Camden Works:

Mobility and Opportunity in a Regional Context

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What is the Delaware Valley Regional Planning Commission (DVRPC)?

- The Metropolitan Planning Organization (MPO) for the Philadelphia region, created in 1965
- Region = bi-state PA/NJ, nine-counties, 352 municipalities
- Plan for “orderly growth and development”
- Transportation, land use, open space, housing, and economic development, population and employment forecasts
- Creates a vision for the region
Development Trends in our Area

1930
222,000 acres developed; 3.3 million people

1970
641,000 acres developed; 5.1 million people

2000
920,000 acres developed; 5.4 million people

The rate of land developed increased at five times the rate of population growth over the last 70 years.
Developed Acres by County Since Penn’s Landing

1682-1970
1970-2000
Regional Population Change 1900 to 2025

DVRPC Forecast

Slow Growth Overall…
...but Rapid Decentralization

Percent Population Change
1990 - 2000

Source:
U. S. Census Bureau
## Population and employment growth

<table>
<thead>
<tr>
<th>Population</th>
<th>Employment</th>
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</thead>
<tbody>
<tr>
<td>Camden City</td>
<td>-4%</td>
</tr>
<tr>
<td>Camden County</td>
<td>+1%</td>
</tr>
<tr>
<td>South Jersey</td>
<td>+16%</td>
</tr>
<tr>
<td>9-County region</td>
<td>+12%</td>
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*South Jersey includes Camden, Burlington, Gloucester and Mercer counties*

*9-county region includes Bucks, Chester, Delaware, Montgomery, and Philadelphia counties, Pennsylvania*
From 1970-2000:
A 5% increase in population (265,525 people) and a 44% (279,000 acres) increase in developed land.
*Trips are Suburb to Suburb*

The chart shows the number of commuters from different suburban areas to each other. The categories are PA-Philadelphia, NJ-Philadelphia, Philadelphia-Pennsylvania, Philadelphia-New Jersey, Pennsylvania-Pennsylvania, and New Jersey-New Jersey. The data is split between 1980 and 2000.
Regionally, More People are Driving Alone

- Drive Alone
- Carpool
- Public Transportation
- Other

Comparison between 1980 and 2000.
Camden City’s Resident Workers: Less Likely to Drive, More Likely to Ride

46% drive alone

22% carpool or vanpool

21% take public transit
Destination 2030
Long Range Plan

- A Vision and Strategy for the Region
- Future Land Use Plan
- Regional Greenspace Network
- Over 100 Transportation Improvements, including highway, transit, airport, freight, bicycle and pedestrian facilities
- Economic Development Strategy
The Vision

- Rejuvenated Cities & Older Suburbs
- Minimized Sprawl & Improved Site and Building Design
- Diversified & Growing Regional Economy
- Clean & Sustainable Environment
- Safe & Convenient Multi-modal Transportation System
- Reduced Congestion, Increased Mobility & Improved Safety
- Sufficient Funding for Smart Investments
- Equal Access to Opportunities for All
Destination 2030: Planning Areas

- **Core Cities** – Revitalization and Renewal
- **Developed Communities** – Stabilization, Maintenance and Restoration
- **Growing Suburbs** – Growth Management & Enhanced Community Design
- **Rural Areas** – Preservation and Limited Growth
Destination 2030: Planning Areas
Where do People Currently Work?: Employment Centers, 2000

- **Primary reference of location of employment concentrations within the region, used for transportation, economic development and land use planning**

- **Delineated new center boundaries using 1990 center boundaries as a reference and incorporating 2000 land use and employment data**

- **Centers capture 93% of the region’s total employment (compared to 88% in 1990 and 82% in 1980)**

- **Over 1.8 million employees work in 88 PA centers**

- **Almost 670,000 employees work in 48 NJ centers**

- **Employment centers cover 216,000 acres in Pennsylvania and 99,000 acres in New Jersey**
Employment Centers by Primary Sector

Illustrates regional shift towards a service-oriented economy

- 23 industrial centers
- 6 wholesale/retail centers
- 89 service centers
- 5 government centers
- 12 “multipurpose” centers (11 of which include service as a significant sector)
- 1 agricultural center (Route 41, Chester County)
Highest Magnitude Centers, New Jersey

- Trenton-Lawrence *(mainly government and services)*
- Route 70/Camden-Cherry Hill *(services and retail)*
- Route 1 Corridor *(services and retail)*
- Camden/East Camden *(services and government)*
- Route 73/Evesham *(services and retail)*
- Mercer County Airport/Ewing *(government and services)*
- Route 45/Woodbury-Mantua *(services, gov’t. and retail)*
Highest Magnitude Centers, Pennsylvania

- Center City Philadelphia
- University City (Philadelphia)
- Route 30/Devon-Haverford
- King of Prussia
- Route 202/Great Valley-Malvern
- Far Northeast (Philadelphia)
- West Chester
Where do Camden City’s Residents Work?

- City of Camden: 31%
- Cherry Hill: 13%
- Pennsauken: 12%
- Philadelphia: 8%
- Mount Laurel: 3%
- Gloucester Twsp.: 2%
- Others: 31%
Emerging Global Macro-Economic Trends

- Pressure on resources from an insatiable global economy is the developing economic story of this decade.
- This is causing supply and demand to realign.
  - **Supply**—Geologists concerned about peak oil and gas
  - **Demand**—Economists concerned with the quick rise of China, India and other industrializing powers
- This economic sea-change is reflected in a bull market for many commodities, most often noticed by the sharp rise in the price of crude oil.
Global Economic Consequences

PEAK SUPPLY and DEMAND

Energy Supply

Energy Demand

Supply Expansion

Demand Destruction

Source: DVRPC, 2005
What’s our Region’s Plan?

- This change will have both negative and positive implications.
- To encourage a sustainable region in this new era, DVRPC has created a 5-point framework for a post-global economic development strategy.
Economic Development Framework

1. **Foster Eco-Industry Clusters:** create jobs via green industries, university research, and the development of alternative and local energy sources.

2. **Promote Location Efficiency:** foster economic development via Smart Growth, TOD, and green buildings.

3. **Invest in the Environment:** create further jobs through environmental reclamation, bio fuels, and low-input agriculture.

4. **Become a Model Region:** strategically layer steps one through three in our many regional centers.

5. **Eco-Brand the Delaware Valley:** strategically market the region to maximize the benefits of steps one through four.
Eco-Industries that will Flourish:

Industries that can be expected to grow include:

- **Renewable energy systems development**
- **Sustainable transportation technologies**
- **Brownfields remediation**
- **Adaptive re-use**
- **Watershed and stream restoration**
- **Historic preservation**
The Region’s Current Strengths

Based on location quotient analysis, our strengths include:

- Finance and real estate services
- Professional, technical, and scientific services
- Education services
- Health care services
The region is poised to take advantage of future growth opportunities …

More specifically, our current strengths include:

- Environmental consulting
- Life science research
- Industrial design
- Engineering
- Computer networking
How to Achieve?

Each organization and individual in our region should assess how they can contribute to energy savings, job growth and economic development in the “post-global” world.

Green Building, Delaware County

Low-Input Farm, Philadelphia County

Photovoltaic Technology, Chester County

Adaptive Reuse and TOD, Burlington County
Change “Business as Usual” to:

- Achieve more compact and higher-quality development
- Revitalize older communities in cities and suburbs
- Grow the Eco-Economy
- Increase use of transit, walking and bicycle
- Secure additional funding for all modes of transportation
- Preserve open space and farmland
- Involve key stakeholders and form partnerships to overcome “NIMBYism”
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