



# 2017 NEW JERSEY SUSTAINABILITY SUMMIT



Welcome to

## COMPLETE STREETS: WHY DON'T WE DO IT IN THE ROAD?

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# Today's Speakers

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**Leigh Ann Von Hagen**, PP, AICP, Senior Research Manager  
Alan M. Voorhees Transportation Center  
Rutgers University

**Ronda Urkowitz**, PP, AICP, Program Director  
Cross County Connection

**Colin Driver**, Director of Economic Development  
Borough of Somerville

**Laura Torchio**, Deputy Director  
Transportation Initiatives, Project for Public Spaces

**Trish Sanchez**, Project Coordinator  
Alan M. Voorhees Transportation Center (VTC)  
Rutgers University



...why don't we do it in the road?



# COMPLETE STREETS: “WHY DON'T WE DO IT IN THE ROAD?”



## Session Agenda:

1. Complete Streets Actions and Tips and Strategies for Completing Actions – Leigh Ann Von Hagen
2. Voorhees Township – Ronda Urkowitz
3. Somerville – Colin Driver
4. Montclair – Laura Torchio
5. Grant Opportunities for Complete Streets – Trish Sanchez
6. Q& A

# COMPLETE STREETS: “WHY DON’T WE DO IT IN THE ROAD?”







# Health in All Policies (HiAP)



- ❖ Considers social & environmental impacts
- ❖ Multi-sectoral approach
- ❖ Participation of wider community
- ❖ Addresses sustainability



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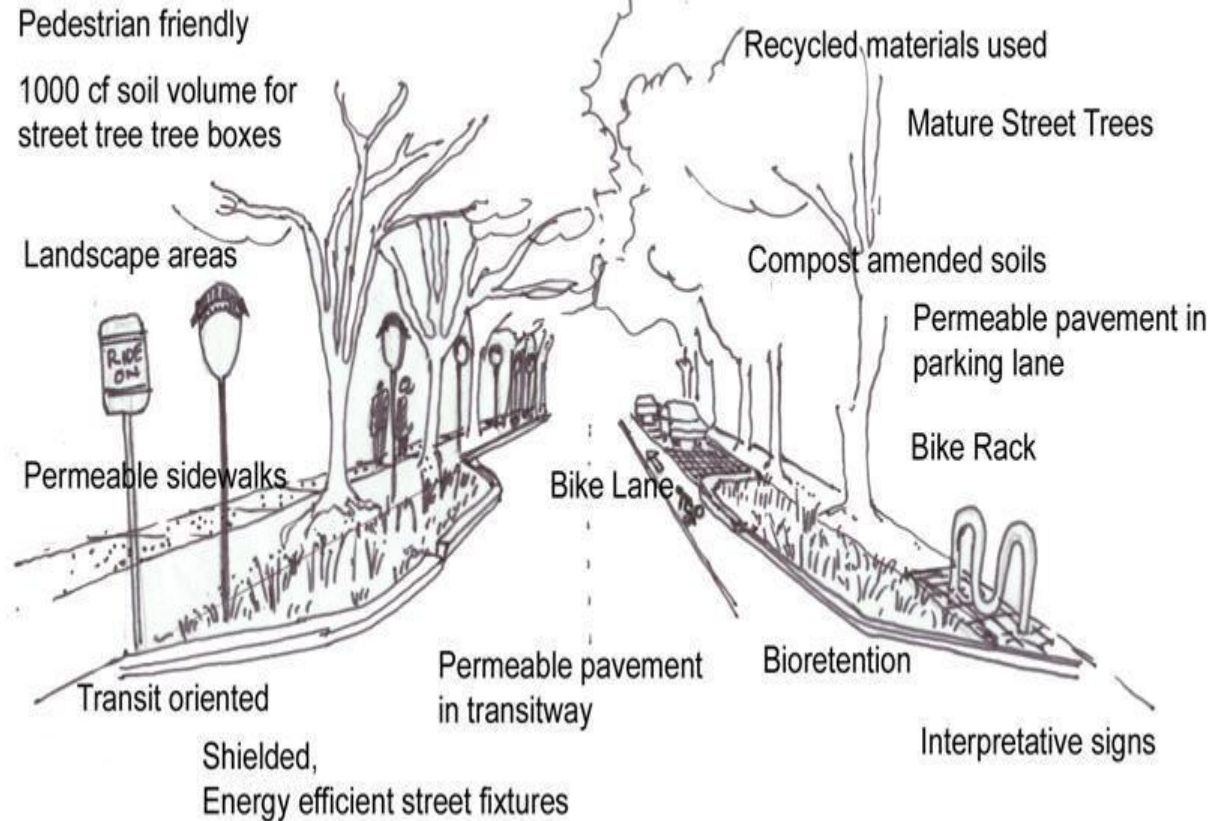
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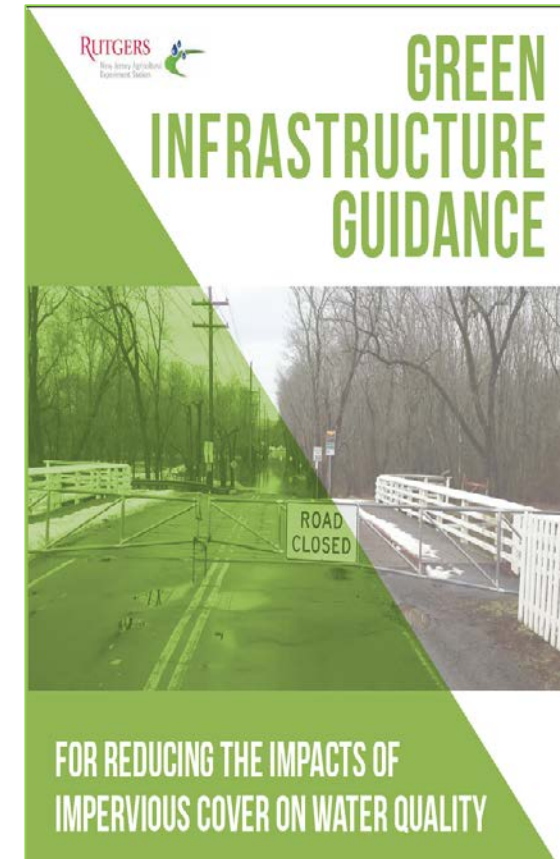


