

STATION 1

Display 1 of 2



Project Overview

The Southeastern Pennsylvania Transportation Authority (SEPTA) has recently initiated a study to evaluate an extension of the Norristown High Speed Line (NHSL) from the Norristown Transportation Center into the King of Prussia area. The existing NHSL currently provides service between the 69th Street Transportation Center and Norristown Transportation Center, serving the Main Line area in Delaware and Montgomery Counties, and connecting to Center City Philadelphia. While the transit system is expansive, a rail connection to the King of Prussia area is missing.

An extension of the NHSL would serve growing travel needs in the King of Prussia area generated by existing and/or future economic development opportunities. Some of those needs can be linked to the following activities:

- 57,100 jobs in Upper Merion in 2010; 62,100 jobs in 2040.
- 12,500 jobs at the King of Prussia Mall and its vicinity, & 19,000 jobs in office parks.
- 25M visits/year to King of Prussia Mall (68,000 people/day).
- 1.5M visits/year to Valley Forge National Historical Park.
- 4,000 (and growing) average weekday ridership using bus service to/from the King of Prussia Mall.

As identified in the regional land use and transportation plan, *Connection 2035*, the King of Prussia Rail project is planned to coordinate economic development opportunities and major transportation projects. This project efficiently guides investment and growth in an existing center which will strengthen the Philadelphia region's economy.

Get Involved

We need your input! Public views, attitudes, and opinions are essential to the project development process, and we are interested in incorporating your experiences and perspectives into the development of rail alternatives. You are encouraged to participate in the development and refinement of alternatives by reviewing the latest news and information, attending periodic meetings and providing thoughts and opinions on comment forms and through the project website.

Website

Find upcoming meeting dates and locations, and access the latest project documents and maps on the project website: www.kingofprussiarail.com

Twitter

Join the conversation on Twitter: [www.twitter.com/KOPRail](https://twitter.com/KOPRail)

Email

If you need more information, have questions or want to give your comments directly, please email us: info@kingofprussiarail.com

King of Prussia Rail Project

An Extension of the Norristown High Speed Line



Funding Partners



January 2013 | fact sheet



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STATION 1

Display 2 of 2

Project Purpose and Need

The purpose of the proposed project is to provide a fast, one-seat, direct and reliable rail extension from established communities along the existing Norristown High Speed Line to King of Prussia and Valley Forge area activity centers. This extension is intended to better serve existing rail and bus transit riders, attract new transit patrons, and provide connections to and from Philadelphia and Norristown.

Project Process

Before the King of Prussia Rail Project can be constructed, it will need to satisfy three major phases of alternatives development and environmental screening – 1) Alternatives Analysis/Draft Environmental Impact Statement (AA/DEIS), 2) Final EIS and 3) Engineering Design & Program Management.

SEPTA began the AA/DEIS phase in Fall 2012, which is the first step in the Federal Transit Administration (FTA) process to secure federal funding for construction of the project. During this phase, many environmental and engineering studies will be performed, and public outreach opportunities will be available.

The resulting data and public input will help SEPTA to ultimately identify a Locally Preferred Alternative (LPA) that minimizes potential impacts and provides maximum user benefits. It will also identify a financing plan that establishes how to pay for the project.

Alternatives Analysis/Draft Environmental Impact Statement (2 years)

- Selection of Locally Preferred Alternative (LPA)
- Adopt LPA into regional long range plan
- Engineering Application to FTA

Final EIS (1 year)

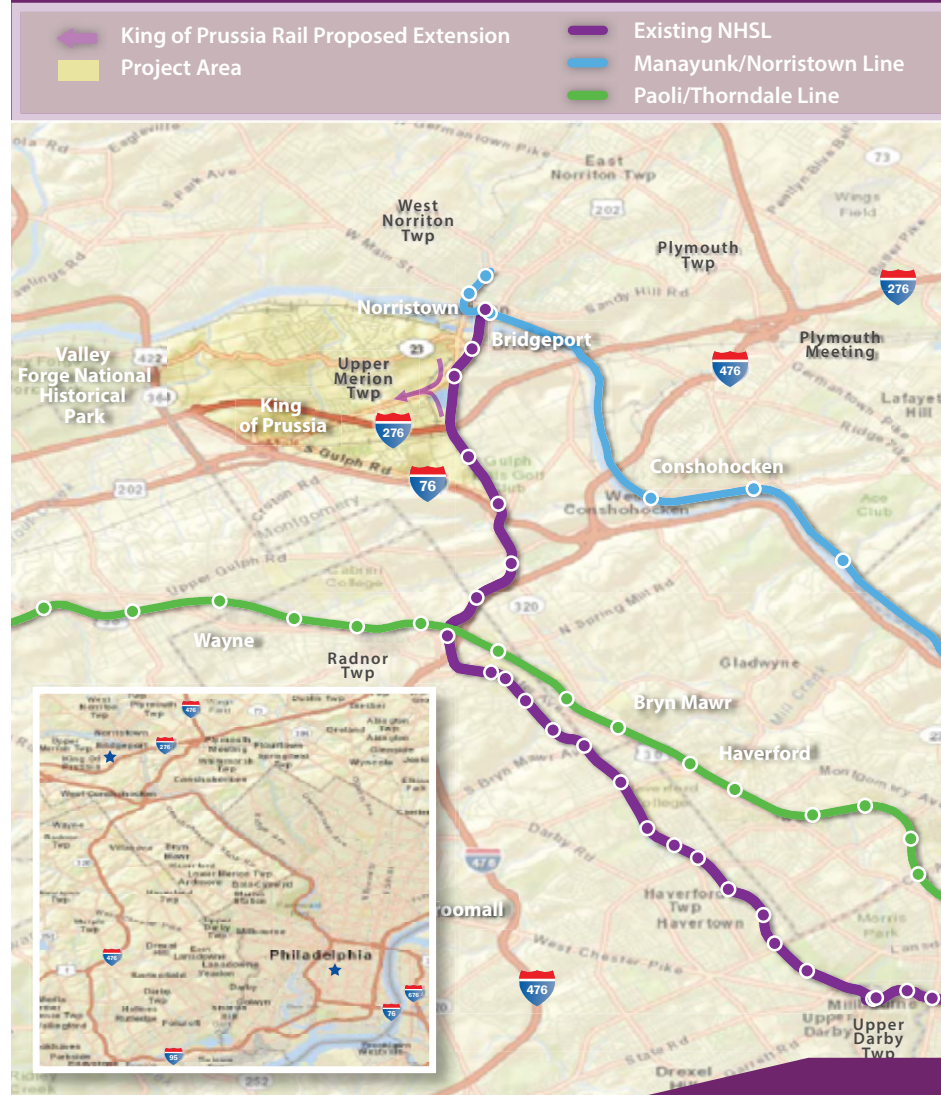
- Record of Decision
- Refinement of Financial Plan

Engineering, Design & Program Management (3 years)

- Commitment of Non-Federal Funding
- Preliminary and Final Engineering and Design
- Full Funding Agreement FTA Evaluation
- Project & Program Management for Design

Construction (3-4 years)

Project Area Map



Outreach & Coordination

SEPTA has established a collaborative public outreach and community coordination program to engage citizens and stakeholders in the development of the project's purpose and need, alternatives development, and future design activities.

All project news and information are available online at www.kingofprussiarail.com. The website also let's you download the project's Fact Sheet, sign-up for newsletters, and submit comments and questions to SEPTA. You may also follow us on Twitter at www.twitter.com/KOPRail.

At a key point of the project, SEPTA will launch a public opinion survey to gauge the public's interests and opinions about the project. Survey responses will be incorporated into the planning process, and will be used to further refine the alternatives.

SEPTA has also organized four individual committees that play an important role in the project:

- The Steering Committee, comprised of state, county and local governmental staff, provides overall direction and guidance on the project's management and administration activities.
- The Stakeholder Advisory Committee, which includes a sampling of various community leaders, business owners and other stakeholders, provides SEPTA comments and input on key project deliverables.
- The Technical Advisory Committee is comprised of engineers, planners and other subject matter experts who review technical analyses and help foster inter-agency coordination activities.
- The Agency Coordination Committee includes participation from federal and state regulatory agencies that review EIS findings, alternatives and the Locally Preferred Alternative.

Finally, three rounds of Public Meetings as well as a formal Public Hearing will occur at key milestones of the project. Information about the timing and location of these meetings will be made available on the project website, in newsletters and meeting announcements, and through press releases and newspaper advertisements.

Alternatives Analysis / Draft Environmental Impact Statement Tasks

The King of Prussia Rail project is complex, will require the development and review of multiple project alternatives before a Locally Preferred Alternative (LPA) can be selected. Ideally, the LPA will need to strike the right balance -- it will satisfy the needs of the project while also minimizing or mitigating potential impacts. Throughout this process, citizens and stakeholders are encouraged to provide comments and input to SEPTA to ensure the LPA reflects the needs and desires of the community.

