Integrating Complete Streets, Vision Zero, and Transportation Equity

Webinar begins at 1PM EDT

Smart Growth America
Improving lives by improving communities

National Complete Streets Coalition
Between 2005 and 2014, 46,149 people were struck and killed by cars while walking.
Complete Streets & Transportation Equity

People of color are **54%** more likely to be struck and killed while walking.

Older adults are **51%** more likely to be struck and killed while walking.
Byron Rushing
President
@apbp
Bicycle & Pedestrian Planner
@AtlantaRegional
John Paul Shaffer, AICP
Program Director
@LivableMemphis
About Livable Memphis & CD Council

• CD Council
  • Incorporated in 2000
  • Serving the community development industry citywide

• Livable Memphis
  • Founded in 2005
  • Program of the Community Development Council of Greater Memphis

• Promoting healthy growth in the Memphis region
  • Development and redevelopment of healthy, accessible, and economically sustainable communities.
About Livable Memphis & CD Council

• Our mission
  • Neighborhood revitalization
  • Transportation access
  • Placemaking

• Advocacy, policy, and outreach
  • Education & engagement around planning, law, & innovative design
  • Transit & active transportation

• Citizen engagement in public space
  • Parks, streets, & neighborhood spaces
What is transportation equity?
What is transportation equity?

Transportation equity is a civil and human rights priority. Access to affordable and reliable transportation widens opportunity and is essential to addressing poverty, unemployment, and other equal opportunity goals such as access to good schools and health care services.

Transportation Equity
www.civilrights.org/transportation/

Transportation Equity Caucuses
www.equitycaucus.org/
The Transportation Equity Caucus is a diverse coalition of organizations promoting policies that ensure access, mobility, and opportunity for all.
What is transportation equity?

In Memphis:

• 109,000 (45%) Memphis households have access to only one automobile
• 30,000 (12%) Memphis households do not have access to an automobile at all
• More than 11,000 Memphis residents walk directly to work or to reach a bus on their way to work each day
• 20% of traffic deaths each year are pedestrians
What is transportation equity?

In Memphis:

• African Americans make up 70% of Memphis residents who walk directly to work or to reach a bus on their way to work each day
• An estimated 21,000 K-12 students walk to school every day (20% of student population)
• 50,000 (8%) Memphis residents have a disability which require mobility assistance (i.e. wheelchair)
• 350 pedestrians involved in a crash each year
What is transportation equity?

*In Memphis:*

- The City of Memphis currently has 3,429 miles of sidewalks
- The total replacement value of the existing sidewalk network is $1,100,000,000
- Annual maintenance of the existing sidewalk network should be $19,000,000
- Cumulatively, from 2006-2016 the City of Memphis only budgeted $334,000 for sidewalk repair & replacement
What is transportation equity?

In Memphis:

• 170,000 fewer people in the 1970 Memphis city limits (-27%); citywide density is down 50%
• Commute distances have grown as housing and jobs are increasingly separated, with 12% in CBD
• Only 33% of metro-area jobs are reachable within 90 minutes (less for those in the suburbs)
• Housing + Transportation costs = 52% avg.
• Memphis has no dedicated local funding source for transit – ridership has fallen 23% in 10 years
Transportation equity in planning

• Identify and prioritize investments in green and social infrastructure where there are critical gaps
• Ensure the needs of each community are accurately represented throughout the planning and implementation process
• Ensure implementation does not displace people, community assets, or community problems
• Identify and reduce language, education, transportation, time, and technological barriers
• Provide information in English and Spanish while maintaining sensitivity to other native languages in specific communities
• Develop metrics and monitor progress of equitable investment and geographic impact for new and improved green spaces
Transportation equity in planning

Criteria and weights were established with project stakeholders

<table>
<thead>
<tr>
<th>Prioritization Criteria</th>
<th>Weight</th>
</tr>
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<tbody>
<tr>
<td>School Access</td>
<td>15%</td>
</tr>
<tr>
<td>Promotes Safety <em>(crash analysis)</em></td>
<td>15%</td>
</tr>
<tr>
<td>Inadequate Infrastructure <em>(supply analysis)</em></td>
<td>15%</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td><strong>10%</strong></td>
</tr>
<tr>
<td>Promotes Connectivity <em>(shortest path analysis)</em></td>
<td>10%</td>
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<tr>
<td>Serves Activity Centers <em>(demand analysis)</em></td>
<td>10%</td>
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<tr>
<td>Transit Access</td>
<td>10%</td>
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<tr>
<td>Civic Amenity Access <em>(libraries, comm. centers)</em></td>
<td>5%</td>
</tr>
<tr>
<td>Previously Proposed Projects</td>
<td>5%</td>
</tr>
<tr>
<td>Stakeholder and Public Input</td>
<td>5%</td>
</tr>
</tbody>
</table>
Transportation equity in planning

Orange and red areas indicate high concentrations of vulnerable populations

- Households living below the poverty line
- Households without vehicles
- Non-white populations
- Limited English Proficiency populations

MEMPHIS PEDESTRIAN AND SCHOOL SAFETY ACTION PLAN

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Transportation equity in planning

• The foundations for Memphis 3.0 are focused on growth, meaningful community partnership, *equity and opportunity for all*, neighborhood-developed priorities for the future, transparency and accountability, urban resilience, environmental sustainability, and a city designed for people.

