<table>
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<tr>
<th>Year</th>
<th>Event</th>
<th>Policy Total</th>
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<tr>
<td>2003</td>
<td>DEC America Bikes coins term</td>
<td>18</td>
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<td>2004</td>
<td>FEB Task Force forms</td>
<td>27</td>
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<tr>
<td>2005</td>
<td>MAY Senate votes on Complete Streets Amendment</td>
<td>33</td>
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<tr>
<td>2006</td>
<td>MAY Coalition forms</td>
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<tr>
<td>2007</td>
<td>JUN First Complete Streets Workshop</td>
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<td>JUL USA Today front page</td>
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<td>OCT Illinois law passes</td>
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<td>MAY Newsletter subscribers hits 1000</td>
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<td>JUL First Capitol Hill briefing on Complete Streets</td>
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<td>SEP California law passes</td>
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<tr>
<td>2009</td>
<td>Seven states adopt Complete Streets policies</td>
<td>134</td>
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<td>JAN AARP publishes <em>Planning Complete Streets for an Aging America</em></td>
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<td>JUN Capitol Hill briefing on Complete Streets and Safety</td>
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<td>JUL CDC endorses Complete Streets</td>
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<td>AUG 100th Policy adopted</td>
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<td>NOV First meeting with Transportation Secretary Ray LaHood</td>
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<td>2010</td>
<td>MAR Secretary LaHood issues new Policy Statement encouraging full integration of pedestrians and bicyclists in all transportation projects</td>
<td>200 (projected)</td>
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<td></td>
<td>APR APA publishes <em>Complete Streets: Best Policy and Implementation Practices</em></td>
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The idea of Complete Streets has captured the imagination of elected officials, citizens, and transportation professionals across the United States. This report describes the tremendous growth of the Complete Streets policy adoption movement — and details the strategies that have helped bring us this success. It lays out what still needs to be done to bring our movement to all American communities, so that the intention to transform our streets becomes reality on the ground.

One of the keys to our success has been engaging a wide range of groups and individuals in putting their skills and resources to work for Complete Streets. I hope you will join us.

Barbara McCann, Executive Director
May 2010
THE NEED FOR HEALTHIER, SAFER, MORE LIVABLE STREETS

In the United States, too many transportation projects have focused only on providing for fast-moving automobile traffic, while failing to provide sidewalks, places to bicycle, or safe places to catch a bus or cross a street. The result has been an overwhelming reliance on automobiles, fewer opportunities for physical activity, and more dangerous streets. By working with communities to adopt and then implement Complete Streets policies, the National Complete Streets Coalition engages decision-makers, citizens, and transportation professionals in transforming the way roads are planned, designed, and built so they provide livable, vibrant streets for people of all ages and abilities — Complete Streets.
“It’s a plain fact that crossing certain roads in this area is literally a death-defying act. U.S. 25, or Hendersonville Road, certainly qualifies as one of those. The area where [a four-year-old boy was killed] last week has bus stops on either side of the road but doesn’t have traffic lights, crosswalks, sidewalks or signage to alert drivers to pedestrians.”

— Editorial, Asheville Citizen-Times, “Pedestrians need to be added to transportation equation” November 19, 2009

THREE GIRLS —
Viridiana Roa, 14, and sisters Ana Segura, 16, and Jacqueline Segura, 12 — were killed in 2009 while trying to cross a street in their neighborhood in Terrell, Texas. Newly constructed, State Route 34 slices through a community filled with residential neighborhoods and local shopping opportunities, yet fails to include crosswalks, crossing signals, or adequate lighting. Because the new highway was still under final review, a speed limit had not been set for it; drivers must only adhere to the Texas state speed limit of 70 mph.

Of all trips in the U.S. that are one mile or less, an easy distance for walking or bicycling, 72% are made by car.
OUR BROAD REACH

The National Complete Streets Coalition is working for the adoption and implementation of Complete Streets policies that ensure that roads are designed, built, and operated for the safety of everyone using them — whether driving, riding a bicycle, catching a bus, walking, or using a wheelchair. The Coalition’s membership includes groups representing users of the transportation system, such as America Bikes, the American Public Transportation Association, and AARP; transportation practitioner organizations, such as the Institute of Transportation Engineers and the American Planning Association; and groups with a wider interest in better transportation, such as Trust for America’s Health, the Natural Resources Defense Council, and the National Association of Realtors. Transportation consulting firms are part of the Coalition too, through our Partners program. Together we work to spread the word about the benefits of Complete Streets and help communities get it right when they move to adopt a policy.