# Complete Green Streets

## Anatomy of a Green Street



Source: US EPA



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# Health Benefits of Complete Streets Policies

- ❖ Reduction in rate of **chronic diseases** - diabetes, heart disease, depression etc.
- ❖ Improvement in **road safety**, reduction in injury & fatality rates
- ❖ Reduction in rates of **respiratory diseases** & asthma due to improved air quality
- ❖ Health & wellness benefits to disadvantaged communities through **improved access** to amenities & services
- ❖ Reduction in illnesses related to **water-borne diseases** due to improved storm water infiltration

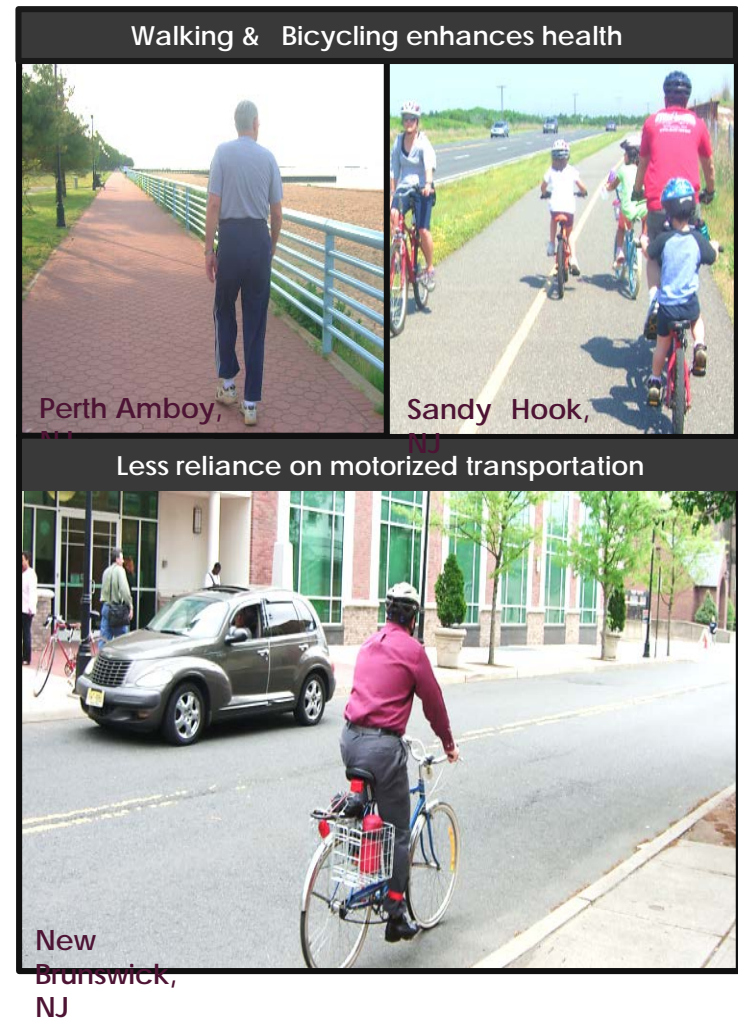
## Development of Social Capital and Community networking





# Health & Equity in All Complete Streets

- ❖ Foster improved physical & mental health
- ❖ Include public health professionals
- ❖ Assess community needs
- ❖ Specify health outcomes
- ❖ Address needs of vulnerable populations
- ❖ Monitor implementation & measure outcomes







