

Implementation & Equity 201:

The Path Forward to Complete Streets

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

Integrating Complete Streets, Vision Zero, and Transportation Equity

April 5, 2017



Smart Growth America

Improving lives by improving communities



National Complete
Streets Coalition



Association of Pedestrian and Bicycle Professionals
Expertise for Active Transportation



MEMPHIS MEDICAL DISTRICT
COLLABORATIVE



Smart Growth America

Improving lives by improving communities



National Complete
Streets Coalition



Emiko Atherton

Director

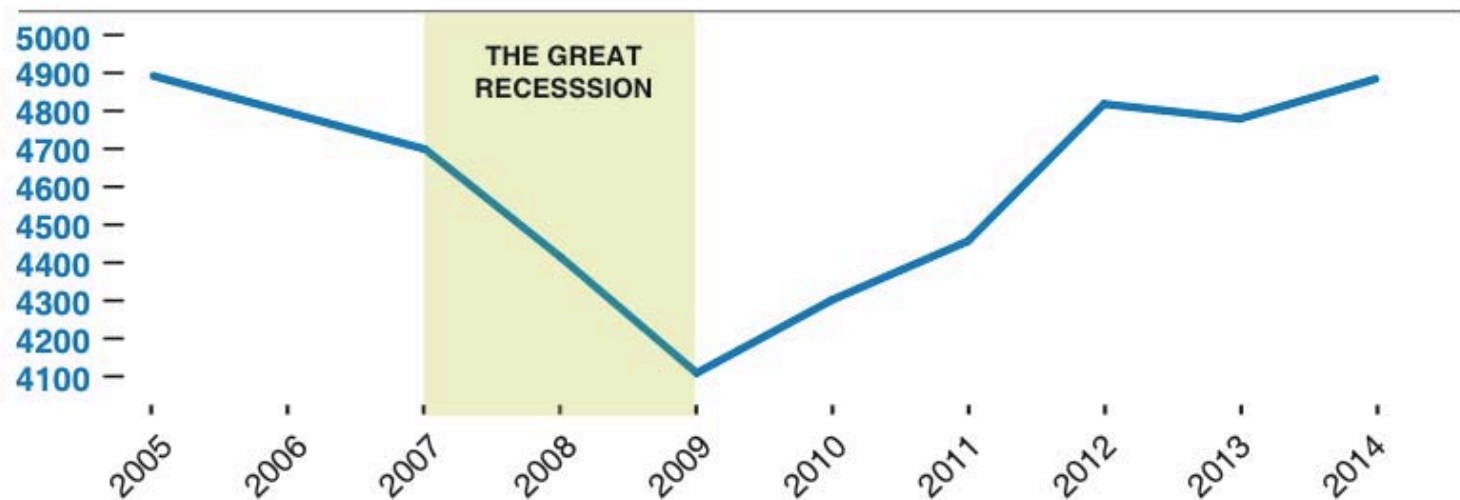
@CompleteStreets

Complete Streets & Vision Zero

Between 2005 and 2014, **46,149** people were struck and killed by cars while walking.

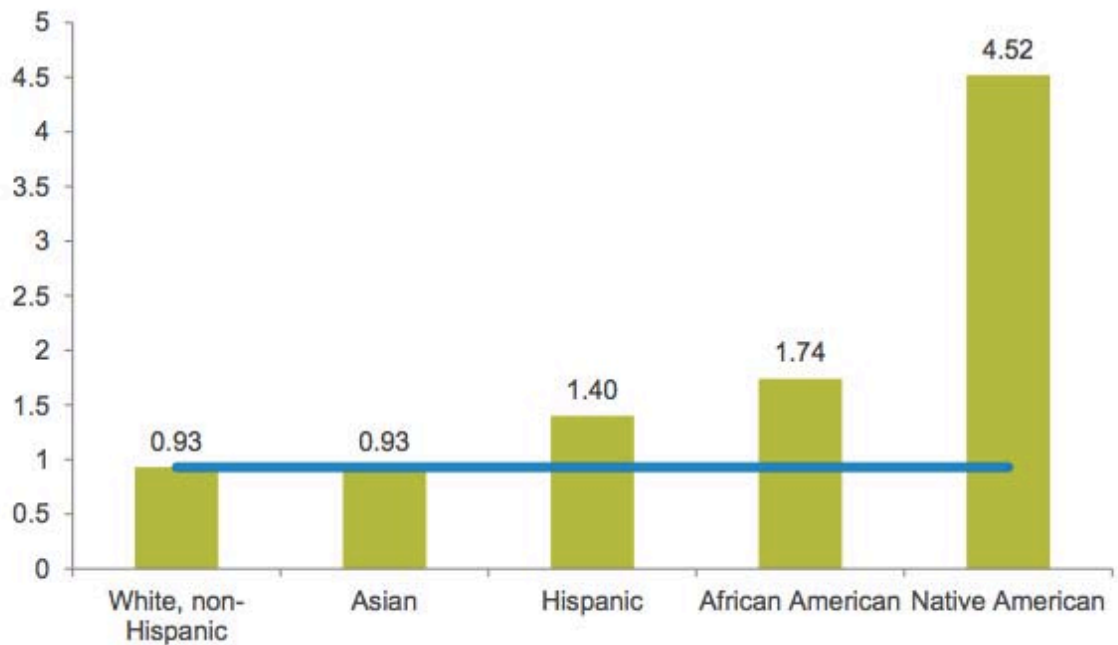
FIGURE 2
Pedestrian deaths nationally by year, 2005-2014

Fatalities by Year, 2005-2014



Complete Streets & Transportation Equity

FIGURE 6
Annual pedestrian fatalities per 100,000 people by race/ethnicity (2005-2014)



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



Association of Pedestrian and Bicycle Professionals
Expertise for Active Transportation



ATLANTA REGIONAL COMMISSION



Byron Rushing

President

@apbp

Bicycle & Pedestrian Planner

@AtlantaRegional



John Paul Shaffer, AICP

Program Director

@LivableMemphis

Implementing Complete Streets – A Community Development Perspective

John Paul Shaffer, AICP

Community Development Council of Greater Memphis

April 2017



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

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About 1,120,000 results (1.01 seconds)

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](http://www.civilrights.org/transportation/)
www.civilrights.org/transportation/

About this result • Feedback

Transportation Equity

www.civilrights.org/transportation/ ▼

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Transportation Equity Caucus