Study Initiation:

- Analyze Existing Conditions
- Begin Travel Demand Modeling
- Draft Project Purpose & Need
- Identify Alternatives

Development and Refinement of Alternatives:

- Project Scoping/Environmental Studies
- Analysis of Alternative Alignments
- Conceptual Engineering

Analysis, Evaluation and Final Refinement of Alternatives, Memorandums and DEIS:

- Traffic, Parking and Transportation Analysis
- Land Use and Economic Development Opportunities
- Capital and Operations and Maintenance
- Ridership and Revenue Projections
- Cost Effectiveness Evaluation
- Environmental Impacts

Selection of Locally Preferred Alternative:

- Selection of the Draft Locally Preferred Alternative (DLPA)
- Financing Plan for the LPA
- Presentation of LPA to DVRPC and the SEPTA Board
- Request to FTA to enter engineering

Existing and Future Travel Conditions

Travel from Center City to King of Prussia currently occurs by automobile, bus, or a combination of high-speed rail with bus connections. Automobile and bus trip times often depend upon travel conditions along I-76 and I-476, both of which experience high congestion during peak travel times.

Project Benefits

- Provide travelers with a rail transit service alternative to congested roadway travel by auto or bus.
- Attract new transit riders such as shoppers, residents, tourists and commuters.
- Support economic development opportunities that meet regional sustainability and livability goals.





King of Prussia Rail Project An Extension of the Norristown High Speed Line

STATION 2

Meeting Purpose

The purpose of today's meeting is to present news and information regarding the proposed extension of the Norristown High Speed Line, and solicit comments and feedback on proposed alternatives from the public. The extension would provide passengers with a direct, one-seat ride from 69th Street and Norristown Transportation Centers to various destinations in the King of Prussia and Valley Forge area.

As part of tonight's meeting, you will have an opportunity to speak with members of the project team, view plans, displays and a presentation regarding the project, and participate in workshop discussions regarding various proposed alternatives.

Tonight's Agenda:

4 p.m. – 8 p.m.	Open House / Workshop Discussions
6 p.m.	Presentation

Public input received during tonight's meeting will provide SEPTA an overview of local interests and concerns regarding the project. All comments and feedback will be used further refine the proposed alternatives.

Throughout the evening, representatives from SEPTA will be available to discuss the project, answer questions and take comments.



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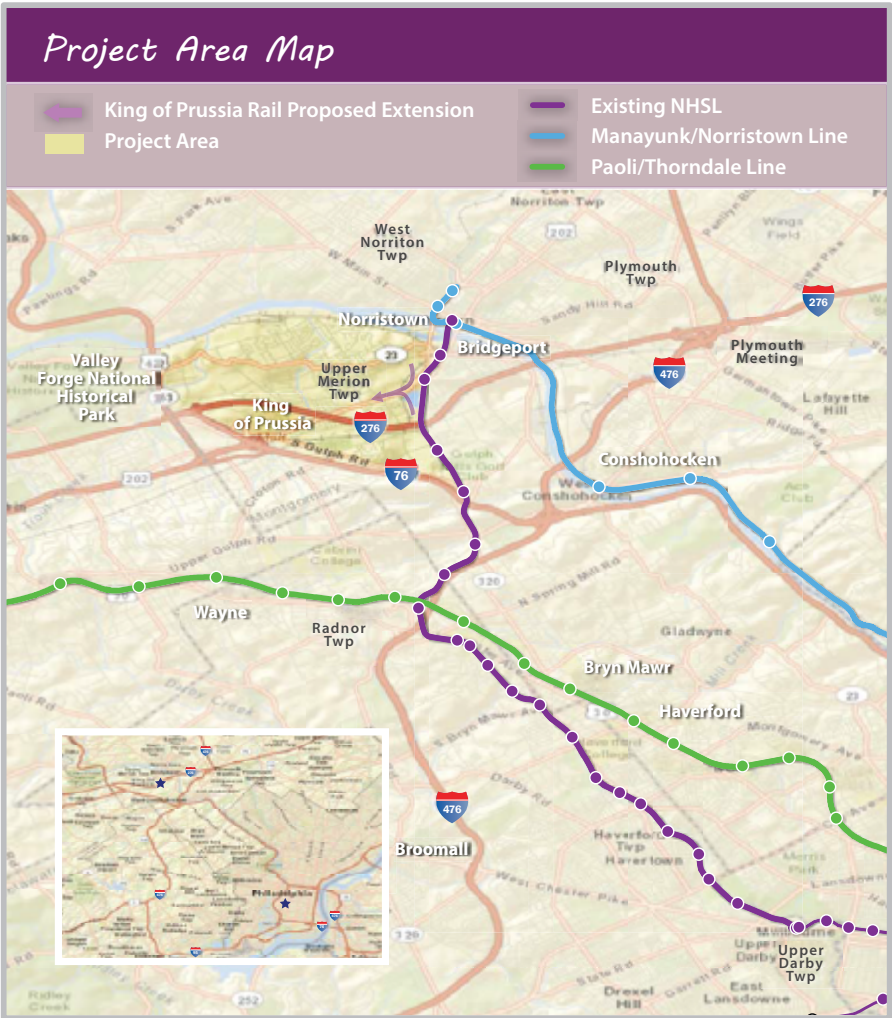
King of Prussia Rail Project

An Extension of the Norristown High Speed Line

STATION 2

Project Location & Description

The purpose of the proposed project is to provide a fast, one-seat, direct and reliable rail extension from established communities along the existing Norristown High Speed Line to King of Prussia and Valley Forge area activity centers. This extension is intended to better serve existing rail and bus transit riders, attract new transit patrons, and provide connections to and from Philadelphia and Norristown.



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King of Prussia Rail Project

An Extension of the Norristown High Speed Line

STATION 2

Project Steps/Timeline

Project Development Process



Alternatives Analysis/DEIS Tasks

Study Initiation:

- Analyze Existing Conditions
- Begin Travel Demand Modeling
- Draft Project Purpose & Need
- Identify Alternatives

Development and Refinement of Alternatives:

- Project Scoping/Environmental Studies
- Analysis of Alternative Alignments
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Analysis, Evaluation and Final Refinement of Alternatives, Memorandums and DEIS:

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Selection of Locally Preferred Alternative:

- Selection of the Draft Locally Preferred Alternative (DLPA)
- Financing Plan for the LPA
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- Request to FTA to enter engineering

The first phase of the King of Prussia Rail project entails the preparation of an Alternatives Analysis/Draft Environmental Impact Statement (AA/DEIS).

As part of the AA/DEIS process, the King of Prussia Rail project will include:

- The development and review of multiple project alternatives;
- Environmental and engineering studies;
- Ongoing opportunities for public involvement and input; and
- The identification of a Locally Preferred Alternative (LPA).

Ideally, the LPA should minimize potential impacts while providing maximum user benefits



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King of Prussia Rail Project

An Extension of the Norristown High Speed Line

STATION 2

Next Steps / How to Stay Involved

SEPTA has established a collaborative public outreach process to engage citizens and stakeholders.

There are several ways to participate in the development of the project's purpose and need, alternatives development, and future design activities throughout the project development process.

- | | |
|-----------------|--|
| Project Website | www.kingofprussiarail.com
Learn the latest project news and information, download maps, materials and resources, and submit comments at feedback to SEPTA. |
| Twitter | www.twitter.com/KOPRail
Follow us on Twitter at @KOPRail. |
| E-mail | info@kingofprussiarail.com
E-mail us with questions or comments regarding the project. |
| Newsletters | Sign-up for project newsletters through the project website. |
| Public Meetings | Attend public meetings throughout the project, meet with SEPTA team members and submit comments and feedback to the team or through comment forms. |
| Surveys | Participate in the project survey (to be announced later in the project). |



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King of Prussia Rail Project An Extension of the Norristown High Speed Line

STATION 3

Fast Facts

NHSL Fast Facts

- Interurban line from Norristown to 69th Street operated by SEPTA
- 28 minute ride from 69th Street to Norristown, and a 15 minute ride on the Market Frankford Line to Center City
- The transfer at 69th Street is quick and fully covered
- Runs entirely on its own grade separated, right-of-way
- Two-track system
- Collects power from a third rail
- Has high-level platforms common to rapid transit systems or commuter rail systems
- Has onboard fare collection
- Mostly single-car operation
- Frequent stops common to light rail systems
- Features both limited and express services, two cars in peak periods

Extension to KOP Fact Facts:

- One-seat ride to King of Prussia from 69th Street Transportation Center and Norristown Transportation Center
- Utilizes existing NHSL vehicles and maintenance facilities.
- No at-grade crossings, physical separation of rail from adjacent uses due to third rail
- All electric
- Electric vehicles and welded rail reduce wheel noise

An extension of the NHSL would serve growing travel needs in the King of Prussia area generated by existing and/or and future economic development opportunities. Some of those needs can be linked to the following activities:

- 28,000 residents in Upper Merion Township in 2009; 31,000 residents in 2035.
- 57,100 jobs in Upper Merion in 2010; 62,100 jobs in 2040.
- 12,500 jobs at the King of Prussia Mall and its vicinity, & 19,000 jobs in office parks.
- 25M visits/year to King of Prussia Mall (68,000 people/day).
- 1.5M visits/year to Valley Forge National Historical Park.
- 4,000 (and growing) average weekday ridership using bus service to/from the King of Prussia Mall



Trains run every 5 minutes in the peak period and 20 minutes in the off peak. Almost round the clock service from 4:30 a.m. to 2 a.m.