• Pillars of the Memphis 3.0 Process:
  • Connectivity
  • Livability
  • Opportunity
  • Sustainability
Complete Streets & Neighborhoods
City of Memphis Complete Streets Policy

- Challenges to Complete Streets
  - Design
  - Funding
  - Jurisdiction
  - Politics
  - “The Process”
  - Public Support
- Mid-South Complete Streets Coalition
- Mayor’s Executive Order
- Project Delivery Manual
  - Mid-South Regional Greenprint
  - Livable Memphis
  - Policy Development Team
  - Active Transportation Alliance

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City of Memphis Complete Streets Policy

Workbook Objectives

- Establish a Routine Process
- Bolster Internal & External Communications
- Document Decision Making Process
City of Memphis Complete Streets Policy

City of Memphis Order of Considerations for Travel Modes

1. Pedestrian
2. Bicycle
3. Transit
4. Auto
5. Freight

Figure 1.11
City of Memphis Order of Considerations for Travel Modes
City of Memphis Complete Streets Policy
Complete Streets & neighborhoods

South Memphis
Revitalization Action Plan

A People’s Blueprint for Building a More Vibrant, Sustainable and Just Community

Executive Summary

Prepared by Students from The University of Memphis
Department of Anthropology
Graduate Program in City and Regional Planning
September 2009

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- Non-Drive Alone: 25.95%
- Transit: 5.46%
- Bike: 0.05%
- Walk + Bike: 6.06%
- Walk + Bike + Transit: 11.52%

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Memphis Walkability Toolkit
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• Assist neighborhood associations, CDCs, and/or community volunteers to improve walkability.
• Assessment checklists and mobile app / web platform for tracking walkability issues.
• Advocacy strategies for repairing and maintaining neighborhood sidewalks.
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How to DIY your neighborhood
What is (transportation) equity?

• Affordable
• Inclusive
• Context and neighborhood-sensitive
• Connects to opportunity & needs
• Driven by the community
• Intersectional
  • Housing
  • Poverty
• Examines structural racism
How we’re going to pay for it all...

• Shifting priorities away from an all roads approach
  • Flex money to transit, change project criteria
  • Institutionalize a complete streets process

• Local commitments
  • Increased local funding for transit, walkability, biking

• The $1 billion sidewalk conundrum
  • Prioritize public investments in walkability
  • Assistance program for homeowner repairs
  • 100% assistance for elderly, disabled, and low-income homeowners

• Public-private partnerships
  • No, not those kinds...
Larissa Redmond Thompson
Program Associate
@MMDC901
VISION ZERO MMD:
Eliminating Pedestrian Involved Fatalities & Serious Injury Crashes in the Memphis Medical District

The Memphis Medical District Collaborative
Presented By: Larissa Redmond Thompson
MEMPHIS MEDICAL DISTRICT: What is the Medical District?

PARTICIPATING INSTITUTIONS

8 institutions

16,000 employees

8,000 students

$2.7B collective operating budget

250+ acres of property

Source: University of Memphis Center for Partnership in GIS & Institutional Data

Integrating Complete Streets, Vision Zero, and Transportation Equity
WHAT IS VISION ZERO MMD?

Vision Zero MMD is the campaign developed by the Memphis Medical District Collaborative (MMDC), to encourage a safe, walkable District by reducing the number of pedestrian involved fatalities and serious bodily injury crashes within the District boundaries.

0% pedestrian fatalities and serious bodily injuries by 2020
WHY VISION ZERO MMD?

Pedestrians and Other Pedestrians* Involved in Shelby County, Tennessee Traffic Crashes

Other Pedestrians*: Those in or on pedestrian conveyances and buildings, skateboard riders, people on roller skates, sled riders, Unknown Non-Motorists
Source: Department of Safety and Homeland Security

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APPROACH

➢ Engineering
➢ Enforcement
➢ Education
Summary 2016

• Streetscape Improvements
  – Visible transformation to the streets and public open spaces throughout the Medical District
  – Encourage utilization of public spaces in the Medical District as they walk, drive, bike, or ride transit to destinations

• Localized Pedestrian Scaled Lighting

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ENFORCEMENT

Two Phase Approach:

1. Motorists Awareness
   - Crosswalk Intersects
   - In-Road Sign

2. Advance Enforcement
   - Increase UT Patrol
   - Collaboration with anchor partner security agency

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EDUCATION

Collateral
- Targeted motorist education
- Pedestrian pins and stickers
- Leverage Volunteers

Program Awareness
- Guaranteed Ride Home (Voucher Program)
- Employee Incentives
- Walk to Lunch Day

Walking Maps

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PARTNERS
QUESTIONS
MMDC Streetscape Projects: From pop-up to permanent
MMDC Streetscapes: Pop-up to permanent

MEMPHIS’S SPECTACULAR STREET EXPERIMENTS ARE MOVING TOWARD PERMANENCE

March 30, 2017

Michael Andersen, PlacesForBikes staff writer

Photos from the MEMfix Manual.
MMDC Streetscapes: Pop-up to permanent
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Photo: Chris Porter for Downtown Memphis Commission
MMDC Streetscapes: Pop-up to permanent

Photo: Daniel Ashworth – Alta Planning & Design
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Thanks!

johnpaul@livablememphis.org
Questions?

Type your questions in the ReadyTalk chat box
Want to learn more?
Stay tuned for upcoming events

@CompleteStreets
2017 APBP Professional Development Seminar

Memphis, TN
June 26-29, 2017

Learn more and register at apbppsds.org

- Sessions that foster in-depth discussion
- Expert speakers
- Mobile sessions and tours to explore Memphis
Implementation & Equity 201:
The Path Forward to Complete Streets

Making the Most of Main Street: Complete Streets and Walkable Communities

1PM EDT on May 17, 2017

Smart Growth America
Improving lives by improving communities

National Complete Streets Coalition