

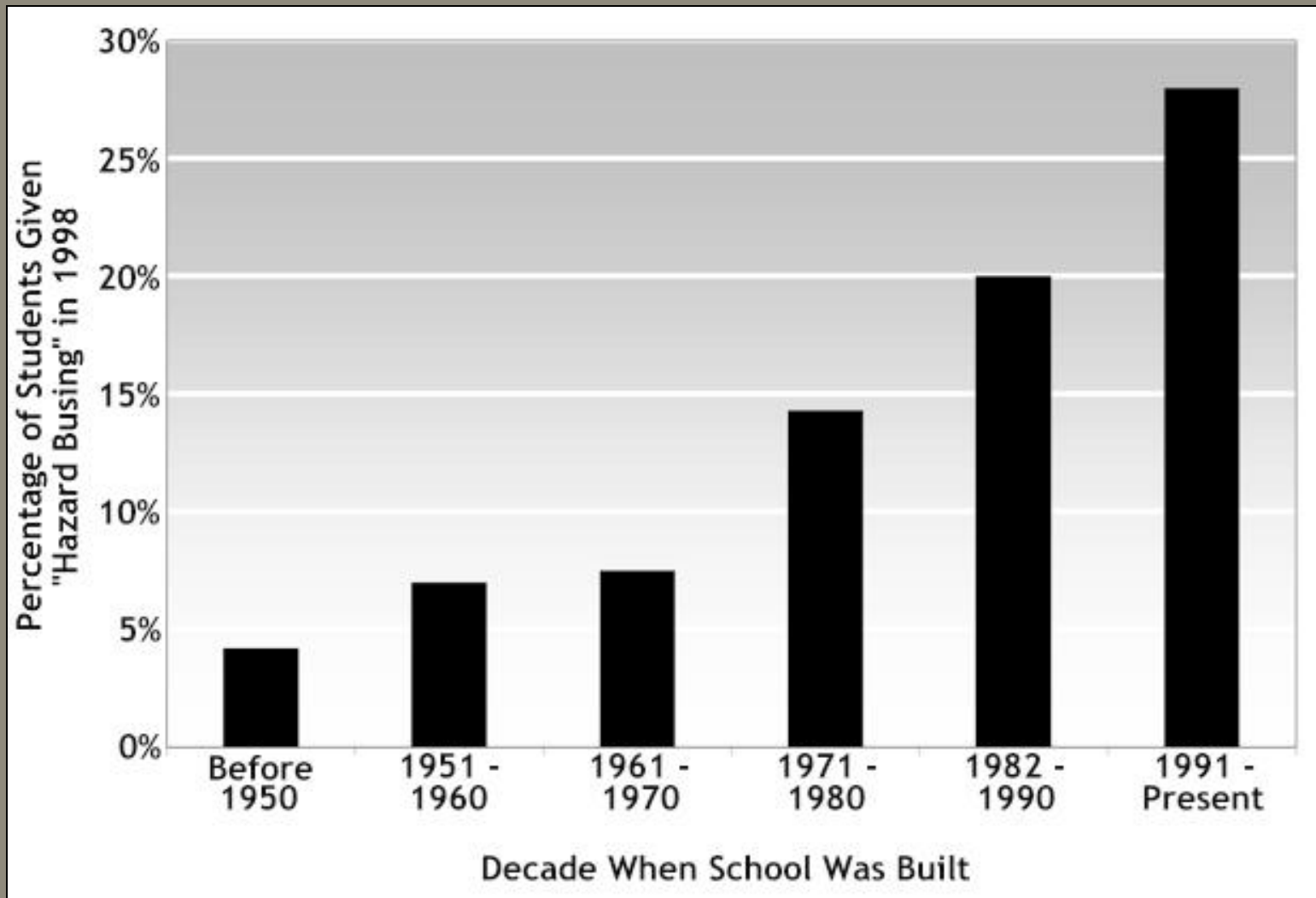
Complete Streets for Healthy Communities

Geoff Anderson, CEO & President
Smart Growth America

Mass in Motion Action Institute
Marlborough, MA
April 3, 2013



Hazard Busing



Confusion Over Basic Things





Richard Drudl





Photo: Michael Tobis
University of Chicago



24
HOUR

FITNESS

MEMBERSHIP
OFFERING:
30 DAYS
&
60 DAYS
IN ADVANCE

PRIVATE
JACKSON

LEVEL 100

POINT LOMA
GOLF & COUNTRY CLUB
10000
LOCATED
24 HOURS

CANINE CONSTITUTIONAL



By David J. Thompson

A brisk walk in the park keeps Nancy B. in shape between dog shows. His owner, Columbus resident Cathy Stumbo, got up early

to give her 3-year-old Doberman his regular workout. They typically log 10 miles in Berliners Park.

Washington, DC

Barracks Row/8th Street SE



\$8 million public investment in streetscape improvement 2003-2004

\$8 million in private investment in following 2 years



32 new business establishments

\$80,000 in sales tax annually

Lancaster, California

Lancaster, California:

Reconstruction

Changed signal timing

Added landscape

Created center “rambla” area

\$10 million public investment

Lancaster, California

Lancaster, California:

Reduced speeding

Fewer crashes

50 new businesses

800 new jobs

Vacancy rate: just 4%

Sales tax revenue: up 26%

New York City

After 2007 redesign:

49% ↑

in retail
sales on 9th
Ave in
Manhattan.

49% ↓

in commercial
vacancies in
Union Square.



