

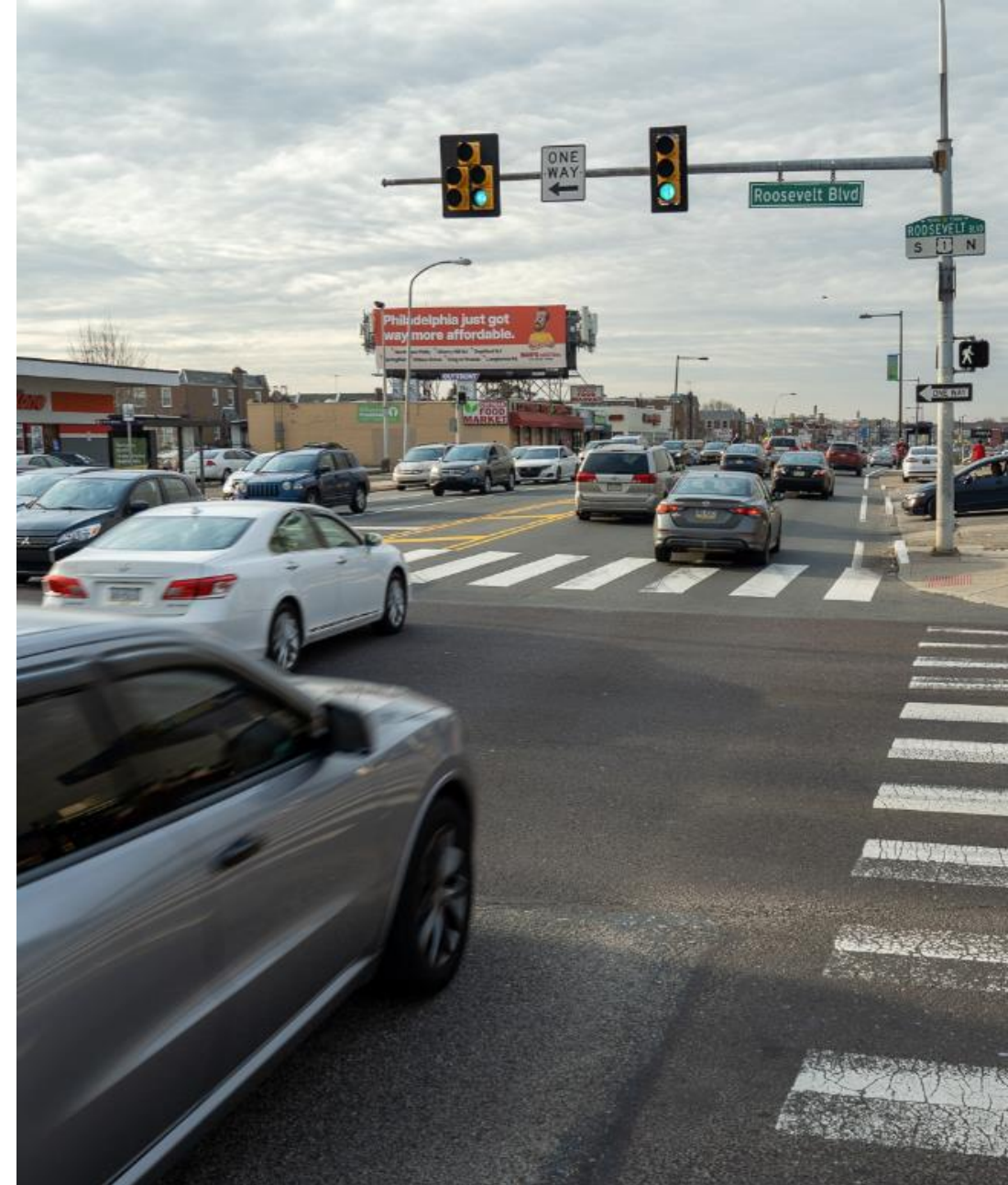
# Roosevelt Blvd Reimagined

## Community Stakeholders Briefing

November 18, 2024

# Agenda & Purpose

- 6:00pm** Welcome
- 6:10pm** Project Introduction
- 6:20pm** Project Schedule
- 6:30pm** Public Open House Details
- 6:40pm** Discussion
- 7:10pm** Adjourn



