

Photo credit: AARP



COMPLETE STREETS

Why Now?

Santa Clara

July 13, 2017



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

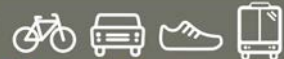
Trainers



**Emiko
Atherton**
National
Complete
Streets
Coalition



**Mike
Rutkowski**
P.E., AICP
Stantec



Agenda

- ✓ Welcome
- ✓ Why Complete Streets?
- ✓ Return on Investment of Complete Streets
- ✓ Q&A

Why Complete Streets



Emiko Atherton

What is your:
Name?
Organization?
Job?

Did you
attend a prior
CS training
session?

Introductions

Who are you?

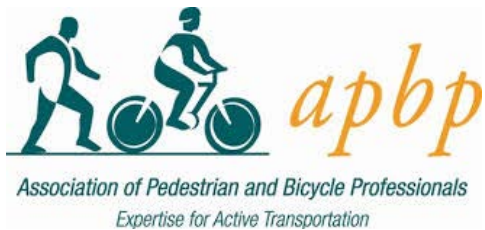
What do you
hope to get
out of today?

National Complete Streets Coalition

The National Complete Streets Coalition, which launched this movement in 2004, promotes the development and implementation of Complete Streets policies and professional practices.

To date, over 1060 agencies at the local, regional, and state levels have adopted Complete Streets policies, totaling over 1,200 policies nationwide.

Steering Committee Members



Making America a Great Place to Walk

Overview

- Rethinking the role of the streets
- Why Complete Streets
- Who and what are the benefits of Complete Streets

Rethinking the Role of Streets



Photo credit <https://www.pinterest.com/pin/293156256970703656/>

Rethinking the Role of Streets



Photo credit: Mercury News

The ways we plan our communities

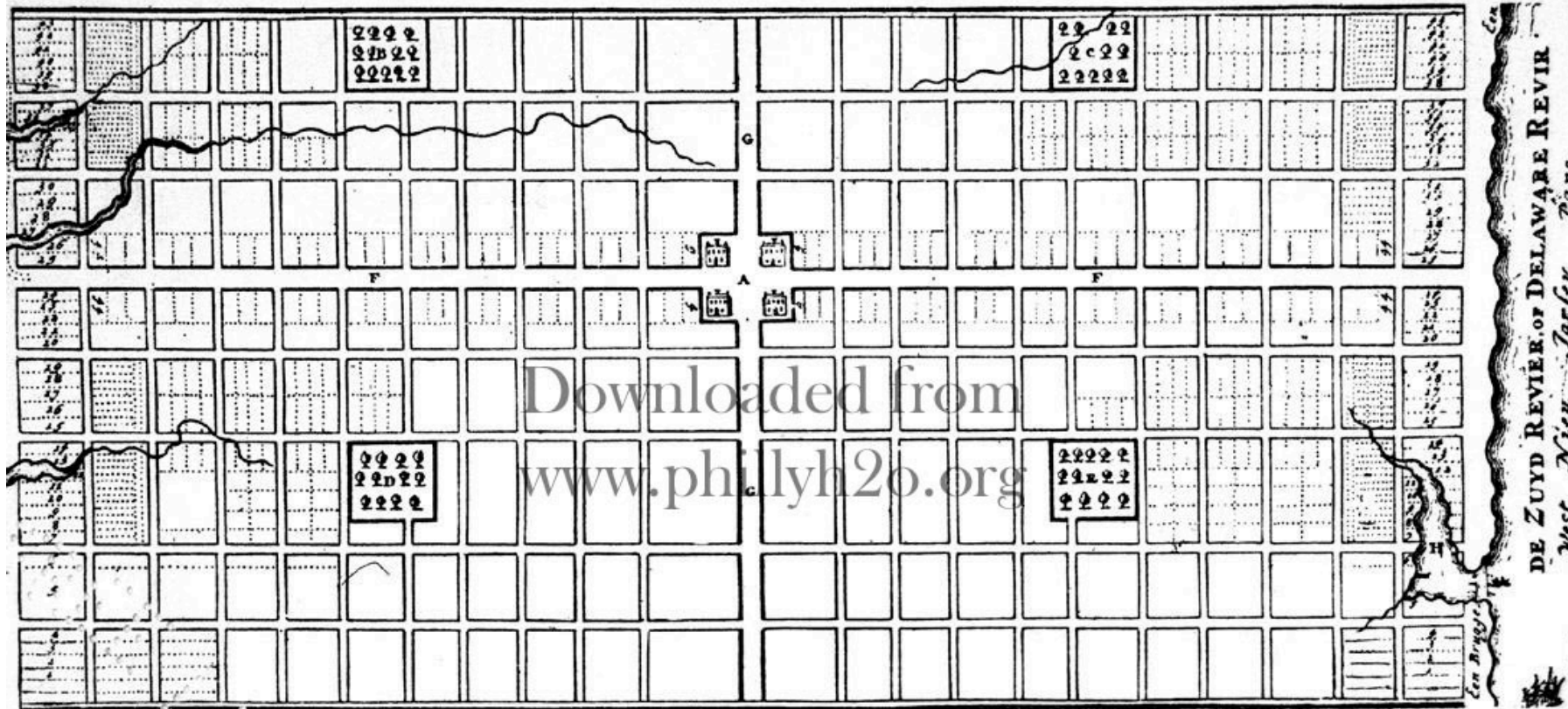
PATTERNS OF DEVELOPMENT



Traditional town plan

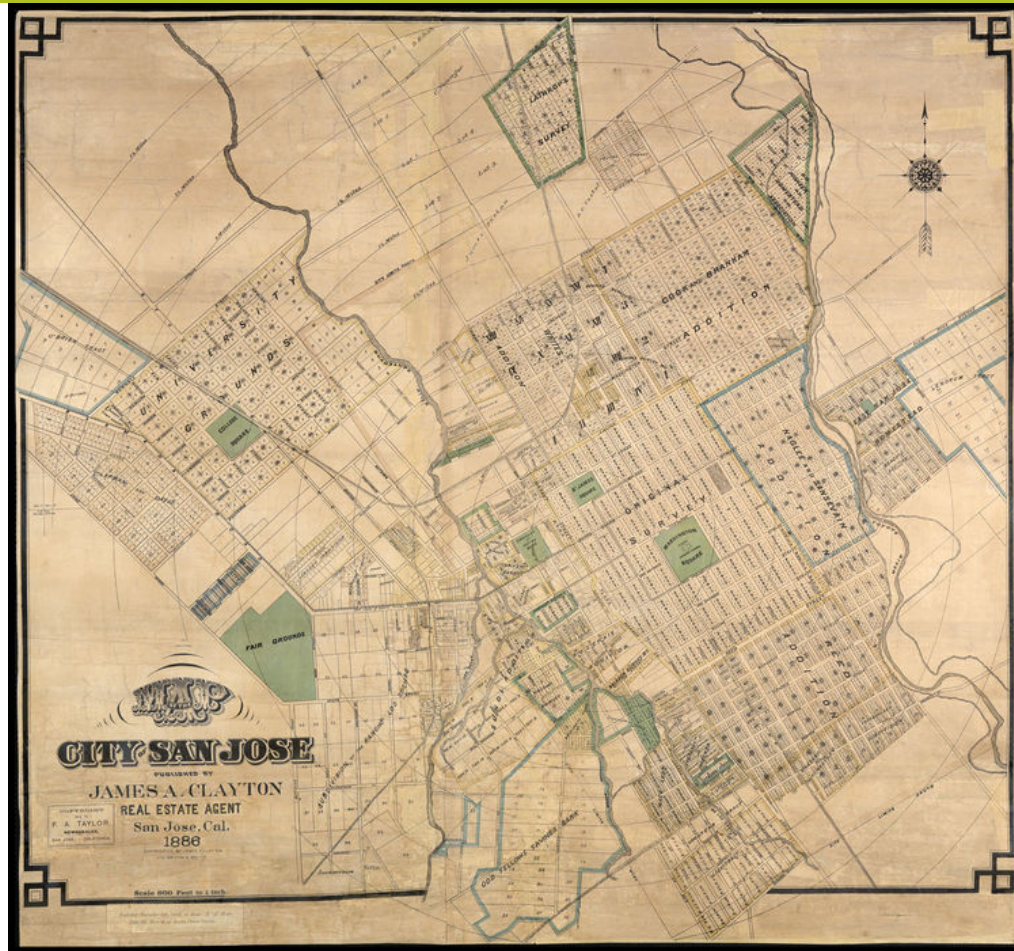
- **Mixed-use**
- **Compact**
- **Buildings of several stories**
- **Blocks with multiple building types**
- **Street grid**

America in the 17th Century



William Penn's plan of the City of Philadelphia. The idea of straight streets and rectangular blocks without curves or diagonals has been carried out in the enlarged city, while the system of small paths is not.

