Paoli Road Improvement Feasibility Study and Public Participation Project

Chapter 6  Public Involvement - Scenarios & Deciding

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6.1 Publi Outreach Process

Improvement Scenarios Phase Outreach Process

The Scenarios Phase began with the preparation of generally three improvement scenarios or concepts designs for each of the streets and intersections in the study area. These concepts addressed a range of roadway, bike path, sidewalk and intersection solutions to offer the Paoli community the opportunity to ultimately select their preferred improvements. These improvement concepts were first introduced at Transportation Open House #2 in June of 2013 where attendees could select which improvements they liked. Attendees were able to select more than one improvement concept, as well as provide feedback on the identified improvements at this event. Also, attendees could select preferred traffic calming measures and comment further on streetscape elements. The purpose of identifying the community’s input was to provide preliminary feedback to the consulting team to determine if the preliminary improvement concepts addressed the concerns and vision identified through the earlier stages of the outreach process. This valuable feedback allowed the consulting team to move forward with refinement of the improvement concepts before more detailed engineering and analysis of the various improvements was completed.

Deciding Phase Outreach Process

Based upon the feedback received at Transportation Open House #2, the project team refined these improvement concepts and presented them at Transportation Open House #3 in November of 2013 for the public to select their preferred improvement concepts. The community preferences were tallied and presented as part of the Draft Feasibility Study Report in the Spring of 2014 for review and comment by the Township Supervisors and the public.

The community’s preferences are one of several important factors in the selection of the preferred improvement concepts. These other factors are summarized in Chapter 7.
6.2 Summary of Outreach Events

<table>
<thead>
<tr>
<th>Mtg. #</th>
<th>Event</th>
<th>Date</th>
<th>Attendees</th>
<th>Event Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Central Avenue Neighbors Meeting</td>
<td>Nov. 12, 2013</td>
<td>45</td>
<td>Reviewed roadway, sidewalk and streetscape improvement concepts for Central Avenue in anticipation of Open House #3; Sought input and feedback on these concepts.</td>
</tr>
<tr>
<td>11</td>
<td>Paoli Business Stakeholder Meeting</td>
<td>Nov. 12, 2013</td>
<td>8</td>
<td>Reviewed roadway, sidewalk and streetscape improvement concepts for Lancaster Avenue and Paoli Pike intersection in anticipation of Open House #3; Sought input and feedback on these concepts.</td>
</tr>
<tr>
<td>12</td>
<td>Paoli Transportation Open House #2</td>
<td>Jun. 12, 2013</td>
<td>200</td>
<td>Presented Results from Open House #1; Preliminary Transportation Concepts and Voting for Preferred Concepts; Streetscape Design Preferences; SEPTA presented plans for new station, shops, parking structure and a new bridge connecting Darby Road to N. Valley Rd.</td>
</tr>
<tr>
<td>13</td>
<td>Paoli Transportation Open House #3</td>
<td>Nov. 20, 2013</td>
<td>224</td>
<td>Presented concept designs for roadway and intersection improvements; Conducted voting and collected comments on preferred transportation concepts; Presented an integrated land use, transportation and economic development vision for Paoli; Sought community comments and feedback.</td>
</tr>
<tr>
<td>14</td>
<td>Draft Feasibility Study Presentation</td>
<td>April 21, 2014</td>
<td>TBD*</td>
<td>Presented Draft Feasibility Study Report recommendations and concepts to the Tredyffrin Township Board of Supervisors</td>
</tr>
<tr>
<td>15</td>
<td>Final Feasibility Study Presentation</td>
<td>TBD</td>
<td>TBD*</td>
<td>Presented Final Feasibility Study Report recommendations and concepts to the Tredyffrin Township Board of Supervisors</td>
</tr>
<tr>
<td>15</td>
<td>Public Outreach Meetings throughout this project...</td>
<td>Over a 26 Month period...</td>
<td>And engaged 1,037 Attendees during the four phases of this Feasibility Study</td>
<td></td>
</tr>
</tbody>
</table>
6.2 Summary of Outreach Events

Tredyffrin Township and their consultant team have conducted a comprehensive community outreach effort to engage the Paoli community in the Paoli Road Improvement Feasibility Study and Public Involvement Project, as follow:

1. Launched and Updated www.PaoliOnTheMove.org, a Website to inform the community about Paoli area projects including:
   - Paoli Road Improvement Study—Tredyffrin Township
   - Route 30/252 Improvements—Tredyffrin Township
   - SEPTA Intermodal Transportation Center
   - Amtrak Rail Improvements
   - Paoli Transit Associates—Rail Yards Developer

   To date the web site has received **4,153 visitors**!

