

Fordham Road

Presentation to the Community Advisory Board – January 14, 2021



Table of Contents

1. Better Buses
2. Fordham Road Background
3. Analysis and Outreach
4. DOT Toolbox
5. Next Steps

Better Buses

Better Buses

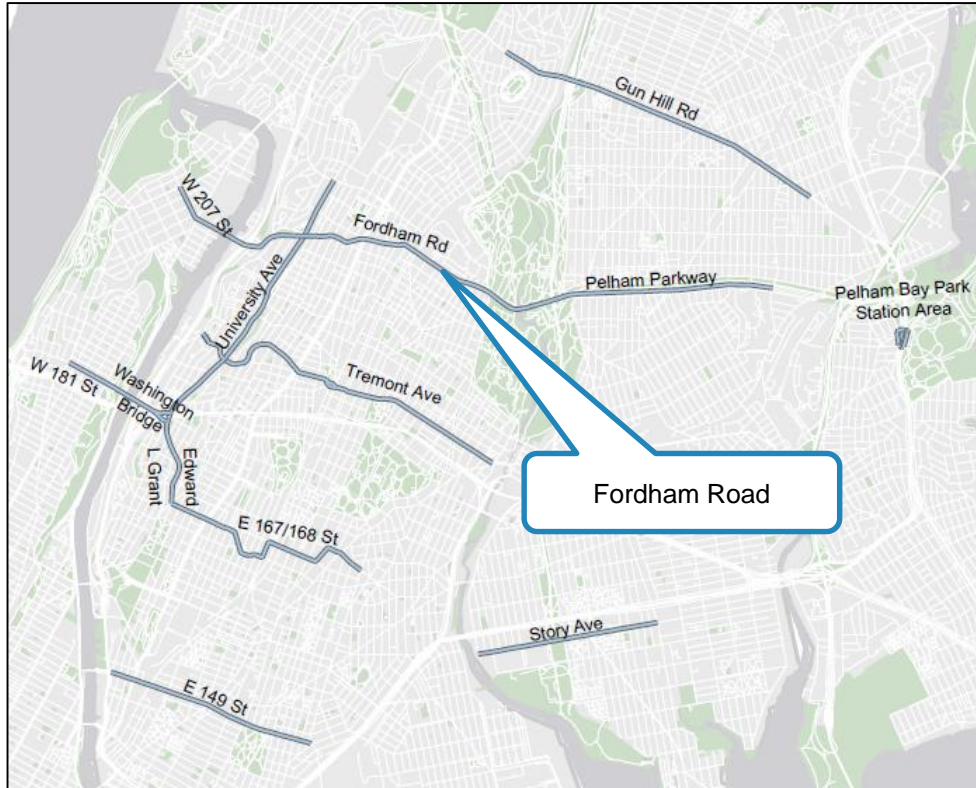
Better Buses Program

- **Mayor's 2019 State of the City:**
Improve bus speeds 25%
- **Better Buses Action Plan**
Released April 2019
- **Bus Priority Projects**
 - 22 projects implemented in 2019
 - 16.3 miles of bus lanes installed 2020
 - 2 projects completed in the Bronx in 2020:
 - Edward L Grant Hwy
 - E 149 St



Better Buses

Bronx Bus Priority Corridors



- Analyzed major Bronx corridors to identify locations where treatments to improve bus speeds and reliability are needed
- Ranked potential bus-priority corridors using the following criteria:
 - Demand for bus service
 - Bus performance (speed and reliability)
 - Service levels proposed by MTA
 - Neighborhood demographics
 - Feasibility of implementation
- Selected 10 of the highest ranking corridors and has begun studying bus priority projects to accompany the network redesign. Work began in 2020

Better Buses

Select Bus Service Phase 1

- As part of the Better Buses program, NYC DOT and MTA are evaluating the first Select Bus Service (SBS) corridors throughout the city, including Fordham Road



SBS Projects Implemented June 2008-November 2013



*Not branded as SBS

Better Buses

Better Buses Advisory Group

- In 2019, NYC DOT convened the Better Buses Advisory Group to advise on project development and outreach
- The group made recommendations for 3 topic areas:
 - Bus Network Redesign
 - Small Businesses
 - Research, Communications, and Outreach
- One key recommendation was to conduct more in-depth polling prior to project planning
- On behalf of the Association for a Better New York (ABNY), Change Research conducted a survey in the areas near Fordham Road about bus priority treatments

