



Economic Benefits of Complete Streets

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Complete and Green Streets in the San Joaquin Valley
Fresno, CA
February 18, 2015

What is the Purpose of Towns and



Cities are an invention to maximize exchange (goods, culture, friendship, knowledge) and to minimize travel.

The role of transport is to maximize exchange.





What are Complete Streets?



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

What are Complete Streets?

Safe Comfortable Convenient



What are Complete Streets?

Safe Comfortable Convenient



Smart Growth America
Making Neighborhoods Great Together



**National Complete
Streets Coalition**

Complete Streets Policies in California

- Caltrans Complete Streets Policy
 - Deputy Directive 64-R1
- Create complete streets early in system planning; continue through maintenance & operations
- Requires collaboration among all Caltrans functional units & stakeholders



Complete Streets Policies in California

California Complete Streets Act

AB 1358 – Effective Jan. 2011, cities & counties, “shall modify the circulation element to plan for a balanced, multimodal transportation network that meets the needs of all users of the streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.”



Complete Streets Policies in California

Office of Planning
and Research
General Plan
Guidelines

[http://opr.ca.gov/docs/
Update_GP_Guidelines
_Complete_Streets.pdf](http://opr.ca.gov/docs/Update_GP_Guidelines_Complete_Streets.pdf)



Update to the General Plan Guidelines: Complete Streets and the Circulation Element

December 15, 2010

STATE OF CALIFORNIA
Arnold Schwarzenegger,
Governor

GOVERNOR'S OFFICE
OF PLANNING AND
RESEARCH
Cathleen Cox,
Acting Director

1400 Tenth Street
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Sacramento, CA 95812

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www.opr.ca.gov

Americans want choices

66%

of Americans want more transportation options so they have the freedom to choose how to get where they need to go.

73%

currently feel they have no choice but to drive as much as they do.

57%

would like to spend less time in the car.

Future of Transportation National Survey (2010)



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The tremendous potential

Of all trips:

50%

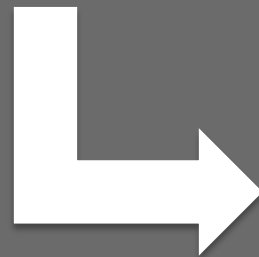
are less than
3 miles

28%

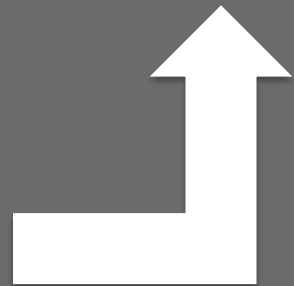
are less than
1 mile

60%

are driven



of these trips...



National Household Travel Survey (2009)

The tremendous potential

Every trip starts and ends with walking.



What does a complete street look like?

- One size doesn't fit all:
 - Complete Streets doesn't mean **every** street has sidewalks, bike lanes and transit

There is no magic formula



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Many types: rural roads



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Many types: paved shoulders



Many types: urban thoroughfares



Many types: suburban thoroughfares



Many types: main streets



Many types: residential skinny streets



Many types: slow speed shared streets



Many types: shared streets



Complete Streets policies



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

Complete Streets benefits all users



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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: Children

17% of kids and teens are obese.

Limited physical activity contributes to the obesity epidemic.

Dedicated, safe space for bicycling and walking helps kids be active and gain independence.



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.



Benefits: Safety

There were 32,885 traffic fatalities in the U.S. in 2010. Of these fatalities:

23,303 were people in cars

4,280 were people walking

618 were people on bicycles

National Highway Traffic Safety Administration: Fatality Analysis Reporting System 2010



