

2016-2017 Public Lands Transportation Fellows Program

Presented by: Lamar Gore and Dan Brooks, John Heinz NWR

Webinar logistics

- Duration is 1:00 - 2:30 PM Eastern
- Webinar – recorded and archived. For quality of recording, phone will be muted during presentation
- If listening on the phone, please mute your computer
- To maximize the presentation on your screen click the 4 arrows in the top right of the presentation
- At the end there will be time for Q&A
- There is a handout pod at the bottom of the screen

Today's Presenters



Lamar Gore
Refuge Manager
John Heinz National Wildlife Refuge (NWR)



Dan Brooks
Public Lands Transportation Fellow (PLTF)
John Heinz National Wildlife Refuge (NWR)

Goal of this Webinar

To document and archive the work completed by the PLTF at the John Heinz NWR from 2016-2017, including his lessons learned and tips and tricks for applying these to other USFWS units.

Audience for this Webinar

- Today:
 - Educate unit, regional, and headquarters staff for public lands agencies on what a fellow in the program can accomplish.
- Future:
 - Intended as a training for future classes of PLTF and will be used at orientation.



U.S. Fish & Wildlife Service

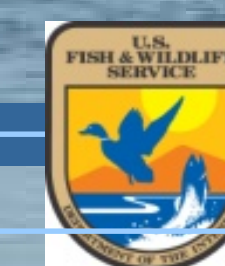
Northeast Region *Conserving the Nature of the Northeast*

Rebuilding the Foundation of Conservation in America



Lamar_Gore@fws.gov , Refuge Manager
John Heinz NWR at Tinicum
<https://www.facebook.com/HeinzNWR/>

Conserving the Nature of the Northeast



Conservation Balance



Land Protection



Conservation

Restoration and
Management

Engaging the Audience

Conserving the Nature of the Northeast

STANDARDS OF EXCELLENCE FOR URBAN NATIONAL WILDLIFE REFUGES

1. **KNOW AND RELATE TO THE COMMUNITY**
2. CONNECT URBAN PEOPLE WITH NATURE VIA STEPPING STONES OF ENGAGEMENT
3. BUILD PARTNERSHIPS
4. BE A COMMUNITY ASSET
5. ENSURE ADEQUATE LONG-TERM RESOURCES
6. **PROVIDE EQUITABLE ACCESS**
7. ENSURE VISITORS FEEL SAFE AND WELCOME
8. MODEL SUSTAINABILITY