Historic San Jose, 1868



**“Modern” town
plan**

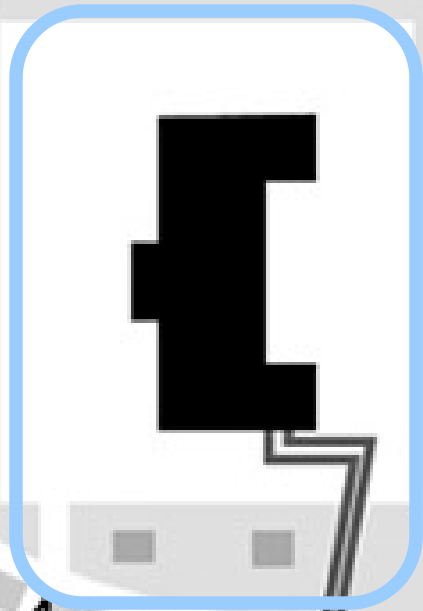
**America in the late 20th
century**



San Jose Suburbs



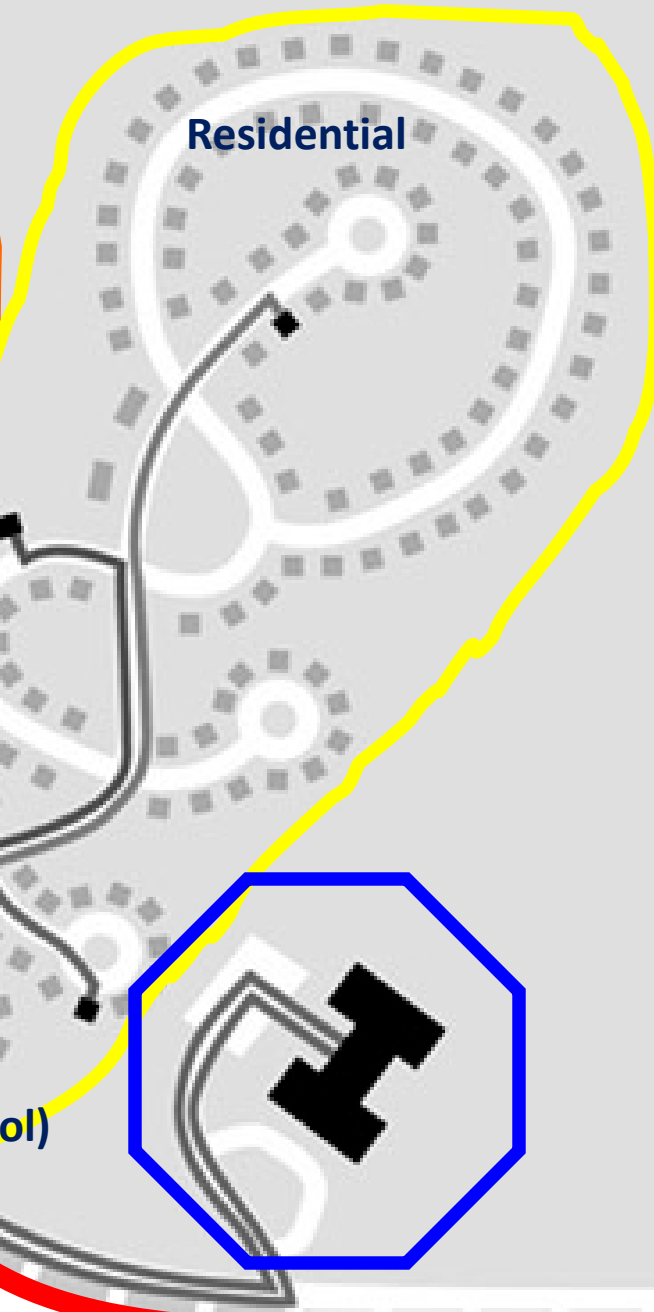
Industrial



Commercial



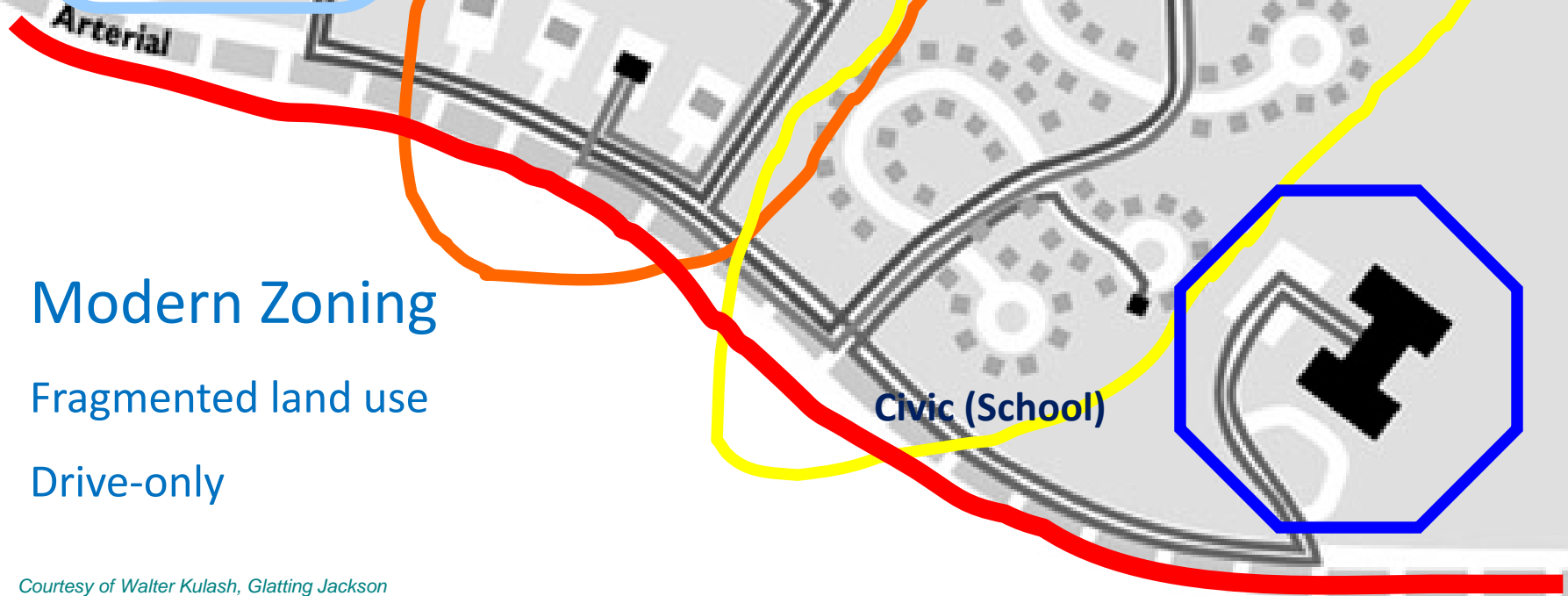
Residential



Civic (School)



Arterial



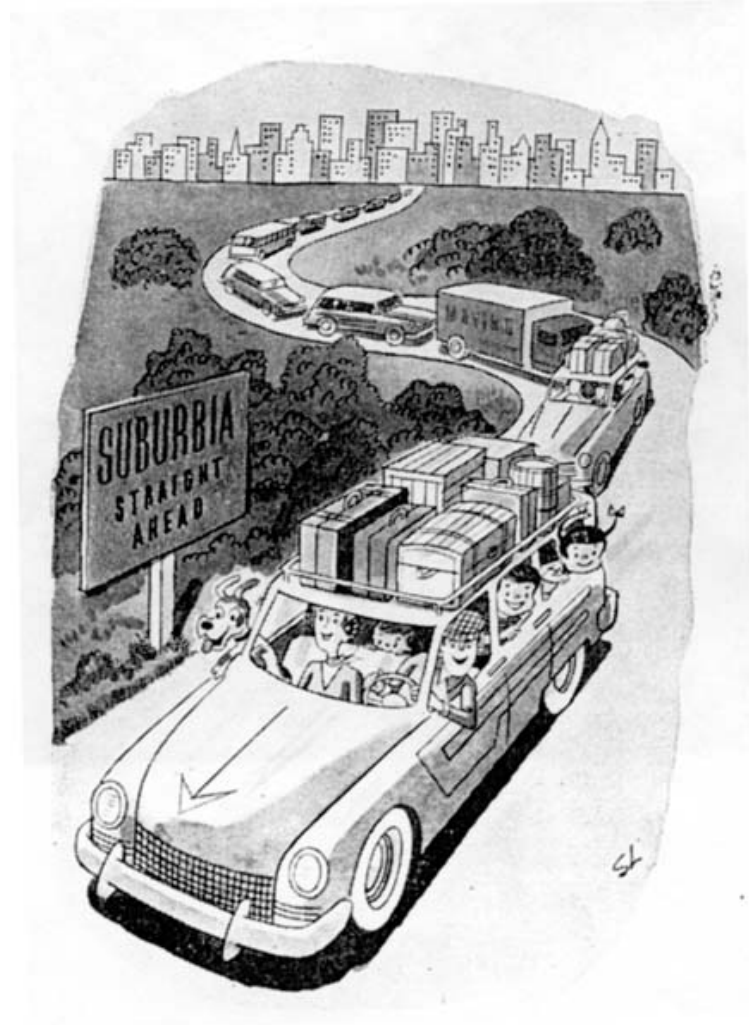
Modern Zoning

Fragmented land use

Drive-only

And the automobile...

and the interstate highway program, and new federal programs for homebuilding, and new rules for capital depreciation . . .



Prime Business Location



Prime retail location (late 20th century)



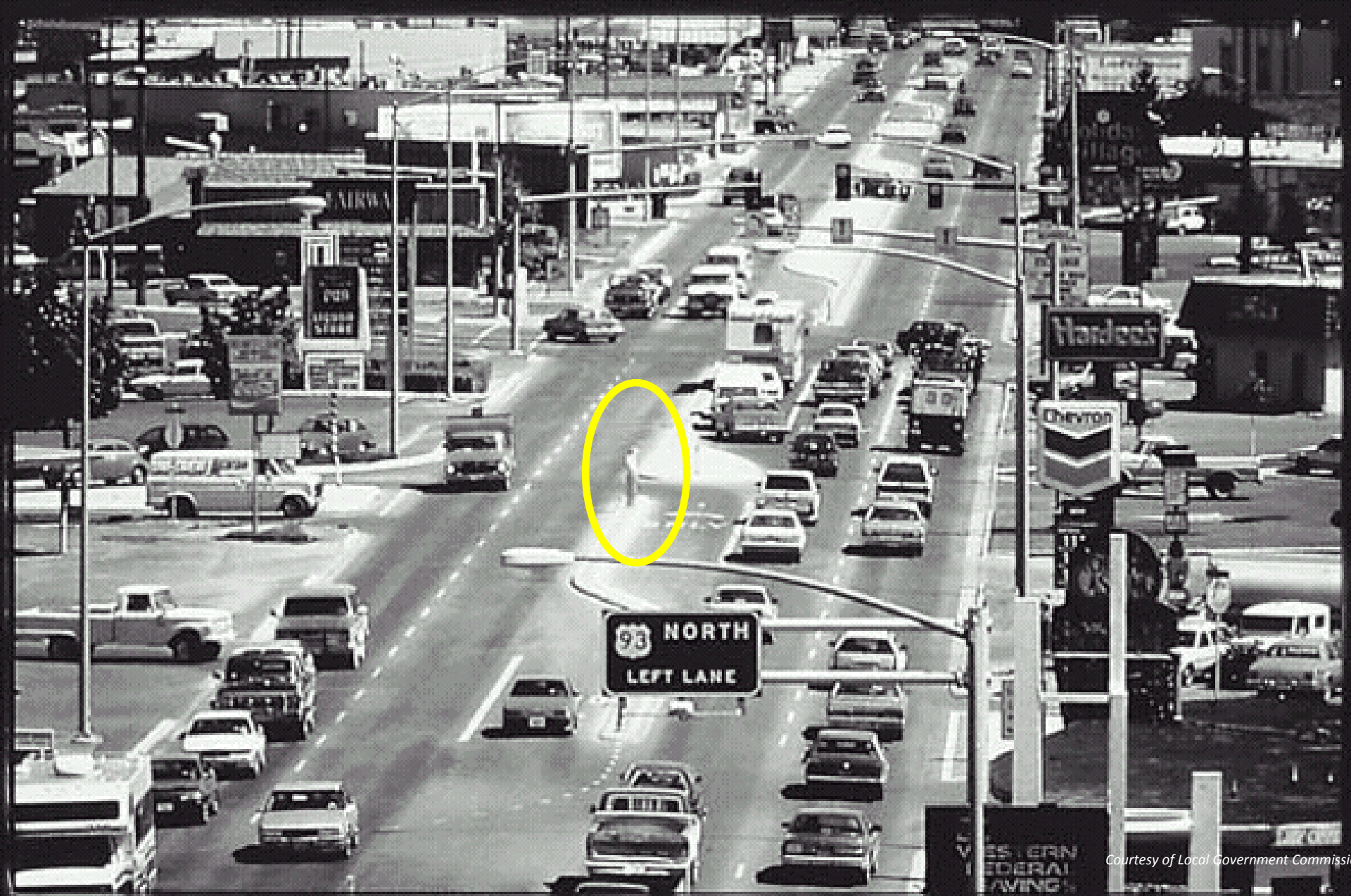
“Walmart Supercenter, an archetypal big box store, in Madison Heights, Virginia.”
(from Wikipedia entry for “Big-box store”)

