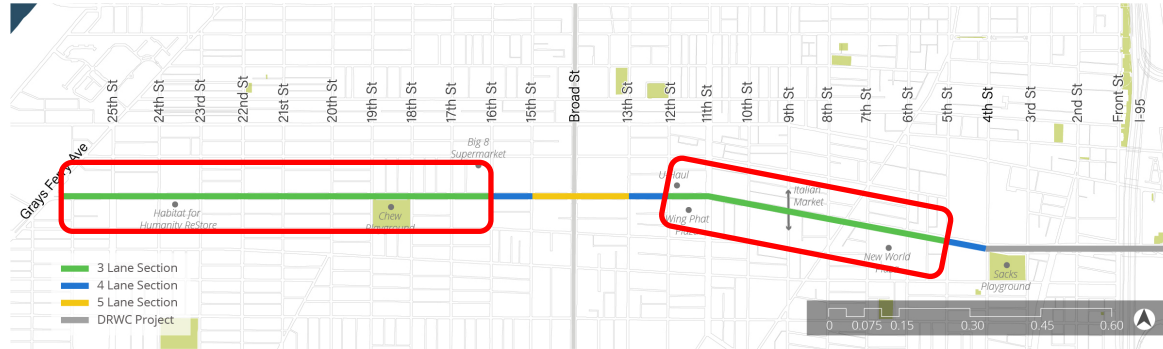


Go to www.bit.ly/ImproveWashington
to see detailed videos about the
roadway options.

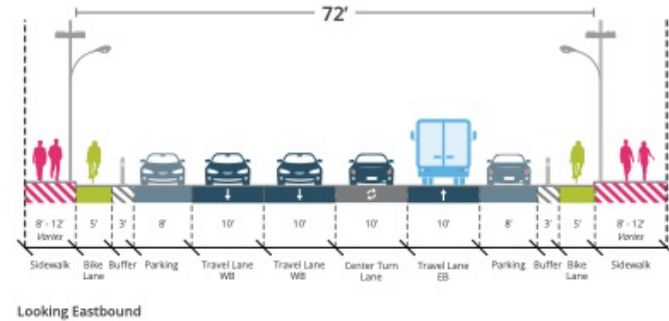
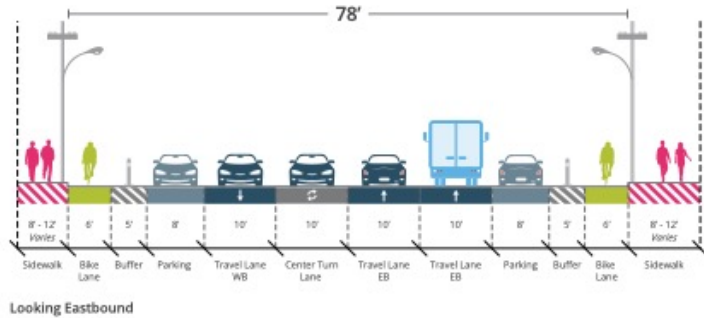
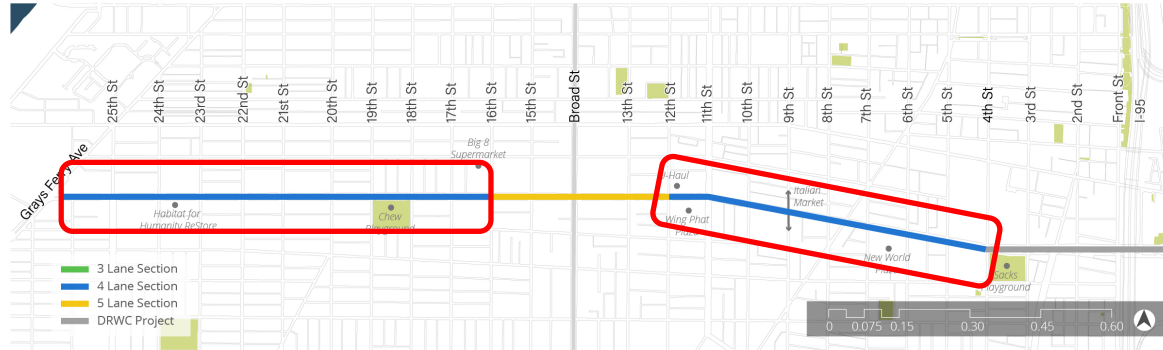
Existing: 5-Lane Cross-Section



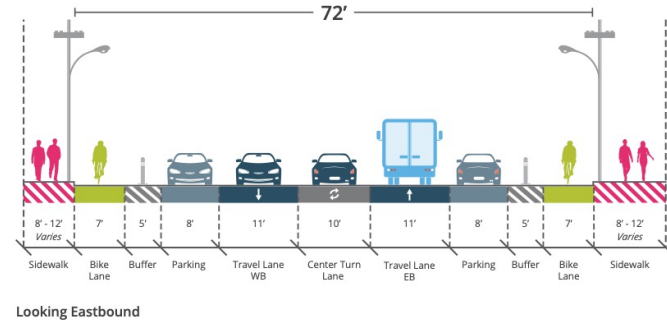
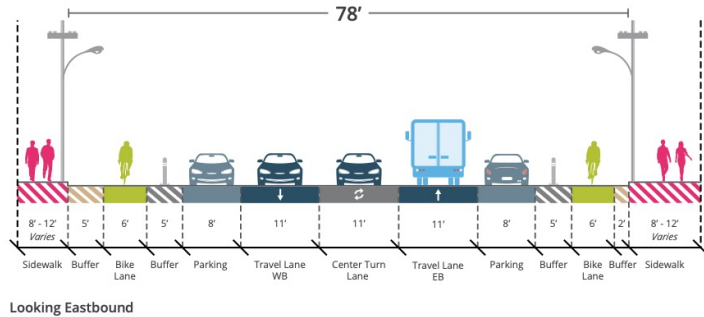
Option A - 3 Lane Cross-Section



Option B - 4 Lane Cross-Section



Option C - Mixed Cross-Section



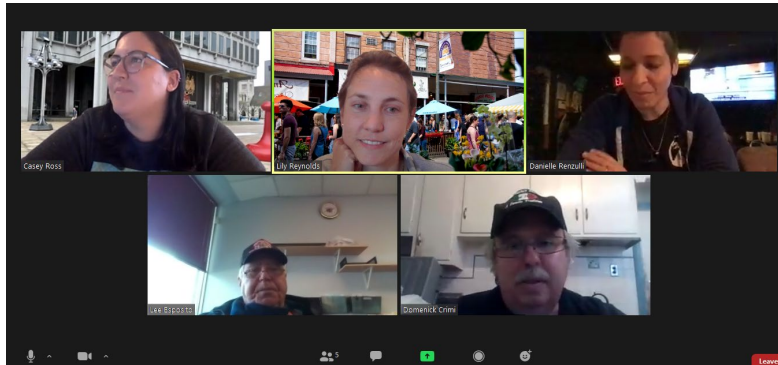


Public Process



Key Stakeholder Meetings

22 groups reached 164 individuals





Key Stakeholders Newsletters

The public input process project was promoted in newsletters with a broad number of email subscribers.