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

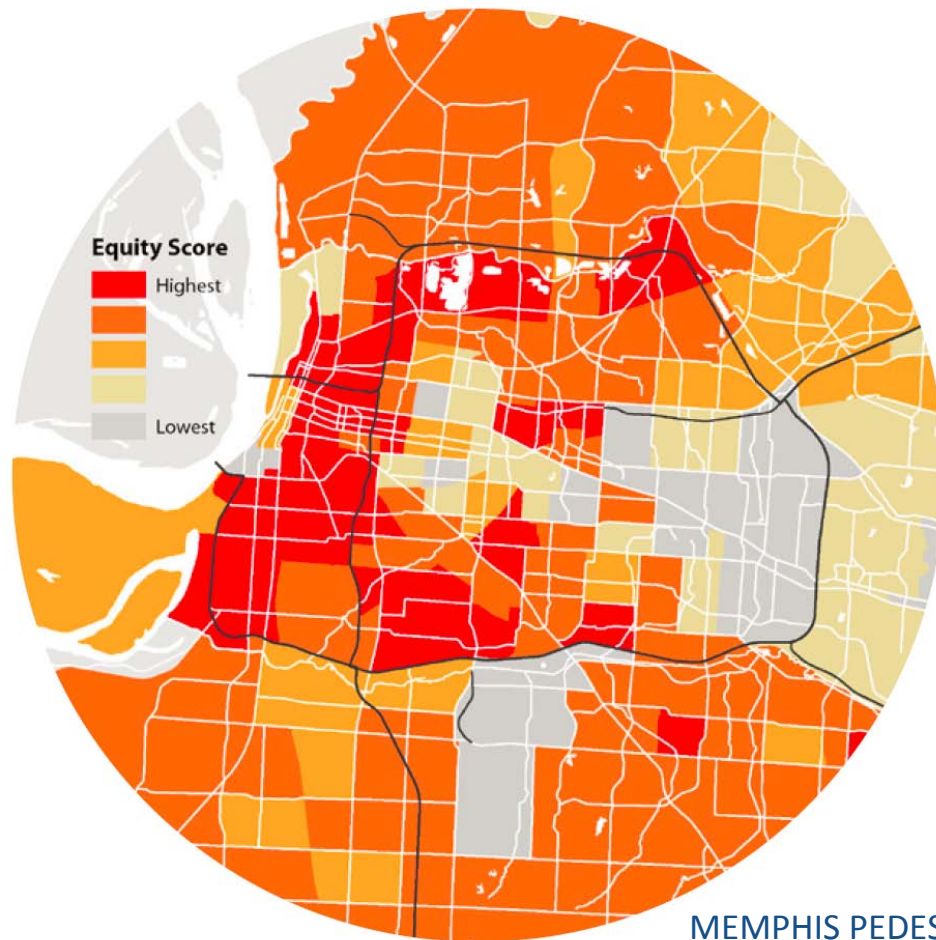
Prioritization Criteria	Weight
• School Access	15%
• Promotes Safety (<i>crash analysis</i>)	15%
• Inadequate Infrastructure (<i>supply analysis</i>)	15%
• Equity	10%
• Promotes Connectivity (<i>shortest path analysis</i>)	10%
• Serves Activity Centers (<i>demand analysis</i>)	10%
• Transit Access	10%
• Civic Amenity Access (<i>libraries, comm. centers</i>)	5%
• Previously Proposed Projects	5%
• Stakeholder and Public Input	5%

MEMPHIS PEDESTRIAN AND SCHOOL SAFETY ACTION PLAN



Transportation equity in planning

Orange and red areas indicate high concentrations of vulnerable populations



Census tracts with higher than average rates of:

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

MEMPHIS PEDESTRIAN AND SCHOOL SAFETY ACTION PLAN



Transportation equity in planning

- The foundations for Memphis 3.0 are focused 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

City of Memphis Complete Streets Policy

Workbook Objectives

- Establish a Routine Process
- Bolster Internal & External Communications
- Document Decision Making Process

