

### 6.3 Targeted Outreach

In addition to the corridor working group meetings and open houses, the study team conducted targeted outreach sessions to various organizations and individuals to discuss the study and gather further information on transportation and community needs. The targeted outreach process was created to supplement the overall public outreach and agency coordination by meeting with a wide-ranging audience on a one on one basis, including: neighborhood organizations, community business groups, chambers of commerce, civic associations, major employers, universities, hospitals, museums and other institutions, as shown in Exhibit 6.3 (includes targeted outreach through August 9, 2002). Typically, meetings are held 2-3 times per week with the study team available seven days per week to meet with individuals on an as-requested basis.

<b>Exhibit 6.3 Targeted Outreach (through 8-9-02)</b>	
<b>Session</b>	<b>Highlights</b>
Allegheny County Public Participation Panel	Wants analysis with and without the Mon-Fayette Expressway
Allegheny County Transit Council	Urged early public outreach efforts
Allegheny Valley Railroad	Very favorable towards commuter rail
Area Agency on Aging of Allegheny County	Concerned about paratransit; specifically, crossing county boundaries and whether paratransit could use busways
Ayanna King/Transportation Equity Project	Interested in the transportation planning process of the study and participation of African-Americans in the process
Bloomfield-Garfield Redevelopment Corporation	Would like to implement bus service traveling from the city to county parks
Carlow College	Concerned about student access to the Airport and about the lane on Fifth Avenue closing for UPMC construction
Carnegie Mellon University	There is a need for a transit loop that starts in the downtown, travels to Oakland and back to the downtown
Citizens for Accessible Transit (CAT)	Asked about impacts Maglev will have on the study and inquired about double track right-of-way for rail options
East Liberty Development Incorporated	Concerned about improving transit in East Liberty and bus stations along the East Busway
Gaydos, Ron, Allegheny County Economic Development	Focus on economic development; particularly interested in Mon Valley issues
Hill District Consensus Group	Concerned over high transit fares and better access to neighborhoods without transferring to Downtown
Monroeville Chamber of Commerce	Concerned about the status of the Maglev and Mon-Fayette projects in ECTS
Neighbors in the Strip	Informational presentation at regular organizational meeting
Nogrady, Brian, Citizen Alert	Interested in the integration of trails and transit, and advocates conversion of the East Busway to light rail
Oakland Community Council	Requested that ECTS be done with and without Mon-Fayette and interested in the integration of trails & transit
Oakland TMA	Concerned with the implementation of the project; specifically, how the projects will get funded

<b>Exhibit 6.3 (continued) Targeted Outreach</b>	
<b>Session</b>	<b>Highlights</b>
Ped-Bike Committee, SPC	Need to integrate pedestrian and bike facilities with any proposed transit investments
Pfaffman, Rob, Preservation Pittsburgh	Interested in transit alternatives to the Mon-Fayette Expressway
Pittsburgh Partnership for Neighborhood Development	Interested in revitalizing communities through improved transit services
Regent Square Civic Association	Wanted to know what is different about this study and they're interested in using their newsletter to keep their community involved
Richard Florida/CMU	Wants to make transit regional and link bus stations with developments, such as coffee shops
Riverlife Task Force	Had general questions and concerns about the integration of water transportation in the study
Robison, Jonathan, Oakland CC Transportation Committee	Emphasized the critical need for improved transit to Oakland
Sri Shirdi Sai Baba Temple	Wants better transit connections between the Airport and Monroeville
Sustainable Pittsburgh	There is a need for bikeways and they wanted to know what is different about this study
The Carnegie Museum	Concerned with improving transportation to Oakland, including better bus stop shelters
UPMC McKeesport	There is a need to alleviate traffic congestion on Route 30 and to provide transit services within a 5 mile radius of the hospital
Uptown Community Action Group	Concerned with transit connections and providing a safe environment at bus stops during off-peak hours
Vintage Senior Center	Main concern is that most seniors attending their facility get there by car because they cannot walk from Penn Ave because it is too long and not safe
Westmoreland County Public Participation Panel	There is a need for a park and ride lot on Route 22 in Murrysville and they would like to see better coordination between Allegheny and Westmoreland Counties for transit service

#### **6.4 Study Coordination**

The study team reports to two committees, the Project Technical Committee and the Steering and Regional Stakeholders Committee on a monthly basis. The purpose of the two committees is to provide technical and regional input on the study. The committees are comprised of technical support staff and other professionals. In addition, one representative from each of the five corridor working groups was appointed as a member of the Steering and Regional Stakeholders Committee.