Thank you to the many groups who helped get the word out, including:

- Dickinson Square West
- Grays Ferry Community Council
- Queen Village Neighbors Assoc.
- Bella Vista Neighbors Assoc.
- Passyunk Square Civic Assoc.
- Pennsport Civic Assoc.
- Point Breeze Business Assoc.
- South of South Neighborhood Assoc.





Postcard Mailed to Near Neighbors



5,400+ Postcards

- Carpenter St. – Ellsworth St. (both sides)
- Grays Ferry Ave. – Columbus Blvd.



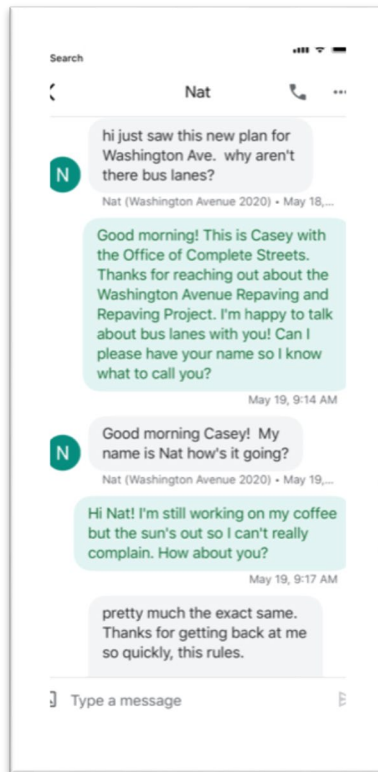
Correspondence

34 Emails

7 Texts

7 locations for posters with QR Codes

2 Letters



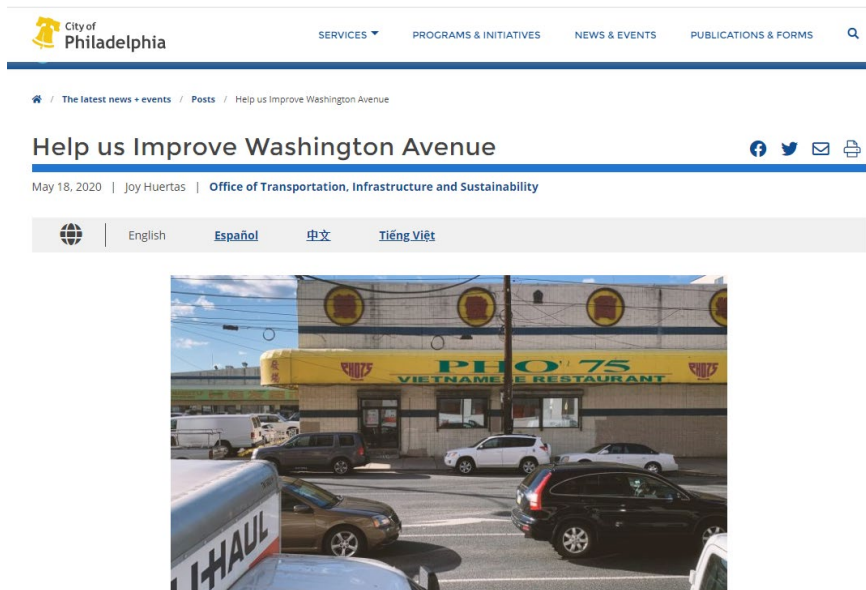


Online Outreach

4 Blog Posts (phila.gov)

1 Landing Page

- English, Spanish, Simplified Chinese and Vietnamese
- Landing page on OTIS website with links to resources



Over the years, the City has heard many things about Washington Avenue from neighbors and businesses. In particular, issues with parking, loading, crossing the street, and riding a bicycle on Washington Avenue. The road is scheduled to be repaved in 2021 with committed federal funding, which gives us the opportunity to improve how it



Social Media



Do you walk along Washington Ave? @Philly your feedback on how to improve safety along corridor as part of the Repaving and Improv Project set for 2021. Tell the city you support pedestrian infrastructure. Take the survey washingtonave.metroquest.com

11:09 AM · May 18, 2020 · TweetDeck



South of South Neighborhood Association

3 hrs ·

ENGAGE: Philly Office of Transportation, Infrastructure, & Sustainability wants your input about how to make Washington Avenue safer and better for everyone.

📺 Watch a series of videos about the project

📄 Complete a survey

☎ Text or call (215) 436-9886

✉ Email comments to VisionZero@phila.gov

www.bit.ly/ImproveWashington

👍👎 Office of Transportation, Infrastructure, & Sustainability, Daniel McGlone and Yvonne Belk



Kenyatta Johnson @CouncilmemberKJ · 17m

Portions of Washington Ave. are in the Second Councilmanic District. If you live in the area around Washington Ave., please provide your input.



oTIS Philadelphia @PhillyOTIS · May 18

Help us improve Washington Avenue! Since we cannot host public meetings, we are gathering public input in other ways, including online survey, phone, texts, email, and mail.

Find out more about the project and how you can provide input. ow.ly/MEcL50zJlKM



Seamaac, Inc.

20 hrs ·

Important Community Survey for Washington Avenue in South Philly! The City of Philadelphia has been working with many partners to plan for the future of Washington Avenue, and now the City is repaving the street in 2021. Repaving is a chance to change the design of the roadway and make it safer for people walking, driving, riding transit, and biking. The process can also make sure parking and loading on the street works better for local businesses and neighbors.

Washington Avenue is home to a rich and thriving immigrant and refugee-owned small business community, and it is critical that their voices are heard in this major change. The survey is available in English, Spanish, Vietnamese and Chinese! Folks can learn more info and access the survey here: www.bit.ly/ImproveWashington

Please share this with community members you know in the area!

有关如何让 Washington Avenue 对每个人更加安全、更加方便舒适，本市希望您能发表意见。

📺 观看有关该项目的系列视频

📄 完成调查

☎ 发短信或打电话 (215) 436-9886

✉ 通过电子邮件将意见发送至 VisionZero@phila.gov

www.bit.ly/ImproveWashington

Thành phố muốn thu thập thông tin đầu vào từ quý vị về cách giúp Đại lộ Washington trở nên an toàn hơn và tốt đẹp hơn cho tất cả mọi người.

