



# *TDM Policy and Resolution*

Continuing to improve  
mobility and reduce  
congestion throughout  
Lower Merion Township

June 17, 2020

Maureen Farrell,  
Deputy Executive Director



# Impetus of Policy:

- ❖ Township received a TCDI (Transportation & Community Development initiative) grant in 2018 and hired GVF to develop the TDM policy
- ❖ GVF's Scope of Work:
  - Reviewed LMT's existing planning/regulatory documents
  - Researched national TDM programs, policies & ordinances
  - Developed a TDM handbook for employers
  - Developed a TDM policy and TDM ordinance
- ❖ Project timeline: July 1, 2018 – June 30, 2020
  - Goal is to have Board of Commissioners adopt the TDM Policy in June 2020

# Goals of tonight's presentation:

- ❖ Policy background and goals
- ❖ Review of TDM policy
- ❖ Policy discussion and action
- ❖ Next steps

# Original Design Intent:

## GENERAL VIEWS OF COMMISSION

### GENERAL CONSIDERATIONS WHICH JUSTIFY THE FORMULATION OF A PLAN FOR THE TOWNSHIP

Lower Merion Township has long been recognized as one of the most attractive suburban residential sections of the country. With extraordinary accessibility to a great city, it combines the charms of beautiful open country, fine houses, good roads, quiet woods and valleys. Its services, public and private, are well and efficiently managed. It is a good place to live in.

All these advantages have naturally attracted people to the Township. The same factors will undoubtedly insure a continued growth.

This growth, viewed in retrospect, is startling. Yet so gradually has it taken place from day to day, and year to year, and over so wide an expanse of territory, that it has been scarcely perceptible to the casual observer.



# Original Design Intent:

Growth is not an unmixed blessing. It creates problems. Significant changes necessarily take place. The great estates of years ago move farther out and their places are taken by smaller and more numerous holdings. More homes are built. More homes demand more roads, utility and fire services, schools, parks, playgrounds, sewers and the many other services and facilities which are rightfully expected by the citizens. Unless, through wise foresight and planning, the extension of these services and facilities is kept ahead of the growing demand, critical conditions are created. They take the form of traffic congestion, inadequate housing, insufficiency of open spaces, and the like.

# Original Design Intent:

If fifty years ago it had been possible to foresee the requirements of the Township as they exist today, most of the critical conditions which are now so evident, could have been avoided with little effort or cost. Where now there is serious traffic congestion, ample space could have been provided. Where open spaces, parks and playgrounds are now so clearly needed, land could have been had at the price of open fields. Buildings which now obstruct the opening of clearly needed relief roads could easily have been located a few feet to one side.

# Original Design Intent:

This is the true function and purpose of planning. It is not to set up a picture of how the things which now exist may be replaced by an ideal which is either impossible or impracticable, but to devise a way to avoid the cost of future mistakes. Your Commission has not tried to envision a grandiose scheme of parkways, monumental civic centres, and great public structures, requiring huge outlays of capital, and for that reason only faintly possible of accomplishment. It has rather tried to present a picture of the problems which will arise as growth continues, and to suggest orderly ways to meet them at the least cost and inconvenience to the citizens.

# Provided to the Commissioners:

- ❖ Issue Briefing
- ❖ Proposed Resolution – for action
- ❖ PDF of full PowerPoint that was presented to the Planning Commission
- ❖ Employer TDM Handbook
- ❖ PDF of tonight's PowerPoint



# WHO IS GVF?

- 30 years old, non-profit
  - 1st TMA established in PA
  - Serving Montgomery County and parts of Philadelphia and Chester County
- Promote transportation demand management (TDM) throughout the region through
  - *Advocacy / Partnerships / Innovation*