Public Polling

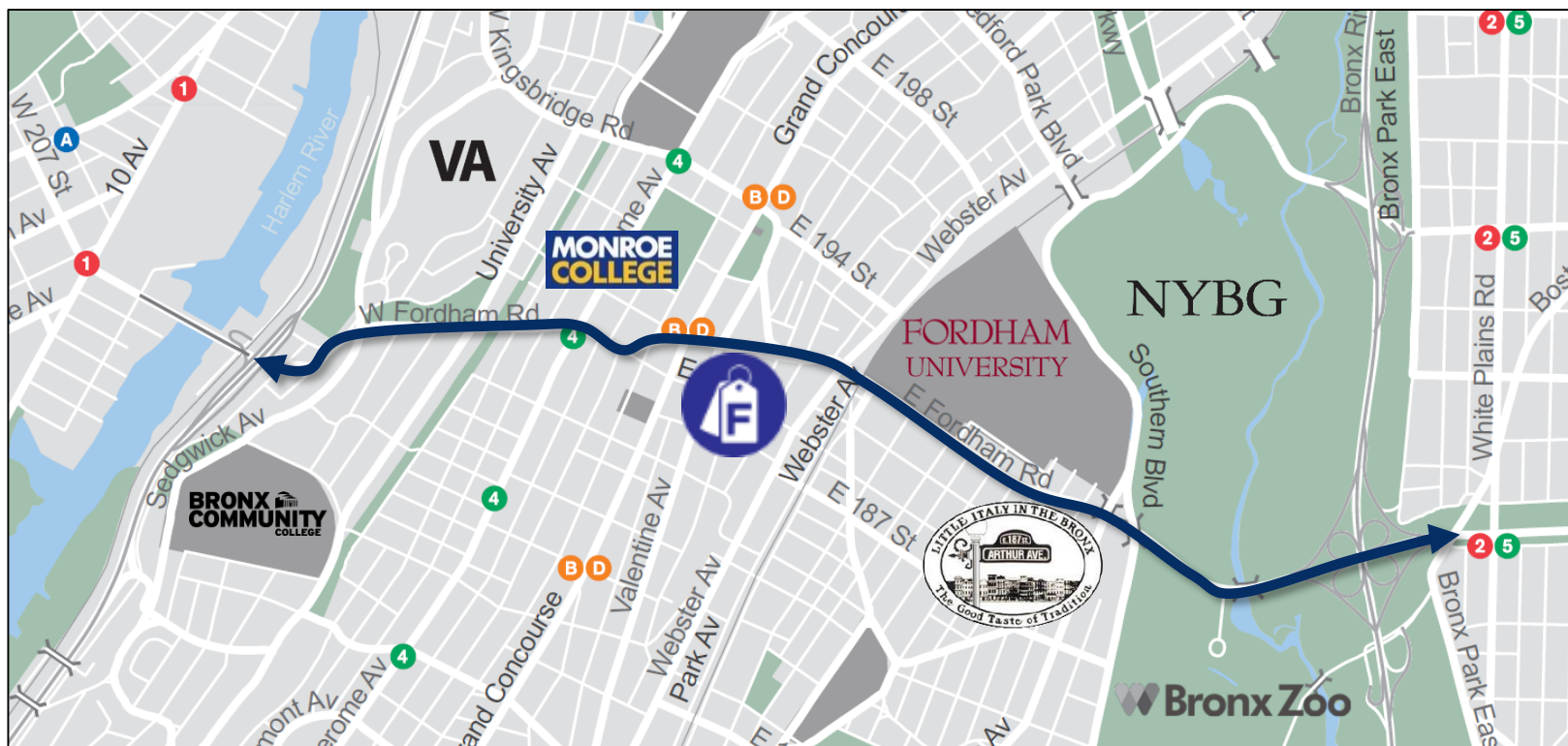


- Change Research surveyed 302 respondents between November 16–19, 2020, including 275 from CBs 5, 6, and 7
- 79% support changes to city streets that can make buses faster and more reliable
- Respondents support additional bus priority measures on Fordham Rd
 - 89% support improving existing bus lanes
 - 66% support additional bus lanes
 - 70% support a busway
- 72% of non-bus riders support improving the existing bus lanes on Fordham Rd
- If buses along Fordham Rd were faster and more reliable, 67% of riders who ride once a week or less report that they would be more likely to ride the bus and 28% of non-riders say so

Fordham Road Background

Fordham Road Overview

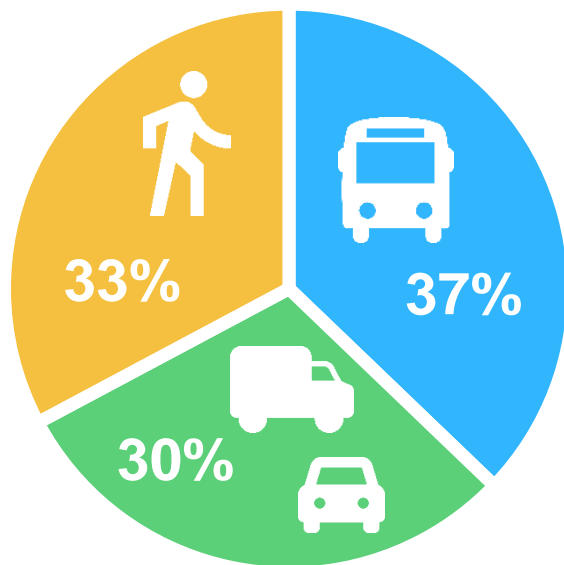
- Critical crosstown transportation corridor for buses, general traffic, and trucks
- Commercial hubs
- Major institutions and destinations



Who is on Fordham Rd?

- Throughout the corridor, bus riders and pedestrians make up a significant portion of the roadway users

