



Event Session

Collaborative Roadmaps: Engaging Multiple Stakeholders to Design and Build a More Resilient Regional Transportation System

Date: October 19, 2023

00:00:00 --> 00:00:02: You know as a reckon mentioned, I'm Rich Davies, I'm
00:00:02 --> 00:00:04: the managing partner Milburn Macris.
00:00:05 --> 00:00:08: I and my firm have been legal counsel to architects
00:00:08 --> 00:00:11: and engineers for nearly 40 years and I I feel
00:00:11 --> 00:00:12: every forty of them.
00:00:12 --> 00:00:15: But I'm we're we're still very glad to spend our
00:00:15 --> 00:00:19: time with you and most importantly support programs like this
00:00:19 --> 00:00:21: and support AIA Philadelphia.
00:00:21 --> 00:00:24: Now, Uli, you now have a a new sponsor to
00:00:24 --> 00:00:29: promote discussions like this about, you know, resilience for real
00:00:29 --> 00:00:33: estate, land use and in the general built environment.
00:00:34 --> 00:00:36: You know, I spend a lot of my time with
00:00:36 --> 00:00:38: architects and and engineers.
00:00:38 --> 00:00:39: In fact, I spend almost all of my time with
00:00:39 --> 00:00:40: them.
00:00:40 --> 00:00:44: And increasingly the subject of conversation is resilient.
00:00:44 --> 00:00:48: In particular the resilience and I'd say vibrance of this
00:00:48 --> 00:00:51: city because we're all anxious about it.
00:00:52 --> 00:00:56: Key to its resilience is going to be a resilient
00:00:56 --> 00:00:57: transportation system.
00:00:58 --> 00:01:01: So I get the pleasure of introducing our moderator, RL
00:01:01 --> 00:01:06: Moran, the Executive Director of Delaware Valley Regional
00:01:06 --> 00:01:09: Planning Commission,
00:01:09 --> 00:01:12: to lead this final panel entitled Collaborative Rd.
00:01:09 --> 00:01:12: Maps, engaging multiple stakeholders to design and build a more
00:01:12 --> 00:01:15: resilient regional transportation system.
00:01:15 --> 00:01:17: With that, I leave you.

00:01:26 --> 00:01:26: Thank you.

00:01:27 --> 00:01:31: It's a really short, pithy name for this third panel,

00:01:31 --> 00:01:31: huh?

00:01:31 --> 00:01:34: So before we go any further, I just want to

00:01:34 --> 00:01:38: thank ULI and AIA for putting together this forum on

00:01:38 --> 00:01:38: resilience.

00:01:39 --> 00:01:41: And in some ways, it also seems like a love

00:01:41 --> 00:01:43: letter to infrastructure.

00:01:43 --> 00:01:46: And I may sound like Stephen Colbert here, but I

00:01:46 --> 00:01:49: love infrastructure and the amount we've talked about

00:01:50 --> 00:01:54: the similarities across the different infrastructure systems we

00:01:54 --> 00:01:58: discussed today.

00:01:58 --> 00:02:01: From our water infrastructure, our energy infrastructure,

00:02:02 --> 00:02:06: housing infrastructure, open

00:02:06 --> 00:02:09: space infrastructure, now our transportation infrastructure.

00:02:09 --> 00:02:12: And one thing I love about infrastructure, besides the fact

00:02:12 --> 00:02:14: that we are all relying on it, every single individual

00:02:14 --> 00:02:16: is reliant on all these different systems.

00:02:16 --> 00:02:19: To go about our lives, to live our lives is

00:02:19 --> 00:02:21: also how interconnected they are.

00:02:21 --> 00:02:23: So I'm sure you all read everyone's BIOS and know

00:02:23 --> 00:02:27: everything about all of us.

00:02:27 --> 00:02:30: But I spent a lot of time working for the

00:02:30 --> 00:02:33: city of New York and I've been reminded often,

00:02:33 --> 00:02:34: I've been reminded a lot lately of the work we

00:02:34 --> 00:02:36: did back in 2006 and 2007 to create something called

00:02:36 --> 00:02:37: Plan YC.

00:02:37 --> 00:02:40: And and part of why it's top of mind is

00:02:40 --> 00:02:41: is the person behind it.

00:02:41 --> 00:02:43: Our our deputy Mayor Dan Doctoroff is still with ALS.

00:02:43 --> 00:02:45: Don't tell him this.

00:02:45 --> 00:02:49: We have a big surprise planned for him in a

00:02:49 --> 00:02:53: few weeks, but don't tell him anyway.

00:02:53 --> 00:02:54: And and when we were creating Plan YC, it helped

00:02:54 --> 00:02:58: for me to really crystallize this interconnection between these

00:02:58 --> 00:02:59: different

00:03:00 --> 00:03:00: systems.

00:03:00 --> 00:03:03: Because what started off as a strategic long term land

00:03:03 --> 00:03:03: use plan, right?

00:03:03 --> 00:03:03: Where are we going to live?

00:03:03 --> 00:03:03: Where are we going to put the housing land use

00:03:03 --> 00:03:03: plan.

00:03:03 --> 00:03:07: We realized you can't talk about land use without talking
00:03:07 --> 00:03:12: about transportation, and you can't talk about transportation
00:03:12 --> 00:03:13: about air quality.
00:03:14 --> 00:03:16: You can't talk about air quality, as we learned earlier,
00:03:16 --> 00:03:18: without talking about energy.
00:03:18 --> 00:03:21: And we're thinking about our energy infrastructure and our
00:03:21 --> 00:03:22: water
00:03:21 --> 00:03:22: infrastructure.
00:03:22 --> 00:03:24: We can't think about any of these things without thinking
00:03:24 --> 00:03:27: about climate change, but their impacts on it and the
00:03:27 --> 00:03:28: impacts from them.
00:03:29 --> 00:03:31: And so we're all all connected, all these infrastructure
00:03:32 --> 00:03:34: systems.
00:03:32 --> 00:03:34: So I think it's wonderful that in this day that's
00:03:34 --> 00:03:38: all about infrastructure and this interconnection where we talk
00:03:38 --> 00:03:41: to
00:03:38 --> 00:03:41: these different scales from the community scale, the building
00:03:41 --> 00:03:44: scale
00:03:41 --> 00:03:44: and now the regional scale that we see the the,
00:03:44 --> 00:03:45: the connections.
00:03:45 --> 00:03:48: But the other theme we see besides how interrelated they
00:03:48 --> 00:03:51: are and how dependent we are on them is we
00:03:51 --> 00:03:54: saw how we need to center people's needs and equity
00:03:54 --> 00:03:55: and justice on them.
00:03:55 --> 00:03:59: We've seen how challenging they are to develop and
00:03:59 --> 00:04:01: maintain
00:03:59 --> 00:04:01: and find the money to do so.
00:04:01 --> 00:04:04: And then we found that there's, you know, some political
00:04:05 --> 00:04:08: willingness and political might that's needed to to make really
00:04:09 --> 00:04:12: good projects happen because they're all really hard.
00:04:12 --> 00:04:15: So on that note, I am very excited to invite
00:04:15 --> 00:04:18: all the panel three panelists up so we can have
00:04:18 --> 00:04:20: a lively debate on infrastructure.
00:04:40 --> 00:04:41: This is wonderful.
00:04:41 --> 00:04:43: We are going to have a discussion.
00:04:43 --> 00:04:47: So I'm going to start off by asking each panelist
00:04:47 --> 00:04:50: a question, but anyone else could chime in.
00:04:51 --> 00:04:53: You all can ask questions, although we'll make sure to
00:04:53 --> 00:04:54: leave time for that at the end.
00:04:55 --> 00:04:57: But I do ask the panelist the first time you
00:04:57 --> 00:04:59: talk to make sure you introduce yourself, even though your
00:05:00 --> 00:05:01: lovely pictures are right above you as well.

00:05:03 --> 00:05:04: You could all take a look.

00:05:04 --> 00:05:04: You look great.

00:05:06 --> 00:05:07: So I want to.

00:05:07 --> 00:05:09: I was going to say I want to start with

00:05:09 --> 00:05:11: Representative Jared Solomon, but we discussed it.

00:05:12 --> 00:05:15: Jared, Jared, I would love to hear how you define

00:05:16 --> 00:05:19: equitable resilient transportation system.

00:05:19 --> 00:05:20: What are we talking about?

00:05:21 --> 00:05:23: Well, good afternoon, everybody.

00:05:23 --> 00:05:25: My name is Jared Solomon.

00:05:25 --> 00:05:29: I am a legislator in the 202nd Legislative district, which

00:05:29 --> 00:05:31: is in Northeast Philadelphia.

00:05:31 --> 00:05:33: I snapped around because I wanted to make sure it

00:05:34 --> 00:05:34: was a decent picture.

00:05:35 --> 00:05:36: And it's not that bad.

00:05:36 --> 00:05:37: It's not that bad.

00:05:37 --> 00:05:38: OK.

00:05:38 --> 00:05:41: So I guess a definitional moment.

00:05:41 --> 00:05:43: And you talked about equity.

00:05:43 --> 00:05:47: And I think when it comes to this type of

00:05:47 --> 00:05:55: inclusive transportation growth development, we're looking to make transportation more

00:05:55 --> 00:06:03: serviceable, more functionable, functional for underserved vulnerable populations.

00:06:03 --> 00:06:08: And that really defines the neighborhood in which I represent

00:06:08 --> 00:06:12: or any of you from Northeast Philly or oh, really

00:06:12 --> 00:06:15: where oh, I whoever remember this Mayfair exactly.

00:06:16 --> 00:06:21: So I'm sure Mayfair as you knew it, right.

00:06:21 --> 00:06:28: It was an area that was pretty much white, German,

00:06:28 --> 00:06:39: Irish, Jewish, beginning in about the 19, about 199899 transformational

00:06:39 --> 00:06:40: change.

00:06:40 --> 00:06:45: So now I proudly represent the most diverse community in

00:06:45 --> 00:06:47: the whole state of Pennsylvania.

00:06:47 --> 00:06:52: 30% of my population is foreign born.

00:06:53 --> 00:06:56: This is the type of infrastructure needs that needs to

00:06:56 --> 00:06:57: address this type of population.

00:06:58 --> 00:07:03: Foreign born, an aging in place population.

00:07:03 --> 00:07:06: Folks that are still living in the northeast have not

00:07:06 --> 00:07:10: left one of the youngest populations in the city of

00:07:10 --> 00:07:11: Philadelphia.

00:07:11 --> 00:07:16: The highest pre-K population is right in Northeast Philadelphia.

00:07:16 --> 00:07:20: So as the Brazilian and Chinese communities come to Northeast Philadelphia, they're staying, they're planning routes.

00:07:20 --> 00:07:24: Philadelphia, they're staying, they're planning routes.

00:07:24 --> 00:07:27: So the way I think we get this right in

00:07:27 --> 00:07:34: creating that equitable transportation infrastructure moment is by engaging constantly.