# Welcome

## Community Stakeholders

- Community groups / RCOs
- Non-profits
- Advocacy groups

## Project Team

- City of Philadelphia
- PennDOT
- SEPTA
- HNTB

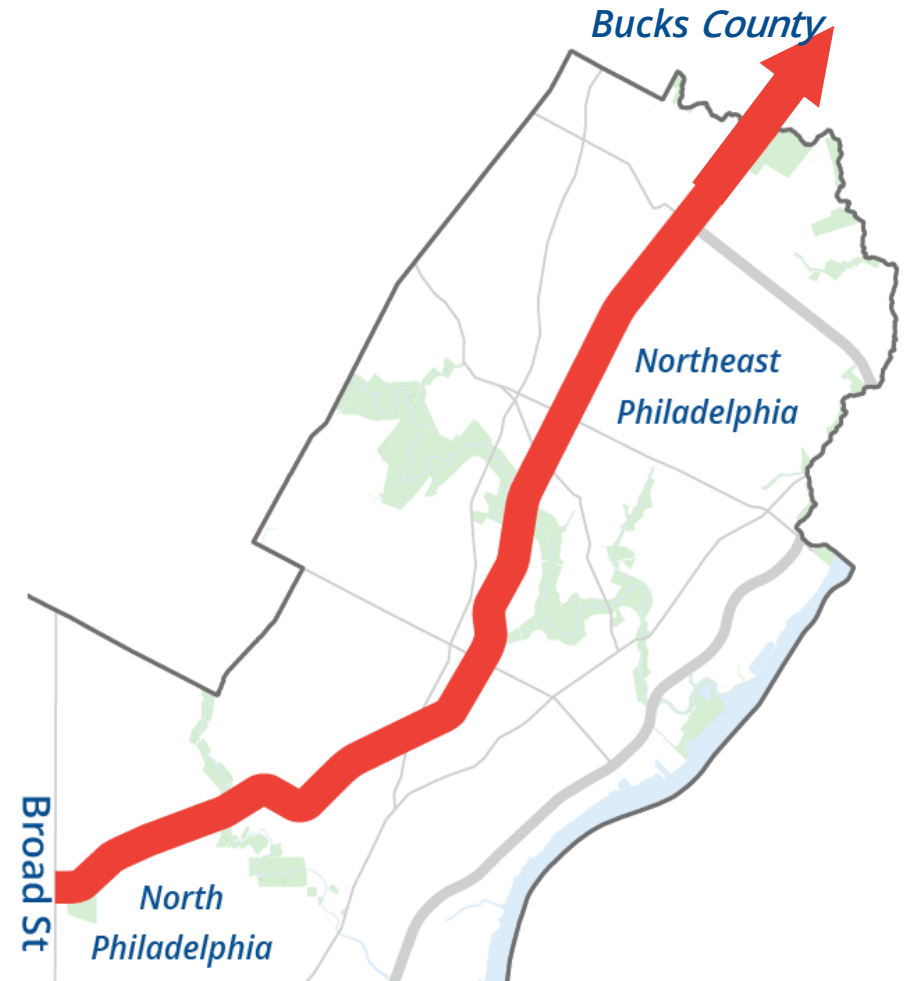
# Roosevelt Blvd Route for Change

- Safe
- Reliable
- Accessible
- Near-term and long-term improvements

**Between 2018 and 2022:**

25 fatal crashes

10% of all traffic deaths in the City



# Making it Happen

## The Boulevard Today

> To be completed by 2026

## The Boulevard Tomorrow

> To be completed by 2029

## The Boulevard Reimagined

> To be completed by 2040+



# The Boulevard Reimagined

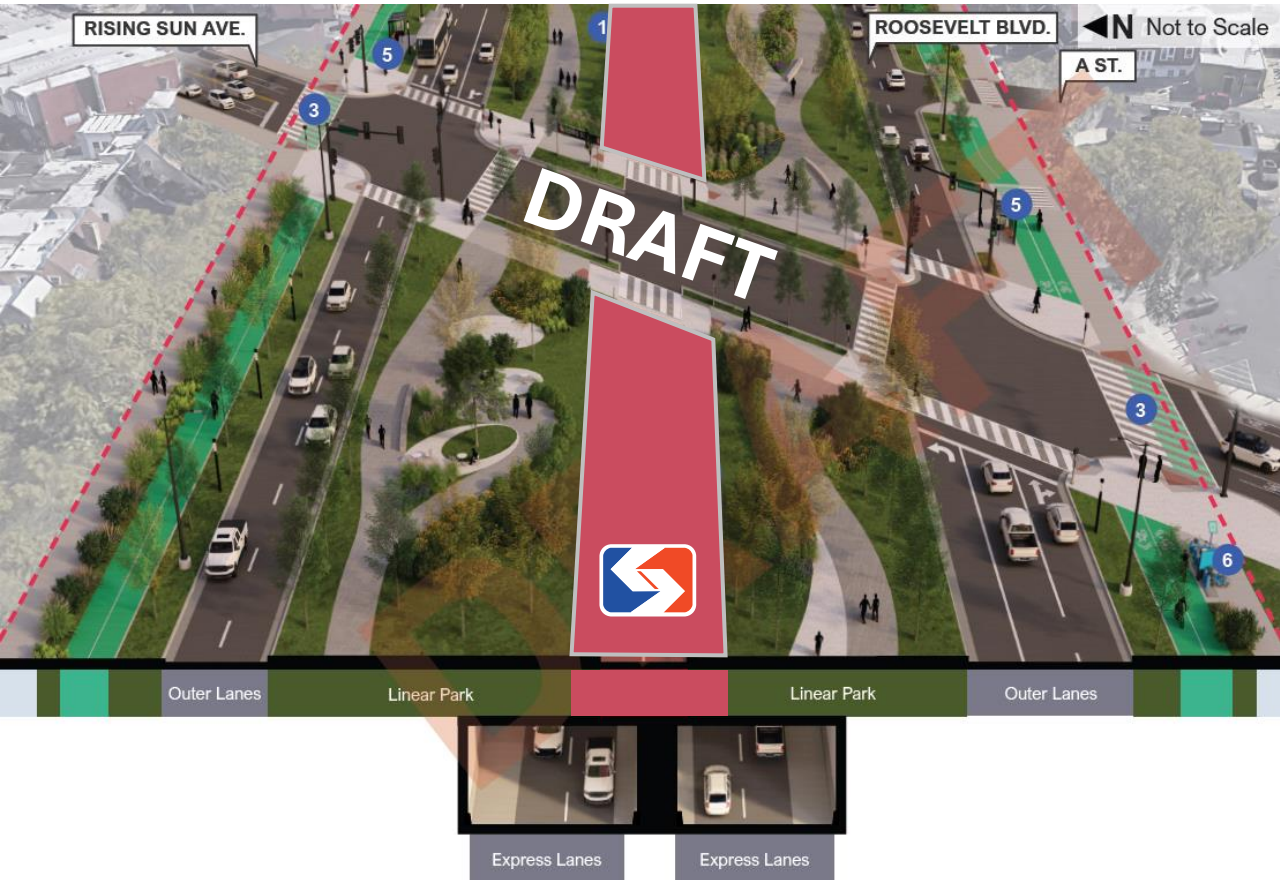
- New Roadway Design
- New SEPTA Transit Service
- Station Area Planning



