

Complete Streets Seminar: From Policy to Project



June 4, 2013

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**HUMPHREY SCHOOL
OF PUBLIC AFFAIRS**

**UNIVERSITY OF MINNESOTA
Driven to DiscoverSM**

Agenda

9 – 10:30 am

Moving from Policy
to Project Research
Highlights

10:30 – 10:45 am

Break

10:45 am – 12:15 pm

Minnesota

Practitioner Panel



Our Study

How do communities move from concept to implementation?

Explore a variety of communities + projects

Consider tools + processes

Assess context-specific institutions, goals, stakeholders, cultures, constraints...



Questions

What does it take to move a community from complete streets **concept** to complete streets **project**?

What are the critical factors that need to be addressed to advance **implementation**?



Definitions

complete streets = the planning, scoping, design, implementation, operation, and maintenance of roads in order to **reasonably address the safety and accessibility** needs of all users of **all ages and abilities**. Complete streets considers the needs of motorists, pedestrians, transit users and vehicles, bicyclists, commercial and emergency vehicles moving along and across roads, intersections and crossings in a manner that is **sensitive to the local context** and recognizes that the needs vary in urban, suburban, and rural settings. — MN State Statutes 2008, Sec 162.02, Sub. 3a

implementation = projects on the ground



Our Study

Highlights from study of
11 cases

What can we learn from
other cases?

Value in looking at “best”
practices

No silver bullet – tailor
approach to context

Reflect on our own
communities

1. Albert Lea, MN
2. Arlington County, VA
3. Boulder, CO
4. Charlotte, NC
5. Columbus, OH – Mid-Ohio
Regional Planning
Commission
6. Dubuque, IA
7. Fargo, ND – Metro COG
8. Hennepin County, MN
9. Madison, WI
10. New Haven, CT
11. Rochester, MN

Background

Produce **Guide to Complete Streets Planning and Implementation**

Knowledge-building priority identified by the Minnesota Local Road Research Board (LRRB) + MN Department of Transportation (MnDOT)

Worked with a Technical Advisory Panel

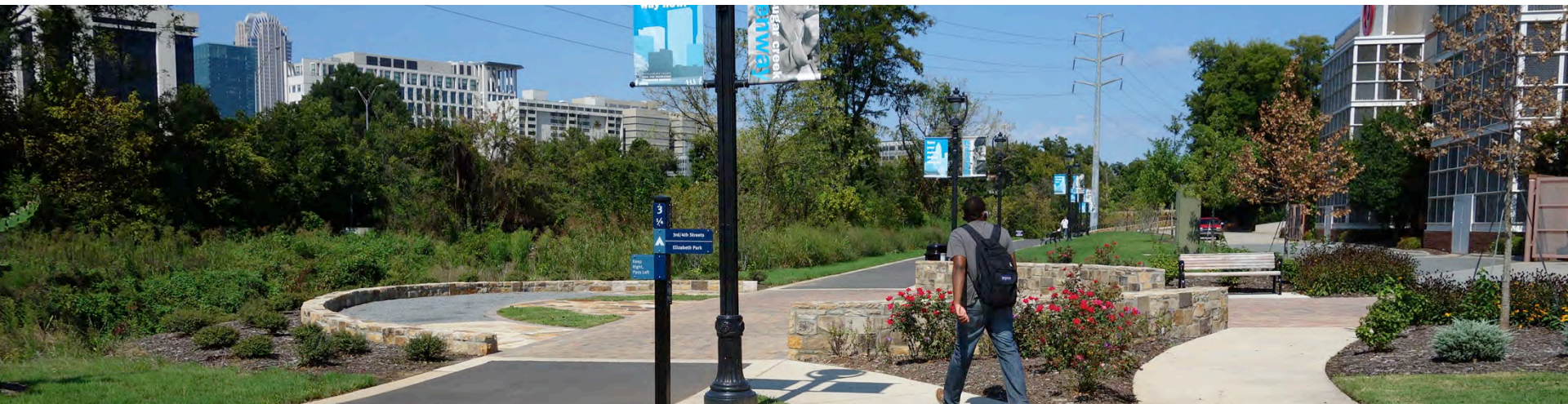


Our Study

Explore multiple contexts – **region, community, corridor, project**

Acknowledge diverse contexts, goals, + constraints

Account for policies + plans, as well as **decision-making + process**



Methodology

Step 1. Document Review

Review complete streets documents – *resolutions, policies, guidelines, tool kits, checklists, project reports + information*

Explore planning + policy framework

Understand content + use



Methodology

Step 2. Site Visits

Visited completed project(s)

Took 1000+ photos



Methodology

Step 3. Interviews

Identified **key informants** – “snowball technique”

Preliminary contact with complete streets lead

Consistent interview questions, capturing information on **context, documents, projects, coordination, outreach, funding, outcomes, evaluation**

103 interviews

Interviewees

Engineers
Designers
Planners
Maintenance staff
Public safety staff
Advocates
Agency staff
Elected officials

11 Case Study Reports

Key findings, context, documentation, evolution, practice, photos, quotes, and examples

CASE STUDY

4

Charlotte, North Carolina

OVERVIEW

The City of Charlotte offers a valuable example of institutionalizing complete streets into ongoing transportation and land use planning efforts. Relying significantly on its Urban Street Design Guidelines passed in 2007, the Charlotte has moved quickly in reorienting its focus from vehicle mobility to developing a multi-modal urban network. The guidelines influence the City's Transportation Action Plan – its comprehensive transportation plan for all transportation modes, and has been further integrated into City policy through updates to municipal ordinances. The City's large and integrated Department of Transportation helps facilitate coordination across modes. Additional collaboration with planning and engineering is central to Charlotte's success as well as a high level of political support. The City's work on complete streets has been extensive, with dozens of major thoroughfare, streetscape and road conversion, and intersection projects, as well as over 100 sidewalk projects (City of Charlotte 2012).

KEY FINDINGS

- Translating the *Urban Street Design Guidelines* into the City's ordinances has been central to facilitating complete streets implementation through the private development process.
- Private sector development and redevelopment can offer key opportunities to gain right of way and infrastructure improvements for complete streets.
- Strong leadership on complete streets from department and division heads has been critical in fostering interdepartmental coordination and championing culture.
- Political leadership is essential to supporting community innovation.

CONTEXT

With a 2011 population of just over 751,000 (U.S. Census), Charlotte is by far the largest city in the state of North Carolina. The city is located in one of the fastest growing metropolitan areas in the country, growing 31% in the 2000s and with a current population of over 1.7 million (Charlotte Chamber). The city is very large, spanning 298 square miles (U.S. Census) from the urban downtown core through former streetcar neighborhoods and active and redeveloping industrial and mid districts to auto-oriented suburban development along the vehicle transportation network radiating out of downtown. The CTR light rail line that runs southeast of downtown is beginning to foster redevelopment especially near downtown and surrounding neighborhoods. A bike share system has also recently been installed.