📺 Hãy xem loạt video về dự án này

📄 Hoàn thành khảo sát

☎ Nhắn tin hoặc gọi điện (215) 436-9886

✉ Gửi email nhận xét đến VisionZero@phila.gov

www.bit.ly/ImproveWashington

La ciudad quiere tu opinión sobre cómo mejorar la avenida Washington y hacerla más segura para todos.

📺 Mira una serie de videos sobre el proyecto

📄 Completa una encuesta

✉ Envía comentarios a VisionZero@phila.gov

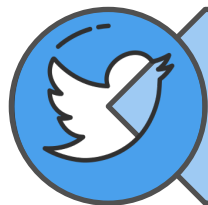


Social Media



8,329 Facebook Impressions

- 693 Shares/Likes
- 12 Mentions (including Instagram)

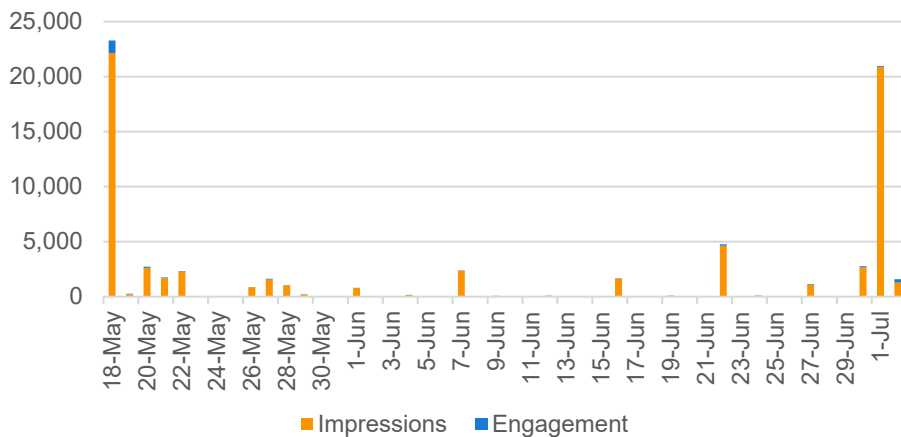


60,156 Twitter Impressions

- 31% Engagement Rate
- 1,604 retweets/likes

68.4K Impressions

Total Social Media Results Over Time





Media & Press

15 Media Mentions

- Staff interviewed in English & Spanish
- **Philadelphia Inquirer, CBS Philly, South Philly Review, El Sol, Philatinos**
- 3 Spanish publications (radio, print, web)
- 7 English publications (print, TV, web)



NEWS

City wants resident feedback on Washington Avenue traffic patterns

By Mark Zimmero
South Coast News

City officials are looking for resident feedback on designing new traffic patterns for Thackerian Avenue.

A major federally funded planning and improvement project is slated for 2001, and residents have the opportunity to weigh in on three scenarios and how they could affect neighborhoods, traffic and safety. Forecasts include

"Over the years, the city has heard many stories about Washington Avenue from such

ters and businessmen," Deputy Managing Director Michael Carroll said. "In particular, there seems to be growing safety concerns among the street and riding a bicycle on Washington Avenue."

The portion of Washington Avenue being discussed encompasses from 6th Street to Chays Ferry Avenue. It will consist of a separate project being performed by the Delaware River Waterfront Corporation from 6th Street to Columbia Boulevard.

Unlike previous projects, the City's Office of Transportation, Infrastructure and Sustainability can't hold in-person meetings because of the COVID-19 pandemic. Instead, the department is seeking different ways to include input from residents and businesses.

"Because of COVID-19 social distancing guidelines, in-person, open houses and community meetings are not currently permitted," Mayer Jim Kamey said. "Therefore, we are

communication and making resident feedback an indispensable element through multiple channels including an online survey, focus calls,

(and measures, small and direct mail.)

Students can get up to speed by watching a series of short videos by visiting www.improvement.washington.edu. Videos are available in English, Spanish, Vietnamese and Thai. Chinese and they outline three different

After visiting voters, residents can take a short survey, or send suggestions via e-mail to 202-330-0320, or email Voters@chiba.gov.

The City will review all legal requests for its help unless the future roadway layout is on Washington Avenue.

"Our goal is to improve Washington for everyone," Kenney said. "That includes doing a smoother street by repaving the road in the year 2021 and creating additional pedestrian crossings. We also

Washington Avenue was last paved in 1960 and has been criticized for outdated and erratic traffic patterns for materials and personnel.

Other problems include double-parking and lane-use violations along the corridor.

"It's exactly what we heard, and we hear Washington Journal today," Carroll said, and that analysis he came up with several

er more functional readership than it is led



Officials say all three proposed options will create a smoother street, create safer and shorter pedestrian crossings, improve parking on the boulevard, improve pedestrian/bicyclist safety and moving traffic, reduce speeding and maintain steady traffic flow, and improve IDOT's bottom line.

"There also will be enhancements to the (New) 55 bus steps along Washington Avenue," Kanny said. "Our engineers have also examined ways to reduce spending and improve driving along the corridor. All proposed options offer a safer, more functional roadway than it is today." —

BRIEFS

Online art sale will benefit student scholarships

Handouts, Elizabeth Cullitt, Fred Wilson, Raymond and Marjory Hammond.
More information, visit <http://www.galka.org>

Cum introduction

Gym introduces
essential worker
protection bill

Councilmember Helen Gryn (D) at long induced legislation to promote public health safety through ensuring employers' compliance with mandatory public health orders, and to

This bill would prohibit acts of retaliation, such as

as termination and reductions in pay and hours against all Philadelphia workers who report or discuss violations of a CO_2/CO -related public health order in their workplace. It also would prohibit violations of various duties to work in good

that they reasonably believe to be illegal, dangerous, and unhealthy as defined by the state Department of Health or city Department of Public Health. The legislation would be enforced by the police.

The bill is cosponsored by South Philadelphia Councilmembers Mark Spalla (2nd District) and Karynka Johnson (2nd District) along with James Gaultier (2nd District), Curtis Jones Jr. (30th District) and

Katherine Cillessen Richardson (*McLary*) and
 Leah Thomas (*McLary*).
 "Right now, the least we can do is stand by our

workers and ensure that calls for employees to follow the law and provide safe, healthy and dignified workplaces are not met with hostility," Oyer said. "The businesses in our state and region begin to prosper, our real goal is in maximum health and

and economic security. This bill is about safeguarding workers to protect the public health."

Find local news
online at
www.kshb.com



Explanatory Videos

11,153 Video Views

20 videos in 4 languages

English, Spanish, Vietnamese
and Simplified Chinese.