Lee County, Florida

Reduced costs by re-examining 5 road-widening projects

Found widenings unnecessary
= \$58.5 million savings



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Charlotte, North Carolina

2011 Population: 751,087

Area: 280.5 square miles

Through October 2012:

= **12.4** miles of road conversions completed

= **40** miles of signed bike routes added

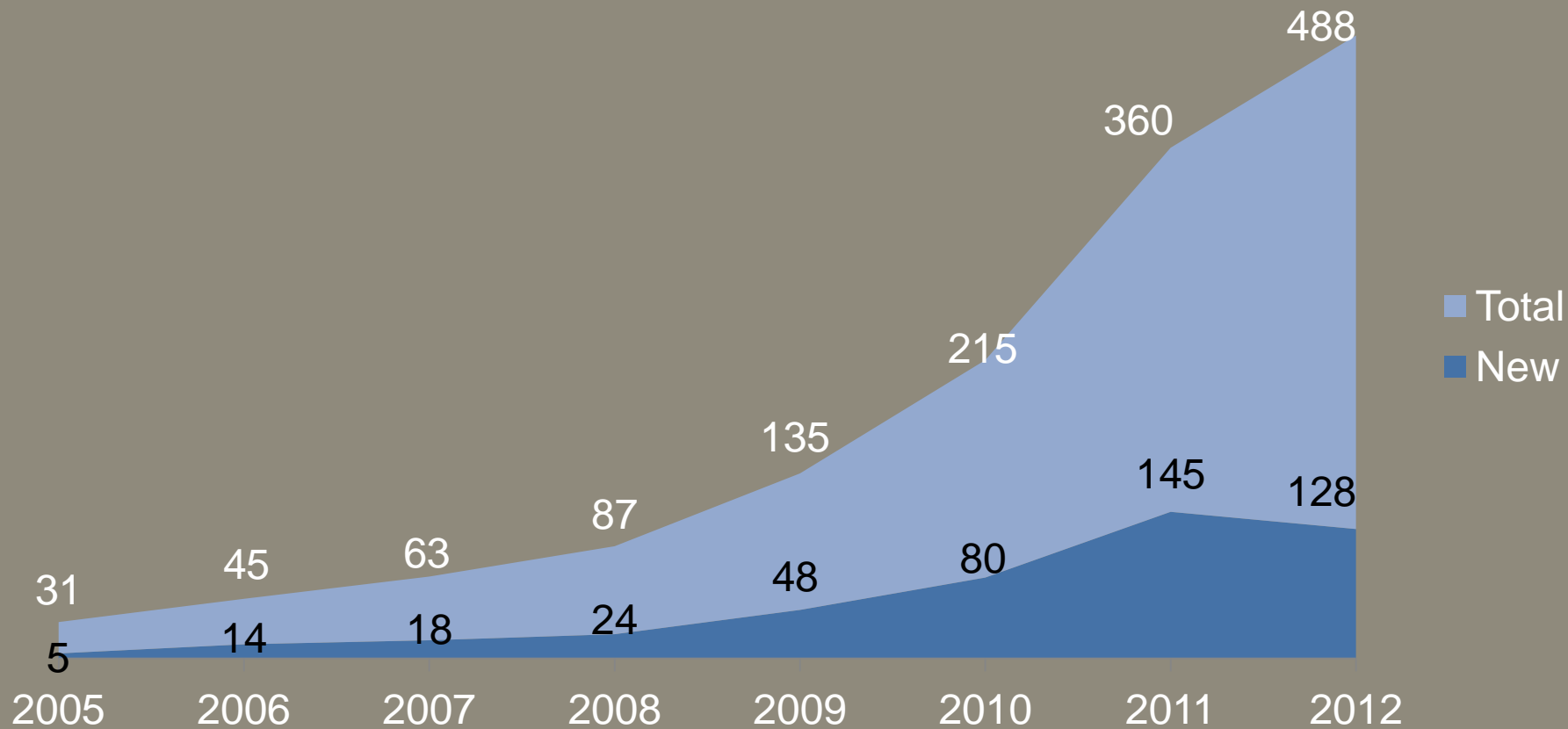
= **40** miles of greenways & off-street paths added

= **75** miles of bike lanes added

= **80+** sidewalk improvements made



Policies Nationwide



What are Complete Streets?

Safe Comfortable Convenient



Many Types: Rural to Urban



Incomplete streets are unsafe and inadequate.

Especially for:

People of color

Low-income communities

Older adults



Tremendous potential

Of all trips:

39%

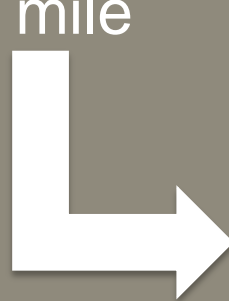
are less than
3 miles

17%

are less than
1 mile

47%

are driven



of these trips...



National Household Travel Survey (2009)



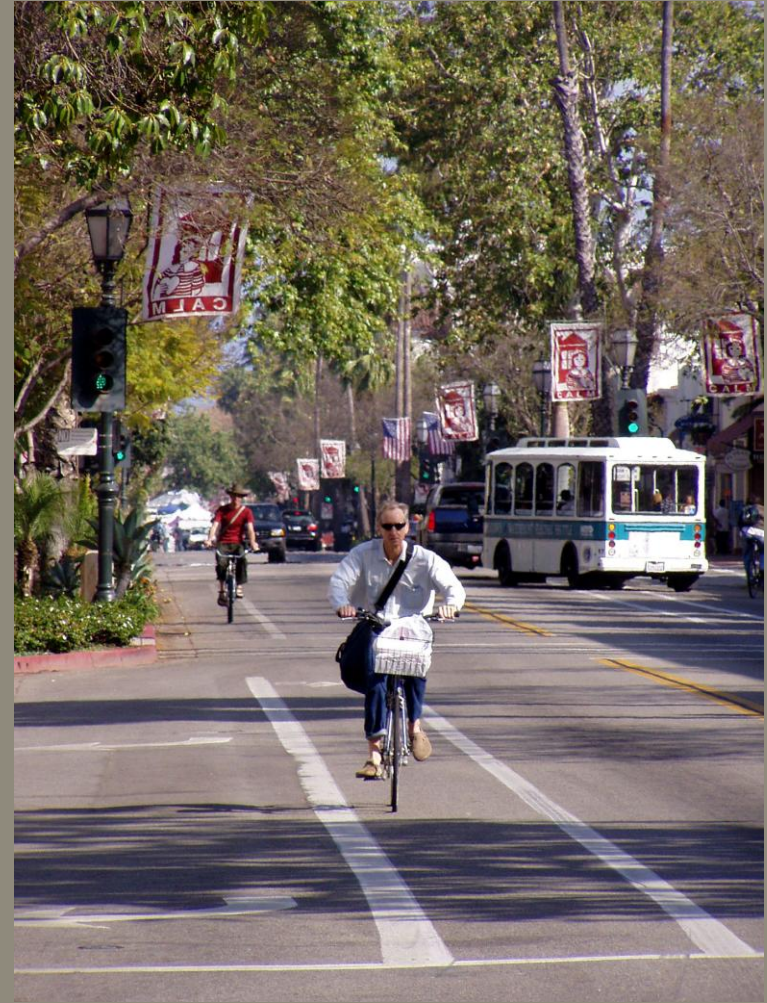
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Complete Streets policies