A photograph showing several bright blue bicycles docked at a white metal bike-sharing station. The bikes are arranged in a neat row, and the background shows a paved area and some greenery.

1. Charlotte has 60 cycle bike share systems located downtown in Charlotte, near city campuses, and at some transit stops.

A photograph of a wide, paved pedestrian path or boardwalk. On the left side, there are young trees planted in individual planters. The path leads towards a building in the distance under a clear sky.

2. Pedestrian-friendly public-private partnership (PPR) light rail with nearby transit is encouraged.

Community Stats

Population	Median Income
731,424 people	\$29k per year
Literacy Rate	Unemployment Rate
6.1 percent Literately by age 18 & up	5.8 percent (by month)

Courtesy: CTR/CES, 2011 American Community Survey, US Census Bureau

A row of logos for partner organizations, including the University of North Carolina, the Center for Urban and Regional Development, and others.

University of North Carolina
Center for Urban and Regional Development

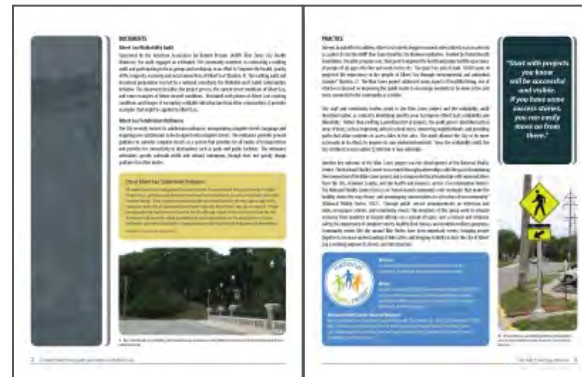
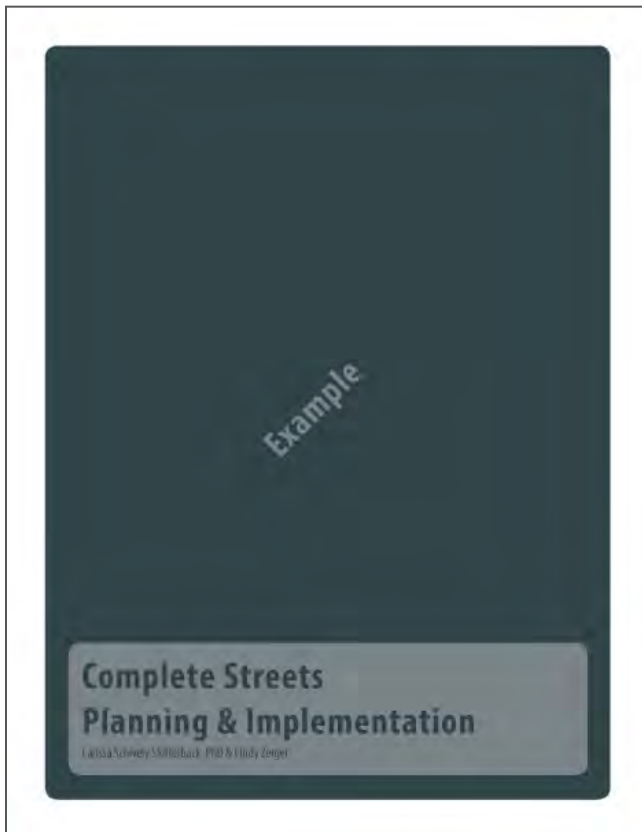
Complete Streets Planning and Implementation at Multiple Scales Case Study 4: Charlotte, North Carolina

[illegible]

Guide to Complete Streets Planning & Implementation

Guidebook

Overview, complete streets practice, methodology, common + unique practices



Findings – Big Ideas

Every case is different – think strategically about context

Policy (if you have one) is just the start – institutional + cultural changes are occurring

Be rationally opportunistic + visible

Engage advocates

Make the most of your champions



Findings – Best Practices

best practice

1 framing + positioning
broader benefits

best practice

4 project delivery + construction
implementation, project-specific engagement

best practice

2 institutionalizing
processes + policies +
plans +

best practice

5 promotion + education
targeted campaigns,
outreach, partnerships

best practice

3 analysis + evaluation
pre-project, during,
post-project

best practice

6 funding
Sources + application

More than a transportation issue

Successful + lifelong communities

Competitive cities must respond to changing demographics + expectations

Regional workshops
Complete Streets
Real Estate Trends



1 framing + positioning

Mid-Ohio Regional
Planning Commission

MORPC is working to create “lifelong communities.” The goal is to ensure central Ohio’s cities, villages, townships and counties continue to prosper, attract and retain businesses and residents, and in return have a richer tax base to support important programs, such as infrastructure, education and social services. An important facet of Lifelong Communities is Complete Streets.”

More than a transportation issue

best practice
1

framing + positioning
Mid-Ohio Regional
Planning Commission



Rethinking Streets for Successful Communities

Video Link (click on video or link below)

<http://www.youtube.com/watch?v=HbYgHwY6E9w&noredirect=1>

Multi-modal system

20+ year history of complete streets

1989 Transportation Master Plan called for modal shift

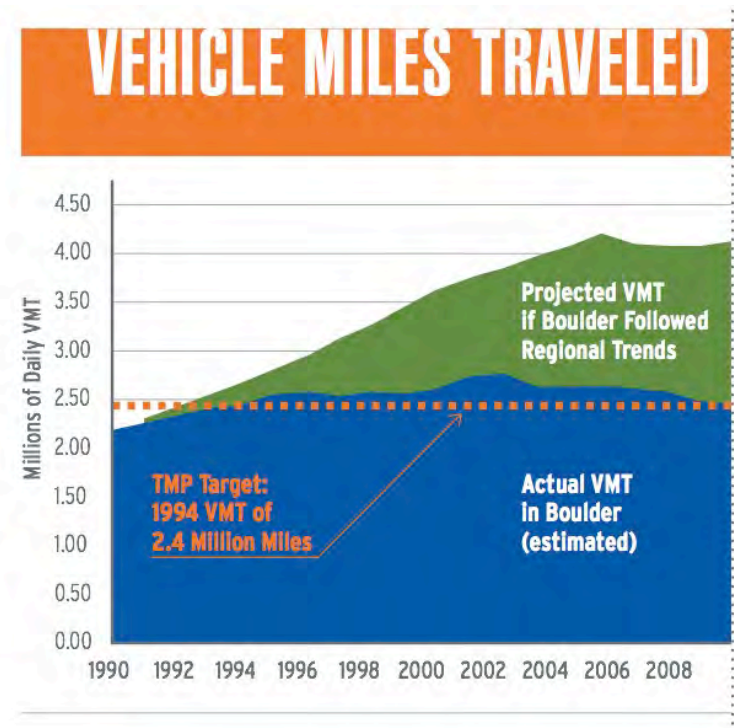
Policy decision to **limit VMT growth** to 1994 level

Multi-modal + network approach, connect across community + modes

best practice
1

framing + positioning
Boulder, CO

“to preserve what makes Boulder a good place to live by minimizing auto congestion, air pollution, and noise.”