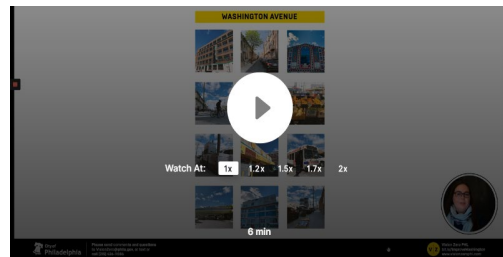
The videos explain each design
option, as well as parking and
loading changes.



Video 4: 混合布局



Video 3: 4 车道布局



Video 1: Project Overview

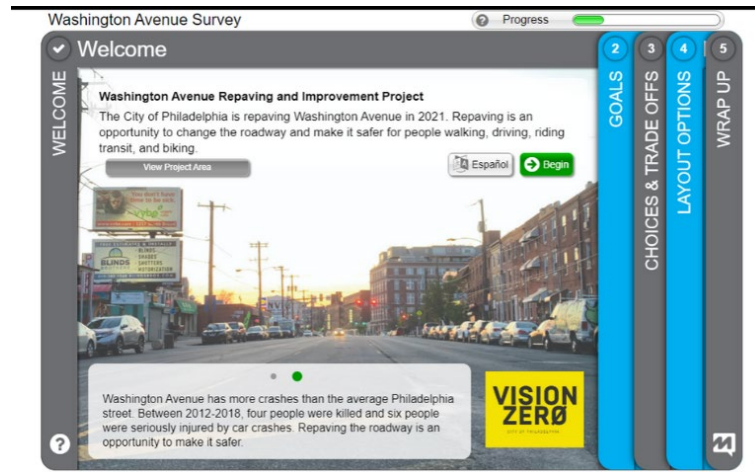


Survey



5,458 survey responses

18x more people engaged
than typical attendees at public
meeting (300 people)





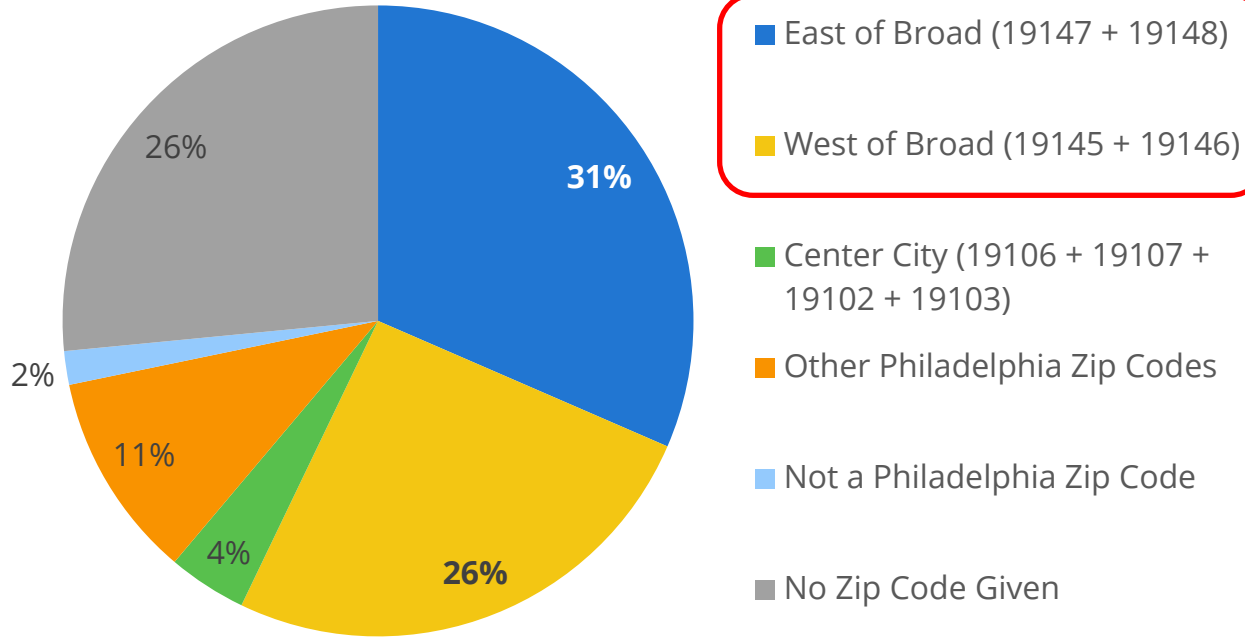
Survey Results

"It's often difficult to make it to public meetings, so I really appreciate being able to give input to a project like this. Thanks, @PhillyOTIS!"

- Elisabeth @eGrindcore. May 18, 2020



Responses by Geography

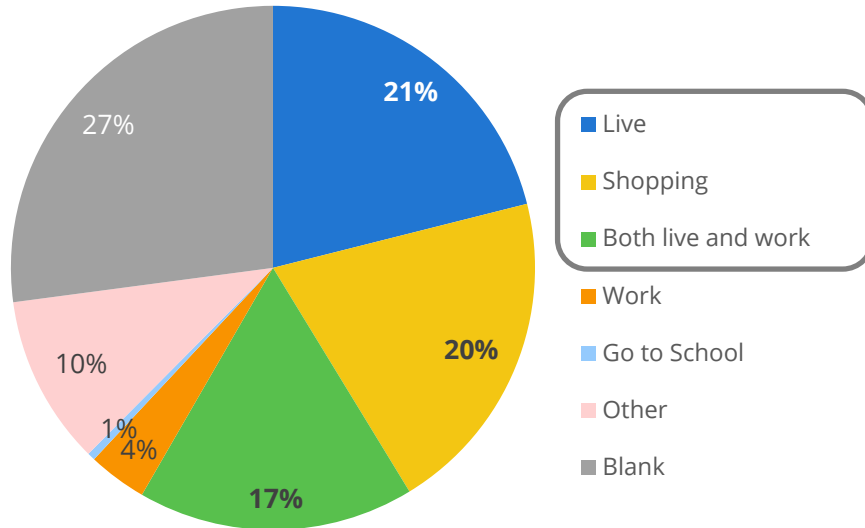


More than half of survey respondents are from the 4 target zip codes.