A Complete Streets policy ensures that the entire right of way is planned, designed, operated and maintained to provide safe access for all users.



Complete Streets means:

- New policy and process approach
- Change the everyday decision-making processes and systems
- Long-term changes to built environment



Complete Streets does not mean:

- One 'special' street project
- A design prescription
- A mandate for immediate retrofit
- A silver bullet; other issues must be addressed:
 - Land use (proximity, mixed-use)
 - Environmental concerns
 - Transportation demand management

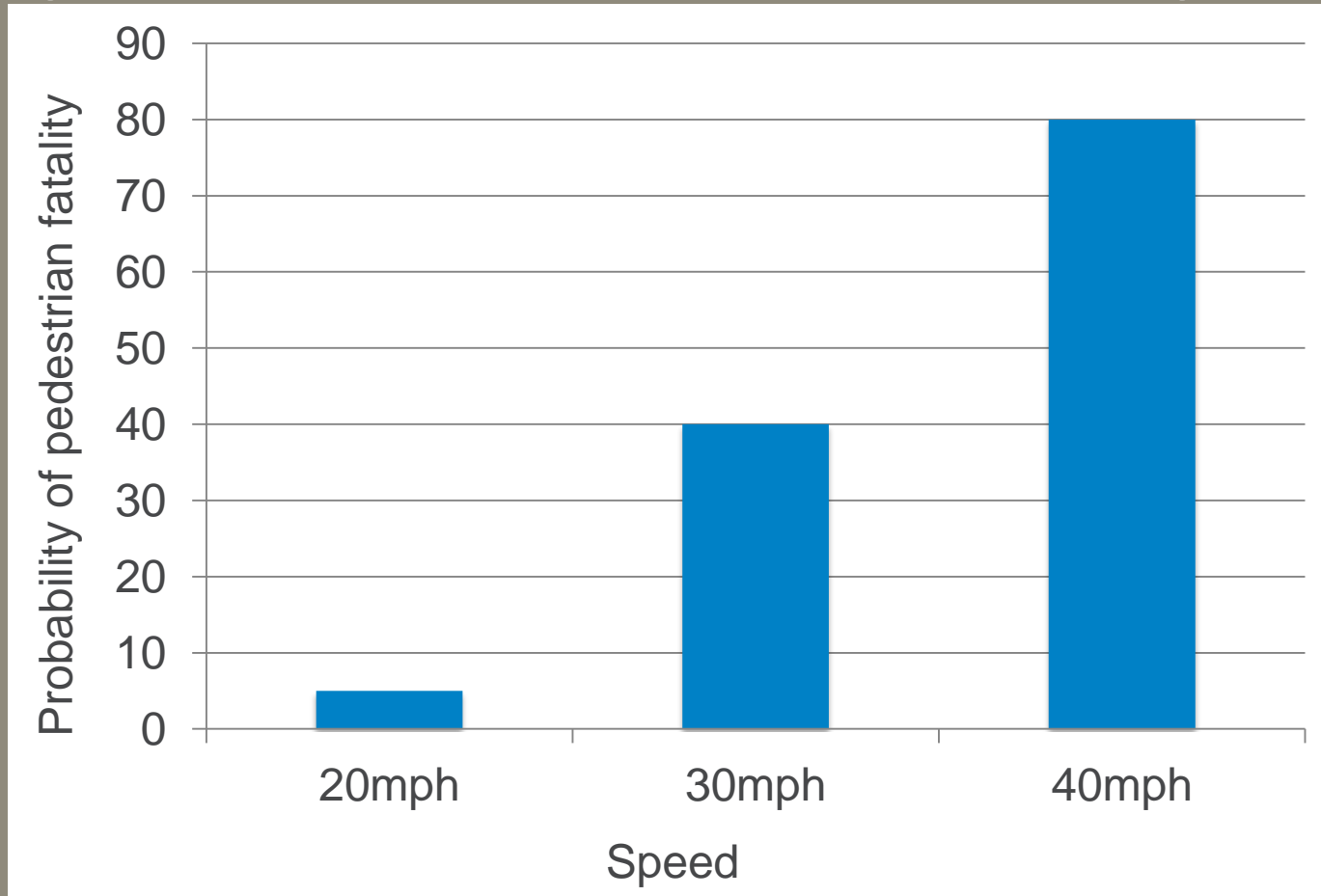


- Improve safety
- Better health
- Support local business
- Reduce costs
- Manage congestion
- Conserve resources



Benefits: Safety

Slowing traffic improves safety for people walking



W.A. Leaf and D.F. Preusser, "Literature Review on Vehicle Travel Speeds and Pedestrian Injuries Among Selected Racial/Ethnic Groups," US Department of Transportation, National Highway Traffic Safety Administration (1999).

CALIFORNIA CITY COMPARISON

Safer Cities

Less Safe Cities

Population

65,719

59,845

Population Density

5,736 per sq. mi.