# Sustainable Jersey & Complete Streets

- ❖ Municipalities applying for certification or recertification in 2017 and beyond will must apply under the **new actions** for points related to Complete Streets.
- ❖ Adopt Complete Streets – 10 points
- ❖ Institute Complete Streets - 10 points
  - Implementation project –5 point bonus







Hoboken



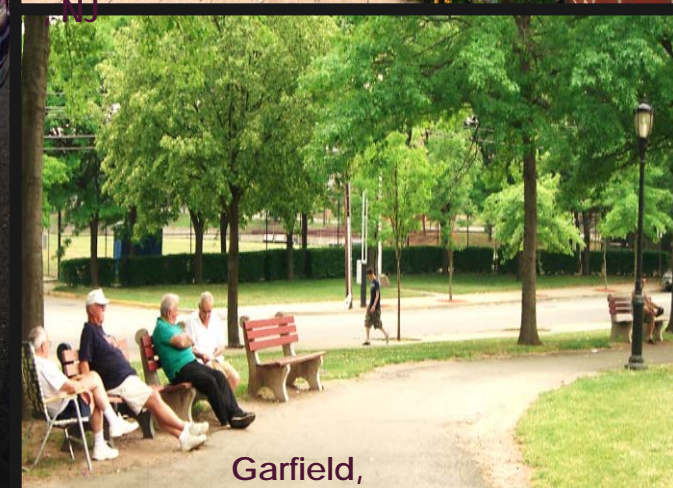
Chesterfield, NJ



Madison, NJ



New Brunswick, NJ



Garfield, NJ

# SUSTAINABLE JERSEY ACTION

Adopt a Complete Streets Policy - 10 points





# Adopt a Complete Streets Policy – Requirements

- ❖ The governing body must adopt a complete streets policy by resolution or ordinance.
- ❖ The resolution must reflect **all** of the items listed below to earn **10 points**:
  1. State an intent to plan, design, build & maintain all roads to meet the needs of all users.
  2. Specify that “all users” include pedestrians, bicyclists, transit & motorists of all ages & abilities.
  3. Commit to create a comprehensive, integrated, connected multi-modal transportation network within the community.
  4. Recognize the need for flexibility in that all streets are different; user needs must be balanced & fit into the context of the community.
  5. Apply to both new & retrofitted projects.





# Adopt a Complete Streets Policy – Resolution Requirements (continued)

6. Include the following **8 statements** which acknowledge the potential benefits of complete streets:

“Whereas, complete streets have the potential for improving physical & mental health either directly or indirectly in the following ways:

- 1) Incorporating physical activity into our daily lives by increasing pedestrian activity & bicycle use
- 2) Reducing rates of several chronic diseases related to increases in physical activity from walking & bicycling. Key impacted diseases include diabetes, heart disease, depression, & cancer
- 3) Reducing rates of injury & death from decreased traffic crashes & improved safety for all users
- 4) Reducing rates of asthma & other respiratory issues due to improved air quality through emissions reductions & filtration



# Adopt a Complete Streets Policy – Resolution Requirements (continued)

6. Include the following language which acknowledge the potential benefits of complete streets (cont.):
  - 5) Multiplying health & wellness benefits resulting from improved access to necessary amenities for vulnerable populations
  - 6) Reducing risk of illnesses related to water-borne pathogens from improved storm water infiltration
  - 7) Increasing the sense of social connectivity & sense of community belonging
  - 8) Improving aesthetics through decorative & functional vegetation
7. The implementation section of the policy must articulate the intent of the community to consider public health during planning & design program phases.



# Quick tips - Adopt a Complete Streets Policy

- ❖ Submit documentation that your policy was distributed to all municipal departments.
- ❖ Include a maintenance commitment in your resolution, new and retrofit projects.
- ❖ Health language is new and prescriptive.
- ❖ Create a Complete Streets workgroup that includes public health professional(s).
- ❖ If the policy is more than 3 years old, be sure to update and re-adopt with new language using the Sustainable Jersey action.
- ❖ Sample policies can be found on the NJ Bicycle and Pedestrian Resource Center website ([njbikeped.org](http://njbikeped.org)), however not all policies listed meet SJ requirements.