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Benefits: Safety

Pedestrian crashes

↓ **88%** with sidewalks

↓ **69%** with hybrid beacon

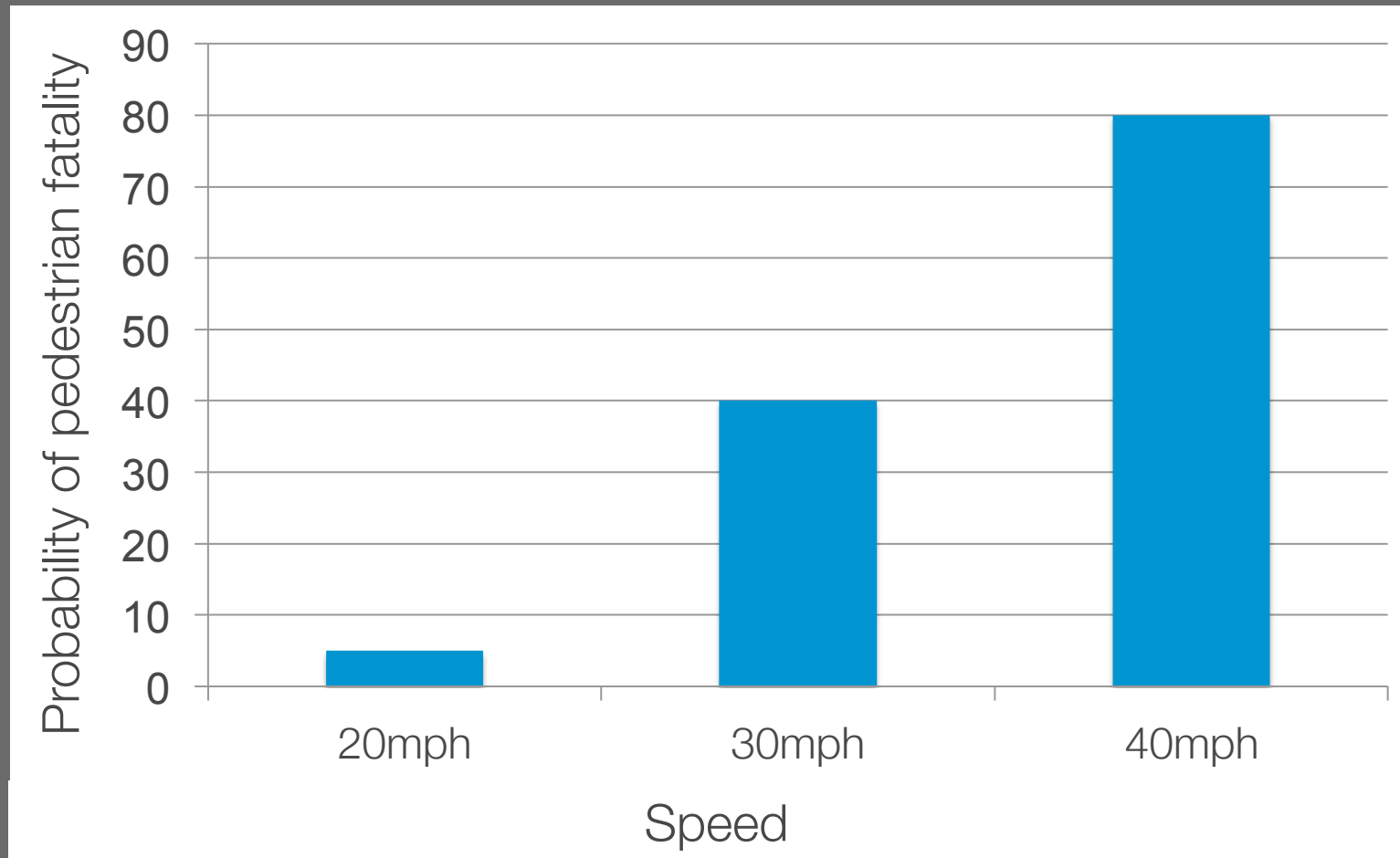
↓ **39%** with medians

↓ **29%** with road conversions



Benefits: Safety

Slowing traffic improves safety for everybody, especially 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).



