



# Introducing the brand new Elements of a Complete Streets Policy

Webinar begins at 1:00 p.m. EST



**Smart Growth America**  
Improving lives by improving communities



**National Complete  
Streets Coalition**

Photo: Adam Coppola

# Introducing the brand new Elements of a Complete Streets Policy

December 1, 2017



**Smart Growth America**  
Improving lives by improving communities



**National Complete  
Streets Coalition**



# Nimotalai Azeez

Program Associate, National  
Complete Streets Coalition  
@CompleteStreets

# Complete Streets Month recap

- 10 blog posts, all available on our website
- Thank you to our Steering members
- Entire policy framework is now available, email and recording be sent after webinar.



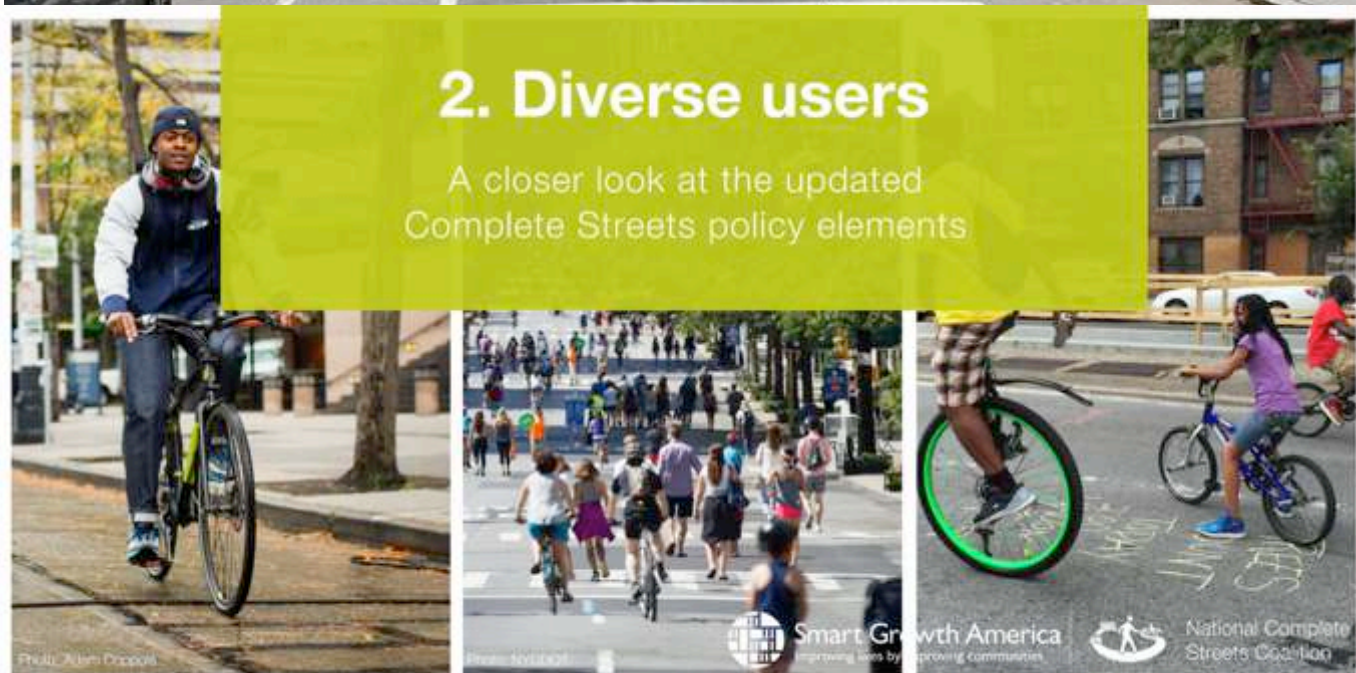
# 1. Vision and Intent

A closer look at the updated  
Complete Streets policy elements



## 2. Diverse users

A closer look at the updated  
Complete Streets policy elements



As part of the steering committee of @completestreets, we're excited to help roll out the new policy elements. Tracking progress and success is an important piece to successful #ActivePolicies

