Washington Avenue Repaving & Improvement Project
Public Engagement Results
March - July 2020
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)

We will be repaving and restriping from Grays Ferry Avenue to 4th Street.
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
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

West Side

East Side
Option A – 3 Lane Cross-Section
Option B – 4 Lane Cross-Section
Option C – Mixed Cross-Section

Looking Eastbound

Looking Eastbound
Public Process
Key Stakeholder Meetings

22 groups reached 164 individuals
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
Social Media

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

Kenyatta Johnson @CouncilmemberKJ 17m Portions of Washington Ave. are in the Second Councilmanic District. We 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/MEcL50zIjkM

South of South Neighborhood Association

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


Office of Transportation, Infrastructure, & Sustainability, Daniel McGlone and Yvonne Belk
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)
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.
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
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**
- Live: 21%
- Shopping: 17%
- Work: 20%
- Go to School: 10%
- Other: 4%
- Both live and work: 17%
- Blank: 4%

**Frequency of Visit**
- 1. Everyday: 27%
- 2. Every Week: 30%
- 3. Every Few Weeks: 11%
- 4. Every Month: 3%
- 5. Every Few Months: 2%
- 6. Never: 0%
- 7. No answer: 11%
Rating of Existing Conditions

- Crash Problems: 2498
- Double Parking Issues: 2590
- Existing Road Layout: 1685
- Pavement Marking Issues: 2568

Rating of Existing Conditions:
- 1 Star (Low)
- 2 Stars
- 3 Sters
- 4 Stars
- 5 Stars (High)
Ranking of Goals for Washington Avenue Roadway West of Broad (19145 & 19146)

- **Safe Pedestrian Crossings**: 937
- **Safe Bike Lanes**: 913
- **Less Aggressive Driving**: 783
- **Increased Pedestrian Space**: 749
- **Better Parking & Loading**: 624
- **Safe Bus Boarding**: 549
- **Quick Drive Times**: 299
- **Less Side Street Traffic**: 253

Number of People who Ranked This Goal 1-5
Ranking of Goals for Washington Avenue Roadway East of Broad (19147 & 19148)

- Safe Pedestrian Crossings: 1147
- Safe Bike Lanes: 1118
- Less Aggressive Driving: 977
- Increased Pedestrian Space: 845
- Better Parking & Loading: 804
- Safe Bus Boarding: 710
- Quick Drive Times: 383
- Less Side Street Traffic: 351

Number of People who Ranked This Goal 1-5
Ranking of Goals for Washington Avenue Roadway

- **Safe Pedestrian Crossings**: 3584, 33%
- **Safe Bike Lanes**: 3470, 39%
- **Less Aggressive Driving**: 3094, 19%
- **Increased Pedestrian Space**: 2752, 22%
- **Better Parking & Loading**: 2430, 15%
- **Safe Bus Boarding**: 2215, 6%
- **Quick Drive Times**: 1193, 10%
- **Less Side Street Traffic**: 1012, 4%

% of Total Respondents Who Ranked Goal High (1 or 2)
Rating for Lane Options – All Results
(% label is Rating 4 & 5) – total leaves out ‘no rating’

Mixed Lane
- 1 Star (Low): 22%
- 2 Stars: 14%
- 3 Stars: 24%
- 4 Stars: 48%
- 5 Stars (High): 8%

4 Lane
- 1 Star (Low): 10%
- 2 Stars: 31%
- 3 Stars: 30%
- 4 Stars: 19%
- 5 Stars (High): 10%

3 Lane
- 1 Star (Low): 15%
- 2 Stars: 10%
- 3 Stars: 20%
- 4 Stars: 15%
- 5 Stars (High): 50%
Rating for Lane Options – Zip Codes 19145 & 19146
West of Broad

Mixed Lane
- 1 star (Low): 20%
- 2 stars: 30%
- 3 stars: 30%
- 4 stars: 15%
- 5 stars (High): 5%

4 Lane
- 1 star (Low): 20%
- 2 stars: 30%
- 3 stars: 25%
- 4 stars: 20%
- 5 stars (High): 5%

3 Lane
- 1 star (Low): 20%
- 2 stars: 30%
- 3 stars: 25%
- 4 stars: 20%
- 5 stars (High): 5%
Rating for Lane Options – Zip Codes 19147 & 19148

East of Broad

Mixed Lane
- 1 star (Low): 36%
- 2 stars: 46%
- 3 stars: 67%
- 4 stars: 36%
- 5 stars (High): 46%

4 Lane
- 1 star (Low): 36%
- 2 stars: 46%
- 3 stars: 67%
- 4 stars: 36%
- 5 stars (High): 46%

3 Lane
- 1 star (Low): 36%
- 2 stars: 46%
- 3 stars: 67%
- 4 stars: 36%
- 5 stars (High): 46%
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**
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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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!