Sustainable Jersey: Adopt a Complete Streets Policy [10 Points]



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# Action as Policy – Gibbsboro, Winslow & Voorhees Township

## RESOLUTION TO ADOPT AND ESTABLISH A COMPLETE STREETS POLICY FOR THE BOROUGH OF GIBBSBORO

WHEREAS, Complete Streets describe a comprehensive, integrated, connected and multi-modal transportation network with infrastructure and design that allow safe and convenient travel along and across streets for all users, including pedestrians, bicyclists, transit vehicle users, emergency responders, motorists, and people of all ages and abilities ; and,

WHEREAS, complete streets have the potential for improving physical and mental health either directly or indirectly in the following ways:

1. Incorporating physical activity into our daily lives by increasing pedestrian activity and bicycle use.
2. Reducing rates of several chronic diseases related to increases in physical activity from walking and bicycling. Key impacted diseases include diabetes, heart diseases, depression and some cancers.
3. Reducing rates of injury and death from decreased traffic issues due to improved air quality through emissions reductions and vegetative air filtration.
4. Reducing rates of asthma and other respiratory issues due to improved air quality through emissions reductions and vegetative air filtration.
5. Multiplying health and wellness benefits resulting from improved access to necessary amenities for vulnerable populations.
6. Reducing the risk of illnesses related to water-borne pathogens resulting from improved stormwater infiltration.
7. Increasing the sense of social connectivity and sense of community belonging.
8. Improving aesthetics through decorative and functional vegetation.

What they submitted for points:

- ❖ Incorporated physical & mental health language
- ❖ Statement that all planning & design studies shall consider public health
- ❖ Committee members that includes health professionals
- ❖ How CS policy meets Master Plan goals
- ❖ Complete Streets Checklist



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Madison,  
NJ



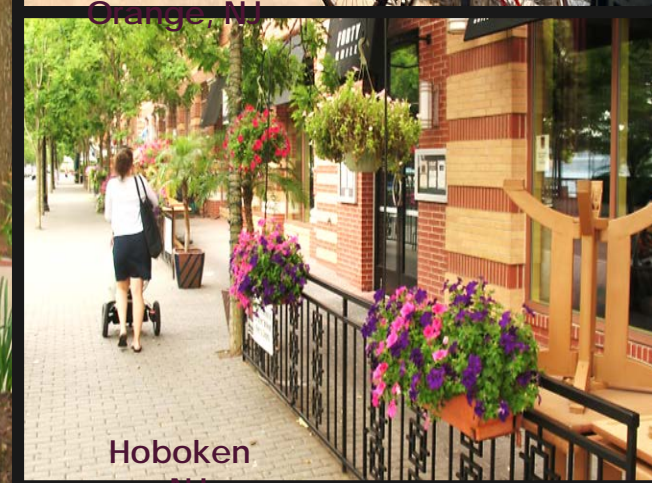
Haddonfield  
NJ



South  
Orange, NJ



New  
Brunswick, NJ



Hoboken  
NJ

# SUSTAINABLE JERSEY ACTION

Institute Complete Streets - 10 Points





# Institute Complete Streets Action

- ❖ New in 2016
- ❖ Adopt a Complete Streets action is a pre-requisite.
  - The Adopt a Complete Streets action must be met before earning points for the Institute Complete Streets action, but can be submitted at the same time.



# Institute Complete Streets Action

## Purpose:

- ❖ Institutionalize Complete Streets Policies
- ❖ Align community actions in funding, planning, design, maintenance & operations with policy goals
- ❖ Update procedures, plans & processes used in transportation decision-making
- ❖ Provide training & educational opportunities to staff and professionals.

Improved travel experiences for all people



Sustainable Jersey Institute Complete Streets \*NEW\* [10 Points]



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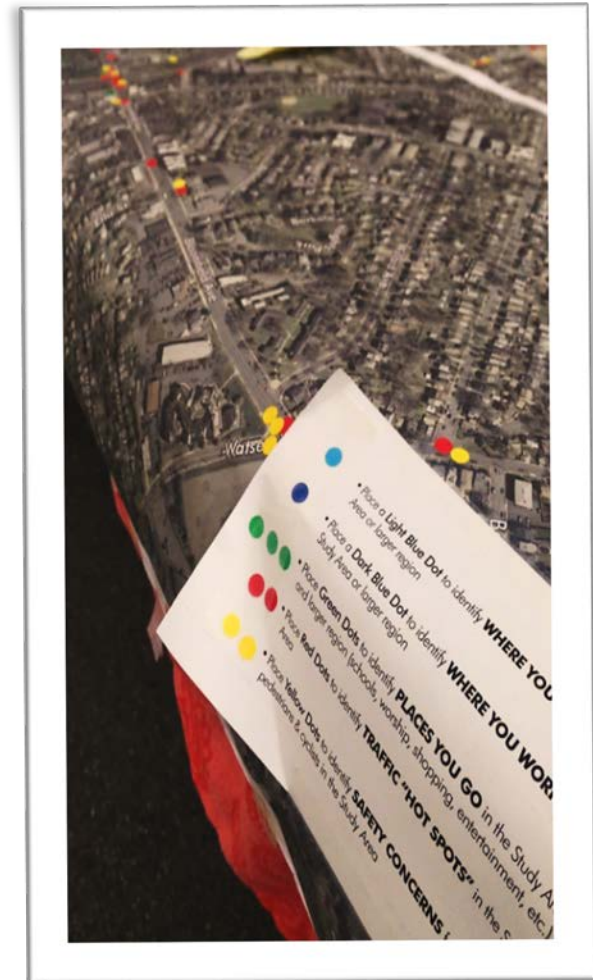