Prime office location (late 20th century)

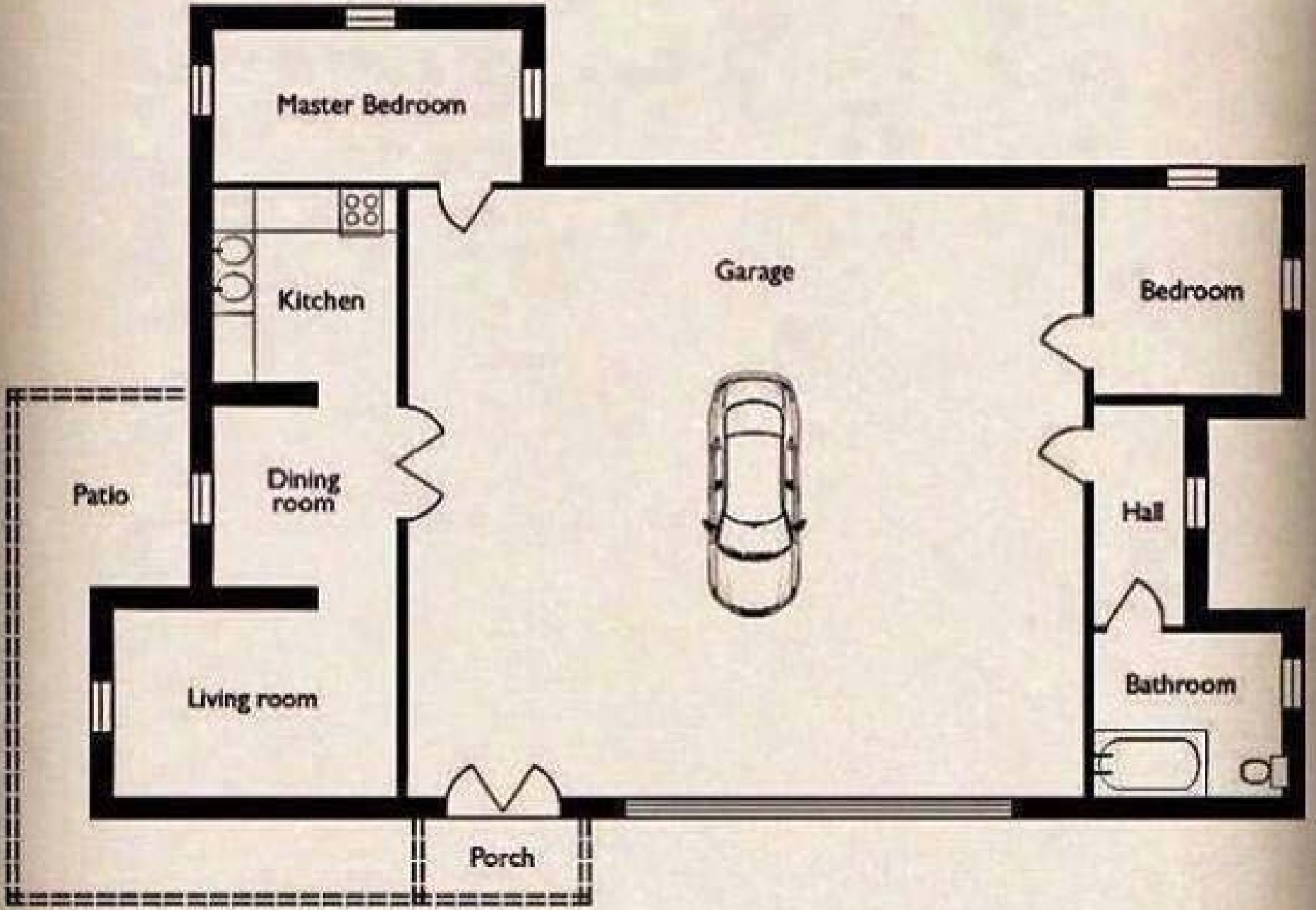


Photo: By TheRTP





Courtesy of Local Government Commission



Master Bedroom

Kitchen

Dining room

Living room

Patio

Garage

Bedroom

Hall

Bathroom

Porch



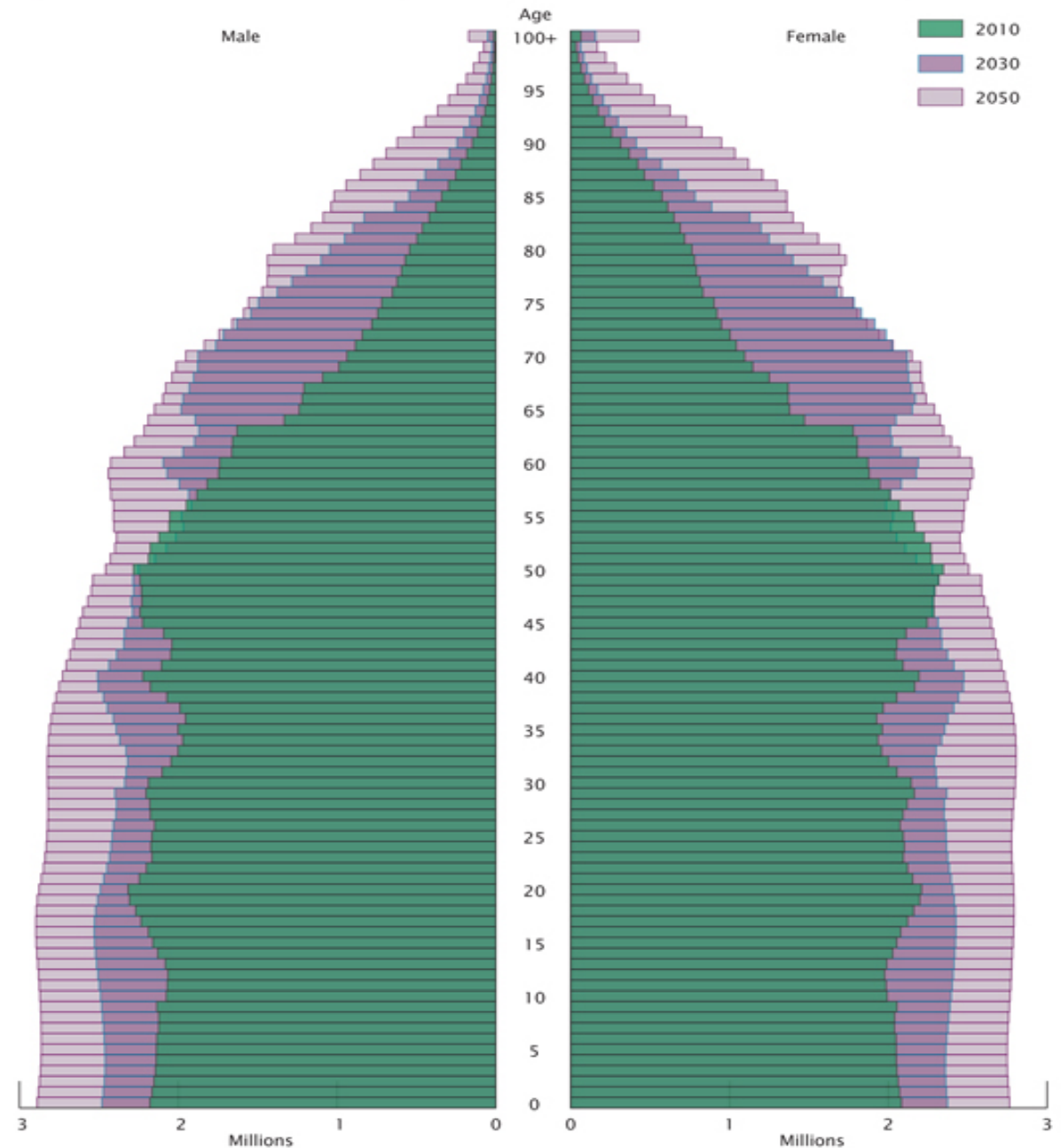


QZY 3671

Demographic and Preferences

The market is being driven by the rise of the Millennials and the aging of the Baby Boomers.

Figure 1.
Age and Sex Structure of the Population for the United States: 2010, 2030, and 2050



Source: U.S. Census Bureau, 2008.

- Millennials make up 30% of the population.
- The number of seniors is growing.

