

FY2025 & FY2026

Application Guidelines



TRAVEL OPTIONS PROGRAM



The Delaware Valley Regional Planning Commission

is the federally designated Metropolitan Planning Organization for the Greater Philadelphia region, established by an Interstate Compact between the Commonwealth of Pennsylvania and the State of New Jersey. Members include Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, plus the City of Chester, in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties, plus the cities of Camden and Trenton, in New Jersey.

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DVRPC's vision for the Greater Philadelphia Region is a prosperous, innovative, equitable, resilient, and sustainable region that increases mobility choices by investing in a safe and modern transportation system; that protects and preserves our natural resources while creating healthy communities; and that fosters greater opportunities for all.

DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

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SECTION 1:

Overview of TOP Grant Program

Project Purpose

TOP funds creative projects that aim to reduce the number of single occupancy vehicles (SOVs) on the region's roadways and encourage and support choosing an alternative mode of travel. This program funds projects that support the goals, outcomes, and strategies established in *A New Route to Better Travel for All: The Regional TDM Plan* (the Plan). Each project must address a TDM issue with some type of measurable result.

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TOP Timeline

Table 1: Overview of TOP Timeline

July 5, 2023	EOI application opens
July 20, 2023 & July 25, 2023	EOI information sessions
September 15, 2023	EOI deadline
November 10, 2023	Invitation to selected project applicants to submit full TOP application
January 8, 2024	Full TOP application deadline
April - May 2024	Notification of award
July 1, 2024 - June 30, 2026	Grant period

Information Session

DVRPC will hold two information sessions for the Travel Options Program (TOP) FY25-26 grant period. These sessions will be held on Thursday, July 20, 2023 (virtual) and Tuesday, July 25, 2023 (virtual or in-person). Interested applicants are required to attend one of the information sessions to be eligible for a TOP grant. Please alert DVRPC staff if you are unable to attend either session. Note: If the submitting contact cannot attend, another person from the same agency can attend in their place.

Eligible Project Extents

Projects must be focused within DVRPC's service area of Southeastern Pennsylvania (Bucks, Chester, Delaware, Montgomery, and Philadelphia counties) and parts of Southern New Jersey (Burlington, Camden, Gloucester, and Mercer counties).

Eligible Applicants

- Transportation Management Associations (TMAs)
- Nonprofits (such as Community Development Corporations, Business Improvement Districts)
- Government organizations (such as county agencies, municipalities, tribal governments)
- School districts or schools
- Transit agencies

Eligible Activities

To be eligible for a TOP grant, applicants must: establish the project is a “pilot project” by DVRPC’s definition for this program; provide proof of agreement from potential partners; include a specific project location or outline a plan to determine specific project location; and produce outcomes that can be measured both qualitatively and quantitatively.

Focus Areas

To be eligible for TOP funding, all project applicants must establish the project falls within one of the following categories (see *Focus Areas* section for more details):

1. Workforce Access (non-SOV)
2. Education and Outreach
3. Quick-Build or Temporary Infrastructure
4. Concept Development for a New or Existing Service
5. Operational Solutions

Ineligible Activities

TOP cannot fund engineering or construction activities, installation or materials for construction, or projects that restrict enrollment to a certain population. Projects that exceed the two-year grant cycle, do not reflect the goals, outcomes, and strategies of the Plan, and do not meet Surface Transportation Block Grant Program (STBGP) and/or Congestion Mitigation Air Quality (CMAQ) eligibility requirements, will be considered ineligible.

Funding Source

The primary source of funding for TOP is STBGP. Projects selected that are in New Jersey but outside the Philadelphia (PA--NJ--DE--MD) Urbanized Area will be funded through CMAQ. CMAQ-eligible projects located in the NJ portion of the Philadelphia Urbanized Area may also be funded using NJ CMAQ funds.

Budget Range

There is a minimum floor of \$75,000, and a maximum ceiling of \$250,000 for a grant for any single project. Funds must be spent and projects completed before the close of FY 2026.

No Matching Funds

There are no local match funds required for this grant program.

Mandatory Application Information

1. TOP application cover sheet
2. A narrative description of the project consistent with the *Project Evaluation Criteria* section
3. A project extent map that fits on an 8.5 x 11 inch sheet of paper
4. Supporting materials (plan references or studies, letters of support)
5. Budget proposal form

Contract Requirements

All awardees must enter into a contract with DVRPC.

Required Pre-Application Activities

- Attend one EOI webinar: July 20, 2023 (virtual) or July 25, 2023 (virtual or in-person).
- Submit an EOI proposal by September 15, 2023.
- Receive an invitation from DVRPC to complete a full TOP application.

SECTION 2:

What is TOP?

In 2020, DVRPC established a more coordinated Transportation Demand Management (TDM) program for the region. The program was guided by DVRPC's Long-Range Plan and developed by DVRPC staff and a newly formed bi-state Regional TDM Advisory Committee (See Appendix C for a list of members). This program of coordinated projects and activities (including TOP) will help DVRPC and its planning partners better address a fast-changing set of TDM needs and challenges.

TOP funds creative projects that aim to reduce the number of single occupancy vehicles (SOVs) on the region's roadways and encourage and support choosing alternative modes of travel. The program will fund projects that support the goals, outcomes, and strategies established in *A New Route to Better Travel for All: The Regional TDM Plan* (the Plan), and each project must address a TDM issue and solution with some type of measurable results.

TOP grants span two fiscal years, and work should focus on developing and funding projects that demonstrate new and fresh approaches to TDM efforts and tools to manage demand. Projects should aim to create and cultivate new, accessible, affordable, climate responsive, equitable, and reliable mobility opportunities for the region's residents and workers.

TDM projects can be viewed as either place-based or systemic. For this program, place-based strategies are either tangible and located in a specific place (e.g., a new bike facility or transit service) or less tangible but designed to benefit a specific place (e.g., promotion of carpool groups in a specific corridor). Systemic strategies are more regional in nature (e.g., promotion of public transit in an entire media market). The Plan and TOP are intended to inform future TDM work in the DVRPC region. Specific principles to guide project selection decisions are:

- Any project proposed for funding should be designed to have measurable, positive impacts on travel behavior change and a plan to document performance (e.g. user counts or surveys) if funded. There should be a proposed way to measure the cost effectiveness during an evaluation period following the conclusion of the project.
- While this program can support both place-based and systemic TDM strategies, place-based strategies will be preferred and prioritized for funding. Projects should illustrate how they will match the cause of an issue or problem with a search for a solution or the solution itself.
- Any project proposed for funding should be designed to address at least one of the four core goals of the Plan and fit into one of the 5 outlined focus areas.
- Any project proposed for funding should improve overall transportation system safety, or at minimum do no harm.

A set of four goals (below), along with outcomes and strategies, are identified in the Plan. The outcomes and strategies in the document further explain how a project can be developed and measured.

1. *Climate Action and Air Quality improvement*: Contribute to air quality conformity for the region and respond to climate change by encouraging low/no-carbon travel and helping reduce total vehicle miles traveled.

2. *Equity*: Improve access to opportunity for communities of concern, particularly racial minorities, ethnic minorities, low-income households, and disabled persons.
3. *Reliability*: Make trips by all modes more reliable, especially during peak travel times.
4. *Freedom of Choice*: Enable multiple, quality, and affordable modal options for travelers to make each trip.

If TOP projects are successful, they have the potential to either (1) be replicated or adapted for another service area, (2) advance to the next project stage, or (3) transition to an ongoing work program like TripSmart PA or a comparable program in New Jersey, such as the statewide TMA program administered by NJTPA.

SECTION 3:

Eligibility

Eligible Project Extents

Projects must be focused within DVRPC's service area of Southeastern Pennsylvania (Bucks, Chester, Delaware, Montgomery, and Philadelphia counties) and parts of Southern New Jersey (Burlington, Camden, Gloucester, and Mercer counties).

Eligible Applicants

The TOP program is open to counties, municipalities, Transportation Management Associations (TMAs), public transportation service operators, school districts or schools, and similar public and nonprofit organizations in DVRPC's service area that regularly deal with transportation and TDM issues in the region.

Collaboration between applicants is encouraged, specifically for a project crossing county or state lines and/or to build on respective organizational strengths. It's preferable if the applicant(s) has experience with applying, planning, and invoicing for federally-funded efforts or partners with an organization that has this experience.

