

- City of Philadelphia
Philadelphia, PA

Independence Mall Bus Management Strategy

BACKGROUND

Independence Hall and the Liberty Bell, located in the heart of Center City Philadelphia on Independence Mall, are two of the nation's most enduring and popular historic attractions. As plans proceed for the construction of new attractions on the Mall, the number of visitors is expected to increase further.

Recognizing the need for adequate and coordinated planning, interested parties in the Mall's future, including the National Park Service and the City of Philadelphia, formed a working group to discuss issues associated with new development. Chief among these was the additional tour bus traffic that would be attracted to the Mall area. The working group retained CHANCE Management Advisors, Inc. (CMA) as part of a consulting team to evaluate plans for bus loading and unloading and to develop ideas for longer-term bus parking solutions.

SCOPE OF SERVICES

CMA performed the following tasks:

- interviewed transportation providers, including school, tour, and charter operators, to determine their perceptions of bus management at the Mall and their current bus operations;
- participated in discussions with stakeholders to determine current bus parking problems and potential solutions;

- assisted in the review of conceptual designs for a bus loading and unloading facility to determine if the designs provided adequate access;
- reviewed plans for bus management developed by other attractions and other cities;
- interviewed these other attractions and cities to determine successful and unsuccessful elements of their bus management schemes;
- participated in the development of a new operating plan that will result in improved bus access and management in the Mall area;
- researched and developed operating and capital costs for any solutions that may arise, including the construction of remote parking facilities; and
- developed a marketing and communications plan to ensure that different transportation providers are aware of any new regulations.

RESULTS

The Independence Mall bus facility was constructed and is operating successfully. Its purpose to remove buses from around the mall, and now from around the new Constitution Center, has been fulfilled, and the project has made significant positive improvements to the visitor experience and the daily traffic conditions in the area.



Interviews with Transportation Providers and Other Stakeholders

Benchmarking of Other Bus Management Plans

Development of Operating Cost Estimates



Parking ■ Transportation ■ Access Management