00:07:35 --> 00:07:37: And one of the ways that I do this is

00:07:37 --> 00:07:42: the Northeast services hub that we created in Northeast Philadelphia.

00:07:43 --> 00:07:46: So on Caster Ave., if you came back there, it

00:07:46 --> 00:07:49: would be a lively, vibrant place under one roof.

00:07:49 --> 00:07:54: We have and immigration, immigration support services.

00:07:54 --> 00:07:59: We have my office, mental health, mural arts, do doing

00:07:59 --> 00:08:07: entrepreneurship training, housing partner, a food security partner, an Afghan

00:08:07 --> 00:08:10: women's group all under one roof.

00:08:11 --> 00:08:17: So when we have these conversations about equity in transportation,

00:08:17 --> 00:08:22: we have built in literally in one of our anchor

00:08:22 --> 00:08:27: placemaking properties, the infrastructure to do that work.

00:08:27 --> 00:08:31: We translate everything in multiple languages.

00:08:31 --> 00:08:35: We're talking about it our local elementary school, 45

00:08:35 --> 00:08:36: spoken.

00:08:36 --> 00:08:39: So this is intentional work.

00:08:39 --> 00:08:42: And I think if you have a hub and you're

00:08:42 --> 00:08:47: bringing people into the conversation and not pushing folks away,

00:08:47 --> 00:08:53: but being as inclusive in having that conversation as possible,

00:08:53 --> 00:08:56: that's the best way to get this right.

00:09:04 --> 00:09:06: Well, I was going to say it sounds like he's

00:09:06 --> 00:09:09: speaking your language based on our prep call.

00:09:09 --> 00:09:11: I would love to hear from you if there's anything

00:09:11 --> 00:09:12: you would add.

00:09:12 --> 00:09:14: And then how do we do it?

00:09:14 --> 00:09:17: How do we design for equitable outcomes?

00:09:17 --> 00:09:18: What's the process?

00:09:19 --> 00:09:19: Yeah.

00:09:19 --> 00:09:21: So just thank you for that.

00:09:21 --> 00:09:24: You kind of stole my Thunder for another question, but

00:09:24 --> 00:09:24: yeah, it's OK.

00:09:25 --> 00:09:27: So I was, I was going to just add on

00:09:27 --> 00:09:31: to you know how do we create equitable, resilient

transportation

00:09:31 --> 00:09:34: systems by saying that you know at the core of
00:09:34 --> 00:09:37: those systems we should really focus on impact and
outcomes
00:09:37 --> 00:09:38: right.
00:09:38 --> 00:09:43: And and so those impacts and those outcomes, those teams,
00:09:43 --> 00:09:47: those those leaders also need to enable Co design, Co
00:09:47 --> 00:09:52: creation, community benefits right in that in that dialogue.
00:09:53 --> 00:09:57: And then and of course ultimately we want those specialists
00:09:57 --> 00:10:02: or subject matter experts, those community voices.
00:10:02 --> 00:10:05: The academia has a a part to play, media has
00:10:05 --> 00:10:07: a part to play in all of this.
00:10:08 --> 00:10:12: Ultimately we want to make sure that those types of
00:10:12 --> 00:10:17: outcomes, those types of impacts are also woven throughout
the
00:10:17 --> 00:10:21: whole kind of big picture project program, right.
00:10:21 --> 00:10:24: So that's making sure from from the vision strategy phase,
00:10:24 --> 00:10:28: right that that those players, those stakeholders are at the
00:10:28 --> 00:10:32: table from the planning design phase to the actual delivery
00:10:32 --> 00:10:35: and in some cases the operations and maintenance of said
00:10:36 --> 00:10:39: system, right that that we're, we're weaving all of this
00:10:39 --> 00:10:40: through.
00:10:40 --> 00:10:43: So it's not something that we we forgot to add
00:10:43 --> 00:10:45: into the the cake batter and we kind of do
00:10:45 --> 00:10:47: some sprinkling at the end, right.
00:10:47 --> 00:10:51: We we make sure that's woven throughout one of the
00:10:51 --> 00:10:52: clients that I serve.
00:10:52 --> 00:10:54: I'm just going to say in the East I'm not
00:10:54 --> 00:10:56: allowed to name any names.
00:10:57 --> 00:11:01: Speaking of hubs, you know, we're, we're helping them to
00:11:01 --> 00:11:06: develop a, what they're calling a resiliency network hub
strategy.
00:11:07 --> 00:11:09: And so that's really looking at #1, doing that vulnerability
00:11:09 --> 00:11:10: assessment, right.
00:11:10 --> 00:11:14: What does, what does this region need as far as
00:11:14 --> 00:11:19: social right, environmental, economic, you name it, what are,
what
00:11:20 --> 00:11:23: are those vulnerabilities health wise, right.
00:11:24 --> 00:11:26: And then and then really looking at how do you
00:11:26 --> 00:11:31: leverage organizations that can truly represent the
community in some
00:11:31 --> 00:11:35: of these conversations, right, that have the infrastructure that
have

00:11:35 --> 00:11:39: the think tank capability, right of really working with the
00:11:39 --> 00:11:42: community to be sitting from a place of strength when
00:11:43 --> 00:11:46: we are talking about these strategies and in this vision.
00:11:47 --> 00:11:49: So, so those are kind of one of the tactics
00:11:49 --> 00:11:52: that we use at least you know Jacobs is supporting
00:11:52 --> 00:11:54: some of our clients and and delivering.
00:11:55 --> 00:12:00: That was a lot of really useful information on the
00:12:00 --> 00:12:01: how we can do this.
00:12:01 --> 00:12:04: Chris, do you have some examples of how the city
00:12:04 --> 00:12:08: has implemented these tools or other tools for these
outcomes?
00:12:09 --> 00:12:10: Yeah, Hi.
00:12:10 --> 00:12:11: My name is Chris Pahalsky.
00:12:11 --> 00:12:14: I'm the Director of Policy and Strategic Initiatives at Otis.
00:12:14 --> 00:12:19: That's the city's Office of Transportation, Infrastructure and
Sustainability.
00:12:20 --> 00:12:24: I think the the best example is our neighbourhood slow
00:12:24 --> 00:12:24: zones.
00:12:24 --> 00:12:27: This is a program that we developed to try to
00:12:27 --> 00:12:30: bring traffic calming to neighbourhoods and to try to get
00:12:30 --> 00:12:33: over some of the barriers that we saw when we
00:12:33 --> 00:12:37: were doing projects to neighbourhoods, getting what we
thought they
00:12:37 --> 00:12:38: actually wanted.
00:12:38 --> 00:12:42: You know some of those barriers where working in
neighbourhoods
00:12:42 --> 00:12:45: when we chose the place where that that maybe the
00:12:45 --> 00:12:47: neighbourhood wasn't aligned.
00:12:47 --> 00:12:49: Maybe they had a lot of other needs that they
00:12:49 --> 00:12:51: got and we got a lot of reaction when we
00:12:51 --> 00:12:54: were coming with and what their 6th priority was, maybe
00:12:54 --> 00:12:56: it was gun violence intervention or good jobs.
00:12:57 --> 00:13:01: So we we said let's let's have neighbourhoods apply,
neighbourhood
00:13:01 --> 00:13:04: groups that we know that there's a local partner that
00:13:04 --> 00:13:06: we can really work with, but so that we don't
00:13:06 --> 00:13:09: run into the problem of, you know, we are only
00:13:09 --> 00:13:12: serving neighbourhoods that don't have those bigger needs.
00:13:12 --> 00:13:15: We're going to put equity metrics into the scoring so
00:13:15 --> 00:13:19: that we're making sure that we're serving neighbourhoods
that are
00:13:19 --> 00:13:23: disadvantaged, that have higher poverty rates, that have
higher rates
00:13:23 --> 00:13:25: of minority populations.

00:13:25 --> 00:13:26: That's also put into the scoring.

00:13:26 --> 00:13:29: Let's not just do those that are screaming at us

00:13:29 --> 00:13:31: the loudest, but the places that actually have the most

00:13:31 --> 00:13:33: traffic crashes will will score higher.

00:13:33 --> 00:13:36: So we we did that and we released a transparent

00:13:36 --> 00:13:39: scoring of who, who, who who got this program and

00:13:40 --> 00:13:41: then who didn't, you know?

00:13:41 --> 00:13:43: And we we, we would have liked to select all

00:13:43 --> 00:13:45: of them, but we only had enough money to do

00:13:45 --> 00:13:46: maybe two projects a year.

00:13:47 --> 00:13:49: So we put the scoring out and there was a

00:13:49 --> 00:13:52: lot of nervousness to say, should we put all this

00:13:52 --> 00:13:52: detail out?

00:13:52 --> 00:13:55: And 1:00 when we we found that when we clearly

00:13:55 --> 00:13:58: explained it, it's not that people weren't disappointed, they didn't

00:13:58 --> 00:14:01: win, but they understood OK, I see why that neighbourhood

00:14:01 --> 00:14:03: is ahead of me on the list for now and

00:14:03 --> 00:14:05: why I'm on the waiting list.

00:14:05 --> 00:14:07: And then when we go through the process for the

00:14:07 --> 00:14:11: neighborhoods that we did select with that active community partner

00:14:11 --> 00:14:14: that already has community support, we said let's design this

00:14:14 --> 00:14:16: together and was almost like a like a like a

00:14:16 --> 00:14:17: charette game.

00:14:17 --> 00:14:20: Here's the Monopoly money, here's how much a speed cushion

00:14:20 --> 00:14:22: cost, here's how much a corner bump out cost and

00:14:22 --> 00:14:25: let's design these together so you tell us where you

00:14:25 --> 00:14:28: think the speed cushions versus the corner bump outs versus

00:14:28 --> 00:14:29: the gateway treatments are.

00:14:29 --> 00:14:31: And so we've we've really been able to learn a

00:14:31 --> 00:14:33: lot of what works well and you know a few

00:14:34 --> 00:14:36: things that that are more difficult when we're doing this

00:14:37 --> 00:14:40: program of of Co designing improvements together with the community

00:14:40 --> 00:14:43: being at the table having sort of on that spectrum

00:14:43 --> 00:14:46: of public engagement really going for that highest, those highest

00:14:46 --> 00:14:48: levels of community engagement participation.

00:14:50 --> 00:14:50: Thanks Chris.

00:14:50 --> 00:14:54: Those were three really interesting tactics that seemed to be

00:14:54 --> 00:14:58: successful that elevating voices of those who have not been

00:14:58 --> 00:15:02: the loudest to make sure that their needs were centered.

00:15:03 --> 00:15:07: Complete transparency which was part of explaining the the, the

00:15:07 --> 00:15:11: why the outcomes are what they are and Co creation

00:15:11 --> 00:15:14: and Co design, Co design of of the outcomes and

00:15:14 --> 00:15:17: it sounds like that process went pretty well.

00:15:17 --> 00:15:22: This questions for for Dan outside of Philadelphia.

00:15:22 --> 00:15:23: Are these examples?

00:15:23 --> 00:15:28: Where have you seen these tools deployed for equitable, resilient

00:15:28 --> 00:15:29: transportation?