Eligible Activities

In general, TOP funds planning, data collection/performance measurement, concept development, education, marketing, operational or fleet enhancement, and meetings or facilitation of marketing or educational events. To be eligible for funds all project applicants must establish the project:

- is a "pilot project" by DVRPC's definition for this program:
 - A pilot project is a new idea that has not been executed in the service area in which the grant will be awarded. This means that the project:
 - May have been done before in other service areas
 - May build upon a past or existing project in the service area
 - May change or adapt elements of a previous project
 - Is **not** a replica of an existing or past project/program in the service area
 - Is **not** using funds to maintain an existing project
- does not request funds for engineering, construction, or installation/materials costs
- provides proof of commitment from any proposed partners
- includes a specific project location or outlines a plan to determine specific project location
- does not restrict enrollment to a population, but can target a population
- will produce outcomes that can be measured both qualitatively and quantitatively
- falls within one of the following categories (see *Focus Areas* section for more details)
 1. Workforce Access (non-SOV)
 2. Education and Outreach
 3. Quick-Build Temporary Infrastructure
 4. Concept Development for a New or Existing Service
 5. Operational Solutions

Ineligible Activities

As this program is funded with federal Surface Transportation Block Grant Program (STBGP) money administered through DVRPC's Unified Planning Work Program (UPWP), there are certain limitations on the types of projects that can be selected and tasks or materials that can be included.

TOP cannot fund engineering or construction activities, installation or materials for construction, or projects that restrict enrollment to a certain population. Projects that exceed the two-year grant cycle, do not reflect the goals, outcomes, and strategies of the Regional TDM Plan, and do not meet Surface Transportation Block Grant Program (STBGP) and/or Congestion Mitigation Air Quality (CMAQ) eligibility requirements will be considered ineligible. The purpose of TOP is to fund innovative and pilot programs, so projects that aim to replicate/maintain an existing or past program in the service area will not be funded.

Interested parties should reference guidance to ensure the funding source and project(s) fit with the program. The passing of the Infrastructure Investment and Jobs Act (IIJA) in November 2021 amended the STBGP. Please refer to the STBGP Implementation Guidance, Implementation Guidance for the Surface Transportation Block Grant Program (STBGP) as Revised by the Bipartisan Infrastructure Law, STBGP and CMAQ Eligibility under the Current Infrastructure Investment and Jobs Act (IIJA), and FHWA CMAQ Policy and Guidance to learn more about eligible activities.

Refer to the *Eligible Activities* section above for a complete list of eligible project phases.

Focus Areas

There are five focus areas; projects should fit into at least one.

1. Workforce Job Access (non-SOV)

Goal: To solve an existing job access issue or challenge (akin to the former Job Access/Reverse Commute [JARC] program).

Elements we are looking for in an application under this focus area:

- Focuses on disadvantaged populations
- Includes potential partners; consideration of local partners (non-traditional such as housing and community organizations) who can bring in feedback and participation, as well as funds, are valuable
- Includes site specific information (business/warehouse park, corridor) for the access gap proposed to be addressed

Note: TOP projects can promote and provide targeted subsidies but cannot exclude any population from using them.

Project types can include rideshare partnership, shuttle service, and micro-mobility connections.

Project Example: Stop Hopper Project

Location

Central Pennsylvania

Agency

rabbittransit

Short Description

After a successful 2017 pilot, rabbittransit deployed a new microtransit service called Stop Hopper in August of 2018. Stop Hopper serves four service areas across eight counties in Central Pennsylvania. It operates up to 12 vehicles at maximum service and provides rides for about 270 riders a day. Users can book a ride through the Stop Hopper app or Stop Hopper website, by calling customer service, or by flagging down a shuttle at popular destinations. The base fare for Stop Hopper is \$2.00 per ride, which can be paid via cash, token, or credit card.

Website

<https://www.rabbittransit.org/schedules/microtransit-stophopper/>

2. Education and Outreach

Goal: To encourage a partner(s) in the service area (municipality, county, transit agency, nonprofit) to develop and advance new approaches, policies, and plans such as TDM, Complete Streets, and Vision Zero; or to educate the public or other private stakeholders about travel options

Elements we are looking for in an application under this focus area:

- Relates to a proposed or new project or program
- Is a new marketing approach or strategy
- Explores how to reach new populations and audiences

Phases of a project that can be funded through TOP:

- Marketing
- Outreach
- Meetings and organization of events (does not include food or entertainment)

Project types can include but are not limited to working with municipalities in the service area to create TDM ordinances, advertising new, existing, or planned TDM services/programs, engaging local institutions to focus on place-based TDM investments, employer-focused travel options marketing, or public education campaigns about non-SOV travel options.

Project Example: TDM Ordinance GVF

Location

Lower Merion Township

Partners

Lower Merion Township, Greater Valley Force Transportation Management Association (GVF)

Note: TOP projects can promote and provide targeted subsidies but cannot exclude any population from using them.

3. Quick-Build or Temporary Infrastructure

Goal: To plan, coordinate, and build temporary infrastructure to illustrate and/or test a solution to a TDM problem or issue.

Elements we are looking for in an application under this focus area:

- Includes an explanation of the change this will make for the community
- Includes general location and outlines plans to determine exact locations
- Documents how implementation and materials will be paid for with sources outside the grant (municipality, nonprofit, county, TMA, etc.); this needs to include a cost estimate and a signed letter of agreement
- Explores how to reach new populations and audiences

Phases of a project that can be funded through TOP:

- Planning
- Concept development
- Outreach
- Marketing
- Meetings and organization of events (does not include food or entertainment)
- Data collection
- Community creative placemaking combining TDM and economic development

*Note: TOP **cannot** fund engineering, the cost of construction materials, or labor hours to install construction materials.*

Project types could include temporary bike and pedestrian facilities or traffic calming demonstrations, new wayfinding signage to key destinations, and connections to transit.

Project Example A: Malden River Creative Placemaking Project

Location

Metropolitan Boston, City of Malden (Metropolitan Area Planning Council)

Partners

City of Malden, Malden Redevelopment Authority (MRA), Friends of the Malden River (FoMR), Mystic River Watershed Association (MyRWA), Chinese Culture Connection (CCC), Greater Malden Asian American Community Coalition (GMAACC)

Short Description

The Malden River has received renewed attention in recent years from the City, community-based organizations, and Malden residents, but little change could be observed on the ground. In 2017 two studies related to the river were released: the Malden River Greenways Plan, and the Commercial Street Corridor Plan, however, these two plans offered few clear next steps. The goals of the project were to share the knowledge about current conditions along the Malden River and spark interest in changing regulatory obstacles to create a welcoming public space along the waterfront. To accomplish these goals the project took a multi-pronged approach that included an outdoor exhibit, a report, a video, training sessions, and public events.

Website

<https://artsandplanning.mapc.org/malden-river-creative-placemaking-project/>

Additional Project References

<http://artsplantest.wpengine.com/case-studies/>

Project Example B: Collingswood EXPO Project: All Aboard Atlantic**Location**

Collingswood, New Jersey

Partners

Cross County Connection TMA, Collingswood Borough, PATCO, DVRPC

Short Description

This was a temporary bicycle and pedestrian demonstration project and educational campaign that added safety and infrastructure enhancements to improve multimodal routes to the Collingswood PATCO station. The project installed advisory bike lanes, bumpouts, new crosswalks, and signage to accommodate more modes of transportation, reduce traffic speeds, and improve safety for vulnerable road users. Following the success of this project, DVRPC awarded Cross County Connection TMA a Travel Options Program (TOP) grant to continue the educational component of this initiative.

Website

<https://www.dvrpc.org/expo/>

4. Concept Development for a New or Existing Transportation Service

Goal: To plan, coordinate, and implement a change to a mobility service that solves a TDM problem or issue.

Elements we are looking for in an application under this focus area:

- Planning for a new multi-modal service or construction project for which implementation will be funded with other dollars that have been secured
- Developing new solutions or policies to accommodate bikes on transit or other rider needs
- Developing new solutions for carpool or bikeshare

Phases of a project that can be funded through TOP:

- Concept development
- Planning
- Meetings and organization of events (does not include food or entertainment)
- Data collection

Project types could include concept development and data collection for a carpool or bikeshare service, collection and evaluation of bicycle and pedestrian data to understand the needs near stations/stops and recommend policy, operational or construction changes, or walk audits for areas of concern for future planning.