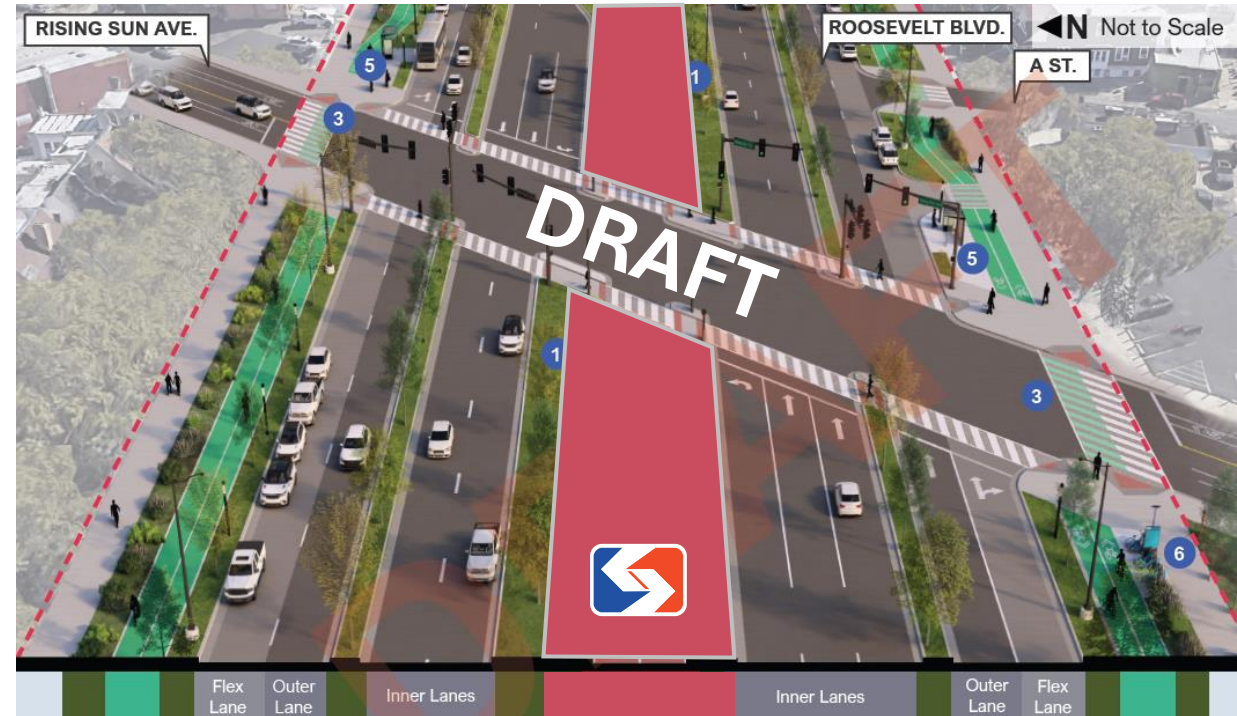
# Two Roadway Design Options

**DRAFT**

## Partially capped expressway



## Neighborhood boulevard



# Three SEPTA Service Options

**DRAFT**

**Bus Rapid Transit (BRT)**



**Light Rail Transit (LRT)**



**Subway**

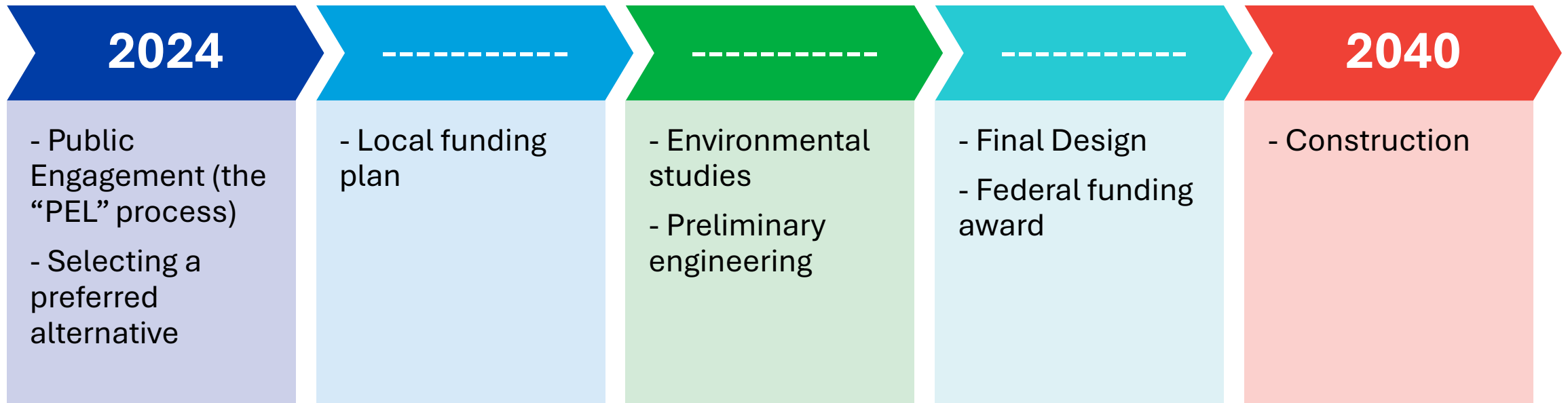




# The Boulevard Reimagined

**DRAFT**

## A Federal process to fund construction:



# Selecting a Preferred Alternative

## Milestones and Decisions

Decisions	Milestone	Approx. Date
	Evaluation of 6 alternatives	Summer 2024
	Public Engagement Round #1	Fall 2024 - Winter 2024/25
●	<b>Short list of alternatives (6-to-3)</b>	Spring 2025
	Public Engagement Round #2	Spring 2025
	Refined evaluation short list	Summer 2025
	Public Engagement Round #3	Fall 2025
●	<b>Select Preferred Alternative (3-to-1)</b>	Fall 2025
	Public Engagement Round #4	Winter 2025


**\*Dates subject to change**

# Public Engagement Round #1


Event	DOW	Date	Details
City / State Electeds Briefing	Fri	Nov 15, 2024	Virtual
Community Stakeholder Briefing	Mon	Nov 18, 2024	Virtual
Online Survey Begins	Mon	Dec 9, 2024	
Lower Northeast Open House	Sat	Dec 14, 2024	Mayfair Community Center 2990 St Vincent St
Bensalem Open House	Mon	Dec 16, 2024	Radisson Hotel 2400 Old Lincoln Hwy
North Phila. Open House	Wed	Dec 18, 2024	New Life Philly Church 425 E Roosevelt Blvd
Far Northeast Open House	Tues	Jan 7, 2025	American Heritage FCU 2060 Red Lion Rd
Online Survey Ends	Fri	Feb 7, 2025	

# Public Engagement Round #1 Details

- Explain the study process and outcomes
- Provide information
- Help us make decisions
- Get feedback through “value-based” questions
- Provide information on near-term work

 **Route for Change**  
The Boulevard Reimagined

Take the survey!  
opens Dec. 13th, 2024  
closes Jan. 31st, 2025



<https://bit.ly/RooseveltBoulevard>

## Roosevelt Boulevard Public Open Houses

Help us build a better Boulevard!