00:15:31 --> 00:15:35: You know, it's it's actually really difficult to get there.

00:15:35 --> 00:15:37: I mean, it's as as sure most of the people

00:15:37 --> 00:15:41: in this audience know doing these public meetings is hard.

00:15:41 --> 00:15:43: You know, I've, I've been to many public meetings as

00:15:44 --> 00:15:44: a journalist.

00:15:44 --> 00:15:46: I've been to public meetings as a staffer.

00:15:47 --> 00:15:48: You know, people are upset.

00:15:48 --> 00:15:51: To Chris's point, a lot of the time you're coming

00:15:51 --> 00:15:54: there to fix a problem that's not their top problem.

00:15:54 --> 00:15:56: It doesn't mean it doesn't need to be fixed, but

00:15:56 --> 00:15:59: it means that they're saying why is the city showing

00:15:59 --> 00:16:02: up here for something like a crosswalk when we have

00:16:02 --> 00:16:05: opioid abuse and drug and gun violence and all these

00:16:05 --> 00:16:07: other issues in our community.

00:16:07 --> 00:16:11: So it's I think being realistic is kind of a

00:16:11 --> 00:16:14: a good start place to start.

00:16:14 --> 00:16:18: And and having translators who are trusted advocates who are

00:16:18 --> 00:16:22: within their communities who can kind of vouch for what

00:16:22 --> 00:16:25: you're trying to do is is really essential.

00:16:26 --> 00:16:29: Other cities that do this really well, I mean it's

00:16:29 --> 00:16:33: unfortunately in in this country it's been cities where there

00:16:33 --> 00:16:36: is not, there is a high trust in government where

00:16:36 --> 00:16:38: it's easy to make this happen.

00:16:38 --> 00:16:41: I mean I look for cities that have reduced traffic

00:16:41 --> 00:16:45: fatalities and I'm looking at Hoboken and I'm looking at

00:16:45 --> 00:16:45: Jersey City.

00:16:46 --> 00:16:49: These are relatively high income places where people have a

00:16:49 --> 00:16:51: lot of trust in government and you look at where

00:16:52 --> 00:16:54: people are dying and it's lower in compete places where

00:16:54 --> 00:16:56: people don't have trust in government.

00:16:57 --> 00:17:00: So bridging that gap is something that from my point

00:17:00 --> 00:17:04: of view in the media, I know that everybody's doing
00:17:04 --> 00:17:07: as good of a job as they can and really
00:17:07 --> 00:17:07: trying.
00:17:07 --> 00:17:09: But it's just going to be really hard and it's
00:17:09 --> 00:17:11: going to take some time and you have to, I
00:17:11 --> 00:17:13: think, you know, kind of keep that in mind as
00:17:13 --> 00:17:15: you're going through the process.
00:17:16 --> 00:17:19: Toya, in some ways your job is to help as
00:17:19 --> 00:17:22: a consultant, to help government figure out how to build
00:17:22 --> 00:17:24: trust through the process.
00:17:24 --> 00:17:25: What have you seen work best?
00:17:26 --> 00:17:26: Yeah.
00:17:26 --> 00:17:29: And I didn't do this earlier, but Toya and Oban
00:17:29 --> 00:17:30: Fellagio with Jacobs.
00:17:30 --> 00:17:33: I'm the director for our Social Value and Equity North
00:17:33 --> 00:17:34: America practice.
00:17:35 --> 00:17:39: So as far as, yeah, building trust, that's a tough
00:17:39 --> 00:17:39: one.
00:17:39 --> 00:17:43: Yeah, I guess number one would be helping our clients,
00:17:43 --> 00:17:47: public or private clients, quite frankly, #1 take, take a
00:17:48 --> 00:17:52: look at what the public perception is of said organization
00:17:52 --> 00:17:53: or agency.
00:17:53 --> 00:17:53: Right.
00:17:53 --> 00:17:55: Because the last thing you want to do is, you
00:17:55 --> 00:17:58: know, because you've been high fiving yourselves in your
meetings,
00:17:58 --> 00:18:00: going how awesome you are, and then you kind of
00:18:00 --> 00:18:02: step out into the public realm and everyone's like, Nah,
00:18:02 --> 00:18:03: right.
00:18:03 --> 00:18:06: So so taking that kind of honest look at right
00:18:06 --> 00:18:09: what, what, what what does your community really see, see
00:18:09 --> 00:18:12: you as what's the perception of you because you know
00:18:12 --> 00:18:15: a lot of times you'll get the what have you
00:18:15 --> 00:18:16: done for me lately, right.
00:18:17 --> 00:18:19: And so if you show up and the truth is
00:18:19 --> 00:18:22: you haven't done a whole lot lately, you need to
00:18:22 --> 00:18:26: talk about what you're going to do And then and
00:18:26 --> 00:18:30: and then having a really robust stakeholder communications
and in
00:18:30 --> 00:18:34: some cases marketing plan and making sure that you are
00:18:34 --> 00:18:37: not coming to people, just to #1 just tell them
00:18:37 --> 00:18:39: what you're going to do to them.

00:18:39 --> 00:18:40: Right.

00:18:40 --> 00:18:43: So your project's gonna, you know, do this widen that

00:18:43 --> 00:18:45: and make things more right.

00:18:45 --> 00:18:46: Annoying for them.

00:18:46 --> 00:18:47: There's gonna be more traffic.

00:18:47 --> 00:18:49: You know, see you have a nice day.

00:18:49 --> 00:18:51: But come to them when there is not a a

00:18:51 --> 00:18:54: true quote, UN quote objective, right, Because you're you're at

00:18:54 --> 00:18:57: the minimum just trying to build relationships, right?

00:18:57 --> 00:19:00: Especially in a in an environment when there isn't, there's

00:19:00 --> 00:19:02: not a thing to create hostility.

00:19:02 --> 00:19:05: So I I would say number one, owning up to

00:19:05 --> 00:19:10: where there might be mistrust, having honest dialogue and biting

00:19:10 --> 00:19:11: the bullet showing up.

00:19:11 --> 00:19:14: And you know, if you know that that's the day

00:19:14 --> 00:19:17: you're gonna get the tomatoes thrown at you just bring,

00:19:17 --> 00:19:20: you know, bring a change of clothes and then and

00:19:20 --> 00:19:23: then and then taking it from there and and really

00:19:23 --> 00:19:26: talking about and you talked about the Dan, you know,

00:19:26 --> 00:19:29: the the small things people might show up to at

00:19:29 --> 00:19:31: a public event to talk about.

00:19:31 --> 00:19:33: But I think it's trying to address those small things

00:19:33 --> 00:19:35: but also letting them know where they fall in the

00:19:35 --> 00:19:36: bigger picture.

00:19:36 --> 00:19:41: I think about this conversation about regional resiliency and I

00:19:41 --> 00:19:45: think about the EU NS-17 Sustainable Development Goals, right.

00:19:45 --> 00:19:49: There's this really big global conversation around, you know, what

00:19:49 --> 00:19:52: we do here locally impacts this more global survival of

00:19:52 --> 00:19:53: all of us, right.

00:19:53 --> 00:19:56: And so kind of giving them some insight into where

00:19:56 --> 00:20:00: they play into the bigger picture for the organization, for the

00:20:00 --> 00:20:03: community, for the larger state country is also, you

00:20:03 --> 00:20:04: know, a good approach.

00:20:06 --> 00:20:10: I'm sure, Jared, you have lots of thoughts on both

00:20:10 --> 00:20:13: what the needs of your community are as one of

00:20:13 --> 00:20:17: the biggest advocates and and fighters for their needs, how

00:20:17 --> 00:20:21: you've built that trust and keep yourself accountable.

00:20:21 --> 00:20:25: And also specifically how you see the needs of your

00:20:25 --> 00:20:31: community connecting to the larger region because

transportation is about
00:20:31 --> 00:20:33: access and that connectivity.
00:20:35 --> 00:20:38: The question is about how we connect to the larger
00:20:38 --> 00:20:39: needs of the city.
00:20:41 --> 00:20:42: Actually of the region.
00:20:42 --> 00:20:47: The region, yeah, the the Northeast is at its best
00:20:47 --> 00:20:50: when we are connected.
00:20:50 --> 00:20:56: Now, Northeast Philly has a kind of checkered history of
00:20:56 --> 00:21:01: being connected to the rest of the city.
00:21:01 --> 00:21:06: And every time we have made a major transportation
infrastructure
00:21:06 --> 00:21:10: move, it is come with intense backlash.
00:21:11 --> 00:21:15: Remember, my part of the city is the city, that
00:21:15 --> 00:21:18: part of the city that tried to secede from the
00:21:19 --> 00:21:20: rest of the city.
00:21:21 --> 00:21:25: This was an actual piece of legislation a former state
00:21:25 --> 00:21:30: senator named Hank Salvatore actually proposed in the state
Senate
00:21:30 --> 00:21:34: for the Northeast to secede from the rest of the
00:21:34 --> 00:21:37: city and and become Liberty County.
00:21:38 --> 00:21:43: With that as a backdrop every time we have tried
00:21:43 --> 00:21:47: to connect to the rest of the city to the
00:21:47 --> 00:21:52: rest of the region bucks Montgomery Jersey it's come with
00:21:52 --> 00:21:57: a intense fight to Coney Palmyra bridge Roosevelt Blvd.
00:21:57 --> 00:22:01: especially and the and and it was very heated in
00:22:01 --> 00:22:06: the in in the planning stages the engagement around the
00:22:06 --> 00:22:11: market Frankfurt line because it was seen as the northeast
00:22:12 --> 00:22:17: giving up independence connecting my opinion is in the end
00:22:17 --> 00:22:21: we are best connected in the rest of the city
00:22:21 --> 00:22:25: and the rest of the county and the rest of
00:22:25 --> 00:22:30: the surrounding counties and that's where the Roosevelt
Blvd.
00:22:31 --> 00:22:34: subway or some form of rapid transit comes in.
00:22:35 --> 00:22:40: We are so overdue for a large scale transformation
infrastructure
00:22:40 --> 00:22:45: project that if we brought that to Northeast Philadelphia in
00:22:45 --> 00:22:50: the region, we would completely transform the Northeast for
a
00:22:50 --> 00:22:51: generation.
00:22:53 --> 00:22:56: And for those who don't know, Roosevelt Blvd.
00:22:56 --> 00:22:57: is a Blvd.
00:22:57 --> 00:23:02: known nationally for safety concerns, crashes, people who've
been injured