Rethinking functional classification

best practice
2

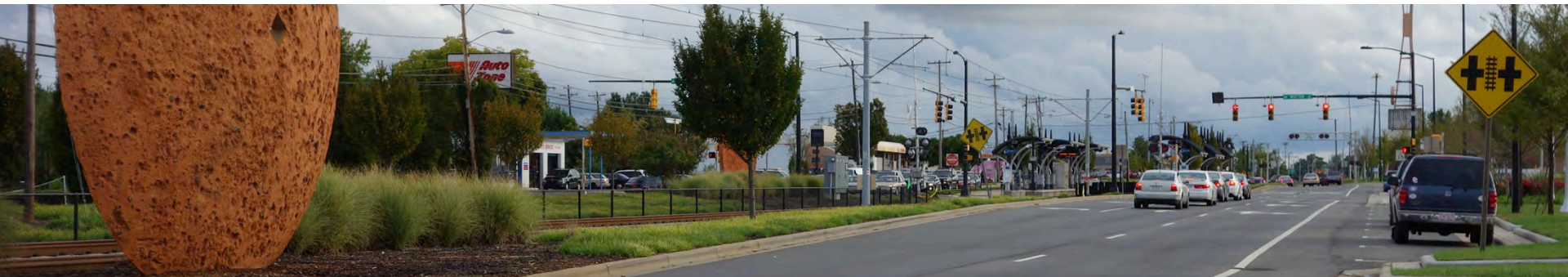
institutionalizing
Charlotte, NC

New Urban Street Design Guidelines –
“more streets for more people”

Requires analysis of land use +
transportation context

Multimodal, bicycle, + ped level of
service

Led to updates in subdivision ordinance, tree ordinance, and
land development standards (e.g. street design, storm drainage)



Rethinking functional classification



institutionalizing
Charlotte, NC

USDG Guiding Principles: Achieving a “Complete Street” Network





















1. Streets are a critical component of **public space**
2. **Streets play a major role** in establishing the image and identity of a city
3. Streets provide a critical **framework for current and future development**
4. Charlotte’s streets will be designed to provide **mobility and support livability and economic development goals**
5. The safety, convenience, and comfort of **motorists, cyclists, pedestrians, transit riders, and neighborhood residents** will be considered when planning and designing Charlotte’s streets.
6. Planning and designing streets must be a **collaborative process**, to ensure that a variety of perspectives are considered


Design Element Matrix – Different User Perspectives

		Pedestrians	Cyclists	Motorists	Transit*	Neighbors
Pedestrians Want Buffering from Cars Consider some mix of the following elements to create a buffer:						
Planting Strip	The wider the better, since wider strips allow trees to grow	◆	◆	◆	◇	◆
Amenity Zone	Use where high pedestrian volumes are likely, particularly in combination with on-street parking	◆	◇	◆	◆	◆
Wide Sidewalk	Back-of-curb (6' min.) may be allowable in retrofits, if combined with bike lane or on-street parking	◆	◇	◇	◇	◆
Bike Lanes	Provide “extra” buffering, in combination with other elements	◆	◆	◆	◆	◆
On-Street Parking	Helps shield pedestrians from moving traffic	◆	◆	◆	◆	◆
Trees	Need a 6'-8' minimum planting strip or treewells in amenity zone; 8' is the minimum for large maturing trees	◆	◆	◆	◆	◆


◆ - Positive Impact ◆ - Negative Impact ◆ - Mixed Impact or Use With Caution ◇ - Neutral

Design Element Matrix – Different User Perspectives (cont'd)

		Pedestrians	Cyclists	Motorists	Transit*	Neighbors
Cyclists Want Safer Crossings						
Consider the following elements to increase cyclists' visibility:						
Bike Boxes	Brings cyclists into drivers' sight; allows cyclists a headstart through an intersection; should provide bike lane approaching intersection					
Drop Bike Lane at Intersection	Achieves same as bike box, but without designated space; casual cyclists may feel less comfortable, although it is considered safer to drop the lane and have cyclists merge earlier for left-turns if there is no bike box					
Leading Bike Signal	Allows cyclists a headstart through the intersection; requires driver and cyclist education					
Short Blocks	Create <u>more</u> intersections, but potentially <u>smaller</u> intersections; more opportunities to avoid high volume routes; can potentially calm traffic and allow more opportunities for safe crossing treatments					

 - Positive Impact

 - Negative Impact

 - Mixed Impact or Use With Caution

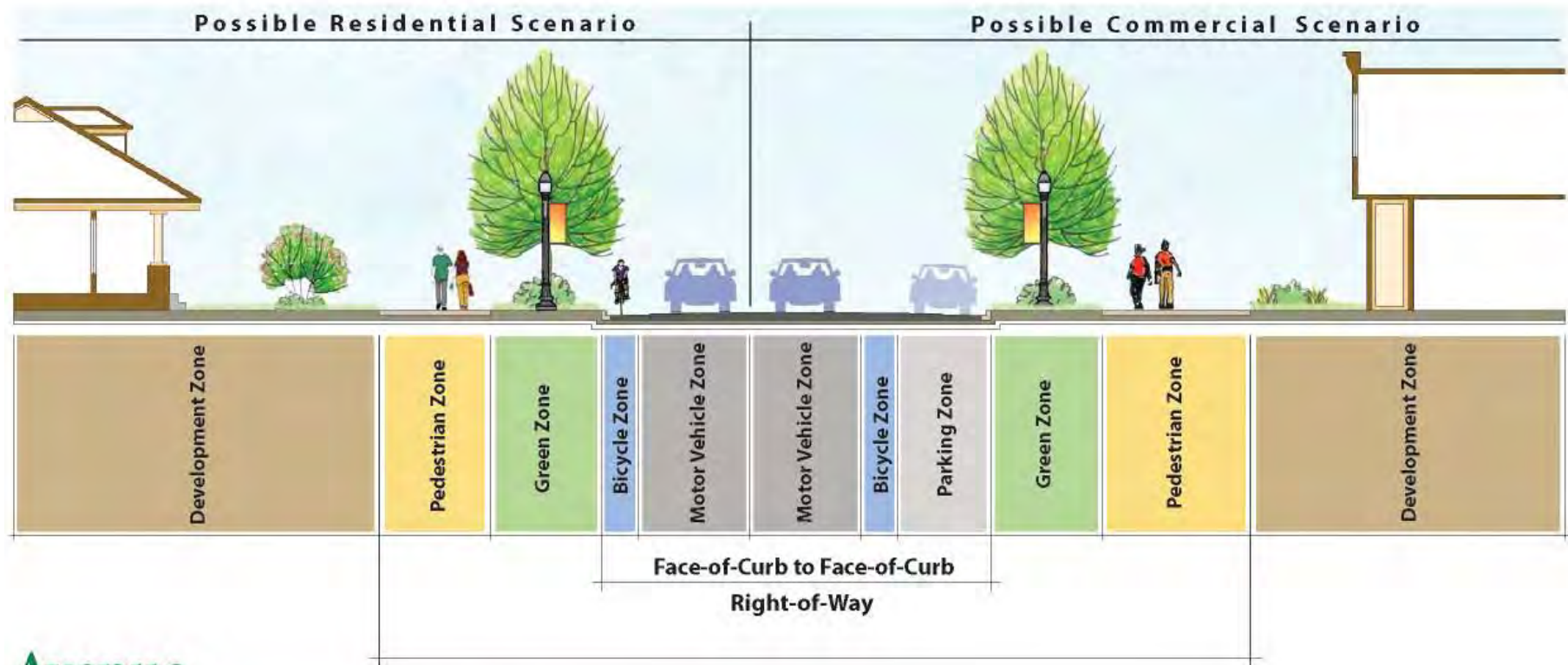
 - Neutral

Design Element Matrix – Different User Perspectives (cont'd)