Our Coalition structure means member groups step up in their area of expertise to advance Complete Streets. In 2009 the Association of Pedestrian and Bicycle Professionals, AARP, the American Planning Association, and America Bikes all contributed to major Complete Streets initiatives, coordinated through the Coalition. Smart Growth America generously provides us with space and employee benefits, and Transportation for America funds a full-time Federal Policy Fellow.

The public health community has lined up behind Complete Streets as an obesity-fighting strategy. The Centers for Disease Control and Prevention recommends that communities adopt Complete Streets policies in their fight against obesity — and points to our Coalition’s standards to measure their success. The American Academy of Pediatrics also endorsed the Complete Streets approach to give children a safe way to be active in daily life. Coalition members have spoken at numerous health conferences and webinars. Even First Lady Michelle Obama recognizes the important link between the built environment and physical activity: In a speech to the National Governors Association, she asked, “If you’re already paving a new road, for example, why not add a sidewalk or a bike path, too?”

“Our roads are no longer going to go just through communities, we want them to be part of the communities.”
— Hawaii State Transportation Director Brennon Monioka
“This Complete Streets policy is a creative solution that not only can make our transportation dollars stretch farther, but also encourage more people to lead an active lifestyle, thereby improving health and saving health care dollars.”

— Dr. Marc Manley, Chief Prevention Officer at Blue Cross and Blue Shield of Minnesota
WINNING POLICIES

STATE AND LOCAL POLICIES MULTIPLY

Forty-five jurisdictions nationwide adopted Complete Streets policies in 2009, including cities, counties, and regional governments — the most policies adopted in any single year so far. Many communities became the first in their state to commit to complete streets, including Hennepin County, MN, North Little Rock, AR, Ada County, ID, Montclair, NJ, and Fairhope, AL. Advocates won passage of new state Complete Streets laws in Connecticut, Hawaii, and Wisconsin. Several state Departments of Transportation developed new internal policies, most notably a strong policy adopted by North Carolina. We reached the milestone of more than 100 policies nationwide in August 2009, and celebrated in early October with an energetic Capitol Hill reception co-hosted by the American Planning Association and attended by planners from across the country. Nine bills were introduced into state legislatures in 2009. In 2010, bills have been introduced or are expected in eight more states.

Places that made an early commitment to Complete Streets now see how their policies are bearing fruit. The City of Boulder, Colorado has made significant and consistent progress in becoming a more multi-modal city. Boulder’s bicycle commuting share is

“ThewayIlookatat,weareresponsibleforabout30 percentofthelandintheCityofCharlotte.Itonly makesensetodoeverythingpossibletomakesure thatitcontributestocommunitylivabilityandisassettoourcommunity.”

— Danny Pleasant, Director, Charlotte, North Carolina Department of Transportation.

COMPLETE STREETS POLICIES TAKE MANY FORMS

COMPLETE STREETS POLICIES AT ALL LEVELS
9.9 percent — eighteen times the national average. Transit use is twice the national average of 5 percent, and the number of Boulderites walking to work is three times the national average. Charlotte, North Carolina’s Complete Streets policy received a National Award for Smart Growth Achievement from the U.S. Environmental Protection Administration. Operating under that policy, Charlotte is already transforming 34 thoroughfares and 21 intersections; developing 14 new area plans; and adding many miles of sidewalks and bike lanes. With the adoption of its Sustainable Streets Strategic Plan, New York City has greatly expanded street safety engineering in all five boroughs by implementing a complete streets approach to its projects. City traffic fatalities fell to an all-time record low in 2009, representing a 35 percent reduction compared to 2001. Pedestrian fatalities are down by 19 percent compared to 2001.
LEE COUNTY TAKES ACTION | Lee County, Florida had a complete streets resolution on the table for a few months, but release of the 2009 Dangerous by Design report helped push them into action. Lee County commissioners unanimously approved a complete streets resolution citing not only the safety imperative, but also the need for active living and reduced emissions. Commissioner Brian Bigelow was moved by testimony from community members, including health professionals and a woman who was hit by a car while bicycling. “She is a victim of what’s really wrong with the way we’ve been kind of singularly focused on accommodating automobiles in our county. It’s been quite literally to the exclusion of other alternative modes of transportation.” The Fort Myers News-Press ran an editorial and op-ed in favor of the policy decision.