**Roadway Users
Fordham Rd and Valentine Ave**



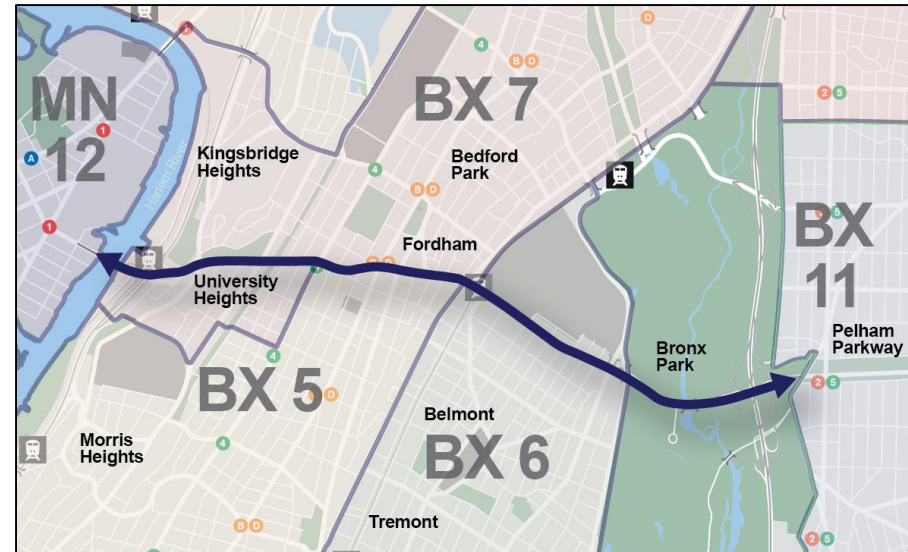
Bx12 SBS, Fordham Rd at University Ave

Source: NYC DOT Traffic Counts, MTA, Westchester County

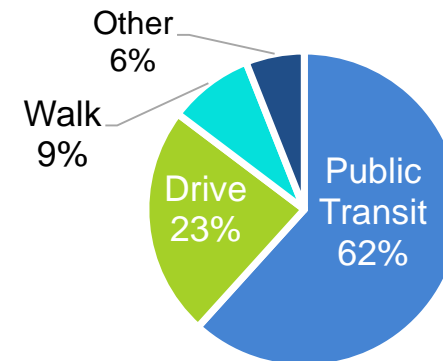
Demographics

Bronx CBs 5, 6, 7, 10, 11 and Manhattan CB 12

- 910,000 residents
- 62% of households have no access to a private vehicle
- 71% commute to work via public transit, walking, or biking
- 87% of residents are non-White
 - 61% Hispanic, 20% Black, 3% Asian, 3% Other
- Median household income: \$40,400 (vs. \$60,800 in NYC)



Travel to Work



Source: US Census

Traffic Network

- Fordham Road / Pelham Parkway is one of the few east-west roads that traverses the Bronx from end to end
- ~32,000 daily vehicles
- Critical truck route



Streets that Cross the Bronx River



Parking and Loading

- Existing 2 hour loading window in bus lane
- Observations and data show that existing curbside bus lanes are frequently blocked
- Need for curb access throughout the day
- Demand for the curb continues to increase due to:
 - Uptick in for-hire vehicles (Uber, Lyft, etc.)
 - Deliveries of goods purchased online



Safety

- Fordham Rd is a Vision Zero priority corridor, with 4 Vision Zero priority intersections:
 - Sedgwick Ave
 - University Ave
 - Grand Ave
 - Jerome Ave
- In addition to transit improvements, DOT will study safety enhancements for all roadway users



Fordham Road, Major Deegan Expwy to Boston Rd
Injury Summary, 2014-2018 (5 years)

	Total Injuries	Severe Injuries	Fatalities	KSI
Pedestrian	307	31	3	34
Bicyclists	59	6	0	6
Motor Vehicle Occupant	1499	43	0	43
Total	1865	80	3	83

Transit

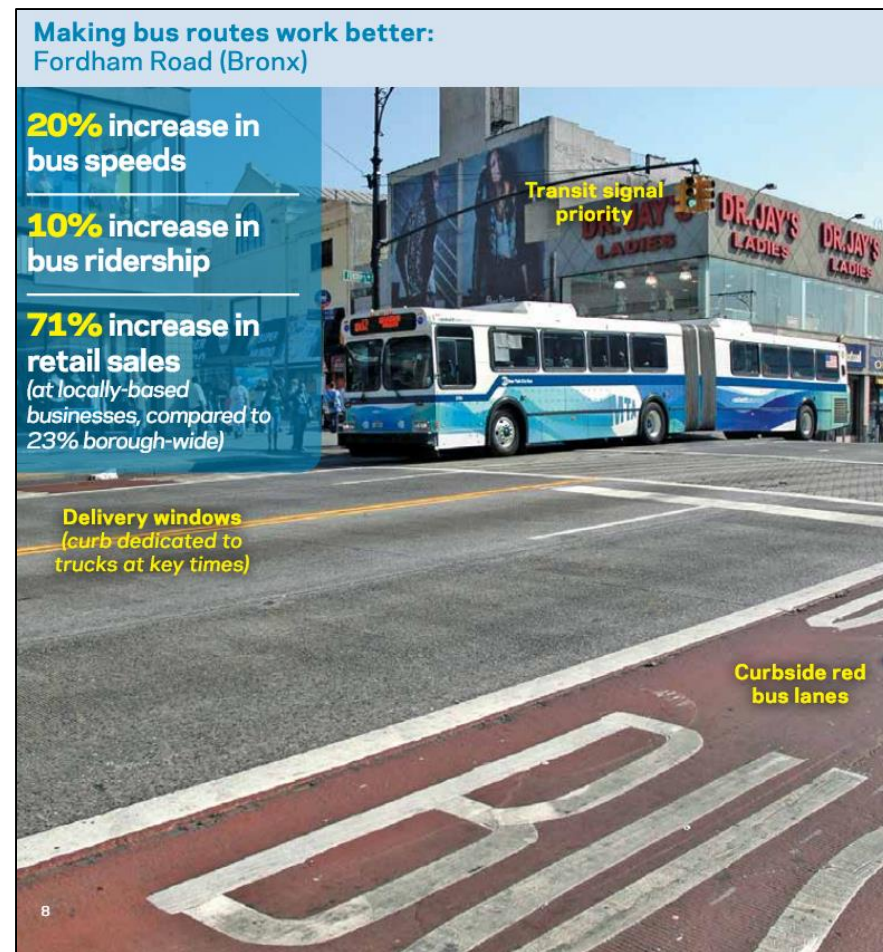
- Bx9, Bx12 SBS/Local, Bx17, Bx22, Bx34, Bee-Line 60-62 buses
 - 93,700 average daily riders, of which 40,300 use the Bx12 SBS & Local
- Buses on Fordham Rd provide critical connections to numerous Bronx, Manhattan, and Westchester neighborhoods and destinations
- Connections to A, B/D, 1, 2/5, 4, and 6 subways; Metro North Harlem, Hudson, & New Haven Lines