		Pedestrians	Cyclists	Motorists	Transit*	Neighbors
Motorists Want Reduced Delays/Increased Capacity						
The following elements can increase a street's capacity and/or potentially reduce motorists' delay:						
More Travel Lanes	Each additional travel lane increases the street's capacity, especially at intersections; the mix of through and turn lanes can, up to a point, allow an intersection to process more traffic					
Design Consistency	By providing a consistent design (number of travel lanes, i.e.), motorists don't have to unexpectedly stop or merge; however, this may be difficult to achieve					
Grade Separated Intersections	Allows uninterrupted flow; particularly useful for high volume intersections, but destroys urban context for other users					
Unsignalized Intersections	May mean less delay for the higher-volume leg, but more delay for the lower-volume leg; in general, fewer signals means less delay on thoroughfares, but may also mean less connectivity					

- Positive Impact - Negative Impact - Mixed Impact or Use With Caution - Neutral

Avenues



Avenue

For specific dimensional information refer to the guidelines in this section.

Avenues

Development Zone:

Setbacks, design, and land uses will vary, but the basic intent for this zone is that development orients toward and has good functional and visual connections to the street.

Pedestrian Zone:

Very important for modal balance, pedestrian travel should be comfortable on Avenues; this zone should include unobstructed sidewalks, at appropriate widths for adjacent and surrounding land uses.

Green Zone:

To maintain comfortable pedestrian travel and serve an important buffer function, as well as enhancing the street for other users, this zone should include grass, landscaping, and shade trees in spacious planting strips or, in some cases, replaced by or interspersed with hardscaped amenity zones. **In some Avenue configurations, this zone will also include a median or intermittent “islands” with trees and landscaping.**

Parking Zone:

The need for this zone varies on Avenues, but the potential for traffic calming, buffering between vehicles and pedestrians, and access to adjacent land uses should be considered. **Some Avenues will have on-street parking and some will not.**

Exclusive Bicycle Zone:

Avenues are higher-speed and volume streets than Main Streets, so cyclists are less likely to feel comfortable in mixed traffic; this zone is important and should be considered for modal balance, safety, and additional buffering for other modes.

Motor Vehicle Zone:

This zone serves motor vehicles, in **a variety of possible lane configurations**, to accommodate higher volumes than Main Streets, while maintaining modal balance.

New Processes in Place

Complete Streets Task Force

meets quarterly and is established to “review and recommend the most **effective use of funding** streams available for complete streets, **develop consistent implementation principles, practices and guidelines**, and **identify demonstration projects for Hennepin County’s Complete Streets policy...**” (Hennepin County 2011).



New Processes in Place

best practice
2

institutionalizing
Hennepin Co., MN

Checklist, project summaries, incorporation into Strategic Plan...

Hennepin County Transportation Department
Public Works Facility
1600 Prairie Drive
Medina, MN 55340-5421

Checklist for Compliance with Hennepin County Complete Streets Policy
Click here to enter County Road Number (precede with CSAH or CR).

County Project #: Click here to enter Project #
City: Click here to enter City
Project Limits: Click here to enter project limits description
Project Funding Type: ☐ Federal Aid ☐ State Aid ☐ Local Funds ☐ Other Describe below
Design Phase: ☐ Preliminary Design ☐ Detail Design
Completed By: Click here to enter Name Date Completed: Click here to enter date

Existing Corridor Characteristics Review

Average Daily Traffic (ADT):	Click here to enter ADT	Posted Speed:	Select posted speed
Critical crash rate history within the project corridor?	Yes or No	If yes, describe location and rate crash rates.	
Roadway Functional Class	Choose a functional class		
Road Use Classification	Choose an item	Click here to add additional comments	
Trip Generators:			
<input type="checkbox"/> School <input type="checkbox"/> Retail <input type="checkbox"/> Hospital <input type="checkbox"/> Fire station <input type="checkbox"/> Park <input type="checkbox"/> Church <input type="checkbox"/> Airport <input type="checkbox"/> Known Historic Site			
<input type="checkbox"/> Sports facility <input type="checkbox"/> Other	Describe other:		
Existing corridor R/W width:	Click here to enter existing corridor R/W width or range of widths.		
Typical Roadway Section/Lane Configuration:	Describe lane & lane & width, curb type, etc.		
Intersection Configurations:	Describe lane configuration, geometry, side street design, turn lanes, etc.		
Side Street skewed <70° or existing sight distance issue	Identify this intersection stress and identify the problematic leg.		
Any roadway or pedestrian (underpass/overpass) bridges?	Yes or No	If yes, list type, location, number, and overcrossing roadway	
Any railroad crossings?	Yes or No	If yes, describe.	
Complete Streets Features:			
<input type="checkbox"/> Pedestrians	1. sidewalks, 2. crosswalks, 3. medians, 4. etc.	<input type="checkbox"/> Bicycles	1. bike lanes, 2. bike racks, 3. etc.
<input type="checkbox"/> Buses	1. bus lanes, 2. bus stops, etc.	<input type="checkbox"/> Light rail	1. light rail stations, 2. etc.
What is the average daily bicycle traffic?	Click here to enter bicycle traffic information (estimated)		
On City/County Bike Plan?	Yes or No	If yes, indicate which plan.	

Page 1 of 5
Form Revision Date: 6/26

Hennepin County Transportation Department
Public Works Facility
1600 Prairie Drive
Medina, MN 55340-5421

Complete Streets Summary for
Click here to enter County Road Number. (e.g. CSAH 14)

County Project #: Click here to enter Project #
City: Click here to enter City
Project Limits: Click here to enter project limits description

Last Revision: Click here to select date
Completed By: Click here to enter name

Existing Conditions


Average Daily Traffic (ADT):	Click here to enter ADT	Posted Speed:	Select posted speed
Typical Roadway Section/Lane Configuration:	Click here to enter text. (e.g. Generally a two-lane rural, no curb and gutter section with narrow gravel shoulders. Turn lanes are provided at key intersections.)		
Intersection Configurations:	Click here to enter text. (e.g. Intersection 1: 14th Avenue North and CSAH 14, one-way stop control on minor street (14th Avenue North). Bypass lanes on both legs of CSAH 14. No ADA pedestrian ramps. No marked crosswalks. Intersection 2: 117th Avenue and CSAH 14, one-way stop control. No ADA pedestrian ramps. No marked crosswalks.)		
Complete Streets Accommodations:	Click here to enter text. (e.g. There are no sidewalks or paths on this CSAH 14 corridor. An existing bike route that runs approximately parallel to CSAH 14 at the north end of the project. There are no existing bicycle accommodations with the exception of 0.2 miles of paved shoulders on CSAH 14 at the west end of the project. There is one bus stop located at the CSAH 14/CSAH 14 intersection.)		