Preferences: Housing

- Millennials are trending away from traditional suburbs
 - 47% would prefer to live in a city or a suburb with a mix of houses, shops, and businesses.
 - 40% would prefer a rural or a small town.
 - 12% say they would prefer a suburban neighborhood with houses only.
- Boomers want to age differently than previous generations

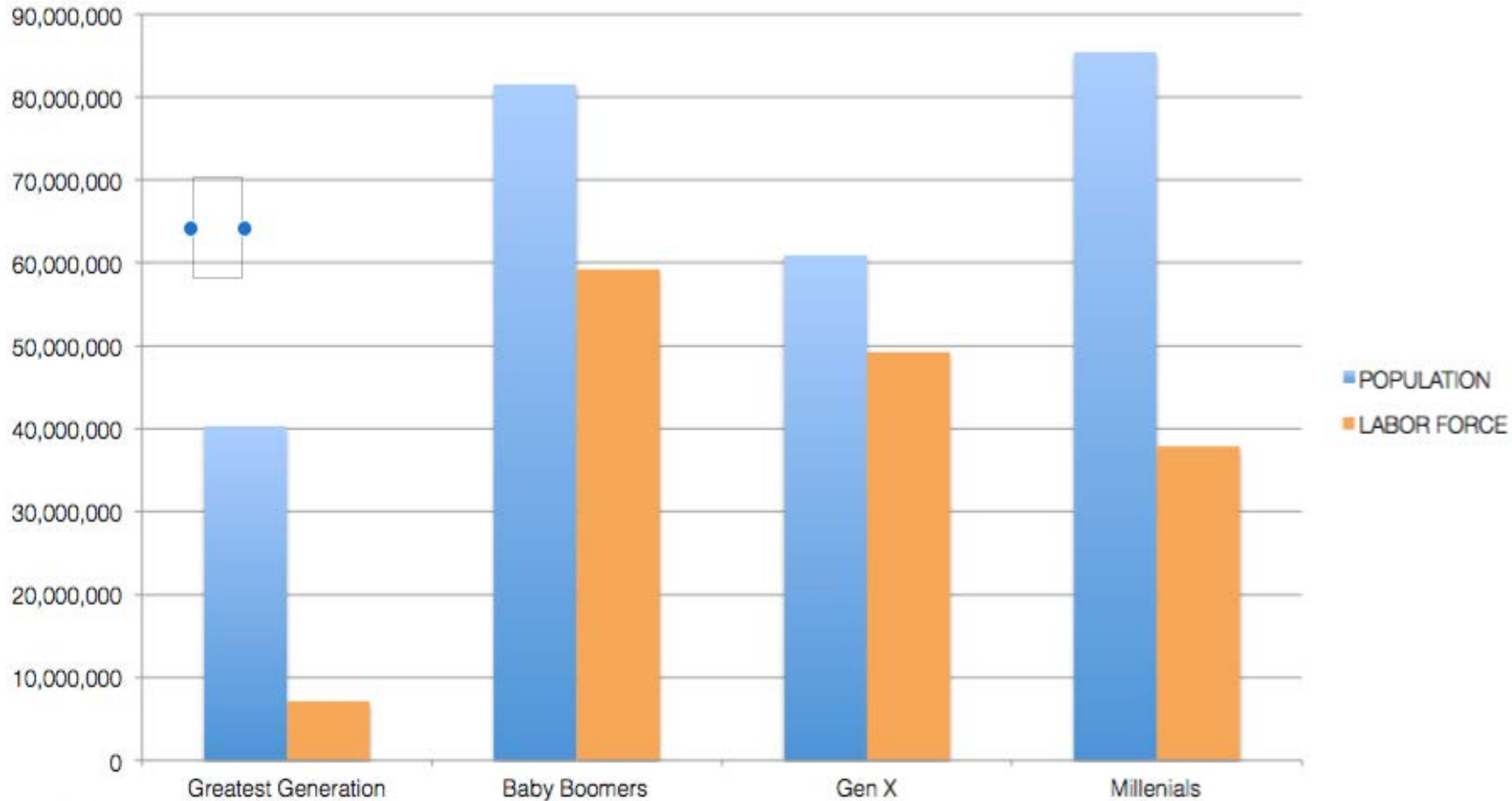
Preferences

Americans' ideal communities have a mix of houses, places to walk, and amenities within an easy walk or close drive.

- 77% of Americans want pedestrian-friendly features.
- 88% place more value on the quality of the neighborhood than the size of the home.

(Source: Consumer survey conducted for the National Association of Realtors)

Demographic Change and Labor



The labor force

- Millennials choose where to live before finding a job.
 - 64% looked for a job after they chose the city where they wanted to live. (Source: U.S. Census)
- How people want to work is changing and where they want to work is changing.

The 21st Century Economy

- The “creative economy”; the “knowledge economy”; the “innovation economy”
- Importance of networking, interaction
- Demand for skilled workers—industry is following talent

We need streets built to share



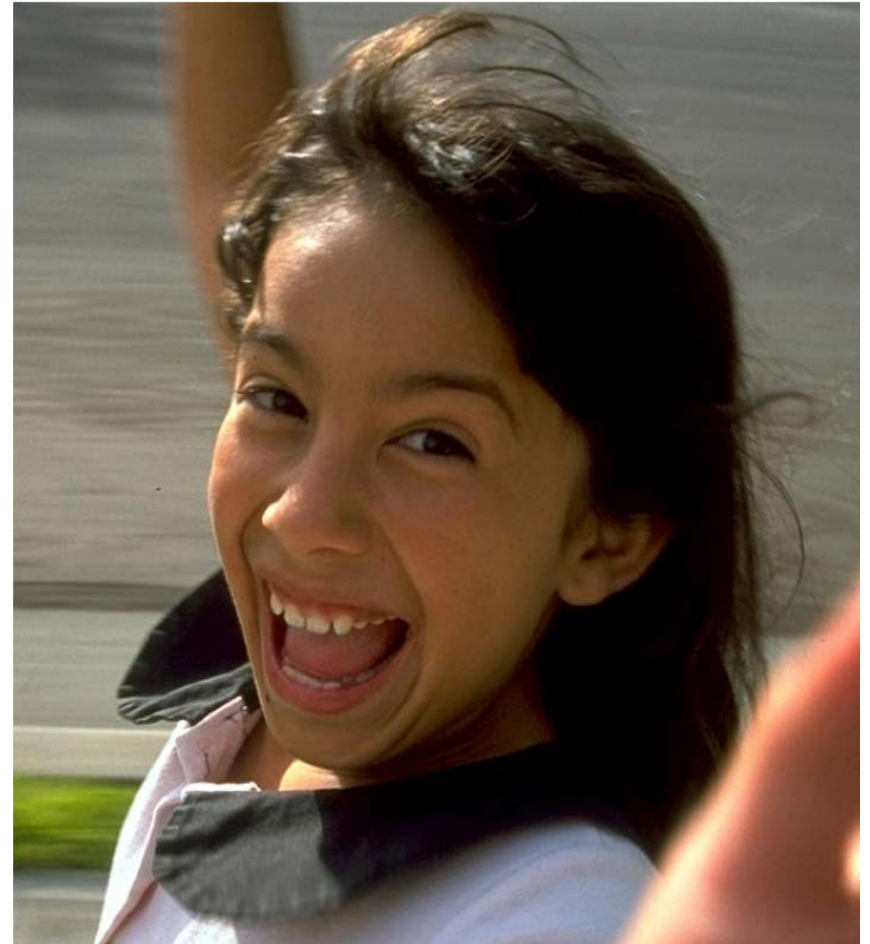
Complete Streets are streets for everyone, no matter who they are or how they travel.

Who do Complete Streets benefit?



Children

- More than 1/3 of kids and teens are overweight or obese.
- Unhealthy weight gain brings higher risk for pre-diabetes, high cholesterol, high blood pressure, sleep apnea, and joint problems.



Older Adults

- More and more people want to age in place.
- 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.



People Living with Disabilities

- Almost 1 in 5 people live with some type of disability.
- Complete Streets = attention to detail for travelers with disabilities, and a reduction in isolation



Underserved Communities

- Transportation is second largest expense for families: ~18% of budget
- Low income households spend up to 55% of their budget



Complete Streets Benefits



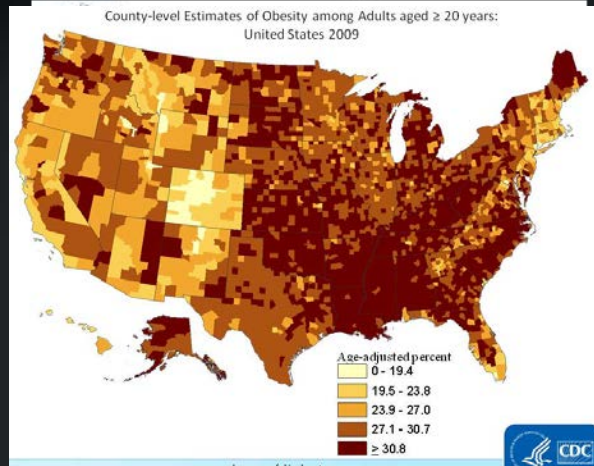
Safety benefits

Complete Streets reduce crashes through comprehensive safety improvements.

