



THE CASE FOR COMPLETE STREETS

Messaging for your community

May 14, 2015

Mayors' Challenge

- US DOT Secretary Anthony Foxx challenge to local elected officials to improve bicycle/pedestrian safety
- Local Action Activities
 - Adopt Complete Streets policy
 - Review street design standards
 - Improve walking/biking laws and regulations



Complete Streets

Streets that are designed and operated to enable **safe access for all users**, whether walking, bicycling, driving or riding transit. People of all ages and abilities are able to safely move along and across streets in a community, regardless of how they are traveling.



Complete Streets are for:

- Kids walking to school
- Bus riders hoping for a dry place to wait for the bus
- Those without a car who still have places to be
- The elderly needing enough time to cross the street
- The commuter whose car breaks down, but still needs to get to work
- The community that wants to be family-friendly
- The man in a wheelchair looking for accessible sidewalks
- The city that wants its residents to be able to age in place
- Those who wish to save money on their commute
- Older adults who can no longer drive a car
- Parents walking with their children to the park

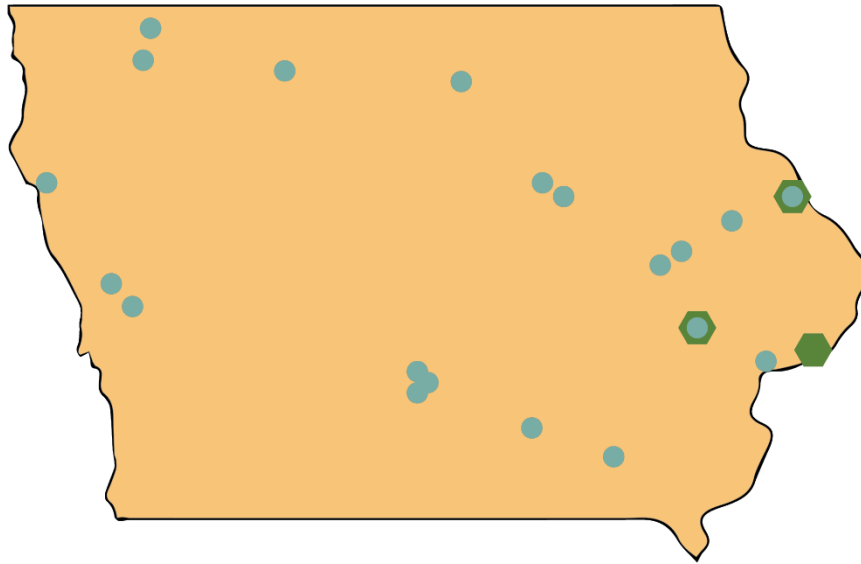
EVERYONE,
EVERY DAY,
no matter who
you are or how
you travel

Complete Streets are:



- Specific to the street
- Everyday projects
- Achievable within existing budgets
- Necessary

Prevalence of Complete Streets



IDOT

Statewide policy to be released Summer 2015



MPOs

Dubuque
Iowa City
Quad Cities

Cities

Algona
Carlisle
Cascade
Cedar Falls
Cedar Rapids
Des Moines
Dubuque
Fairfield
Harlan
Iowa City
Marion
Mason City
Muscatine
Norwalk

Oskaloosa
Sioux City
Spencer
Spirit Lake
Waterloo
Woodbine

USDOT Initiative

Iowa DOT Draft Policy

20 Policies in Iowa

700+ Policies in U.S.