Proposed Conditions

Average Daily Traffic (ADT):	Click here to enter ADT	Posted Speed:	Select posted speed
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Complete Streets Summary
Page 1 of 3

Hennepin County Public Works
Strategic Plan
2012



Active Living

Active Living is a way of life that integrates physical activity into daily routines through activities such as biking, walking and/or taking transit to destinations. Active Living Hennepin County (ALHC) is a partnership of cities, businesses and nonprofits working together to increase opportunities for active living through policy change and infrastructure planning. (<http://hennepin.us/activeliving>)

Complete Streets

The county is working to enhance safety, mobility, accessibility and convenience for all its transportation users. This means planning, designing, operating and maintaining a network of roads that serve buses, bicycles and pedestrians as well as cars and commercial truck traffic. (<http://www.hennepin.us/completestreets>)

Neighborhood Engagement



institutionalizing
New Haven, CT

Complete Streets Request Form

Response to strong neighborhood organizations + engagement

Asks for location, impetus, context (e.g. land use, neighborhood character)

Proposers identify connections to principles in **Complete Streets Design Manual**

Connectivity, human health, equity, economic development



Transportation Research Program



analysis + evaluation
Arlington Co., VA

Project-specific analysis

Traffic counts, speeds, accident rates

Long-term analysis

Land use, traffic counts, bike/ped counts, accidents, commuting patterns, outreach/engagement states, employer programs