Project Example: PATCO Concourse Level Bicycle Improvement Evaluation

Location

Philadelphia, Pennsylvania

Partners

PATCO, SEPTA, DVRPC

Short Description

DVRPC staff evaluated each of the four Center City PATCO station concourses to identify the most appropriate locations for pilot bicycle rack installation. Each of PATCO's Philadelphia stations were examined to identify suitable locations for bicycle parking and recommended locations for bicycle parking and collaborated with and communicated between the agencies for maintenance and installation.

This document can be found in Appendix D.

5. Operational Solutions

Goal: To implement non-construction operational solutions and strategies that address a TDM problem or issue.

Elements we are looking for in an application under this focus area:

- States how the proposed operational solution will support SOV alternatives
- Includes general project location and/or outlines plans to determine exact locations
- Includes concept and strategy development for implementing operational solutions to address TDM challenges

Phases of a project that can be funded through TOP:

- Product application
- Implementation (non-construction, but could include software or hardware solutions to improve transit or mobility service operations)
- Concept development
- Planning
- Meetings and organization of events (does not include food or entertainment)
- Data collection (does not include purchase of equipment)

Project types include signal timing improvements for pedestrians and cyclists, digital mobility and wayfinding tools, incorporating ITS solutions into a TDM strategy or plan, and parking management strategies (reserved spots for carpools, vanpools).

Project Example: West Chester University Share-A-Ride Program

Location

West Chester University, West Chester, PA

Partners

Transportation Management Association of Chester County (TMACC), West Chester University (WCU), Delaware Valley Regional Planning Commission (DVRPC)

Short Description

TMACC and WCU customized DVRPC's Share-A-Ride platform powered by Agile Mile to offer a rideshare promotion program targeted to West Chester University students and employees. The Share-A-Ride program matches users with carpool options, provides transportation alternative suggestions, and allows users to track non-SOV commute and telecommute trips. For each trip recorded, users are awarded points redeemable to rotating local vendors. In addition, WCU offers 19 rideshare parking spaces reserved for Share-A-Ride carpool vehicles.

Website

<https://sharearide.agilemile.com/wcupa>

*Note: TOP **cannot** fund maintenance of an existing technology, construction activities, or purchases of materials for construction. Technology purchases for mobile or indoor use are typically eligible.*

SECTION 4:

Funding

Funding Source

The primary source of funding for TOP is the Surface Transportation Block Grant Program (STBGP). Project ideas must respond to the goals, outcomes, and strategies established in the Regional TDM Plan. Submissions should propose a way to estimate the number of SOV trips reduced and/or positive impacts related to the goals of the Plan. Projects must be **completed and all expenses must be incurred by June 30th, 2026**. DVRPC retains the right to declare a class of projects not eligible as a matter of policy if it is determined that such use of funds would not be consistent with the Connections 2050 Plan and the Regional TDM Plan.

New Jersey applicants only: Any projects selected that are in New Jersey but outside the Philadelphia (PA--NJ--DE--MD) Urbanized Area will be funded through the Congestion Mitigation Air Quality (CMAQ) program. CMAQ-eligible projects located within the NJ portion of the Philadelphia Urbanized Area may also be funded using NJ CMAQ funds. If you are submitting a project idea serving Pennsylvania, this does not apply to you.

Please refer to the STBGP Implementation Guidance, FHWA CMAQ Policy and Guidance, and STBGP and CMAQ Eligibility under the Current Infrastructure Investment and Jobs Act (IIJA), to learn more about eligible activities. For examples of eligible projects please review the *Eligibility* section in this document.

Funding Availability

Funding is available for projects in Pennsylvania and New Jersey for use over a two-year period (both FY2025 and FY2026 - July 1, 2024 through June 30, 2026). Each project proposal must have a minimum cost of \$75,000 and a maximum of \$250,000, total. These funds are expected to be available to be used over an approximate 24-month period of time, although proposed projects could be completed in less time, if appropriate. A cost estimate of the materials and tasks needed to accomplish the activities for which the funds are being sought must be submitted as part of the application (see *Information for Completing TOP Application* and *Budget Requirements* sections). Additional budget details may be required if the project is chosen for funding. Use of all federal funds is not guaranteed and depends on the eligibility and quality of the proposals submitted. No one applicant can or will receive the full amount of available funds.

No Matching Funds

There are no local match funds required for this grant program.

SECTION 5:

Project Selection

Project Selection Process and Review Committee

TOP is a two-stage application process. To be considered for TOP funds, applicants must: (1) submit an EOI (due September 15, 2023); and (2) be selected to proceed in the full application process. Each project must meet the eligibility requirements defined in the *Eligibility* section.

DVRPC will establish a review subcommittee to evaluate applications. Participants will include staff from DVRPC and volunteers from the Regional TDM Advisory Committee and DVRPC's Public Participation Task Force (PPTF). This panel will review and score applications based on the criteria explained in the *Project Evaluation Criteria* section. County and city planning partners will prioritize candidate projects within their jurisdictions. *Not all projects invited to submit a full application will receive funding*; this grant program is competitive.

Consideration will also be given to whether a project can be implemented elsewhere in the region where a similar challenge or issue exists. One of the purposes of these projects is to help determine TDM Best Practices for the DVRPC region.

Selected projects will be recommended to the DVRPC Regional Technical Committee (RTC) and Board for final review and approval. DVRPC intends to present the recommended selection of projects to the DVRPC RTC and Board in April, 2024.

Selected applicants receiving TOP grants from DVRPC as sub-awards are considered DVRPC's subrecipients and will be subject to DVRPC's Subrecipient Monitoring Policy. All subrecipients must complete a Pre-award Risk Assessment form. The purpose of this form is to collect information about your entity's capacity to manage federal grant funds prior to issuance of a grant award document. Information may also be used as part of subrecipient monitoring activities and/or to identify technical assistance needed to strengthen the success and outcome of the project. The Pre-award Risk Assessment form will be uploaded to the TOP website by April, 2023 to be completed by the selected applicant and emailed to subrecipient@dvrpc.org.

Project applicants who are selected to receive TOP funding will receive resources to guide them through the necessary steps to meet the set implementation schedule via a webinar and a DVRPC database. **All project work must be completed by June 30, 2026.**

Project Evaluation Criteria

Projects will be scored using the criteria listed below (Table 2). Following this table each section is defined and described further.

Table 2: Project Evaluation Criteria

1.	Description of need or problem statement	30
2.	Discussion of benefits and project effectiveness (qualitative)	30
3.	Readiness to proceed: organizational experience and capacity	20
4.	Discussion of relationship to eligible Focus Areas	10
5.	Relationship to Regional TDM Plan goals	5
6.	Description of proposed performance metrics (quantitative)	5
Extra Point	Demonstrate the project need using technical planning tools	+1

1. Description of Need or Problem Statement - 30 Points Possible

Definition: Describe the problem that the project will address.

Describe the identified problem or challenge, citing quantitative and qualitative data, and a brief description of the project location. Quantitative data might include traffic counts, pedestrian counts, bicycle counts, Level of Service (LOS), bicycle Level of Traffic Stress (LTS), potential number of employees or residents served working, living and using the area, surveys, and/or a project's location in a Congestion Management Program (CMP) corridor. Be sure to reference previous studies or planning that has been done that may make the project more relevant and apt for success.

High scoring applications should have the following elements:

- A strong argument for why this project will solve a TDM issue or need
- Supporting data from two or more resources
- Be in support of existing planning efforts at local, state, or regional level

2. Discussion of Benefits and Project Effectiveness (Qualitative) - 30 Points Possible

Definition: Describe the proposed solution and benefits for the community.

Explain how the approach will be effective in solving the problem explained in the project need section. This should include well-planned goals and objectives, method(s), schedule, and deliverable(s). The applicant should describe the tasks to be undertaken to achieve the project's goals and objectives. Be sure to include materials, supplies, and activities that will be used or planned during the project and identify these in the submitted budget. This should demonstrate how the project tasks will address or solve the issue in your problem statement.

High scoring applications should have the following elements:

- A clear statement of how the delivery of the project will solve this problem through implementation or be a step to implementation.