00:23:02 --> 00:23:06: or have died on this busy highway that cuts through
00:23:06 --> 00:23:10: the Northeast and connects Bucks County through close to
Center
00:23:11 --> 00:23:13: City and into Montgomery County.
00:23:13 --> 00:23:15: It's a really important arterial.
00:23:16 --> 00:23:19: It's also been in the news a lot for a
00:23:19 --> 00:23:21: lot of federal funding wins.
00:23:22 --> 00:23:24: So maybe Chris, you can explain some of the mega
00:23:24 --> 00:23:26: grants and some of the safety investments happening?
00:23:28 --> 00:23:29: Yeah.
00:23:29 --> 00:23:33: So to pick up the story from Rep Solomon, there
00:23:33 --> 00:23:37: was a subway proposal in the early 2000s that ended
00:23:37 --> 00:23:37: up dying.
00:23:37 --> 00:23:40: And there was some folks in city government who said,
00:23:40 --> 00:23:41: what do we do now?
00:23:41 --> 00:23:43: And I see some of them in the room here
00:23:43 --> 00:23:46: who helped start it and they they did a little
00:23:46 --> 00:23:48: bit of work which led to a little bit of
00:23:49 --> 00:23:51: more work which led to a TIGER grant from the
00:23:51 --> 00:23:54: federal government to do the plan for the Blvd.
00:23:54 --> 00:23:57: And it was to be a holistic plan.
00:23:57 --> 00:23:59: It was to be an implementable plan.
00:23:59 --> 00:24:01: And one of the things that was best about this
00:24:01 --> 00:24:04: TIGER funded study which became the route for change is
00:24:04 --> 00:24:07: that we said we can't wait till this plan is
00:24:07 --> 00:24:09: over to start implementing this plan.
00:24:09 --> 00:24:12: So before the plan was done, we had already implemented
00:24:12 --> 00:24:13: the Roosevelt Blvd.
00:24:13 --> 00:24:13: direct bus.
00:24:13 --> 00:24:16: It was a limited stop service that it cost a
00:24:16 --> 00:24:20: few \$1,000,000, so in the in the scheme of things
00:24:20 --> 00:24:23: it was pretty small, but it saved something like 39%
00:24:23 --> 00:24:24: of the travel time.
00:24:25 --> 00:24:27: If you went from end to end, you went from
00:24:27 --> 00:24:30: 88 stops to only having to stop 8 times and
00:24:30 --> 00:24:33: it helped grow bus ridership on that corridor by 12%.
00:24:33 --> 00:24:36: While the other, you know the rest of the system
00:24:36 --> 00:24:38: had shrunken ridership over the next two to three years.
00:24:38 --> 00:24:40: And that was all done before the plan was even
00:24:40 --> 00:24:41: released.
00:24:41 --> 00:24:43: So this idea that you have to plan for the
00:24:44 --> 00:24:47: big long term awesome stuff, but you also have to

00:24:47 --> 00:24:51: start making some short term very implementable small ball type

00:24:51 --> 00:24:54: improvements today I think is critical.

00:24:54 --> 00:24:57: And those those small improvements they only build the case,

00:24:57 --> 00:25:00: they're not in opposition to some of the the big

00:25:00 --> 00:25:01: dreams that you might have.

00:25:01 --> 00:25:04: So we we we we finished this plan.

00:25:04 --> 00:25:05: We implemented some short term things.

00:25:05 --> 00:25:09: We released the plan and because we had done a

00:25:09 --> 00:25:13: good job of getting getting the region together, we done

00:25:13 --> 00:25:17: just untold like I think like a billion public meetings

00:25:17 --> 00:25:20: was the final total all up and down the Boulevard.

00:25:21 --> 00:25:23: By the end we had gotten all the partners to

00:25:23 --> 00:25:26: agree between SEPTA and PennDOT and we did a lot

00:25:26 --> 00:25:28: of engagement to political leaders whether it was at the

00:25:28 --> 00:25:29: state or local level.

00:25:29 --> 00:25:32: We got one of the few mega grants that that

00:25:32 --> 00:25:35: mega is it, it's multimodal something something it's a federal

00:25:35 --> 00:25:39: grant program that that comes from the bipartisan infrastructure law.

00:25:39 --> 00:25:42: We got \$78,000,000 and together with the city and PennDOT

00:25:42 --> 00:25:45: and other match it's \$137 million that's going to fund

00:25:45 --> 00:25:46: all the short term improvements.

00:25:47 --> 00:25:49: So we had the improvements as part of this plan

00:25:49 --> 00:25:51: that we finished before the plan was even done.

00:25:51 --> 00:25:54: We had the short term improvements that are about, you

00:25:54 --> 00:25:57: know, \$137,000,000 and then we have the long term, you

00:25:57 --> 00:26:01: know, really transformational things that you know will probably take

00:26:01 --> 00:26:01: decades.

00:26:01 --> 00:26:03: We'll probably take billions of dollars.

00:26:04 --> 00:26:06: And that way we're trying to make sure we're, we're

00:26:06 --> 00:26:08: getting stuff done now for the needs of today.

00:26:08 --> 00:26:11: Because when we were doing engagement at those billion meetings,

00:26:11 --> 00:26:14: people looked at 2040 and said I'll be dead by

00:26:14 --> 00:26:14: then.

00:26:14 --> 00:26:16: I don't care what you want.

00:26:16 --> 00:26:17: I don't care about this board.

00:26:17 --> 00:26:19: I care about this board and we OK, I get

00:26:20 --> 00:26:22: that we we still need to work on those 2040

00:26:22 --> 00:26:22: things.

00:26:22 --> 00:26:24: But we also, I get you, we need to really
00:26:24 --> 00:26:27: focus on getting some stuff done, you know, with before
00:26:27 --> 00:26:29: you die so you can enjoy them.
00:26:30 --> 00:26:35: What What's really interesting about the trajectory from when
that
00:26:35 --> 00:26:40: process began to 2040 with all the billion meetings in
00:26:40 --> 00:26:44: between, is how much the way we travel and might
00:26:44 --> 00:26:47: travel changes as well, right We make.
00:26:48 --> 00:26:52: Looking at recent commuter data, we now take more trips
00:26:52 --> 00:26:55: during the day and on the weekends.
00:26:55 --> 00:27:01: We are thinking of new technologies that we use, whether
00:27:01 --> 00:27:06: it's E bikes, which I'm obsessed with, or or something
00:27:06 --> 00:27:07: else.
00:27:07 --> 00:27:10: We have electric vehicles, we have autonomous vehicles, we
have
00:27:10 --> 00:27:11: new types of transit coming out.
00:27:12 --> 00:27:16: So Dan, from your beat, what role does technology play
00:27:16 --> 00:27:20: in not only making sure we're centering people and having
00:27:20 --> 00:27:24: equitable outcomes, but also planning for these long term or
00:27:24 --> 00:27:26: transformational changes, I mean?
00:27:29 --> 00:27:34: Technology is, I mean, technology is always changing
transportation, right?
00:27:34 --> 00:27:37: And it's really hard to predict how it's going to
00:27:37 --> 00:27:38: change transportation.
00:27:38 --> 00:27:41: I was saying earlier, you know, one of the images
00:27:41 --> 00:27:44: that always sticks in my head is produced by the
00:27:44 --> 00:27:49: organization of three different periods of Philadelphia's
development, 19/30/1970 and
00:27:49 --> 00:27:50: 2010.
00:27:50 --> 00:27:53: And it's really changed by one single piece of technology,
00:27:53 --> 00:27:54: the private automobile.
00:27:54 --> 00:27:57: And I don't think in 1930 people would have expected
00:27:58 --> 00:28:00: the 2010 map to look exactly the way it does
00:28:00 --> 00:28:02: because they had no idea.
00:28:02 --> 00:28:06: So technology for me is a lot of ways.
00:28:06 --> 00:28:09: It's a challenge for people like Chris.
00:28:09 --> 00:28:12: I mean it's an opportunity too, but it's also a
00:28:12 --> 00:28:16: challenge because people are very suspicious of new
technology.
00:28:16 --> 00:28:19: You talk about self driving cars for example, and you
00:28:19 --> 00:28:21: you get a very polarized response.
00:28:21 --> 00:28:23: You get some people who are like I would call
00:28:23 --> 00:28:24: them techno optimists.

00:28:24 --> 00:28:25: They're like this is great.

00:28:26 --> 00:28:27: Five years from now I'm not going to need to

00:28:27 --> 00:28:28: drive anymore.

00:28:28 --> 00:28:30: I have an 8 year old just never going to

00:28:30 --> 00:28:30: get a license.

00:28:30 --> 00:28:32: I'm like I don't know about that.

00:28:32 --> 00:28:32: I got a four year old.

00:28:32 --> 00:28:34: She's probably going to get a license someday.

00:28:35 --> 00:28:36: You know, even though we live in South Philly, like

00:28:36 --> 00:28:37: you know, it's probably going to happen.

00:28:38 --> 00:28:42: So you know, I think we can't take any technology

00:28:42 --> 00:28:45: gains for granted until they actually exist, right.

00:28:45 --> 00:28:48: I mean we can't and it's tough because you might

00:28:48 --> 00:28:52: be building something right now based on assumptions that are

00:28:52 --> 00:28:55: going to be completely outdated not too long from now.

00:28:55 --> 00:28:58: But you know it's it's going to happen.

00:28:58 --> 00:29:01: You know there's there's there's white elephants all all over

00:29:01 --> 00:29:01: the place.

00:29:01 --> 00:29:04: You know I grew up right near a bourgeois Blvd.

00:29:04 --> 00:29:05: Subway white elephant.

00:29:05 --> 00:29:09: They actually built a whole station, Sears did because they

00:29:09 --> 00:29:12: had a warehouse and an office building and it never

00:29:12 --> 00:29:13: ended up getting used.

00:29:13 --> 00:29:16: They demolished the, the, the warehouse, I think in the

00:29:17 --> 00:29:17: 80s I guess.

00:29:18 --> 00:29:20: And so it's you, you don't really know.

00:29:20 --> 00:29:22: You could spend a ton of money based on something

00:29:22 --> 00:29:23: that's going to change.

00:29:24 --> 00:29:26: That's for Chris to figure out.

00:29:29 --> 00:29:32: I was just about to launch into my three final

00:29:32 --> 00:29:35: questions, but I realized that you all may have burning

00:29:36 --> 00:29:36: questions.

00:29:36 --> 00:29:41: Transportation is one of those topics that it impacts everyone,

00:29:41 --> 00:29:45: but some of the details are very esoteric, like how

00:29:45 --> 00:29:49: we finance it, who decides, why do processes take decades?

00:29:50 --> 00:29:52: So I want to give an opportunity for all of

00:29:52 --> 00:29:55: you to ask some questions and then I'll come back

00:29:55 --> 00:29:56: to to a final one at the end.

00:29:56 --> 00:30:05: So what are some of the challenges with sorry for

00:30:05 --> 00:30:11: the recording, so just yelling.