Informs plan updates + project decision making



Ongoing Evaluation + Reporting



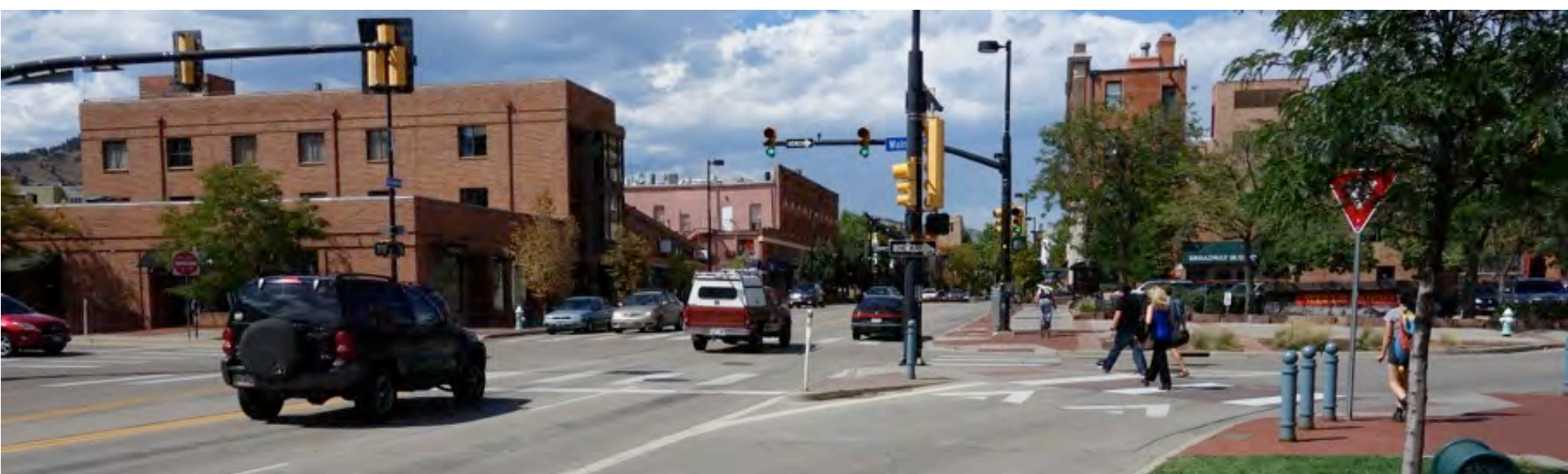
analysis + evaluation
Boulder, CO

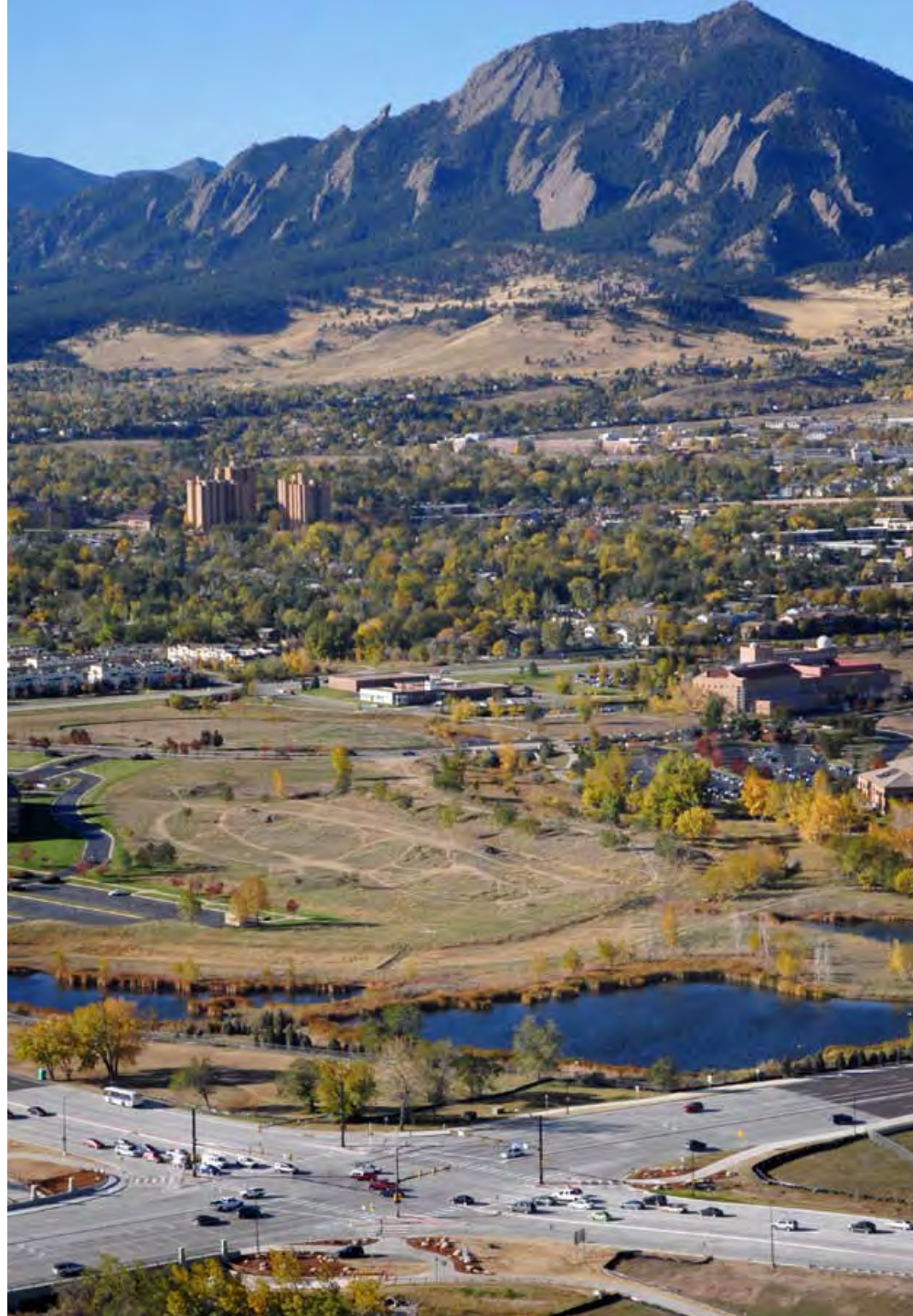
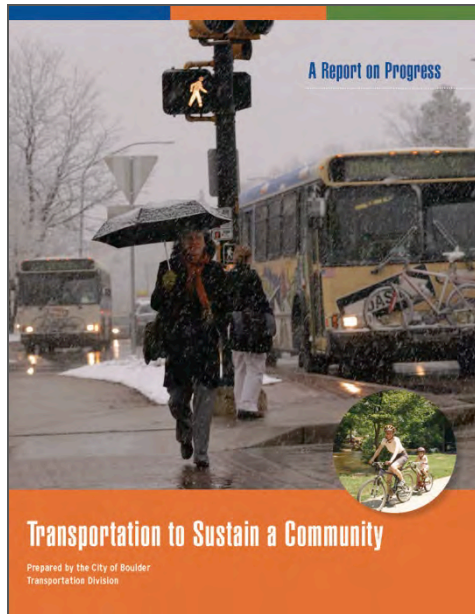
Transportation to Sustain a Community: A Report on Progress

City conducts its own travel survey

Trends over 2+ decades

Strong connection to *Transportation Master Plan* – reporting on implementation progress





How Long is Forever?

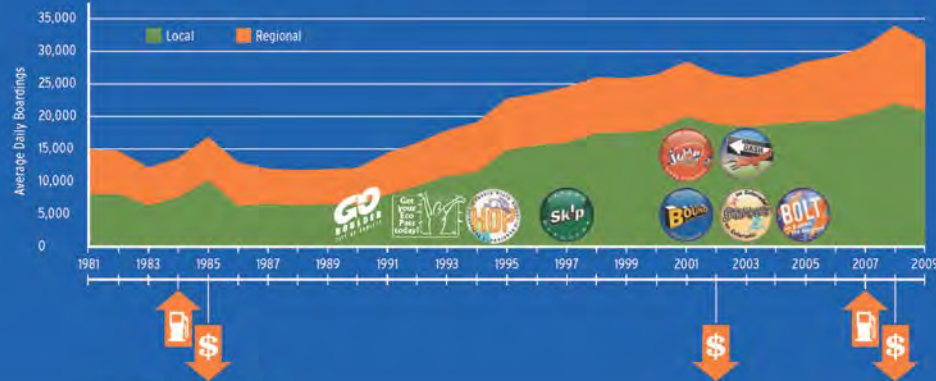
"It takes forever to drive across town," is a common complaint.

The city has conducted a statistically accurate survey of auto travel time on two east-west and two north-south corridors in town over the last 25 years. These studies show that "forever" is about 15 minutes during rush hour traffic and that number has remained relatively steady over the years. While traffic has increased over the life of the study, the city has been able to maintain travel times with intersection improvements and traffic signal coordination.



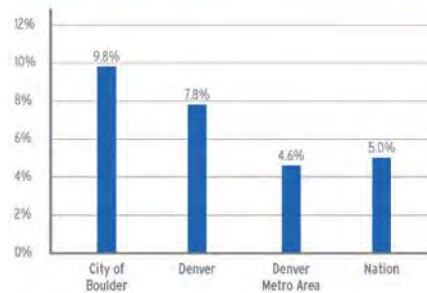
Boulder Transit Use 1981 to 2009

Logos represent developments in Boulder transit.



JOURNEY TO WORK BY BUS

Boulder Residents, 2009



Source: 2009 American Community Survey



1931 Public Service Company purchases a fleet of 4 Mack buses and the last streetcar is retired on June 1

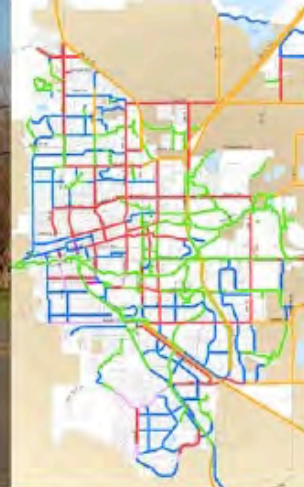
1940 First traffic signal installed at Broadway and Arapahoe. It was turned off due to gas rationing during the war, and turned back on in Feb. 1945



An estimated 95 percent

of Boulder's arterial streets accommodate bicyclists, and all local and regional buses in Boulder are equipped with bike racks. The city's system is bolstered by a robust network of pathways and paved shoulders in surrounding Boulder County to facilitate longer trips by bike.

FACT



JOURNEY TO WORK BY BIKE

Boulder Residents



Source: US Census and American Community Survey

Boulder has a robust bicycle network, with 150 centerline miles of bike facilities. In comparison, the city has 305 centerline miles of roads. The system includes:

- 1 52 miles paved multi-use pathway with 76 underpasses
- 2 37 miles of road with bike lanes on both sides
- 3 9 miles of road with paved shoulders
- 4 43 miles of roads designated as bike routes
- 5 10 miles soft surface trails



1848 340 parking meters installed in downtown

1852 Toll road opens with a toll of \$.25 for Boulder to Denver travel. Eight months after opening, traffic was up 11 percent on most arterials

1848 Denver-Boulder Bus Company established with 17 buses running through Lafayette to Denver

Tailored Engagement Strategies



**project delivery
+ construction**
Dubuque, IA

Sustained engagement for District-wide design

Partnerships established early engagement

Businesses, advocates, and stakeholders engaged from design through construction

Weekly meetings influenced construction schedule

Increased support of complete streets program



Innovation in Design



project delivery
+ construction
Madison, WI

Years of practice + adapting to needs

Willingness to test new things and adapt – “pilot projects”
- *signage, bike boxes and boulevards*



Innovation in Design



**project delivery
+ construction**
Madison, WI

Established collaboration + go-to guidance

Collaboration between key City departments

- *City Engineering and Traffic Engineering*

State standards referenced along with other design guidance
(AASHTO, NACTO)



Promotion is Important

Ongoing commitment

Blue Zones Project

– *National visibility*

National Vitality Center

– *continuing the momentum*

best practice
5

promotion + education

Albert Lea, MN



Mission:

To establish and encourage an ongoing community focus and commitment to individual wellness and personal well-being.