- A list of goals, objectives, and tasks for the project.
- A list of each task and how it contributes to solving the problem.
- A clear match of the tasks to the budget. Tasks should include but not be limited to meetings, public events, major points of progress, reports, and a completion date.
- Identification of intended locations for the project.

3. Readiness to Proceed: Organizational Experience and Capacity - 20 Points Possible

Definition: Discuss the capability of your organization to deliver this project.

Identify the staff for this project and their technical capacity. Describe the major milestones for the proposed project in a timeline. Describe each project element and its cost details in a budget. Identify and list any planned partners.

High scoring application should have the following elements:

- Name, title, relevant experience, and expected number of hours/month committed to the project of the main point of contact; this contact will be directly managing the administrative aspects of the project.
- Names, titles, relevant experience, and estimated hours of proposed project team members.
- The organization's direct experience with projects similar to this, including any that were federally-funded (and what type of federal funds were used), the reason for and outcome of completed project(s), and how that experience will lend itself to successfully implementing the proposed TOP project. Applicants will be evaluated on past performance, including success in delivering PennDOT, NJDOT, municipality, and/or DVRPC projects, and fully expending funds from these other grant programs.
- A clear explanation of how taking on this project will not interfere with carrying out existing tasks in other TDM-related and federally-funded work program(s), if applicable.
- A timeline from award to completion with all tasks of the project, including the final report.
- A required proposed budget referencing the project timeline.
 - Estimated breakdown of labor/non-labor expenses and relevant overhead costs (an [Excel template budget sheet](#) is available for download in the *Applicant and Sponsor Resources* section of the [TOP website](#)).
 - Estimated consultant costs, if relevant.
- A clear explanation of the role of any partnering agencies. Collaboration between agencies is encouraged; if partnering with any other entities on a project, all involved personnel must be listed with the same level of detail outlined above. Proposal includes documentation from partners of local relevant agencies and organizations.

4. TOP Eligible Focus Areas - 10 Points Possible

Definition: Discuss how the proposed project relates to the focus areas described in the *Eligibility* section.

Provide an explanation of how the proposed solution to the identified problem will address goals of the described focus areas in the *Eligibility* section of this document.

High scoring applications should have the following element:

- Clear explanation of how the project fulfills all of the bullets listed under the “Elements we are looking for in an application under this focus area,” component of the focus area description.

5. Regional TDM Plan Goals - 5 Points Possible

Definition: Explain the relationship between the project and at least one of the four goals in the Regional TDM Plan.

Provide an explanation of how the proposed solution to the identified problem will address goals within the Regional TDM Plan. Applicants must explain how they plan to address the outcomes and strategies of the one (minimum) or more of four goals you will be fulfilling from the Regional TDM Plan.

High scoring applications should have the following element:

- Clear explanation of how the project fulfills one or more of the four goals.

6. Description of Proposed Performance Metrics (Quantitative) - 5 Points Possible

Definition: Identify the proposed measurable outcomes of the project.

Applicants should include a proposed way to estimate projected measurable outcomes and outputs including but not limited to: the number of vehicle trips reduced, improvements in air quality, and increase in ridership or users if the project is implemented (e.g. data collection before and after implementation).

High scoring applications should have the following element:

- Clear explanation of the performance data to be collected and the process to do so.

Extra Point: Demonstrate the Project Need Using Technical Planning Tools

Definition: Describe the need of your project using state, regional, or local technical planning tools.

This includes but is not limited to DVRPC tools (CMP and Travel Time Index and Planning Time Index Measures, Coordinated Human Transportation Services Plan, Regional Equity Analysis/IPD, or Regional Transit Screening Platform) to demonstrate need for your project.

High scoring applications should have the following elements:

- Data, text, and graphics used to explain the output of the tool used.
- Relate the output information from the tool used and explain its relevance and why it makes your project more valuable to the region.

Note: Consideration will also be given to whether a project can be implemented elsewhere in the region where a similar challenge or issue exists. Each TOP project is evaluated during and after implementation for the purposes of determining TDM Best Practices for the DVRPC region.

SECTION 6:

Information for Completing a Full TOP Application

Requirements Prior to Submitting Full TOP Application

1. Attend one EOI webinar: July 20, 2023 (virtual) or July 25, 2023 (virtual or in-person).
2. Submit an EOI proposal by September 15, 2023.
3. Receive an invitation from DVRPC to complete a full TOP application.

TOP Timeline

The following timeline provides an overview of the application and selection process for TOP projects. This timeline is subject to change. TOP projects are solicited and grants are awarded on a two-year cycle.

Table 3: TOP Timeline

July 2023	EOI proposal and full TOP application guidelines are posted on DVRPC website. Interested applicants attend one of two mandatory EOI information sessions.
September 2023	EOI proposals are due.
October 2023	Each agency represented on the Regional TDM Advisory Committee reviews eligible EOI submissions and makes recommendations. County, state and federal agencies review EOI proposals for eligibility and preference.
November 2023	Selected EOI proposals are invited to complete the full TOP application.
January 2024	Full TOP applications are due. TOP Project Selection Subcommittee scores full TOP applications. State and federal agencies provide feedback on project task eligibility
February 2024	DVRPC meets with TOP Project Selection Subcommittee and TDM Advisory Committee to discuss application scores and eligibility.
March 2024	DVRPC meets with TOP applicants to review any proposed changes to project scopes and budgets.
April - May 2024	TOP slate of projects are presented to the DVRPC Regional Technical Committee (RTC) and Board for approval.
May - June 2024	Contracts executed.
July 2024 and later	Awarded projects commence work.

Directions to Complete a Full TOP Application

Applicants must be invited to complete a full TOP application. A full TOP application must include the components listed below. Note that one page is considered a single-side page and typeface may not be smaller than 10 points with line spacing of at least 1.15.

1. Cover sheet with required information, below. (1 page limit)
2. A narrative description of the project consistent with the Project Evaluation Criteria listed below. (5 page limit)
 - a. A description the problem that your project will address;
 - b. A description the proposed solution and benefits for the community;
 - c. A discussion of the capability of your organization to deliver this project;
 - e. A discussion of how the proposed project relates to the focus areas described in the *Eligibility* section;
 - f. An explanation of the relationship between the project and at least one of the four goals in the Regional TDM Plan;
 - g. Identification of the proposed measurable outcomes of your project;
 - h. A description of the need of your project using state, regional, or local technical planning tools.
3. A project extent map that fits on an 8.5 x 11 inch sheet of paper. (1 page limit)
4. Supporting materials such as references to related plans or studies (1 page limit), letters indicating commitment of project partners and funding (1 page limit per letter), or other relevant documentation (1 page limit). Do not include general letters of support or endorsement.
5. A budget, per the requirements, below.
6. Proposals should be submitted electronically, in the format of a single PDF document that includes all components and attachments.

Budget Requirements for TOP Application

1. A maximum of \$250,000 is available for any single project submitted by a respondent and/or partner respondents. A minimum budget of \$75,000 is required for submission.
2. The budget must include an estimated division of labor vs. non-labor costs, as well as the submitting agency's current overhead rate.
3. The purchase and estimated cost of any activities necessary to complete the project must be specified and explained.
4. Projects should be developed to be scalable, if necessary. For instance, the Regional TDM Advisory Committee may find an estimated budget of a preferred project excessive for the amount of funding available, so the submitting agency may be asked to reduce the budget and/or associated tasks. Likewise, only one component of a proposal may be selected, so the original scope and budget would have to be adjusted accordingly.
5. Consideration will also be given to whether a project can be implemented elsewhere in the region where a similar challenge or issue exists. One of the purposes of these projects is to help determine TDM Best Practices for the DVRPC region.
6. An [Excel template budget sheet](#) is available for download on the [TOP webpage](#) under the *Applicant and Sponsor Resources* section.

