



Smart Growth America
Improving lives by improving communities



**National Complete
Streets Coalition**

Jumpstarting a Complete Streets policy in your community

Ashland, VA
June 27, 2019

The 10 elements

1. Vision and intent
2. Diverse users
3. Commitment in all projects and phases
4. Clear accountable exceptions
5. Jurisdiction
6. Design
7. Land use and context sensitivity
8. Performance measures
9. Project selection criteria
10. Implementation steps



1. Vision and Intent

States a community's commitment to integrate a Complete Streets approach into their transportation practices, policies, and decision-making processes



Vision and Intent

Acknowledges how Complete Streets contribute to building a comprehensive transportation network.



Exercise: Vision

1. What do your constituents want from your streets? What will rally support from the community and its leaders?
2. What do you want?
3. What do elected officials want?

2. Diverse Users

Complete Streets are intended to benefit all users equitably, particularly vulnerable users and the most underinvested and underserved communities.

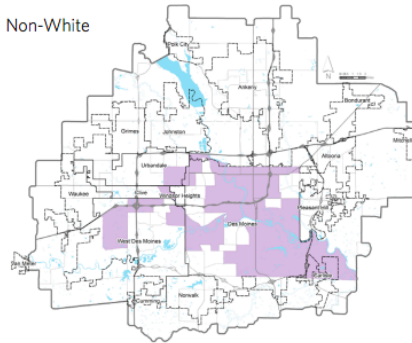


2. Diverse Users

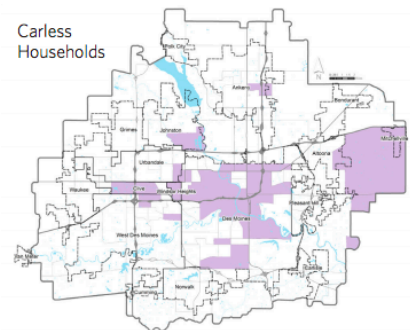
Highlight communities of concern to prioritize.



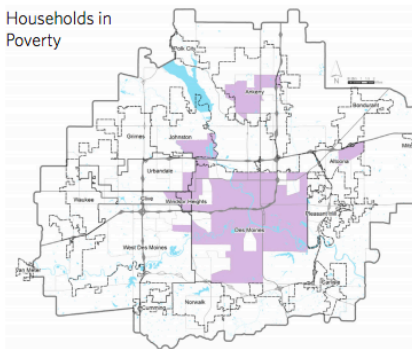
Non-White



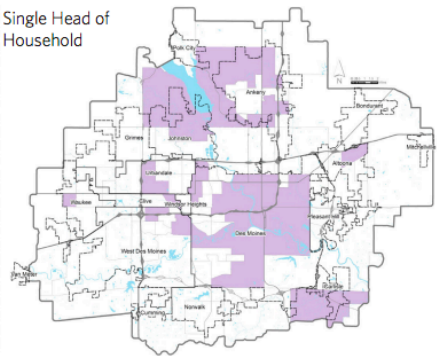
Carless Households



Households in Poverty



Single Head of Household



Exercise: Diverse Users

1. Who are the vulnerable users in your community? Which communities will be prioritized?
2. What are some challenges your community faces?
3. Are there specific places where the transportation system is failing?

3. All Projects/Phases

A strong Complete Streets policy will require compliance for

- new construction,
- maintenance, and
- reconstruction/retrofit projects

Exercise: All Projects/Phases

1. What kinds of projects are coming up?
New construction? Retrofits?
Operations?
2. What types of projects **would you like to see** coming up?
3. What kind of transportation accommodations will be provided during construction or repair work?

4. Clear, Accountable Exceptions



Effective policy implementation requires a process for exceptions.

4. Clear, Accountable Exceptions

The exception process must also be transparent by providing public notice with opportunity for comment and clear, supportive documentation justifying the exception.



4. Clear, Accountable Exceptions

1. Accommodation is not necessary on corridors where specific users are prohibited
2. Cost of accommodation is excessively disproportionate to the need or probable use.
3. A documented absence of current and future need.
4. Emergency repairs such as a water main leak that requires immediate, rapid response; however, temporary accommodations for all modes should still be made.

Exercise: Exceptions

1. What exceptions will be included?
2. How will exceptions be reviewed, approved and by whom?

5. Jurisdiction

A Complete Streets network can also be achieved through interagency coordination between government departments, community partners, and private developers.

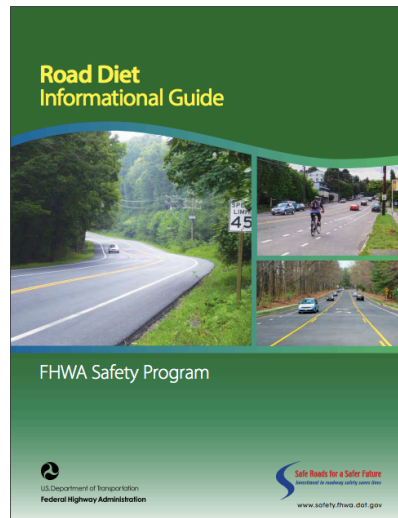
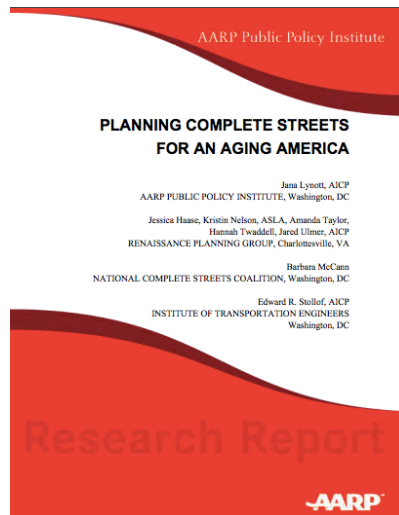


Exercise: Jurisdiction

1. Who needs to be involved with Complete Streets?
2. Will the policy apply to private development?

6. Design

Complete Streets implementation relies on using the best and latest state-of-the-practice design standards and guidelines to maximize design flexibility.