2,673 per sq. mi.

Intersection Density

106 per sq mi.

63 per sq. mi.

Mode Share

Driving

84.1%

95.8%

Walking

5.4%

1.7%

Biking

4.1%

0.7%

Transit

6.6%

1.7%

Road Fatalities per 100,000 population

3.2 per year

10.5 per year



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Benefits: Safety

Pedestrian crashes

↓ **88%** with sidewalks

↓ **69%** with hybrid beacon

↓ **39%** with medians

↓ **29%** with road conversions



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Pedestrian fatalities

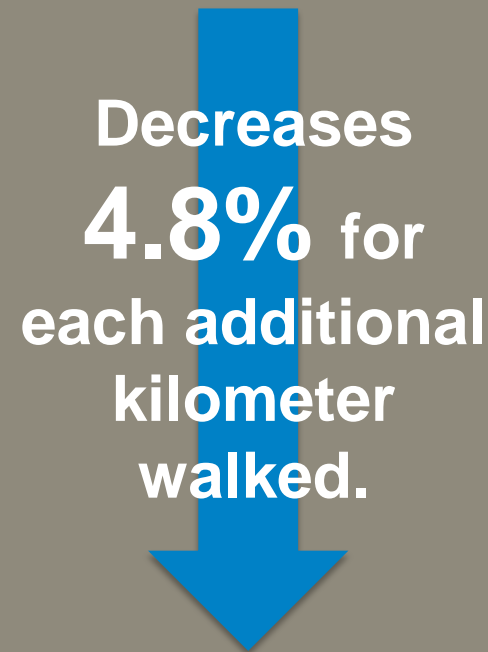
Pedestrian fatalities in Cobb, DeKalb, Fulton, and Gwinnett counties, Georgia, 1994-98, by race/ethnicity

Race/Ethnicity	Number	Rate
Black	140	3.85
White	117	1.64
Hispanic	40	9.74

Source: *MMWR*, 1999

Benefits: Health

Risk of obesity:



Frank, L., et. al. (2004). Obesity Relationships with Community Design, Physical Activity, and Time Spent in Cars. American Journal of Preventative Medicine 27(2).



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Benefits: Provide Choices

Residents are 65% more likely to walk in a neighborhood with sidewalks.



Cities with more bike lanes per square mile have higher levels of bicycle commuting.

Benefits: Provide Choices

Transportation is second largest expense for families: ~18% of budget

Low income households can spend up to 55% of budget on transportation.

Complete Streets give people more control over their expenses.



Benefits: Older Adults

By 2025, nearly 1 in 5 Americans will be 65 or older.

About ½ of all non-drivers over the age of 65 would like to get out more often.



Benefits: People with Disabilities

Nearly 1 in 5 Americans have a disability.

Complete Streets = attention to detail for travelers with disabilities.

Complete Streets can reduce isolation and dependence.



In Massachusetts...

7 Communities of Practice, incl.
built environment

Priority objective: At least 5% of
Massachusetts communities will
have Complete Streets policy by 2017.



In Massachusetts...

- Award-winning Project Development & Design Guide
 - Context sensitive with multimodal focus
- 50+ Complete Streets workshops across the state in 2012
- More in 2013



In Massachusetts...

- Cleaner air
- Healthy transportation compact
- GreenDOT
 - TRIPLE bike/walk/transit
 - Requires Complete Streets
- Bicycle and Pedestrian Advisory Board



In Massachusetts...

Northampton – 2005 policy – Bronze Walk Friendly Community, Bicycle Friendly Community

Boston – forthcoming Complete Streets Guidelines – multimodal, green, smart tech

Is yours next?



The ideal Complete Streets policy...

1. Sets a vision.
2. Includes all users and all modes.
3. Applies to all phases of all applicable projects.
4. Specifies and limits exceptions, with management approval required.
5. Emphasizes connectivity.
6. Is understood by all agencies to cover all roads.
7. Uses the best and latest design standards and is flexible.
8. Complements the community's context.
9. Sets performance standards.
10. Includes implementation steps.

Why adopt a policy?

To change practice, integrating the needs of all road users into *everyday* planning and design practices.



Why adopt a policy?

To apply solutions across a community and address systematic inequities.



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Why adopt a policy?

To provide transportation staff with the community support for doing things differently.



Policy Development

The policy development process is itself a valuable tool.



Community Engagement

- Think broadly about supporters and champions.
- Host a workshop to educate and network.
- Convene a committee or advisory board.
- Use assessment tools as outreach tools.
- Gather feedback from populations with special insights.



Link up with other orgs

- AARP
- American Planning Association
- American Society of Landscape Architects
- Institute of Transportation Engineers
- National Association of Realtors
- Massachusetts Smart Growth Alliance
- Bicycle and walking advocacy groups:
 - MassBike, Livable Streets Alliance, Walk Boston...



Tool: Policy Workshops

- Bring together stakeholders and decision makers
- Encourage open dialogue about challenges and solutions
- Outside expert instructors lend credibility, offer national expertise
- Develop appropriate policy for your community
- Understand common implementation steps, develop work plan



www.completestreets.org/workshops



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Tool: Policy Workbook

Detailed discussion of & questions to ask at each step in developing a policy

- Right type of policy
- Understanding current process
- All 10 elements of ideal policy
- Planning for implementation

www.completestreets.org/policyworkbook



Tool: Policy Workbook

Use in tandem with Policy Analysis

Work with other stakeholders to answer questions, write language

Draw from best practices, develop best language for your community

www.completestreets.org/policyworkbook



From Policy to Practice

Effective implementation means:

- Organizing implementation activities
- Restructuring procedures, policies, and programs
- Rewriting or updating design guidance
- Offering training opportunities to transportation staff, community leaders, and the general public
- Creating new performance measures

What about funding?