# Institute Complete Streets - Requirements

1. Build Your Complete Streets Team
  - Include public health professional(s)
2. Establish Internal Review Procedures
  - Adopt checklists to be used to ensure projects adhere to the Complete Streets policy



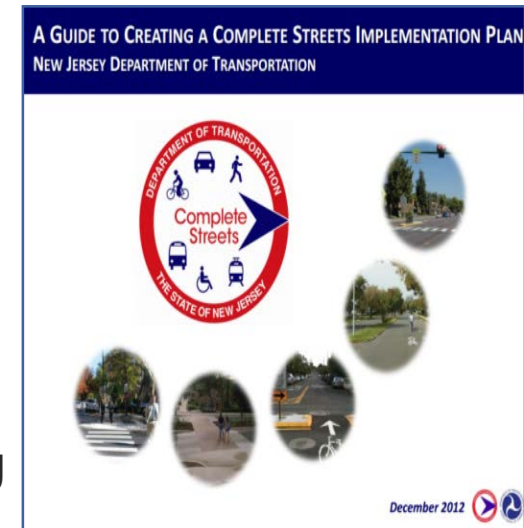


# Institute Complete Streets - Requirements

(continued)

## 3. Attend training

- ❖ Training should be provided to elected officials, municipal employees, including engineers, public works employees, public health professionals, & planning & zoning officials
- ❖ Possible activities include webinars, conferences, & workshops (internal or by outside experts)



Sustainable Jersey Institute for Complete Streets NEW\* 10 points

documents







# Institute Complete Streets – Additional Points

Implement a Complete Streets Project – **optional for an additional 5 points**

- ❖ A narrative description along with pictures of the project explaining how it advances the Complete Streets policy.



...been completed within 3 years prior to





# Quick tips - Institute Complete Streets

- ❖ Municipal staff and/or consultants must be involved in the planning and implementation of the Complete Streets policy.
- ❖ Provide at least the minimum requirements for the checklists. NJDOT checklists meet requirements.



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# Action as Policy – Voorhees Township

## Voorhees Township Complete Streets Checklist

### INVENTORY

#### Instructions:

Please provide a brief description for how the item is addressed, not addressed or not applicable and include documentation to support your answer.

Item to be Addressed	Checklist Consideration	YES	NO	N/A	Required Description
Master Plan Element	Is the project limits located within 200' of a transportation facility identified in the Voorhees Township Master Plan (1998 Master Plan, 2003's expansion of the Bicycle Element, and the 2012 Master Plan Re-Examination)?				
Master Plan Element	Is the project limits located within 200' of a transportation facility identified in the Voorhees Township Bicycle & Pedestrian Bicycle Master Plan and Voorhees Township Bicycle Route Plan?				
Master Plan Element	Is the project limits located within 200' of a transportation facility identified in the Camden County Bicycling and Multi-Use Trails Plan?				
Master Plan Element	Is the project limits located within 200' of a transportation facility identified in the New Jersey Bicycle and Pedestrian Master Plan.				

What they submitted for points:

- ❖ Minutes & attendance list from community meeting
- ❖ Inventory of planning & design documents that need to be updated
- ❖ Narrative description that explains how the checklists are being used
- ❖ Attendance at CS Training (dates & time)



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## Additional 5 points - Voorhees Township

What they submitted for points:

- ❖ Narrative description with design plans and photos of implementation projects
  - Bike lanes
  - Traffic Calming
  - Transit Shelters
  - Crosswalks
  - Bicycle Parking



Voorhees  
Township, NJ





## Funding Opportunities:

How do you pay to “*Do it in the Road?*”



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## Funding Opportunities: How do you pay to “Do it in the Road?”

**GET ACTIVE NJ** – NJ Prevention Network, through funding from NJ Dept of Health

[www.njpn.org/get-active-NJ](http://www.njpn.org/get-active-NJ)



- Adopt Complete Streets Policy
- Revise open Space and Recreation Plan to include language on walking
- Sidewalk maintenance ordinances
- Technical assistance, training and incentives to municipalities on develop policies to promote walking

**NJ Healthy Communities Network** – [www.njhcn.org/apply-for-grant](http://www.njhcn.org/apply-for-grant)



- Enhance built environment & develop policies to support healthy eating and active living



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# Funding Opportunities: How do you pay to “Do it in the Road?”

Sustainable Jersey: [SustainableJersey.com/grants-resources](https://SustainableJersey.com/grants-resources)



- Small grants program for municipalities and schools
- Capacity building and large grants available
- Funds can be used to complete active transportation actions
- Tips for applying:
  - “Sell the project” – What is the problem? Goal? How does it fit in the big picture?
  - Implementation – Be thorough
  - Include representatives from major stakeholders
  - Quality vs Quantity



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# Funding Opportunities: How do you pay to “Do it in the Road?”