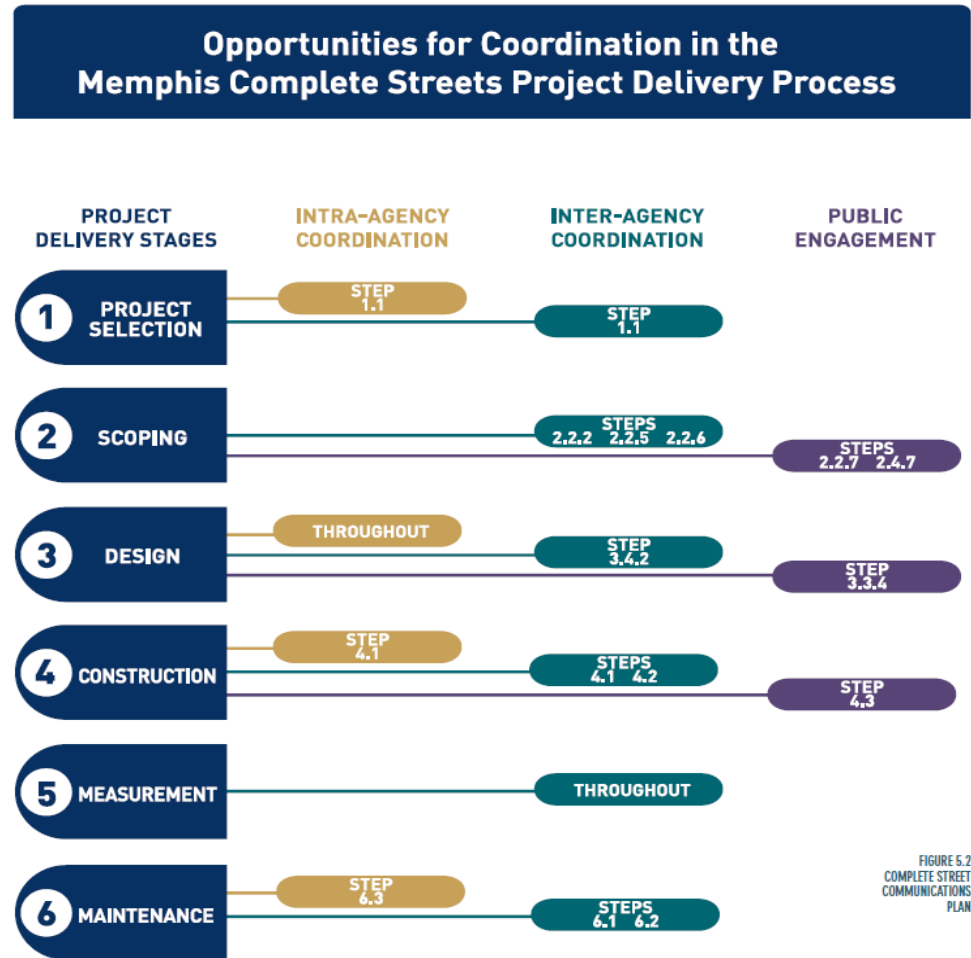


FIGURE 5.2
COMPLETE STREET
COMMUNICATIONS
PLAN

City of Memphis Complete Streets Policy

City of Memphis Order of Considerations for Travel Modes

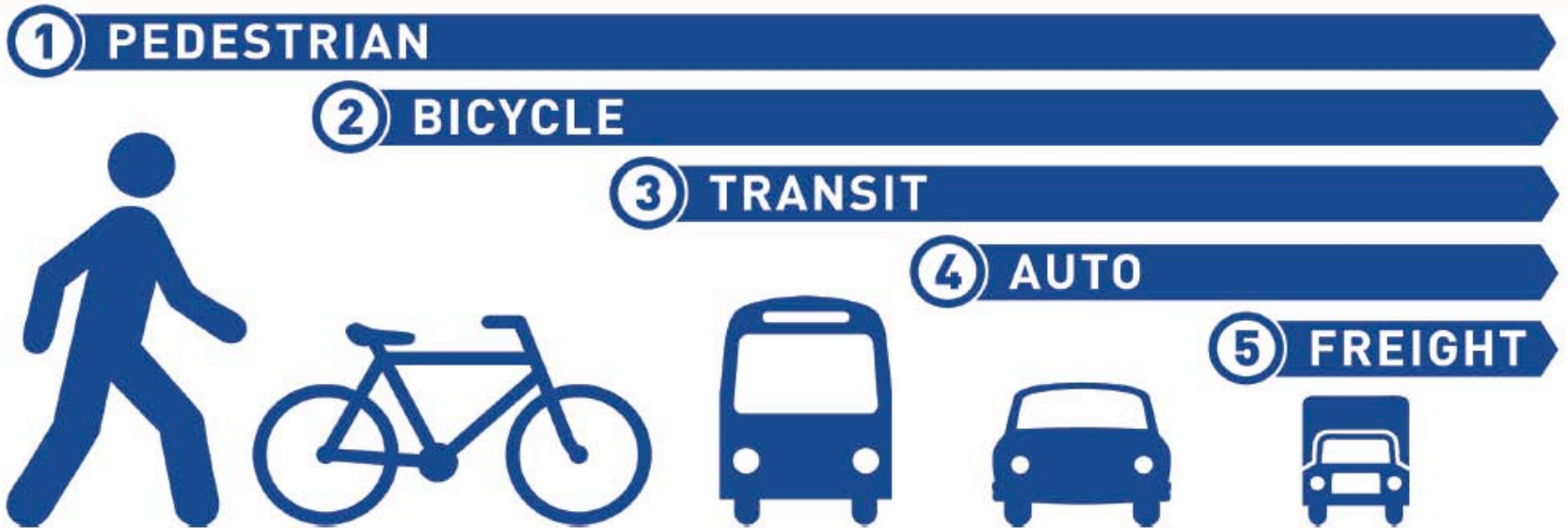
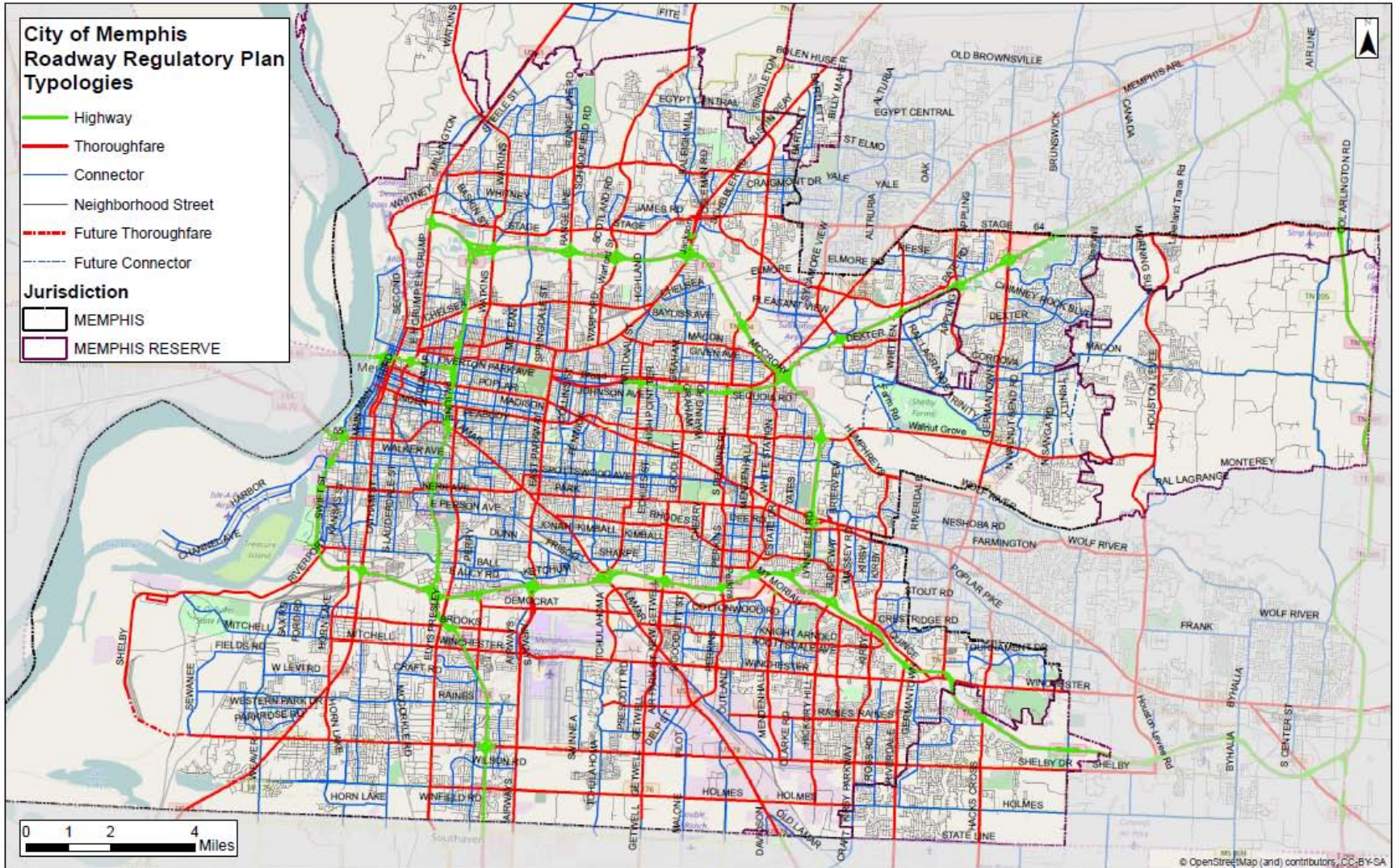