2. Hosted 5 Neighborhood Stakeholder Meetings attended by **195 people** and 5 Business Community Stakeholder Meetings attended by **118 people**

3. Hosted 3 Transportation Vision Open Houses attended by **724 people**

4. Prepared Community Surveys and Questionnaires

   We have received and analyzed over **244 questionnaires**, including:
   - 110 Residential Stakeholders
   - 73 Business Stakeholders
   - 61 Online Stakeholders

5. Conducted an Online Visual Preference Survey with over **520 participants** to test community design preferences for streetscape design, traffic calming, crosswalks and community identity.

6. Conducted 7 Property Owner Stakeholder Meetings to review alternatives and discuss possible impacts and opportunities of the various alternatives.

The three Paoli Transportation Open Houses offered the 724 attendees opportunities to share their opinions, examine alternatives and participate in a process we call “dotmocracy” to express their preferences for these design alternatives.

These events were co-hosted by Tredyffrin Township and SEPTA so that the public could offer input on both the roadway improvement feasibility study as well as the proposed Paoli Intermodal Transportation Center.

We received very positive feedback about the Open Houses and Stakeholder Meeting because the events created a very transparent process.

This public outreach process achieved one of the feasibility study’s primary goals to “Implement an effective outreach program to engage the project stakeholders and public, to seek community input and obtain feedback on the transportation improvement alternatives.”
6.1 Summary of Outreach Events

Project Schedule for Scenarios & Deciding Phases

- **Phase 1: Discovery**
  - May 2012 to Sept 2012
  - Set project goals, plan public engagement, data collection, evaluate existing conditions

- **Phase 2: Listening**
  - July 2012 to Feb 2013
  - Engage community online and at neighborhood and stakeholder meetings, Open House #1

- **Phase 3: Scenarios**
  - March 2013 to June 2013
  - Identify preliminary improvement concepts, obtain feedback from community, Open House #2

- **Phase 4: Deciding**
  - July 2013 to Sept 2014
  - Refine improvement concepts, evaluate and compare concepts, obtain feedback from community, Open House #3, prepare report
6.3 Public Outreach Results from the Discover & Learning Phase

The Scenarios Phase

The June 2013 Open House concluded the Scenarios Phase of the Public Involvement process. The consulting team utilized feedback received during the prior public involvement phases (Discovery and Listening) to develop improvement scenarios to improve the transportation network in keeping with the vision of the community. At the conclusion of the Scenarios phase, the consulting team once again reviewed the community’s feedback to refine the improvement concepts. The next public involvement phase, Deciding, allowed the community to select preferred improvement concepts.

Feedback Results

The community’s feedback regarding each of the preliminary improvement concepts by location. This feedback was utilized to determine if the preliminary concepts met the community’s vision or if refinements were needed prior to completing more detailed engineering evaluations and analyses. In general, most concepts were retained, with the exception of one concept, and a few were modified based on comments received by the community.

<table>
<thead>
<tr>
<th>Lancaster Avenue</th>
<th>Concept 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>13 Likes</td>
<td>Concept 1 received the least amount of likes from the community. While some favored the limited scope and lack of on-street parking to reduce friction along the corridor, the clear majority of attendees preferred a more transformative improvement concept. This concept was retained with no revisions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lancaster Avenue</th>
<th>Concept 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td>46 Likes</td>
<td>Concept 2 received the most support from the community. On-street parking, along with the wider sidewalks, streetscape improvements and center left-turn lanes were favored by the attendees. This concept was retained with no revisions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lancaster Avenue</th>
<th>Concept 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
<tr>
<td>22 Likes</td>
<td>Concept 3 received modest support from the community. Attendees expressed a preference to accommodate bicyclists on a less heavily traveled roadway. This concept was retained with no revisions.</td>
</tr>
</tbody>
</table>

TRAFFIC CALMING
The community preferred curb extensions and on-street parking for the Lancaster Avenue corridor. See the Best Practices section in the Appendix, as well as Chapter 4, for a description of various traffic calming measures.
6.3 Public Outreach Results from the Discover & Learning Phase

**East Central Avenue | Concept 1**

Concept 1 received the most amount of likes from the community. Many favored the bike lanes and sidewalks. This concept was retained with no revisions.