Bus Routes that Travel on Fordham Rd



Previous Work

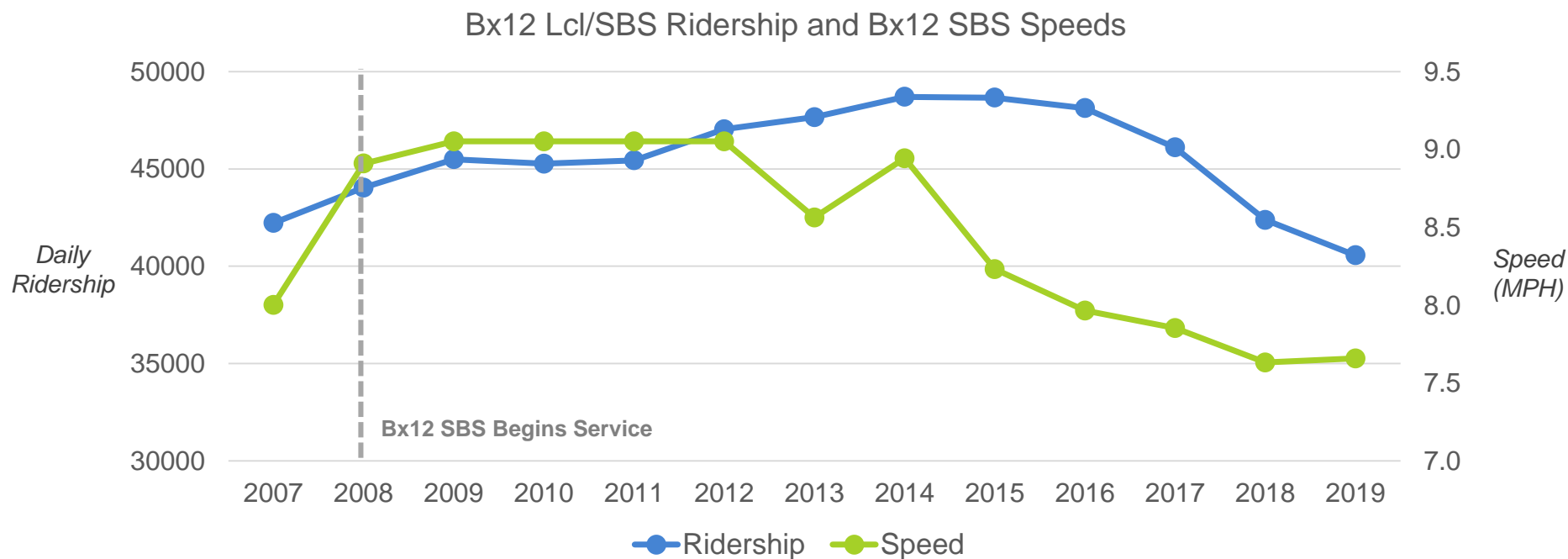
- In 2008, MTA and DOT launched the first Select Bus Service (SBS) route on the Bx12
- Curbside bus lanes were installed throughout corridor
- Service and street design changes resulted in improvements for bus service:
 - Bus speeds increased 20%
 - Ridership increased 10%
 - Retail sales increased 71% (vs. 23% borough wide)



Source: NYCDOT – “Measuring the Street”

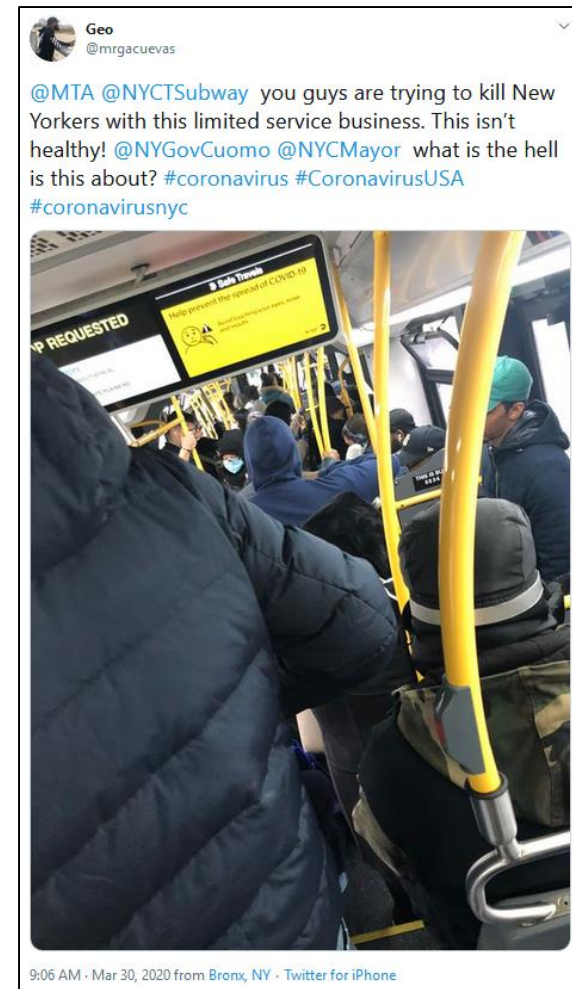
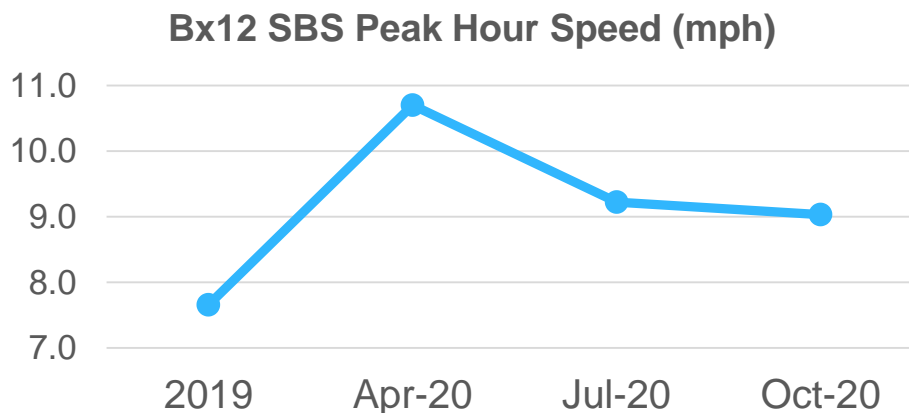
Recent Trends