## **7 STATEMENT OF NEEDS**

The transportation and community needs of the study area were developed through the public outreach process, technical analyses, and agency coordination efforts. A major component to the development of the needs statements was the comments gathered at the five corridor working group meetings, four open houses, and numerous targeted outreach sessions. Several general themes were expressed during these meetings providing the groundwork for the development of the study needs. The transportation and community needs for the Eastern Corridor Transit Study are:

### **1. Improve transit choices in the Study Corridor**

- Provide more rapid transit choices and service in the study area.
- Provide community circulator services for better access within neighborhoods and improved connections to through routes.
- Consider serving areas beyond the study corridor (e.g. Pittsburgh International Airport, Cranberry).
- Provide more park and ride lots for convenient access to both fixed guideway transit and fixed-route bus.
- Improve access to Oakland, the second largest activity center in southwestern Pennsylvania, from other points in the corridor as well as the Airport.
- Need for better service and connections to developing areas such as the Waterfront (Homestead), Monroeville, RIDC and Penn Township.

### **2. Improve the quality of service and amenities at station stops and transfer points**

- Need for longer service periods and more frequent service to allow more flexibility for accessing jobs and recreational activities during non-business hours.
- Upgrade transit stops with sufficient seating areas, protection from the elements and visually aesthetic designs.
- Provide more direct or efficient links between the suburbs, urban areas and activity centers.
- Provide better information about transit service routes, transfer points and intermodal connections including those between service providers.

### **3. Preserve, protect and utilize existing transportation resources**

- Identify a mechanism to preserve rail rights-of-way within the study corridor and region.
- Improve transit service and access in the Allegheny Valley through the use of an underutilized transportation facility (e.g. Allegheny Valley Railroad) to accommodate transit service to areas in Lawrenceville, Oakmont and New Kensington.
- Provide dedicated bus lanes and/or transit prioritization to speed up service between areas in Westmoreland and Allegheny Counties.

**4. Enhance environmental quality**

- Relieve air and noise pollution by considering environmentally friendly transit vehicles and modes. Consider light rail vehicles on the East Busway, or at a minimum, cleaner and quieter fuel technologies that could include electric buses.
- Utilize existing transportation resources such as transit and railroad rights-of-way to avoid new disturbances to the environment from a construction and operational perspective.
- Station stops and shelters should be adequately landscaped with attractive designs to enhance the visual and aesthetic qualities of both existing and planned transit facilities.
- Increase investments in pedestrian and bicycle facilities along existing and planned fixed guideway transit investments.

**5. Reduce congestion with effective transit solutions**

- All of the major roadways in the study area, such as I-376, Routes 28, 22, 30, 48, 286, 51 and 837, are now and are projected to be congested, with a majority of the roadways operating in the highly and severely congested range.
- A viable transit alternative to single occupancy vehicles usage is needed as a way to offset the affects of increased congestion in the corridor.
- An attractive transit solution will allow for transportation choices, which can serve to diminish reliance on the automobile.

**6. Coordinate transit and community planning to enhance economic development and quality of life**

- Improve collaboration with neighborhood planning efforts should be pursued by transit agencies, regional planning organizations and local townships/municipalities in an effort to coordinate future transit investment locations/designs with community plans.
- Find ways to increase economic development opportunities along existing and planned transit guideways by improving partnerships between businesses and transit through joint development and service planning coordination that matches employee needs.
- Update transit facilities so that they are community assets.

**7. Develop a transit network that conveniently and continuously links people and activity centers**

- Integrate a fixed guideway transit system that connects through downtown Pittsburgh serving differing parts of the region.
- Connect the East, West and South Busways for access to other parts of the region via a convenient through running service in downtown Pittsburgh.
- Better service from the Hill District to other parts of the study area and region to eliminate the need for a transfer.
- Reduce automobile and bus congestion in downtown Pittsburgh to relieve gridlock during peak commuter periods and during special events.