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King of Prussia Rail Project An Extension of the Norristown High Speed Line

STATION 3

Potential Opportunities for Private Investment, Joint Development and Private Development

Joint Development

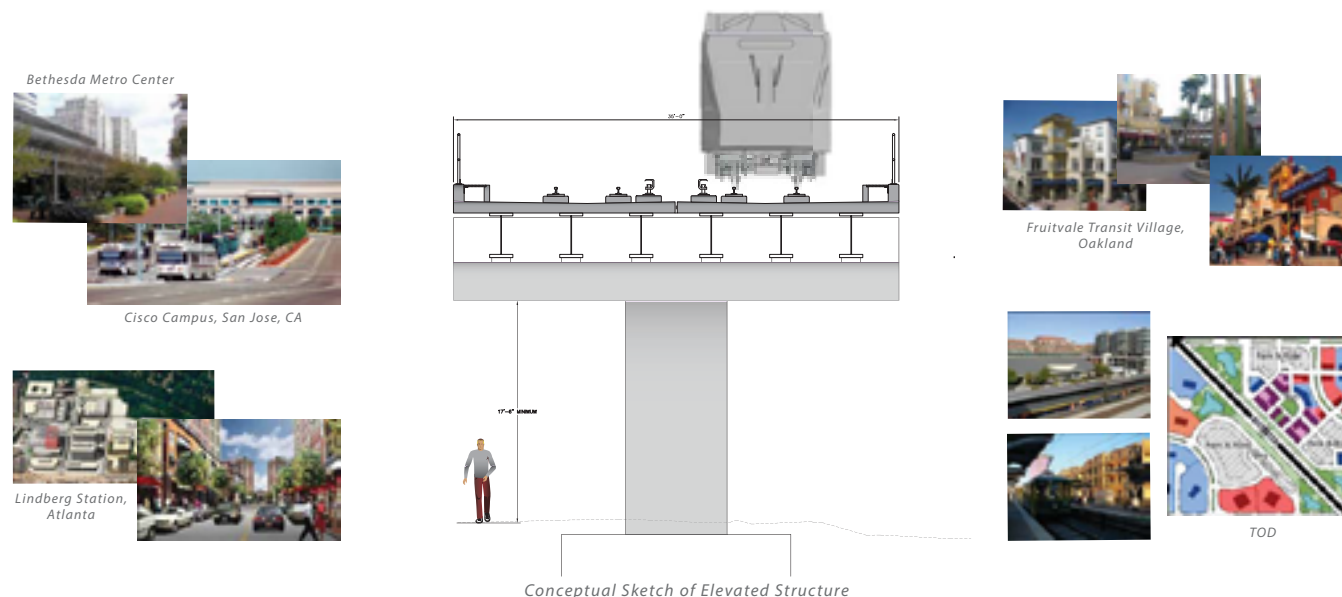
There may be potential opportunities for private investment through the FTA Joint Development Program. Joint Development allows for a cooperative partnership to be formed between the transit agency and private parties, like a developer. Under this arrangement, a transit facility such as a rail station, could include adjacent/connected facilities or commercial development. Examples could include connected retail facilities, office space or a parking garage.

Public-Private Partnerships or "P3"

Another possibility for private investment would include a public-private partnership or "P3." This innovative type of legal and financial tool is increasingly used to incentivize private investment and financing in order to leverage public infrastructure funding. These P3 types of projects have recently been authorized under ACT 88 by the Pennsylvania Legislature.

Transit-Oriented Development (TOD)

Another type of transit related, private development that has potential in the KOP area is TOD or transit oriented development. TOD is being used around the US to enable mixed-use development or redevelopment around transit stations. TOD strives to create transit friendly, walk-able communities by providing a commercial and residential land uses in close proximity to transit and multi-modal options.



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King of Prussia Rail Project An Extension of the Norristown High Speed Line

STATION 3

Screening Criteria

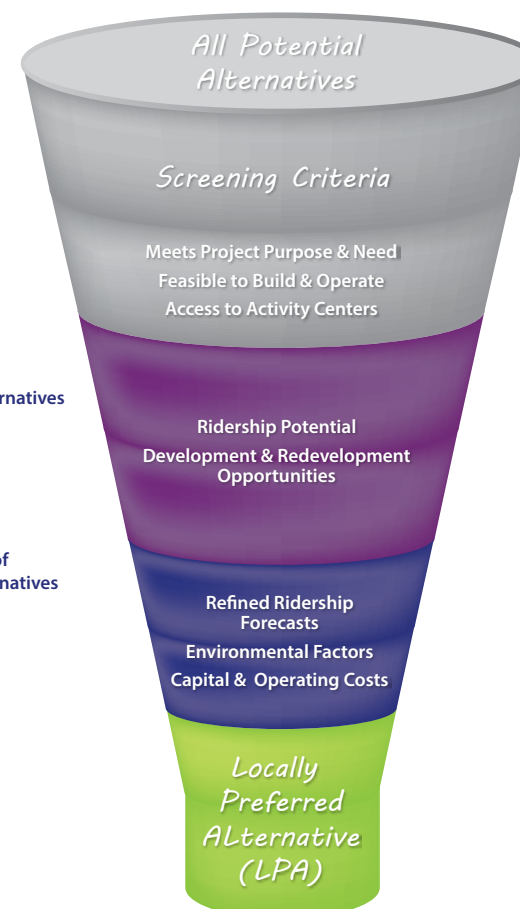
The Alternatives Screening Process will help SEPTA identify and analyze a wide range of proposed rail alternatives, including any effects the proposed project would have on the natural, cultural and socio-economic environments. The process compares a range of alternatives in order to determine which alternatives warrant additional study in order to arrive at a Locally Preferred Alternative (LPA). The LPA is intended to provide the best balance between its benefits to the community and impacts on the area environment. There will be many opportunities to provide input before a decision is made.

- Engineering feasibility
- Ridership potential
- Land use
- Development and redevelopment potential
- Jurisdictional issues
- Natural and cultural resources
- Other community considerations

1. Long List of Alternatives

2. Preliminary Alternatives

3. Detailed Study of Remaining Alternatives



Early Scoping Public Meeting
January 2013

EIS Scoping Meeting
Spring 2013

Public Meeting #2
Fall 2013

Public Meeting #3
Winter 2014

Draft EIS Comment Period & Public Hearing
Spring 2014

ONGOING STAKEHOLDER OUTREACH



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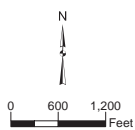


King of Prussia Rail Project

An Extension of the Norristown High Speed Line

STATION 3

Planned & Proposed Development



Public Meetings,
January 29,30,and 31,2013

King of Prussia Rail Project

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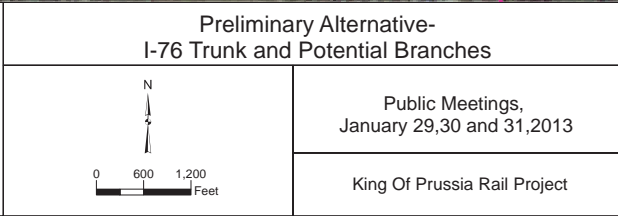
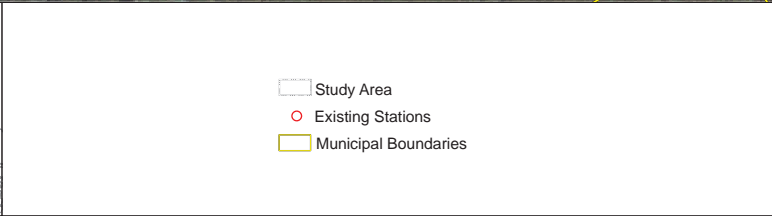
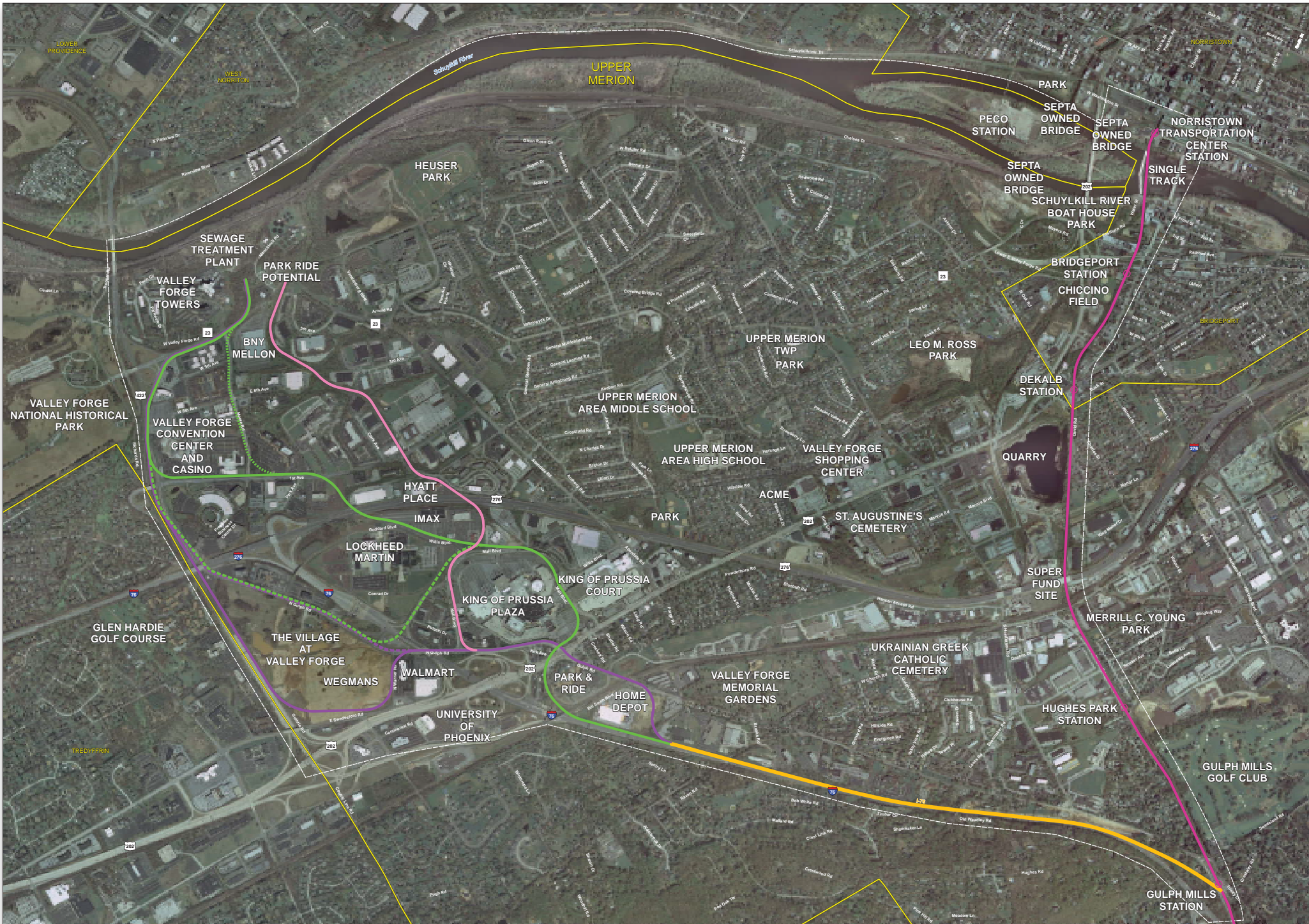
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An Extension of the Norristown High Speed Line

