



TO: Planning & Stakeholder Relations Committee  
Jessica Walls-Lavelle  
Ann Ogoreuc  
Stephanie Turman

FROM: John Tague, Jr., Committee Chair

DATE: November 9, 2020

SUBJECT: Planning & Stakeholder Relations Committee – November 12, 2020

The next meeting of the Planning & Stakeholder Relations Committee is scheduled for Thursday, November 12, 2020, being held virtually via WebEx and conference call-in at 8:30am. The preliminary agenda is as follows:

1. Approval of Minutes of the October 15, 2020 Planning & Stakeholder Relations Committee
2. BRT Project Update (David Huffaker and Amy Silbermann)
3. Adjourn

cc: Other Port Authority Board Members

## **Planning and Stakeholder Relations Committee**

### **Minutes**

**October 15, 2020**

The meeting was called to order at 8:30 am in Port Authority's Neal H. Holmes Board Room at 345 Sixth Avenue, Fifth Floor, Pittsburgh, with the following in attendance:

#### Via WebEx Board Committee Members

John Tague, Jr., Chairman

Ann Ogoreuc

Stephanie Turman

#### Board Members and Solicitor

Sandy Garfinkel, Esq.

Rep. Austin Davis

Jennifer Liptak

Rep. Lori Mizgorski

Michelle Zmijanac

### **Opening Remarks**

Mr. Tague, Committee Chair, opened the meeting and welcomed those in attendance.

### **Approval of Minutes from the September 17, 2020 Planning and Stakeholder Relations Committee Meeting**

Mr. Tague asked Committee members if there were any corrections to the minutes. There were none and members approved the minutes.

### **Carnegie Park and Ride Expansion Project – Conceptual Design Review (Breen Masciotra & Moira Egler)**

Ms. Egler, Transit Oriented Community Project Manager at the Authority's Planning Department presented on the Carnegie Station Park and Ride planning process. The Carnegie Park-and-Ride is located along West Main Street in Carnegie with an inactive rail line. The Port Authority secured a congestion and air quality grant from the FTA to help pay for the planning and construction of a new parking garage. This funding totaled \$13 million. This project presents an opportunity for Port Authority of Allegheny County to partner with a developer to do TOD on a portion of the site and build a parking-n-ride garage to accommodate an additional 200 spaces. Building this garage gives us a chance to reconfigure the site and better connect both the Park-N-Ride and station to downtown Carnegie. This morning I will be sharing the results of our planning process:

- Conducted entirely remotely due to COVID 19
- Internal engagement with the TOD community – a lot of feedback across the agency

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- Engaged the officials of Carnegie, other government officials and community members and stakeholders. We started off with three different scenarios for this site and these three groups helped us come up with the final concept.
- We held some virtual public meetings; this was the first project during the pandemic. We were really starting from scratch as far as public engagement. We got a lot of great feedback and discussions from the community at large.

Final concept master plan for the site has two phases: Phase one has 430 parking spaces and allows for 70,000 square feet of TOD space about four to five stories in compliance with the local zoning. Also, an abundance of green open space, a new drop-off and pickup area which is the right-hand corner of the site, bus turn around, layover loop with a cement center island with electric charging stations and driver comfort facilities. Layover could accommodate around 15 buses maximum there. At the base of the site you can see the dotted line this is actually being worked on by the bureau of Carnegie with support from Allegheny County to convert the rail line into a trail; it would be an extension of the Panhandle trail that already exists.. The rail line currently presents a huge barrier between Downtown Carnegie and this site, so we are very supportive of this trail conversion.

Our consultants did an analysis of the cost associated with this design and it was determined that we could do this within our \$13 million budget. This is the 10 percent conceptual design so additional costs could arrive down the road, but for now, we feel confident that our project will stay within the \$13 million budget.

### **NEXTransit Plan update (David Huffaker and Amy Silbermann)**

Ms. Silbermann, Director of Planning, provided an update on our Twenty-Five Year Long-Range Plan that we started back in February. We gave you an update last in June, so a lot has happened since then, most notably our public engagement throughout the summer which did roll out despite the pandemic. It was a bit of a challenge we had to do a lot of pivoting and re-working how we wanted to make sure we heard from people. To provide a summary, we ended up with six online public meetings, which was more than we needed. We were able to have about 170 participants in those six meetings over three different platforms that we were using such as Facebook Live. We ended up doing 29 pop-up/micro engagements activities - you can see an example of that as on the screen which was in Schenley Plaza.

What we heard at some of those micro engagement events, we were specifically asking people two different things:

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1. What was some of their feedback on what they value about public transit?
  - a. Some of you may have seen some of that value survey work, we also asked our internal staff about that
2. We were asking people about Transit Gaps?