NJ Department of Transportation Grants for Active Transportation:  
[saferoutesnj.org/funding](http://saferoutesnj.org/funding)

## Federal Funding:

1. **Safe Routes to School grants:**
  - Infrastructure improvements within 2 miles of K-8 school(s)
  - Examples include sidewalks, bike facilities, traffic calming, etc.
2. **Transportation Alternatives Program (TAP):**
  - Community-based, local level, non-traditional surface transportation projects
  - Examples include design/construction of on and off road pedestrian and bike trails, conversion of abandoned RR for trails for bikes, streetscaping etc.







## Funding Opportunities: How do you pay to “Do it in the Road?”

NJDOT Grants for Active Transportation: [saferoutesnj.org/funding](https://saferoutesnj.org/funding)

### State Funding:

1. **Municipal Aid** – latest NJDOT press release stated additional points given to municipalities with Complete Streets
2. Transit Village
3. Bikeways
4. Safe Streets to Transit

### Other NJDOT Programs:

**Bike/Pedestrian Planning Assistance** – on-call consultants can assist with projects including bike and pedestrian circulation studies, pedestrian safety assessments, bikeway plans, etc.



# Tutoria



## SUSTAINABLE JERSEY ACTIONS MAKING COMMUNITIES WALKABLE AND BIKEABLE

Action Tutorials are now available online!

Tutorials providing guidance on how to achieve points by implementing actions under the Sustainable Jersey program to make communities more walkable and bikeable are now available online.

Implementing some of these actions also meets requirements toward certification in the NJ Safe Routes to School Recognition Program.

For more information, please visit:  
[saferoutesnj.org/SustainableJerseyActions](http://saferoutesnj.org/SustainableJerseyActions)



ADOPT A COMPLETE  
STREETS POLICY

INSTITUTE  
COMPLETE STREETS

BICYCLE AND  
PEDESTRIAN PLAN  
AND AUDIT

SAFE ROUTES  
TO SCHOOL

ANTI-IDLING  
ENFORCEMENT  
PLAN



Contact us at  
[srts@ejb.rutgers.edu](mailto:srts@ejb.rutgers.edu)  
842-932-7901



## SUSTAINABLE JERSEY FOR SCHOOLS ACTIONS ENCOURAGING SCHOOLS TO GO GREEN & CONSERVE RESOURCES

Action Tutorials are now available online!

Schools that want to go green and conserve resources can achieve points under the Sustainable Jersey for Schools program by encouraging students to walk and bike instead of driving. Tutorials on these actions are available online to provide guidance on how to implement the actions.

Implementing some of these actions also meets requirements toward certification in the NJ Safe Routes to School Recognition Program.

For more information, please visit:  
[saferoutesnj.org/SustainableJerseyActions](http://saferoutesnj.org/SustainableJerseyActions)



SAFE ROUTES TO  
SCHOOL DISTRICT  
POLICY

PEDESTRIAN AND  
BICYCLE SAFETY  
AND PROMOTION  
INITIATIVES

SCHOOL TRAVEL  
PLAN FOR  
WALKING AND  
BIKING

ANTI - IDLING  
EDUCATION AND  
ENFORCEMENT

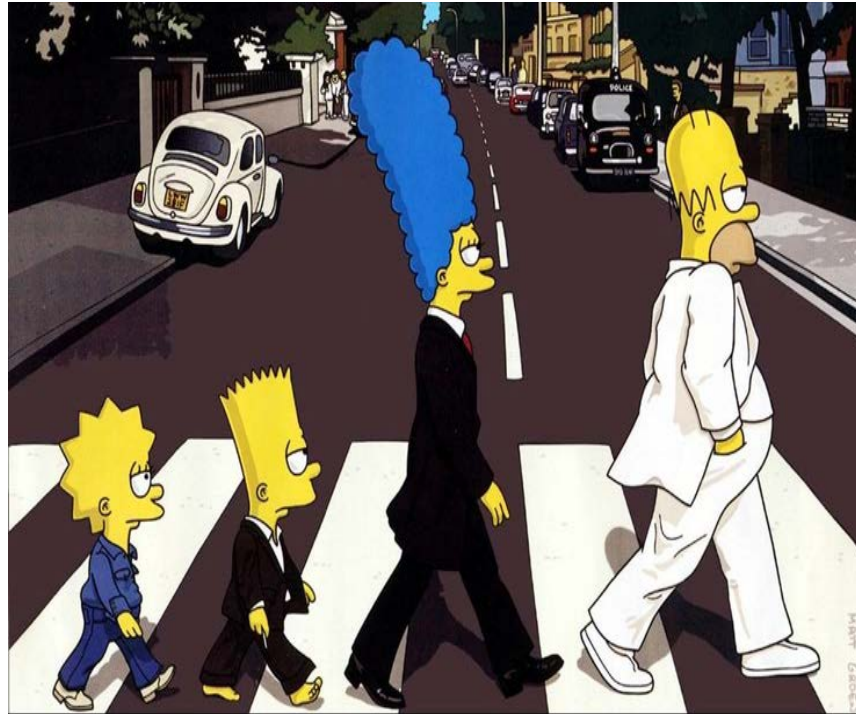


Contact us at  
[srts@ejb.rutgers.edu](mailto:srts@ejb.rutgers.edu)  
or  
848-932-7901