00:30:13 --> 00:30:17: So what are some of the challenges that you guys

00:30:17 --> 00:30:22: have seen in collaborating with other entities in the region
00:30:23 --> 00:30:27: like across the river to New Jersey or with the
00:30:27 --> 00:30:31: metropolitan planning organization or with the state?
00:30:31 --> 00:30:33: What have been some of those challenges?
00:30:39 --> 00:30:43: I think it's a matter of context and perspective and
00:30:43 --> 00:30:43: values.
00:30:43 --> 00:30:49: And so climate equity and Traffic Safety have really guided
00:30:49 --> 00:30:54: our transportation policy and I don't think, I don't think
00:30:54 --> 00:30:58: those are the same top three priorities everywhere.
00:30:59 --> 00:31:02: Certainly I don't think they are just real talk.
00:31:02 --> 00:31:05: If you look at the lived out actions of all
00:31:05 --> 00:31:09: the other partners and so for instance we've been pretty
00:31:09 --> 00:31:13: steadfast in either outright opposing or wanting to give a
00:31:13 --> 00:31:17: very hard look at any highway expansion and because we
00:31:17 --> 00:31:20: think that is going to grow emissions and we we
00:31:20 --> 00:31:24: haven't had that same concern or even belief in the
00:31:24 --> 00:31:27: basic science from every partner and it's the same on
00:31:27 --> 00:31:30: Traffic Safety and it's the same on equity.
00:31:30 --> 00:31:33: And when we're in you know that the poorest large
00:31:33 --> 00:31:37: city in America, you know majority minority and we talk
00:31:37 --> 00:31:38: about equity.
00:31:38 --> 00:31:40: Some people only see that as us trying to be
00:31:40 --> 00:31:43: self-serving and getting a larger slice of the pie.
00:31:43 --> 00:31:45: So it's really hard to translate those values that a
00:31:45 --> 00:31:48: lot of people seem to state into on the ground
00:31:48 --> 00:31:50: actions, especially if it means a dollar that they might
00:31:50 --> 00:31:52: have gotten goes to Philadelphia.
00:31:52 --> 00:31:54: I think that's we're beyond the 70s.
00:31:55 --> 00:31:57: We have such a better relationship with all of the
00:31:57 --> 00:32:00: outside partners than we used to be, but it's still
00:32:00 --> 00:32:02: still not where I'd like it to be.
00:32:04 --> 00:32:07: And I'll just add, you know, Speaking of communities and
00:32:07 --> 00:32:10: engagement and doing it well or not doing it well
00:32:11 --> 00:32:14: and and Representative Solomon alluded to it in terms of
00:32:14 --> 00:32:18: creating that connectivity even within city of Philadelphia.
00:32:18 --> 00:32:21: But let's be honest, you know, not everybody wants a
00:32:21 --> 00:32:23: rail line extended into their neighborhood, right?
00:32:23 --> 00:32:26: Or you know down the street from them because the
00:32:26 --> 00:32:30: perception is that, you know, it's going to bring, you
00:32:30 --> 00:32:33: know all the big and bad wiggly monsters from the
00:32:33 --> 00:32:33: city into.
00:32:33 --> 00:32:34: Right.

00:32:34 --> 00:32:34: You name it.

00:32:35 --> 00:32:35: So.

00:32:35 --> 00:32:37: So that's a reality, right?

00:32:37 --> 00:32:41: And and sometimes a lot of times those voices and

00:32:41 --> 00:32:46: the resources to amplify those voices are outweigh those
those

00:32:46 --> 00:32:50: communities who you know could benefit the most.

00:32:54 --> 00:32:56: You know, Chris brings up highway expansions.

00:32:57 --> 00:33:00: You know, I live in South Philadelphia where people have

00:33:00 --> 00:33:03: been very surprised to find out that I-95 is going

00:33:03 --> 00:33:05: to be expanded very soon.

00:33:05 --> 00:33:09: People are getting up in arms about this because it's

00:33:09 --> 00:33:12: going to affect our only grass sports field at Bigler.

00:33:12 --> 00:33:14: It's the only grass fields that are high quality in

00:33:14 --> 00:33:15: all South Philadelphia.

00:33:16 --> 00:33:19: Most of the plans have a significant impact on that.

00:33:19 --> 00:33:22: People you know things are going to get demolished.

00:33:22 --> 00:33:25: People are going to have Highway Traffic coming right into

00:33:25 --> 00:33:29: their residential street where they don't currently have
Highway Traffic.

00:33:30 --> 00:33:34: And it's really interesting that the the burden of community

00:33:34 --> 00:33:36: feedback for this is actually very low.

00:33:37 --> 00:33:40: You know, there's a PennDOT presentation that's gone
around and

00:33:40 --> 00:33:42: most people have said to me that I don't know

00:33:42 --> 00:33:43: what it's telling me.

00:33:43 --> 00:33:44: How do I use this?

00:33:44 --> 00:33:46: This is something that comes up a lot about this

00:33:46 --> 00:33:47: particular presentation.

00:33:48 --> 00:33:50: They have to go into different rooms like, like like

00:33:50 --> 00:33:53: it's almost like trying to simulate a virtual environment.

00:33:53 --> 00:33:55: But I don't think most of the people doing it

00:33:55 --> 00:33:55: get that.

00:33:56 --> 00:34:00: So it's it's very interesting how you know when you're

00:34:00 --> 00:34:05: making decisions for the region, you know with a with

00:34:05 --> 00:34:09: a Kop rail type of project, what the local community

00:34:09 --> 00:34:11: wants is a very top priority.

00:34:11 --> 00:34:15: But for a highway expansion, it's kind of a secondary

00:34:15 --> 00:34:18: thought that comes in at the very end.

00:34:18 --> 00:34:20: And most of the people in South Philadelphia that have

00:34:20 --> 00:34:22: brought this up to me feel like they're not going

00:34:22 --> 00:34:24: to really have a real impact on whether or not

00:34:24 --> 00:34:27: this goes through, perhaps just how it will go through.

00:34:28 --> 00:34:29: What is your name?
00:34:31 --> 00:34:32: Sharnell.
00:34:32 --> 00:34:36: So Sharnell, I'll take the question from like elected official
00:34:37 --> 00:34:37: standpoint.
00:34:38 --> 00:34:41: I was elected in 2016.
00:34:41 --> 00:34:45: I defeated a long serving member of the legislature and
00:34:45 --> 00:34:49: I had run a nonprofit, a community organization before.
00:34:50 --> 00:34:53: And my and I would, I would invite all these
00:34:53 --> 00:34:54: elected leaders in.
00:34:55 --> 00:34:55: Right.
00:34:55 --> 00:34:58: State reps There's a lot of government in Philly, right?
00:34:58 --> 00:35:01: You have council, you have state government, you have
federal
00:35:01 --> 00:35:02: government.
00:35:02 --> 00:35:08: And I thought everyone was collaborating and coordinating
on everything,
00:35:08 --> 00:35:10: on everything.
00:35:10 --> 00:35:12: Like there would be a text chain.
00:35:12 --> 00:35:13: You'd get up.
00:35:13 --> 00:35:15: This is what I'm thinking about doing.
00:35:16 --> 00:35:20: And then I take office in 2017 and no one
00:35:21 --> 00:35:21: talks.
00:35:22 --> 00:35:23: There's no text chain.
00:35:24 --> 00:35:27: There are very few emails or phone calls.
00:35:27 --> 00:35:33: So imagine when confronting something as big and
transformational as
00:35:33 --> 00:35:40: completely changing transportation patterns and injecting
equity into that up
00:35:40 --> 00:35:42: and down the Boulevard.
00:35:43 --> 00:35:47: You have to bring folks together and that a core
00:35:47 --> 00:35:51: group or the elected leaders have to be on the
00:35:51 --> 00:35:53: same page now.
00:35:53 --> 00:35:58: So on this project and Dan, was that hearing everyone
00:35:58 --> 00:36:02: up here was that a hearing one or multiple hearings
00:36:02 --> 00:36:07: that we hosted in Northeast Philly and now Councilman
Driscoll
00:36:07 --> 00:36:11: hosted one in in council transportation committee.
00:36:12 --> 00:36:17: I've never everyone is supporting this effort of doing
something
00:36:17 --> 00:36:20: transformational up and down the Blvd.
00:36:22 --> 00:36:26: and ensuring that we bring rapid transit to Roosevelt Blvd.
00:36:26 --> 00:36:30: That's a big so I have a chance to bring
00:36:30 --> 00:36:35: back the text chain and actually do what I've been

00:36:35 --> 00:36:37: looking to do since 2017.

00:36:41 --> 00:36:42: I don't know do I want can I be on

00:36:42 --> 00:36:43: that text chain?

00:36:43 --> 00:36:43: No.

00:36:43 --> 00:36:46: Or do I not want to be on that text

00:36:46 --> 00:36:47: chain right.

00:36:48 --> 00:36:50: I I feel like I should clarify because you asked

00:36:50 --> 00:36:51: the question.

00:36:51 --> 00:36:54: I guess I actually didn't fully introduce myself.

00:36:55 --> 00:36:59: I I'm the executive Director of our MPO, our Metropolitan

00:36:59 --> 00:37:02: Planning Organization DVRPC, but I'm relatively new.

00:37:02 --> 00:37:06: I'm going to use that hat pretty often because I

00:37:06 --> 00:37:09: get to listen and and learn and I I just

00:37:09 --> 00:37:11: learned something.

00:37:11 --> 00:37:14: I I remember seeing that virtual room that Acom put

00:37:14 --> 00:37:18: together for I-95 and thinking, this is cool, this is

00:37:18 --> 00:37:21: engagement to the next level, that you can feel what

00:37:21 --> 00:37:25: these changes after dozens and dozens and dozens of

00:37:26 --> 00:37:27: community

00:37:28 --> 00:37:32: engagement look like.

00:37:28 --> 00:37:32: But it's interesting to hear because you don't always realize

00:37:32 --> 00:37:35: that maybe it's not resonating and so that feedback is

00:37:35 --> 00:37:36: really useful.

00:37:36 --> 00:37:39: I think we're always trying to figure out how we

00:37:39 --> 00:37:41: can better communicate and engage.

00:37:41 --> 00:37:43: So thank you for that, that feedback and and thank

00:37:43 --> 00:37:44: you for the the question.

00:37:45 --> 00:37:47: Who else has a question?

00:37:47 --> 00:37:49: I know we only have a little bit of time.

00:37:58 --> 00:38:03: Hello, Yeah, Hi, Silva Garcia with Connect the Dots.

00:38:03 --> 00:38:05: We're doing good commuter engagement all the time.

00:38:05 --> 00:38:09: I have the pleasure to be working with DBRPC, Otis,

00:38:09 --> 00:38:10: Penn, dot, you name it.

00:38:11 --> 00:38:15: So as a city, I would, I'm confident to say

00:38:15 --> 00:38:18: that we're moving in the right direction, OK.

00:38:19 --> 00:38:22: Either because someone was curious and wants to do like

00:38:22 --> 00:38:26: more creative engagement, either because someone got

00:38:26 --> 00:38:28: funding that was

00:38:28 --> 00:38:31: labeled as public engagement.

00:38:28 --> 00:38:31: So people is just like invited, not forced, but invited

00:38:31 --> 00:38:33: to do some community engagement.

00:38:33 --> 00:38:36: So we're doing the right things, right.