- SBS improvements sparked an upward trend in speeds and ridership, which continued through 2014
- In recent years, bus speeds and ridership have declined
- Bx12 is still the second highest ridership route in NYC (after M15)



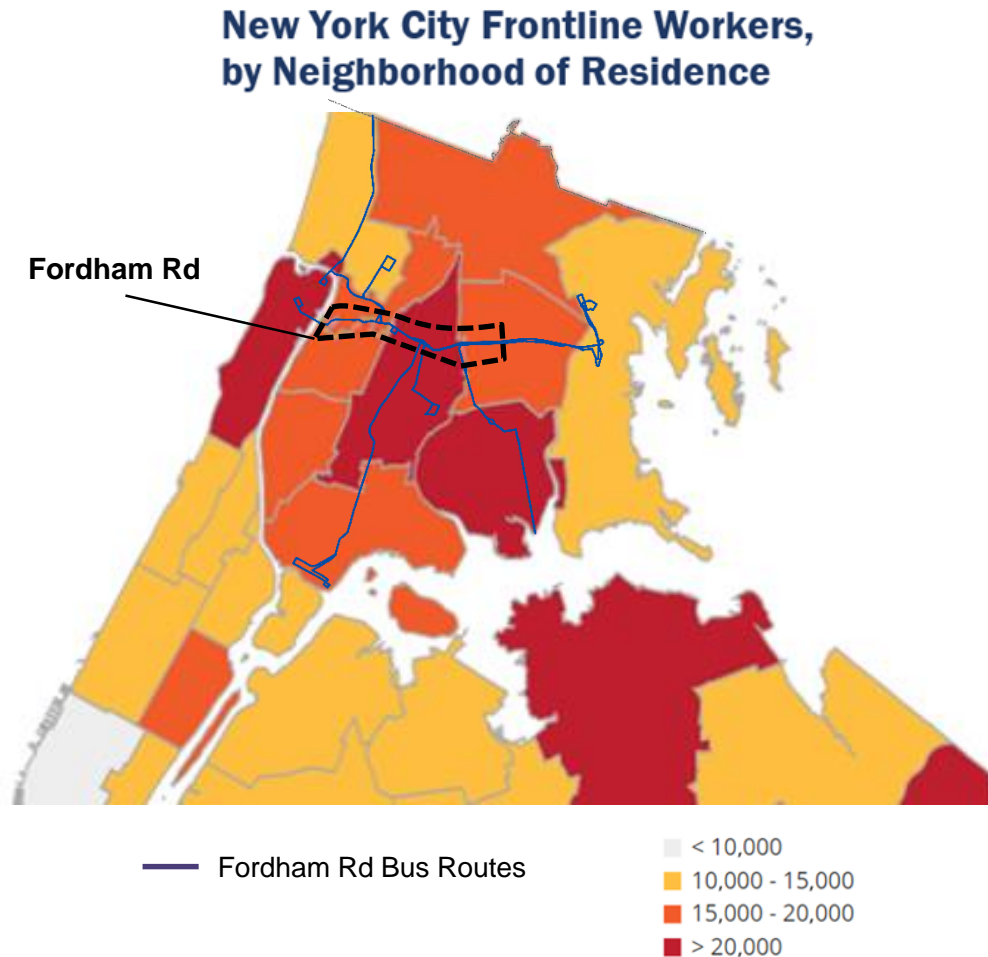
Fordham Rd During COVID

- During the height of COVID shelter-in-place restrictions (late March – April), Bx12 SBS speeds increased
- Increased speeds due to reduced traffic and fewer obstructions of bus lanes
- As traffic volumes have returned to pre-COVID levels, bus speeds have decreased to levels prior to the pandemic



Supporting Essential Workers

- Areas directly served by Fordham Road routes have high concentrations of frontline workers
- Frontline workers (e.g., nurses, transit workers, postal/courier workers, grocery store workers) make up 38% of transit riders in New York City
- 79% of the city's frontline workers are Black, Hispanic, or mixed race