**Performance measures**



**Policy #8: Performance measures: what gets measured, get...**

Performance measures exist to track and measure success in communities that have Complete Streets policies. The revised framework requires measures to expand beyond the usual met...  
[smartgrowthamerica.org](http://smartgrowthamerica.org)

9:03 AM - 27 Nov 2017

5 Retweets 11 Likes



**Barb Chamberlain**

@barbchamberlain

Follow

"Concrete changes"--for real. #RoadSafety  
#VisionZero



**Complete Streets** @completestreets

"#CompleteStreets policies are made "real" through concrete changes in the way roads and streets are designed and operated."  
- Jeff Lindley @ITEhq [bit.ly/2zkOABB](http://bit.ly/2zkOABB)

5:04 PM - 20 Nov 2017



**IN Complete Streets**

@CompleteStrtsIN

Following

Share your great examples from Indiana!



**Complete Streets** @completestreets

Have you seen any exciting #CompleteStreets in your neighborhood? Nominate a project/person/team today!  
[smartgrowthamerica.org/best-complete-...](http://smartgrowthamerica.org/best-complete-...)

10:57 AM - 20 Nov 2017



# Today's agenda

- Who we are
- Overview of the Coalition
- Review updated policy elements
- Q&A  
(Use chat box in lower left-hand corner)



# Emiko Atherton

Director, National Complete  
Streets Coalition

@CompleteStreets





# Mike Rutkowski

Principal, Stantec



# National Complete Streets Coalition

# Steering Committee Members



**Smart Growth America**  
Improving lives by improving communities



**National Complete Streets Coalition**

**AECOM**

**AARP**

**AMERICA WALKS**



**AMERICAN PUBLIC TRANSPORTATION ASSOCIATION**



**AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS**

**apbp**

**ASSOCIATION OF PEDESTRIAN & BICYCLE PROFESSIONALS**  
*Expertise for Active Transportation*



**AMERICAN PUBLIC HEALTH ASSOCIATION**  
*For science. For action. For health.*



**ite**

**M I G**



**NATIONAL ASSOCIATION of REALTORS®**

**SRAM**

**WSDOT**

**N NELSON NYGAARD**



**Stantec**



**American Heart Association**  
TAKING ACTION TO PREVENT OBESITY

**Robert Wood Johnson Foundation**





# Strategic Direction

## IMPLEMENTATION



## EQUITY



# Complete Streets Approach

Policies

Practice

Projects

Complete  
Communities

PROCESS LEVEL

PROJECT LEVEL

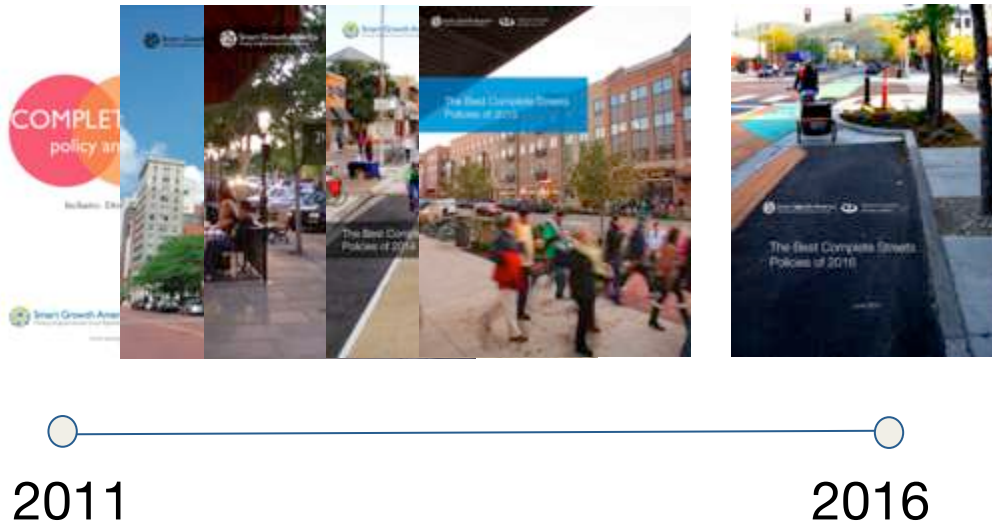




@CompleteStreets



Elements of a Complete Streets Policy

# Best Complete Streets Policies





1152 15<sup>th</sup> Street NW, Suite 450  
Washington, DC 20005  
202-307-3555

[www.smartgrowthamerica.org/completestreets](http://www.smartgrowthamerica.org/completestreets)

### Elements of an Ideal Complete Streets Policy

Regardless of a policy's form, the National Complete Streets Coalition has identified ten elements of a comprehensive Complete Streets policy, as discussed below.