Complete streets is about using existing resources differently:

STP, Equity Bonus, CMAQ, TE, State, bond measures, gas tax, sales taxes... the usual suspects

While retrofit funding is important, it is not necessary to get started

Additional funding is not needed

Sample Low-Cost Improvements

- Restripe for bike lanes without moving curbs/drainage
- Do not construct overly wide lanes (12' instead of 11')
- Sidewalks installed during drainage project add little cost
- Timing signals to control speeds and increase safety
- Countdown ped signals reduce crashes



Resources

- Fact sheets, photos, handouts
- Information on changing policy
- Policy tracking & examples
- Complete Streets blog & monthly newsletter
- Links to research & publications
- Workshop descriptions



www.smartgrowthamerica.org/completestreets

Oklahoma City

Had the best incentives but
lost the firm

Embarked on major program
including: entertainment
district, ball park, waterfront
improvements

Mayor believes jobs will move
to where people want to live



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Attracting new residents

Young professionals

64% of college-educated 25- to 34-year-olds looked for a job **after** they chose the city where they wanted to live.

- *U.S. Census*



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Attracting new residents

Three qualities attach people to a place:

- Social offerings: entertainment and places to meet;
- How welcoming a place is;
- Physical beauty and green spaces.

Gallup poll of 43,000 people in 26 communities



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Walkable Neighborhoods Attract Businesses

- Blockbuster Entertainment
 - Dallas Transit a major factor in locating in central business district near Akard Station
 - Brought 1,000 employees downtown.
- Software company Fast Enterprises
 - Chose Denver over 36 other cities.
 - Sought location near transit stop with coffee shops and restaurants nearby.
 - Began hiring software engineers at an average salary of \$82,000.

Case Study: Lodi, CA

Town of 60,000 launched \$4.5M pedestrian-oriented project

Sidewalks widened, intersection curb bulb-outs, street trees, lighting, benches

Helped attract 60 new businesses, decrease vacancy rate from 18% to 6% and increase downtown sales tax revenue 30%

Declining returns on new capacity

Annual rate of return, by investment

	1950s	1960s	1970s	1980s
Total highway capital	35%	35%	16%	10%
Non-local highway capital	48%	47%	24%	16%

Eno Transportation Foundation (1996)



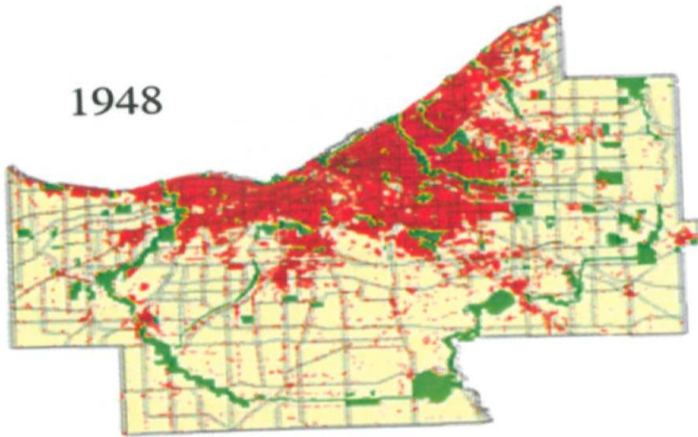
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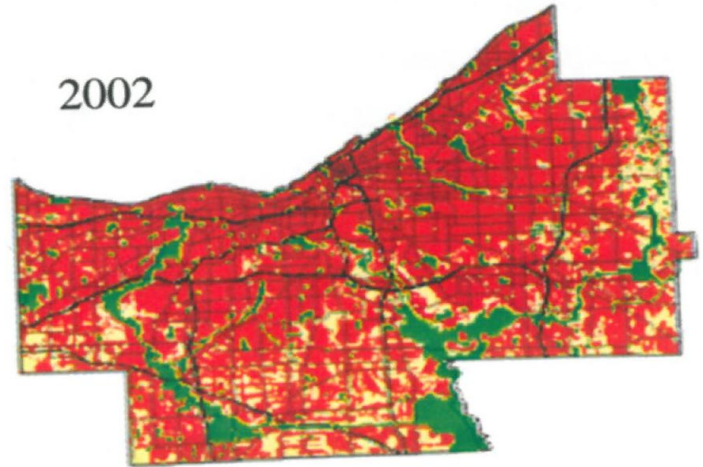
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Cleveland: Same Population

1948



2002



1950: 1,389,582

2002: 1,393,978

Source: TTI	1982	2007
% peak VMT congested	10	28
% of land miles w/ congestion	10	23
Number of rush hours	3	5
Freeway and arterial miles	2420	4490



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Cuyahoga Co Land Use Maps – Cuyahoga Co Planning Commission