00:38:36 --> 00:38:37: We're not there yet.
00:38:37 --> 00:38:39: There's a lot of things that needs to be improved.
00:38:39 --> 00:38:44: And jumping into Dan's comments, the intention of community engagement
00:38:44 --> 00:38:48: at the end is to make it like impact driven,
00:38:48 --> 00:38:52: right, because we could be super pro level on doing
00:38:52 --> 00:38:54: creative accessible engagement.
00:38:54 --> 00:38:57: But at the end is once I gathered that input
00:38:57 --> 00:39:01: is that I connected into the decision making process, right.
00:39:01 --> 00:39:03: So I would like to hear from you all or
00:39:03 --> 00:39:04: just one.
00:39:04 --> 00:39:08: I don't know from some of you that what's how
00:39:08 --> 00:39:12: does it look like to connect that public input into
00:39:12 --> 00:39:15: the decision making process.
00:39:15 --> 00:39:19: Acknowledging that sometimes is feedback that is I will some
00:39:19 --> 00:39:24: of our clients and partners say like reasonable feedback, you
00:39:24 --> 00:39:28: know, like so little adjustments, so instead of white, blue,
00:39:28 --> 00:39:29: right.
00:39:29 --> 00:39:32: But sometimes it's like we don't like this.
00:39:33 --> 00:39:34: I don't understand why you're doing this.
00:39:34 --> 00:39:37: So let's go back seven steps, right.
00:39:37 --> 00:39:40: So how do we connect public input into the decision
00:39:40 --> 00:39:41: making process?
00:39:41 --> 00:39:43: How does that look like?
00:39:43 --> 00:39:46: Assuming that we did a great job being accessible and
00:39:46 --> 00:39:48: creating doors and so on.
00:39:48 --> 00:39:51: So I would like to hear from I don't know
00:39:51 --> 00:39:51: anyone.
00:39:52 --> 00:39:52: Thank you everyone.
00:39:54 --> 00:39:54: Messes.
00:39:58 --> 00:40:00: Down I think that's a great question and I I
00:40:00 --> 00:40:01: don't think there's a simple answer.
00:40:03 --> 00:40:06: I think it starts with having the right team on
00:40:06 --> 00:40:10: your side, people that can really listen and are willing.
00:40:11 --> 00:40:15: To understand what the purpose of the public engagement it
00:40:15 --> 00:40:16: is at any time.
00:40:16 --> 00:40:19: So when you're, you know, two weeks from starting
construction,
00:40:19 --> 00:40:20: you've bid the contract.
00:40:20 --> 00:40:22: I don't like this thing.
00:40:22 --> 00:40:24: You know, that's that's it.
00:40:24 --> 00:40:25: That's got a different purpose.

00:40:25 --> 00:40:26: It's like we're mostly informing you.

00:40:26 --> 00:40:29: But at the beginning, I think that's what you're talking about.

00:40:29 --> 00:40:29: about.

00:40:29 --> 00:40:31: When you're trying to get an idea, you're doing the

00:40:31 --> 00:40:34: early planning, how do you really incorporate the community?

00:40:34 --> 00:40:35: And I think there's a few things.

00:40:35 --> 00:40:39: One is having the right team that understands that, but

00:40:39 --> 00:40:43: then also is diverse and looks like the community that

00:40:43 --> 00:40:48: you're actually talking to and preferably is from that community

00:40:48 --> 00:40:51: or has long standing relations with that community.

00:40:51 --> 00:40:54: So you're not just the latest person from government to,

00:40:54 --> 00:40:57: you know, parachute in and then parachute out.

00:40:57 --> 00:41:00: You're you, you, you really have some authentic voice that

00:41:00 --> 00:41:01: takes a long time.

00:41:01 --> 00:41:04: You know, progress moves at the speed of trust, but

00:41:04 --> 00:41:06: the more you can do that, the better the outcome

00:41:06 --> 00:41:07: you're going to have.

00:41:07 --> 00:41:09: So that you know when they say I don't like

00:41:09 --> 00:41:12: this, they are actually talking about this because this is

00:41:12 --> 00:41:13: where the listening comes in.

00:41:14 --> 00:41:16: OK are you actually, you know, OK, you know why

00:41:17 --> 00:41:18: why don't you like this?

00:41:18 --> 00:41:19: What's going on?

00:41:19 --> 00:41:22: Because sometimes people, they just don't like you or it

00:41:22 --> 00:41:24: was the thing that happened to them today or they're

00:41:24 --> 00:41:28: angry with the government in general and they're they're fine

00:41:28 --> 00:41:30: with your, you know, if they if they if you

00:41:30 --> 00:41:33: could get to that point of actually talking about what's

00:41:33 --> 00:41:35: in front of you, they would be fine with it.

00:41:35 --> 00:41:36: Right.

00:41:36 --> 00:41:39: And so it's working through that, that that's not dismissing

00:41:39 --> 00:41:41: them, telling you I don't like that, but it's taking

00:41:41 --> 00:41:44: them seriously and saying, OK, tell us more, why don't

00:41:44 --> 00:41:45: you like it?

00:41:45 --> 00:41:47: Let's come back next week, talk about it more.

00:41:47 --> 00:41:48: Let's see what changes we can make.

00:41:49 --> 00:41:50: I think it takes a long time to work through

00:41:50 --> 00:41:51: it.

00:41:51 --> 00:41:54: The more you can have that trusted community partner on

00:41:54 --> 00:41:55: your team, also the better.

00:41:55 --> 00:41:58: So when we were working here in Chinatown on the

00:41:58 --> 00:42:02: Chinatown Stitch, this idea to cap the 676 and to
00:42:02 --> 00:42:05: traffic on the local lanes of Vine Street, bringing on
00:42:06 --> 00:42:09: a community partner PCDC, but then also talking to lots
00:42:09 --> 00:42:14: of other community members I think has really helped,
helped
00:42:14 --> 00:42:16: to set up the work for success.
00:42:16 --> 00:42:18: So we are trying to take one of the deeply
00:42:18 --> 00:42:22: held aspirations that's been in the community plan and
implemented
00:42:22 --> 00:42:24: and implemented with the community partner.
00:42:24 --> 00:42:27: Because I I just, you know, sometimes sometimes I'm a
00:42:27 --> 00:42:31: pessimist, sometimes I like to see the best in everybody.
00:42:31 --> 00:42:33: And I'd like to think that at least some of
00:42:33 --> 00:42:36: those highway planners in the 1960s didn't think they were
00:42:36 --> 00:42:38: destroying a community, right.
00:42:38 --> 00:42:39: They thought they were doing the right thing.
00:42:40 --> 00:42:42: I think I'm doing the right thing, but I'm going
00:42:42 --> 00:42:44: to go a little slower so that if I'm not
00:42:44 --> 00:42:47: doing the right thing, the community can tell me and
00:42:47 --> 00:42:49: I can, I can make a change to my plans.
00:42:49 --> 00:42:51: I think it, I think that's the last piece.
00:42:51 --> 00:42:54: It's coming in with some modicum of humility and being
00:42:54 --> 00:42:56: willing to really listen and to say, OK, I see
00:42:56 --> 00:42:59: what you're saying, I'll make a change or you know,
00:42:59 --> 00:43:02: maybe if it's not reasonable, maybe if it's off the
00:43:02 --> 00:43:05: wall, being able to sort through that I think is
00:43:05 --> 00:43:07: it is the, you know what you have to do
00:43:07 --> 00:43:08: when you're in government.
00:43:12 --> 00:43:15: For a comment, you reminded me of a conversation I
00:43:15 --> 00:43:17: had with one of our senior engineers.
00:43:18 --> 00:43:19: You know, they're on a meeting with me and they're
00:43:19 --> 00:43:21: like, oh, I get a toy inequity.
00:43:21 --> 00:43:21: What?
00:43:22 --> 00:43:22: That's so awesome.
00:43:22 --> 00:43:27: But, you know, the legislature and the regulatory statutes say
00:43:27 --> 00:43:32: one thing, the current CEO, head of said organization says
00:43:32 --> 00:43:33: another thing.
00:43:33 --> 00:43:37: And then by the time we're actually designing the thing,
00:43:37 --> 00:43:40: right, it's like engineer one and six are huddling and
00:43:40 --> 00:43:43: doing the designs like none of that, None of that
00:43:43 --> 00:43:47: informs what they're like actually stitching together.
00:43:47 --> 00:43:51: So for me, aspirationally to me it's about really
operationalizing

00:43:51 --> 00:43:56: all that we're talking about within your organization, again public

00:43:56 --> 00:43:57: or private.

00:43:57 --> 00:44:00: So that the words we say, you know our goals

00:44:00 --> 00:44:05: on our websites, in our, in our, you know, paraphernalia.

00:44:05 --> 00:44:08: By the time it gets to that, you know, actual

00:44:09 --> 00:44:13: engineer whoever who's designing, when it gets to the the,

00:44:13 --> 00:44:16: the, the meeting with the planners that that actually is

00:44:17 --> 00:44:19: an expectation you know to be to be to be

00:44:19 --> 00:44:24: delivered, right delivering on the promises actually happens in those

00:44:24 --> 00:44:25: rooms.

00:44:25 --> 00:44:27: It doesn't land on the cutting room floor.

00:44:27 --> 00:44:32: Obviously not everything can, not everyone's hopes, dreams and aspirations

00:44:32 --> 00:44:33: can be articulated.

00:44:33 --> 00:44:37: But but again, if we try to operationalize these conversations,

00:44:37 --> 00:44:40: then it makes it and doing something different than what

00:44:40 --> 00:44:42: we did yesterday, right?

00:44:42 --> 00:44:44: If the answer is, well, that's just going to make

00:44:44 --> 00:44:46: it harder, then we probably need to have a different

00:44:47 --> 00:44:47: kind of conversation.

00:44:51 --> 00:44:53: Two quick ones on this.

00:44:53 --> 00:44:58: I think you need to have a vision first.

00:44:59 --> 00:44:59: You have to.

00:44:59 --> 00:45:01: If you go into community engagement, you don't have the

00:45:01 --> 00:45:02: vision.

00:45:02 --> 00:45:04: It's not going to go well.

00:45:04 --> 00:45:04: And then you.

00:45:04 --> 00:45:09: I think when you engage and you get pushback, you

00:45:09 --> 00:45:14: need to make sure that the pushback is actually reflecting

00:45:14 --> 00:45:16: community sentiment.

00:45:18 --> 00:45:20: Again, I represent the most diverse community in the city.

00:45:20 --> 00:45:25: We wanted to fix revitalize our business corridors.

00:45:25 --> 00:45:27: One of the things we wanted to do is bring

00:45:27 --> 00:45:29: outdoor seating to our corridors.

00:45:29 --> 00:45:33: We had a community engagement and a bunch of neighbors

00:45:33 --> 00:45:37: said with the police that if you bring outdoor seating

00:45:37 --> 00:45:43: to Northeast Philadelphia, kids coming from Northeast High will use

00:45:43 --> 00:45:46: the outdoor seating as weapons against the cops.

00:45:48 --> 00:45:50: I said, what?

00:45:51 --> 00:45:52: Is that an OR?

00:45:52 --> 00:45:52: Is that a?