- Get a first look at new roadway designs and SEPTA transit service options.
- View design concepts, costs, and projected SEPTA ridership numbers.
- Help us make decisions on the future of the Boulevard.

Please join us at one of the four open houses below or take our online survey.


Light snacks will be available at each open house.  
The same material will be presented at each meeting.

### OPEN HOUSE 1 Saturday, December 14, 2024 | 10:00 AM to 12:00 PM

Mayfair Community Center  
2990 St. Vincent Street, Philadelphia, PA 19149

- Served by SEPTA Routes: 1, 14, 20, 50, 58, 66, 70, 77, 88, & Boulevard Direct
- Spanish, Portuguese, & Chinese interpretation will be available

### OPEN HOUSE 2 Monday, December 16, 2024 | 6:00 to 8:00 PM

Radisson Hotel Philadelphia Northeast   
2400 Old Lincoln Highway, Trevose, PA 19053

- Served by SEPTA Routes: 1, 14 & Boulevard Direct
- Spanish interpretation will be available

### OPEN HOUSE 3 Wednesday, December 18, 2024 | 6:00 to 8:00 PM

New Life Philly Church  
425 E Roosevelt Boulevard, Philadelphia, PA 19120

- Served by SEPTA Routes: R, J, K, 1, 8, 18, 26, 57, 75, Boulevard Direct & Fox Chase Line (Olney)
- Spanish interpretation will be available

### OPEN HOUSE 4 Tuesday, January 7th, 2025 | 6:00 to 8:00 PM

American Heritage Credit Union  
2068 Red Lion Road, Philadelphia, PA 19115

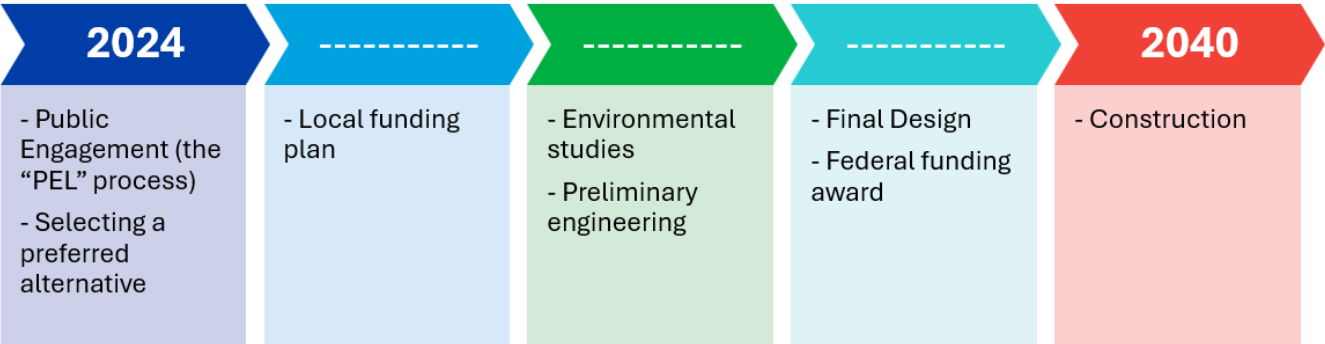
- Served by SEPTA Routes: 1, 14, 58, 477, 67 & Boulevard Direct
- Russian & Chinese interpretation will be available

If you need translation / interpretation services, have special needs, or have special concerns that require individual attention please contact the PennDOT Project Manager Alexa Harper at 610-757-1886 or [a-harper@pa.gov](mailto:a-harper@pa.gov).



# Process and Outcomes

## A Federal process to fund construction:



## Milestones and Decisions

Decisions	Milestone	Approx. Date
	Evaluation of 6 alternatives	Summer 2024
	Public Engagement Round #1	Fall 2024 - Winter 2024/25
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	Public Engagement Round #3	Fall 2025
●	<b>Select Preferred Alternative (3-to-1)</b>	Winter 2025/26
	Public Engagement Round #4	Spring 2026

# Building Blocks

## Partially Capped Expressway

A Partially-Capped Expressway is a below street-level **limited access highway**, with parks on caps and local street crossings at street level.



*Philadelphia, partial highway cap*

### Benefits

- Fewer conflict points between drivers, pedestrians, and cyclists at capped areas
- Opportunities for more green and public space in capped sections

### Challenges

- On and off ramps to access trenched expressway will need to be integrated with transit
- Complex construction phase compared to Neighborhood Boulevard
- Cap would span less than half of the length of Roosevelt Boulevard, preserving trenched sections

## Neighborhood Boulevard

A Neighborhood Boulevard is a wide, neighborhood-centered **street with green space and lower traffic speeds** for local traffic.



*Queens Boulevard, New York City, with inner & outer lanes*

- Less complex and less costly construction
- Lower speeds for increased traffic safety and reduced crash severity
- Better integration with neighborhood to encourage more walking and biking
- New signalized intersections allow more places for people to safely cross
- Provides more left turns for drivers
- Pedestrians must cross more lanes of traffic compared to Partially Capped Expressway
- Up to 28 more traffic lights to accommodate new streets that do not currently cross Roosevelt Boulevard
- More conflict points between pedestrians and drivers

# Building Blocks

## Light Rail Transit

Light Rail Transit (LRT) is a rapid-transit train service that operates in varied rights-of-way, such as elevated, semi-exclusive guideways, and mixed traffic using vehicles similar to SEPTA trolleys.