**An Ideal Complete Streets Policy:**

- Includes an equitable vision for how and why the community wants to complete its streets. Specifies need to create complete, connected, network and specifies at least four modes, two of which must be biking or walking.
- Benefits all users equitably, particularly vulnerable users and the most underserved and underserved communities.
- Applies to new, reinfrastructure, maintenance, and ongoing projects.
- Makes any exceptions specific and sets a clear procedure that requires high-level approval and public notice prior to exceptions being granted.
- Requires interagency coordination between government departments and partner agencies on Complete Streets.
- Directs the use of the latest and best design criteria and guidelines and sets a time frame for their implementation.
- Considers the surrounding community's current and expected land use and transportation needs.
- Establishes performance standards that are specific, equitable, and available to the public.
- Provides specific criteria to encourage funding prioritization for Complete Streets implementation.
- Includes specific next steps for implementation of the policy.

**Vision and Intent**

A Complete Streets vision states a community's commitment to integrate a Complete Streets approach into their transportation practices, policies, and decision-making processes. This vision should describe a community's motivation to pursue Complete Streets, such as improved economic, health, safety, access, resilience, or environmental sustainability outcomes. The vision should acknowledge the importance of how Complete Streets contribute to building a comprehensive transportation network. It requires decision-makers to consider the needs of diverse modes that use the transportation system.

**Diverse Users**

Complete Streets are intended to benefit all users equitably, particularly vulnerable users and the most underserved and underserved communities. Transportation choices should be safe, convenient, reliable, affordable, accessible, and timely regardless of race, ethnicity, religion, income, gender identity, immigration status, age, ability, languages spoken, or level of access to a personal vehicle. The best Complete Streets policies will specifically highlight communities of concern whom the policy will prioritize based on the jurisdiction's composition and objectives.

## Evaluation Framework

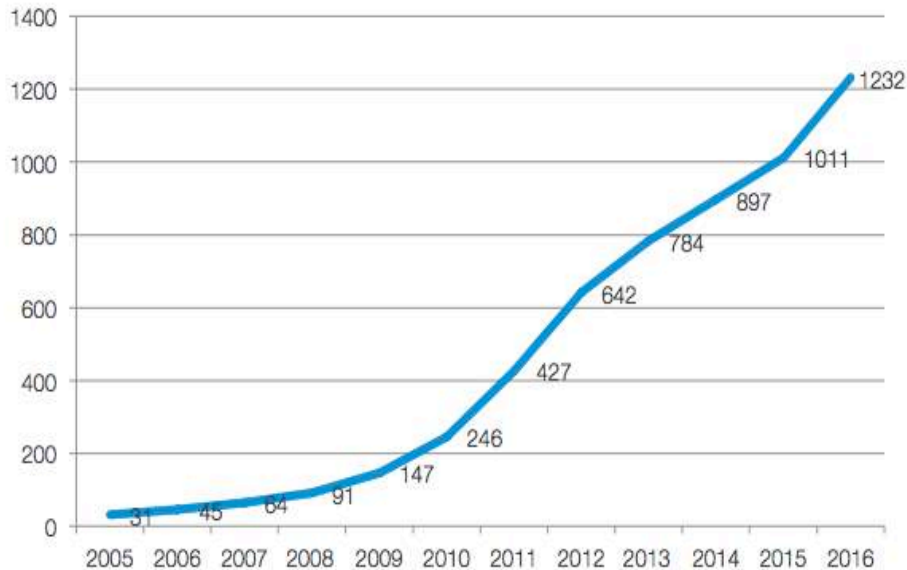


# Opportunity to raise the bar

## Increasing # of Complete Streets Policies

FIGURE 1

Complete Streets policies adopted, over time



## Rising Policy Scores

Year	Median Score
2006	34
2015	68.4
2016	80.8

Total number of policies  
= 1,272

# Ideal elements

1. Vision
2. All users and modes
3. All projects and phases
4. Clear, accountable exceptions
5. Network
6. Jurisdiction
7. Design
8. Context sensitivity
9. Performance measures
10. Implementation