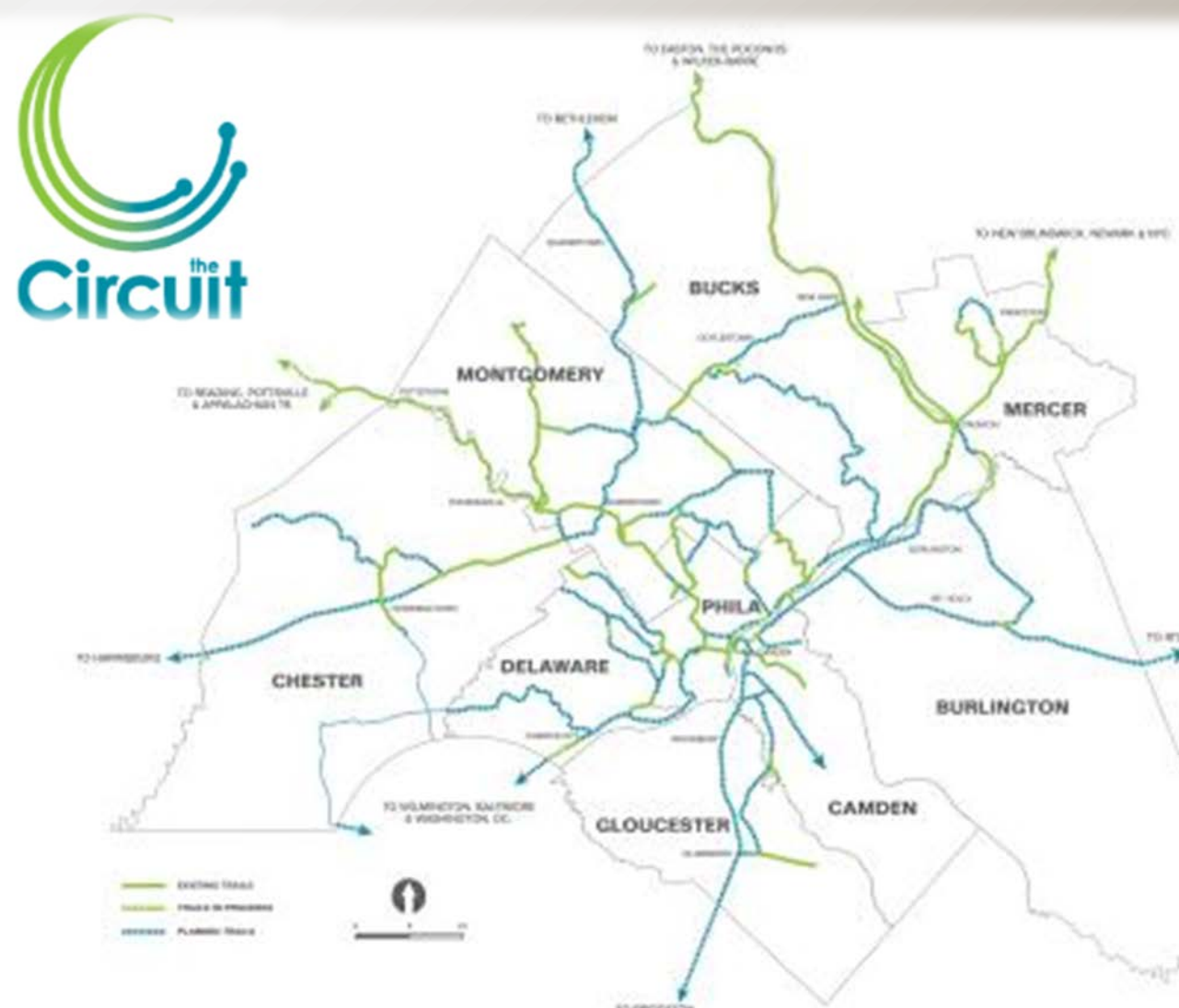
<https://www.fws.gov/urban/>



Conserving the Nature of the Northeast



Connect



Conserving the Nature of the Northeast

Building the Foundation

- Know the neighboring community
 - Identifying the important aspects of the community
 - Identify transportation barriers between the community and natural spaces
 - Invest in the community and build lasting relationships
 - Jobs
 - Programs
 - Be involved in community improvement projects



Flying in Formation:

Lessons Learned Working as a Public Lands
Transportation Fellow on Urban National Wildlife
Refuges

Presented by: Dan Brooks



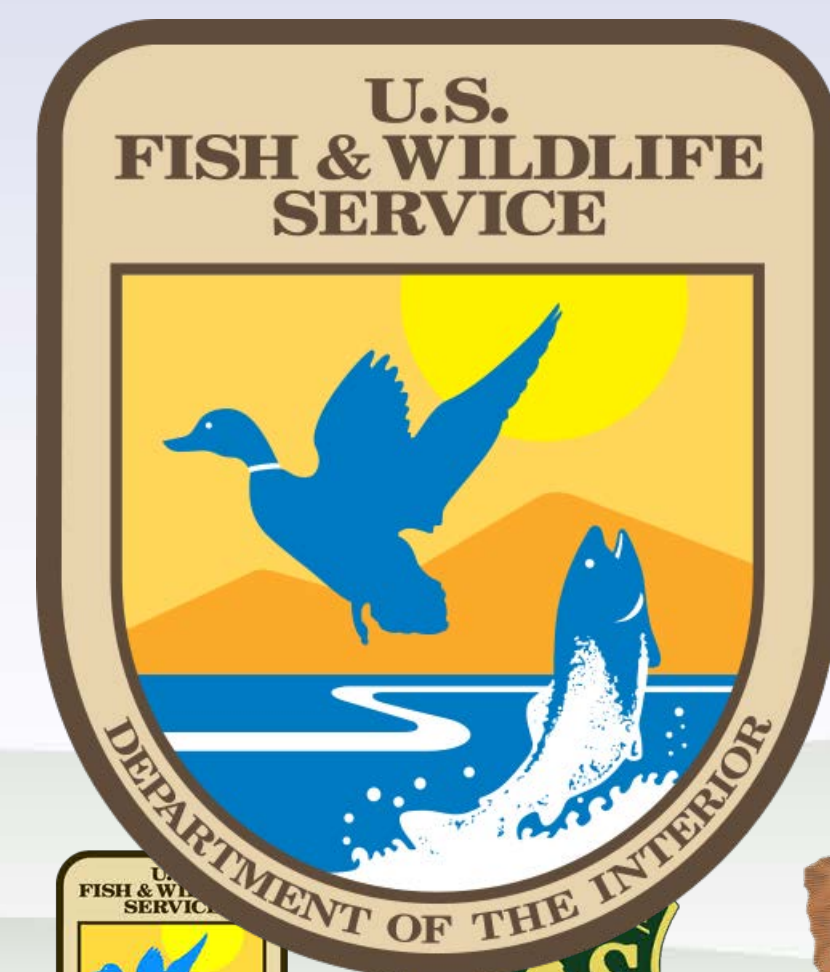
MONTANA
STATE UNIVERSITY

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Transportation
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Public Lands Transportation Fellows (PLTF) Program