STATION 3

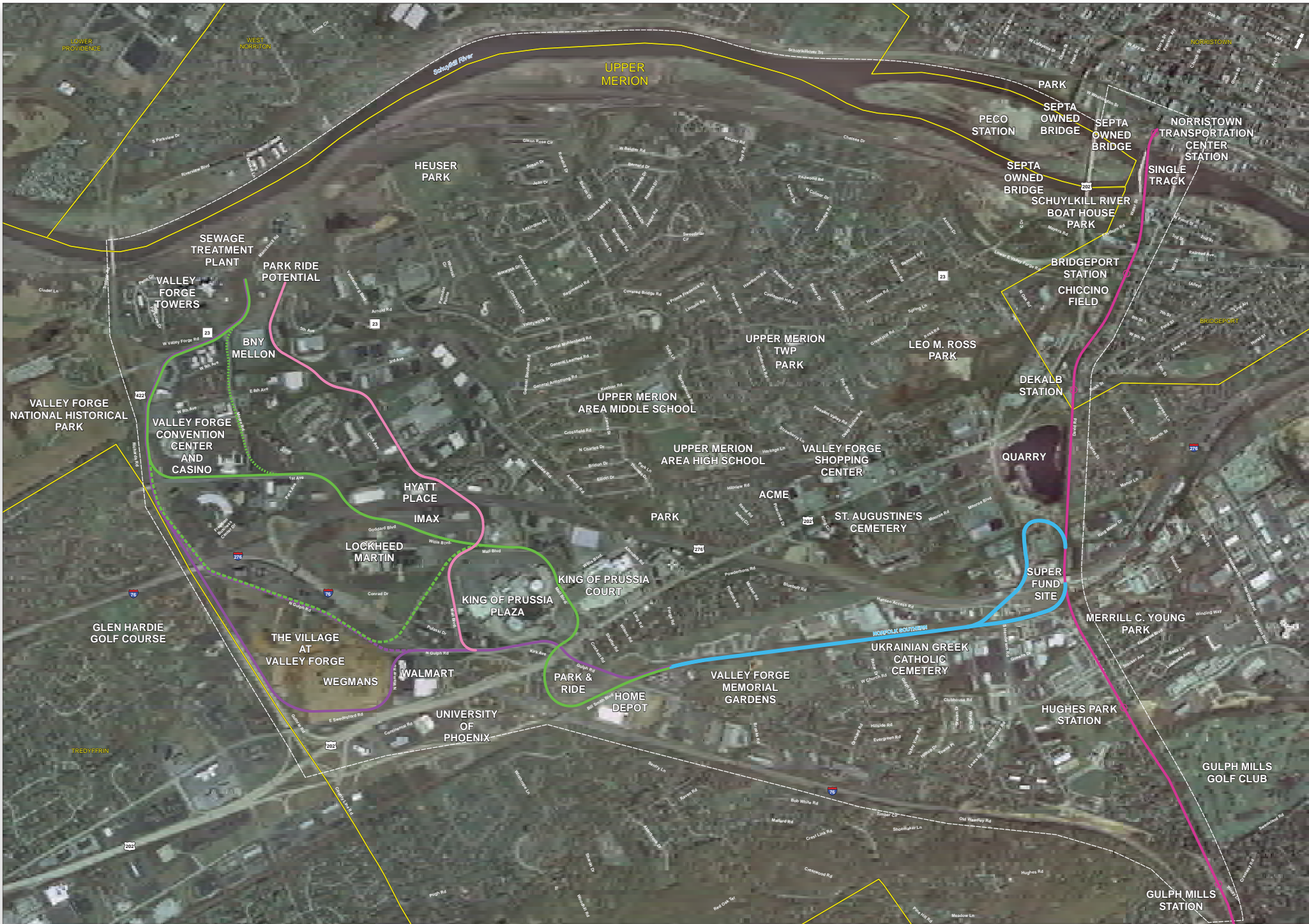
I-76
Trunk and Branches



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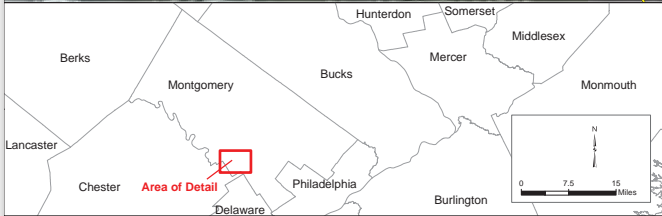
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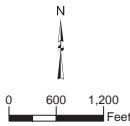
STATION 3