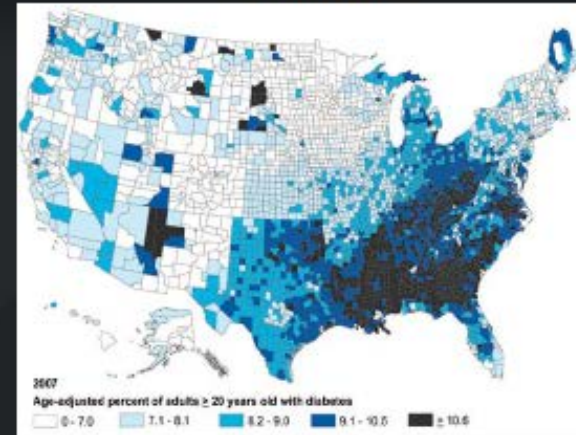


Health Benefits

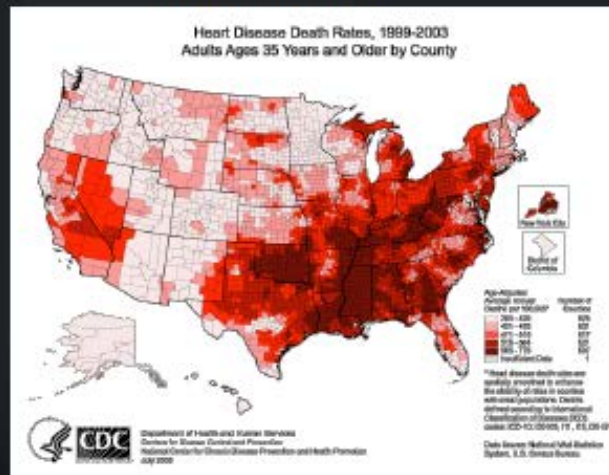
Obesity



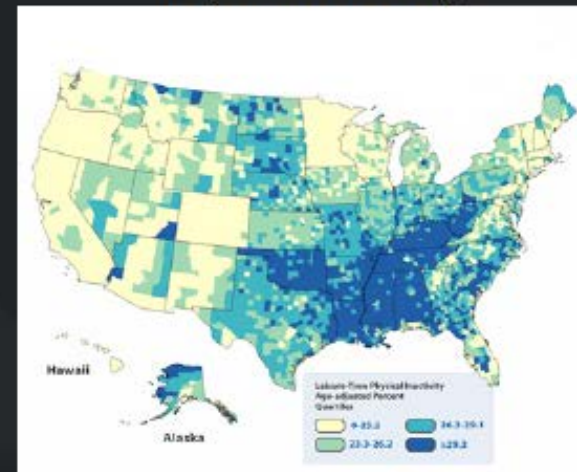
Diabetes



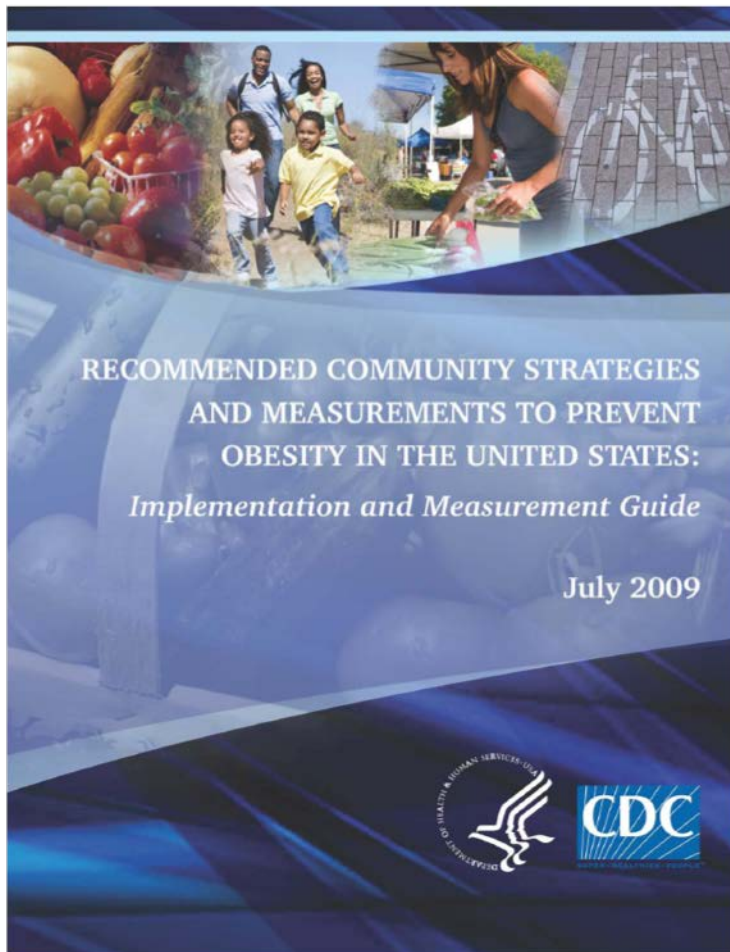
Heart Disease



Physical Inactivity

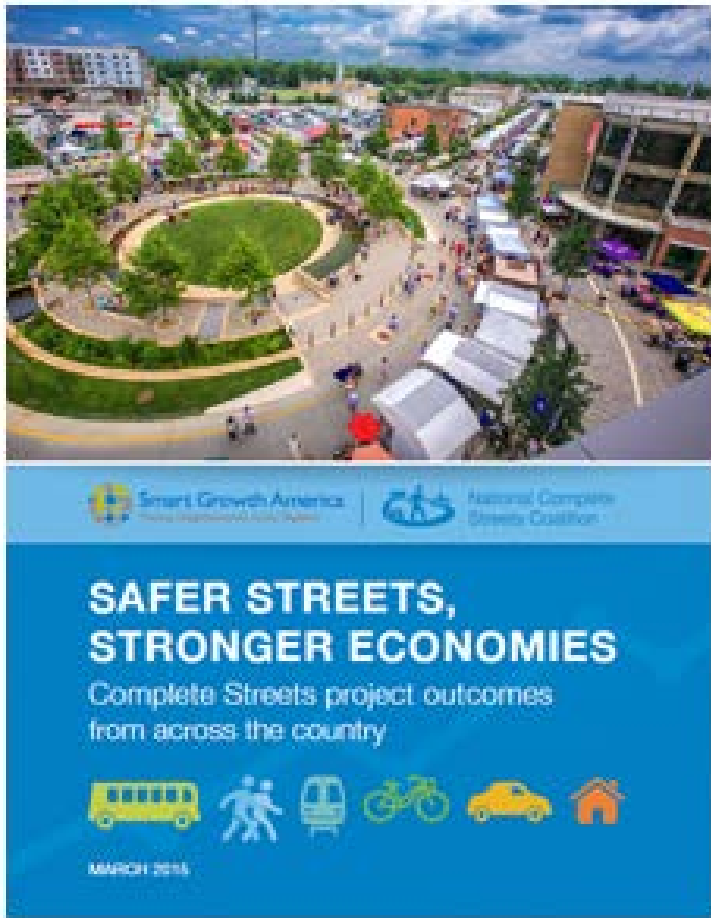


Health Benefits



- The Center for Disease Control (CDC) recommends Complete Streets!
- Residents are 65% more likely to walk in a neighborhood with sidewalks.

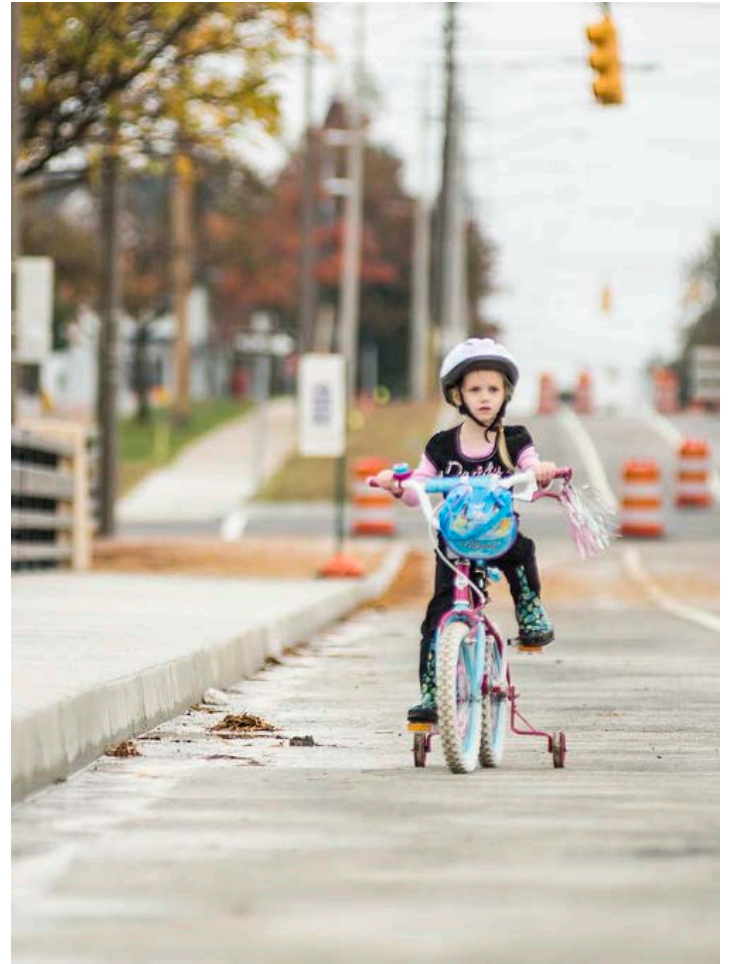
Economic Benefits



- Economic benefits – positive changes in employment, business impact, property values, and private investment.
- Projects that include bike and pedestrian facilities create more jobs

Mobility benefits

Streets that are truly “complete” provide all of us with a choice of mobility options, including children, older adults, and people living with disabilities.



Choice Benefits

- Transit
- Bikes
- Walking
- Wheelchairs
- Skateboards
- Cars
- Freight



Complete Streets Policies



Complete Streets policies ensure that the entire right-of-way is planned, designed, constructed, operated, and maintained to provide safe access for all users

A Complete Streets policy...

Makes the needs of all users the **default for everyday** transportation planning practices

- Reverse burden of proof: assume bike, walk, transit unless proven otherwise



A Complete Streets policy...

Shifts transportation investments so they create better streets **opportunistically.**

- Takes advantage of all planning, construction, operations and maintenance activities



Why have a Complete Streets policy?

To ensure every project creates better streets now with **current funding sources.**



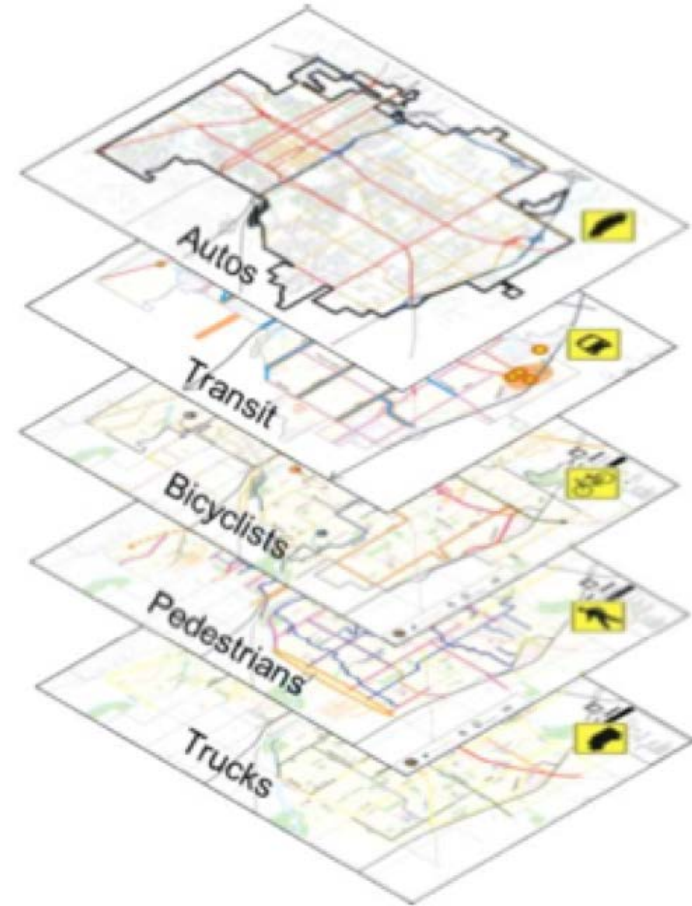
Why have a Complete Streets policy?

- To **save money.**
- Retrofits cost more than getting it right initially



Why have a Complete Streets policy?

To gradually create a complete **network** of roads that serve all users.



The Santa Clara Region's Complete Streets



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The Web VTA

Getting Around

News & Media

Projects & Programs

BART Silicon Valley

About Us

Transparency

Transit

Highway

Planning

All Planning Efforts

Transit Passenger Environment

Plan

VTP - Long Range Plan

Bicycle & Pedestrian

Complete Streets

Transit Sustainability Policy

Call For Projects

Programs

Contact Me



Contact Me

Customer Service
(408) 321-2300
customer.service@vta.org

Type here...