NORTH CAROLINA BEEFS UP POLICY | The North Carolina Department of Transportation (NCDOT) stepped up its commitment to complete streets in 2009 by adopting a formal Complete Streets Policy. The new policy — which incorporates public transportation as well as pedestrian, bicyclist, and
motorist travel — will require NCDOT’s planners and designers to “consider and incorporate multimodal alternatives in the design and improvement of all appropriate transportation projects within a growth area of a town or city.” It includes a number of other important elements of a Complete Streets policy, including context-sensitivity.

**COMPLETE STREETS IN MINNESOTA** | One of our largest projects has been our work in Minnesota, supported by Blue Cross and Blue Shield of Minnesota. The National Complete Streets Coalition has provided day-long Complete Streets workshops, with follow up, in eight Minnesota communities; numerous shorter presentations to policy makers, agency officials, and citizens; one-on-one consulting with the communities and with the statewide Complete Streets coalition on policy development and implementation; resources such as presentation materials and fact sheets; and consultation on specific projects such as the statewide Complete Streets feasibility report and development of an opinion poll. Our work has resulted in establishment of Complete Streets task forces and/or adoption of Complete Streets policies in six communities, with more expected, and a bill to create a state law is moving through the state legislature with bipartisan support.

“Complete Streets will make Minnesota roads safer for everyone who uses them — everyone we think about who uses our roads, whether it’s senior citizens, kids, people with disabilities, [or] people riding bikes along the road.”

— Minnesota State Representative, Mike Obermueller

“The [U.S.] Department of Transportation encourages States, local governments, professional associations, community organizations, public transportation agencies, and other government agencies, to adopt similar policy statements on bicycle and pedestrian accommodation as an indication of their commitment to accommodating bicyclists and pedestrians as an integral element of the transportation system.”

— Policy Statement on Bicycle and Pedestrian Accommodation Regulations and Recommendations, March 2010
FEDERAL LEGISLATION ADVANCES

Our Coalition is working to ensure that federal transportation investments create Complete Streets. Senator Tom Harkin and Representative Doris Matsui introduced the Complete Streets Act of 2009 into the U.S. Senate and House (S. 584 and H.R. 1443), and co-sponsorship has grown steadily. The House draft of the nation’s transportation reauthorization bill includes a Complete Streets provision, and we are working for the same in the Senate. In a measure of how far we’ve come, numerous other bills in Congress that address transportation accountability, livability, health, and climate change include references to Complete Streets.

“When Americans choose to leave their car at home and walk or ride a bike to school or work, they are making a healthy decision...This legislation will encourage Americans to be more active, while also providing more travel options and cutting down on traffic congestion.”

— Senator Tom Harkin (IA)

“Decatur recognizes our streets as community character shapers, and complete streets, especially in Decatur, do more than just move cars.”

— Mayor Bill Floyd of Decatur, Georgia at our standing room only Congressional briefing introducing the bills
WORK WITH THE OBAMA ADMINISTRATION

We have had substantive meetings with Secretary of Transportation Ray LaHood, senior staff in the Secretary’s Policy office, and representatives from the Federal Highway Administration and Federal Transit Administration to present and discuss our recommendations for how the USDOT can encourage Complete Streets practices in the states even as we await passage of a Complete Streets law. Following these discussions, in March 2010, the Secretary issued a new policy to fully accommodate bicycling and walking in transportation projects, with special attention to access to transit and meeting the needs of people of all ages and abilities. The policy cites benefits including the creation of more livable communities and reduced vehicle and fuel use.