*Norfolk Southern
Trunk and Branches*



- Study Area
- Existing Stations
- Municipal Boundaries

Preliminary Alternative- Norfolk Southern Trunk and Potential Branches

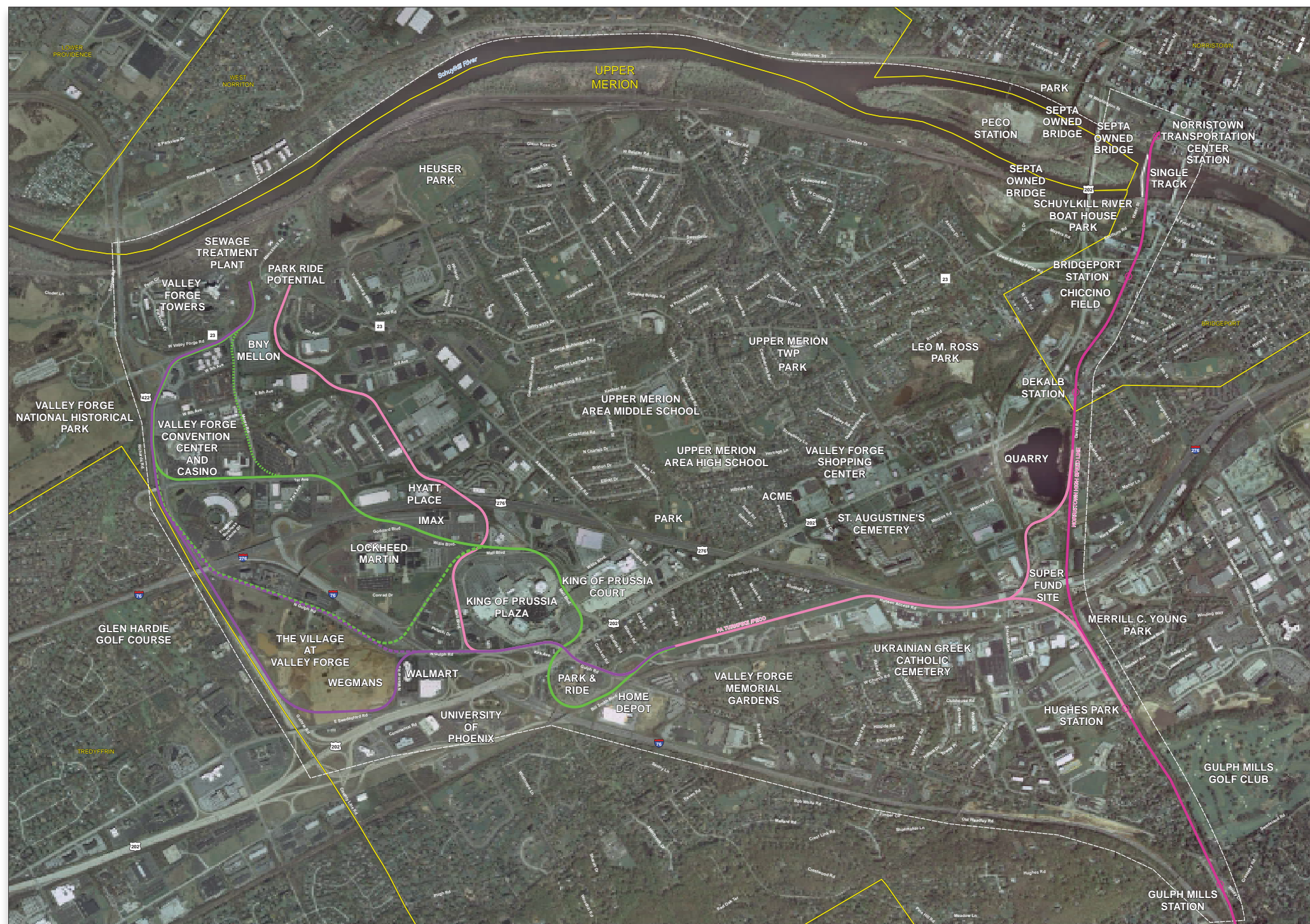


Public Meetings,
January 29, 30 and 31, 2013

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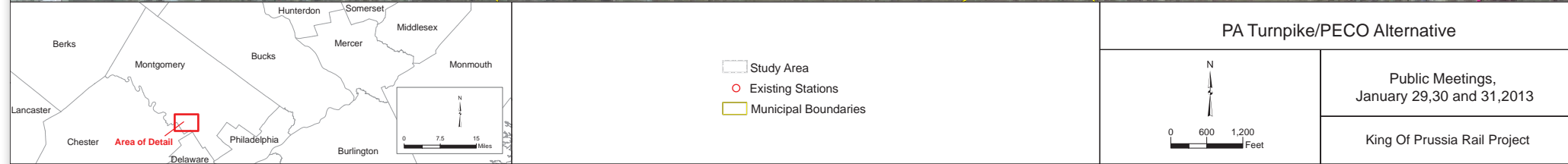


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PA Turnpike/
PECO



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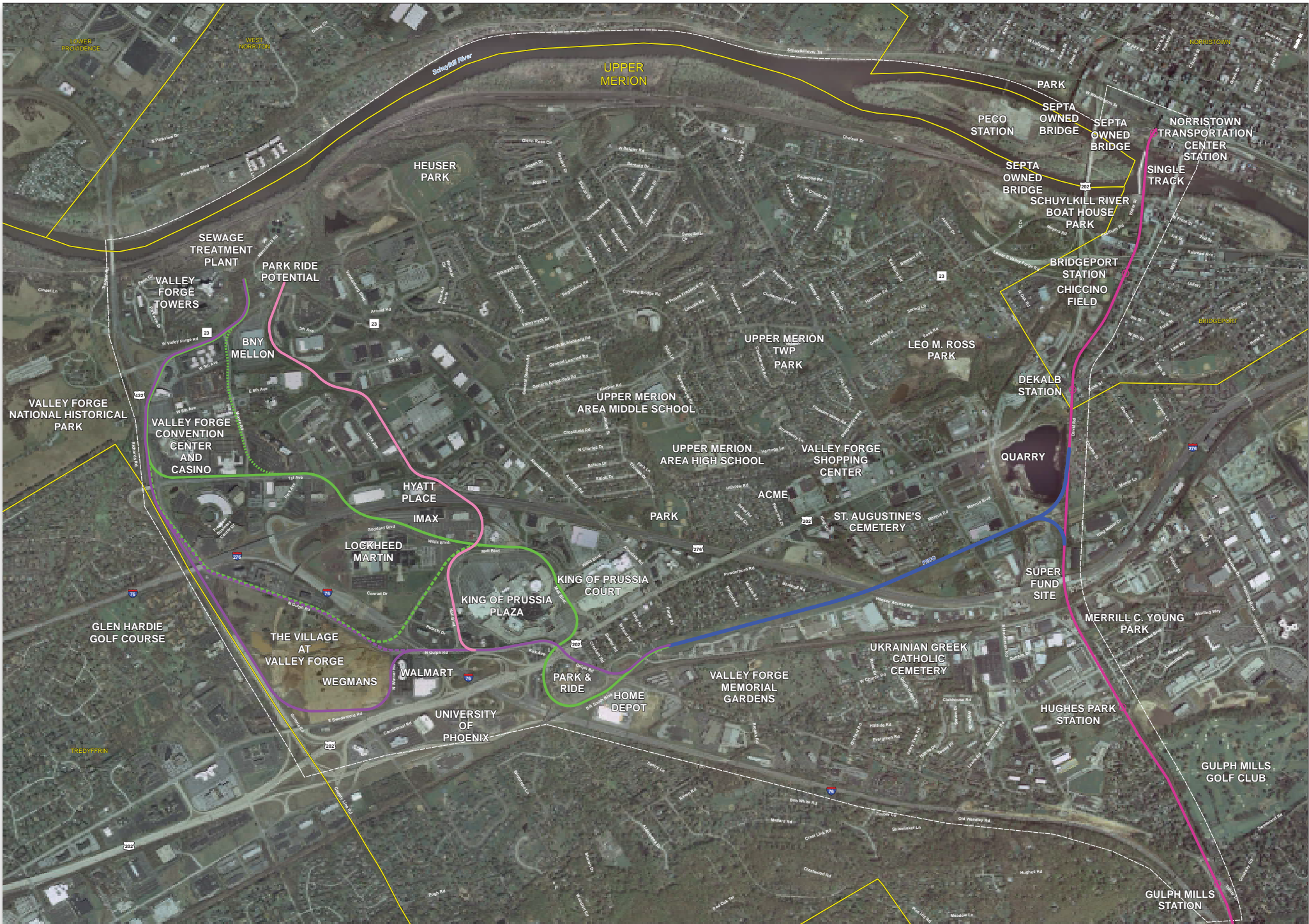


Public Meetings,
January 29,30 and 31,2013

King Of Prussia Rail Project

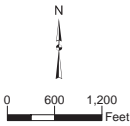


STATION 3



- Study Area
- Existing Stations
- Municipal Boundaries

Preliminary Alternative- PECO Trunk and Potential Branches



Public Meetings,
January 29,30 and 31,2013

King Of Prussia Rail Project



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An Extension of the Norristown High Speed Line

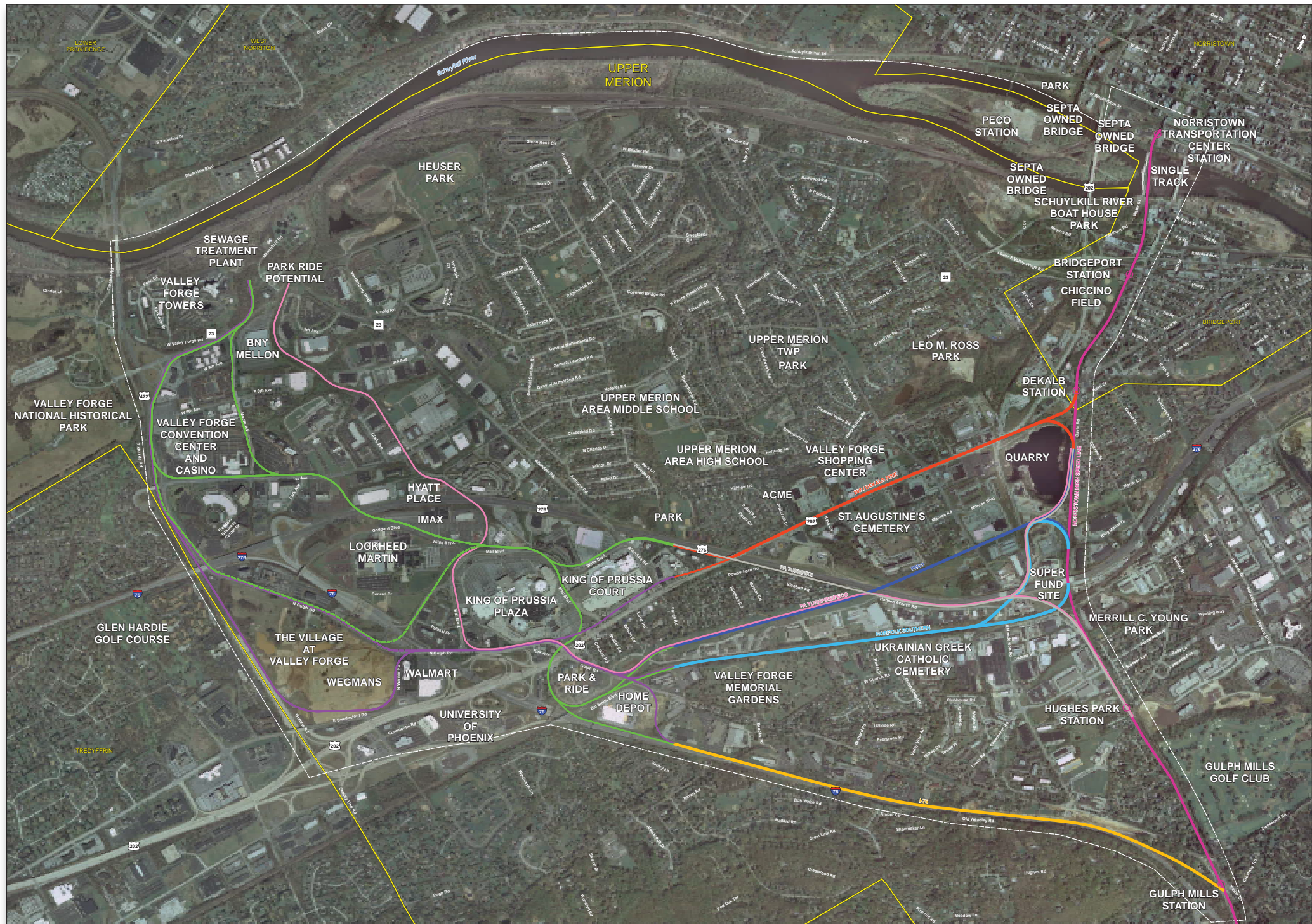
STATION 3

*PECO
Trunk and Branches*

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STATION 3



Long List of Preliminary Alternatives All Trunks and Branches	
	Public Meetings, January 29, 30 and 31, 2013
	King Of Prussia Rail Project