Home>Projects and Programs>Complete Streets Program

Complete Streets Program

Connect With Us:



Overview

Complete Streets are streets for everyone. They are planned, designed and operated

What Matters to you? Complete Streets ROI



Mike Rutkowski, P.E., AICP

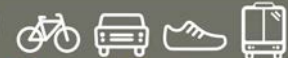
**YOUR
VOTE
COUNTS**



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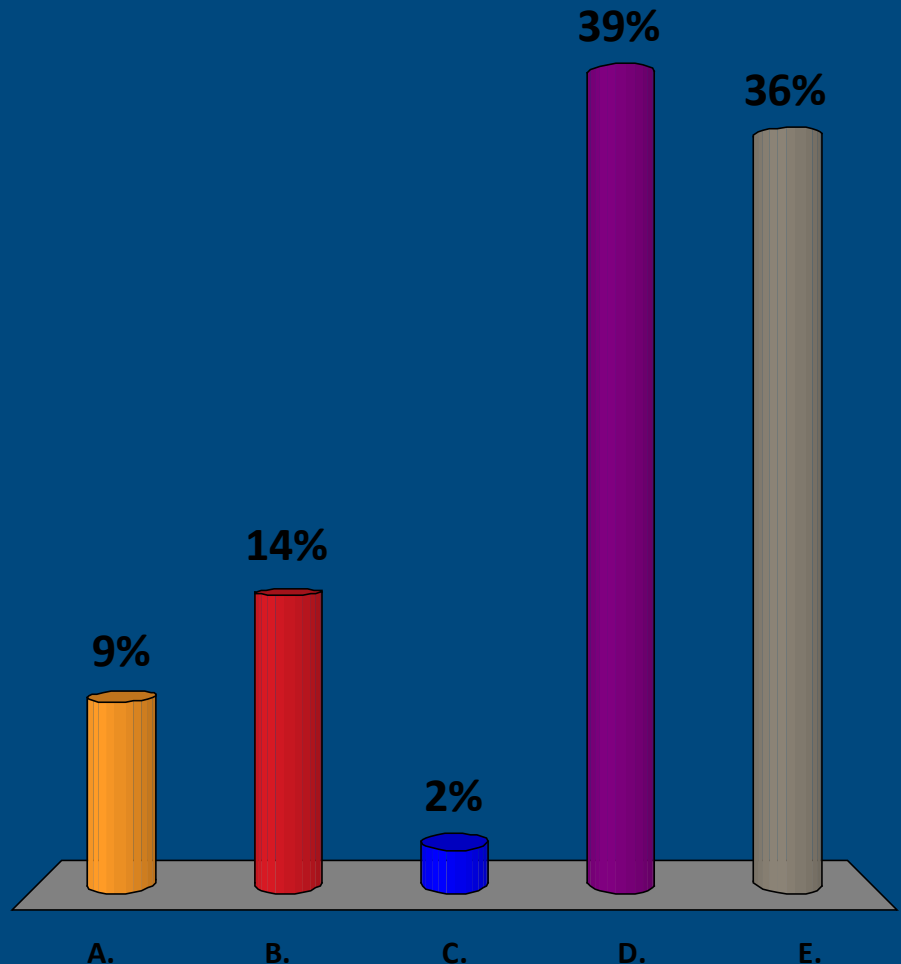
**National Complete
Streets Coalition**



Complete Streets

Q#1: What event has the best chance of happening in 2020?

- A. Health Care will be turned over to Starbucks
- B. Bernie Sanders will become our next President
- C. Colin Kaepernick will finally stand up
- D. Everyone will be riding in autonomous vehicles
- E. Da Raiders will win the Super Bowl!



CREATING VALUE

ASSESSING THE RETURN ON INVESTMENT IN COMPLETE STREETS



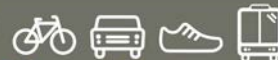
Zanetta Illustration



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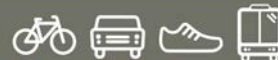


Complete Streets

It was **Bad**

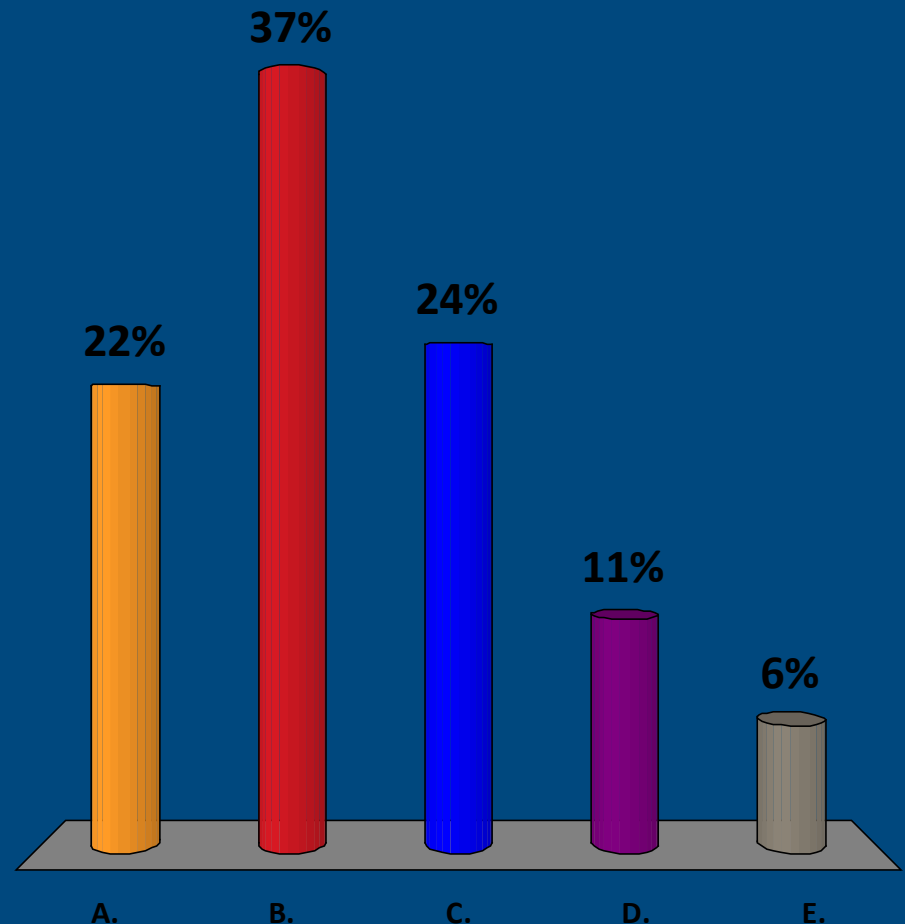
FOR A LOT OF PLACES IT STILL IS

- 01 **PRIVATE INVESTMENT**
Non-residential investment still down by 20% compared to pre-2009 levels
- 02 **SMALL BUSINESSES TOOK A BEATING**
2006: 19,700 business filing for bankruptcy
2008: 43,500
- 03 **\$900 BILLION**
Spent in 2009 alone by U.S. government to support crippled housing market
- 04 **PAIN SPREADING**
Education, relationships, and health all suffered



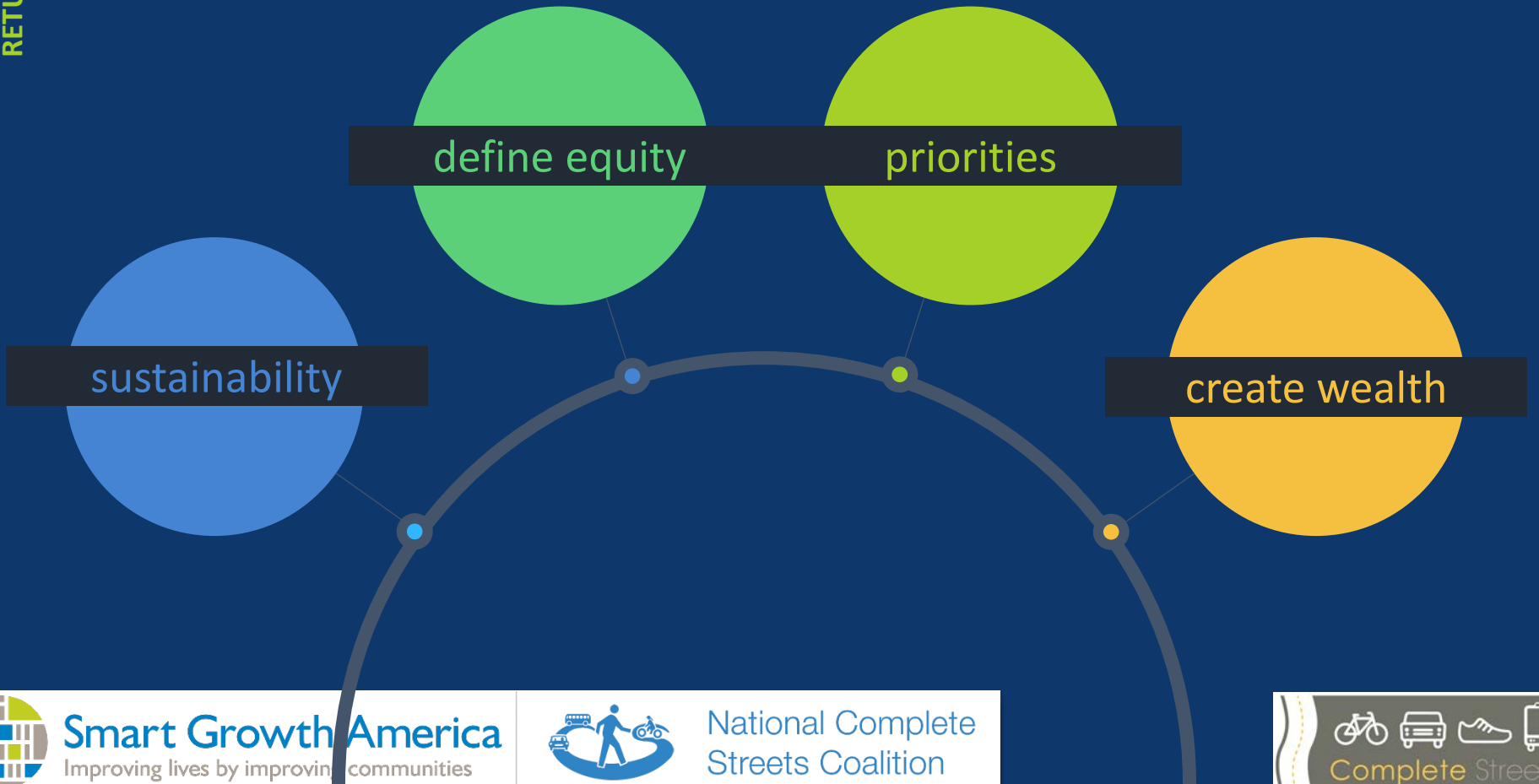
Q#2: How do you typically integrate economics into your planning and design work? *(select all that apply)*

- A. Grantsmanship / Analysis
- B. Consider Impact of Project Selection, Project Design, Location, etc. on Future Funding Viability
- C. Engage Potential Funding Partners Like Chamber, Private Sector in the Design Process
- D. Output ROI Performance Figures (jobs, wages, etc.)
- E. Other





Why do Economic Analyses?