Philadelphia, SEPTA trolley modernization rendering

## Bus Rapid Transit

Bus Rapid Transit (BRT) is a high-capacity bus transit service that delivers fast and efficient service typically with dedicated lanes, busways, traffic signal priority, and enhanced stations.



San Francisco, Median BRT

## Subway

A subway is a high-capacity heavy rail service that travels on completely dedicated rights-of-way and can move more people than any mode of transportation.



Philadelphia, elevated station

### Benefits

- Lower construction costs than subway
- More capacity than BRT, but less than subway
- Locations of track separated from traffic resulting in faster transit speeds

### Challenges

- Would need to stop at regular traffic intersections
- Operates more slowly in mixed traffic sections
- Requires integration with traffic signals

- Easier and quicker to implement
- Lower cost
- Dedicated lanes enable more reliable service than existing bus services
- Larger bus stations with more amenities
- Mimics the frequency of subway services

- Lower rider capacity than light rail or subway options
- Transfer required to reach Center City
- Operates more slowly in mixed traffic sections
- Would need to stop at regular traffic signals

- No interaction with roadway traffic
- Construction occurs mostly underground
- Faster travel time
- One-seat rides to Center City & Walnut-Locust (no transfer needed)

- High-cost and longer construction compared to LRT and BRT

# Decision Making

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## Which Project Goals are most Important to you?

STATION 1

Your Voice Matters!

Place *Green Stickers* in the 3 priorities most important to you

### Safety

*Feel safe and comfortable walking, driving, biking, and using SEPTA*



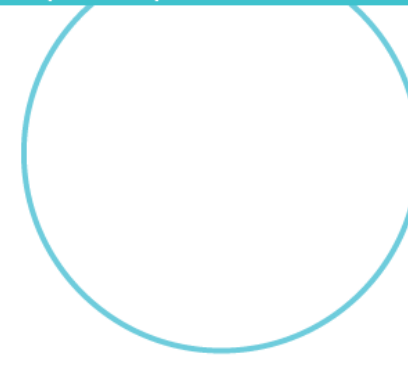
### Reliable Travel

*Efficient, accessible and dependable transportation options on Roosevelt Boulevard*



### Air Quality & Decarbonization

*Efficient, accessible and dependable transportation options on Roosevelt Boulevard*



### Alternatives to Cars

*Drive less and spend less money on cars*



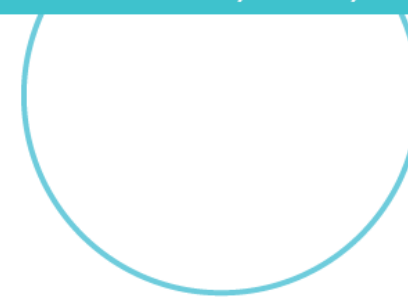
### Connecting Communities

*Design the transportation network to give the most flexibility to reach where you live, work and play*



### Land Use, Housing, Economic Opportunity

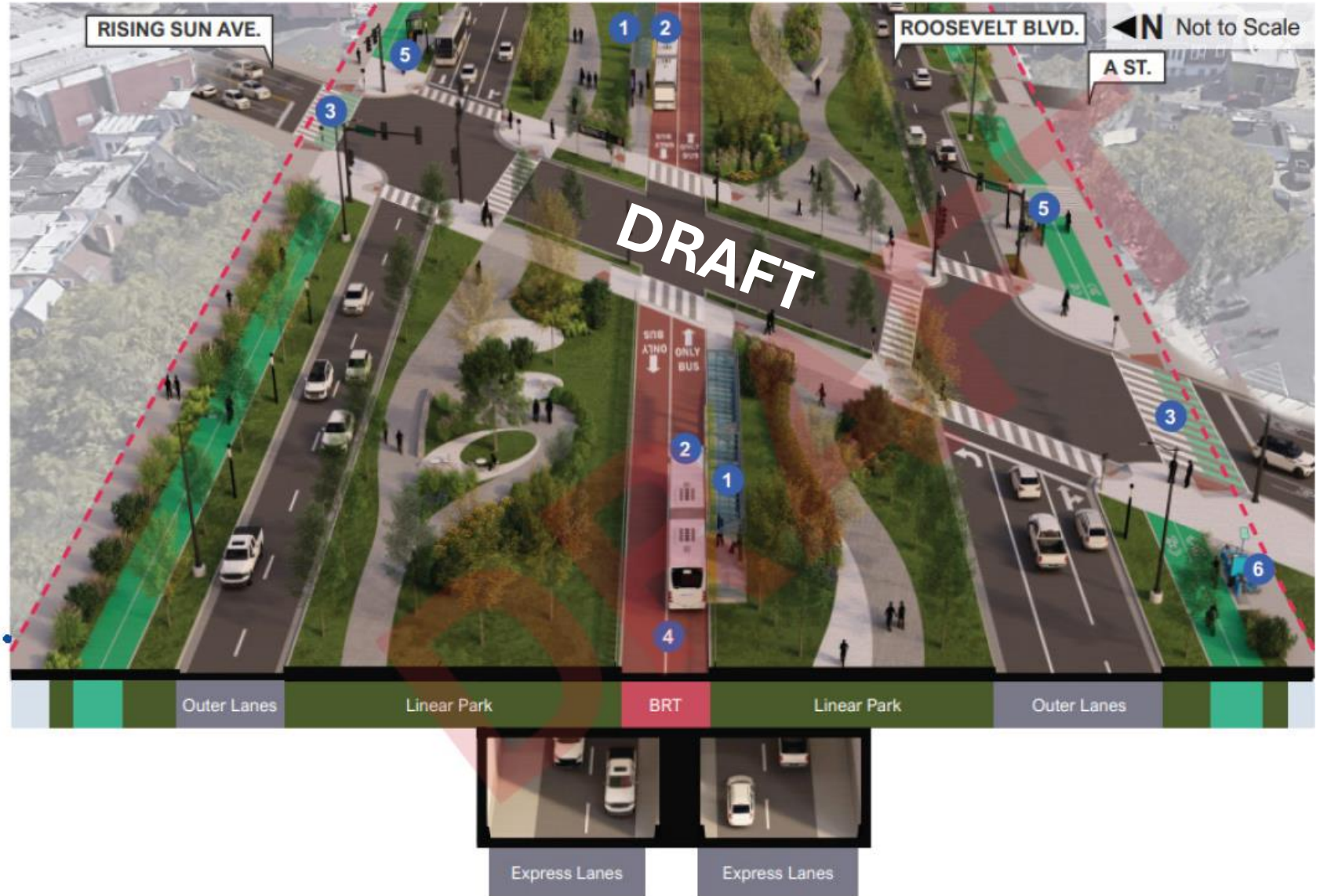
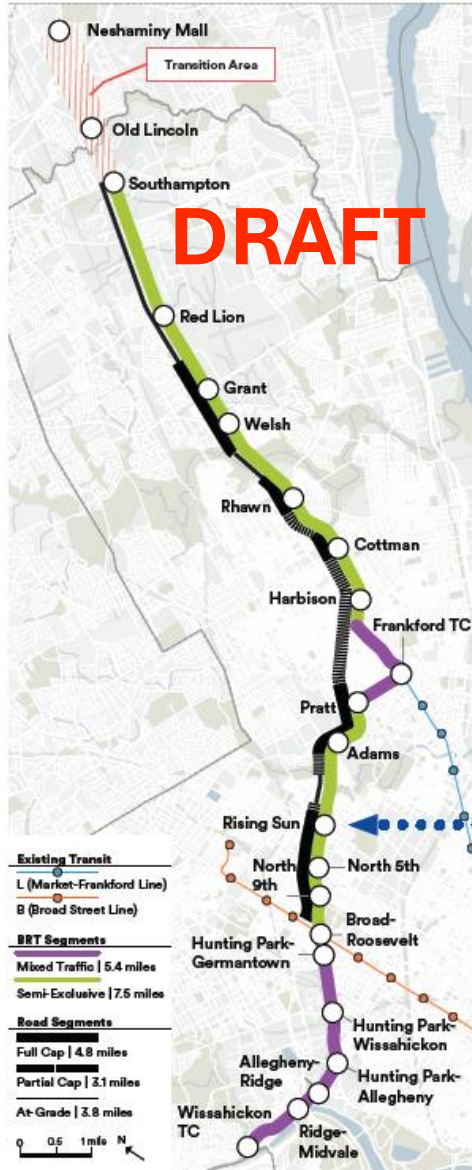
*New stores, housing, health care service, and schools in my community*