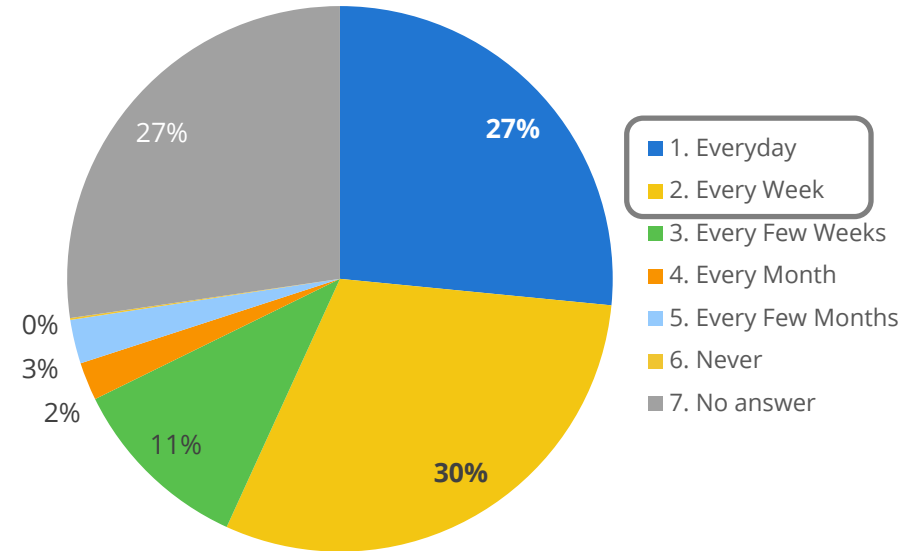
IP addresses showed very few instances of multiple responses from same location; usually institution or large employer (City of Phila, Comcast, Penn Medicine)