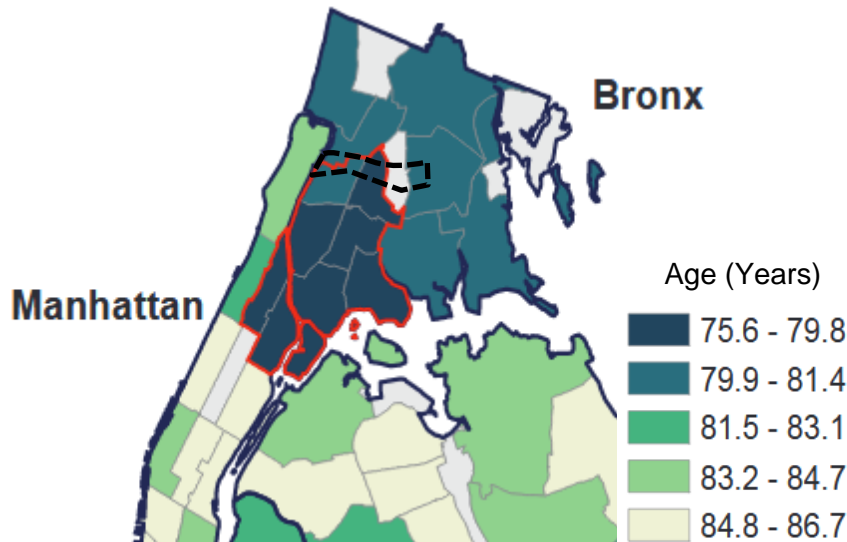


Source: NYC Comptroller, Bureau of Policy and Research

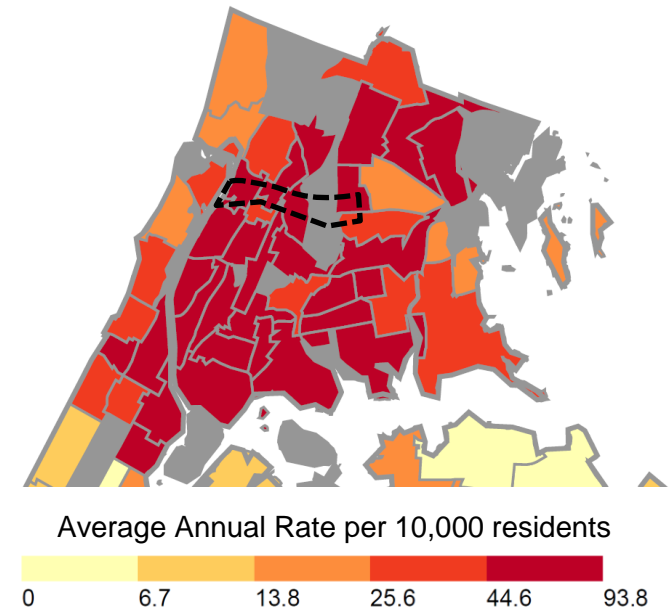
Public Health

- Residents in neighborhoods near Fordham Road have high rates of asthma, obesity, diabetes, and heart disease, in part due to exposure to pollution
- Transit improvements can reduce private vehicle use, improve air quality, and promote physical activity

Life Expectancy
(2008-2017)



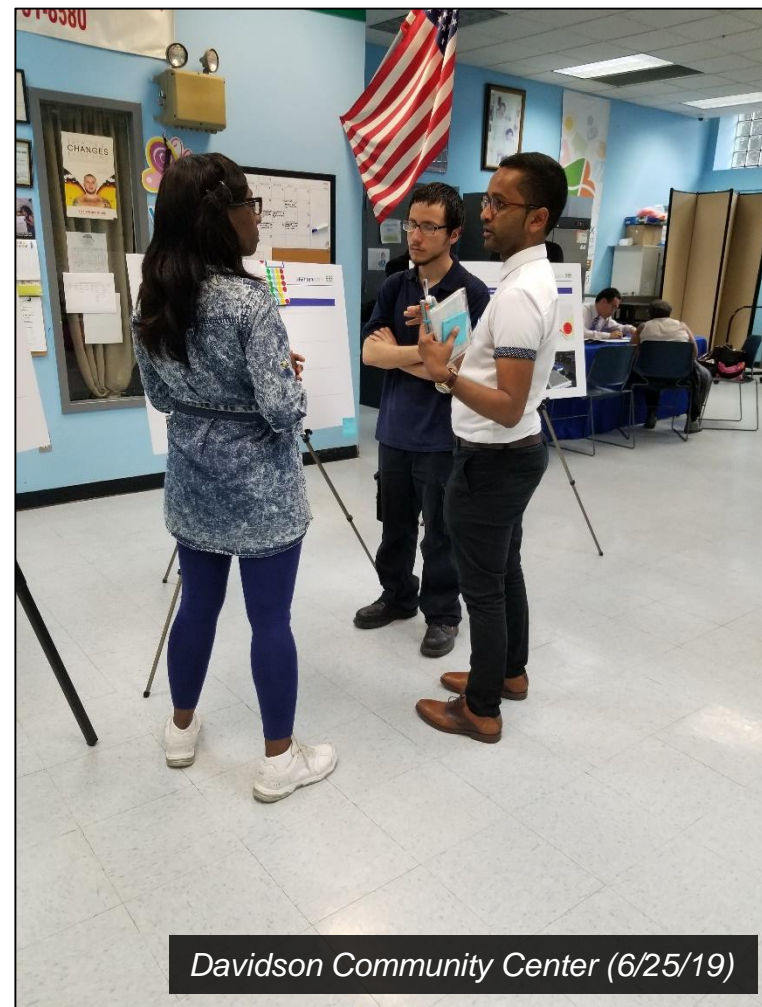
Child Asthma Hospitalizations
(2014-2016)



Analysis and Outreach

Work To Date

- Field observations
- Data collection
- Street Ambassador outreach
 - Merchant surveys
 - Shopper surveys
 - Bronx Night market
- MTA Bronx redesign open houses and CB presentations