## 8 GOALS AND OBJECTIVES

The statement of goals and objectives is an essential component of the Alternatives Analysis project planning process. In general, the transportation planning process uses goals to compare the efficacy of various investments prior to the selection of an alternative for implementation. Following implementation, the transportation investment is often evaluated according to its performance with respect to the previously established goals.

Given the considerable geographic extent of the Eastern Corridor Transit Study Area, the study goals must be sufficiently comprehensive to encompass the needs of a wide array of its neighborhoods, residents, activity centers and jurisdictions. To this end, the goals must be derived from the needs, and reflect the plans and desires of the communities within the study area, as well as the region as a whole.

### 8.1 Consideration of Regional and Local Vision

The collective agenda of the Pittsburgh region is aptly expressed in SPC's long-range transportation plan, the 2025 Transportation and Development Plan for Southwestern Pennsylvania. The long range plan, which was developed with the input of stakeholders at every level of government and public participation, provides an excellent set of overall guidelines for the establishment of goals for the Eastern Corridor Transit Study. The vision elements of the SPC long range plan are as follows:

- Sustain an economic region that attracts and promotes industry,
- Maintain a quality of life that retains and draws residents,
- Support community action that facilitates social interaction,
- Foster a range of work styles and life styles,
- Respond promptly to the demand for economic development,
- Preserve environmental quality, including the conservation of open space and air quality improvements.

### 8.2 Consideration of TEA-21 Factors

The primary tenets of the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) are also necessarily considered in this study's development of goals and objectives. In effect, the TEA-21 legislation proffered seven factors in its purpose for transportation appropriations as follows:

- Support the **economic vitality** of the United States, the States and metropolitan areas, especially by enabling global competitiveness, productivity, and efficiency.
- Increase **the safety and security** of the transportation system for motorized and non-motorized users.
- Increase the **accessibility and mobility** options available to people.

- Protect and enhance the **environment**, promote energy conservation, and improve quality of life.
- Enhance the **integration and connectivity** of the transportation system, across and between modes.
- Promote efficient **system management** and operation.
- Emphasize the **preservation** of the existing transportation system.

### **8.3 Consideration of Identified Transportation and Community Needs**

The identified transportation and community needs of the Eastern Corridor Transit Study are the primary and most essential component in the development of Goals and Objectives for the study process. As identified in the previous chapter, the needs statements of the Eastern Corridor Transit Study are:

**Need 1:** Improve transit choices in the Study Corridor

**Need 2:** Improve the quality of service and amenities at station stops and transfer points

**Need 3:** Preserve, protect and utilize existing transportation resources

**Need 4:** Enhance environmental quality

**Need 5:** Reduce congestion with effective transit solutions

**Need 6:** Coordinate transit and community planning to enhance economic development and quality of life

**Need 7:** Develop a transit network that conveniently and continuously links people and activity centers

Full details on the needs statements are provided in Chapter 7.0.

### **8.4 Goals and Objectives of the Eastern Corridor Transit Study**

The Eastern Corridor Transit Study goals and objective represent a fusion of the identified transportation and community needs from the extensive public outreach and agency coordination process and needs assessment analyses, the SPC long-range plan vision and the factors set forth in TEA-21. The alternative development and evaluation process (which will follow later in the study) will seek to highlight potential alternatives that can support and fulfill these goals and their objectives as compared to the No-Build and TSM Alternatives.

Explained in detail below, the goals and objectives provide guidelines for addressing the public transportation challenges of the study area.