00:45:53 --> 00:45:53: They were.

00:45:54 --> 00:45:57: The folks were very serious about this pushback.

00:45:58 --> 00:46:03: It took us months working with the council person to

00:46:03 --> 00:46:07: finally push back and get outdoor seating at our the

00:46:07 --> 00:46:10: first restaurant on Lancaster Ave.

00:46:12 --> 00:46:14: Second, we wanted more murals.

00:46:15 --> 00:46:18: We had an open engagement session with Jane Golden, about

00:46:19 --> 00:46:20: 50-60 neighbors.

00:46:20 --> 00:46:25: One neighbor raised her hand and said in Northeast Philadelphia,

00:46:25 --> 00:46:26: we like brick.

00:46:28 --> 00:46:31: I said, well, it's still brick.

00:46:31 --> 00:46:35: There's just a very nice aesthetic on the brick.

00:46:35 --> 00:46:38: So we don't do murals in Northeast Philadelphia.

00:46:40 --> 00:46:43: And I think in those two examples, one of the

00:46:43 --> 00:46:46: biggest issues, and I think I, I, I fought myself

00:46:46 --> 00:46:49: in many ways, is that the room did not reflect

00:46:49 --> 00:46:50: the neighborhood.

00:46:51 --> 00:46:56: The room reflected a community that you know was maybe

00:46:56 --> 00:47:00: representative Northeast Philadelphia 2025 years ago.

00:47:01 --> 00:47:04: But you, I think the feedback you need to filter

00:47:04 --> 00:47:08: that through is or the folks in this room representative

00:47:08 --> 00:47:12: of what the community looks like and feels like and

00:47:12 --> 00:47:13: wants today.

00:47:16 --> 00:47:19: I actually am familiar with that exact restaurant store that

00:47:19 --> 00:47:22: Jared's talking about because one of the IT is and

00:47:22 --> 00:47:25: you know, because somebody brought it to me as an

00:47:25 --> 00:47:28: example of how, you know, we were talking about Streeters

00:47:28 --> 00:47:30: in Philadelphia, how it can be an obstacle to make

00:47:30 --> 00:47:33: people go through this extra step of getting a council

00:47:33 --> 00:47:37: approval because of the groups that Jared's talking about.

00:47:37 --> 00:47:40: So it's it's a I'm very familiar with that example.

00:47:40 --> 00:47:42: It's hard for me to say this to a group

00:47:42 --> 00:47:44: of people who all have professional certifications.

00:47:45 --> 00:47:47: But I think one thing to kind of get better

00:47:47 --> 00:47:50: community support is to do a little bit less credentialism

00:47:50 --> 00:47:53: sometimes for the jobs and and what Chris is talking

00:47:53 --> 00:47:56: about too with getting people who are more diverse, more

00:47:56 --> 00:47:58: representative of the community.

00:47:59 --> 00:48:01: If you go to where I'm from, Frankfurt, you're not

00:48:01 --> 00:48:04: going to find many people with playing degrees in Frankfurt.

00:48:04 --> 00:48:05: I mean, you're just not.
00:48:05 --> 00:48:07: And if you do, they're going to be very up
00:48:07 --> 00:48:09: representative of the rest of the neighbourhood.
00:48:10 --> 00:48:12: We still have a small Quaker remnant in Frankfurt.
00:48:12 --> 00:48:16: And, you know, maybe some of them are urban planners.
00:48:16 --> 00:48:19: But, you know, so I think doing a little bit
00:48:20 --> 00:48:25: less credentialism, I think you can teach individuals about
basic
00:48:25 --> 00:48:29: urban planning concepts and empower them to represent
you in
00:48:29 --> 00:48:30: the community.
00:48:31 --> 00:48:35: And that's going to be much more effective than having
00:48:35 --> 00:48:39: somebody who is just coming in from Seattle or wherever
00:48:39 --> 00:48:39: else.
00:48:39 --> 00:48:42: And in Philadelphia especially, we tend to be parochial.
00:48:43 --> 00:48:46: You know, I'm a lifelong resident and I'd like, probably
00:48:46 --> 00:48:48: like, as I try to be non parochial, but that's
00:48:48 --> 00:48:50: not how a lot of us are.
00:48:50 --> 00:48:52: And people like you're coming from somewhere else.
00:48:52 --> 00:48:54: You know, you're coming from a different community.
00:48:54 --> 00:48:56: You don't understand the city.
00:48:56 --> 00:48:58: Now to some degree, that's true.
00:48:58 --> 00:49:00: To some degree, roads function in a similar way no
00:49:00 --> 00:49:02: matter where you are.
00:49:02 --> 00:49:04: But if you can, you know, sometimes ease up on
00:49:04 --> 00:49:07: the credentials you can get people who can be those
00:49:07 --> 00:49:10: translators and and that doesn't mean that you can't hire
00:49:11 --> 00:49:12: somebody who has this.
00:49:12 --> 00:49:14: I mean, look, the Boulevard subway.
00:49:14 --> 00:49:18: Jay Arzoo is a planning student at Weitzman and he's
00:49:18 --> 00:49:22: assembled this big coalition of elected officials and ordinary
people
00:49:22 --> 00:49:24: and, you know, advocates.
00:49:24 --> 00:49:26: I mean, so you can definitely have somebody who has
00:49:26 --> 00:49:28: credentials and does this job really well.
00:49:28 --> 00:49:30: I mean, Jay's not from here, he's from the Bronx.
00:49:30 --> 00:49:34: But a lot of the time it's going to be
00:49:34 --> 00:49:34: easier.
00:49:34 --> 00:49:37: If you do ease up on the credentialism and spend
00:49:37 --> 00:49:39: a little bit of time, you might be able to
00:49:39 --> 00:49:42: shorten how much time you know it takes to do
00:49:42 --> 00:49:43: your community planning.

00:49:43 --> 00:49:45: If you can get, if you can spend a little
00:49:45 --> 00:49:48: bit of time training a group of people to do
00:49:48 --> 00:49:50: a lot of this community engagement for you in a
00:49:50 --> 00:49:53: more effective way, that's going to get more buy in
00:49:53 --> 00:49:54: and for your projects.
00:50:02 --> 00:50:04: That that was that was great.
00:50:04 --> 00:50:08: It reminds me of an opportunity that I had, I
00:50:08 --> 00:50:14: mentioned earlier working on some climate policies back
when I
00:50:14 --> 00:50:16: was in New York City.
00:50:16 --> 00:50:17: So I'm not from here, so you could be perfect,
00:50:17 --> 00:50:18: you could judge me.
00:50:18 --> 00:50:20: But I I tried to make up for it by
00:50:20 --> 00:50:20: listening more.
00:50:21 --> 00:50:24: But then as a consultant, I had a project where
00:50:24 --> 00:50:26: I had to go and I had the chance at
00:50:26 --> 00:50:30: one-on-one interviews with over a dozen environmental
justice leaders in
00:50:30 --> 00:50:32: the city of New York on those policies.
00:50:33 --> 00:50:35: Like, what do you 10 years later, 15 years later,
00:50:35 --> 00:50:36: what do you think?
00:50:36 --> 00:50:37: How did that really go?
00:50:38 --> 00:50:42: And I think every decision maker and policy maker should
00:50:42 --> 00:50:46: also have to come back and hear what happened because
00:50:46 --> 00:50:50: unintended consequences are the nature of the business.
00:50:50 --> 00:50:52: And and Chris you you said it well, right when
00:50:52 --> 00:50:56: when the Interstate highway was first being built, folks
thought
00:50:56 --> 00:50:59: this is great, we're creating access, we're creating jobs.
00:50:59 --> 00:51:00: This is wonderful.
00:51:01 --> 00:51:03: And now now we we look at it and like
00:51:03 --> 00:51:05: this is horrible, look at all the harms, right.
00:51:06 --> 00:51:08: And at the time that wasn't part of of of
00:51:08 --> 00:51:09: the thinking.
00:51:11 --> 00:51:14: So as we talked about what it create, what is
00:51:14 --> 00:51:17: required to create this more equitable but to be resilient
00:51:18 --> 00:51:21: you have to be an equitable transportation system.
00:51:21 --> 00:51:23: We we heard a few things and I want to
00:51:23 --> 00:51:25: wrap up with one final question for you.
00:51:26 --> 00:51:31: One, as Representative said, sorry Jared, you have to have
00:51:31 --> 00:51:34: the vision where we going.
00:51:34 --> 00:51:37: We have to be clear on our purpose and objectives.
00:51:37 --> 00:51:42: You gave a great example of improving commercial

corridors, access

00:51:42 --> 00:51:45: to jobs, access to nature is the ability to get

00:51:45 --> 00:51:48: around and see loved ones in a Safeway, right.

00:51:48 --> 00:51:50: These are a lot of the objectives we hear in

00:51:50 --> 00:51:51: the transportation space.

00:51:52 --> 00:51:54: We spent a lot of time talking about the how

00:51:54 --> 00:51:56: we have to build trust.

00:51:56 --> 00:52:00: We have to elevate voices, be very intentional, reaching out

00:52:00 --> 00:52:03: with two communities to make sure their voice is heard,

00:52:04 --> 00:52:08: being transparent, Co create possible Co create solutions
and ease

00:52:08 --> 00:52:09: up on credentials.

00:52:10 --> 00:52:12: Which is great 'cause there's actually not that many planners

00:52:12 --> 00:52:13: in the world for any of us who are trying

00:52:13 --> 00:52:14: to hire people.

00:52:14 --> 00:52:16: There's just it's not a big field to begin with.

00:52:16 --> 00:52:17: So we need everybody to be a planner.

00:52:17 --> 00:52:20: We all need to be citizen planners and and we're

00:52:20 --> 00:52:23: doing all of this to come up with the best

00:52:23 --> 00:52:26: what what we want to implement.

00:52:26 --> 00:52:29: And at the end of the day when we implement

00:52:29 --> 00:52:32: it, we still might not have all the outcomes that

00:52:32 --> 00:52:34: we expected from our vision.

00:52:34 --> 00:52:38: So how do we mitigate for those unintended consequences?

00:52:38 --> 00:52:40: Rising housing rates?

00:52:40 --> 00:52:43: Displacement, The changing of the character?

00:52:43 --> 00:52:44: Like no more brick?

00:52:44 --> 00:52:45: What?

00:52:45 --> 00:52:45: No, just kidding.

00:52:45 --> 00:52:46: We're going to keep the brick.

00:52:46 --> 00:52:46: But.

00:52:46 --> 00:52:48: But what are some of your thoughts?

00:52:48 --> 00:52:49: Open to anyone.

00:52:53 --> 00:52:55: It's probably an all of government solution.

00:52:55 --> 00:52:59: So yeah, you probably need a plan for this overall.

00:52:59 --> 00:53:01: But short of that, one of the things we did

00:53:01 --> 00:53:04: for the Chinatown Stitch when we're putting in the application

00:53:04 --> 00:53:06: for planning work, it was a \$4 million total pot

00:53:06 --> 00:53:08: and we took a half a million of that and

00:53:08 --> 00:53:10: said we're going to do an equitable outcomes action plan.