56

Cincinnati

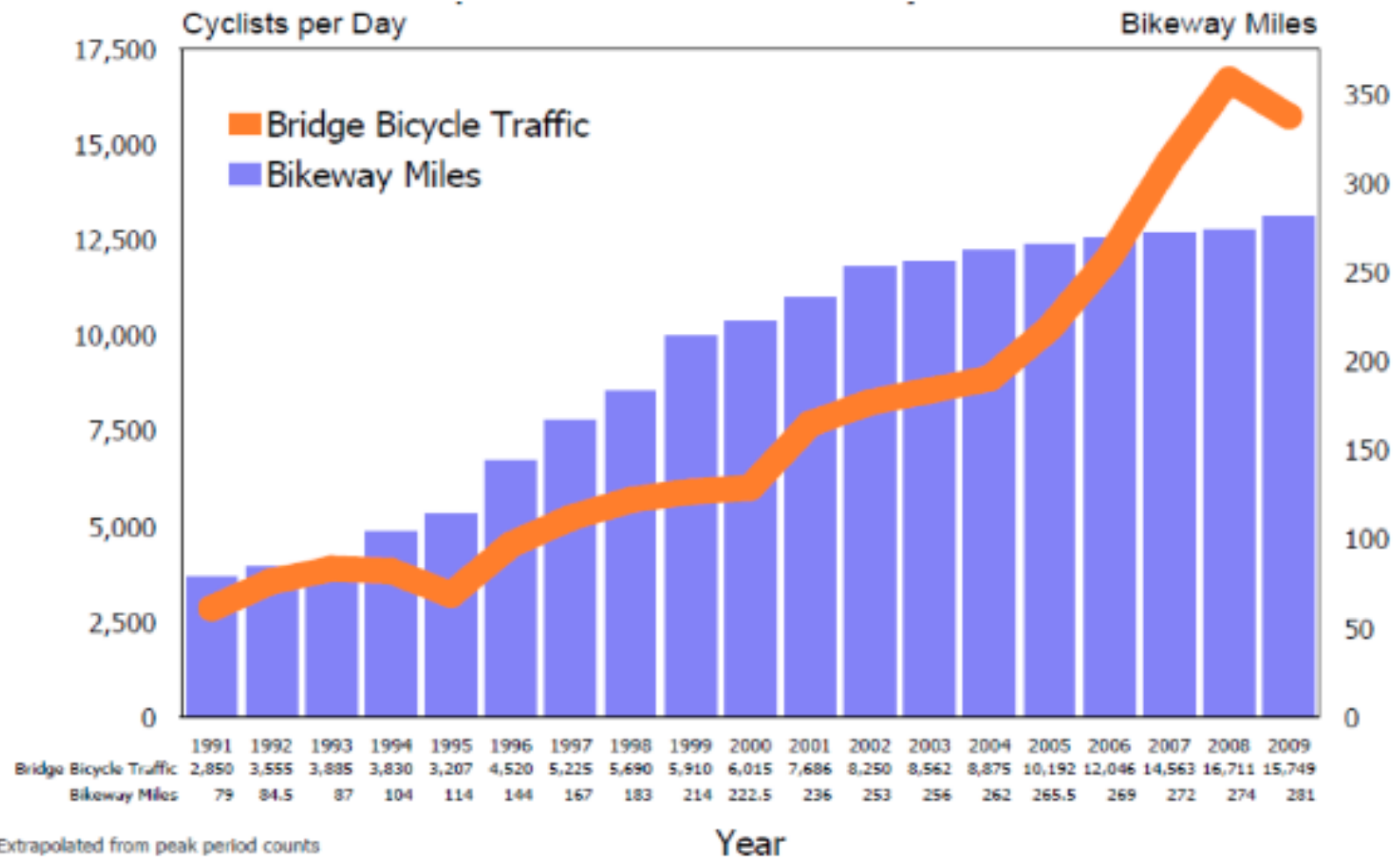
Measure	Bus Improvement, Region Wide	Light Rail Region- wide	New Highway Capacity
Total Cost	\$522	\$6,218	\$1,209.1
Total Benefits	\$1,141	\$10,784	\$1,365.2
Net Benefits	\$619	\$4,566	\$156.1
Internal Rate of Return	27.1%	8.7%	4.9%

Note: Dollar figures in millions.

Source: HLB Decision Economics (2001)

Portland

Figure 11: Bikeway Miles and Bridge Bicycle Traffic Counts - Portland, OR¹²



Reducing transportation costs

Compared to other large metropolitan areas in the U.S., Portland area residents travel about 20% fewer miles every day.

- Portlanders save **\$1.1 billion** in direct transportation costs each year.
- The economic value of the time saved by traveling less is estimated at **\$1.5 billion** per year.



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Rising demand for walkable neighborhoods



84.7 million Americans are under 35, and 81.5 million are over 65.

These are currently the country's two largest demographics – making up **half the U.S. population** – and they both like mixed-used, walkable neighborhoods served by transit.



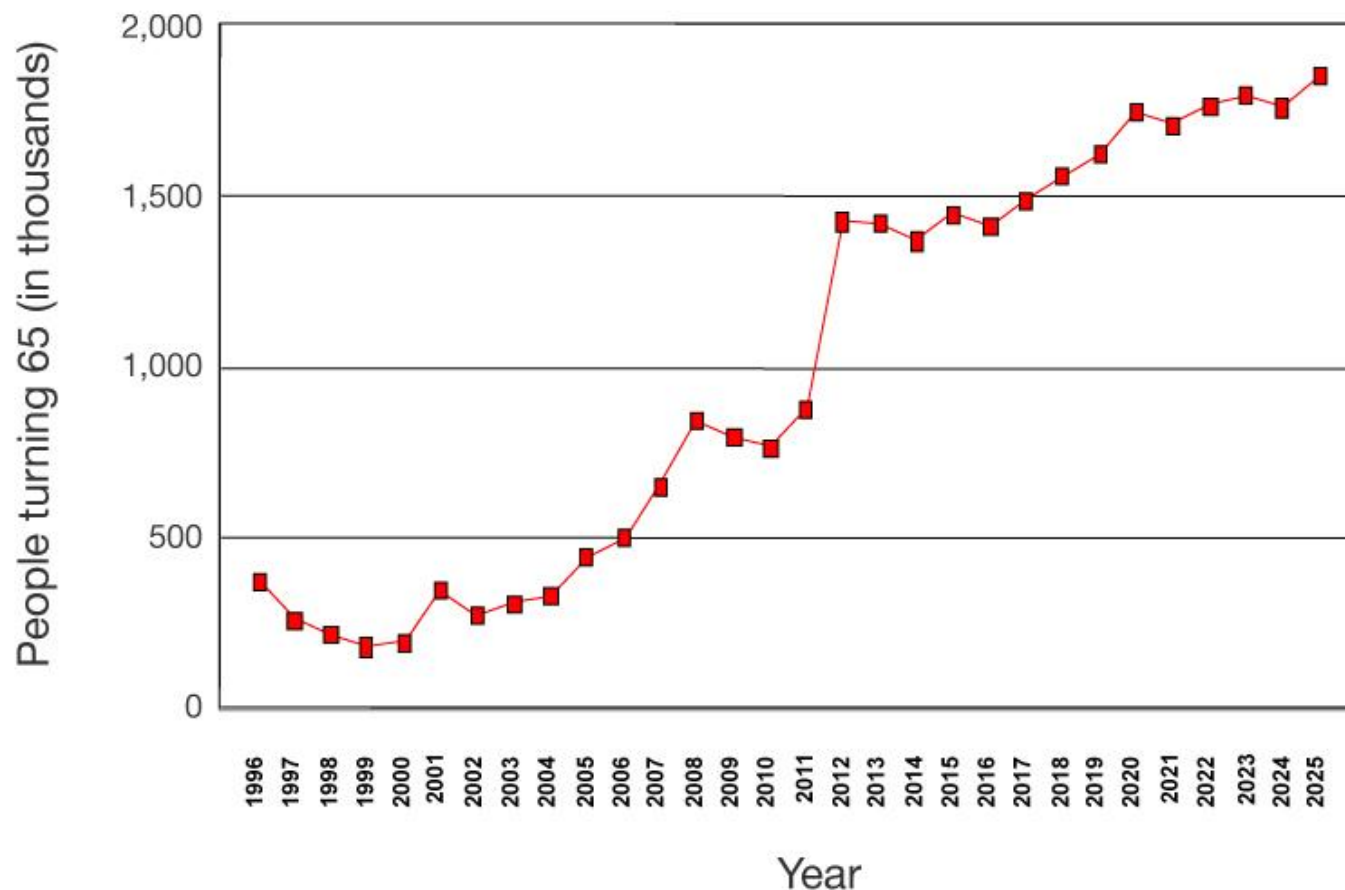
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Rising demand: Seniors