Budget Completion Instructions

1. Complete each section of the budget proposal tab. The file will auto-populate calculations and totals.
2. Enter total project cost in cell B5.
3. List all employees from your organization anticipated to work on the project by estimated hours and payroll rate in Section 1.
4. Add your organizational fringe and overhead rates in Sections 2 and 3. If your organization has one rate that includes both fringe and overhead please enter it as the overhead rate and skip the fringe rate.
5. List all direct expenses (materials, supplies, printing, advertising, travel expenses, etc) in Section 4. Include vendor names if known.
6. Enter the totals for any partner agency (other governmental or non-profit organization) collaborating on the project in the Excel file for that partner agency.
7. If a consultant is needed on the project, enter the total in Section 6 as an estimate. Note that some grantees may have to complete a competitive selection process/RFP before they can select and enter a contract with a consultant. Please identify if you plan to use a consultant in your application, and explain why, so we can take the required steps to prepare for this in our Accounting and Procurement Departments. Once the contract is executed the consultant/partner proposal tab will need to be completed if the consultant budget is over \$10,000.
8. The calculated total in cell D41 must equal the total project cost in cell B5.
9. Submit completed budget and any questions about filling out the form via email to William Laidlaw, DVRPC's Accounting Manager, via email: wlaidlaw@dvrpc.org for review.

Application Checklist

1. An invitation from DVRPC staff to submit a program application, following submission and review of an Expression of Interest (EOI) form.
2. A narrative description of the project consistent with the Project Evaluation Criteria section and listed in Table 2.
3. A completed grant application, including
 - A cover sheet information,
 - A budget, and a timeline
 - A 8.5 x 11 inch map indicating the extent of the project area.
4. If pertinent to the proposed project, supporting documents may be included.
5. Applications should be submitted as a single PDF attachment to sbartels@dvrpc.org and abernknopf@dvrpc.org.

APPENDIX A:

TOP Application Cover Sheet

Please submit this sheet and/or all of the following information with your application.

1. Applicant (Organization Name):
2. Address:
3. City, State, and Zip:
4. Phone:
5. Fax:
6. Name of main contact for the proposal:
7. Email address of main contact:
8. Proposed Project Title (from EOI):
9. Proposed Total Budget:
10. Does this project involve more than one organization or company? Yes No
11. If yes, please provide the name of the partnering organization or company involved:
12. Name and email address of the main contact for the aforementioned partner:
13. Date of meeting with County Planning Department/Commission staff:
 - a. Names of those present at the above meeting:

APPENDIX B:

Budget Proposal Form

An Excel template budget sheet is available for download on the [TOP webpage](#), under the Applicant and Sponsor Resources section, and can also be found [here](#).

APPENDIX C:

Regional TDM Advisory Committee Contact List

Pennsylvania:

Bucks County

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Jason Simmons	jason.simmons@dot.gov
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NJTPA

Jasmine Grossmann	jgrossmann@njtpa.org
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APPENDIX D:

PATCO Concourse Level Bicycle Improvement Evaluation

Date: May 20, 2014

To: John Rink, PATCO General Manager

From: Cassidy Boulan; Logan Axelson

Subject: PATCO Concourse Level Bicycle Improvement Evaluation (DVRPC Product No. 14044)

Introduction and Summary

In fall 2012, the Bicycle Coalition of Greater Philadelphia, the Southeastern Pennsylvania Transportation Authority (SEPTA), New Jersey Transit, the Port Authority Transit Corporation (PATCO), Open Plans, and the Delaware Valley Regional Planning Commission (DVRPC) collaboratively developed the "Bike to Transit Stations Survey," to understand how transit stations in the Delaware Valley can better accommodate cyclists. Of the survey's 462 responses, 87 percent requested more or improved bicycle parking at the region's transit stations.

In 2013, the Center City District (CCD) conducted a survey of commuter behavior among Center City workers, providing more detail on cycle-to-transit preferences in Philadelphia. In that survey, "How Philadelphia Gets to Work: Investing for Growth," 533 participants reported using PATCO service as part of their commute. Of those PATCO commuters, 110 reported interest in bicycle parking at Center City Philadelphia PATCO stations.

Respondents reported the most interest in bicycle parking at 15th-16th and Locust Street Station, followed by 12th-13th and Locust Street Station, 8th and Market Street Station, and 9th-10th and Locust Street Station. As a result, PATCO requested that DVRPC staff evaluate each of the four Center City PATCO station concourses to identify the most appropriate locations for pilot bicycle rack installation.

Project Background

Project Scope

PATCO operates four stations in Philadelphia: 8th and Market Street Station, 9th-10th and Locust Street Station, 12th-13th and Locust Street Station, and 15th-16th and Locust Street Station, the route's terminus. Each station is comprised of a concourse one level below street level, and a platform one level below concourse level. Each concourse contains a partitioned area for passengers who have paid a fare ("paid area"), and a comparatively larger area for those who have not yet paid ("unpaid area.")

The 8th and Market Street Station is unique in that it is directly connected to an active SEPTA Market-Frankford Line station. This presents opportunities for shared bicycle parking for PATCO and SEPTA riders, provided an agreement can be reached between PATCO and SEPTA regarding management and maintenance.

Precedents and Best Practices

Integration of public transit and bicycling offers benefits for both modes. Accessible public transit can benefit cyclists by offering travel alternatives in cases of inclement weather, difficult topography, or by bridging gaps in existing bicycle networks. Likewise, bicycling can benefit transit riders by expanding station catchment areas, thereby reducing the need for transfers, feeder buses, and park-and-ride facilities.¹

Researchers have recurrently identified four common methods of bicycle-transit integration: (a) bike-on-transit service such as exterior racks on buses; (b) bike-to-transit options, such as bicycle parking facilities at stations; (c) bicycle sharing at station access points; and (d) two-bike strategies, in which a commuter owns two separate bicycles, one to ride between home and a transit station, and another to ride between transit and work. Option B, bike-to-transit, has regularly been found to best balance cost-effectiveness, cyclist capacity, and convenience.²

Bicycle racks are the most frequently used method of bicycle parking for bike-to-transit strategies. Racks are so prevalent because they are inexpensive (when compared to other forms of bicycle parking), and can be installed relatively easily to respond to increased demand.³ For the purposes of this evaluation, DVRPC, with the input of the Bicycle Coalition of Philadelphia, planned for the installation of standard "Sheffield stand" racks.

Process

DVRPC staff examined each of PATCO's Philadelphia stations to identify suitable locations for bicycle parking. Potential locations were measured and photographed for comparison. Each location was then reviewed according to the following criteria (in order of importance):

- > *Adequate space* – Consideration was paid to the number of bicycle racks that could be placed in each potential location.
- > *Proximity to station entrance* – Reducing the distance between potential locations and station entrances (i.e. stairs, elevators, and concourse entrances) minimizes the time a cyclist must spend parking their bicycle. Locations near elevators were specifically prioritized because they prevent a cyclist from having to carry a bicycle up and down stairs.
- > *Paid area vs. unpaid area*—Locating bicycle parking inside paid areas ensures exclusive use by PATCO riders, but the relative lack of space within paid areas, and barriers to entry may limit a parking area's suitability with regard to other parking criteria.
- > *Proximity to security cameras* – Locating bicycle amenities within sight of security cameras reinforces perceptions of safety and security for cyclists.
- > *Lighting* – Adequate lighting makes it easier for cyclists to secure their bicycles, and enhances perceived safety and security.
- > *Proximity to obstructions and utilities* – Consideration was given to maintenance personnel's ability to access utilities (i.e. standpipes, ventilation grates, etc.), as well as cyclists' ability to access parking.
- > *Weather protection* – Shelter from precipitation and other weather events encourages cyclists to use bicycle parking. Weather protection was a factor in select locations at the 8th and Market Street Station only.

¹ Pucher, John and Buehler, Ralph. "Integrating Bicycling and Public Transport in North America," *Journal of Public Transportation*, 12:3, 2009. Pp. 79-104.

² Krizek, Kevin J. and Stonebraker, Eric W. "Assessing Options to Enhance Bicycle and Transit Integration," *Transportation Research Record*, No. 2217. Pp. 162-167.

³ Kittelson Assoc. Inc., "Chapter 8: Bicycle Access to Transit," in *TCRP Report 153: Guidelines for Providing Access to Public Transportation Stations*, Transportation Research Board of the National Academies, Washington, DC, 2009.

Locations in each station were then prioritized in relation to each other, with each of the selection criterion considered in context of all other criteria. Each station's four most suitable locations are listed in this evaluation.

DVRPC staff also reviewed "Bike Parking Recommendations for PATCO Philadelphia Stations," an evaluation completed in October, 2013 by John Boyle, Research Director for the Bicycle Coalition of Greater Philadelphia. The conclusions of that report were considered and incorporated into this report as appropriate.