# Saferoutesnj.org/SustainableJerseyActions







## NJ Safe Routes to School Resource Center

Rutgers University – Voorhees  
Transportation Center

Leigh Ann Von Hagen, AICP/PP  
[lavh@ejb.rutgers.edu](mailto:lavh@ejb.rutgers.edu)  
848-932-2854

Trish Sanchez  
[trish.Sanchez@ejb.Rutgers.edu](mailto:trish.Sanchez@ejb.Rutgers.edu)  
848-932-2376

[saferoutesnj.org](http://saferoutesnj.org)  
[njbikeped.org](http://njbikeped.org)



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# COMPLETE STREETS



## VOORHEES TOWNSHIP

### Complete Streets Implementation

*“How We Got There”*

*– Ronda R. Urkowitz, P.P., AICP*



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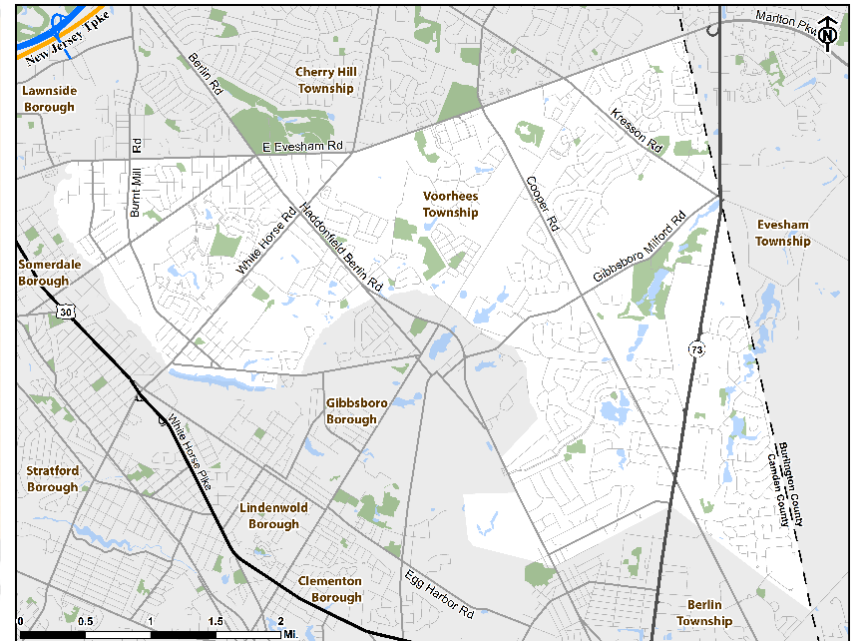
# COMPLETE STREETS



## Voorhees Township Characteristics



-  2010 Population: 30,000
-  2010 Employment: 32,000 (est)
-  Square Miles: 12
-  Population Density: 2,500/sq. mi.
-  16 miles from Phila.
-  50 miles from Atlantic City
-  120 miles of roadways
-  97 miles Twp. maintained



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# COMPLETE STREETS



## Sustainable Voorhees

- 🚲 2011: Township Committee Proclamation
- 🚲 2013: Township Committee Resolution
  - 🚲 Subcommittee of Environmental Commission
  - 🚲 Designates Township Administrator as the Administrator of SJ Certification Program



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# COMPLETE STREETS



## Green Team

-  Small core group of residents dedicated to SJ mission
-  Wide range of expertise and interest in many SJ Actions
-  Individuals typically pursue what interests them
  -  Transportation planning
  -  Bicycle planning





# COMPLETE STREETS



## Sustainable Jersey Certified

2013: Bronze with 235 points

2016: Silver with 385 points including 25 points for complete streets

-  10 points policy
-  10 points institutionalize
-  5 points implementation project



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# COMPLETE STREETS



## How did we get to complete streets institutionalization?

-  Green Team members concerned with bike/ped safety & traffic congestion issues
-  Engineering consultant recommended policy as part of bike/ped accessibility study for Voorhees Town Center
-  TMA encouraging municipalities to pursue
-  Camden County had adopted policy
-  Governing body supportive of policy