Respondents Use of Washington Avenue

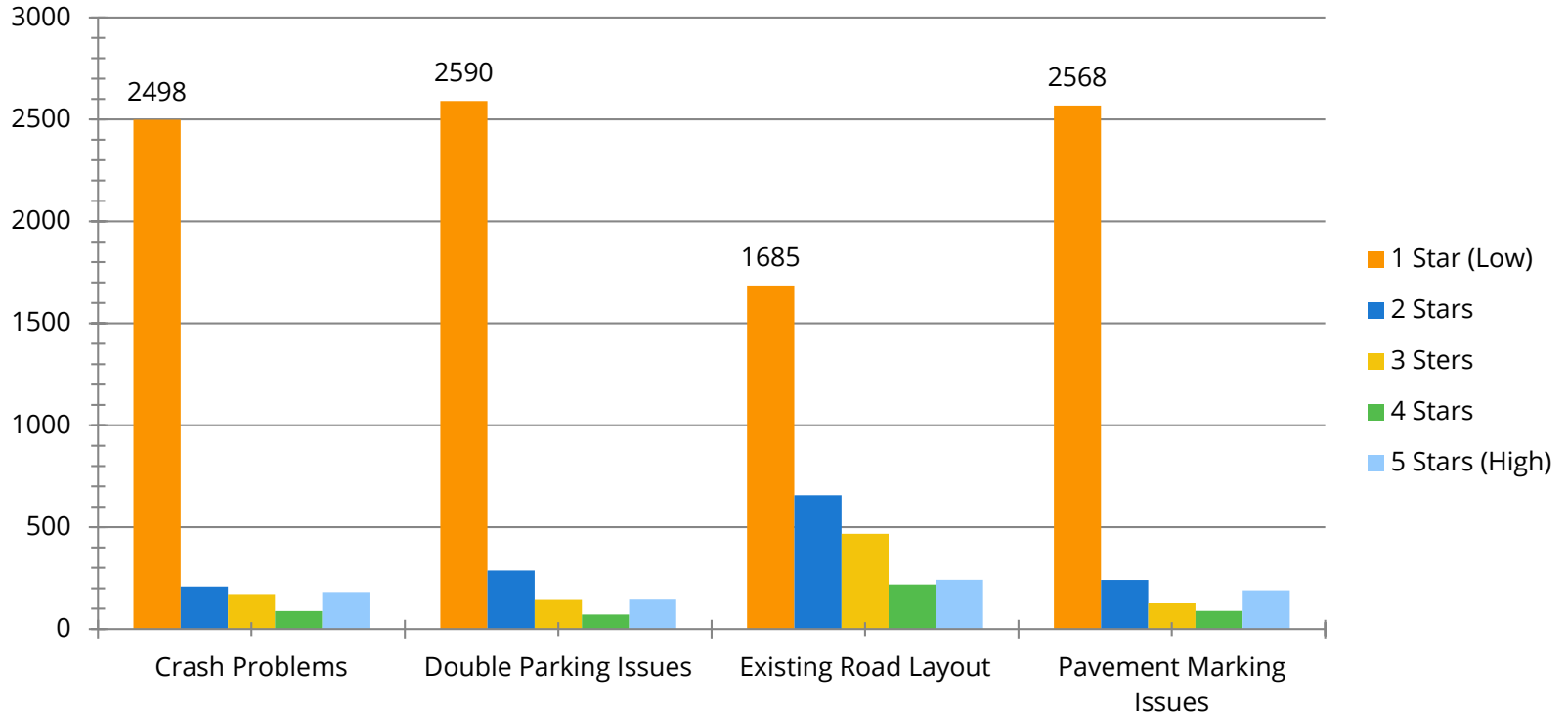
Purpose of Visit



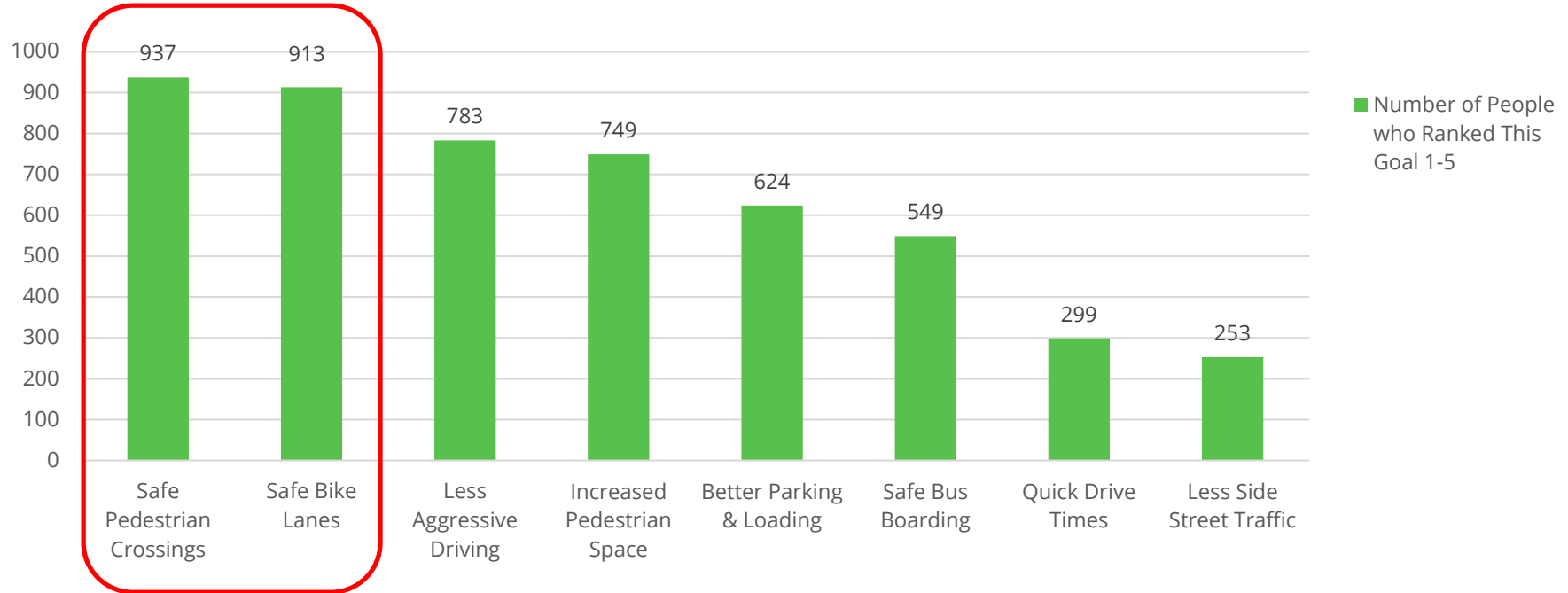
Frequency of Visit