# Revised elements of a Complete Streets policy



# A framework for change

1. Vision and Intent
2. Diverse All Users and Modes
3. Commitment In All Projects and Phases
4. Clear Accountable Exceptions  
Network
5. Jurisdiction
6. Design
7. Land Use and Context Sensitivity
8. Performance Measures
9. Project Selection Criteria
10. Implementation Steps

1. Vision & Intent
2. Users & Modes
3. Projects & Phases
4. Exceptions
5. Network
6. Jurisdiction
7. Design
8. Context
9. Performance Measures
10. Implementation Steps

**More  
points for  
binding  
actions!**

1. Vision & Intent
2. Diverse Users
3. Projects & Phases
4. Exceptions
5. Jurisdiction
6. Design
7. Land Use & Context
8. Performance Measures
9. Project Selection Criteria
10. Implementation Steps

# Requirements & Opportunities for **EQUITY**

- 1. Vision & Intent
- 2. Diverse Users
- 3. Projects & Phases
- 4. Exceptions
- 5. Jurisdiction
- 6. Design
- 7. Land Use & Context
- 8. Performance Measures
- 9. Project Selection Criteria
- 10. Implementation Steps



# 1. Vision & intent

- The vision should acknowledge the importance of how Complete Streets contribute to building a comprehensive transportation network.

**= 12 points**



Photo: Adam Coppola

## 2. Diverse users

- Complete Streets are intended to benefit all users equitably, particularly vulnerable users and the most underinvested and underserved communities  
**= 9 points**





### 3. Projects and phases

- The policy should specify the need to provide accommodations for all modes of transportation in any construction or repair that impacts all users of the road network  
**= 10 points**





## 4. Clear, accountable exceptions

- Policy language should clearly define process for granting exceptions and requirements for public notice  
**= 8 points**



## 5. Jurisdiction

- Many different agencies control our streets. Creating a Complete Streets network can be achieved through coordination between government departments, neighboring jurisdictions, and private developers.