Agenda

1. Introduction
2. PLTF Projects
3. Lessons Learned
4. General Suggestion
5. Q & A



Introduction

Name: Dan Brooks

Primary Refuge: John Heinz
National Wildlife Refuge at
Tinicum

Start Date: June 20, 2016

Place of Birth: Philadelphia

Educational Background:
M.C.R.P., Rutgers University

Academic Focus: Bicycle &
pedestrian transportation

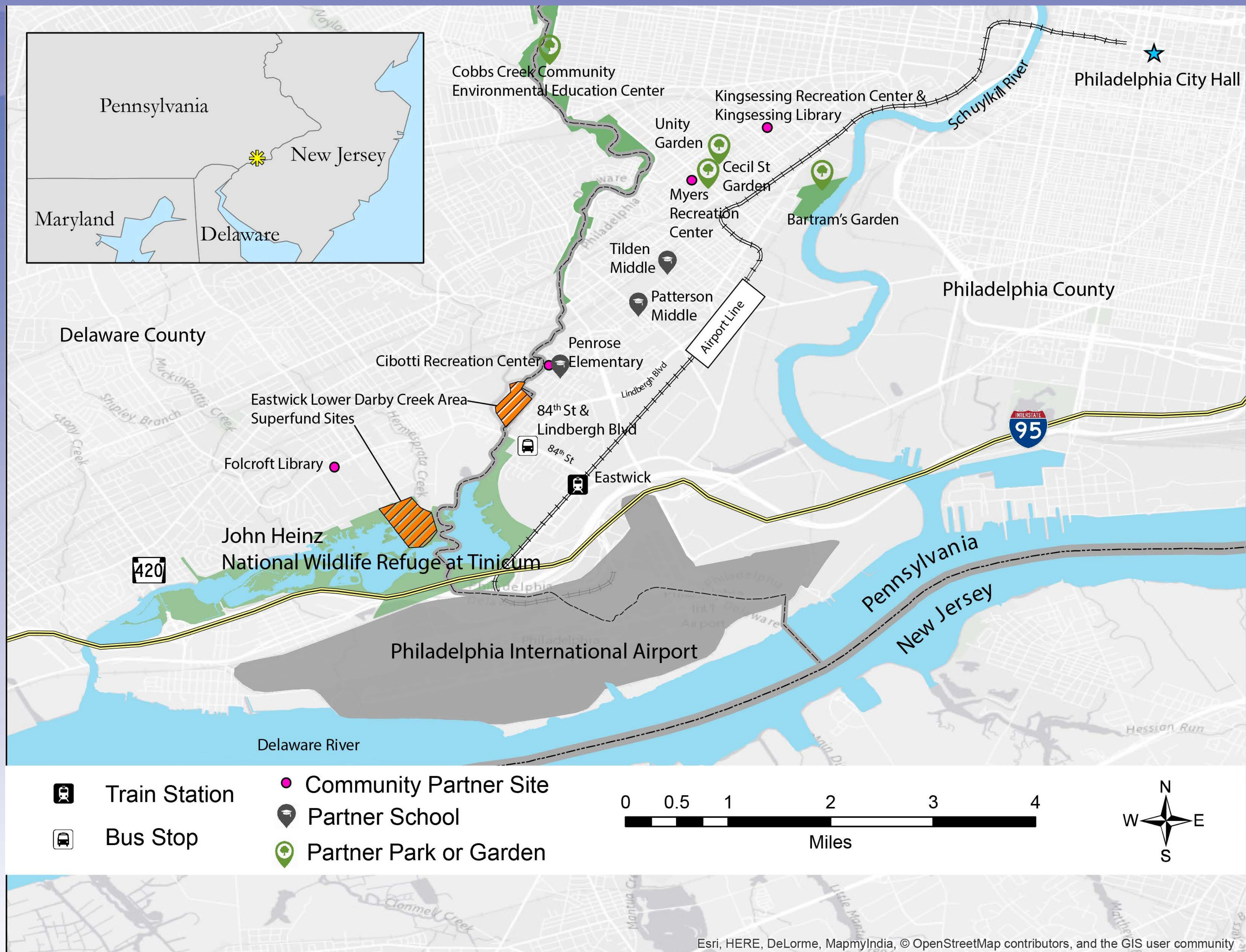
Favorite USFWS Mascot: TR
Bear



John Heinz NWR

- Located in Southwest Philadelphia and Delaware County
- Roughly 1000 acres
- Area is a mixture of residential, commercial, and industrial uses
- Very close to I-95 and Philadelphia International Airport
- Focus on EE, Fishing, Photography, Birding, “Exercise Recreation”
- Small Staff





Other Refuges

- Patuxent Research Refuge, Laurel, MD
 - ~10,000 Acres
 - Suburban in character
 - Many large, federal facilities surrounding the refuge
- Occoquan Bay NWR, Woodbridge, VA
 - 1 of 3 refuges in Potomac River NWR Complex
 - ~650 acres
 - Rapidly urbanizing area in DC metro
- Parker River NWR, Newburyport, MA
 - ~4,600 Acres
 - Dense small town on the coast north of Boston

Projects

- Transportation Status Report
- Federal Lands Access Program (FLAP) Applications
- Ridesharing Partnership
- Bridge & trail redevelopment
- Vehicle & trail counters
- Community group outreach & refuge representation
- Wayfinding assessments
- Bicycle rack installation
- School Access Maps
- Community shuttle
- Refuge bicycle share
- Needs Index Maps
- Integration with public transit
- Trail signage gap analysis
- Abandoned bicycle policy
- Regional grant research
- Provide technical expertise
- Trail construction oversight/liaising

Lessons Learned: Community Outreach

- Not a historical strength of federal agencies
- An important way to show the refuge is committed to the local community
- Relationships are time-intensive, but the payout is very high
- Staff capacity is too limited to attend all necessary meetings/events; pick and choose as you can
- Supervisor-willing, do not be afraid to have an atypical schedule



Lessons Learned: Community Outreach

- Outreach is necessary for both groups and individual events/people. Be prepared to assist/lead both efforts.
 - Listen actively and learn what they want. You are building a partnership. They must get something out of this relationship, as well
 - These people are the experts of their own neighborhoods. If you live there/have grown up there, then great! Connect over those things. If not, let them teach you about their home. They will generally be happy to do so
 - Wear your name tag to ease their burden of remembering who you are.
 - Pay attention to the social clues in how people address each other, particularly if this not a community you have been a part of/there are important demographic differences (age/race/sex)
 - Take notes after all meetings
 - Go to as many meetings as possible

Lessons Learned: Community Outreach

- Stay in contact with people after you meet them. This could be through phone, email, invitations to refuge events, or other means. If possible, use them to help build further constituencies to use/support transportation and other refuge projects.
- HIT THE STREETS. It is too easy to try and meet people and promote events electronically. However, building a strong relationship, convincing people to attend an events, visit a place, or try a service they are unfamiliar with is almost impossible if you do not look them in the eye, speak with them, and answer their questions.