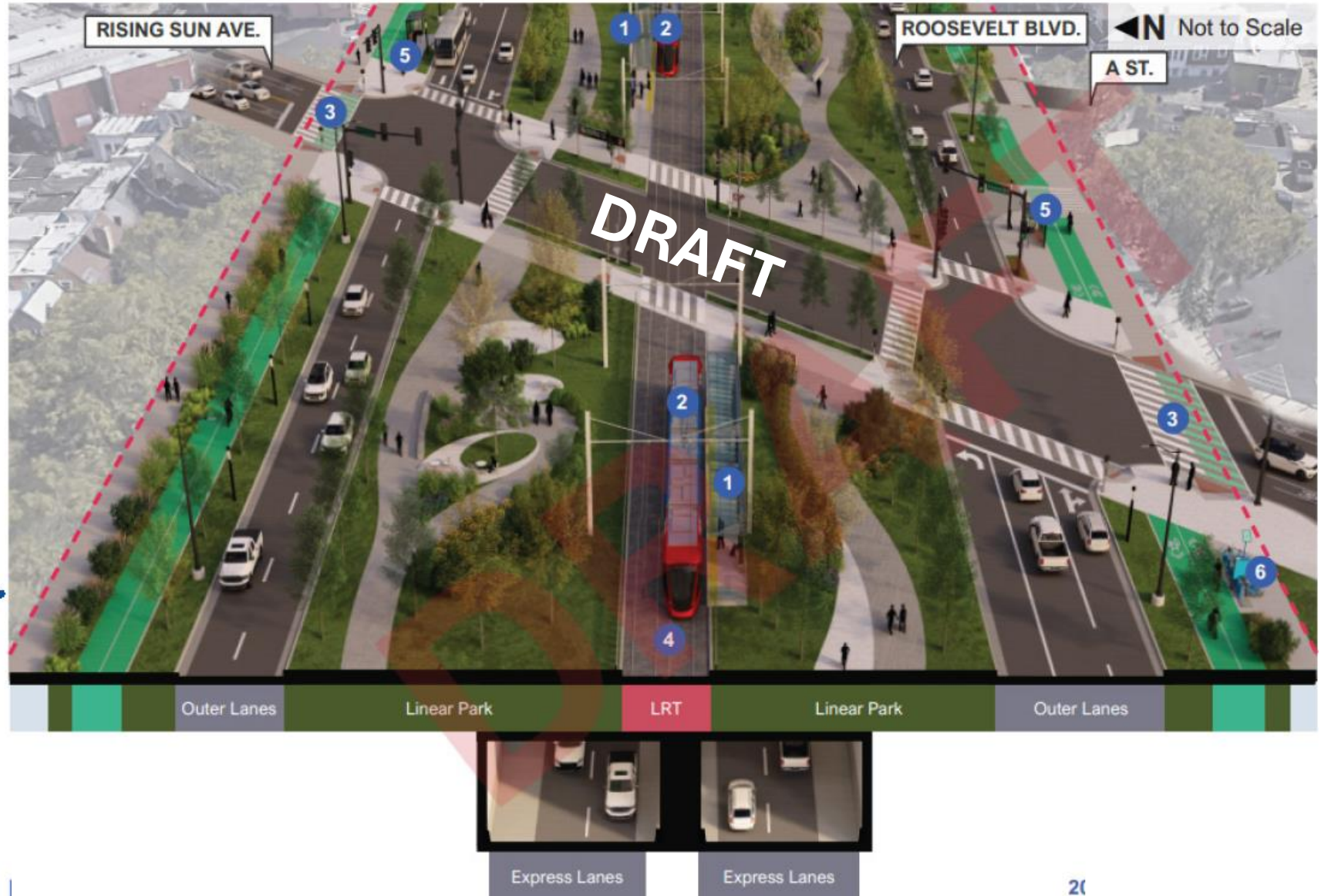
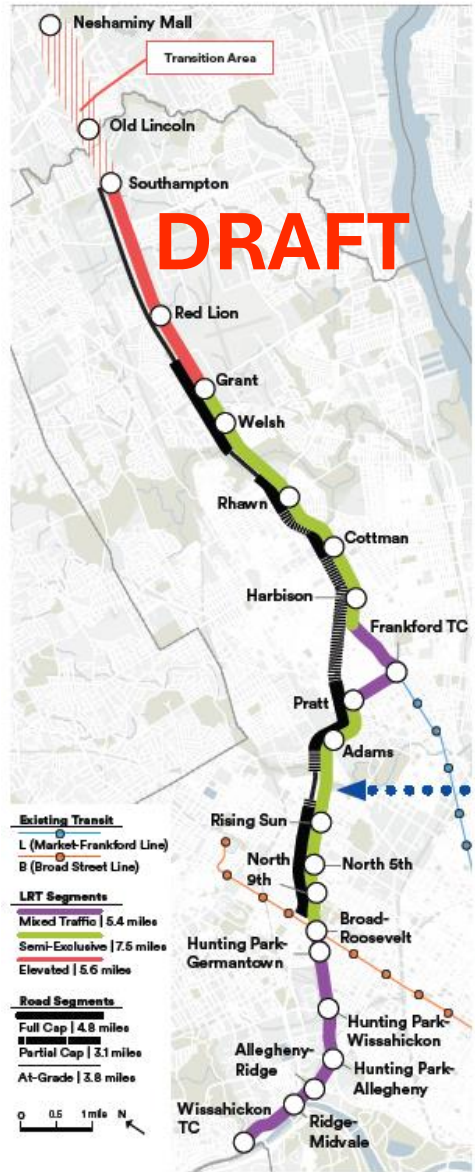
# Alternatives