Vision:

To create permanent systematic environmental and policy changes that lead to a healthier environment: creating opportunities for physical activity and healthy eating by positivity encompassing an individual's community, habitat and purpose.

National Vitality Center Board of Directors

Mayo Clinic Health System, Freeborn County Public Health, City of Albert Lea, Albert Lea School District, United Way of Freeborn County, Albert Lea Family Y, Albert Lea/Freeborn County Chamber of Commerce, Albert Lea Convention and Visitor's Bureau, Freeborn County Historical Society, Freeborn County Family Services Collaborative, and Senior Services.



Promotion is Important

Educational efforts

Bike rodeos

Public Service Announcements (PSAs)

Project white papers
& cost comparisons

BUMP-OUTS COST LESS

- Sidewalk in bump-out areas cost less than street pavement that would be required with no bump-outs:
- Trading street pavement for sidewalk results in a slight decrease in cost per intersection with bump-outs vs. no bump-outs – approximately \$3,000/intersection
- Bump-outs reduce cost by an additional \$3,000/intersection by reducing the crosswalk decorative paver length
- Replacement of the existing traffic signals if bump-outs are not provided would cost between \$175,000 and \$200,000 per signal system
- **Bump-outs save \$360,000 to \$420,000 in total project costs!**

Note: See the separate "Bump-Out Information" fact sheet for more information regarding bump-outs



PROJECT SCOPE

ESTIMATED COST INFORMATION

BROADWAY AVENUE INFRASTRUCTURE AND STREETSCAPE PROJECT

SEPTEMBER 10, 2012



EXISTING INFRASTRUCTURE

- The existing sanitary sewer, watermain, and storm sewer systems in Broadway Avenue are over 80 years old and are in need of replacement
- The existing street consists of concrete pavement that was originally constructed in 1933 and was overlaid with blacktop in 1956, 1975, and 2002
- The sidewalks and curb between Main Street and Clark Street were removed and replaced in 1976. The existing tree "bunkers", decorative walk, and decorative lighting were also added at that time
- The existing sidewalk and curb between Fountain Street and Clark Street were reconstructed in 1991, but no streetscaping amenities were included in that project
- While the existing street surface is in fair condition, the replacement of the sanitary sewer, watermain, and storm sewer systems will require the removal of the street and sidewalk throughout most of the area
- **The existing underground utility and street infrastructure needs to be replaced regardless of whether or not streetscaping elements are included in the project**

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Note: See the separate "Bump-Out Information" fact sheet for more information regarding bump-outs

PROJECT COSTS

The following is a breakdown of the preliminary project costs based on the design concepts developed to date

INFRASTRUCTURE ELEMENT	ESTIMATED COST
Basic Street and Surface	\$1,771,300
Basic Street Lights	\$238,100
Sanitary Sewer, Watermain, & Storm Sewer	\$846,800
Subtotal, Basic Infrastructure Improvement Project	\$2,856,200
Broadway Avenue Streetscaping (additional cost from basic street and surface improvements)	\$363,800
Broadway Avenue Decorative Street Lights (additional cost from basic street lights)	\$154,700
Subtotal, Additional Streetscaping Costs	\$518,500
William Street Pedestrian Plaza	\$190,500
Water Street Pedestrian Plaza	\$161,700
Fountain Park Improvements	\$349,700
Subtotal, Pedestrian Plazas and Park Improvements	\$701,900
Total	\$4,076,600

Note: Estimated costs include engineering/architectural fees, administrative costs, and financing costs

UNIQUE OPPORTUNITIES

- **The fact that the existing street and sidewalks will be removed for the utility reconstruction creates a "once in a lifetime" opportunity to consider additional aesthetic amenities that may be a catalyst to help re-vitalize the downtown area**
- **The project will include treatment for stormwater runoff before it is discharged into Fountain Lake**



City of Albert Lea
Broadway Avenue Infrastructure & Streetscape Project



Branded Campaigns

Targeting all modes + all users

SEE.SAFE.SMART.ROCHESTER

Campaign to decrease modal conflict

Developed by Active Living Rochester

Different media pieces and well-branded



promotion + education
Rochester, MN



Branded Campaigns



promotion + education

New Haven, CT

Mode-specific education

Safety as central focus

Street Smarts campaign – draw motorists' attention to other users on street

Branding was critical – logo, info materials, promo items, pledge of commitment

Led to DriveSmart, BikeSmart, + WalkSmart campaigns

Strong coordination with Yale – Smart Streets



Smart Driver

Pledge of Commitment



SMART STREETS

WELCOME TO THE SMART STREETS GUIDE TO SAFETY.
THIS IS WHERE YOU WILL LEARN HOW TO BE A CITIZEN
OF THE STREET WHETHER YOU ARE A PEDESTRIAN, A
CYCLIST, A DRIVER, OR ALL THREE.

This website is the result of a partnership between Yale University Police, Security Programs, Transportation Options, and Environmental Health and Safety—along with The City of New Haven’s Department of Transportation, Traffic and Parking. It depicts some broadly-accepted safety guidelines to help make our streets safe for everyone. Please consult the RESOURCES section for links to state and local laws and ordinances.

LAUNCH ►

Website Link (click on image above or link below)