Example: Promotion for the Southwest Community Shuttle

- Growth in ridership was directly tied to both direct outreach and strategic partnerships with organizations that had interested constituents

Lessons Learned: Community Outreach

Potential organizations to learn about in your community

- Community Centers
- Libraries
- Police Athletic Leagues
- Bicycle/running groups (recreation or advocacy)
- Related businesses (Health? Tourism? Recreation?)
- Community Development Organizations
- Senior Centers
- Recreation Centers
- Schools & school networks

Lessons Learned: FLAP Grants

- Don't be afraid to talk to FHWA
- Speak with your regional office for any assistance, including matching \$\$
- Dream big and talk about ideas with different partners
- If you need it, ask for an extension

Lessons Learned: FLAP Grants

Pay attention to:

- Your state's specific guidelines and preferences
- Your state's scoring criteria.
 - The FHWA scoring criteria doesn't capture the value of certain projects as well as others. If you're trying to get funding for a less traditional project discuss this with FHWA.
 - An FHWA representative is 1/3 of the PDC

Lessons Learned: FLAP Grants

- Winning FLAP Grants are available online.
 - Google FLAP grant applications for your specific state or ask the RO for winners in your state to see those applications
 - John Heinz FLAP applications will be available in the appendix of my report
 - Attached at the end of the presentation, in the resources section, is the Featherstone NWR FLAP application for the Potomac National Heritage Trail

Lessons Learned: Rideshare

Heinz Program Parameters:

- Passengers must be picked up/dropped off in a small geofenced area
- Passengers receive up to \$10 off any ride (of any distance or type) starting or ending at the refuge; the coupon would appear within the designated geofence, but would still need to be manually entered by users
- Rides are only eligible for the stipend if they occur within operating hours
- Up to \$20 worth of trips per month per user
- Lyft will provide ZIP-code level data on program users



Lessons Learned: Rideshare

Other parameters to consider:

- Lyft vs Uber vs Other
- Times of within operating hour
- Pick-up/drop-off location(s)

Important Questions:

- Marketing & Outreach
- How to deal with money running low?



Lessons Learned: Rideshare

Payment Questions

Other parameters to consider:

- What legal framework allows us to work with Lyft directly, and satisfies all parties?
- How to deal with recurring payments
- What type of payment system?
- Antideficiency Act
 - Restricts government agencies from using funds for future years that are yet to obligated to the agency



Lessons Learned: Rideshare Payment ~~Questions~~ Answers

Other parameters to consider:

- What legal framework allows us to work with Lyft directly, and satisfies all parties?
 - Create a Memorandum of Agreement as opposed to signing a contract
- How to deal with recurring payments
 - Obligate the full amount of funds we were willing to spend without having to account for recurring charges or fill out hundreds of Acquisition Request forms
- What type of payment system?
 - A cooperative agreement allowed FWS to obligate funds towards the program and satisfy a funds transfer that Lyft desired
- Antideficiency Act
 - Explicitly limit the funds in the MOA to the fiscal year



Lessons Learned: Rideshare

Important Remaining Questions

- Marketing & outreach
- How to deal with a very popular program?

Next Steps

- Working with the Solicitor's Office



Lessons Learned: Wayfinding

Most refuges have substandard wayfinding

- External
- Internal

Signage for a John Heinz NWR parking lot that is on a 2-lane, 40 mph road ~0.1 mile from an on-ramp to I-95



Lessons Learned: Wayfinding

The most frequent example of external wayfinding issues



The intersection at the border of John Heinz NWR from the perspective of a resident coming from the local neighborhoods. Google Maps