U.S. residents turning 65, 1996-2025



Rising demand

Changing demographics: decline in households with children

	1960	2000	2025
Households with children	48%	33%	28%
Households without children	52%	67%	72%
Single households	13%	26%	28%



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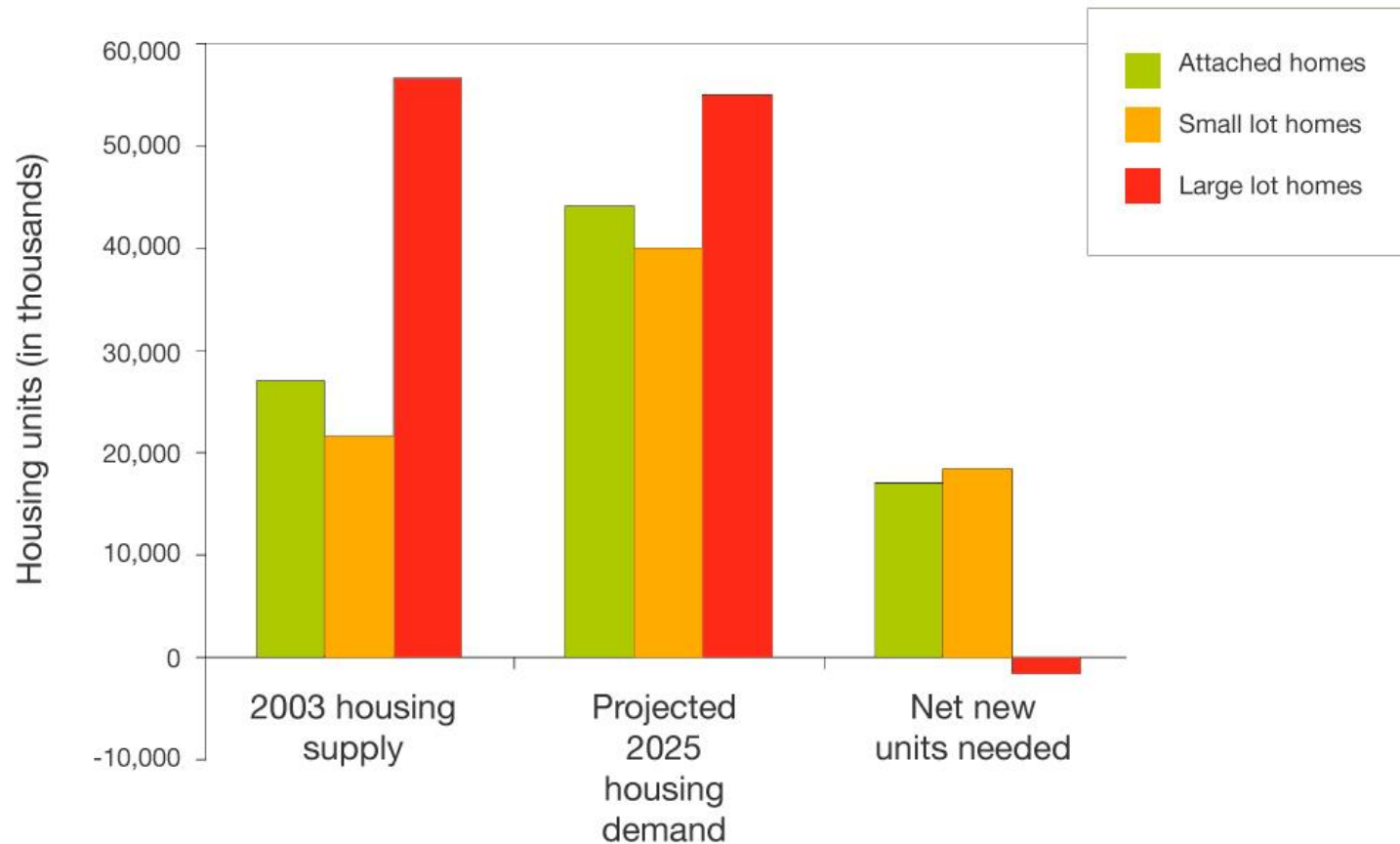
Signs of demand

- Retail or office properties with a WalkScore of 80 are **worth 54% more per square foot** than those with a WalkScore of 20.
- An additional one point increase in WalkScore was associated with between a **\$700** and **\$3,000** increase in home values.