PERFORMANCE & R.O.I. & SAFETY

GOING BEYOND LEVEL-OF-SERVICE TO CREATE PLACE



PERFORMANCE

Understanding how performance varies by community, and how to get it on the (level) playing field.



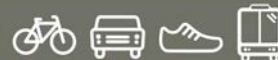
SECURITY

Completing a street does little good if it isn't safe to walk or ride on it. How good design can help. This one is on many people's minds today.



RETURN ON INVESTMENT

Maslow was right. It's about needs first, wants second. Creating better places means better opportunity in many cases.



History of Performance

WHY IT MATTERS

"The use of performance measures in local government is being driven by increased citizen demands for government accountability, greater interest on the part of local legislators in performance related information to assist in program evaluation and resource allocation decisions, and the efforts of various organizations ... to make governments more results-oriented." *



Louis Moinet Meteoris Watch – \$4.6million. A sub-\$500 quartz-movement Seiko is likely just as accurate, if not more so.



1962

"Continuing, Comprehensive, and Coordinated" metro areas (Highway Act)



1991

ISTEA creates management systems



2012

MAP 21 emphasizes performance and outcome-based planning



2016

final rule on safety, infrastructure condition, congestion, system reliability, emissions, and freight movement targets



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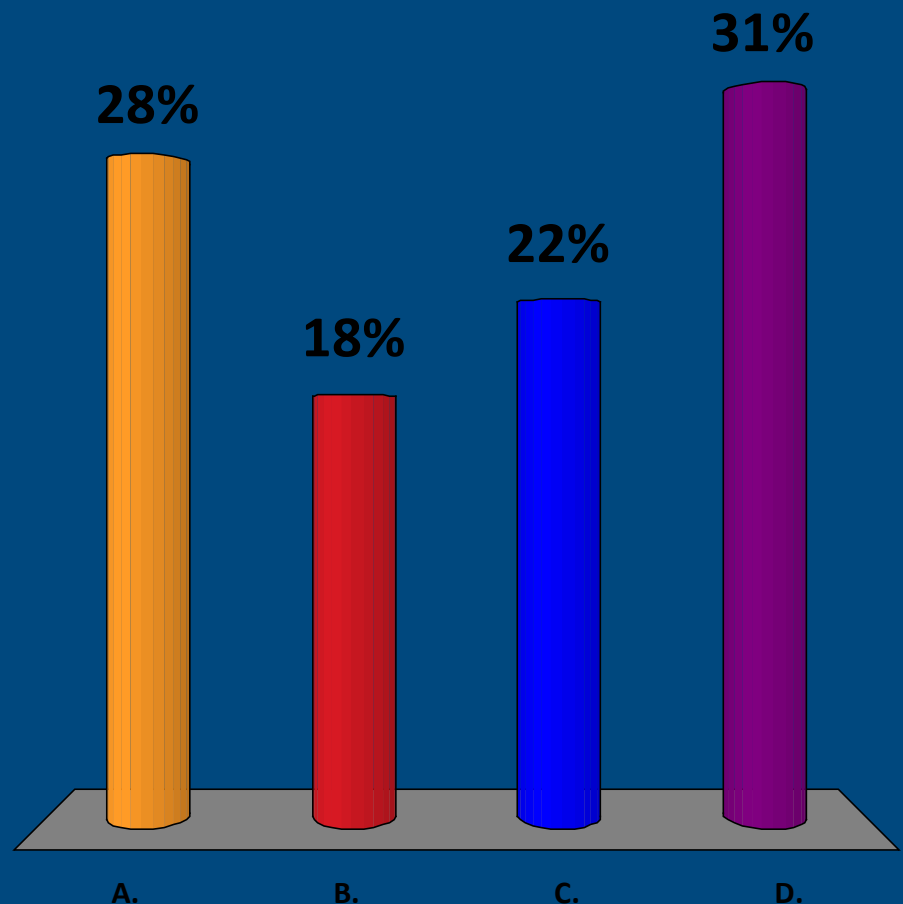
National Complete Streets Coalition



Complete Streets

Q#3: At Least 50% of the Time, You / Your Organization / Your Clients... (select all that apply)

- A. Use Pedestrian or Bicycle Performance Measures in Plans/Studies
- B. Conduct Performance Checks on Yours or Others Completed Projects
- C. Assess Vehicular Delays from Crashes or Construction
- D. Use Public Inputs as Numeric Factors in Decisions about Plan Elements and Designs





Benefits: Economy

“

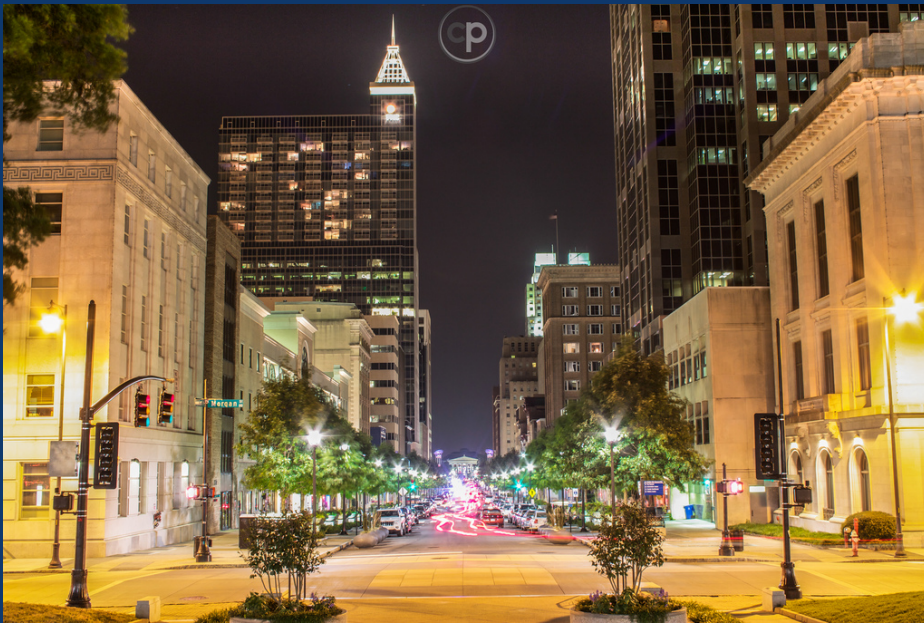
Young people do not want to work in office parks anymore... We're seeing this big change in this country. **It's not political...it's more generational...** This is where we need to think very differently, because if you don't, you will be left behind.”

-Mitchell Silver, Past President, APA



Benefits: Economy

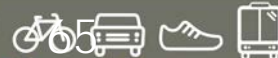
Fayetteville Street, Raleigh



\$15 million public investment in streetscape improvement 2006

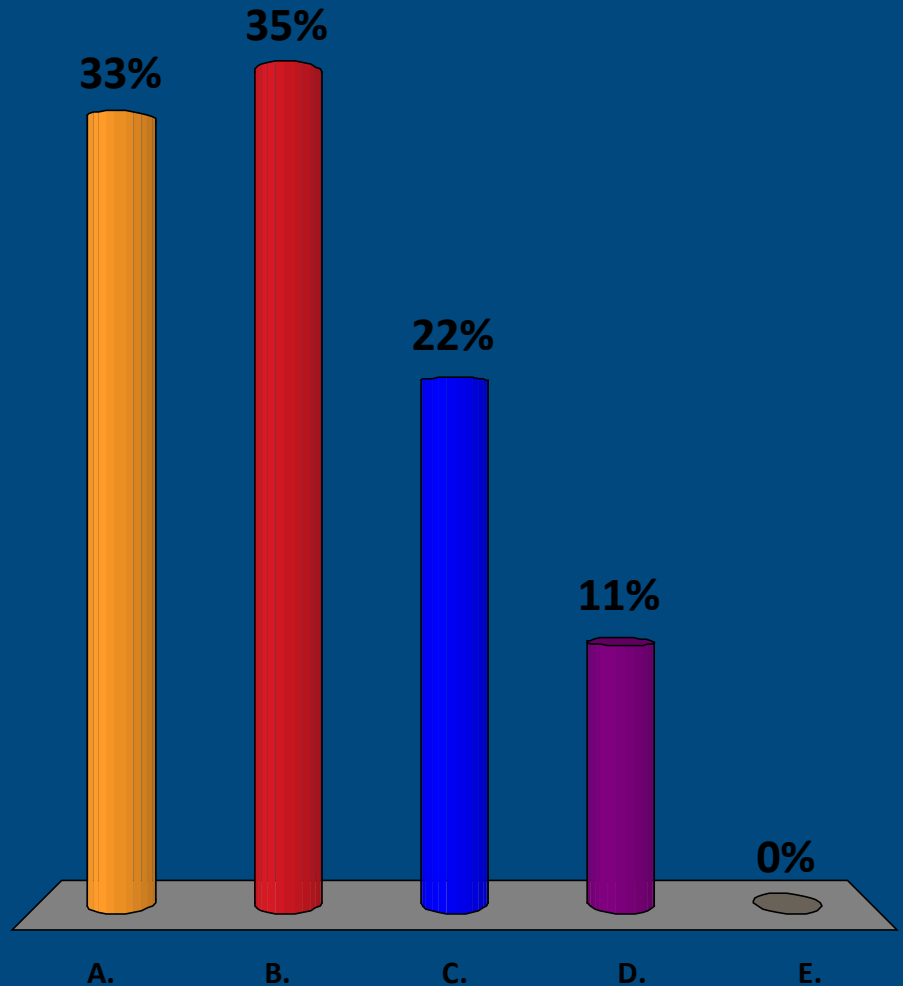
\$50 million in private investment in following 5 years

20 new business establishments
\$5 million in sales tax annually



Q#4: How would you rate the quality of your streets for attracting new business and redevelopment?

- A. **Poor:** our streets are in poor shape, unsafe & unattractive
- B. **Below Ave:** our streets need a little help – cosmetics mostly
- C. **Neutral**
- D. **Above Ave:** our streets serve a purpose and are attractive
- E. **Excellent:** our streets are perfect!