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An Extension of the Norristown High Speed Line

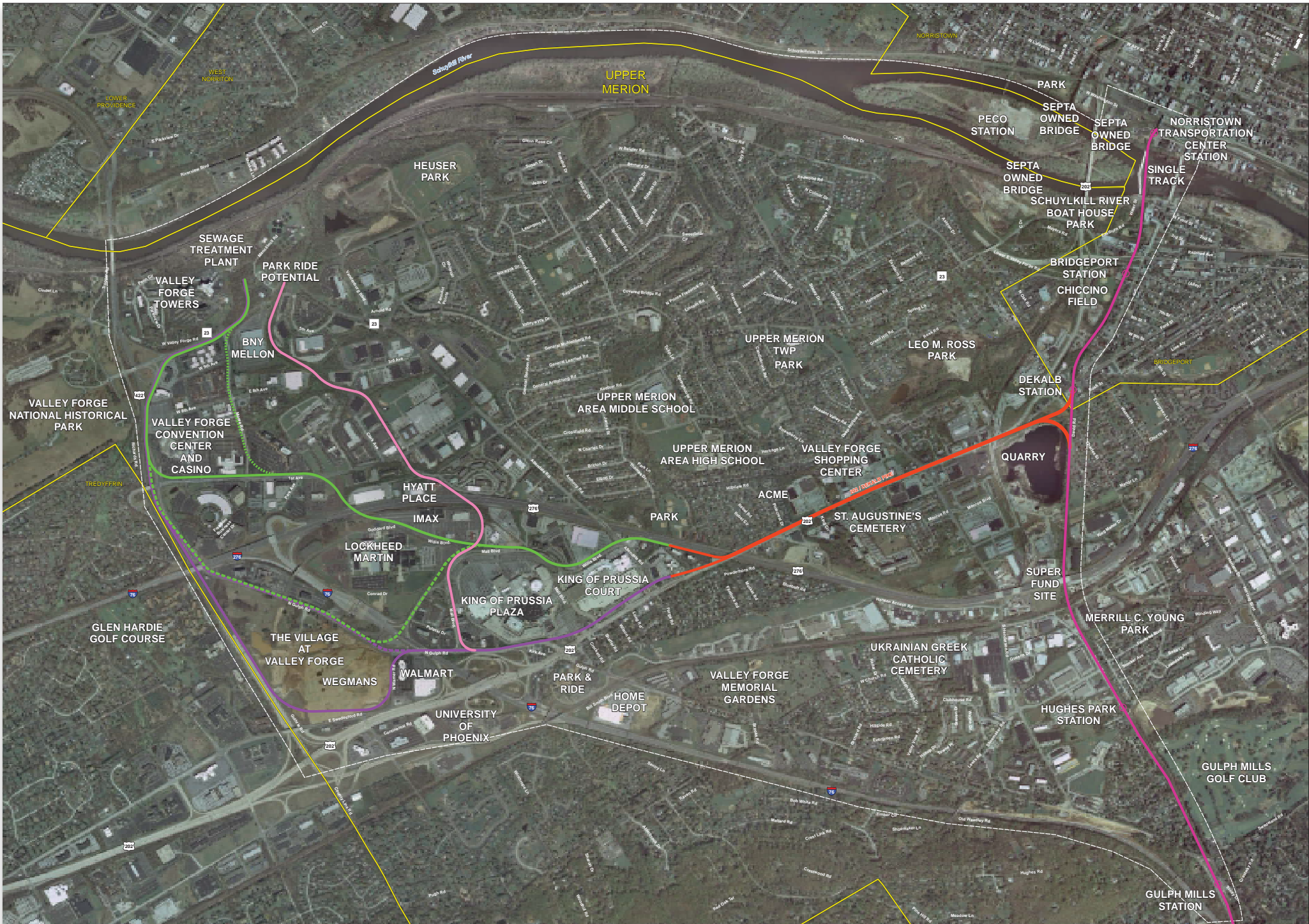
STATION 3

Preliminary
Alternatives

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STATION 3



- Study Area
- Existing Stations
- Municipal Boundaries

Preliminary Alternative-
Route 202/DeKalb Pike Trunk and Potential Branches

Public Meetings,
January 29,30 and 31,2013

King Of Prussia Rail Project



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Route 202
Trunk and Branches

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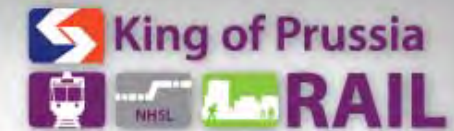


Pre-Scoping

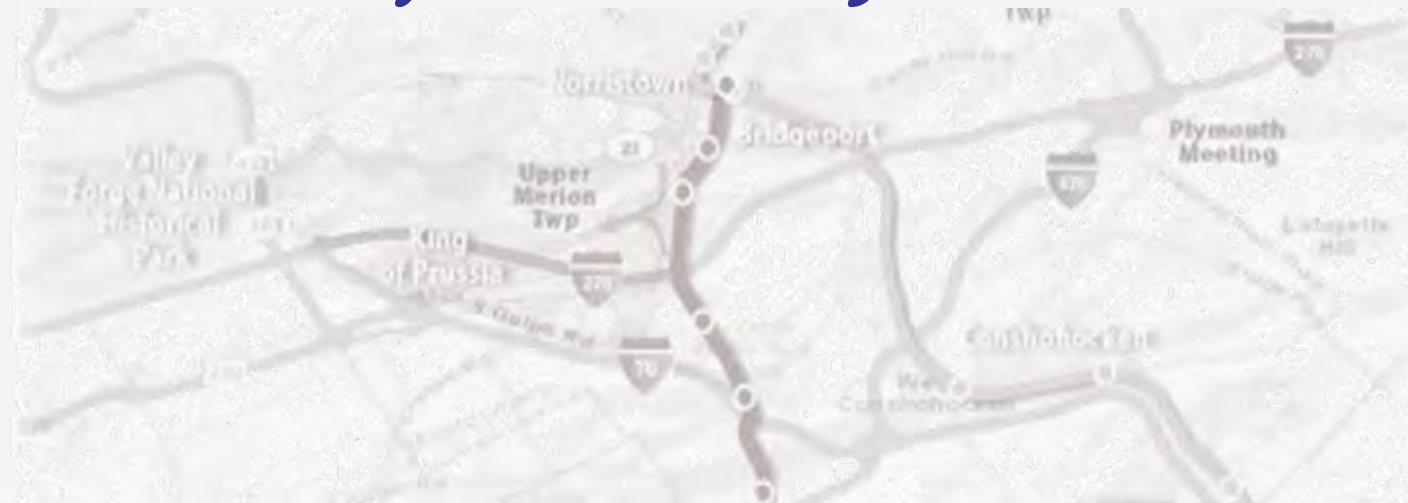
Public Meeting Presentation

January 29, 30, 31, 2013 - 6:00 p.m.