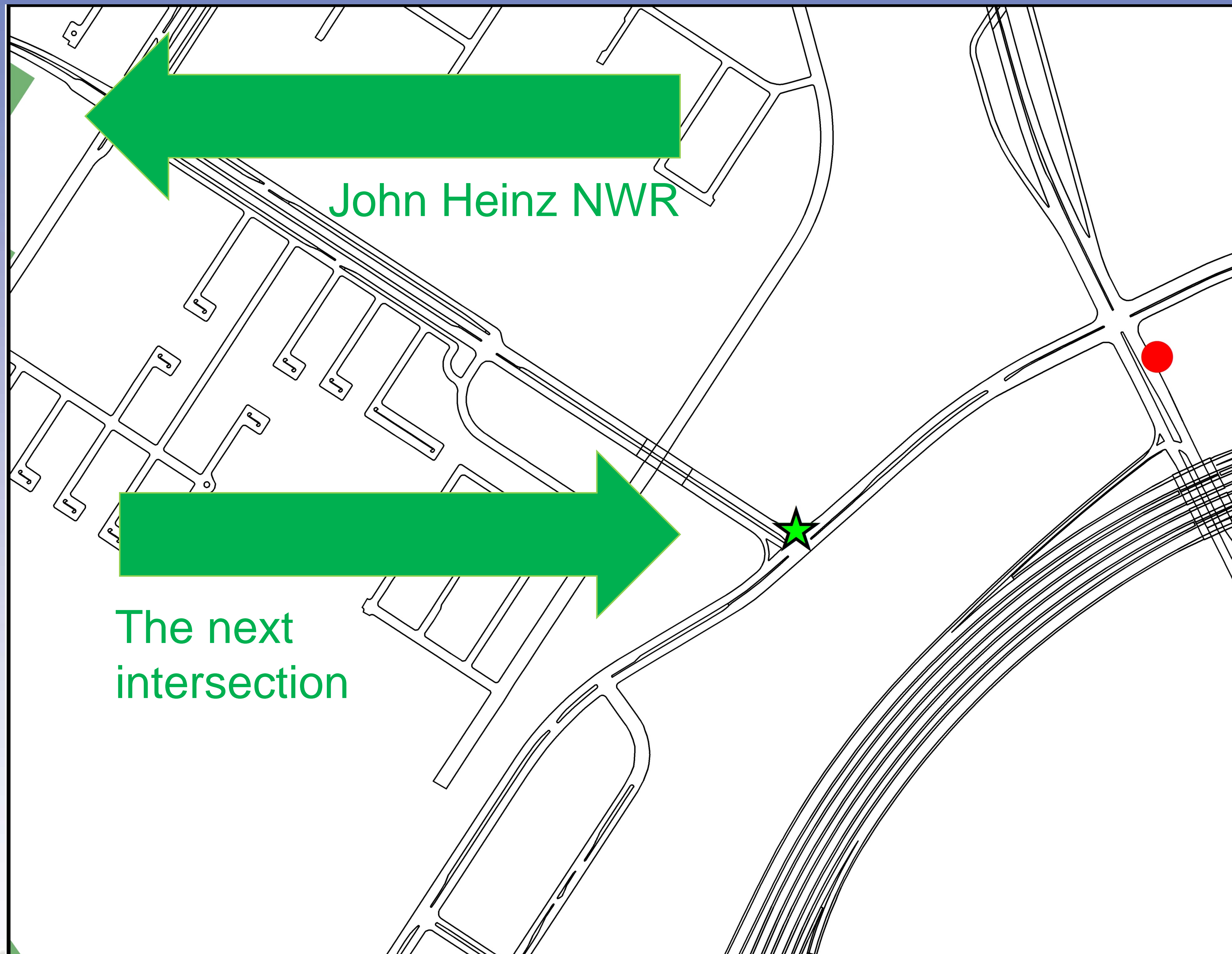
Lessons Learned: Wayfinding

Another example



Wayfinding signage for John Heinz NWR. Google Maps

Lessons Learned: Wayfinding



Lessons Learned : Wayfinding

POLL: Answer

- Yes!
- But it is facing the wrong direction

Lessons Learned: Wayfinding

Poll answer



The next, “green star”, intersection following existing wayfinding signage. Google Maps

Lessons Learned: Wayfinding

Poll answer

John Heinz NWR



The sign at the next intersection. Google Maps

Lessons Learned: Wayfinding

Common issues:

- Non-existent signage
 - Inconsistent sign placement
 - Inconsistent sign message
 - Sign visibility due to location or size
 - Sign visibility due to maintenance
 - Physical deterioration
-
- **National guidance hasn't been finalized. There is a 2015 draft guide available from headquarters**

Lessons Learned: Wayfinding

Questions to ask:

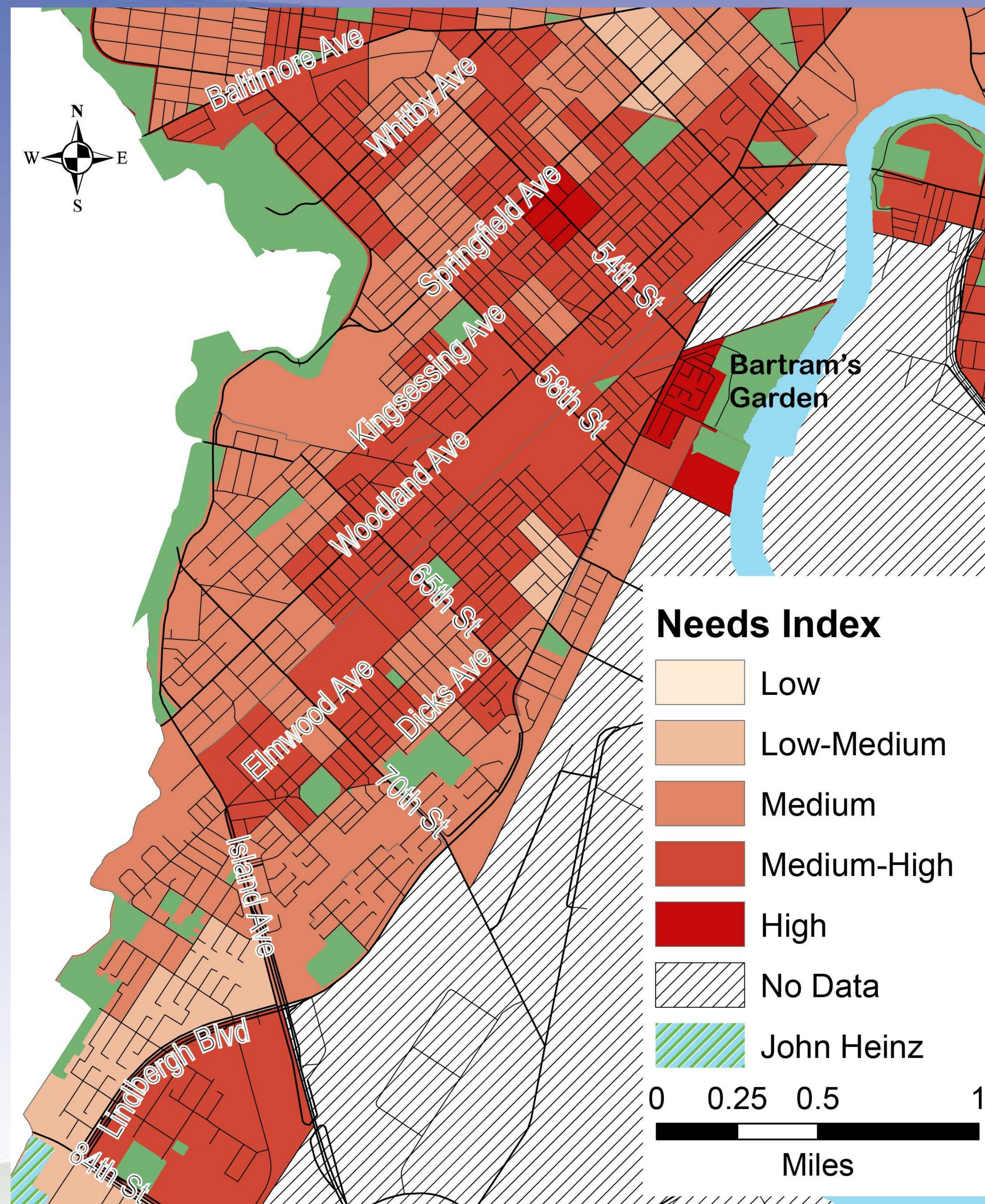
- Does your region have a sign plan?
- How do external signs align with other refuge plans?
- What message(s) do you want to send?
- How do external and internal wayfinding synch with each other?
- This project may take longer than the time you have at the refuge. If so, what product is most helpful to the refuge?
 - A map?
 - A plan?
 - Contact information?