“It turns out that a complete streets approach offers the perfect intersection of my twin guideposts: safety and livable communities.”
— U.S. Secretary of Transportation Ray LaHood
SPREADING THE WORD

Spreading the vision of Complete Streets is essential to launching policy adoption campaigns. We have successfully used many avenues to reach receptive agency officials, advocates and others: mainstream media; our own newsletter, blog, and website; and outreach through articles, conferences, and seminars sponsored by Coalition members.

Complete Streets received heightened media attention in 2009, as the Dangerous by Design report on pedestrian safety by Transportation for America called attention to the need for Complete Streets. The report was covered extensively in both national and local media, including Time Magazine, National Public Radio, USA Today, Christian Science Monitor, Washington Post, Boston Globe, San Francisco Chronicle, Denver Post, Baltimore Sun, Houston Chronicle, Consumer Affairs, Orlando Sentinel, Detroit Free Press, St. Louis Post-Dispatch, and dozens more. During this period, our web traffic reached almost 25,000 hits a day. Our efforts have also led to positive attention from an increasing number of newspaper editorial boards.

In addition to mainstream media, we educate professionals and advocates through the networks of Coalition partners. Features have appeared in the Institute of Transportation Engineers Journal; On Common Ground, a publication of the National Association of Realtors; a variety of American Planning Association training and resource materials; and through AARP’s Public Policy Institute and its Bulletin, which reaches 22 million members. These targeted articles address the needs of each constituency and create a solid core of supporters.

Each month, our newsletter brings news of new policies, new local coalitions, and new resources straight to our supporters’ inboxes. Weekly blog posts and frequent updates on Twitter bolster the Coalition’s communications. All of these resources are vital elements of our ever-expanding website, which also features an Atlas of all policies adopted to date, information on our federal policy efforts, fact sheets, presentations, and guides to changing policy.
A NATIONAL FIGHT FOR SANER STREETS
SEATTLE TIMES, December 10, 2007
“Now, finally, there’s an organized nationwide movement to fight the good fight for saner streets. It’s a coalition mounting a nationwide campaign for city and town roadways that include safe, quality space for pedestrians and cyclists and public transit users, accommodating their wishes just as seriously as those of car and truck drivers. It’s called, fittingly, the Complete the Streets movement.”

DRIVERS, PEDESTRIANS NEED TO SHARE THE ROAD WITH CARE
NEW JERSEY STAR LEDGER, October 17, 2009
“[Complete Streets] is a sound idea. People aren’t going to get out of their cars if walking to the bank or the store has become a deadly game of dodge ‘em.”

SAFETY AND SIDEWALKS
HOUSTON CHRONICLE, November 11, 2009
“Even the most dedicated driver walks sometimes — if only from the garage to the office… Walking is transportation. And it’s time that our transportation planners gave it — and us — the respect that pedestrians deserve.”

COMPLETE STREETS PROMOTES LIVABILITY
MINNEAPOLIS STAR-TRIBUNE, February 14, 2010
“Roadway design should encourage, not punish, healthy lifestyles. And Minnesota communities should have the option of restoring a more human scale to daily life.”

A SIDEWALK GRID
NORTHEAST MISSISSIPPI DAILY JOURNAL, February 22, 2010
“In the long term, sidewalks promote better health because they are an invitation to exercise walking as well as walking for errands and other personal appointments. A complete grid of sidewalks, of course, becomes another citywide network of public transit.”
GETTING IT RIGHT

Once people in a community are interested in Complete Streets, they need help in writing, adopting, and implementing a policy. Many advocates and agency officials depend on the resources and knowledge of the Coalition to further local efforts.

“If you design streets for traffic, you get traffic, but if you design streets for people, you get people.” — Councilwoman Roxanne Qualls, Cincinnati, Ohio

Our technical assistance is rooted in the extensive professional background of our staff and Coalition partners, as well as our constant monitoring and evaluation of Complete Streets efforts at the local and state level. We provide phone and email guidance on a range of issues, including coalition building, policy development, communications and messaging, and policy implementation. Our guidance comes in a number of forms: extensive resources and information exchange provided through our website; presentations and web seminars; phone and email consulting on policy language and implementation issues; and reviews of proposed policy documents. We also conduct research projects to help enhance knowledge of best practice. These efforts have helped dramatically accelerate the adoption of Complete Streets policies in the last two years.