Exercise: Design Guidance

1. What design guidance do you use? Is it working?
2. What guidance could you use instead? (national, state, local)
3. What is your timeline for implementation?

7. Land Use and Context Sensitivity

Complete Streets must be designed to serve the current and future land use, while land use policies and zoning ordinances must support Complete Streets.



Exercise: Context Sensitivity

1. Do you have a zoning ordinance? When was it updated?
2. What makes Ashland great? Parks? Historic districts? How can Complete Streets enhance these assets?

8. Performance Measurement

The best Complete Streets policies will establish performance measures in line with the goals stated in their visions.



8. Performance Measurement

The policy should establish **specific** performance measures under **multiple categories** such as access, economy, environment, safety, and health.



8. Performance Measurement

Performance measures should pay particular attention to how Complete Streets implementation impacts the communities of concern identified in the policy.



Exercise: Performance Measures

1. What are your goals?
2. Are you collecting data now? Does it match your goals?
3. Which performance measures can help you track your goals?

9. Project Selection

Criteria should include assigning weight for:

- active transportation infrastructure
- targeting underserved communities;
- alleviating disparities in health/safety,
- economic benefit,
- access destinations
- Improving multimodal network connectivity for all users

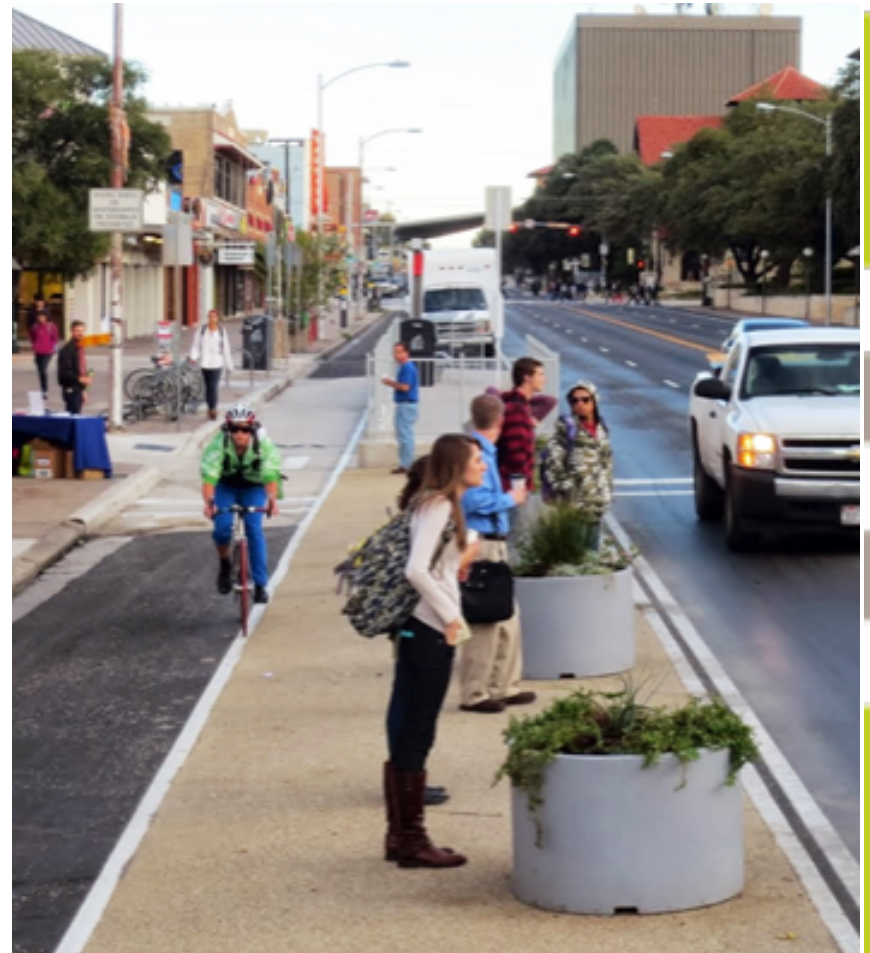


Exercise: Project Selection Criteria

1. Who selects projects to be funded?
How?
2. How can you change this process to better serve your goals?

Implementation Steps

- Restructure and revise procedures, policies, and decision making.
- New design guides or policies
- Offer training
- Implementation Committee
- Create a community engagement plan



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Exercise: Implementation

1. Who should oversee implementing Complete Streets?
2. How does community engagement work now? Who are you missing in your outreach? How can you reach those groups?

Moving the Movement



Policies

Practice

Projects

Complete
Communities

Next steps

- How will you move toward policy adoption?
- Who will make that happen?

Thank you!



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