Benefits: Reduce Costs

Lee County, Florida

- Re-examined 5 road-widening projects
- Found widenings unnecessary = \$58.5 million savings



Benefits: Economy

Hamburg, NY, U.S. Route 62

NY State DOT proposed widening

Residents/Businesses opposed; Prepared Community Design Alternative

Instead DOT narrowed lanes, added bicycle lanes, crosswalks, curb extensions and 4 roundabouts

After reconstruction:

- Crashes ↓ 66%
- Injury crashes ↓ 60%
- Businesses invested \$7 million on 33 projects
- Building permits up from 15 in 2005 to 96 in 2010





Pay-per-mile car insurance
saved the average Metromiler 50% in 2014.

HAMBURG JOURNAL

Widen Main St.? Community Had Other Ideas, and Thrived



Brendan Bannon for The New York Times

U.S. 62, which is Main Street in Hamburg, N.Y., was rebuilt to slow traffic and aid pedestrians. The changes have inspired business investment and civic activity.

By DENNIS GAFFNEY

Published: August 16, 2013

HAMBURG, N.Y. — How did this Rust Belt village of 10,000 people resurrect itself from a 30-year slide? It started with a road.

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HAMBURG, N.Y. — How did this Rust Belt village of 10,000 people resurrect itself from a 30-year slide? It started with a road.

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Twelve years ago, the State Transportation Department proposed improving U.S. Route 62, the village's mile-long Main Street, by adding another traffic lane, removing parallel parking and narrowing sidewalks.

When Susan Burns, a lifelong Hamburg resident, saw the plan, she remembers asking, "What are you doing with the trees and the people?" She said she was told by state officials, "We have to get the traffic through."

Ms. Burns feared that the road expansion might be the fatal blow to the village, just south of Buffalo, which was already knocked down by the collapse of the area's steel industry and the opening of a nearby mall. The village that many had once compared to the idyllic Bedford Falls in the 1940s movie "It's a Wonderful Life" worried that it was sliding toward Pottersville, or worse yet, a ghost town.

Ms. Burns frantically started calling her friends in town, and a citizens' group, the Route 62 Committee, quickly formed. Soon after, Dan Burden, a national advocate for walkable communities, was invited to visit.

"You can't bring back a village," Mr. Burden told the villagers, "without bringing back a street."

Inspired, the committee created a "community design alternative" for the road, and villagers voted for their plan over the state's proposal by four to one, and the state agreed to it.

That alternative was finished in 2009, and Ken Kuminski, the Transportation Department's project manager for the reconstruction, showed it off on a recent morning. He started at one of four new roundabouts.

"We used to have major accidents where drivers were trying to beat the lights," Mr. Kuminski said. Roundabouts force traffic to move much slower. "Accidents in them need a tow truck," he said, "not an ambulance."

In fact, all of Hamburg's Main Street was redesigned to slow vehicles, a technique known as traffic calming. Two lanes, instead of the three that had been planned, were built, and