Creating Change in Wichita

“The Health & Wellness Coalition’s Leadership Team hosted an initial Complete Streets workshop this past spring. This one-day event allowed our Leadership Team the opportunity to learn side by side with our City Council, County Commissioners, City and County Planners, Engineers and Public Works staff about the basics of this concept. The national knowledge and experience of the workshop facilitators brought the group to a common ground for learning and developing. Participants were separated at tables so there was a diverse group of individuals sitting at each table with different perspectives on the work. We were able to learn about research to support the concept, other community’s experiences, and we were able to develop a street design for one of our local streets.

By the end of the day, the group was speaking the same language, sharing new knowledge and creating a vision for our community through developing complete streets.” — Mim McKenzie, Executive Director for Community Development Branch at the Wichita YMCA

The centerpiece of our technical assistance work is our highly regarded workshop program to help communities with policy development and implementation. Coordinated by the Association of Pedestrian and Bicycle Professionals, our Complete Streets Workshop program conducted over a dozen Complete Streets Workshops in 2009, for
communities as diverse as Wichita, Kansas, the Louisiana Department of Transportation, and Hennepin County, Minnesota. The highly interactive day-long workshops typically help 30-40 key decision makers, stakeholders, and agency professionals learn how to more effectively balance the needs of all users and routinely create and maintain “complete” streets. Two expert instructors — one with policy expertise, the other with design experience — take participants far beyond the typical session focused on design specifics, to an understanding of how to transform the decision-making process itself.

In 2009, Coalition staff and partners engaged in three major research projects aimed at expanding our knowledge base about Complete Streets and putting new tools into the hands of professionals and advocates. The AARP Public Policy Institute issued *Planning Complete Streets for an Aging America* in partnership with Coalition staff and the Institute of Transportation Engineers, another Coalition partner. For this research project, Coalition staff evaluated every existing Complete Streets policy for their effectiveness in addressing the needs of aging Americans, and participated in an experts’ roundtable to make specific recommendations for designing streets for older adults. Barbara McCann and other Coalition staff worked closely with the American Planning Association to research, write, and edit *Complete Streets: Best Policy and Implementation Practices*, published in March 2010. This Planning Advisory Service report draws lessons from 30 case studies in communities already implementing Complete Streets and is expected to be a tremendous resource. The third project, *Dangerous by Design*, provided a clear framework for using Complete Streets to address safety issues. Our most recent technical assistance project has been the creation of a step-by-step guide to changing policy on the state level.
“By opening up our roadways to pedestrians and cyclists, we can help ease the congestion on our nation’s roads. In doing so, we will make progress fighting air pollution and global warming, and we will take strides toward improving the health and protecting the safety of people across our country.”

— Congresswoman Doris O. Matsui (CA-5)
SEIZING THE MOMENT

We have tremendous momentum: groups as diverse as AARP, public health organizations, real estate developers, and environmental organizations are all lining up behind Complete Streets; mayors, governors, and members of Congress are jumping on board; and ordinary citizens are invoking the Complete Streets approach in their communities. That’s an immense return on a cash investment of less than $300,000 annually — but that investment is multiplied exponentially by the work of Coalition members, directed by the Coalition’s highly effective staff.

So it is time to broaden our horizons. To assure lasting change, our next steps are to pass a federal Complete Streets law and see effective policies adopted and effectively implemented in 25 states and in a significant portion of cities, Metropolitan Planning Organizations, and counties.

In order to make Complete Streets a reality nationwide, we need to seize the moment with a three-year push that will establish these effective policies on the federal, state, and local levels. Once we have done so, we believe the Complete Streets movement can continue to be carried by the member organizations that have been so vital to our success so far.

This will be accomplished by expanding our current activities, followed by launching a new accountability project.
NEXT STEPS TO SUCCESS

1. GETTING IT RIGHT

We need to dramatically expand this program to meet an exponential growth in demand. Inquiries are soaring as entities such as the US Department of Transportation and the Centers for Disease Control and Prevention encourage adoption of Complete Streets policies. We need to double staff capacity to respond to coaching requests and continue publishing new resources on our website. Most importantly, we need to expand the workshop program to enable us to conduct 50 or more workshops a year.