Safe

1

② Healthy

③ Prosperous

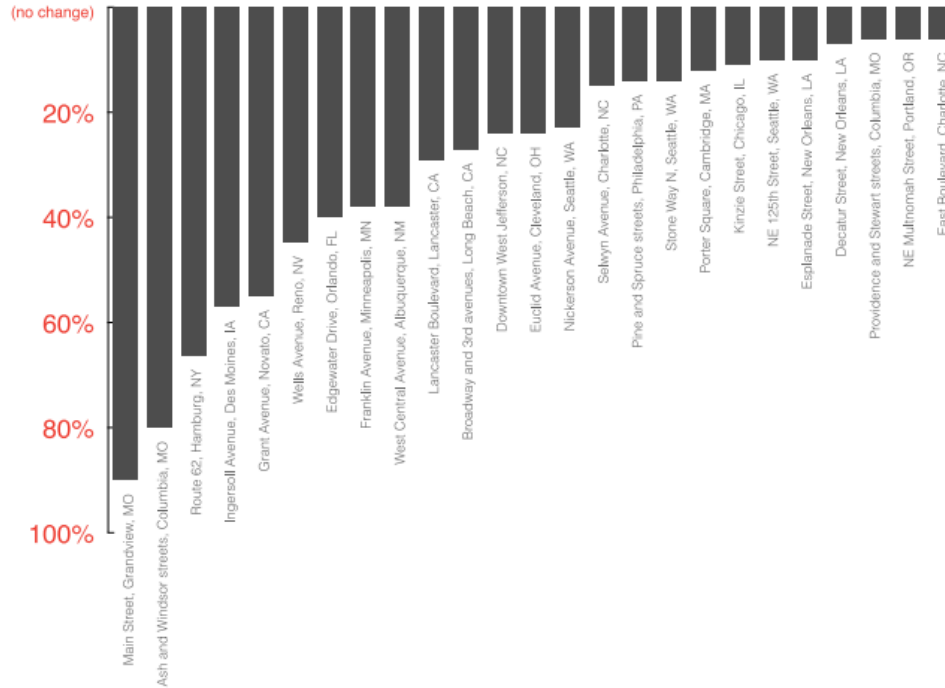
Safety Improvements

FIG. 1



Collisions went down.

About 70 percent of projects saw a reduction in the number of collisions after their Complete Streets improvements. Of those, many saw declines that were significant.



70%
of projects
resulted in
reduced
collisions

Decreases Dangerous Speeding

Street	Volume Before	Volume Change	Collisions	85 th %	Aggressive Speeding (40+ mph)
Nickerson Street	18,500	-1%	-20%	-21%	-93%
N 130th Street	13,298	1%	-75%	-15%	-87%
NE 75th Street	15,569	3%	-45%	-10%	-77%
Stone Way N	13,900	-6%	-33%	-5%	-75%
NE 125th Street	13,600	11%	-8%	-8%	-69%
Dexter Ave N	11,805	+16%	-5%	-1%	-51%
S Columbian Way	12,300	15%	-19%	-6%	-46%
Fauntleroy Way SW	17,599	0%	-72%	-1%	²⁵ -13%