ENVIRONMENTAL  
IMPACT AWARD

## ACT Welcomes Historic TDM Legislation

Mobility Options, Resiliency, and  
Efficiency (MORE) Through TDM Act



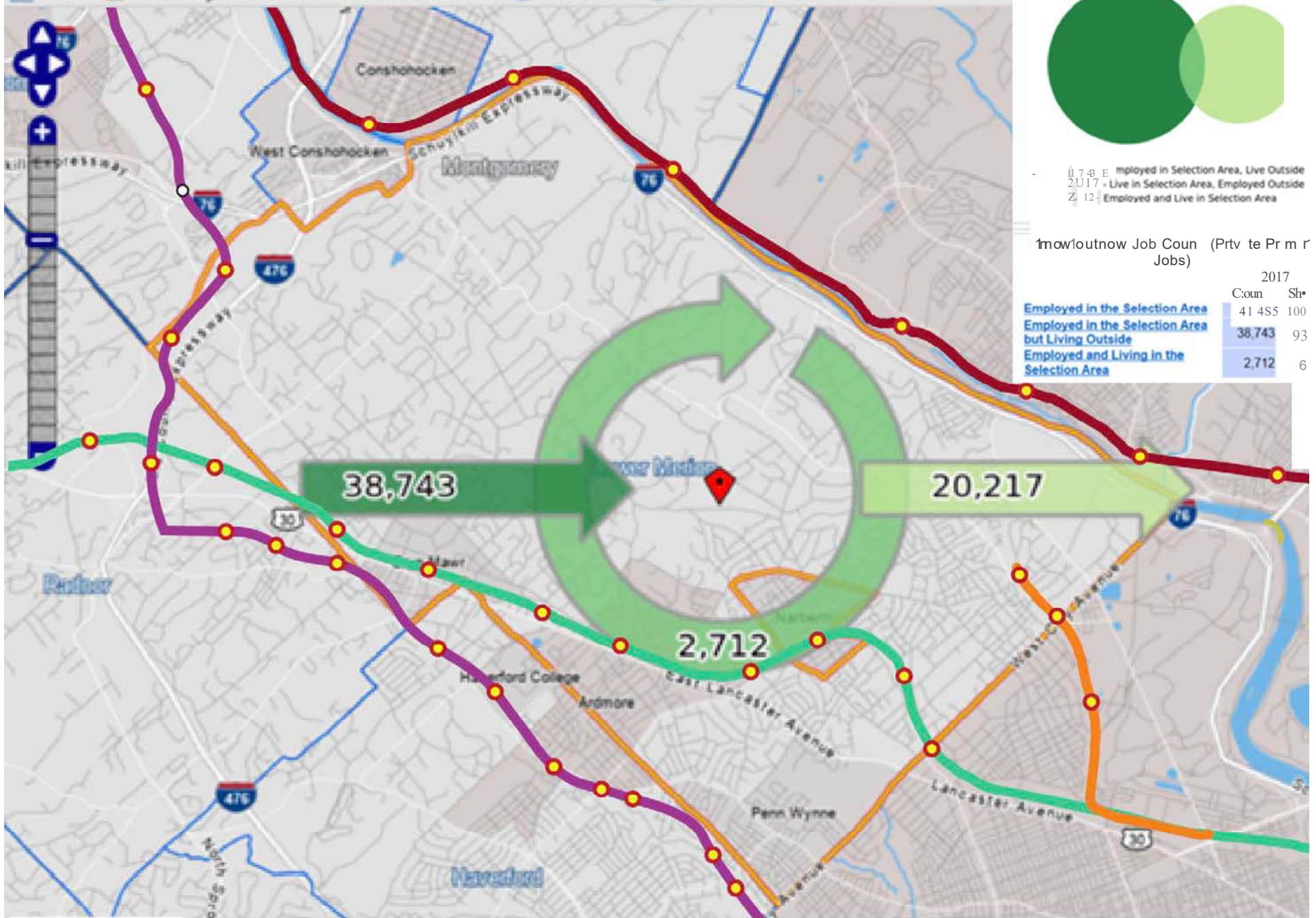
[www.actweb.org/tdm-legislation](http://www.actweb.org/tdm-legislation)