Recommended Locations

The following recommended locations are the result of DVRPC's evaluation of PATCO's Philadelphia station concourses. Relevant criteria for each location are listed below, with each criterion categorized as either positive (▲), negative (▼), or neutral/moderate (■). Each location can be seen on the included diagrams that show each station concourse (*Figures 1-4*).

8th and Market Street Station:

Note: 8th and Market Street Station is both heavily trafficked and highly constrained. As a result, no bicycle parking is recommended within the paid area of the station.

Location 1: Southern end of concourse

- ▲ Space for 8 bike racks (32' X 9'6" | 304 ft.²)
- ▲ Good visibility from either end of concourse
- ▲ Located away from pedestrian traffic
- ▼ Far from entrances and turnstiles

Location 2: Beneath staircase

- ▲ Space for 4 bike racks (14'-diameter circle | 154 ft.²)
- ▲ Located away from pedestrian traffic
- ▲ Good visibility from SEPTA 8th Street concourse
- ▼ Moderate to poor weather protection
- ▲ Opportunity for shared parking arrangement with SEPTA 8th Street Station

Location 3: North side of Market-Frankford Line crossover

- ▲ Space for 6 bike racks (20' X 8' | 160 ft.²)
- ▲ Close to both PATCO and SEPTA turnstiles
- ▼ Likely conflict with busy pedestrian flows
- ▲ Good visibility from SEPTA 8th Street concourse
- ▲ Opportunity for shared parking for SEPTA 8th Street Station

Location 4: Near escalator

- ▼ Space for 3 bike racks with less than optimal clearance (10' X 6' | 60 ft.²)
- ▲ Located away from pedestrian traffic
- ▲ Good visibility from SEPTA 8th Street concourse
- ▲ Opportunity for shared parking agreement for SEPTA 8th Street Station
- Moderate to good weather protection

9th-10th and Locust Street Station:

Location 1: Near 9th Street entrances

- ▲ Space for 5 bike racks (12' X 17' | 204 ft.²)
- ▲ Close to 9th Street entrances
- ▲ Close to elevator
- ▼ Potential conflict with standpipe

Location 2: Paid area east

- ▲ Space for 8 bike racks (29' X 12' | 348 ft.²)
- Located in paid area
- ▲ Located away from pedestrian flows
- ▲ Directly under a security camera

Location 3: Center of concourse

- ▲ Space for 3 bike racks (12' X 11' | 132 ft.²)
- ▲ Close to turnstiles
- ▼ Relatively far from station entrances
- ▲ Directly under a security camera

Location 4: Near 10th Street entrances

- ▲ Space for 8 bike racks (12' X 26' | 312 ft.²)
- ▲ Close to 10th Street entrances
- ▼ Far from elevator
- ▼ Far from turnstiles

12th-13th and Locust Street Station:

Location 1: Near 13th Street entrances on south wall

- ▲ Space for 11 bike racks (10' X 36' | 360 ft.²)
- ▲ Close to 13th Street entrances
- ▲ Located away from major pedestrian flows
- ▼ Somewhat distant from turnstiles

Location 2: Paid area east

- ▲ Space for 8 bike racks (12' X 29' | 348 ft.²)
- Located in paid area
- ▲ In view of security camera

Location 3: Between columns

- ▲ Space for 12 bike racks (15' X 28' | 420 ft.²)
- ▲ Close to 13th Street entrances
- Mostly in view of security cameras, but some blind spots due to columns
- Minimal conflict with pedestrians crossing concourse

Location 4: Near 12th Street entrances

- ▲ Space for 6 bike racks (8' X 20' | 120 ft.²)

- ▲ Close to 12th Street entrances
- ▼ Potential lack of visibility
- ▼ Likely conflict for pedestrians using south 12th Street stairs

15th-16th and Locust Street Station:

Location 1: Between columns

- ▲ Space for 9 bike racks (10' X 31' | 310 ft.²)
- ▲ Close to 15th Street elevator and stairs
- Mostly in view of security cameras, but some blind spots due to columns
- Minimal conflict with pedestrians crossing concourse

Location 2: Paid area west

- ▲ Space for 10 bike racks (14' X 33' | 462 ft.²)
- Located in paid area
- ▼ Potential conflicts with pedestrians traveling along corridor

Location 3: Near north 16th Street stairs

- ▲ Space for 3 bike racks (11' X 11' | 121 ft.²)
- ▲ Close to north 16th Street stairs
- ▼ Likely conflict with pedestrians using 16th Street stairs
- ▼ Potential conflict with standpipes

Location 4: Near south 16th Street stairs

- ▲ Space for 7 bike racks (25' X 10' | 250 ft.²)
- ▲ Close to south 16th Street stairs
- ▼ Far from elevator and turnstiles
- ▼ Minimal visibility from other parts of concourse

Next Steps and Implementation

Maintenance

Bicycle racks are popular, in part, because they require minimal maintenance. Abandoned bicycles, locks, or other items, however, require attention in order to ensure that rack space remains available to cyclists. It is recommended that PATCO maintenance staff schedule removals of abandoned bicycles at least biannually. The City of Philadelphia offers the following guidelines to identify abandoned bicycles:

- > Bicycles with severe damage or missing parts,
- > Bicycles in unusable condition, and
- > Bicycles that have been locked in the same place for at least one month.

Abandoned bicycles should be tagged at least one week prior to scheduled removal to give owners an opportunity to reclaim their bicycles. Signage directing PATCO users to report abandoned bicycles can also help ensure prompt identification and removal.

Complementary Measures

Devices that facilitate entry to and exit from transit stations can also encourage bike-to-transit travel. One such device is the bicycle stairway (*Figure 5*), a staircase retrofitted with a groove or runnel at stair-level that cyclists may use to push a bicycle up or down a flight of stairs. Bicycle stairways spare cyclists from having to lift a heavy bicycle, and enhance safety by preventing dropped bicycles or loss of balance.

Other complementary measures may be taken to enhance PATCO concourses for both cyclists and pedestrians. Signage directing cyclists to bicycle parking locations is particularly useful in PATCO concourses, which are often more than a block in length. Likewise, signs prohibiting cyclists from riding in concourses can help protect pedestrian safety.

Next Steps

The installation of new bicycle parking is an opportunity for PATCO to collaborate with SEPTA on management of their shared 8th Street concourse. Where applicable, it is recommended that PATCO coordinate with SEPTA to install bicycle parking that can serve both agencies' bike-to-transit customers. Shared parking at this location would serve a wider swath of the population, and enhance transit connections between the PATCO Speedline, the SEPTA Market-Frankford Line, and SEPTA Regional Rail lines.

Additionally, upon installing bicycle parking in its Philadelphia stations, it is recommended that PATCO evaluate bicycle parking locations and capacity at its 9 New Jersey stations, including City Hall Station in Camden, which currently lacks bicycle parking.