FIGURE 1.11
CITY OF MEMPHIS ORDER OF
CONSIDERATIONS FOR TRAVEL MODES

City of Memphis Complete Streets Policy



© OpenStreetMap (and) contributors, CC-BY-SA

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

THE UNIVERSITY OF
MEMPHIS

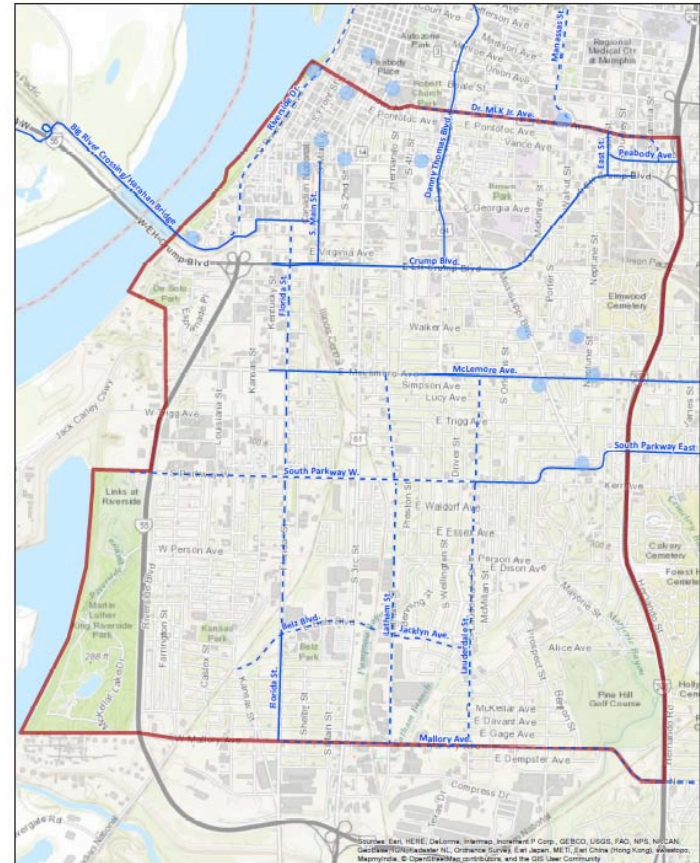


Complete Streets & neighborhoods



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

South Memphis Focus Area: High-Comfort Bicycle Network



*Showing only those bikeshare stations within or immediately adjacent to the focus area.

Complete Streets & neighborhoods



Memphis Walkability Toolkit

Complete Streets & neighborhoods

- 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.



Complete Streets & neighborhoods



HERE COMES THE NEIGHBORHOOD

NOV 10
FROM
10 AM
TO
10 PM

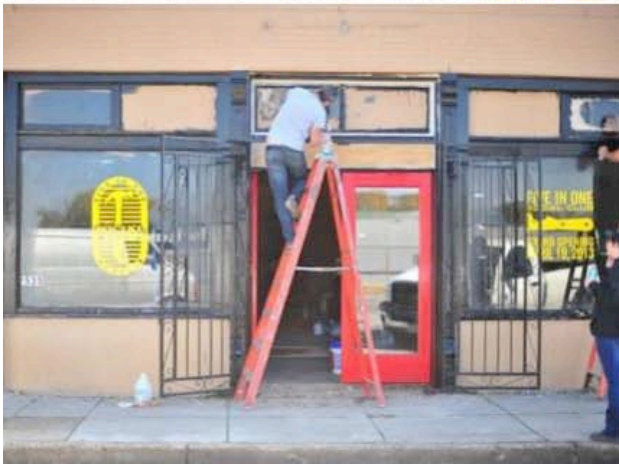
A COMMUNITY EVENT TO **RETHINK** THE STREET, **ACTIVATE** VACANT STOREFRONTS AND **TEST DRIVE** A NEW NEIGHBORHOOD.

Memphis Regional Design Center
Memphis Flyer
MEMPHIS
memphis music
LIVE 15
f

MEM FIX

WATKINS STREET
CLEVELAND STREET

Complete Streets & neighborhoods



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...