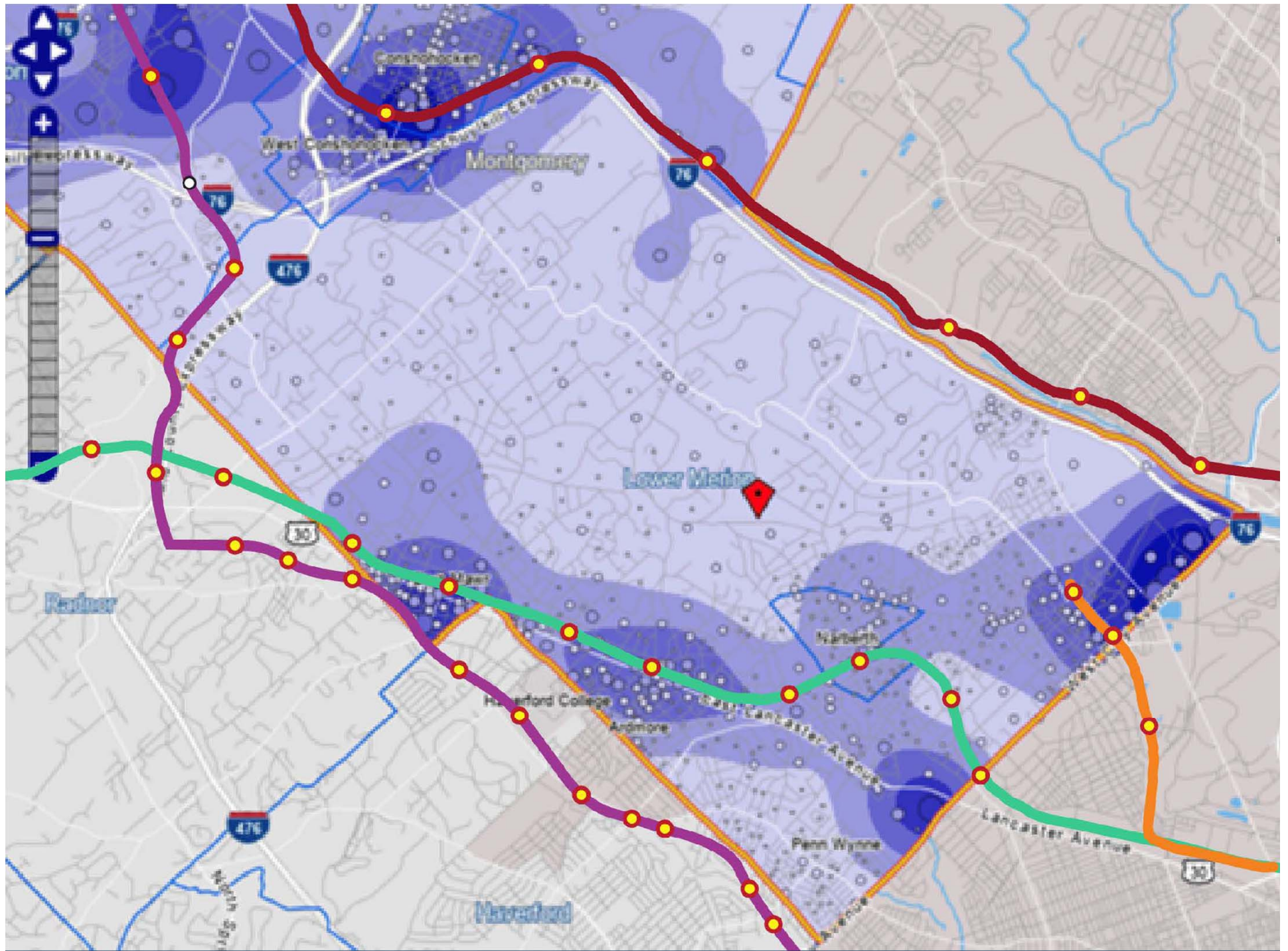
# Lower Merion Township: Home to Employers, Shopping, Schools, Healthcare









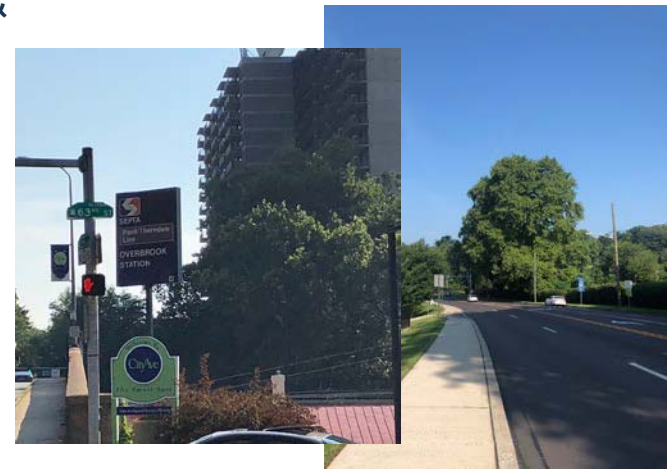


# Lower Merion: Planning Initiatives

## PLANNING

### Effective Planning Studies

- **Connections**: trail feasibility, sidewalk connections & pedestrian safety to valued Township destinations
- **Village Master Planning**: parking management, design standards; signage and wayfinding improvements
- **City Avenue Corridor Recommendations & Connectivity**: encouraging mixed uses in institutional area; transit use, shared parking
- **County Line Road Corridor Study**: Completed April 2019
- **Parking**: Township-wide management, Bryn Mawr Recommendations