**Goal 1: Provide More Transit Choices and Improved Quality of Service:** This goal addresses one of the primary concerns of the study area as indicated by the public, and it directly relates to the TEA-21's focus on increasing accessibility and mobility options to the general public. Implementing additional transit choices, such as new bus routes, busways, light rail transit, bus rapid transit or enhancing existing facilities and services will serve to meet this goal. The objectives to attain this goal are:

- To improve and/or expand public transit service/alternatives within the Eastern Corridor Transit Study area to compliment existing and ongoing investments
- To improve the attractiveness of public transit by making it faster, more reliable, more convenient to use, and more effective at providing service to present day destinations
- To improve access to rapidly developing areas (e.g. Oakland, Waterfront, Monroeville, Penn Township)
- To enhance transit access to the transit dependent

**Goal 2: Promote Economic Development and Improve Quality of Life:** Developing alternate transportation improvements provides the means to address not only mobility and accessibility issues, but also the opportunity to enhance economic development and the general quality of life in the study area. In order to maintain a quality of life that retains residents and attracts economic growth, the transportation system must offer efficient access to important destinations and must be implemented in concert with local community planning initiatives. Promoting economic development and quality of life is clearly consistent with what has been heard from the public, the SPC vision of sustaining an economic region that attracts and promotes industry, and the TEA-21 objective of enhancing the economic vitality of the nation, the states, and metropolitan areas. The objectives to attain this goal are:

- To strengthen older urban communities as centers of economic opportunity
- To broaden the range and availability of public transportation alternatives between the various urban areas in the study area for a variety of trip purposes
- To foster transit-oriented development (TODs) around transit stations through coordinated community and transportation planning
- To upgrade existing transit facilities so they serve as community assets
- To find ways to maximize the economic development opportunities along existing and planned transit guideways

**Goal 3: Reduce Roadway Congestion Through Transit Solutions:** Although the concentration of transit service in the Eastern Corridor is the highest in the region, travel demand is dominated by the automobile. All of the major roadways in the study area are projected to experience high levels of congestion into the horizon year of 2025 even with the many improvements programmed in the TIP and long range plan. By offering increased public transportation solutions, the study area can achieve a reduction in automobile vehicle miles traveled thereby reducing traffic congestion and related impacts such as low air quality and higher energy consumption. The objectives to attain this goal are:

- To provide an effective and attractive alternative that provides a convincing option to the use of the automobile for both work and recreational trips
- To reduce vehicle miles of travel in the study area and the region
- To reduce travel times between key activity centers in the study area

**Goal 4: Minimize Impacts to the Environment and Preserve Existing Resources:**

Environmental quality is a multi-faceted consideration in transportation planning, encompassing air quality, energy conservation, and the preservation of farmland, open space and existing transportation rights-of-way, all of which have an impact on quality of life in the region. It is desirable from a local and regional perspective to invest in transportation projects that reduce impacts to environmental resources, promote more compact (less land-intensive) forms of development and utilize existing transportation resources. This goal is based on significant input from the general public and correlates with SPC's vision of preserving environmental quality and TEA-21 objectives related to the preservation of the existing transportation system and enhancement of the environment. The objectives to attain this goal are:

- To address residential, commercial and industrial "sprawl" development in the study area
- To utilize environmentally friendly transit vehicles and modes to relieve air and noise pollution impacts
- To increase the development of pedestrian and bicyclist facilities to supplement existing and planned public transportation improvements
- To identify transit improvements that utilize existing and underutilized transportation resources and/or preserve these resources for future transit uses

**Goal 5: Develop a Convenient, Cost Effective and Integrated Transit Network:**

The development of a transit network that is cost effective, efficient and integrated is a primary goal of the Eastern Corridor Transit Study and is supported by recommendations from the general public through the public outreach process. The development of an integrated transit network that links people, communities and activity centers, will serve to increase both convenience and productivity of the transit system. In addition, this goal correlates with TEA-21 objectives related to the integration and connectivity of the existing transportation system and the promotion of efficient system management and operation. The objectives to attain this goal are:

- To invest resources efficiently
- To connect to other areas of the region beyond the Eastern Corridor Transit Study area
- To connect and enhance existing transit investments such as the existing busways to allow for convenient one-seat rides to various parts of the region
- To maximize the benefits to the region of the existing Light Rail Transit system, including the downtown subway
- To eliminate the need for transfers to access other parts of the region
- To improve the productivity and cost-effectiveness of transit services in the study area and region
- To improve the productivity of the transit system
- To reduce congestion in downtown Pittsburgh