

EXPO

EXPERIMENTAL POP-UPS

RIVERTON DATA COLLECTION

What are the tubes and camera on my street?

The Delaware Valley Regional Planning Commission (DVRPC) will be counting vehicles, bicyclists and pedestrians on Bank Avenue this September. The equipment will include two tubes across the road, and a camera pointed at the roadway.



What data will be collected, and why?

Volume: Total number of cars, larger vehicles, bicycles, and pedestrians

Speed: The approximate speed of passing vehicles (cars and larger vehicles only)

No information is being collected besides speeds and counts. Pedestrian counts rely on a camera, but there is no facial recognition, license plate monitoring, or other surveillance.

You can see data from past counts at:

<https://www.dvrpc.org/webmaps/trafficcounts/>

This data is for an Experimental Pop-Up project, which is a collaboration between DVRPC and municipalities to try “lighter, quicker, cheaper” projects that seek to improve road safety and usability for all users. Counting road users will help to inform the project design.

Who can I contact about these counts?

Many of your municipal officials are involved in this project and would welcome your ideas. You can also reach out to DVRPC about traffic counts:

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FREQUENTLY ASKED QUESTIONS

What is Expo?

The Experimental Pop-ups program (EXPO) offers technical assistance to help counties, municipalities, and neighborhood groups test transportation solutions in their community. Expo projects are less expensive and quicker to build than major capital projects. They are meant to be temporary and gain information on the project's impact and community reception.

Expo is run by the Delaware Valley Regional Planning Commission, the metropolitan planning organization for the nine counties around and including Philadelphia: Philadelphia, Montgomery, Delaware, Chester, Bucks, Camden, Burlington, Mercer and Gloucester.

What is the purpose of this Expo project in Riverton?

This project aims to introduce public art and bring additional order to traffic patterns on Bank Avenue. The corridor is used for recreational purposes, and for transportation. It is also a centerpiece of Riverton's community. The community has shown interest in ways to improve the mixed traffic flows on this road. Minor interventions could ensure that all users can continue to enjoy the roadway together, and enhance the experience for all those who use Bank Ave.

The goal of this project is to trial a solution without making major investment. Minor changes like painting on the asphalt can impact behavior, while introducing art and community elements into a public space. These solutions can be funded through a variety of sources, including municipal or county funding, arts funding, etc. Through a temporary project, we can understand the performance of, and response to, a solution. With that understanding, a project can be removed entirely, tweaked to work better, or be made permanent.

How long will this project take, and what happens after?

That depends. With an idea for a design, community support, access to materials, and a limited scale, a project can be implemented in a couple of weeks. Usually coordination on the design, communication with neighbors, or funding pursuit might take a project a couple of months. It's best to implement roadway changes in the warmer months, so winter may delay installation.

Expo projects are temporary by nature, but their goal is to spark long-term change. When the physical demonstration element of an Expo project is complete, the Expo team works with local sponsors to evaluate and summarize the project's impacts. This may include a memo, a presentation to local political leadership, or another form of summary.

The Expo team encourages local sponsors to use these experiences and materials to advocate for permanent installations or maintenance through grant applications or local funding sources.



Collingswood Borough's improvements during the All Aboard Atlantic Expo pop-up included street murals, refreshed crosswalks, and flexposts.

For more information, visit
www.dvrpc.org/expo