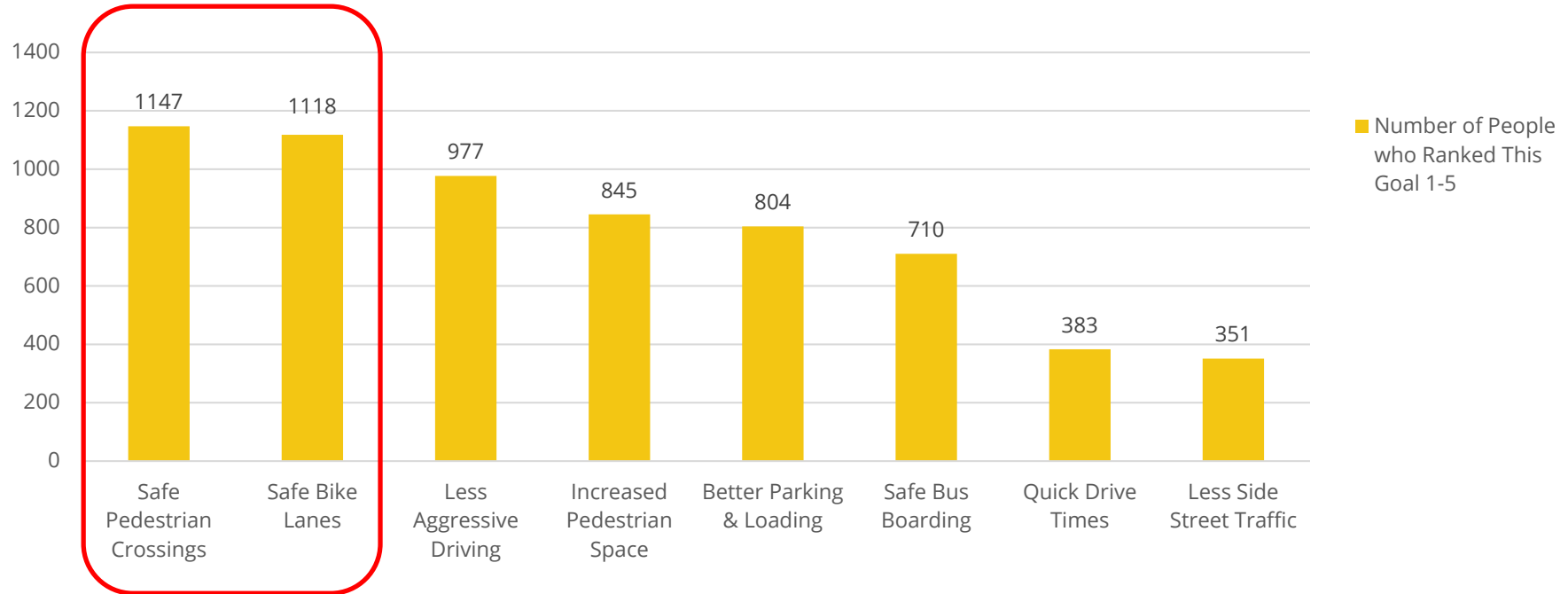
Rating of Existing Conditions



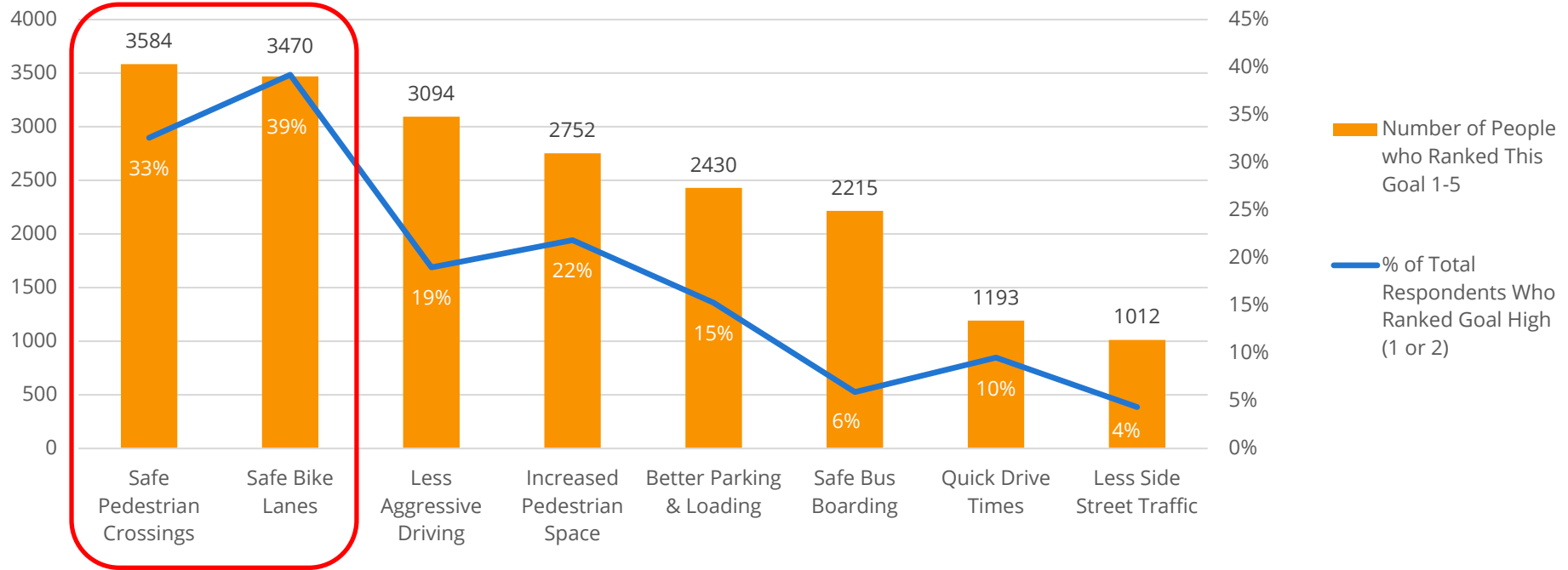
Ranking of Goals for Washington Avenue Roadway West of Broad (19145 & 19146)