Why Speed Matters

Hit by a vehicle traveling at

SPEED
20
MPH



9 out of 10 pedestrians survive

SPEED
30
MPH



5 out of 10 pedestrians survive

SPEED
40
MPH



1 out of 10 pedestrians survive

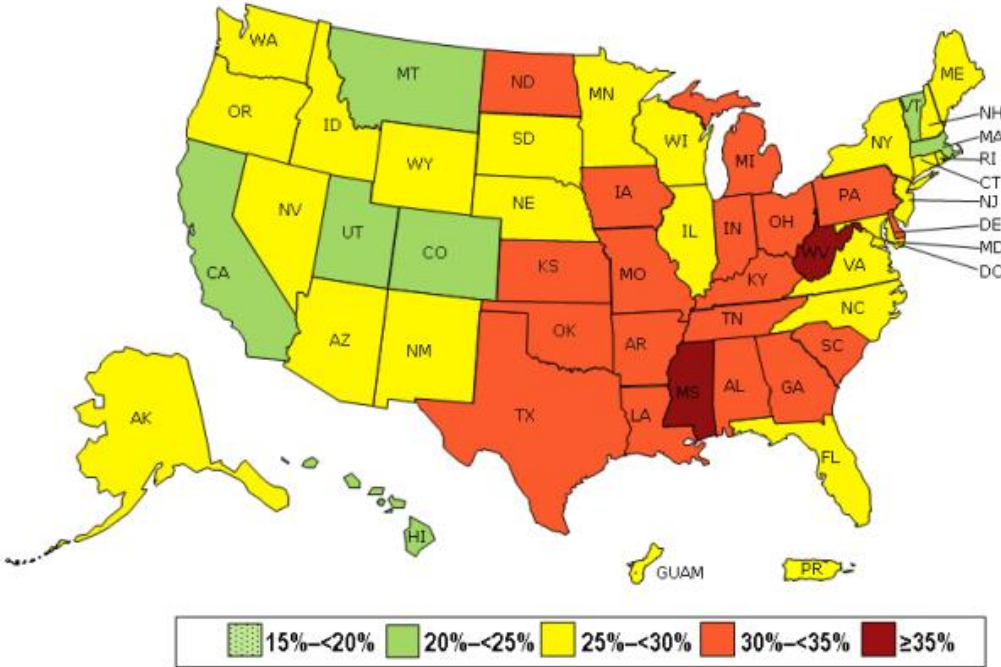
① Safe

Healthy

③ Prosperous

2

Health



“Encouraging travel on Complete Streets is one of the best routes to a healthy community. We see greater social engagement, more physical activity and fewer injuries.”

-Rick Kozin, Polk Co. Public Health

Family-Friendly Communities



Family-Friendly Communities

	Graham Hill Elementary	Highland Park Elementary	Olympic Hills Elementary
Decrease in speeders (25+ mph)	-79%	-73%	-88%
Decrease in aggressive speeders (35+ mph)	-80%	-81%	-91%