Benefits: Safety

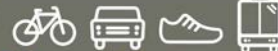
There were 32,719 traffic fatalities in the U.S. in 2015. Of these fatalities:

23,303 were people in cars

4,735 were people walking

743 were people on bicycles

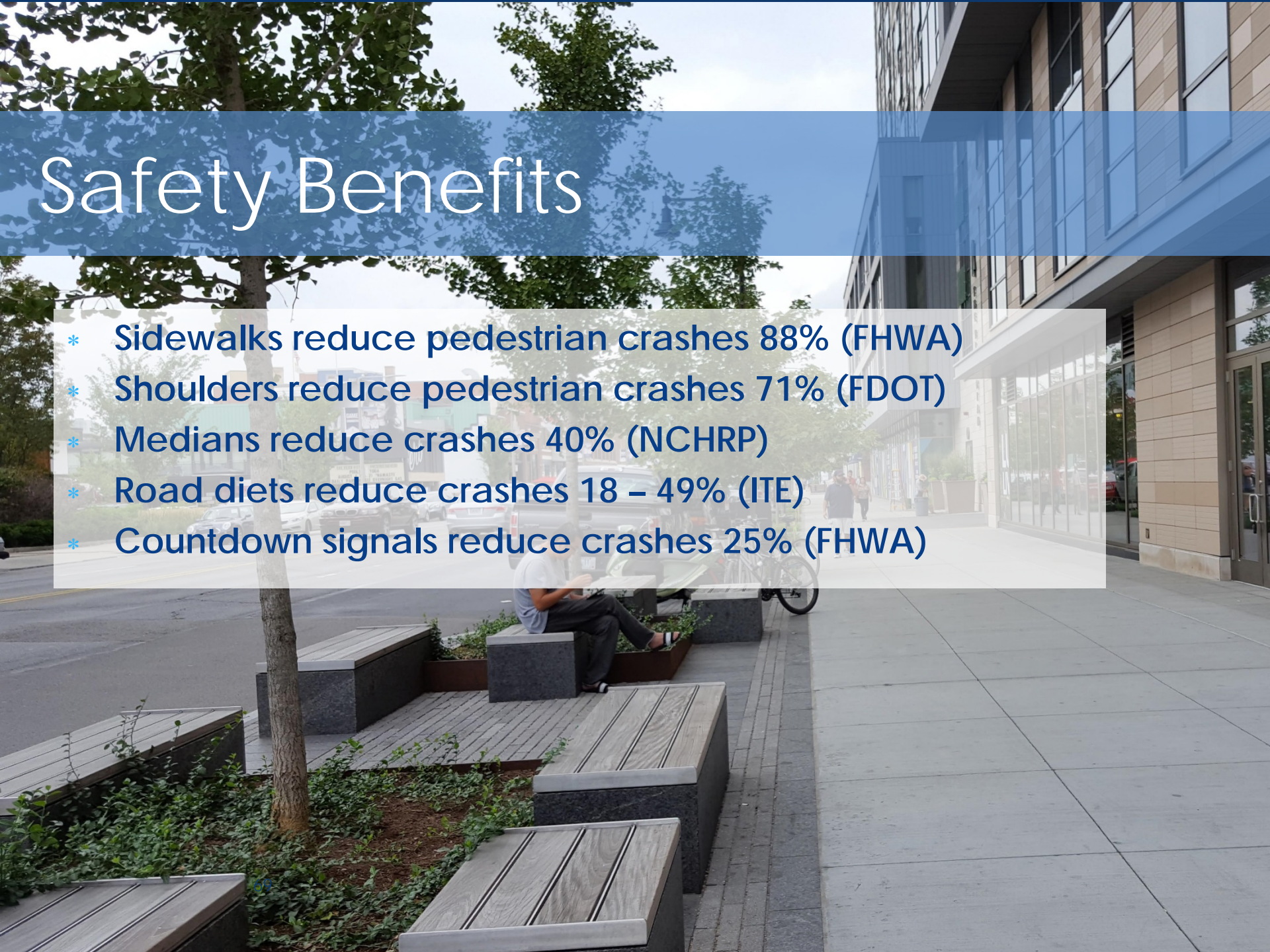
National Highway Traffic Safety Administration: Fatality Analysis Reporting System 2014



People 65 and older account for **13 percent** of the U.S. population, yet their pedestrian deaths make up **21 percent** of all pedestrian deaths.

Safety Benefits

- * Sidewalks reduce pedestrian crashes 88% (FHWA)
- * Shoulders reduce pedestrian crashes 71% (FDOT)
- * Medians reduce crashes 40% (NCHRP)
- * Road diets reduce crashes 18 – 49% (ITE)
- * Countdown signals reduce crashes 25% (FHWA)



Why Security Matters to Us

When we talk to people, they tell us all about their places. We tend to tune out the parts we don't want to hear, or that we can't address, or that aren't part of the scope. Big Mistake.

Start Listening.

“ Complete Streets don't deserve the name if they aren't safe for people to use. ”



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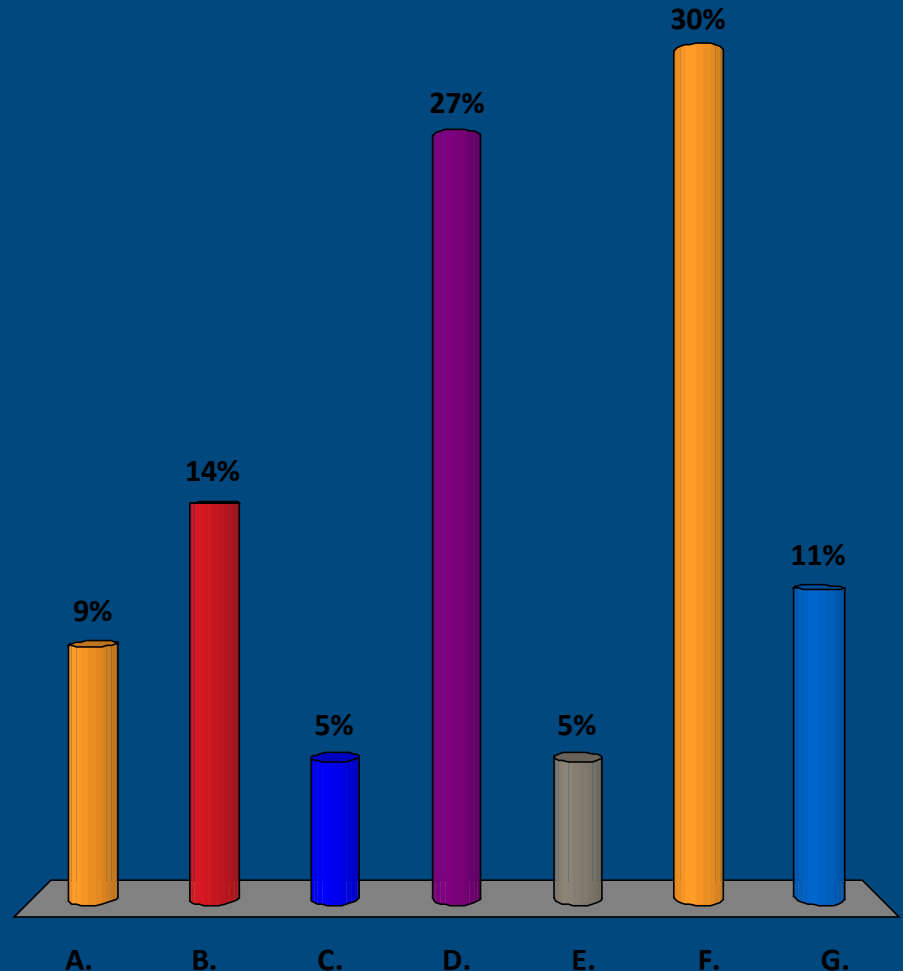
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Complete Streets

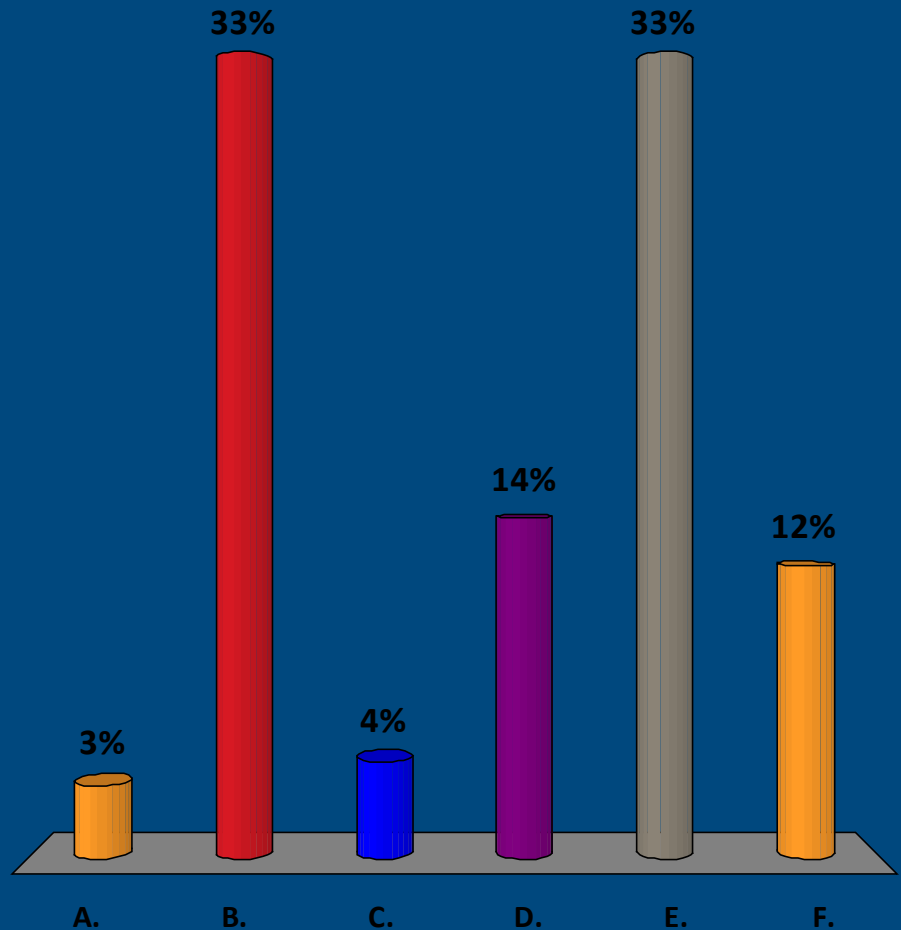
Q#5: What do you value the most in your streets?

- A. Mobility
- B. Providing for ALL Modes
- C. Aesthetics/Beauty
- D. Safety
- E. Economic Development
- F. Functionality (serves our needs)
- G. Connectivity



Q#6: How can we improve our streets? (pick top 2)

- A. More lanes
- B. Improve Connectivity
- C. Better lighting (ped & vehicle)
- D. Improve Intersections (high viz, lighting, ADA ramps, etc.)
- E. More bicycle, pedestrian improvements
- F. Streetscape & Beautification



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