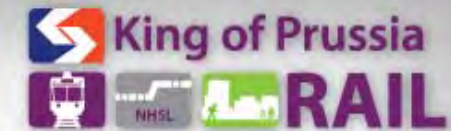


Project Background



PRESENTATION

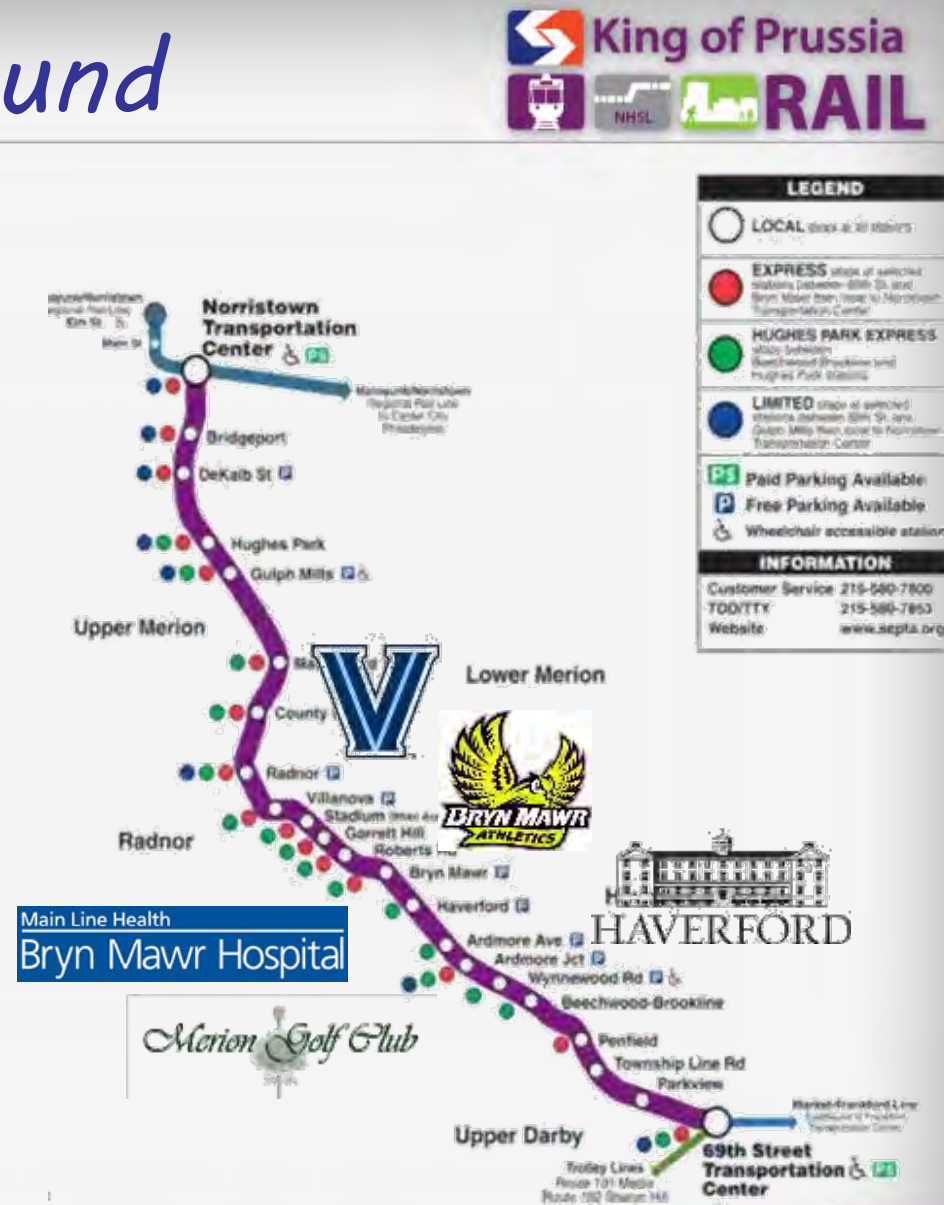
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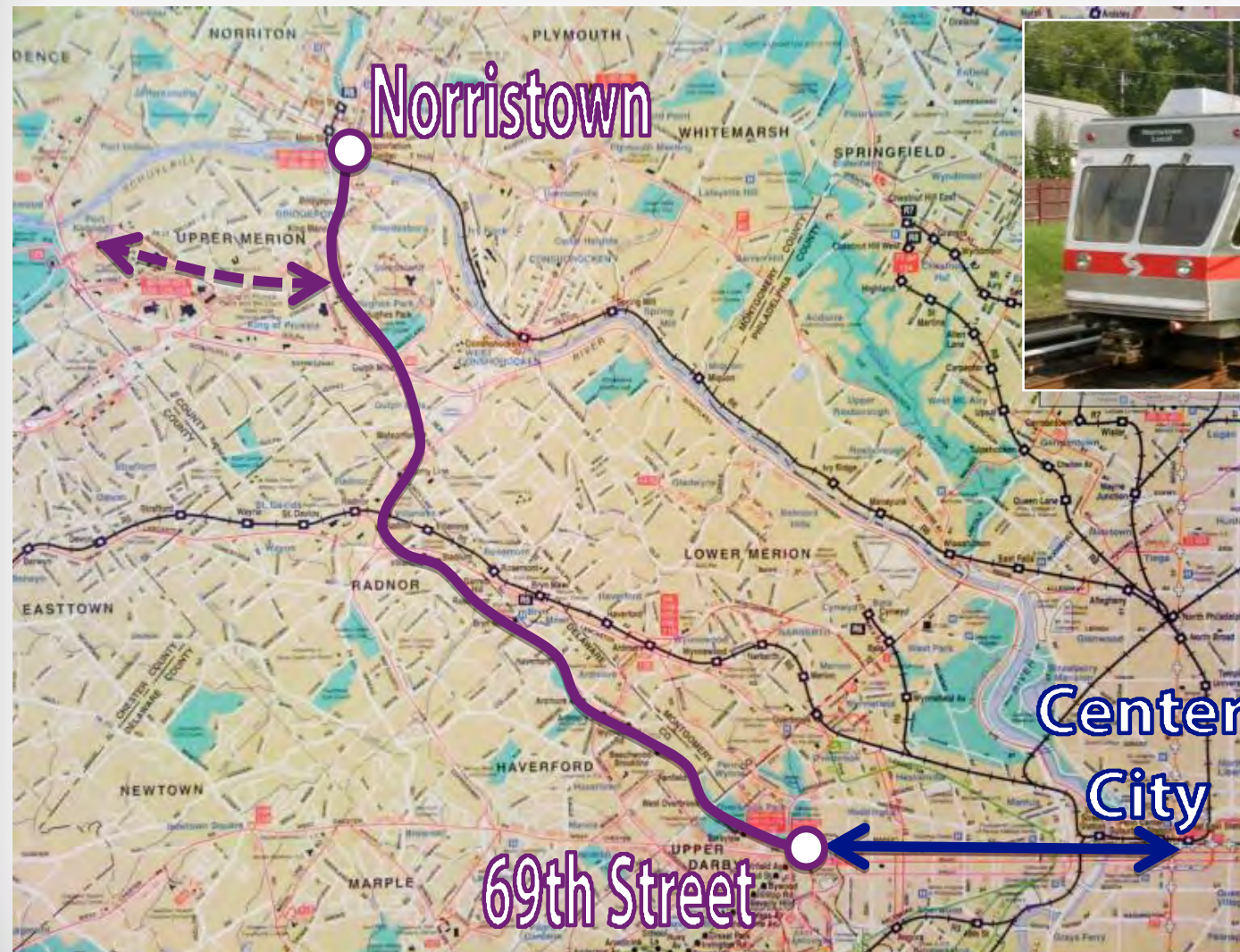
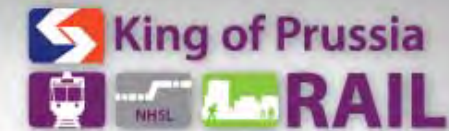
King of Prussia Rail Project | An Extension of the Norristown High Speed Line

Project Background

- Former Philadelphia & Western Inter-Urban Line
- 13½ miles from Norristown Transportation Center to 69th Street Transportation Center
- 28 minute Ride
- 22 Stations
- Over 10,000 average daily passengers (2012)
- 15 minutes more on Sub/El to Center City, Philadelphia
- Cost \$2.50 One-Way