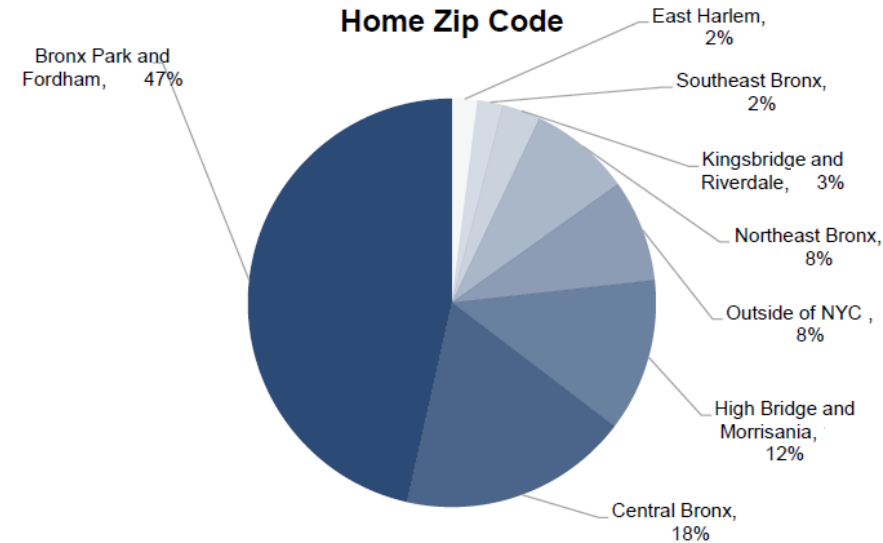
Merchant Survey

- In June 2019, NYC DOT Street Ambassadors visited 230 businesses on Fordham Rd and 207 St
- Availability of parking/loading was a key concern
 - Only 20% of businesses on Fordham Rd indicated that they are able to determine when their deliveries arrive
 - Complaints of customers receiving tickets during quick pickup/drop-off activity



Shopper Survey

- Surveyed 175 people July 2019
- 86% of visitors to businesses on Fordham Road reported arriving by walking, bus, or train
- 65% were from neighborhoods along or near the Fordham Road corridor



DOT Toolbox

Toolbox - Transit

Offset Bus Lanes



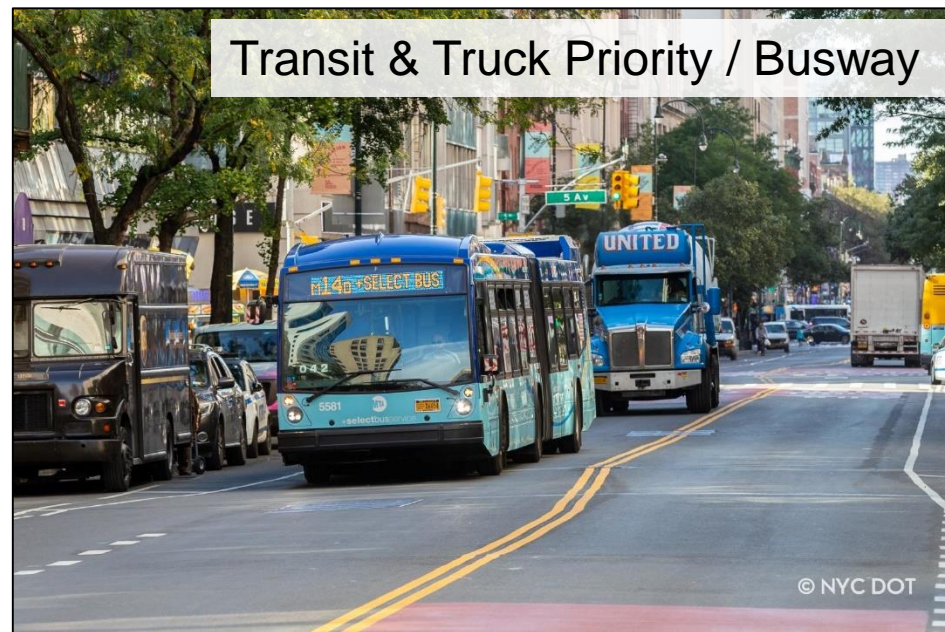
Webster Ave and 167th St

Physical Protection



161st St and Sherman Av

Transit & Truck Priority / Busway



14th St, Manhattan

Bus Queue Jump Signal



Edward L Grant Hwy and University Ave

Toolbox – Pedestrian Safety



Pedestrian Island

Fordham Rd and Hoffman St



Painted Curb Extension

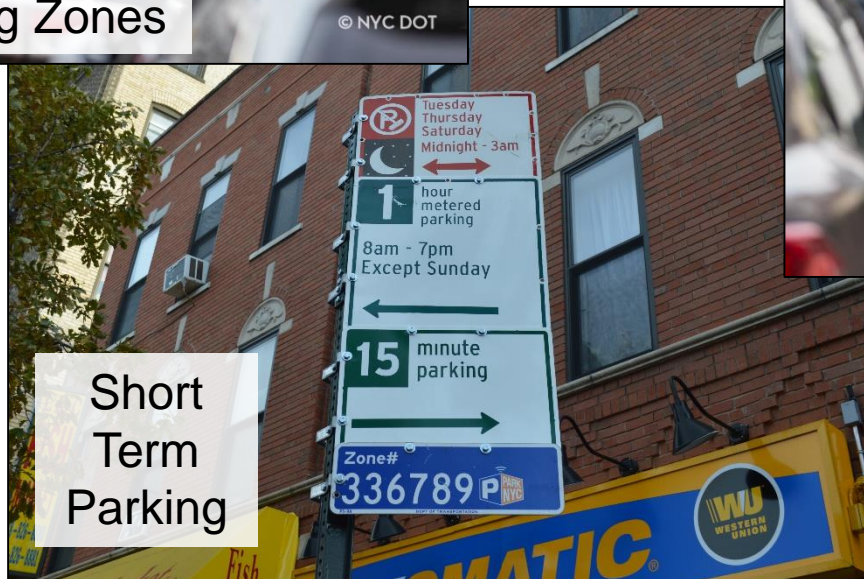
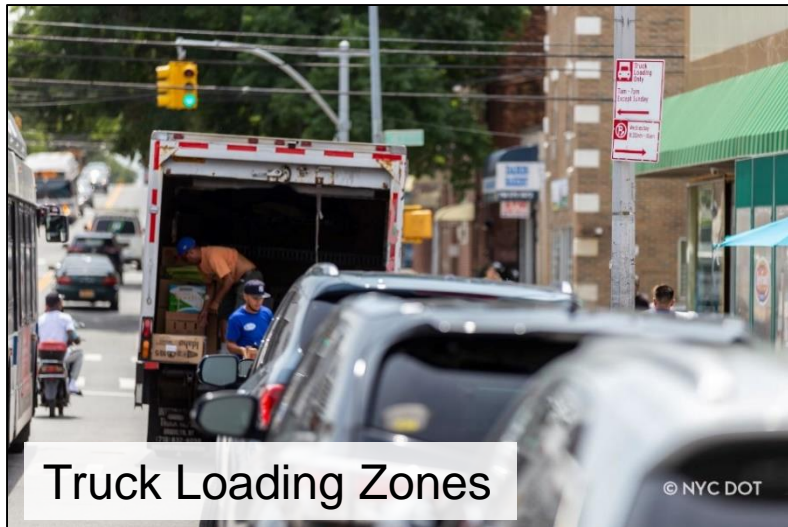
Southern Blvd and E 179 St