**= 8 points**



Photo: NACTO

## 6. Design

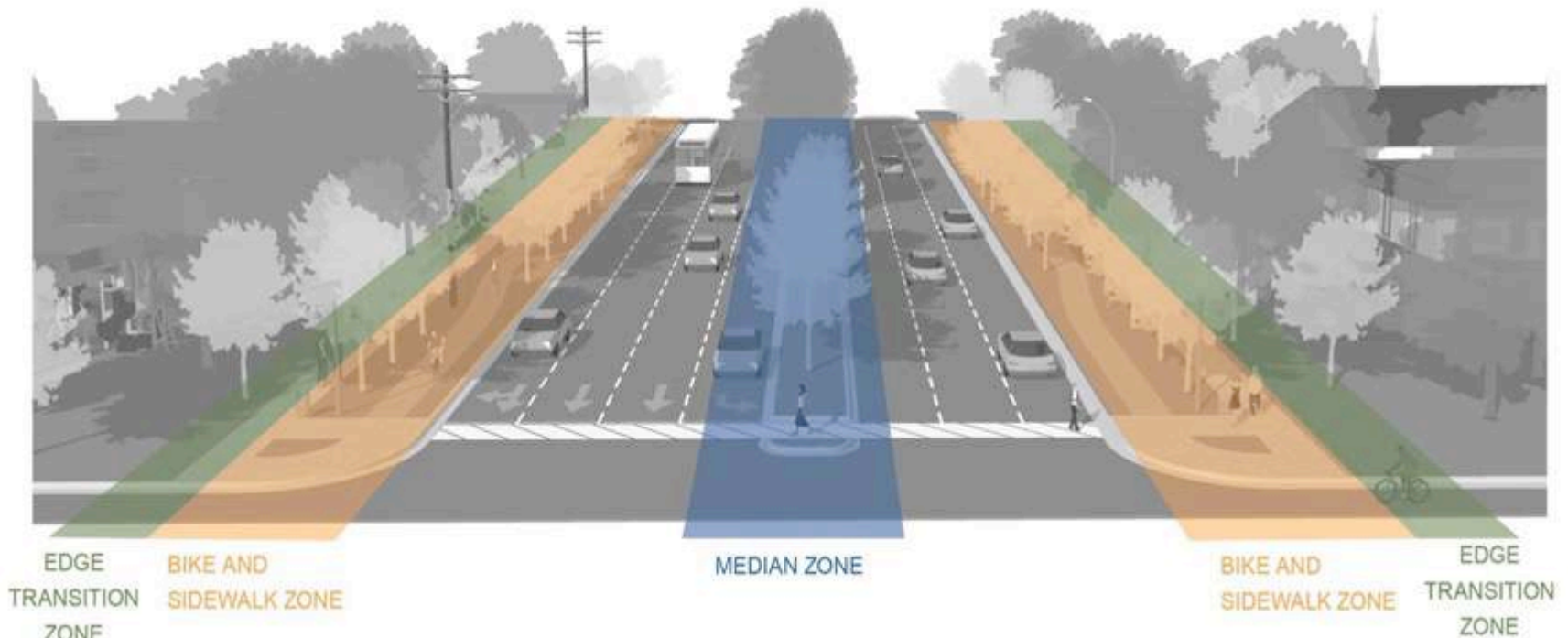
- Creating meaningful change on the ground both at the project level and in the creation of complete, multimodal transportation networks requires jurisdictions to create or update their existing design guidance and standards.  
**= 7 points**





# Six Forks Complete Streets Study

- Raleigh, NC
- Major commuter arterial



# Six Forks Complete Streets Study

- Raleigh, NC
- Major commuter arterial



# 7. Land use and context sensitivity

- The best Complete Streets policies will meaningfully engage with land use by integrating transportation and land use in plans, policies, and practices.

**= 10 points**

On-Street Parking





# 8. Performance measures


- Measure the impact of Complete Streets
  - Establish performance measure that follow the goals stated in the vision
- = 13 points**



# Performance measures

EXAMPLE POLICY: VISION AND INTENT

**Binghamton Metropolitan Transportation Study, NY**



Building Complete Streets provides many benefits to residents, business owners, developers, and the community as a whole. First and foremost, embracing the complete streets concept will create balanced transportation systems by providing accessible, safe, and efficient connections between destinations. Additionally, complete streets will encourage economic growth, increase property values, reduce crashes through safety improvements, improve public health and fitness, reduce harmful emissions, and reduce the overall demand on our roadways by allowing people to replace motor vehicle trips with active transportation options. Finally, integrating sidewalks, bike facilities, transit amenities, or safe crossings into the initial design of a project spares the expense and complications of retrofits later.

## 9. Project selection criteria

Criteria should include assigning weight for:

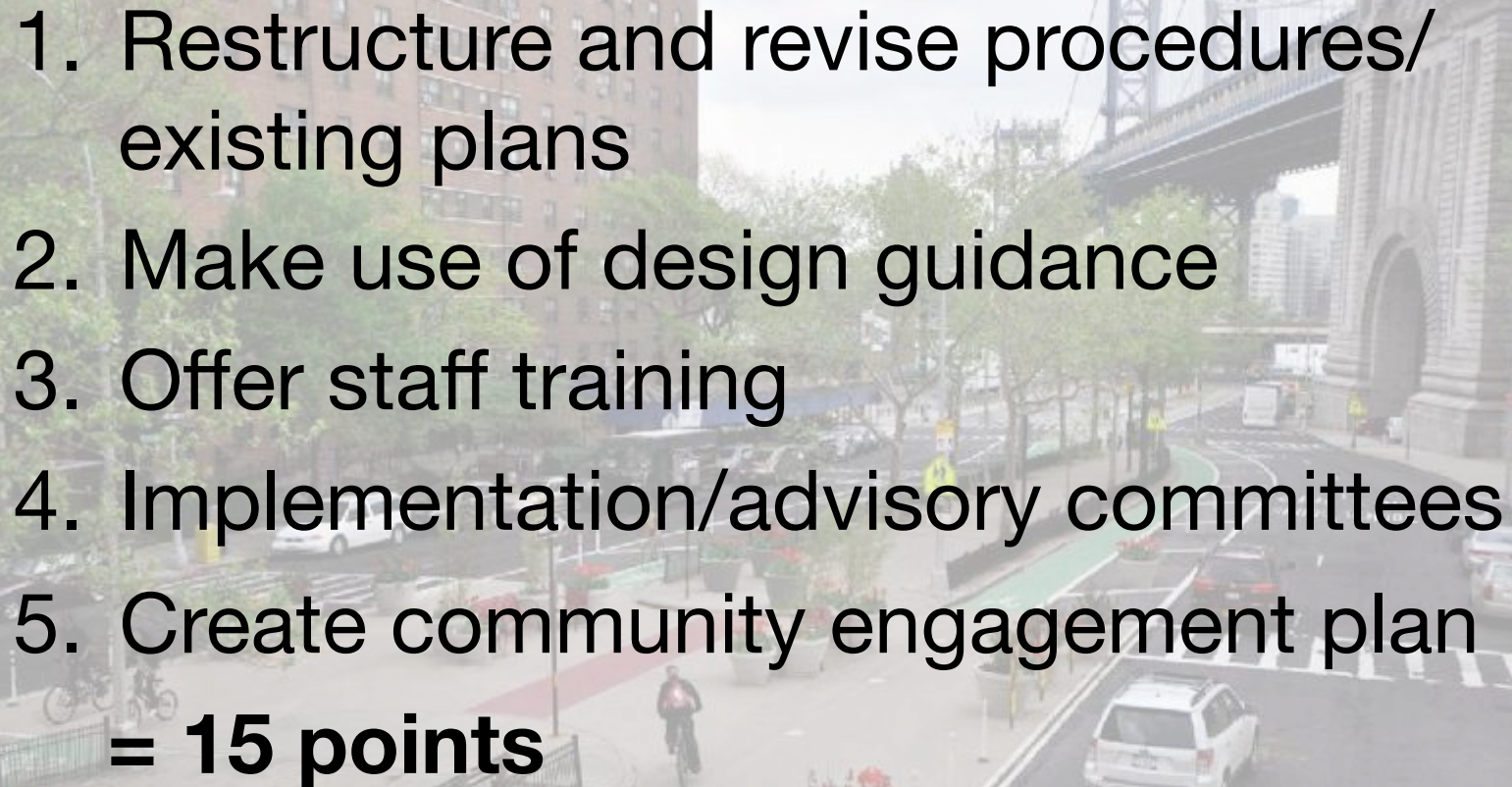
- active transportation infrastructure; targeting underserved communities; alleviating disparities in health, safety, economic benefits
- access destinations; and creating better multimodal network connectivity for all users

**= 8 points**

Photo: MIG|Svr



# 10. Implementation steps

- 
1. Restructure and revise procedures/ existing plans
  2. Make use of design guidance
  3. Offer staff training
  4. Implementation/advisory committees
  5. Create community engagement plan
- = 15 points**



# Beginning in 2018...

- We will analyze and rank policies using the new framework



- Better policies
- Better plans
- Better practices
- Better projects
- Complete Communities

# What can you do today?

- Continue to send us your questions!
- Nominate best Complete Streets initiatives, **extended to Dec.15<sup>th</sup>**
- Consider existing policies
- Register for #Intersections2018
- We will grade all policies adopted in 2017 using old framework.

# Intersections: Creating Culturally Complete Streets

- Session proposals due **today by midnight!**
- Registration is now open





A woman in a green shirt and grey jacket is riding a blue bicycle on a street. In the background, other cyclists and parked cars are visible. A semi-transparent blue rectangle is overlaid on the image, containing white text.

**Send us your questions using the  
ReadyTalk chat box.**



**Smart Growth America**  
Improving lives by improving communities



**National Complete  
Streets Coalition**

Photo: Adam Coppola