# Lower Merion: Planning Initiatives

## PLANNING

### Act 209 Traffic Impact Fees & Establishment of Transportation Service Areas

- Rock Hill Road & Belmont Avenue
- City Avenue

### Establishing a 'Circulation' Element to the Township Comprehensive Plan adopted in 2016

- Pedestrian & Bicycle Map

### Township Official Map: Defining Desired Township improvements

CITY AVENUE  
TRANSPORTATION SERVICES AREA (TSA)  
LAND USE ASSUMPTIONS REPORT



City Ave  
Transportation  
Service Area

Presidential  
Boulevard  
Roadway  
Diet



Twp Pedestrian and Bike Map

# Lower Merion: Planning Improvements

## Roadway Improvements:

- Ardmore Ave & Lancaster Ave intersection
- Rock Hill & Belmont
- County Line & Bryn Mawr Avenue
- Presidential Blvd. road 'diet'



## Traffic Signals & Pedestrian Safety

- City Avenue-Phase 1,2 & 3: Pavement markings, speedminder signage, signal timing with emergency pre-emption, compliant ADA ramps
- Bala & City Ave: New signalization with pedestrian push-buttons and countdown timers
- St. Asaph's Road: Traffic adaptive signals at 5 intersections
- Bala Ave: Turn lanes, bump-outs and crosswalks, lighting improvements



## Traffic 'Calming', Sidewalks/ADA Compliancy and Trail extensions



# TDM Policy

This TDM Policy shall work toward the following measurable goals, with baseline measurements from 2018/2019 figures:

1. Reduction in AM & PM peak period trips at the following established locations by 5%-7% within six (6) years of the implementation of this policy.
2. Show an increasing amount of 'saved' vehicle miles traveled (VMT) based on a biennial review of implemented TDM Plans required by zoning and land development processes.



# TDM Policy

3. Show a 15-20% increase in mode shift based on employees taking a TDM alternative such as, cycling, carpooling, vanpooling, teleworking or transit.
  - a. An initial employer survey would be conducted, which would gather data on the current commuting habits/modes.
  - b. Through the required TDM Plan biennial survey, the mode shift data would be collected and analyzed to determine if 15-20% increase has occurred.



# TDM Policy

4. Show a Township-wide increase in the availability of bicycle and pedestrian infrastructure within six (6) years of the implementation of this policy.

- a) Add 1 mile of public bike/pedestrian pathways through land development and public projects
- b) Add 100 bicycle parking spaces through land development and public projects.