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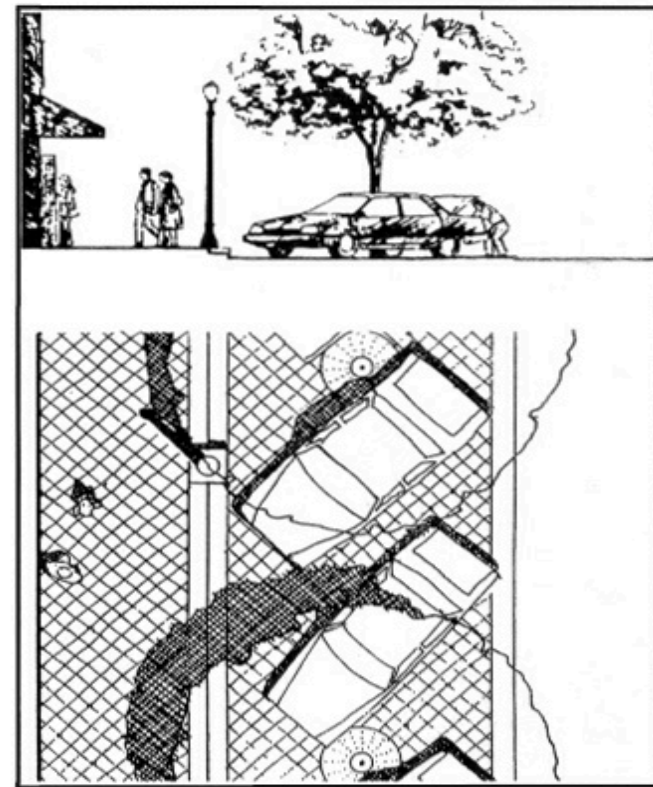
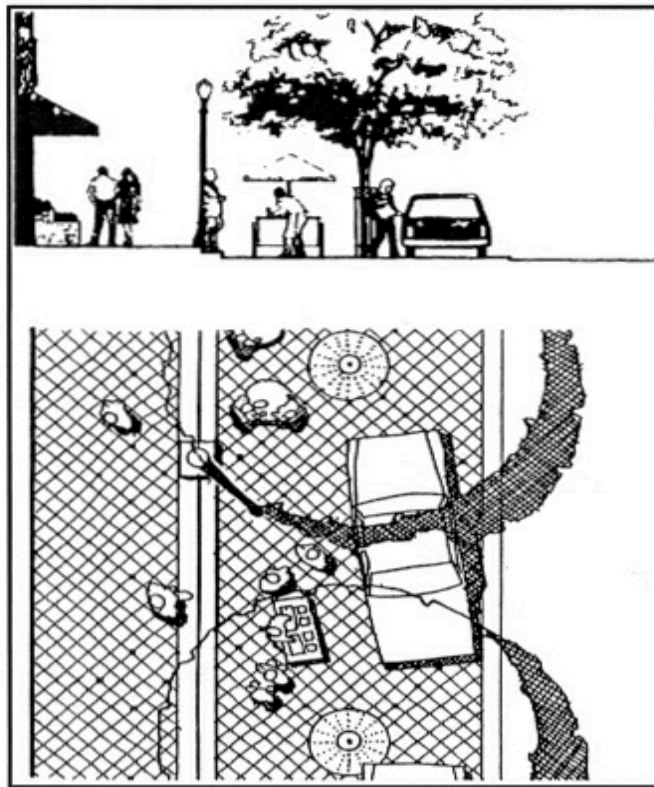
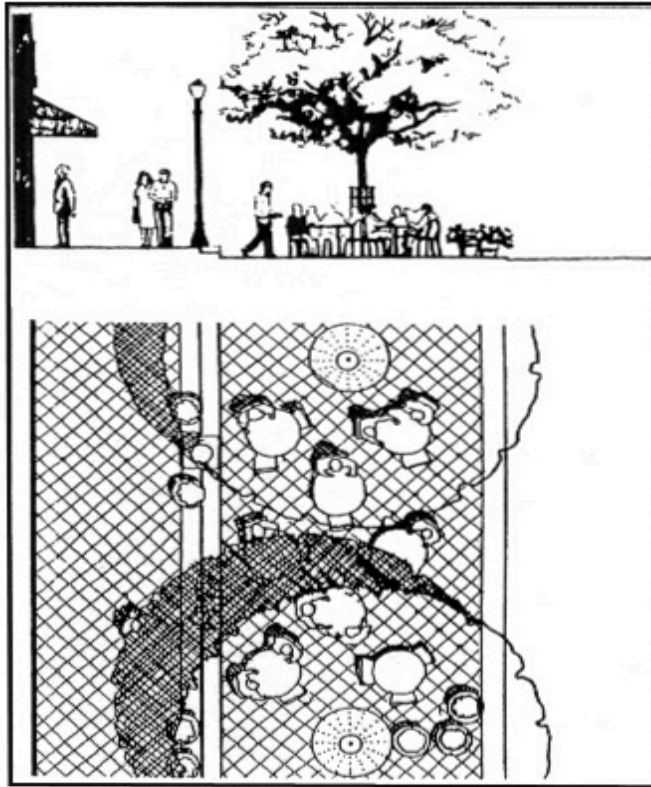
Case Study: Castro Street, Mountain View, CA