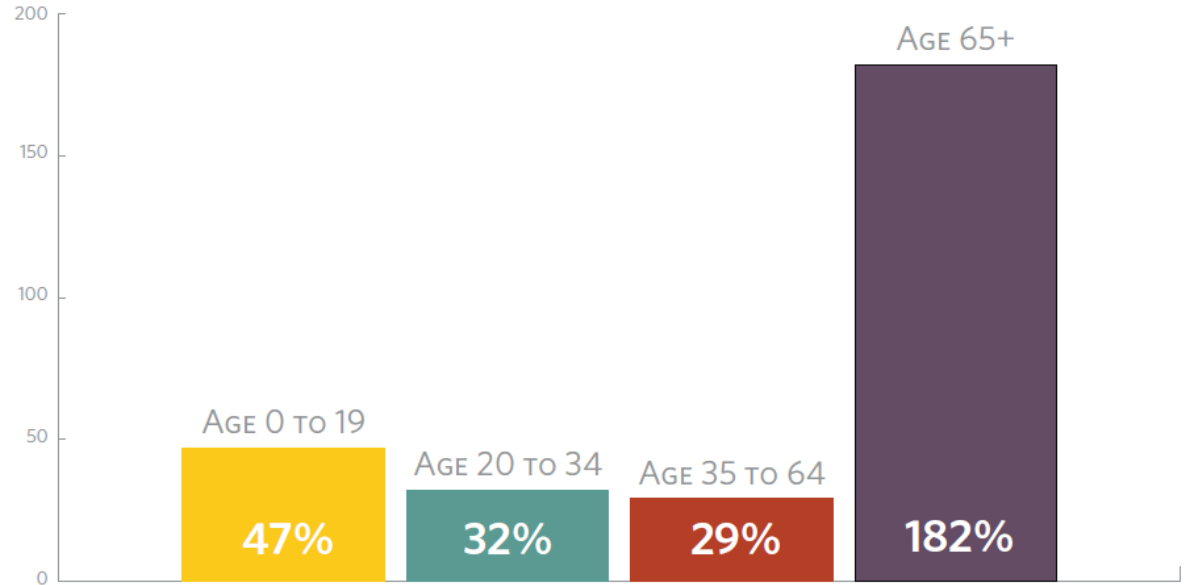


Age-in-Place Communities

Greater
Independence

Welcome in the
Community

Longevity and
Wellness



Percentage Growth in Age Cohorts: 2010 to 2050

Source: REMI

① Safe

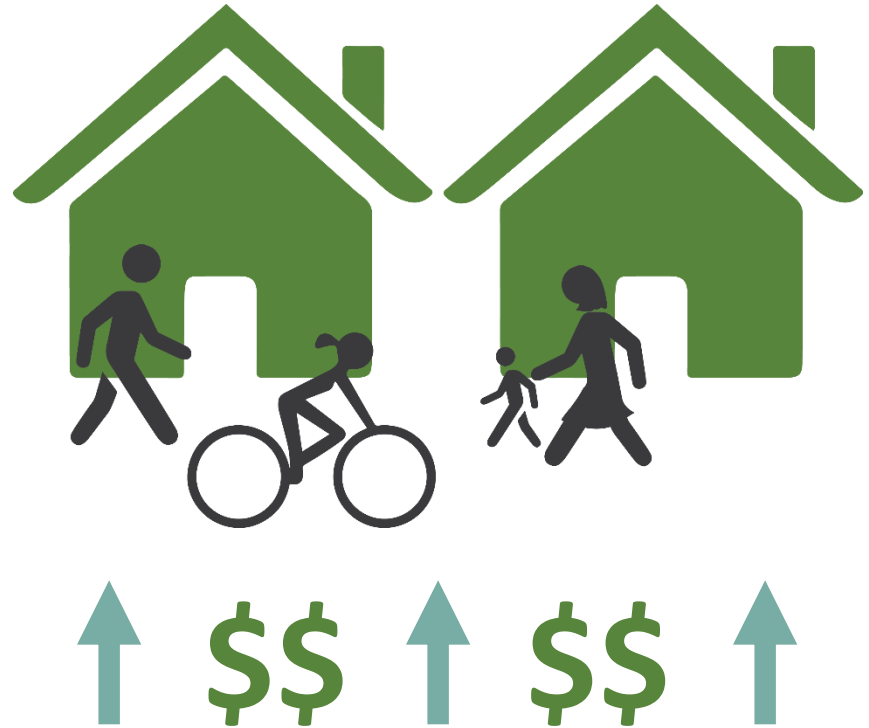
② Healthy

Prosperous

3

Economic Improvements

- Benefits local businesses
- Spurs private investment
- Raises property values
 - 1 point increase in WalkScore equals \$700-3000 increase in home values
 - Bike path increased property values \$5000-8800
(CA, DE, FL, NC)



Economic Development



"The business community understands that **placemaking is an important component of economic development**. Today's young professionals often choose a city to live in first, then go about finding a job. As part of that decision-making process, young professionals often evaluate amenities that give them transportation options, such as walkable neighborhoods, bike lanes, and public transit — all of which are supported by complete streets. Accordingly, **complete streets provide regions and cities with additional economic development tools** to recruit and retain both talent and companies."

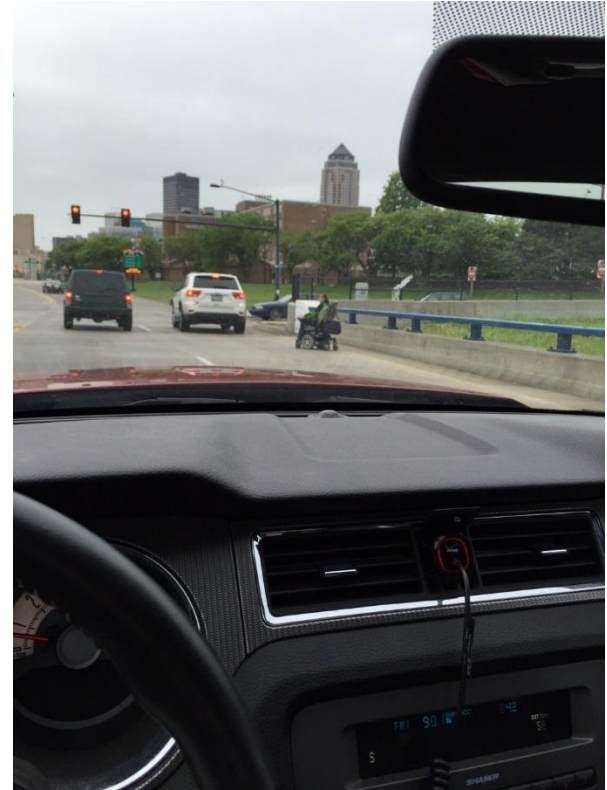
- Jay Byers, CEO Greater Des Moines Partnership

Can We Afford It?



- Can be achieved within existing budgets
- Leverages investments
- Can reduce unconsidered costs
- Incremental approach
- Opens door to additional funding opportunities

Can We Afford Not To?



Communicating Complete Streets



- Safe, healthy, prosperous
- Planning for people, families, communities
- Tell stories, connect to values
- This is achievable, necessary and valuable