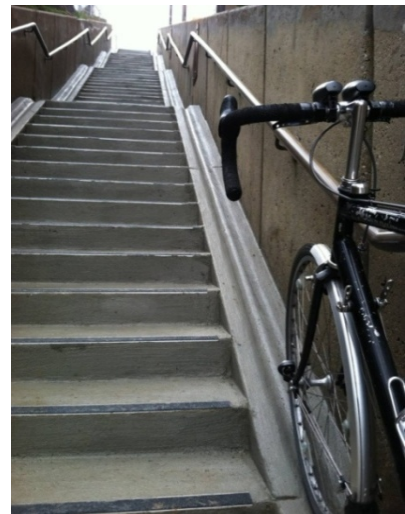


Figure 5: A bicycle stairway in a Washington, DC Metro station

Source: Washington Metropolitan Transit Authority

PATCO CONCOURSE BIKE PARKING ASSESSMENT

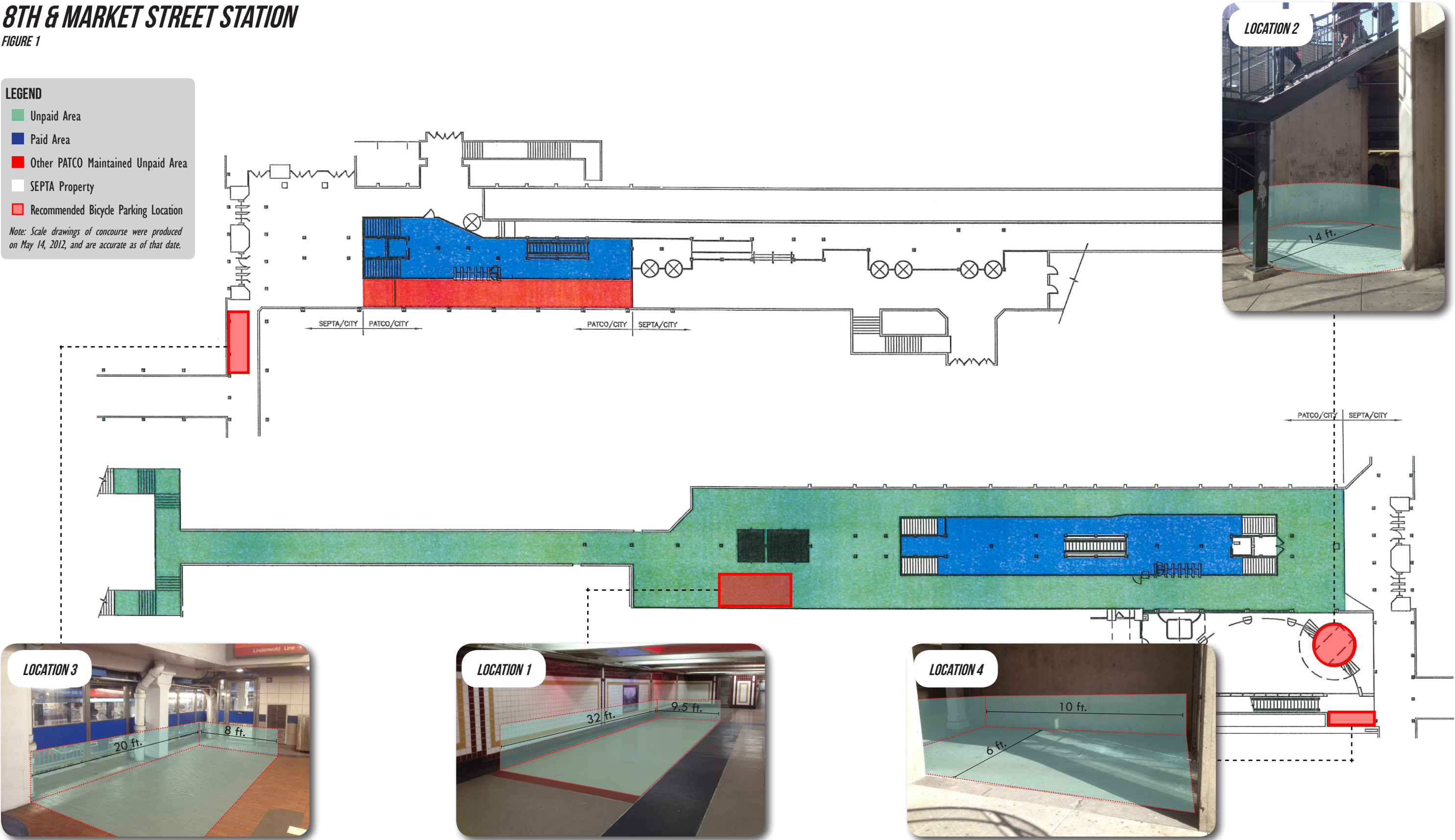
8TH & MARKET STREET STATION

FIGURE 1

LEGEND

- Unpaid Area
- Paid Area
- Other PATCO Maintained Unpaid Area
- SEPTA Property
- Recommended Bicycle Parking Location

Note: Scale drawings of concourse were produced on May 14, 2012, and are accurate as of that date.



PATCO CONCOURSE BIKE PARKING ASSESSMENT

9TH-10TH & LOCUST STREET STATION

FIGURE 2

LEGEND

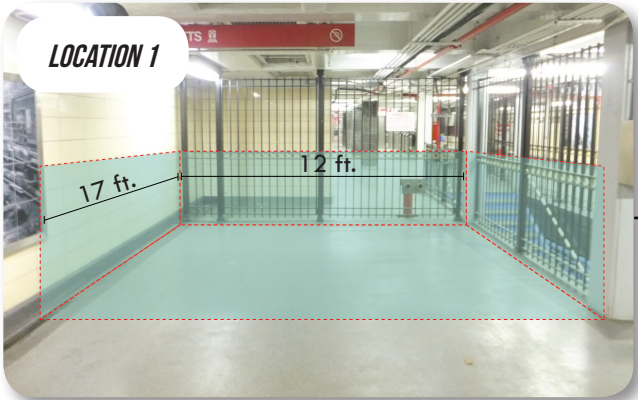
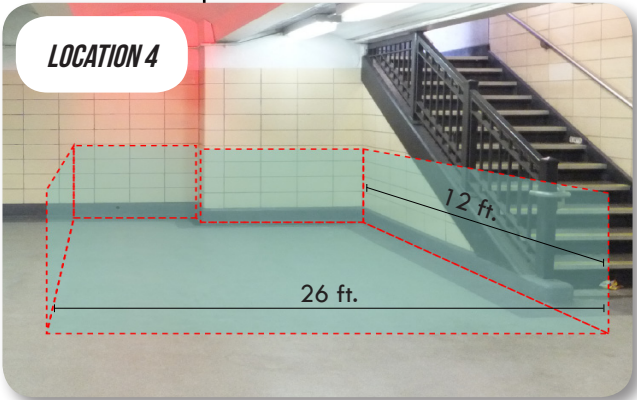
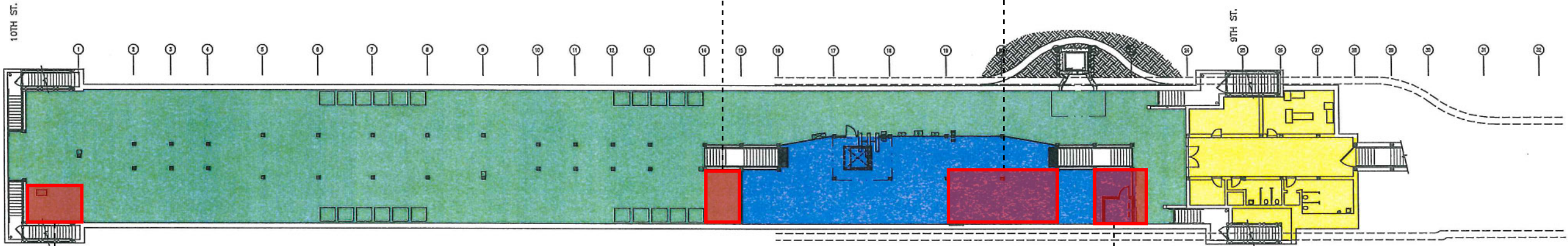
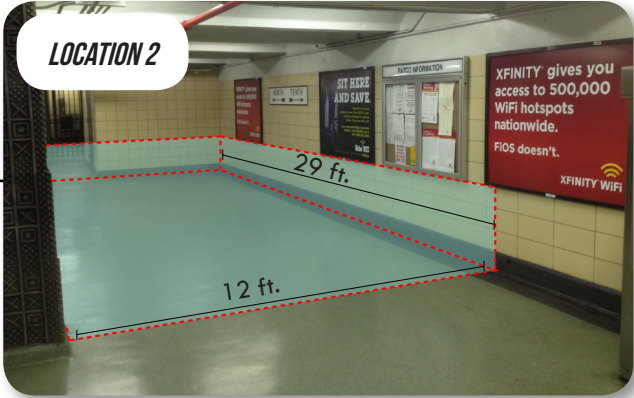
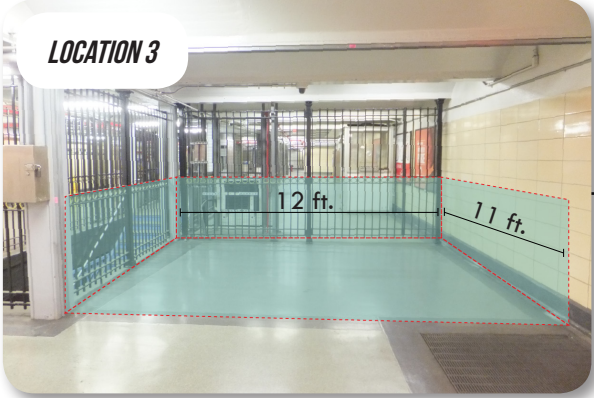
Unpaid Area