Ranking of Goals for Washington Avenue Roadway East of Broad (19147 & 19148)

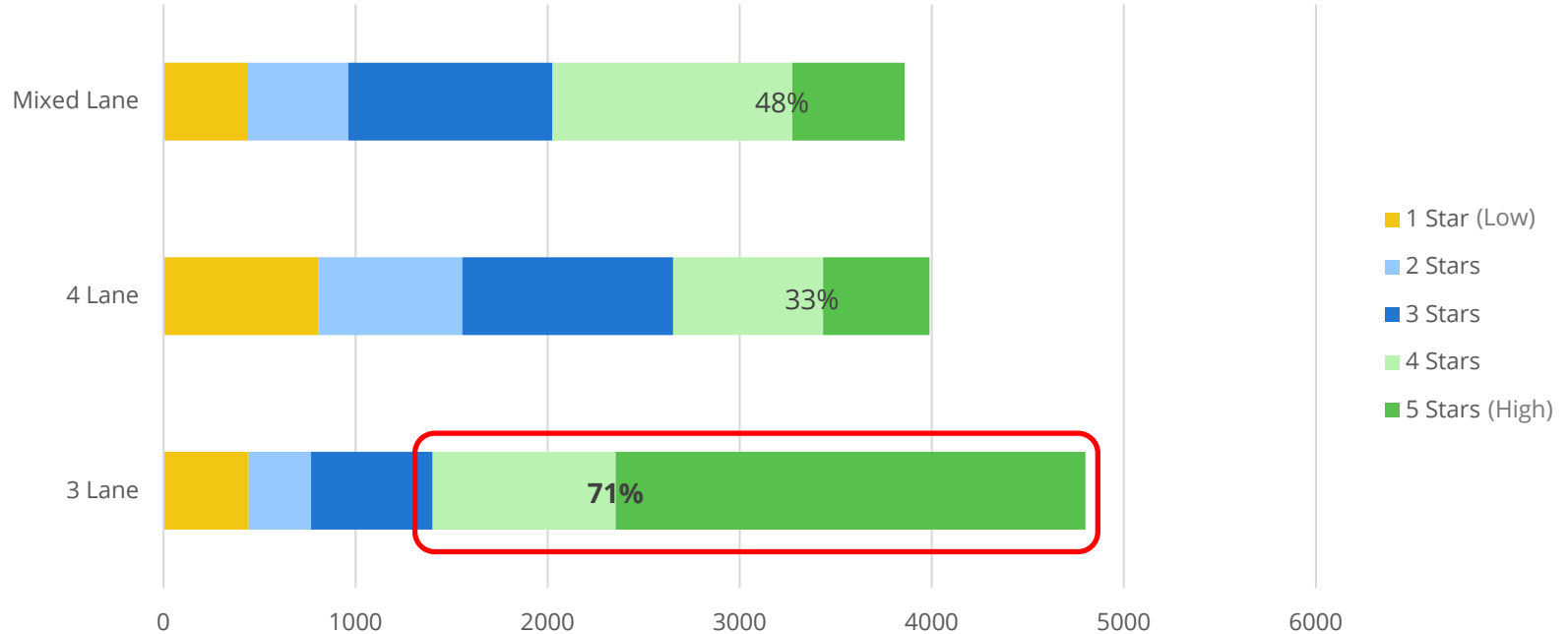


Ranking of Goals for Washington Avenue Roadway



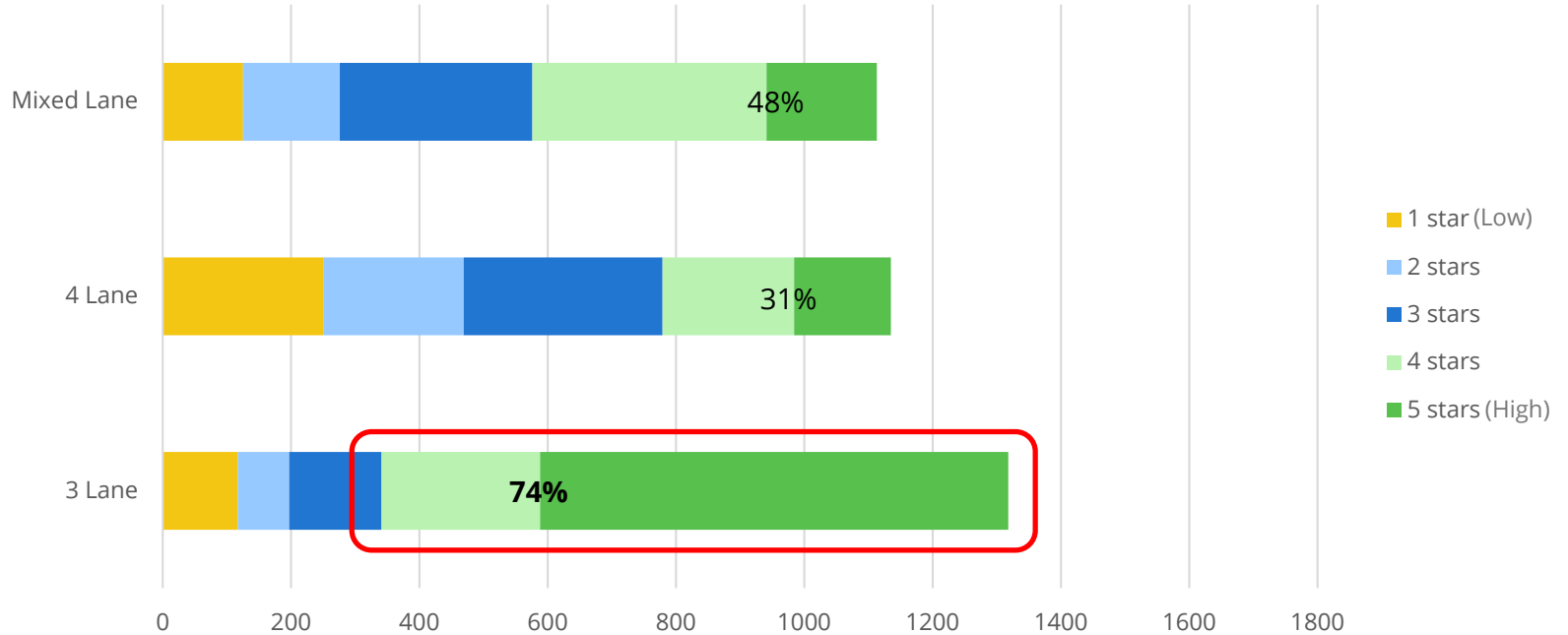
Rating for Lane Options – All Results

(% label is Rating 4 & 5) – total leaves out 'no rating'



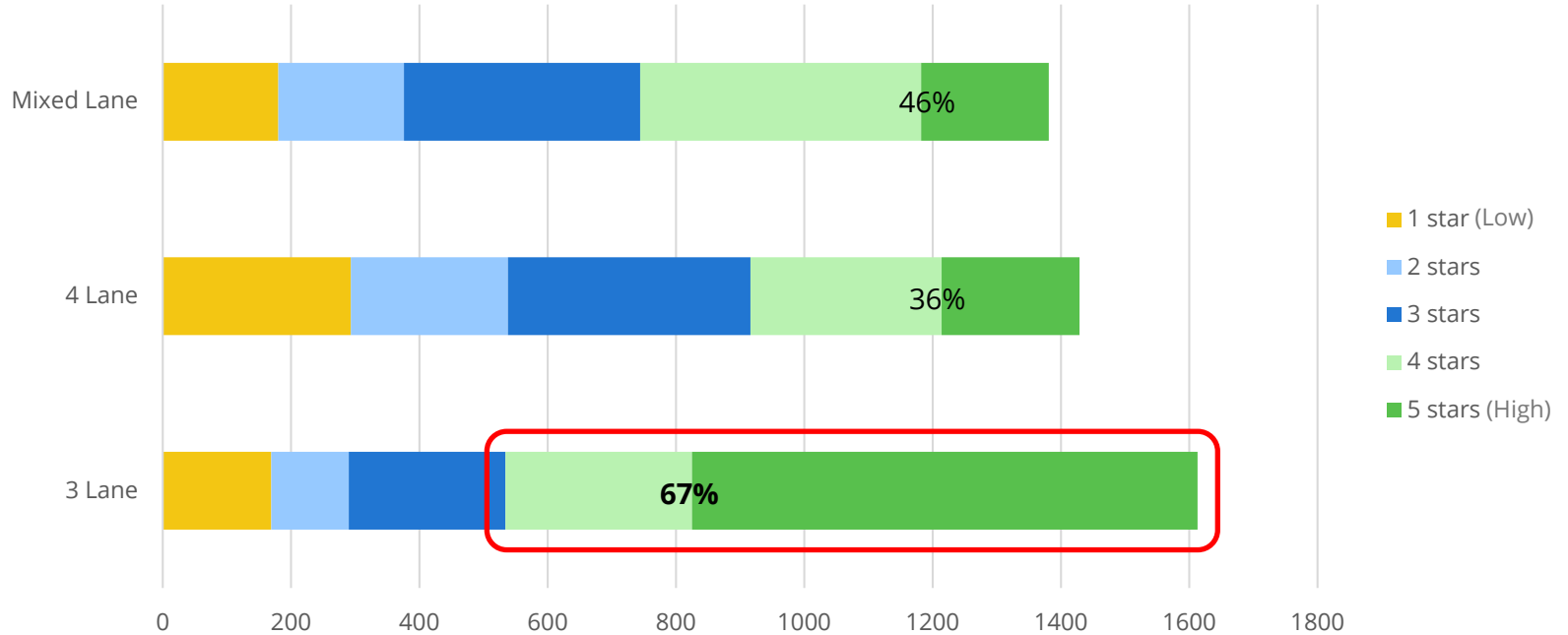
Rating for Lane Options – Zip Codes 19145 & 19146

West of Broad



Rating for Lane Options – Zip Codes 19147 & 19148

East of Broad



Qualitative Results

General agreement and/or support

- **Add trees, greenery and GSI**
- **Better enforcement** of parking regulations
- Continue improvements from **4th St. to Columbus Blvd.**
- Include **new lighting** for safety
- Prioritize **transit**

*"Beautify it!!!
Need more
greenery and
green spaces in
this city,
especially now!"*

*"Center turn lane
will become
parking/loading
zone without
enforcement."*

*"The scope of the
project should extend to
Columbus Boulevard."*

*"Crossing Washington
can be incredibly
scary at night due to
poor lighting."*

*"...encourage people to use
public transit to have a
dedicated bus lane instead of
a dedicated parking lane."*

Qualitative Results

Disagreement and/or Concern

- Washington should **prioritize motor vehicles**
- Using **flex posts won't be effective** enough
- Better **enforcement of bicycle behavior**
- **Consistency** along Washington is important
- Keeping **5 lanes arounds Broad Street isn't ideal**

"Washington is a major artery in South Philly for vehicles, and we need to keep it that way. I like walking and biking too, but some roads need to be prioritized for vehicle traffic."

"The buffers will need more than just flex posts to be respected."

"Bicyclists are a tremendous menace to BOTH cars and pedestrians."

"I think a mixed lane may be to confusing. Consistency is important."


Broad and Washington is very dangerous ...




Qualitative Results

Feedback about the public process

- **Appreciation** for public **input opportunity**
- Survey **explained the project** design options
- Some found survey design was complicated



"You guys put so much complex thought into this project and I am so proud to live here. Thanks for allowing our meaningful participation and creating space."



"Thank you for putting pictures showing projected result."



Next Steps



Summary & Take Away

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5,458 survey responses across 4 languages
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Follow-Up

- Publish the survey results online and inform key stakeholders
- Review block-by-block parking and loading plan with businesses and neighbors
- Work closely with City Council on legislation for parking and loading
- Create Final Engineering Plan for Streets Department
- Continue regular communications before, during and after paving in 2021



Follow project online

Web: **Bit.ly/ImproveWashington**

Twitter: **@PhillyOTIS**

Facebook: **@PhilaOTIS**



Ask us questions

Email: **VisionZero@phila.gov**

Phone/Text: **215-436-9886**



Thank you!