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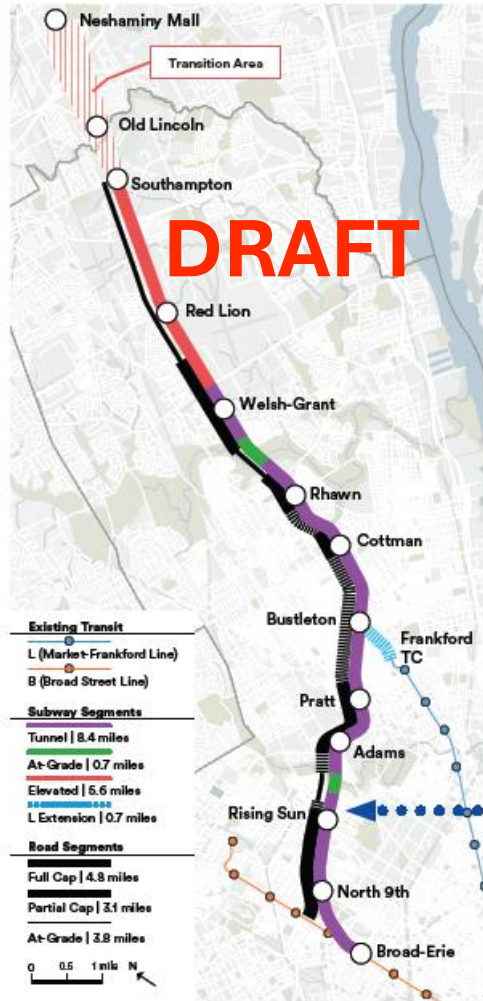
# Alternatives

**DRAFT**



# Alternatives

**DRAFT**



# Alternatives

DRAFT

Road and transit improvements along Roosevelt Boulevard could encourage Walkable Station Area (WSA) developments: a compact, mixed-use development within a 5-10 minute walk of a transit station. To create better housing and economic outcomes, land-use and transportation should be planned together.

## Benefits of Walkable Station Areas

- Revitalization of neighborhoods
- More housing at all price points
- Increased economic opportunity
- Improved safety for pedestrians and cyclists
- Congestion relief and related environmental benefits

Developing a WSA means creating a vision for **each station area** along Roosevelt Boulevard, not taking a one-size-fits-all approach. The vision for each WSA will be refined using public input.