2. SPREADING THE WORD

We need to raise the public profile of Complete Streets with sustained attention to traditional and new media in order to support our federal campaign, sustain our momentum, and leverage communities’ desire to be recognized for their Complete Streets efforts. We will issue more reports along the lines of Dangerous by Design to draw attention to the dangers and drawbacks of incomplete streets; produce news releases, blogs, and video presentations to celebrate the transformations occurring in communities; and create campaigns to bring the movement to the attention of Congress.

3. ACCOUNTABILITY

We need to provide communities with the tools they need to ensure that their Complete Streets policies lead to change on the ground. This need to gather more detailed and substantive data from local communities with policies, and use it to create performance measures, becomes even more acute as more and more state and local governments adopt policies and as passage of a federal law draws near. Communities adopting Complete Streets policies want guidance on what policy language and elements lead to effective implementation — to keep policies from gathering dust on a shelf.
WE SEEK TO CREATE TOOLS IN THREE AREAS:

• DOCUMENTS: Do adopted policies include the ten elements of effective Complete Streets policies that we have identified? What elements are most critical to effective policy adoption?

• PROCESS: Are adopted policies creating changes in the four areas of Complete Streets implementation: training, project development processes, design standards, and project selection criteria and performance measures?

• OUTCOMES: Are all or almost all projects coming out of an agency resulting in improvements for all users? What portion of projects are affected, and what portion are exempted? What changes are being made to individual projects to improve travel for bicyclists, pedestrians, transit, and disabled users? This tool emphasizes a system-wide look at improvements, rather than measurement of individual projects against a standardized ideal.

GET INVOLVED

We are at a tipping point. Complete Streets policy adoption is accelerating rapidly, the federal government wants to promote Complete Streets, and attention is moving to policy results. With more resources devoted to our existing strengths, and a new focus on ensuring that Complete Streets policies are effective in making change happen on the ground, the National Complete Streets Coalition can solidify our progress — and transform transportation planning in the United States.

Please support this important work. Call or email Barbara McCann at 202-234-2745 or bmccann@completestreets.org.
STEERING COMMITTEE
AARP
Active Living by Design
Alliance for Biking and Walking
America Bikes
America Walks
American Council of the Blind
American Planning Association
American Public Transportation Association
American Society of Landscape Architects
Association of Pedestrian & Bicycle Professionals
City of Boulder
HNTB
Institute of Transportation Engineers
League of American Bicyclists
National Association of Area Agencies on Aging
National Association of City Transportation Officials
National Center for Bicycling and Walking
Safe Routes to School
National Partnership
Smart Growth America
SvR Design Company

FUNDERS
Bikes Belong • Blue Cross and Blue Shield of Minnesota

PARTNERS
Our Partners program engages consulting firms that help make Complete Streets a reality on the ground, as they help us promote a supportive political and policy environment.

PLATINUM:
National Association of Realtors • HNTB • SvR Design Company

GOLD:
Bike Lid Systems, LLC • Designing Streets for People, LLC

SILVER:
Alta Planning + Design • Fehr & Peers • Toole Design Group • Vanasse Hangen Brustlin, Inc.

BRONZE:
American Institute of Architects • Beckett & Raeder • Gresham, Smith and Partners • Kittelson & Associates • Linscott, Law and Greenspan, Engineers • M&E Companies • Qk4 • Sacramento Metropolitan Air Quality Management District

Donations can be made through http://www.completestreets.org/donate or by sending a check to our fiscal host, Smart Growth America with “Complete Streets” in the memo line. Checks may be sent to: National Complete Streets Coalition, c/o Smart Growth America, 1707 L St NW, Suite 1050, Washington DC 20036.
“We have generations worth of street reconstruction that has the potential to change the nature of how streets look and feel. If we don’t do it right now, there’s another generation that will pass before we do it right.”

— Council member Tony Cuneo, Duluth, Minnesota