We did get over 750 responses to our survey about gaps and values. We have sifted through some of those micro engagements and what we did hear from folks in the field we were able to categorize into a few different areas:

- Gaps in service
- Gaps in physical infrastructure
- Gaps in accessibility

**Value Survey:** Summary of the values work it was simple and straight forward. We asked people what was most important to them about public transit. We asked internal staff as well as our stakeholder group with this planning process it is about 120 organizations that are interested in some way or another in transit and the general public. The graph shows blue bars that represent how our agency staff valued these different words on the screen, how our stakeholders did and how the public did. They are in order of the average bars from greatest on the left to least on the right. The top three were accessible to all:

- Accessible to all - meaning you are physically are able to get on and off the transit vehicles so that includes things like bus stops accessibility, having a sidewalk network and other ways that make it physically possible for you to get safely to and from transit.
- Affordable - so people can afford the system
- Efficient - the system is efficient

**Analyses:** This is the other piece that we have been working on internally digesting a lot of travel demand data. This data is all from 2019. These are the top 20 origin destination pairs in Allegheny County, we will have a lot more data on this once the project progresses. You can see all of them are quite small, this confirms some of our other research and information that we know that people most often are taking really short trips if you think about things like parents picking up kids from school or daycares or going to the grocery store, a lot of those trips are quite short. So, they are not these big Monroeville to Downtown trips as our highest volume trips.

### Ok to Go Marketing Campaign Update (Jim Ritchie)

Ok to Go Campaign is really a marketing campaign that's intended to help educate people about the steps we are taking at the Authority to help sanitize our vehicles and address COVID for riders - so that riders can feel comfortable as they use our

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system. We have a lot of people who have been working at home and their employers are now starting to bring them back and they want to know what have we been doing to the vehicles, what are we doing at our stations and what other actions have we been taking to help address COVID. The campaign is educational in that sense and a form of reassurance for those who want to use our system. It will build out over the next several months, you are going to see the campaign is out there today if you ride a bus you are going to see some of these messages on vehicles, you will see it in social media and it will evolve over the next several months. We will reach people in a variety of different marketing channels.

All the materials draw people to the Port Authority.org page on our website and it has a lot of different content. You have written content that starts to get into a lot of the details at the top of the page that talks about disinfecting, the bus maintenance, cleaning procedures that were going through and explaining in great detail exactly what is happening on all of our vehicles. We also have a video from our CEO talking about the importance of wearing masks, this was also on YouTube, we have it imbedded in our website as well. More content is focusing on bus shelters, stations and garages, a lot of the cleaning procedures that are in place at the locations. There is a Wear your Mask campaign that is on all our vehicles throughout our system. We are encouraging people to engage with us and ask questions via Live Chat, Twitter or call us.

#### **Questions from Board Members and Others**

1. Mr. Tague stated Ms. Egler I am curious as to the process was there much community push back on it.
  - a. Ms. Egler answered, there really wasn't, we had most of our conversations with the community were incredibly positive and people were very excited especially about the prospect of the trail conversion. The bureau counsel and planning commission members and others have really been wanting to see for several years the fact that were really trying to encourage that, and this design was a big positive for them.
  
2. Mr. Tague asked Ms. Silberman what are unrepresented groups and the education strategy on that?
  - a. For this survey we are working with some sub-consultants which is Campos and they were helping us with some thresholds for what percentage of survey responses we wanted to have in certain categories. Title VI specially protects people of color and low income households and those are sort of our two most notable communities that we want to make sure we hear from representatively but our

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equity index includes eight different factors; people who don't speak English well or people that don't own cars, seniors, children, and people with disabilities. We are representative of Allegheny County which is great, and we were hoping to go a little bit further to be representative of our ridership, which we know also skews lower income and with greatest percentage of people of color than the county as a whole and that is what we are still struggling with.

3. Ms. Ogoreuc asked Ms. Silberman in the transit propensity do you have a way of factoring or maybe it is a separate analysis of parking and the cost of parking or availability of parking because I feel like some of the suburban areas, if you just do the straight transit propensity analysis aren't going to show up. I know they take transit or really want transit because they perceive the cost of parking as higher that it is not available, or they don't want to deal with traffic. The transit propensity map might not reflect how willing they are to take transit.
  - a. Ms. Silberman answered no, the parking data is hard to get. In general, with transit propensity and we struggle with this, with our equity index as well. It is difficult to get destination-based data and have that play in most of these models. Most of these pieces of travel propensity are about who lives in that sense of spot and what those type of people are, and do we see through research that they are more likely to use transit. It wouldn't take in count that people in the census block are going to Downtown and that is where they work, and it is expensive to park in Downtown. That is where the street light data will come in and where is people moving to and those things will all be overlaid together to show us where some of these higher priority corridors for the future,