**East Central Avenue | Concept 2**

Concept 2 received the support of several community; however, the neighbors along East Central Avenue voiced concern over the on-street parking. Such on-street parking in a neighborhood near a train station may become difficult to manage, and as such, this concept was eliminated.

**East Central Avenue | Concept 3**

Concept 3 received the least support from the attendees. This concept was retained with minimal revisions. The sidewalk on the north side of the roadway can be optional, although handicap curb ramps will be needed.

**East Central Avenue | Concept 4**

Concept 4 received moderate support from the community and several attendees preferred the separate facility for vehicles and bicyclists. This concept was retained with minimal revisions. The sidewalk on the north side of the roadway can be optional, although handicap curb ramps will be needed.

**TRAFFIC CALMING**

The community preferred speed tables, gateway treatments, and reduced lane widths for traffic calming along the corridor. Due to sight distance limitations, raised crosswalks are also being implemented with these concepts.
6.3 Public Outreach Results from the Discover & Learning Phase

**West Central Avenue | Concept 1**

Concept 1 was the more favored concept for West Central Avenue among attendees. The painted shoulder provided narrowing of the roadway and a separate area for bicyclists. This concept was retained with no revisions.

![Concept 1](image1)

25 Likes

**West Central Avenue | Concept 2**

Concept 2 received some support from the attendees. This concept was retained with no revisions.

![Concept 2](image2)

14 Likes

**TRAFFIC CALMING**

The community preferred gateway treatments and reduced lane widths for traffic calming along the corridor. Since West Central Avenue is a State roadway, raised traffic calming devices would not be permitted at this time.
6.3 Public Outreach Results from the Discover & Learning Phase

Concept A received very little support from the attendees, as the preferred eliminating the inefficient offset alignment of the East and West Central Avenue approaches. This concept was retained with no revisions.

Concept B received the most support of the community among the preliminary. This concept was retained with minimal revisions.

Concept C received modest support from the attendees. As roundabouts are not common in this area, attendees expressed concern about how it would operate at this location. This concept was retained with minimal revisions.
6.3 Public Outreach Results from the Discover & Learning Phase

Lancaster Avenue and Paoli Pike | Concept A

Concept A, which provides modest improvement to the intersection, received minimal support from the community. This concept was retained with minor revisions.

7 Likes

Lancaster Avenue and Paoli Pike | Concept B

Concept B, which provides capacity and safety improvements as well as distributes traffic along the corridor, received the most support from the attendees. This concept was retained with minor revisions. In addition, a variation on this alternative (see insert) was developed.

45 Likes

Concept C

These improvements are a variation on Concept B and will provide similar benefits and will function similarly to the prior concept. Under Concept C, Plank Avenue would be extended to the existing Paoli Pike while creating a new four-leg intersection along Lancaster Avenue. This concept was not presented at the June 2013 Open House.
The Deciding Phase

The November 2013 Open House concluded the direct Public Involvement process and allowed the community to select its preferred transportation improvement concepts for Paoli roadways and intersections. The improvement concepts were developed through a community driven process that included meetings and open houses with the public and business owners, as well as the interactive project website, all of which provided various opportunities for the public to provide feedback and comment. This input from the community was instrumental in understanding/defining the vision for Paoli and shaping the transportation improvements. The preferred transportation improvements identified at this last Open House were then utilized to assess the various concepts with respect to community support.

Feedback Results

The community’s feedback regarding each of the transportation improvement concepts by location is summarized in the graphic to the right. The community’s preferences were not combined with prior events, as the transportation concepts were refined through the process. Unlike the prior Open House, the public was requested to select only one preferred concept for each location. The community responses are also highlighted in Chapter 7 as part of the comparison of the various transportation improvement concepts as well. Also, Chapter 7 provides a description of the final transportation concepts for each location.