Rising demand but low supply

U.S. real estate supply vs. demand, 2003-2025



Market opportunity

The Urban Land Institute's "Best Advice for 2009" to developers:

- Reorient to mixed-use and infill
- Go green: cutting energy expenses is likely to be a priority

"Best investor bets for 2011"

- Favor infill over fringe
- The 'move back in' trend gains force as twenty-something echo boomers want to experience more vibrant urban areas and aging baby boomer parents look for greater convenience in downscaled lifestyles.



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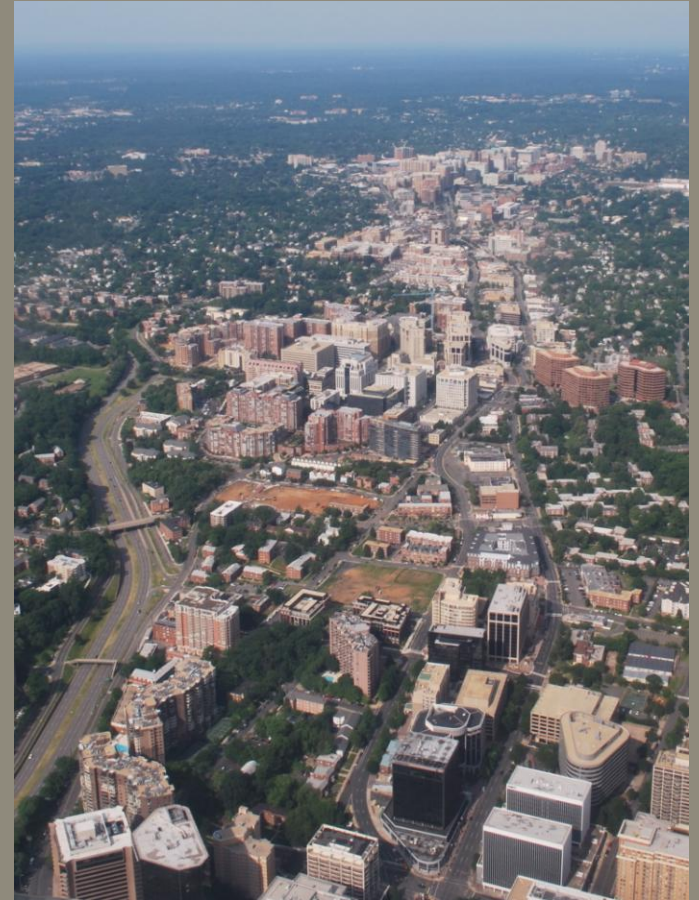


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Case study: Arlington County, VA

Between 1970 and 2000, Arlington County added 15 million square feet of office and 15,000 units of housing on two square miles along its Metro rail corridor.

These investments now generate **33% of the county's real estate tax revenue** - on just 7.6% of its land.

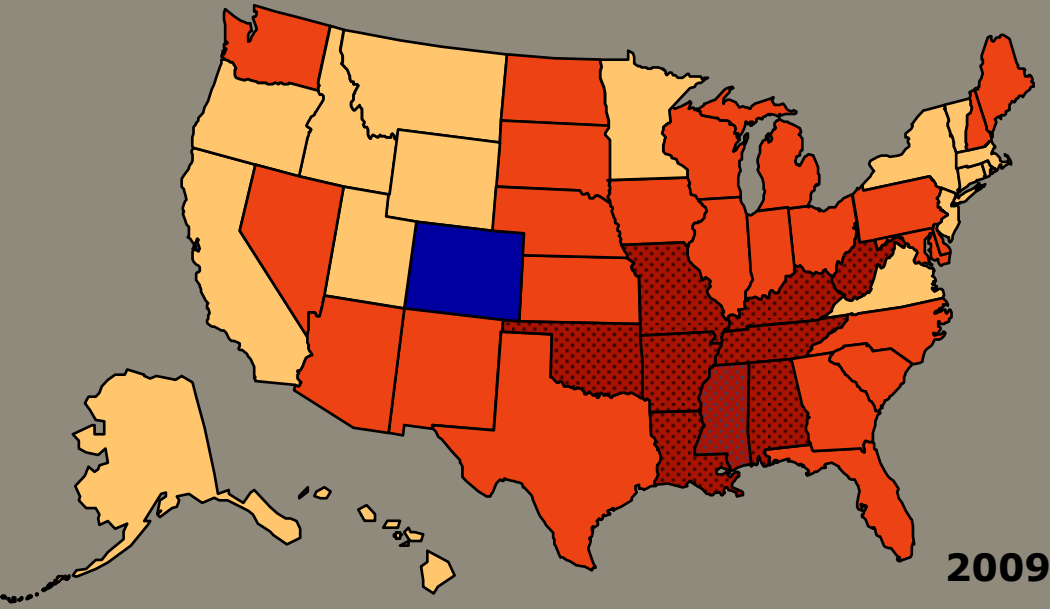


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National Trends



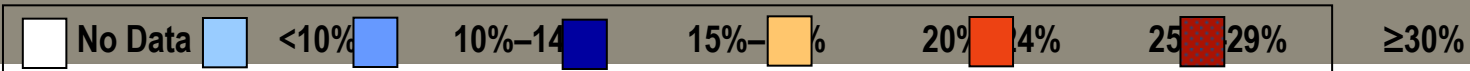
Obesity Cost:
\$147 B (CDC)

Congestion Cost:
\$121 B (TTI)

Crashes Cost:
\$300 B (AAA)

Consumer Transp Cost:
\$1 T (BLS)

US Annual GDP: \$15 T





Thank you!

www.smartgrowthamerica.org/completestreets



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Smart Growth America is the only national organization dedicated to researching, advocating for and leading coalitions to bring smart growth practices to more communities nationwide.

www.smartgrowthamerica.org

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