Lessons Learned: Wayfinding

- Internal wayfinding work may be necessary, as well
- Does the refuge have a sign plan?
- How does wayfinding work with other signage?
- What does refuge leadership want or need?
 - Trail maps?
 - Gap analysis?



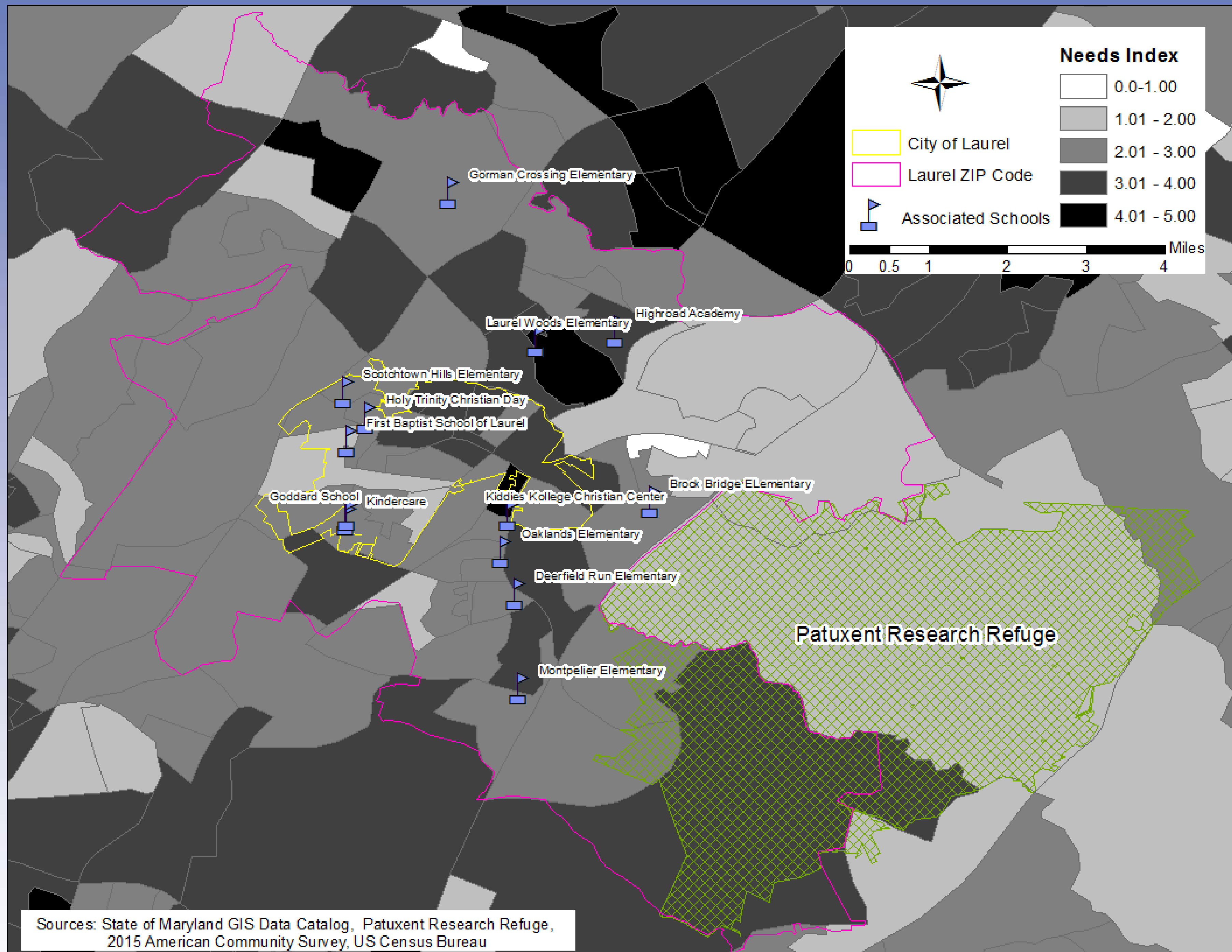
Lessons Learned: Needs Index Map



Lessons Learned: Needs Index Map

- Modeled after a product of the collaborative CAR-LESS California study, these maps aggregate different demographic categories into one index to help guide the refuge when making decisions involving limited resources
- This map could be helpful focusing off-site outreach and identifying:
 - Neighborhoods for off-site programs
 - Community organizations in certain areas or neighborhoods
 - Preferred partnership locations
 - Place refuges should work to increase the presence
 - Marketing focus

