Transportation Academy: Complete Streets

What’s in It for Me?
Gaining Broad Buy-in For Complete Streets

Often the first obstacle to advancing Complete Streets in a community is gaining buy-in from leadership, key decision-makers, and the public. More and more, the question that must be answered is, “What’s in it for me?” With so many competing interests, communities justifiably need to know what their expected return on investment is for expending resources on Complete Streets infrastructure, encouragement programs, and policy decisions. This presentation showcases the transportation, health, safety, livability, and economic benefits communities can reap through the implementation of Complete Streets.
What’s in it for Me?

Thursday, February 1, 2018 | Decatur Recreation Center

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Atlanta Office Lead, Toole Design Group
Designing for All Users

Source: Ian Lockwood
Great Streets Approach

People as priority
People who drive cars, trucks, walk, bike, ride transit, and live and work along/near the street

Quality of design

Quality of service for transportation

Quality of life for residents and users

Make the trip as enjoyable as the destination
not just WALKING AND BIKING BENEFITS
HEALTH BENEFITS
More Physical Activity Needed

< 1/2 of adults living in the U.S.
meet their recommended physical activity

Source: Centers for Disease Control and Prevention
More Physical Activity Needed

1/3 of adults living in the U.S. are physically inactive

Source: Centers for Disease Control and Prevention
More Physical Activity Needed

1/3 of children and adolescents are considered overweight or obese

Source: Centers for Disease Control and Prevention
Great Streets Improve Health

- Maintain healthy weight
- Prevent/manage various conditions
  - Heart disease
  - High blood pressure
  - Type 2 diabetes
- Strengthen bones
- Lift mood
- Improve balance and coordination

Source: Mayo Clinic
Walking and Biking for Health

- Most basic forms of physical activity
- Easy
- Widely accessible
- Relatively low impact
- Require no specialized equipment
- Does not require dedicated time or place
- Easily incorporated into daily activities
- Low to no cost
LIFESTYLE BENEFITS
Investing in Place for Economic Growth and Competitiveness

A Research Summary — May 2014

56% of Millennials
46% of Active Boomers

Would Prefer to Live Someday in a Walkable Community, Whether an Urban, Suburban or Small Town Location.
52% of Americans would like to live in a place where they do not need to use a car very often.
Millennials’ Trip Decisions

- 45% are **consciously** replacing driving with other modes
- Between 2001 – 2009:
  - 24% more bike trips
  - 16% more walk trips
  - 40% more trips on public transit
Great Streets = Livability

“... bike riders will go out of their way to use a street that has good bicycling infrastructure. That’s more business exposure.

Drivers don’t have to worry about unexpected maneuvers by cyclists and pedestrians don’t need to dodge bike riders on sidewalks.

Protected bike lanes in Chicago resulted in a more than 150 percent increase in the number of bike riders obeying traffic lights.”
Lifestyle Benefits

- Added vibrancy
- Active, dynamic streets
- Personal level engagement
- Increased choices for travel
- Reduction in
  - Automobile dependency
  - Roadway congestion
  - Parking demand
- Improved public realm and quality of development
SAFETY BENEFITS
Safety Benefits for All Modes

- Slower traffic speeds
- Coherent definition of space
- Enhanced visibility
- Improved sight lines
- Better geometrics
- Clear understanding and expectations
key roadway improvements have the potential to

save 63,700 lives

prevent 353,560 serious injuries

over a 20-year period
Cited 6 key infrastructure safety improvements, of which, 3 speak directly to Great Streets:

1. Converting key intersections into roundabouts (nearly 30% of total safety benefits)
2. Adding sidewalks and signalized pedestrian crossing on the majority of roads (nearly 20% of total safety benefits)
3. Paving and widening shoulders (approx. 3% of total safety benefits)
PEDESTRIAN FATALITY & SERIOUS INJURY RISK

18%

50%

77%

20 MPH

30 MPH

40 MPH

CONES OF VISION
ECONOMIC BENEFITS
Economic Impacts

- **8th/9th Avenue Protected Bike Lane – New York, NY**
  - 49% increase in retail sales
  - 49% fewer commercial vacancies

- **Broad Avenue Bike Lanes – Memphis, TN**
  - 16 new businesses
  - 29 property renovations

- **Portland, OR**
  - Customers arriving by bike spend most per month

- **Monon Trail, Indianapolis, IN**
  - 11% higher property values within ½ mile of trail
Individual Economic Benefits

- Reduces household expenses
- Increased job opportunities
- More discretionary income
- Reduced healthcare costs
- Improved upward mobility
$700 to $3,000

amount property values increase for each additional point on Walk Score

Spartanburg, SC
Spartanburg - Return on Investment

$2.5 million
in public investment dedicated in 2013

$180 million
in private investment announced since 2013
Feedback Session / Next Meeting

• Dot & Sticky Note Exercise Instructions

• Next Meeting:
  Late March or Early April

• The Decatur Next Website:
Decatur Next Website