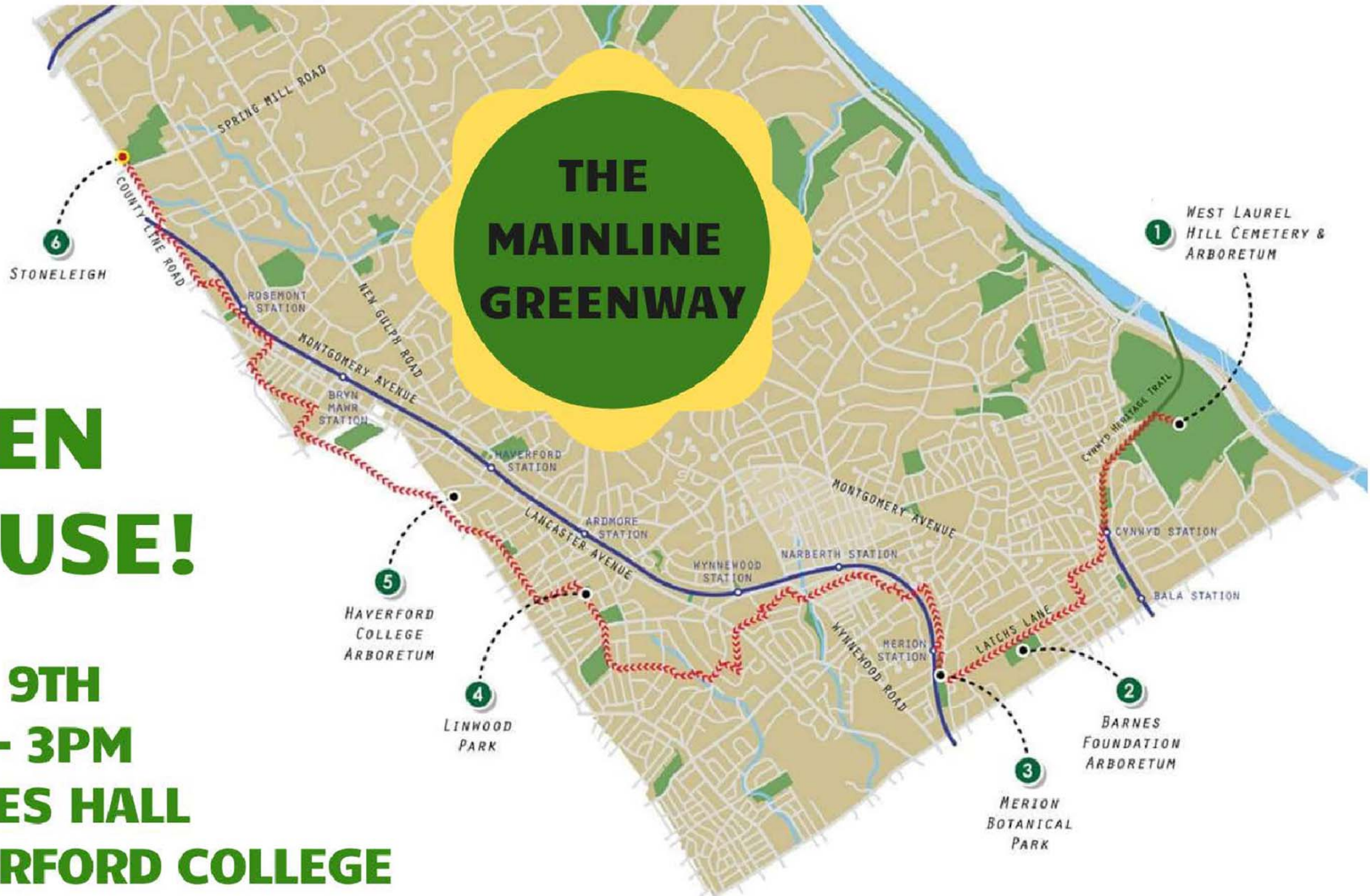




# Example of bike infrastructure:

**OPEN  
HOUSE!**

**NOV. 9TH  
2PM - 3PM  
STOKES HALL  
HAVERFORD COLLEGE**



# TDM Policy

5. Document an increase in public outreach efforts to promote multi-modal transportation.
  - a) Run public service announcements each year on local broadcast LMTV, as well as utilizing the Township's communication networks to increase public outreach





# TDM Policy

This policy shall be applied voluntarily to:

- (1) Projects seeking Zoning Use Permits;
- (2) Projects requiring land development approvals within the Township; and
- (3) Township-led initiatives

# TDM Policy

- The Township will track the progress of the implementation of this policy.
- Performance measures will be incorporated into the conditions imposed by TDM Plan requirements for employers, as well as zoning and land development ordinances proposed as part of the Policy

# TDM Policy

Performance measures related to the goals above include but are not limited by:

- a. Peak hour trip counts measured at the intersections listed above on a biennial (two-year basis).
- b. Biennial review of average annual daily traffic (AADT) data recorded by the DVRPC and Lower Merion Township at major Township roadways.
- c. Biennial review of SEPTA ridership information.



# TDM Policy

Performance measures continued:

d. Biennial review of project/employer TDM Plans for data on mode shifts required by the approved TDM Plans and vehicle miles traveled (VMTs) saved.

e. Biennial review of bicycle and pedestrian infrastructure Township-wide.

## GVF drafted a TDM Ordinance

- Due to COVID-19, we are revisiting the language of the TDM ordinance
- Goal
  - Present the revised ordinance to the Board, for approval, later this year
- Initially, it will be voluntary but highly encouraged to implement

# THANK YOU

Maureen Farrell  
Deputy Executive Director  
[mfarrell@gvftma.com](mailto:mfarrell@gvftma.com)

- Gvftma.com
- 82alliance.com
- Wearetdm.com
- Phillytraffic.com

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