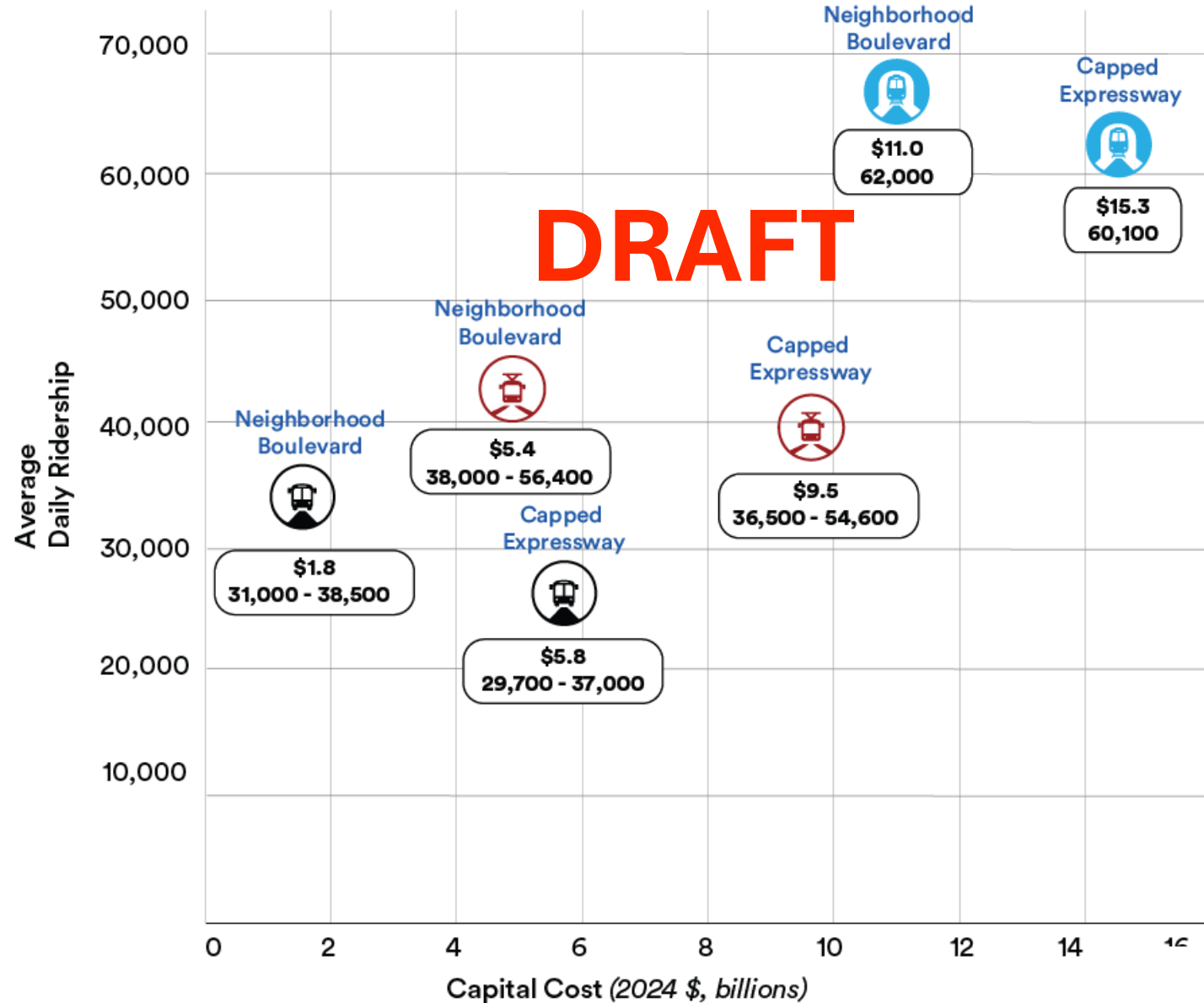
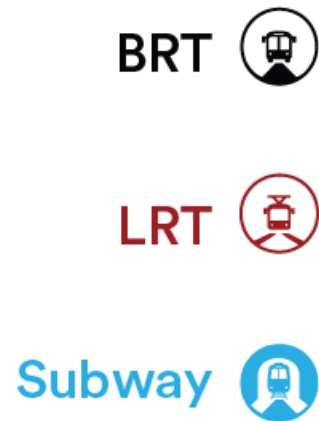
*Potential Walkable Station Area*



*Existing Walkable Station Area in Philadelphia*

# Alternatives

## Cost by Ridership



# Decision Making

**Your Voice Matters!**

**DRAFT**

**1. To feel safer on Roosevelt Boulevard, which two improvements should the project focus on? Please select two:**

- a) Making it easier to cross the street
- b) Slowing down cars and trucks
- c) Improving access to transit stops
- d) Improving your safety while riding transit
- e) Enhancing intersections

**2. To make it easier to get around Roosevelt Boulevard, which two improvements should the project focus on? Please select two:**

- a) Reliable and easy-to-use transit
- b) Street designs that reduce crashes
- c) Allow for high-speed traffic
- d) Less confusing intersections
- e) More reliable travel times

# Decision Making

Your Voice Matters!

**DRAFT**

**4. Which improvements would make communities and service along Roosevelt Boulevard feel more connected? Please select two:**

- a) Calmer roads
- b) Visible crosswalks and higher quality sidewalks
- c) Shorter block lengths
- d) More public spaces
- e) Improved proximity to public transit options

**5. Which eco-friendly initiatives should the project focus on? Please select two:**

- a) Encouraging walking, biking, and public transit
- b) Shifting driving trips to transit
- c) Increase green and open spaces for recreation
- d) Improve landscaping to create more shade
- e) Reduce road flooding from storms

# Data Collection and Reporting

## Engagement & Outreach Dashboard

Explore community engagement data using the event or stakeholder filters

Event Name  
Select one or more events

Event Type  
Select one or more event types

Program Timeframe  
Select timeframe

### Event Summary

Total Events  
**150**

Total Attendees  
**1,600**

Attended  
**700**  
In-Person

Attended  
**900**  
Online

### Recent Event Details

**Denver Public Library Meeting**  
Event Type: Neighborhood Association Meeting  
Event Date: 7/26/2023

Attended Online: 50  
Attended In-Person: 30

**Denver Housing Authority Neighborhood Meeting (en Español)**  
Event Type: Stakeholder Meeting  
Event Date: 4/5/2024

Attended Online: 55  
Attended In-Person: 60



Program Area    Event Location    Justice40 Community    Stakeholder



### Stakeholder Community Engagement Insights

Stakeholders engaging in the program live in communities that are on average:

Low-Income Populations  
**20%**  
County: 12.9%

Minority Populations  
**55%**  
County: 45.8%

Limited English Proficiency Populations  
**5%**  
County: 9.7%

Disabled Populations  
**12%**  
County: 9.6%

Households without a Vehicle  
**15%**  
County: 9.8%

Households without Internet  
**16%**  
County: 10.0%

Justice40 Disadvantaged Community  
**49%**

### Engagement through Time





# Getting the Word Out

- TV and Print
- Email blasts
- Social Media
- Fliers
- Radio
- Bus ads

Language Spoken at Home (within 1.5 mi of Blvd)	
English	62.8%
Spanish	19.2%
Chinese	3.3%
Russian / Polish / Slavic	2.8%
French / Haitian / Cajun	1.7%
Arabic	1.3%
Vietnamese	1.3%
Other	7.6%

# Discussion

- How would you like to be involved?
- How should we get the word out?
- How should we meet in the future?
- Is there anything we can do better?

# What's Next

- Presentation and recording will be posted online
- Information on public open houses will be shared via email

**Thank you!**