MEMPHIS MEDICAL DISTRICT
COLLABORATIVE



Larissa Redmond Thompson

Program Associate
@MMDC901



MEMPHIS MEDICAL DISTRICT
COLLABORATIVE

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

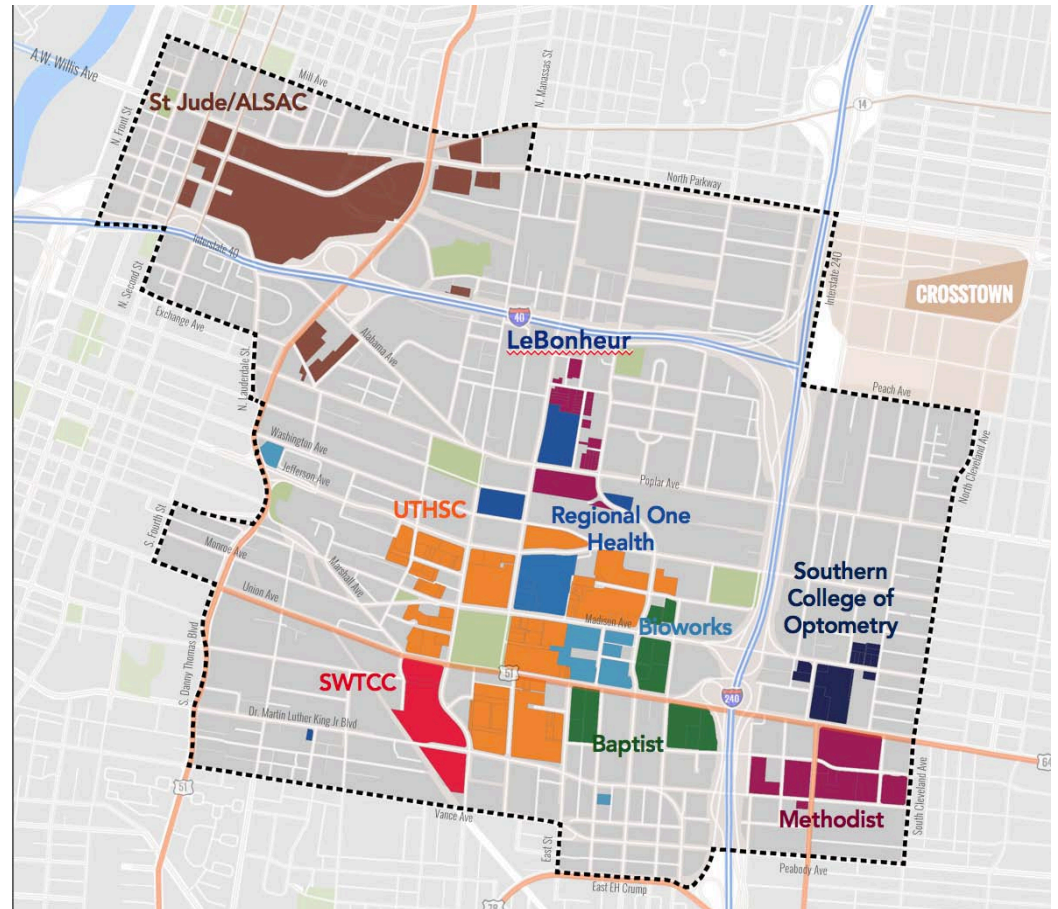
16,000 employees

8,000 students

\$2.7B collective operating budget

250+ acres of property

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



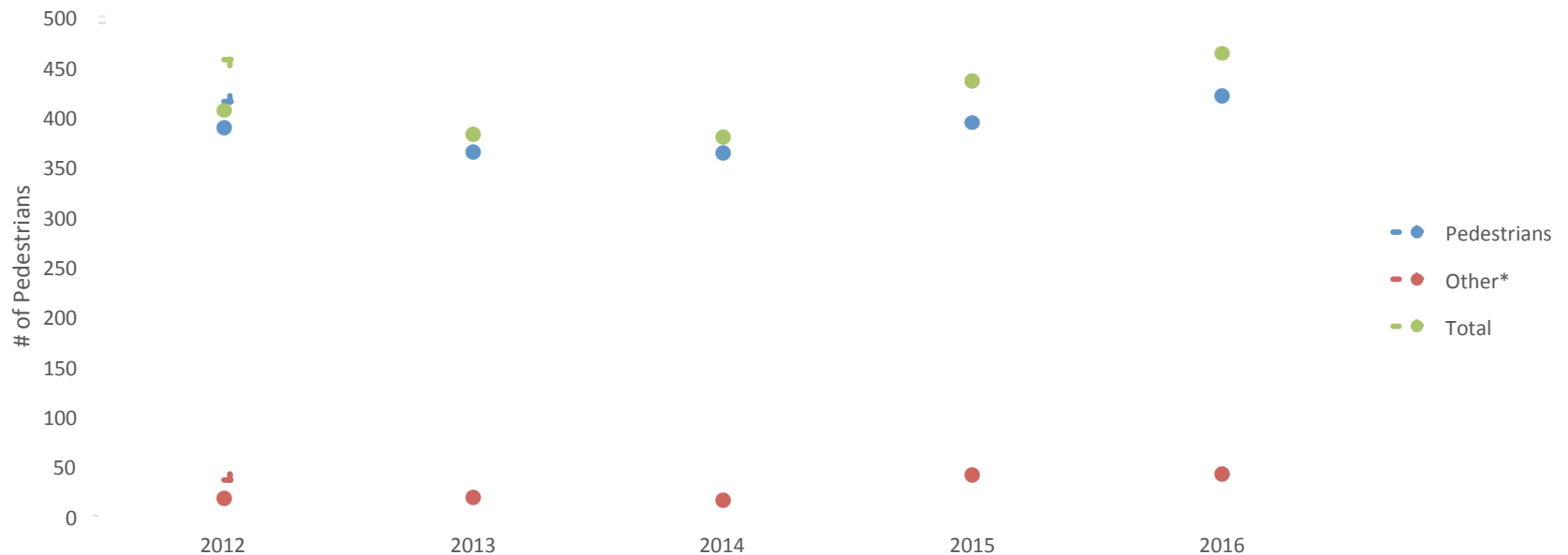
WHAT IS VISION ZERO MMD?

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?

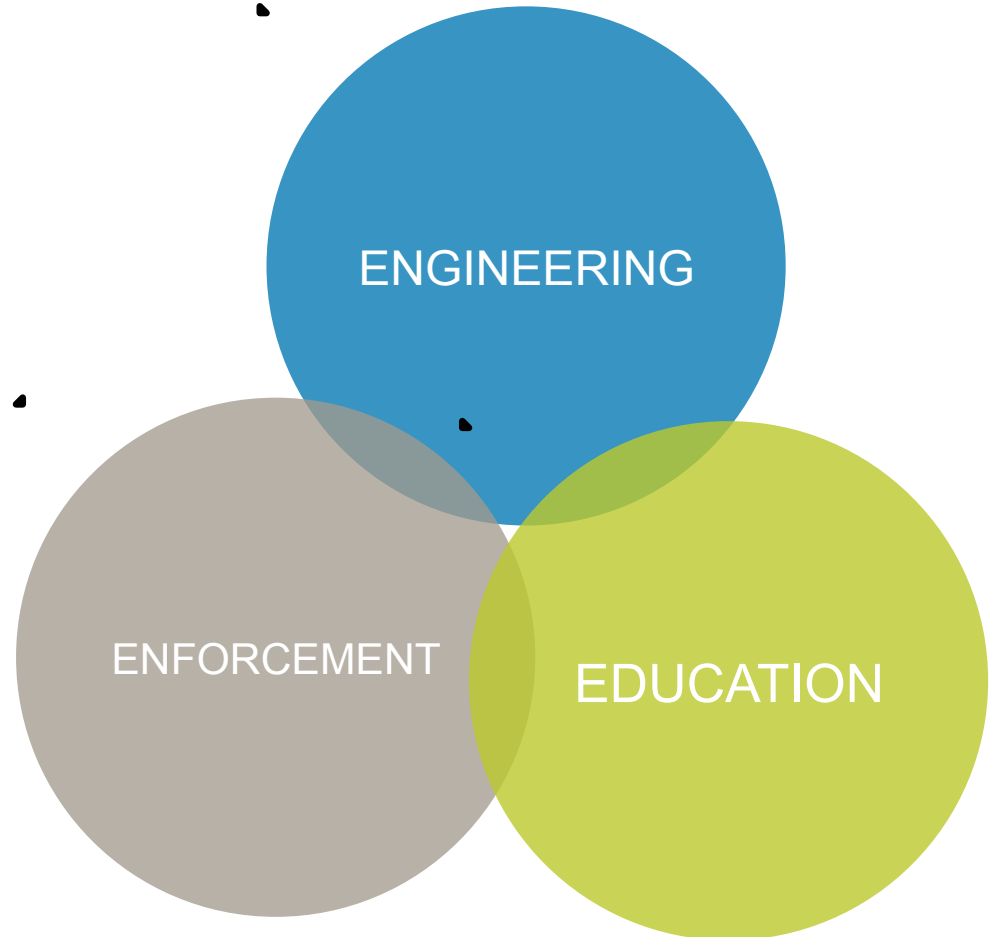
Pedestrians and Other Pedestrians*
Involved in Shelby County, Tennessee Traffic Crashes