Case Study: Castro Street, Mountain View, CA



Castro Street, Mountain View, CA



Flex Zone Concept



Castro Street, Mountain View, CA

After



Castro Street, Mountain View, California

After



Castro Street, Mountain View, CA — New Civic Center

After



Park Place Apartments, 50 units/acre

Castro Street, Mountain View, CA — New mixed-use housing

After



Castro Street, Mountain View, CA — New Infill Housing

After



Castro Street, Mountain View, CA — New restaurants, cafes

After



Castro Street, Mountain View, CA

After

Downtown Lodi

- \$4.5 million investment to retrofit five downtown blocks
- New investment in restaurants, shops, offices, movie theater
- 60 new businesses
- Vacancy rate dropped from 18% to 6%
- 35% increase in downtown sales tax revenues
- Property valuation (ave. rent/sq. ft.) quadrupled



Case Study: Downtown Lodi



Before



Lodi, CA Added curb extensions, improved crosswalks, slowed traffic



Lodi, CA

Widened sidewalks, improved lighting, added trees



Lodi, CA

Widened sidewalks, improved lighting, added trees



Lodi, CA

Added benches, kiosks



Lodi, CA

New movie theater, restaurants



Lodi, CA

Strengthened City and Neighborhood identity and pride



Lodi, CA

Strengthened City and Neighborhood identity and pride

La Jolla Boulevard, Bird Rock, San Diego

- Reduced lanes from 5 to 2, added angled parking, widened sidewalks, landscaped medians, added 5 roundabouts at intersections
 - Lowered speeds from 40mph to 20mph
- Traffic volumes have stayed constant at 22,000 cars/day
- New investment in restaurants, coffee shops, offices, drugstore and nearby infill housing
 - 20% increase in sales tax revenue





La Jolla Boulevard, Bird Rock, San Diego, California

Before



La Jolla Boulevard, Bird Rock, San Diego, California

After



La Jolla Boulevard, Bird Rock, San Diego, California

After







La Jolla Boulevard, Bird Rock, San Diego, California

After



First Street, Livermore

- Reduced lanes from 4 to 2, added diagonal parking, widened sidewalks, added curb extensions
- New investment in restaurants, shops, offices, theater, movie theater and nearby infill housing
 - 5 new businesses opened shortly after changes
 - Sales taxes have increased at faster rate





First Street, Livermore, California

Before



First Street, Livermore, California

After



First Street, Livermore, California

Before



First Street, Livermore, California

After



First Street, Livermore, California

After

US 395 (Main Street), Bridgeport, CA

- Highway widened from 2 lanes to 5 as it entered town
 - Cars and trucks speeding up
 - Businesses suffering
- Community planning process funded by a Caltrans Community-Based Transportation Planning Grant
- Consensus for reducing number of lanes, adding diagonal parking
- Implemented within 3 months through a Caltrans resurfacing project





Main Street (US 395), Bridgeport, California

Before and After



Main Street (US 395), Bridgeport, California

Before and After



Main Street (US 395), Bridgeport, California

After

Complete Streets means:

- High-level policy direction
- Change the everyday decision-making processes and systems
- Incremental approach



Complete Streets Resources

www.completestreets.org



- Fact Sheets
- Monthly policy news
- Policy examples
- Complete Streets Implementation Workshops (through Association of Pedestrian and Bicycle Professionals, APBP)
- *APA Best Practices Manual*
- Join the Coalition!

Tips

Former Public Works Director

- A parking problem is a good thing.
- A special place takes special maintenance.
- If your own rules get in the way of innovation and “entrepreneurial spirit”, change the rules.

Courtesy: Phil Pennino, former Lodi Mayor

Tips

City Manager/Community Development

- Don't hesitate to begin.
- Be Comprehensive.
- Have at least one focal (catalyst) project.
- Put money aside to assist the property owners improve their properties
- Be prepared for the “Eeyore” in the crowd who will always find something negative.

Tips

Former Mayor/Councilmember

- Be Visionary
- Build Support Base
- Be Aggressive
- Be Patient
- Find an Anchor
- It Will Take Time
- Put in Place a Long Term Plan
- Councils Come & Go



Courtesy: Phil Pennino, former Lodi Mayor