Median Extension

Fordham Rd and Southern Blvd

Toolbox – Parking



Next Steps

Fordham Rd Community Advisory Board (CAB)

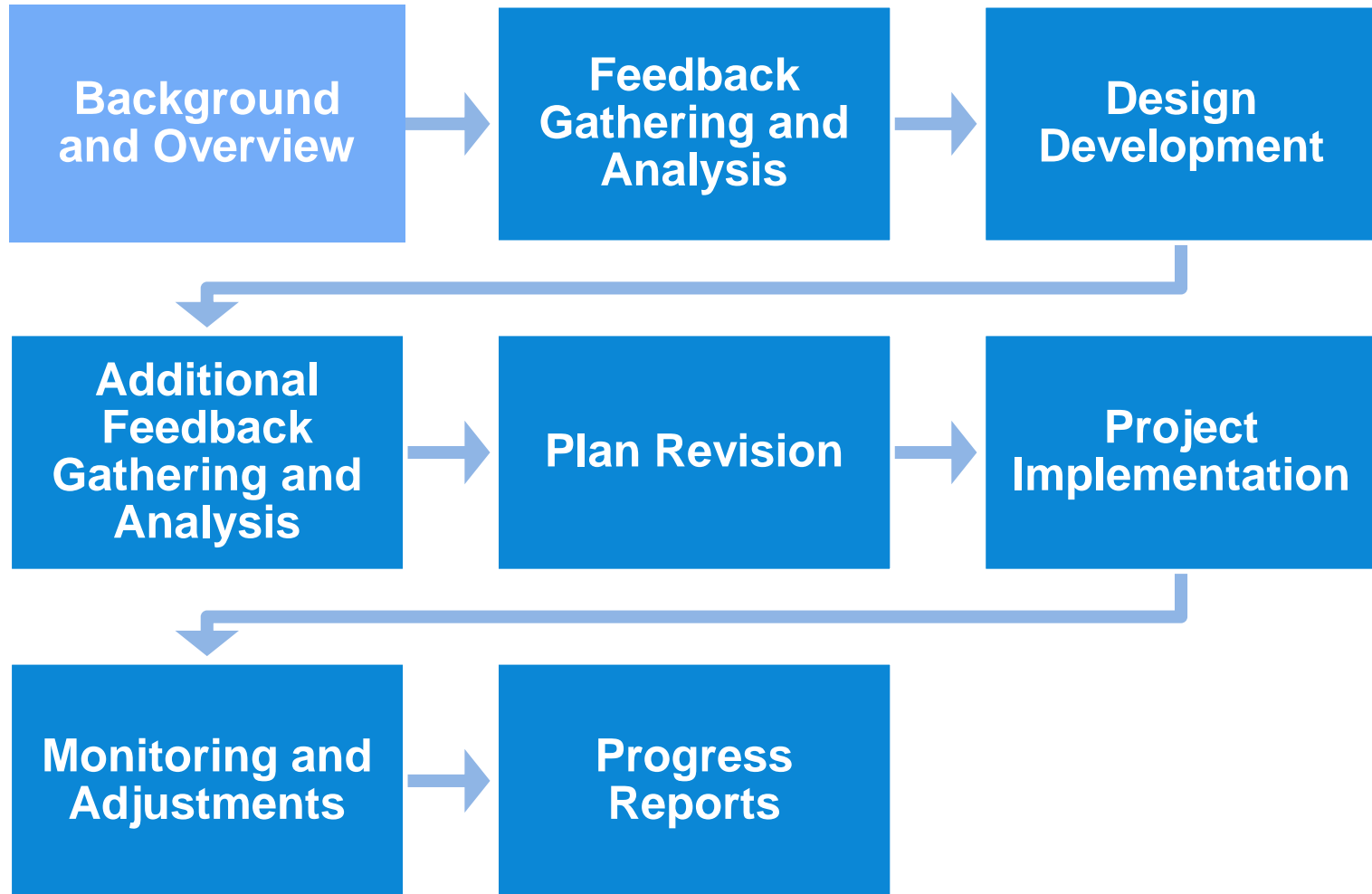
- Fordham Road Community Advisory Board (CAB) will guide the project before, during, and after implementation
 - CAB includes elected officials, nonprofit and community organizations, government agency representatives, advocates, and riders
- DOT does not have a proposed design for the corridor. In subsequent meetings, we will show alternatives based on feedback we receive today and future meetings in addition to data analysis
- Additional community outreach will be conducted with Community Boards and guidance from the CAB (e.g. online surveys, virtual meetings with stakeholders, walk-throughs)

Design Development and Project Analyses

- CAB helps identify considerations unique to Fordham Road, which DOT will incorporate into the project
- Designs and results of all analyses will be shared with CAB as they are completed
- Communication and feedback will be ongoing throughout the entire project process



Project Timeline



THANK YOU!

Questions?



NYC DOT



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