Lessons Learned: Needs Index Map



Lessons Learned: Needs Index Map

- What is the appropriate Level of Measurement for your area?
 - Census Tract Block Groups in Southwest Philadelphia, but Census Tracts for the entire city
- Discuss preferred demographic categories with refuge leadership
- Data categories used in John Heinz maps:
 - Percentage of people receiving SNAP benefits over the past 12 months
 - Vehicles per household
 - Income-to-poverty ratio
 - Labor force participation rate
 - Percentage of population under 25 years old
 - Percentage of population 65 years old and above
- Used Jenks Natural Breaks to categorize index levels

Lessons Learned: Needs Index Maps

- It is possible leadership isn't as comfortable with demographic datasets as you. Be prepared to discuss what different categories are, definitions of categories, etc

Important Questions

- Will the refuge actually use this?
- Will this project offer a new valuable perspective to help/support other projects?
- Would this help you learn about your area?

Lessons Learned: Bicycle Racks



Lessons Learned: Bicycle Racks

- Dero Rack holds 2 bikes per rack
- Different rack designs are available, but may change cost
- Cost depends on quantity: An order of 8 was \$278 per rack
- How many bikes currently park and how many do you want to accommodate?
- Where on the refuge should bicycle racks be?
- What type of cyclists does the refuge attract? Will they have a lock or be comfortable using this type of rack?
 - Although some people objected to these new racks and their style we have seen increasing use

Lessons Learned: Bicycle Racks



Lessons Learned: Bicycle Racks

Finish Options

Galvanized Steel	PVC Dip	Stainless Steel	Powder Coat	Thermoplastic
<ul style="list-style-type: none">• Durable• Cheapest• Standard rack finish• Least upkeep	<ul style="list-style-type: none">• Stronger than galvanized• Additional corrosion protection• Higher cost	<ul style="list-style-type: none">• Strongest• Shiny & pretty	<ul style="list-style-type: none">• Most color options• Susceptible to chipping• Shows most wear from use & weather	<ul style="list-style-type: none">• Fewer colors than Powder Coat, but stronger than other options

Lessons Learned: Bicycle Racks

Finish Options

Surface	In-ground	Rail
<ul style="list-style-type: none">• Simplest installation	<ul style="list-style-type: none">• Rack is embedded in ground• Most secure• Least upkeep	<ul style="list-style-type: none">• Rack ends are attached to rails to create movable or stationary parking• Offers flexibility in number of racks and rack placement

Lessons Learned: Bicycle Racks

- Can you pour new asphalt or is there some other strong surface to which bicycle racks can be attached?
- Is this something Facilities can handle? If not, it will be an additional cost to contract out.
- What size concrete pad do you need for the amount of racks you are installing?
 - Our main parking area, with 3 racks is 96" x 84" to allow adequate room for each bicycle if it is at capacity.
 - Single rack locations are 24" x 84".
- If racks are popular is there room for expansion?

Lessons Learned: Bicycle Racks

- Rack design can change based on local aesthetics.
- Original rack design, from Ding Darling NWR, was a hoop rack, but public racks in Philadelphia are the “staple” style rack (Dero’s “Downtown” Rack).
- Decision was made to try and align our style with most Philadelphia racks.
- Dero can put FWS logo into most (all?) rack designs, but there might be an additional cost for inserting into new style.

Lessons Learned: Abandoned Bicycle Policy

- How to deal with bicycles that might be left on NWR racks.
- Can be dealt with similarly to abandoned property, but if racks are popular and limited in number abandoned bicycle could pose a problem.
- Consider local policies from municipalities or schools.
- University of Wisconsin, University of San Francisco, NYU all have abandoned bicycle information online
- Look for local municipalities that have policies. NYC has a helpful outline available online.
- Links in the Resources page.

Lessons Learned: Bicycle Share

Bicycle Rental



Bicycle Share (traditional)



Bicycle Share (dockless)



Lessons Learned: Bicycle Share

Bicycle Rental



- Gives refuge full control over bicycles:

- when they're rented,
- who can rent them,
- Etc

But....

- Requires refuge to acquire, store, and maintain bicycles.
- Refuge is responsible for creating and overseeing the program & users.

Lessons Learned: Bicycle Share

- Doesn't require outlay by the refuge
- Incorporates an existing system and brand into NWR system

But....

- Does the existing system extend to, or near, the refuge?
- Is the current payment system reasonable or appropriate for the refuge?

Bicycle Share (traditional)



Lessons Learned: Bicycle Share

- Doesn't require outlay by the refuge
- Doesn't require direct connection to existing system

But...