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

APPROACH

- Engineering
- Enforcement
- Education



ENGINEERING

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



ENFORCEMENT

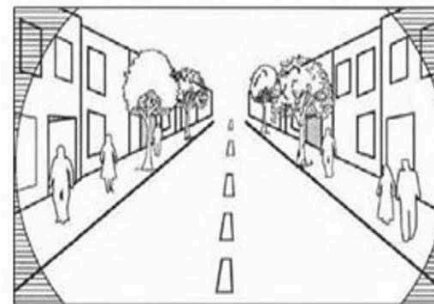
Two Phase Approach:

1. Motorists Awareness

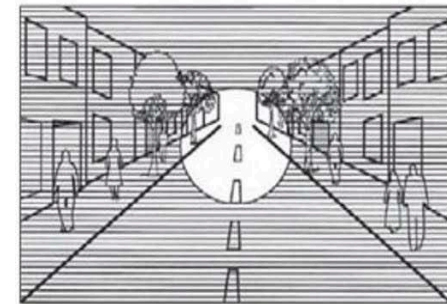
- ✓ Crosswalk Intersects
- ✓ In-Road Sign

2. Advance Enforcement

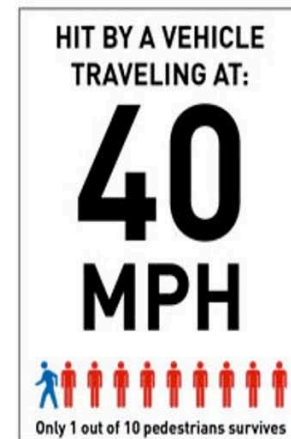
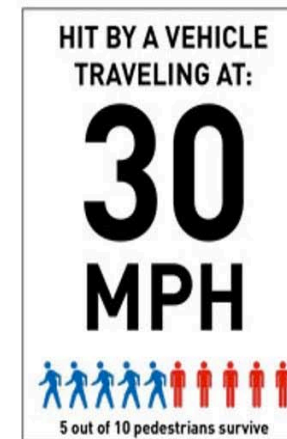
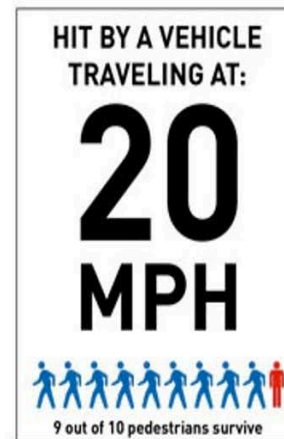
- ✓ Increase UT Patrol
- ✓ Collaboration with anchor partner security agency



Field of vision at 15 MPH



Field of vision at 30 to 40 MPH



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

PARTNERS



QUESTIONS





John Paul Shaffer, AICP

Program Director

@LivableMemphis

MMDC Streetscape Projects: From pop-up to permanent

MMDC Streetscapes: Pop-up to permanent

MEMPHIS'S SPECTACULAR STREET EXPERIMENTS ARE MOVING TOWARD PERMANENCE

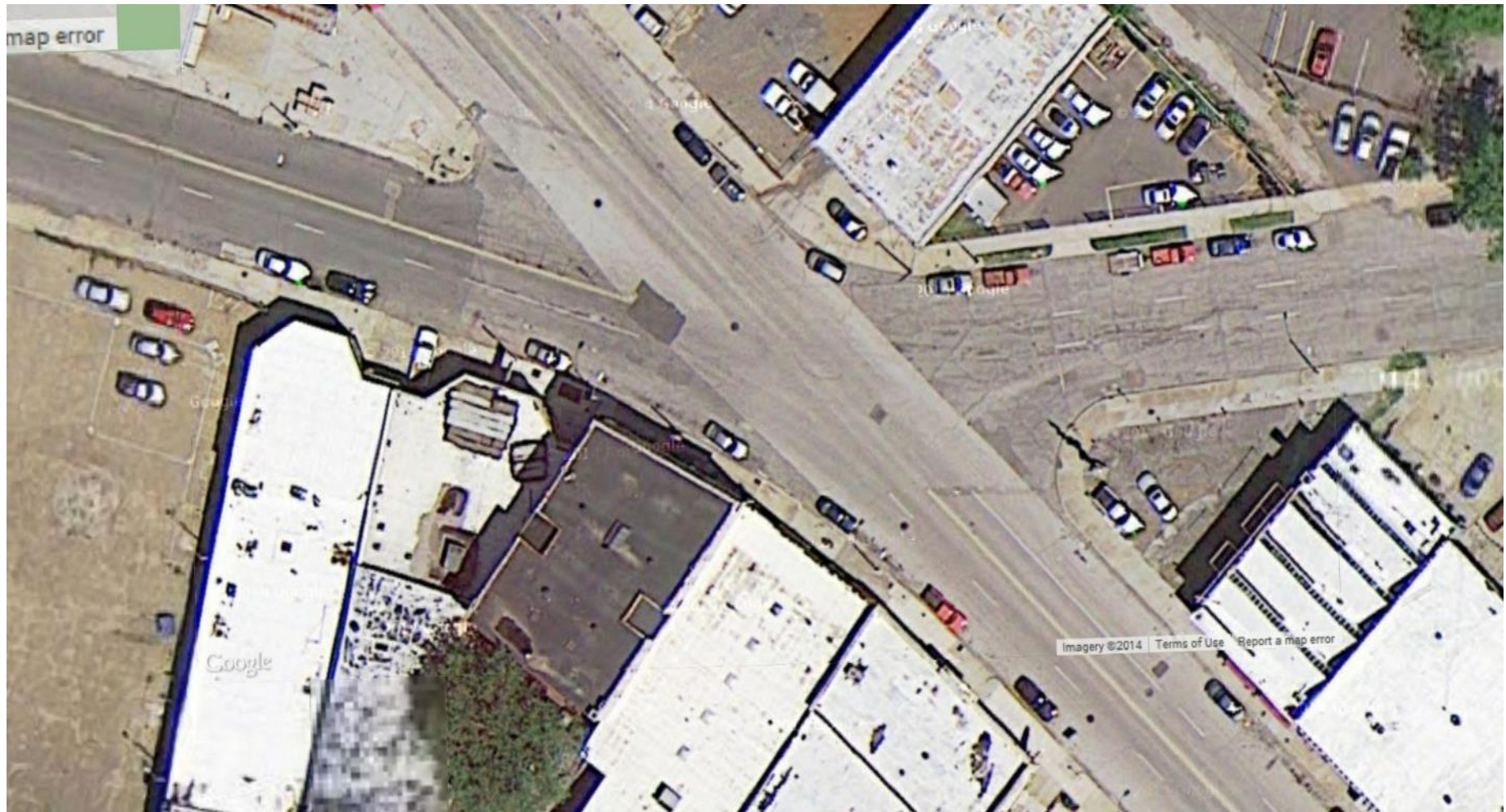
March 30, 2017

Michael Andersen, *PlacesForBikes* staff writer



Photos from the [MEMfix Manual](#).

