COMPLETE
STREETS

Why Now?
Santa Clara
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Trainers

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Agenda

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

Emiko Atherton
Introductions

Who are you?

What is your:
Name?
Organization?
Job?

Did you attend a prior CS training session?

What do you hope to get out of today?
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.
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
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 parks has not.
Historic San Jose, 1868
“Modern” town plan

America in the late 20th century
San Jose Suburbs
Modern Zoning

- Fragmented land use
- Drive-only

Courtesy of Walter Kulash, Glatting Jackson Kercher Anglin Lopez Rinehart.
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)
Demographic and Preferences

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

![Bar chart showing population and labor force by generation: Greatest Generation, Baby Boomers, Gen X, Millennials.]

- Greatest Generation: Low population, low labor force.
- Baby Boomers: High population, high labor force.
- Gen X: Moderate population, moderate labor force.
- Millennials: High population, moderate labor force.
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 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

@CompleteStreets
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

Complete Streets Program

Overview

Complete Streets are streets for everyone. They are planned, designed and operated for all road users.include sidewalks, bicycle lanes, and traffic calming devices to make multi-modal transit safe.

Contact Me

Customer Service
(408) 321-2300
customer.service@vta.org
What Matters to you? Complete Streets ROI

Mike Rutkowski, P.E., AICP
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!

- A. 9%
- B. 14%
- C. 2%
- D. 39%
- E. 36%
CREATING VALUE

ASSESSING THE RETURN ON INVESTMENT IN COMPLETE STREETS

Zanetta Illustration
It was **Bad**

FOR A LOT OF PLACES IT STILL IS

1. **PRIVATE INVESTMENT**
   - Non-residential investment still down by 20% compared to pre-2009 levels

2. **SMALL BUSINESSES TOOK A BEATING**
   - 2006: 19,700 business filing for bankruptcy
   - 2008: 43,500

3. **$900 BILLION**
   - Spent in 2009 alone by U.S. government to support crippled housing market

4. **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?

- Sustainability
- Define equity
- Priorities
- Create wealth
- RETURN ON INVESTMENT
**PERFORMANCE & R.O.I. & SAFETY**

**GOING BEYOND LEVEL-OF-SERVICE TO CREATE PLACE**

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<tr>
<th>PERFORMANCE</th>
<th>SECURITY</th>
<th>RETURN ON INVESTMENT</th>
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<td>Understanding how performance varies by community, and how to get it on the (level) playing field.</td>
<td>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.</td>
<td>Maslow was right. It’s about needs first, wants second. Creating better places means better opportunity in many cases.</td>
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“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.”*
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
28%

B. Conduct Performance Checks on Yours or Others Completed Projects
18%

C. Assess Vehicular Delays from Crashes or Construction
22%

D. Use Public Inputs as Numeric Factors in Decisions about Plan Elements and Designs
31%
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!
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

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.

NHSTA, National Pedestrian Crash Report
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.

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

Start Listening.
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