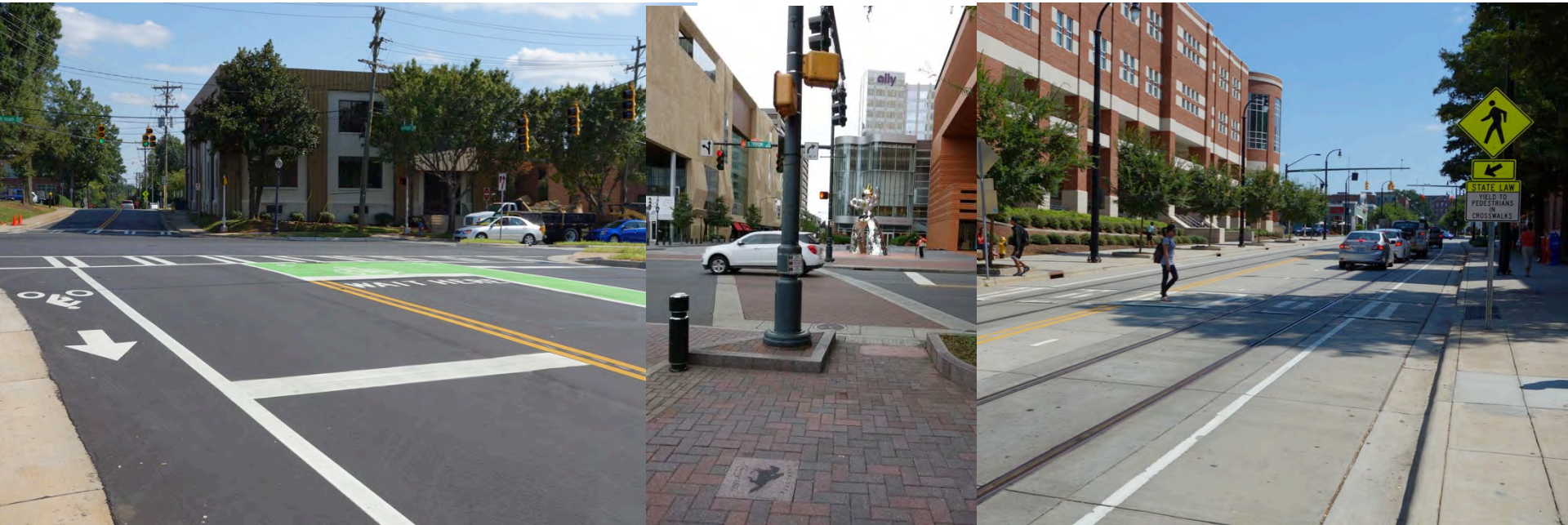
<http://yale.edu/smartstreets/>

Engaging the Private Sector

Charlotte DOT funds supplemented by private development

Use new and redevelopment to facilitate ROW improvements

City ordinances are key implementation tools



Encouraging support through policy change

Special assessments – changed from 100% property owner funded to 50%-50% cost share for new sidewalks

1st 25 years – City pays for reconstruction, after 25 years, 50%-50% share

Increase in acceptance for sidewalk implementation



Questions

What does it take to move a community from complete streets **concept** to complete streets **project**?

What are the critical factors that need to be addressed to advance **implementation**?



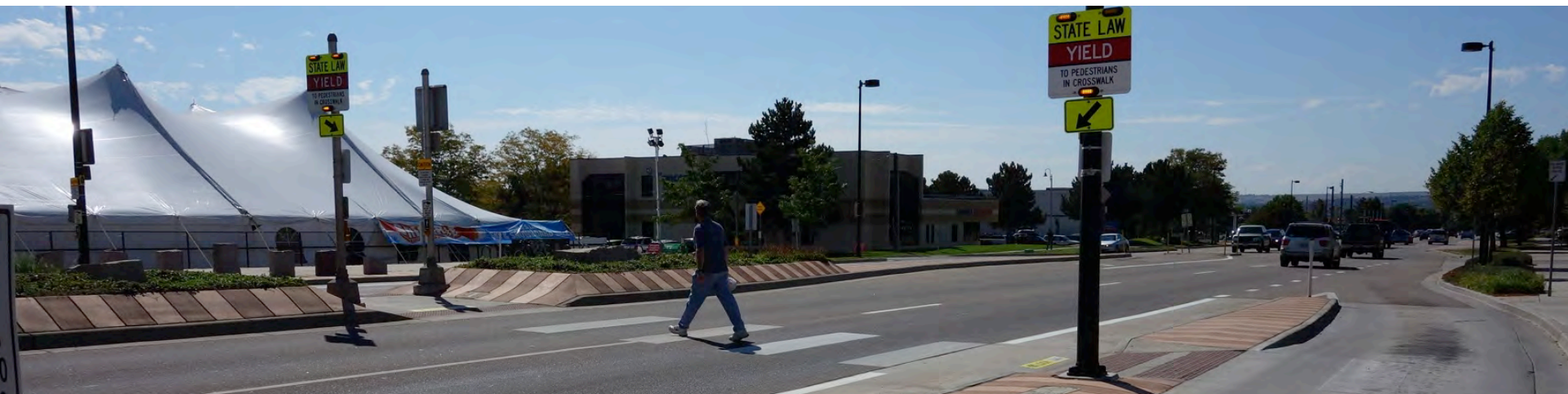
Takeaways

Every context is different – **what is yours?**

Find the champions, or be one yourself

Policies + plans are critical, but nothing gets done without great processes

Change the way decisions are made + the way that people are engaged



Thank you!

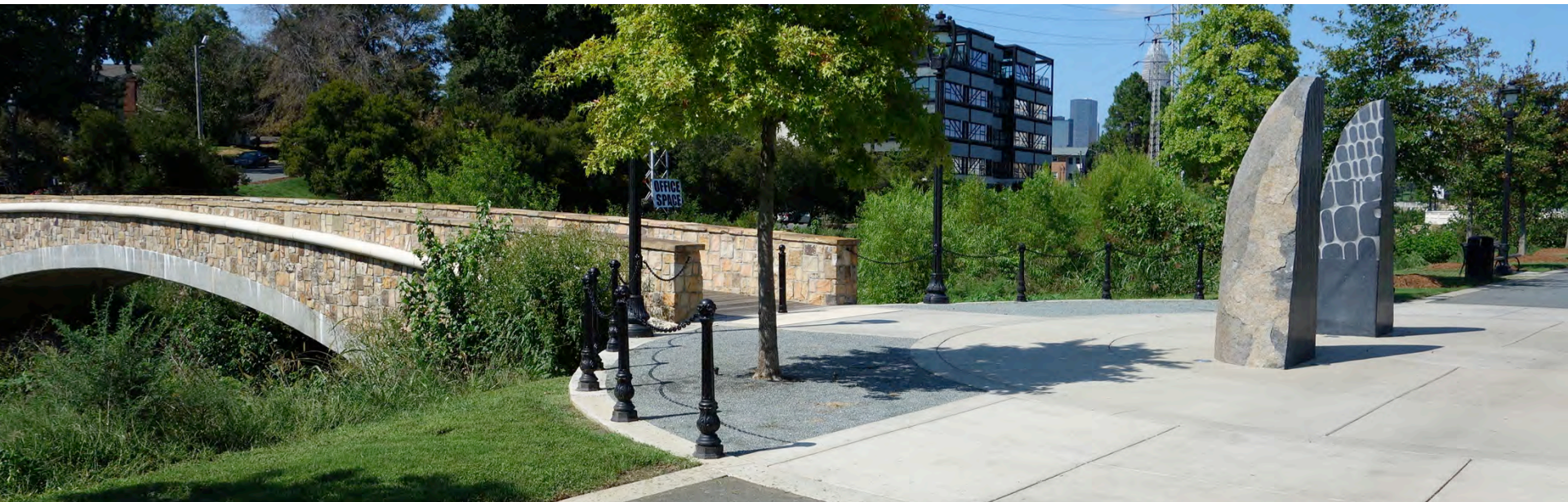
MN Dept of Transportation + Local Road Research Board

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