Paid Area

PATCO Maintenance Area

Recommended Bicycle Parking Location

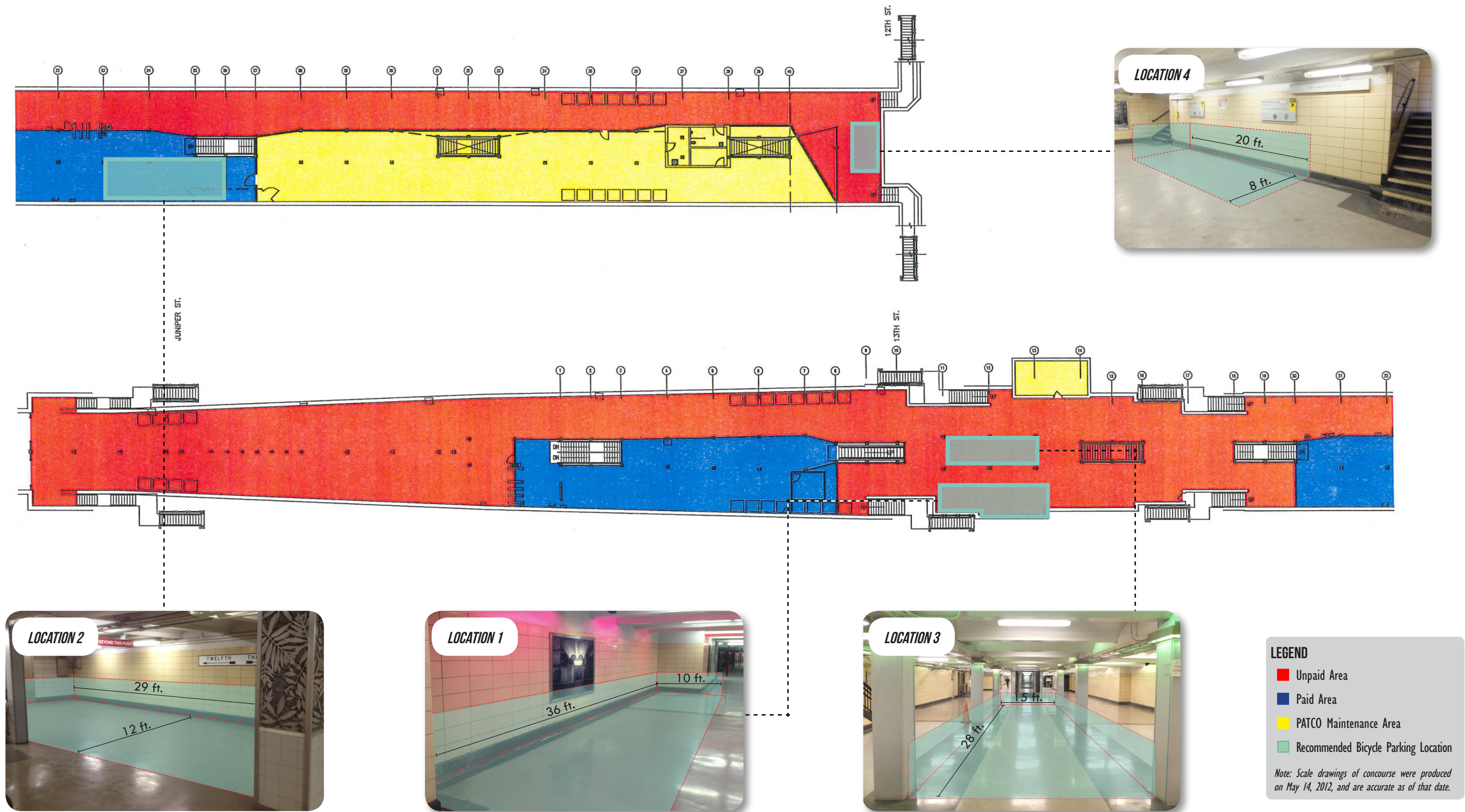
Note: Scale drawings of concourse were produced on May 14, 2012, and are accurate as of that date.



PATCO CONCOURSE BIKE PARKING ASSESSMENT

12TH-13TH & LOCUST STREET STATION

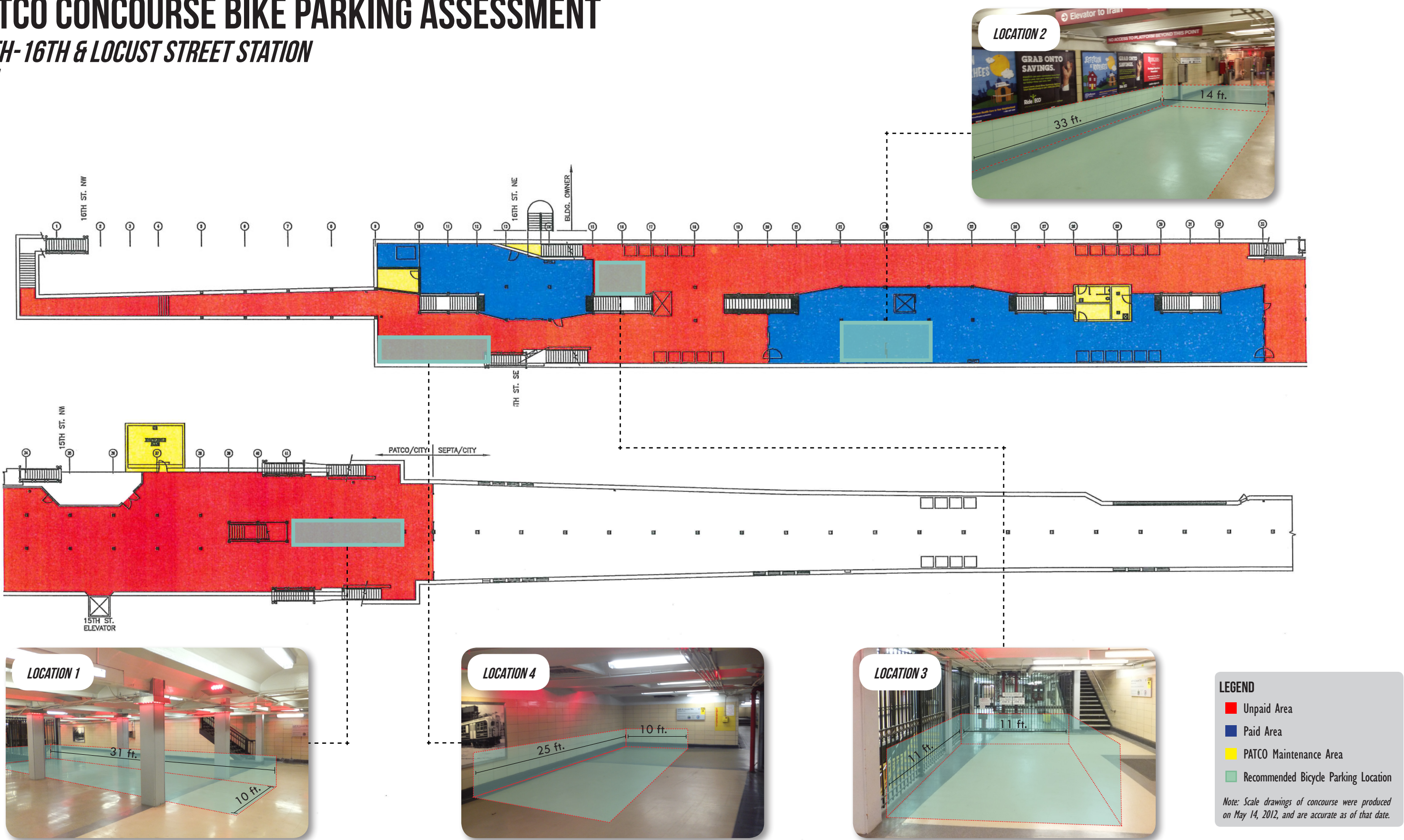
FIGURE 3



PATCO CONCOURSE BIKE PARKING ASSESSMENT

15TH-16TH & LOCUST STREET STATION

FIGURE 4





190 N Independence Mall West
8th Floor
Philadelphia, PA 19106-1520
215.592.1800 | www.dvrpc.org

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