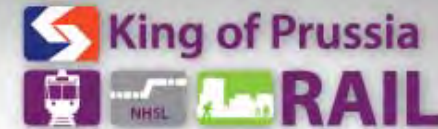


Project Background



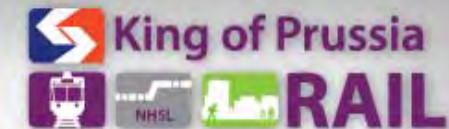
...and the
Northeast

Existing Conditions

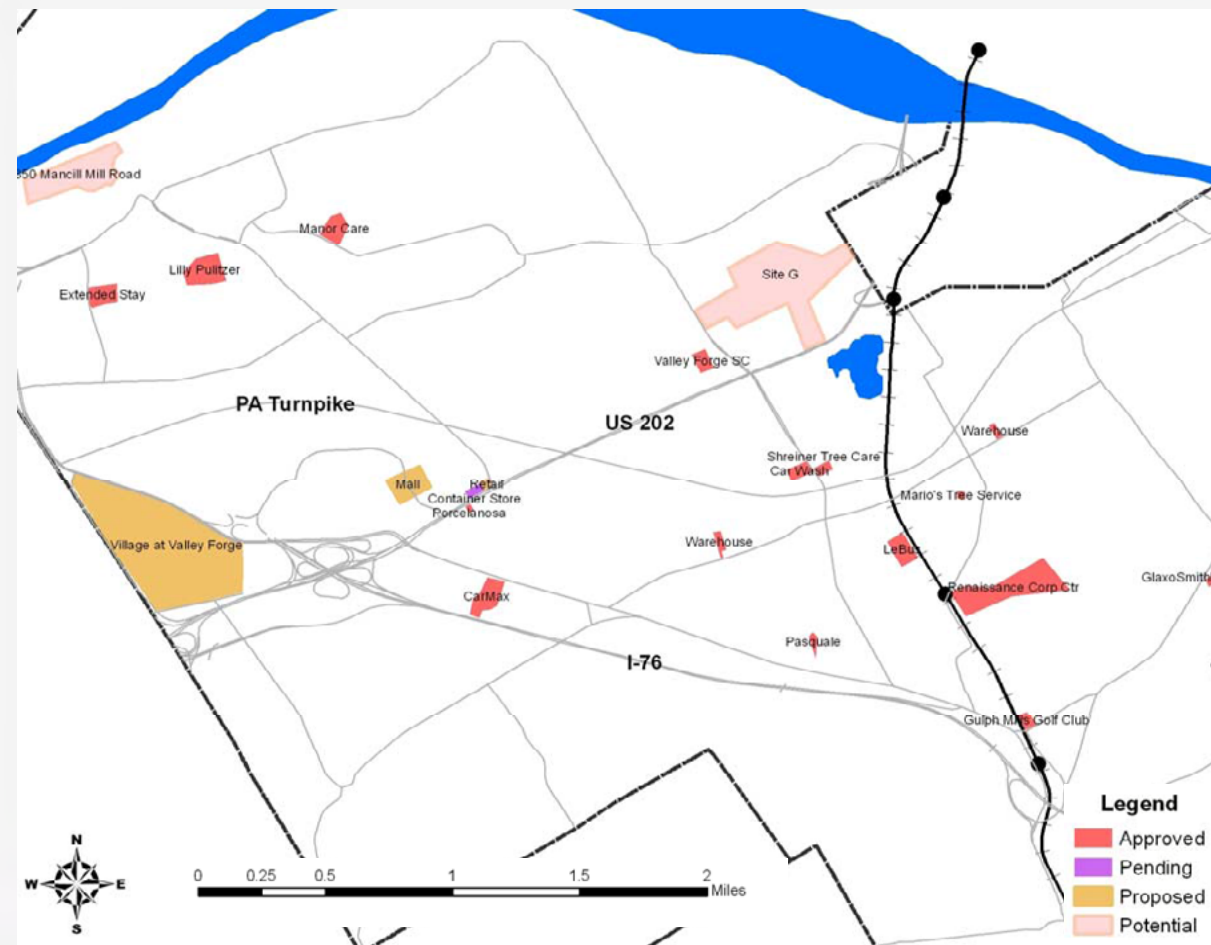


- 57,100 jobs in Upper Merion in 2010;
62,100 jobs in 2040
- 12,500 jobs at Mall/Vicinity & 19,000 jobs
in Office Park
- 25M visits/year to King of Prussia Mall
(68,000 people/day)
- 1.5M visits/year to Valley Forge National
Historical Park
- Average Weekday Ridership is 4,000 using
Bus Service to/from King of Prussia Mall;
Ridership is growing.

Future Conditions



- Planned & Proposed Developments

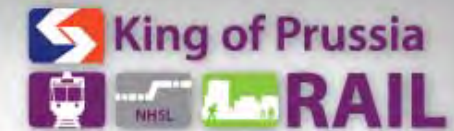


Source: Upper Merion Township Comprehensive Plan

Project Support



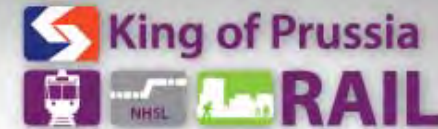
- **Extension has Local & Regional Support**
 - Upper Merion & Montgomery Co. Comprehensive Plans
 - SEPTA Capital Program 2012-2024
 - DVRPC Long Range Transportation Plan 2035 (Connections)
 - King of Prussia Business Improvement District formation in 2010
 - Upper Merion & King of Prussia Business Improvement District Project for Transit Supportive Zoning (2011-2012)



Purpose and Need



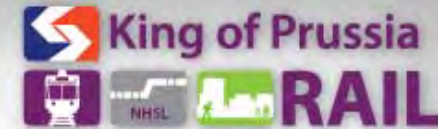
Purpose and Need



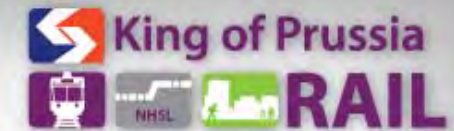
- **Draft Purpose Statement**

“The purpose of the proposed project is to provide a fast, one-seat, direct and reliable rail extension from established communities along the existing Norristown High Speed Line to King of Prussia and Valley Forge area activity centers in order to better serve existing rail and bus transit riders and attract new transit patrons, and provide connections to and from Philadelphia and Norristown.”

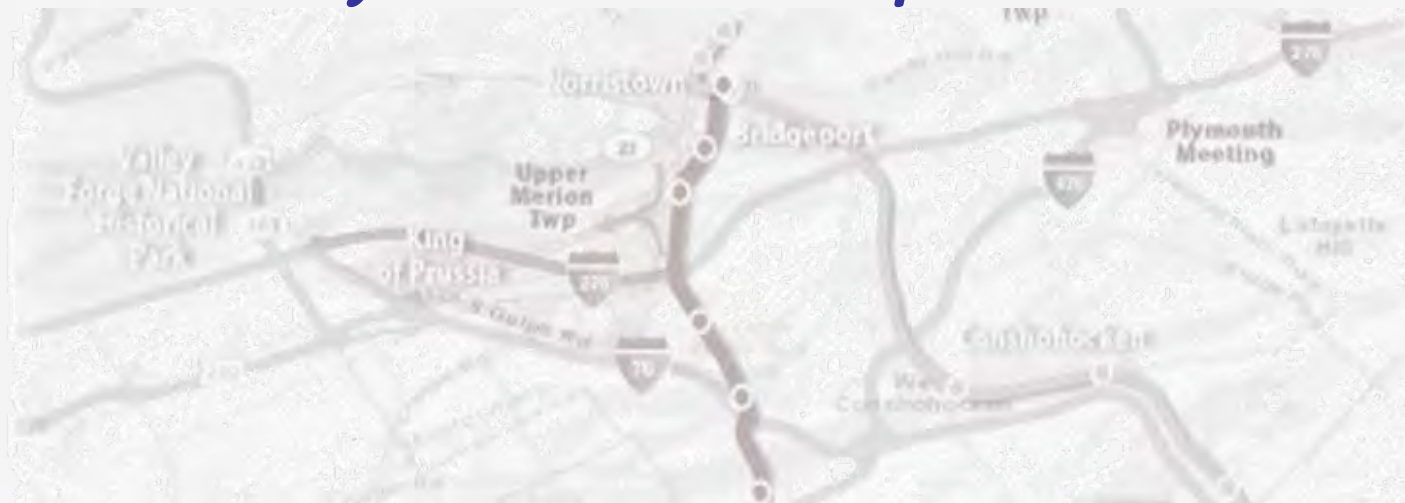
Purpose and Need



- **Mandated by NEPA**
- **The Foundation for the AA/DEIS**
- **Is Based on Existing and Future Conditions**
 - Defines the Problem
 - Documents the Need
- **Guides Remainder of the AA/DEIS Process**
 - Develop and Analyze Alternatives
 - Select a Preferred Alternative



Project Development



Project Development



Alternatives Analysis/DEIS (2 years)

- Selection of Locally Preferred Alternative
- Engineering Application to FTA

We are here

Final EIS (1 year)

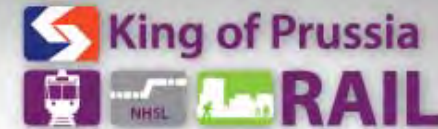
- Record of Decision
- Refinement of Financial Plan
- Engineering Design Application to FTA

Engineering (3 years)

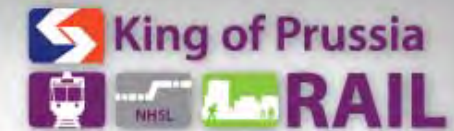
- Commitment of Non-Federal Funding
- Preliminary and Final Engineering Design
- Full Funding Agreement FTA Evaluation
- Project & Program Management for Design

Construction (3 – 4 years)

AA/DEIS Tasks



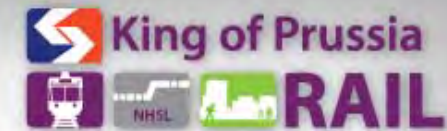
- **Outreach & Coordination**
 - FTA, Committees, stakeholders, general public
 - Existing conditions; DVRPC model
- **Develop & Refine Alternatives**
 - Develop criteria and screen alternatives
- **Analyze, Evaluate and Final Refinement of Alternatives**
 - Technical Memorandums
- **Selection of the Locally Preferred Alternative**
 - Financial plan, AA/DEIS report, SEPTA Board approval



Public Outreach



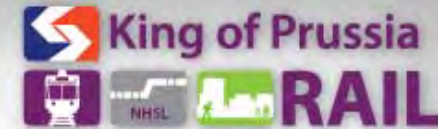
Outreach to Date



- Stakeholder Interviews
- Two (2) Steering Committee Meetings
- Two (2) Stakeholder Advisory Meetings
- One (1) Technical Advisory Meeting



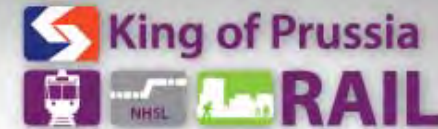
Information Gathered



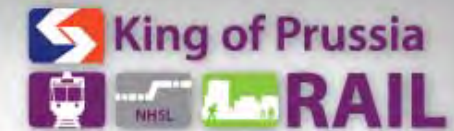
Common Themes

- The King of Prussia Area
 - Has great auto access but is auto dependent
 - Cut-through traffic in residential areas off US 202
 - Suffers from unpredictable bus travel times due to traffic
 - Needs improved access to the region's talent pool
 - Lacks an identity – could become like an inner-ring suburb
- The extension is viewed positively
 - Improve mobility options, transit access and reliability
 - Grow the area in a sustainable way
 - Link workers, students, shoppers, tourists to destinations

Get Involved



- **At Tonight's Meeting**
 - Review Alternatives
 - Participate in Workshops
 - Complete Comment Form
 - Provide contact information to receive project updates
- **Following the Meeting**
 - Visit the website: www.kingofprussiarail.com
 - Follow us: www.twitter.com/KOPRail
 - Upcoming online survey and public meetings



Thank You!

www.kingofprussiarail.com

www.twitter.com/KOPRail