00:53:11 --> 00:53:13: We're going to identify the outcomes we want and we're

00:53:13 --> 00:53:15: going to cast an equity vision to say this is

00:53:15 --> 00:53:17: how we the the we want it to affect the
00:53:17 --> 00:53:21: community that's here and has been suffering suffering with
the
00:53:21 --> 00:53:21: Expressway.
00:53:21 --> 00:53:25: And then we're going to develop the concrete policies and
00:53:25 --> 00:53:28: procedures and ordinances etcetera in order to make it
happen.
00:53:28 --> 00:53:31: So we're not just kind of leaving it to chance,
00:53:31 --> 00:53:33: but we're being at least somewhat proactive.
00:53:33 --> 00:53:36: I think the 2nd way is making sure the degree
00:53:36 --> 00:53:39: to possible that the actual funding the the work goes
00:53:39 --> 00:53:42: to Philadelphia residents so that you know too long it's
00:53:42 --> 00:53:45: it's been people coming from outside of the city, you
00:53:45 --> 00:53:48: know and you know working here and then going back
00:53:48 --> 00:53:49: in and that's great.
00:53:49 --> 00:53:50: You can be a suburbanite.
00:53:50 --> 00:53:51: I'm not ditching on that.
00:53:51 --> 00:53:53: But, you know, we have to make sure I have
00:53:53 --> 00:53:55: to have a a good percentage of the work go
00:53:55 --> 00:53:59: to actual Philadelphia residents, especially black and brown
residents who've
00:53:59 --> 00:54:01: been long, you know, excluded from a lot of the
00:54:01 --> 00:54:01: trades.
00:54:09 --> 00:54:12: Again, I think part of this is just being realistic
00:54:12 --> 00:54:17: and honest sometimes because when it comes to
transportation systems,
00:54:17 --> 00:54:21: a high impact project is by definition going to impact
00:54:21 --> 00:54:22: people, right.
00:54:22 --> 00:54:25: I mean, if if you build a transit line that
00:54:25 --> 00:54:28: nobody is upset by, nobody's going to ride it, right?
00:54:28 --> 00:54:31: I mean, that's why Christophe Spieler, who's doing
reimagining regional
00:54:31 --> 00:54:34: welfare acceptance as said and I was like, wow, that's
00:54:34 --> 00:54:34: true.
00:54:35 --> 00:54:37: You know, so it's it, it makes it really hard
00:54:37 --> 00:54:40: and it makes, you know, the job of government officials
00:54:40 --> 00:54:42: wrapped to do this work really difficult.
00:54:42 --> 00:54:44: But I think, you know you have to kind of
00:54:44 --> 00:54:47: be realistic with people that if you build a Roosevelt
00:54:47 --> 00:54:47: Blvd.
00:54:47 --> 00:54:50: subway for example, you're probably going to see some
development
00:54:50 --> 00:54:51: increase.

00:54:51 --> 00:54:53: You're probably going to see some taller buildings in Northeast

00:54:53 --> 00:54:56: Philadelphia, maybe as tall as the Sears Tower used to be, which we don't, you know, we don't, we didn't

00:54:56 --> 00:54:58: have that, you know that height anymore.

00:54:58 --> 00:55:00: Although I found it interesting they said brick, I would

00:55:00 --> 00:55:02: have said siding is like the most common material of

00:55:02 --> 00:55:05: the Northeast.

00:55:05 --> 00:55:05: But you know, but I, but I think you also

00:55:06 --> 00:55:09: have to you know recognize when you know that the

00:55:09 --> 00:55:12: panel before us talked about, you know do work when

00:55:12 --> 00:55:15: the walls already open, right and root for change.

00:55:15 --> 00:55:18: One of the options is a capped Expressway on the

00:55:18 --> 00:55:21: Boulevard, which kind of would do all the things that

00:55:21 --> 00:55:24: the the subway would have done.

00:55:24 --> 00:55:26: So I think for me and for Jared, for Jared

00:55:26 --> 00:55:28: and for Jay, that was one of the reasons we're

00:55:28 --> 00:55:31: like, hey, look, you're open up the wall, you know,

00:55:31 --> 00:55:34: put the put the tracks in.

00:55:34 --> 00:55:35: So you know, I think taking advantage too of those

00:55:35 --> 00:55:38: kind of opportunities where if you're already going to be

00:55:38 --> 00:55:41: disrupting people, at least give them the best version of

00:55:41 --> 00:55:44: that disruption.

00:55:44 --> 00:55:45: Make sure they have everything that they actually want and

00:55:46 --> 00:55:49: or don't disrupt their lives.

00:55:49 --> 00:55:51: Just give them the the Neighborhood Blvd.

00:55:51 --> 00:55:53: plan that's cost only a billion dollars or something instead

00:55:53 --> 00:55:57: of in the \$10 billion range anyway.

00:55:57 --> 00:55:59: I would, I would say as far as trying to

00:56:03 --> 00:56:06: mitigate unintended consequences, right, definitely you know

00:56:06 --> 00:56:10: one size does

00:56:10 --> 00:56:13: not fit all as far as mitigation measures.

00:56:13 --> 00:56:17: But also you know going beyond the typical kind of

00:56:17 --> 00:56:20: cost benefit analysis, right to decide why, why you chose

00:56:20 --> 00:56:24: to invest in in the particular infrastructure project and and

00:56:24 --> 00:56:28: looking at things that are going to create well-being, long

00:56:28 --> 00:56:33: lasting, sustainable well-being for those communities that are

00:56:33 --> 00:56:34: impacted by

00:56:33 --> 00:56:34: that said investment.

00:56:35 --> 00:56:37: Because at the end of the day it's the communities

00:56:37 --> 00:56:40: that are creating the need, right for the infrastructure, right.

00:56:40 --> 00:56:41: It's people.

00:56:41 --> 00:56:44: Even though it's like we design stuff and we're, you

00:56:44 --> 00:56:47: know, innovating and using technology, it's for us, like we're
00:56:47 --> 00:56:49: not doing this for the aliens to come and take
00:56:49 --> 00:56:50: over us, right?
00:56:51 --> 00:56:55: And so considering things that are going to not just
00:56:55 --> 00:56:58: create access to jobs, but create access to jobs that
00:56:59 --> 00:57:02: are are, you know, going to help a family thrive,
00:57:02 --> 00:57:03: right?
00:57:03 --> 00:57:07: Not just access to, you know, healthcare, but to green
00:57:07 --> 00:57:09: space, to blue space, right.
00:57:09 --> 00:57:12: The thing that's that's going to allow your, your, the
00:57:12 --> 00:57:15: community on on their own, to lift them their own
00:57:15 --> 00:57:18: selves up, right 'cause and create that legacy.
00:57:18 --> 00:57:20: So we aren't having this conversation in 20 years, right,
00:57:21 --> 00:57:23: saying it's kind of the same, the same thing, nothing
00:57:23 --> 00:57:23: has improved.
00:57:23 --> 00:57:27: So again, it's something that's gonna create that well-being,
that's
00:57:28 --> 00:57:31: gonna motivate people, that's gonna make people wanna get
out
00:57:31 --> 00:57:34: and and contribute and be and be better to the
00:57:34 --> 00:57:34: world.
00:57:35 --> 00:57:39: And I think we as elected leaders need to have
00:57:39 --> 00:57:43: the courage to do big things, big visionary things.
00:57:43 --> 00:57:46: And one of the things this is this is a
00:57:46 --> 00:57:50: a small example, but there's something called the local share
00:57:50 --> 00:57:53: which comes from gaming money.
00:57:53 --> 00:57:57: Now what happens in in Philly is that every elected
00:57:57 --> 00:58:01: leader, the great thing about local shares, you can almost
00:58:01 --> 00:58:05: do anything with the dollars, almost anything as long as
00:58:05 --> 00:58:07: it's legal, ethical.
00:58:07 --> 00:58:11: So the money flows down and all of us in
00:58:11 --> 00:58:15: Philly say I want my project And then our state
00:58:15 --> 00:58:20: senator was like, no, no, no, no, no, I want
00:58:20 --> 00:58:22: mine first go to Erie.
00:58:23 --> 00:58:26: In Erie, I was blown away by this.
00:58:28 --> 00:58:33: They pull their local share dollars and they've hired an
00:58:33 --> 00:58:39: executive director who has a board that evaluates every
single
00:58:39 --> 00:58:40: proposal.
00:58:41 --> 00:58:45: They have pulled millions of dollars in Erie to revitalize
00:58:46 --> 00:58:53: their business corridors, to revitalize historic properties, to
rebuild, revitalize
00:58:53 --> 00:58:54: bacon properties.

00:58:55 --> 00:58:58: And all of the elected leaders, I'm not sure how
00:58:58 --> 00:59:01: they did this, have bought into this vision.
00:59:01 --> 00:59:05: So if I am 8th on the list and my
00:59:05 --> 00:59:10: state senator and another Rep in an adjacent district is
00:59:10 --> 00:59:15: first, I'm OK because that's the best project.
00:59:15 --> 00:59:18: That's the best thing for Erie.
00:59:19 --> 00:59:20: We can do that too in Philly.
00:59:20 --> 00:59:23: But we need the political courage and the will to
00:59:23 --> 00:59:23: get it done.
00:59:25 --> 00:59:28: And we can have big things in Philadelphia and we
00:59:28 --> 00:59:32: are going to look long term and that's how this
00:59:32 --> 00:59:34: infrastructure is resilient.
00:59:34 --> 00:59:37: And if you want to help get out the word
00:59:37 --> 00:59:41: on how you can have a say on this Roosevelt
00:59:41 --> 00:59:41: Blvd.
00:59:41 --> 00:59:46: study that's looking at the long term transit options.
00:59:46 --> 00:59:53: There are two upcoming community events.
00:59:53 --> 00:59:55: There's a a website is going to come up, there's
00:59:55 --> 00:59:56: going to be Flyers.
00:59:56 --> 00:59:57: PennDOT is working on all of that.
00:59:57 --> 01:00:00: I just got an early sneak preview 'cause I told
01:00:00 --> 01:00:02: them I was talking to all of you December 4th
01:00:02 --> 01:00:04: at the Mayfair Community Center.
01:00:04 --> 01:00:06: So where's the gentleman from Mayfair?
01:00:07 --> 01:00:08: Oh no, he's not invited.
01:00:10 --> 01:00:13: And another one December 14th at the N 10 Lundfest
01:00:13 --> 01:00:15: Center, there will be a website.
01:00:15 --> 01:00:18: This is PennDOT, the Department of Transportation.
01:00:18 --> 01:00:22: They're leading this engagement effort and let's see how we
01:00:22 --> 01:00:26: elevate voices and get a long term resilient and equitable
01:00:26 --> 01:00:28: solution for Roosevelt Blvd.
01:00:28 --> 01:00:30: And Northeast Philadelphia.
01:00:30 --> 01:00:30: Thank you all.

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