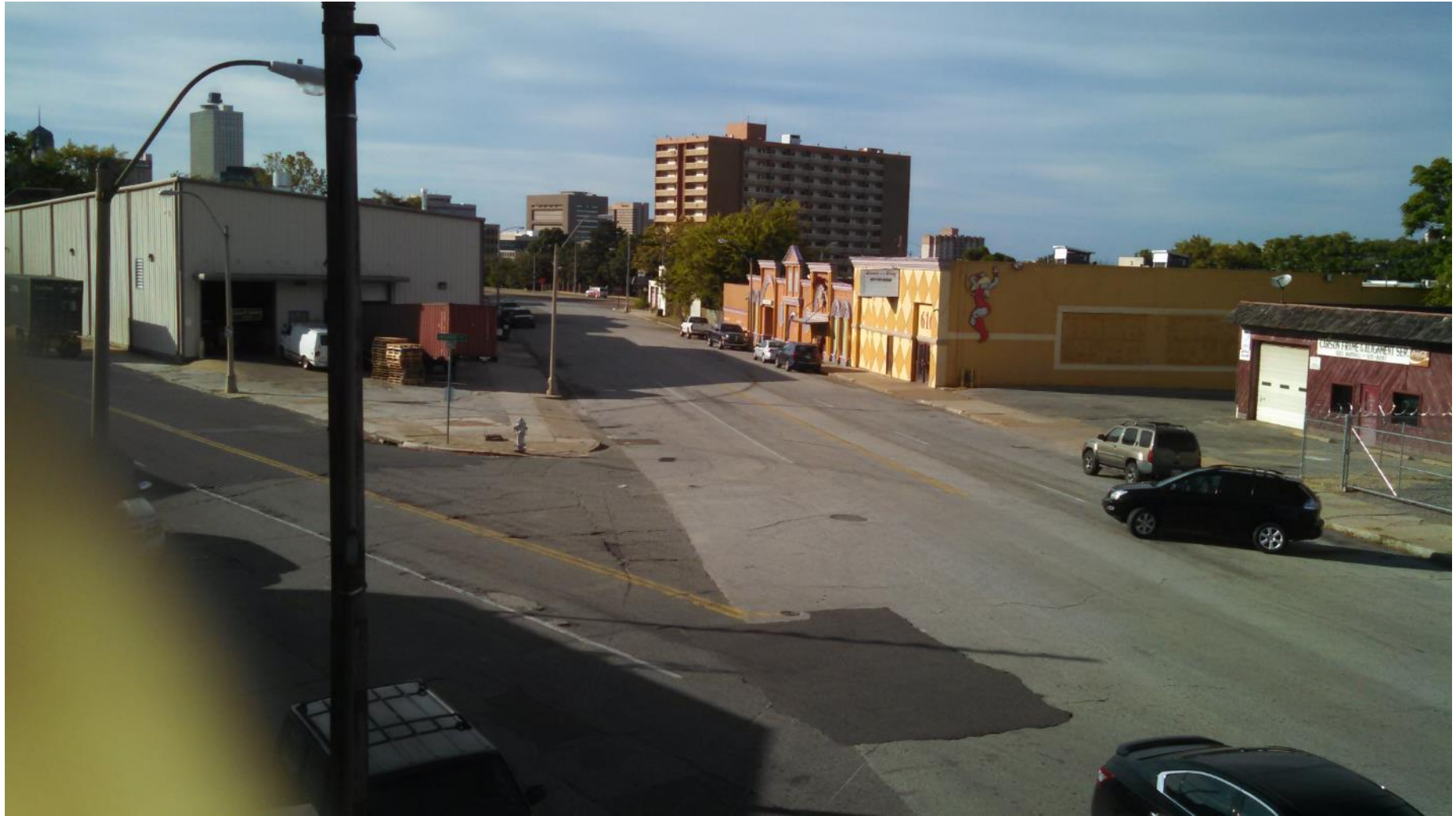
MMDC Streetscapes: Pop-up to permanent



MMDC Streetscapes: Pop-up to permanent



MMDC Streetscapes: Pop-up to permanent



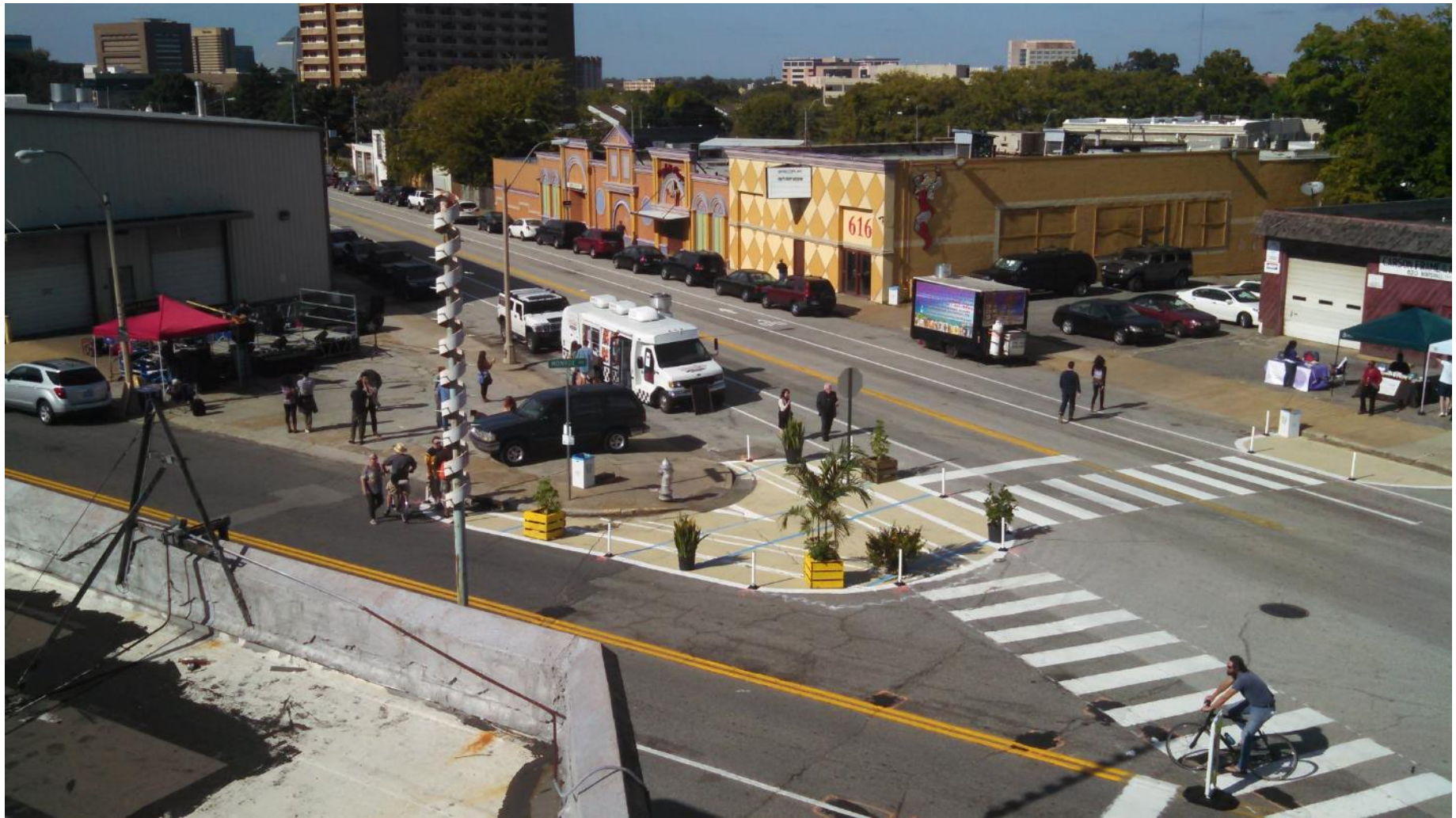
MMDC Streetscapes: Pop-up to permanent



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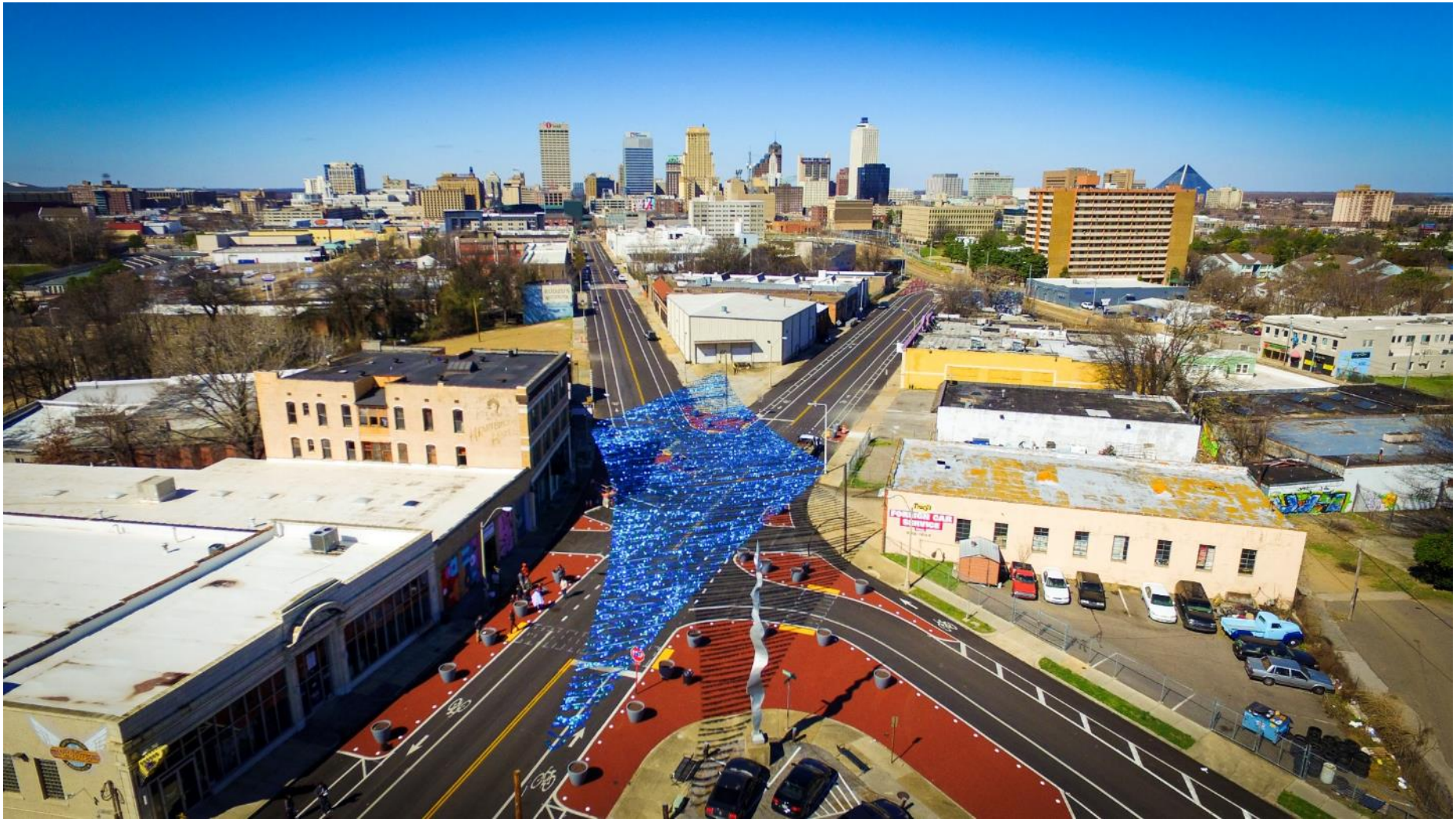


Photo: Chris Porter for Downtown Memphis Commission

MMDC Streetscapes: Pop-up to permanent



Photo: Daniel Ashworth – Alta Planning & Design

MMDC Streetscapes: Pop-up to permanent



Photo: Daniel Ashworth – Alta Planning & Design

MMDC Streetscapes: Pop-up to permanent



Photo: Daniel Ashworth – Alta Planning & Design

Thanks!

johnpaul@livablememphis.org



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

Questions?

Type your questions in
the ReadyTalk chat box



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National Complete
Streets Coalition

Want to learn more?

Stay tuned for upcoming events

2017 APBP Professional Development Seminar



- Sessions that foster in-depth discussion
- Expert speakers
- Mobile sessions and tours to explore Memphis

Memphis, TN
June 26-29, 2017

Learn more and register at apbppds.org

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



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