- Least amount of control of the program
- Gray area with municipal regulations

Bicycle Share (dockless)



General Suggestions

- Meet regularly with refuge leadership
- Go to as many public meetings and events as possible
- Start work on your final products as early as feasible
- Don't forget to use your professional development funds, and leverage these funds for additional outside money if possible
- Take advantage of the programs mentors and expertise
- Brush up on your GIS & Adobe

Thank you

Including, but not limited to:

- Jaime Sullivan, Laurie Miskimins, and Phil Shapiro
- Jacob Connor, Alex Roy, Marisa Rodriguez-McGill and all previous Scholars/Fellows
- Lamar Gore, Mariana Bergerson, and the entire staff of John Heinz NWR
- Carl Melberg and all FWS, FHWA, and Volpe Center transportation staff
- Brad Knudsen, Jenn Hill and the entire staff of Patuxent Research Refuge
- Staffs of Parker River NWR & Occoquan Bay NWR
- The many people and organizations of Southwest Philadelphia doing important and amazing conservation and community work

Resources

- Featherstone NWR FLAP MOA & FLAP Application

<http://eservice.pwcgov.org/documents/bocs/agendas/2013/1210/10-A.pdf>

- New York City Abandoned Bicycle Information

<http://www1.nyc.gov/nyc-resources/service/1191/bicycle-chained-to-public-property>

- University of Wisconsin Abandoned Bicycle Information

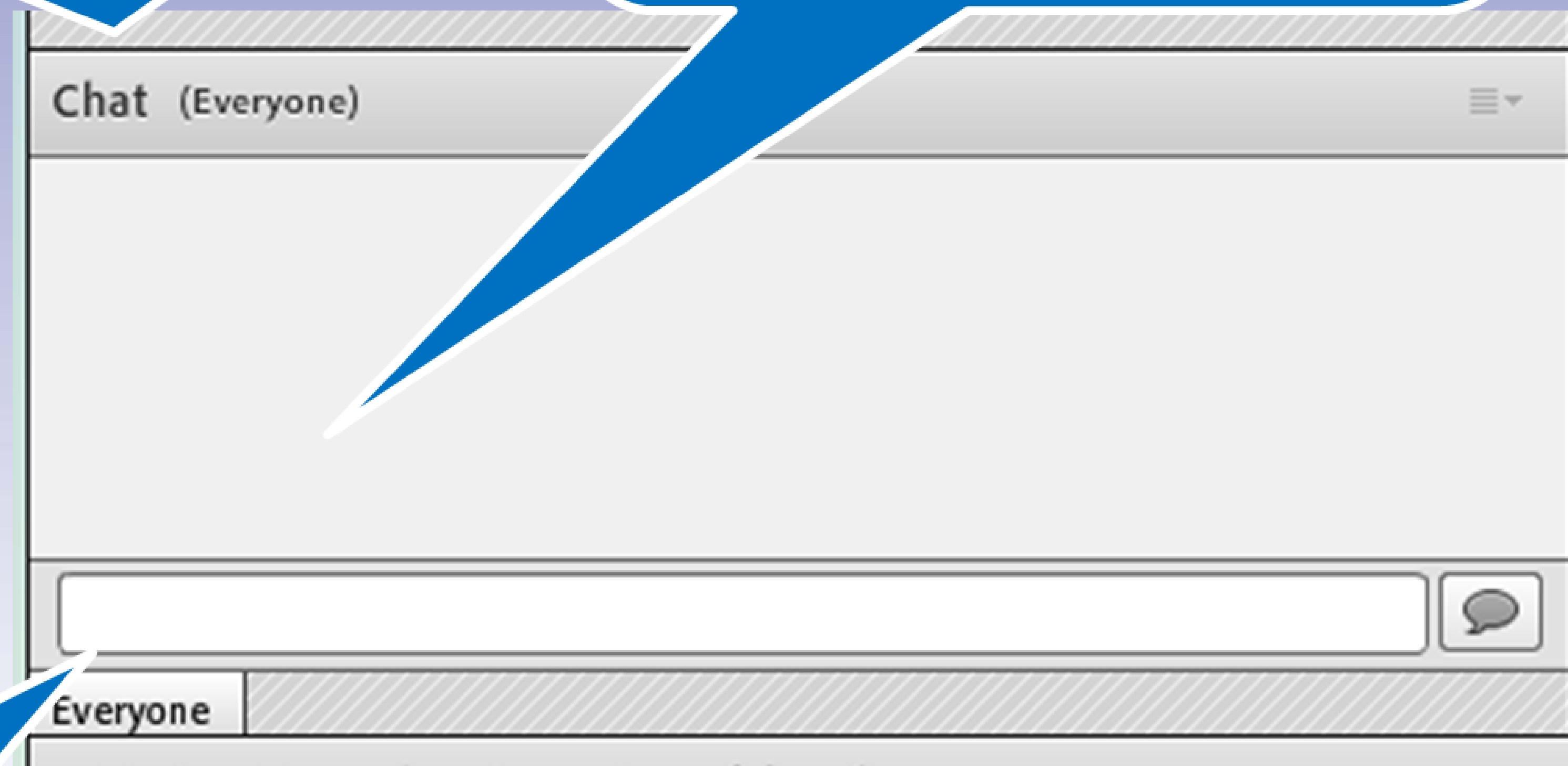
https://transportation.wisc.edu/transportation/bike_imposed.aspx

Directing your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

3. Answers will appear here unless addressed verbally

2. Type your question or comment here



Contact Information

***If you have any questions related to this presentation,
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or

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