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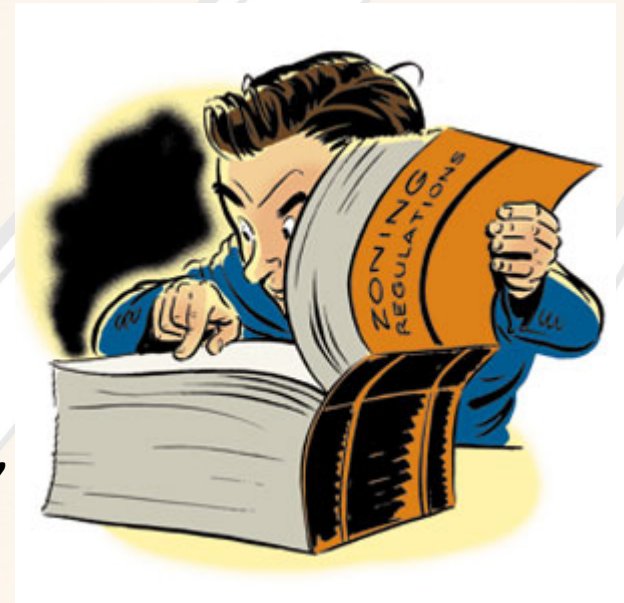
# COMPLETE STREETS



## Steps Towards Implementation: Know your town by becoming familiar with planning/technical documents

-  Ordinances
-  Master Plan
-  Environmental plans
-  Open Space plans
-  Engineering studies
-  Others

**As documents are updated,  
modify to comply with  
Complete Streets Policy**



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# COMPLETE STREETS



## HEALTH LANGUAGE

Based on review of township ordinances, able to demonstrate health language not an issue since already implementing health-related actions.

-  Smoke free/tobacco-free policy for all public buildings & outdoor spaces
-  Community parks pesticide free
-  Schools participate in SRTS program



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# COMPLETE STREETS






## INTERNAL REVIEW PROCEDURES

### Formed Technical Advisory Committee Including

-  Township Administrator
-  Township Committee
-  Police
-  Engineering & Planning
-  Public Works
-  Professional engineering & planning consultants

### Adopted Checklist

-  NJDOT checklist
-  Project manager completes
-  Technical Advisory Committee members review (1 week)



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# COMPLETE STREETS



## HOLISTIC APPROACH

### Voorhees has 5-Year Road Plan

Engineer has ranked every road in terms of:

-  Walkability
-  Bikeability
-  ADA Compliance
-  Signage

### Coordinates with Camden County

As county improves roads  
traveling thru Voorhees  
sidewalks and bike lanes are  
considered



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# COMPLETE STREETS



## IMPLEMENTATION PROJECT

### Resurfacing Project Planned

-  Laurel Oak Rd connects county road with neighborhood
-  Passes high school
-  Off road bike path starts at high school
-  Safety concerns—wide road, blind curve, student drivers, bicyclists



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# COMPLETE STREETS







## Results

-  Bike Lanes
-  Cross walks
-  Signage
-  Speed Tables



## Outcomes

-  Reduced speeds
-  Dedicated travel lane for bicyclists
-  Better visibility of pedestrians and bicyclists
-  Improved motorist awareness



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# COMPLETE STREETS



## SINCE ADOPTION

-  New transit shelters
-  New sidewalks
-  New bike lanes
-  Purchased bike racks for public locations
-  Considering policy to require bike parking
-  Partnering with Gibbsboro on bike facilities project
-  Received Safe Routes to Transit Grant (\$180,000)



SAFE ROUTES  to TRANSIT



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# COMPLETE STREETS



## LESSONS LEARNED

### Seek assistance from others

-  Work with local TMA (there is one for every county)--[TMACouncilNJ.org](http://TMACouncilNJ.org)
-  Review Sustainable Jersey's suggested language--[SustainableJersey.com](http://SustainableJersey.com)
-  Review complete streets policies of similar towns
-  Identify what is already in place in your town
-  Actively involve member of administration  
(elected official/professional staff member)



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# COMPLETE STREETS



## LESSONS LEARNED

### Anticipate questions/stumbling blocks

- 🚲 How will review process work?
- 🚲 What are the review guidelines requirements?
- 🚲 Who responsible for review?
- 🚲 What is review timeline?
- 🚲 Will review process delay approvals?



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# COMPLETE STREETS



## TOWNSHIP ADVICE

**DON'T BE AFRAID TO DO IT!**

**Chances are your town is already practicing  
some complete streets elements. You just  
need to formalize existing actions.**



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# COMPLETE STREETS



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Program Director

**Cross County Connection**  
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**856-596-8228**  
**Urkowitz@driveless.com**



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Somerville

Sustainability Summit

6/21/2017









## The Borough of Somerville

- County Seat of Somerset County
- 2.2 square miles in area
- Population 12,400 +/-
- 3 public schools
- 2 parochial schools

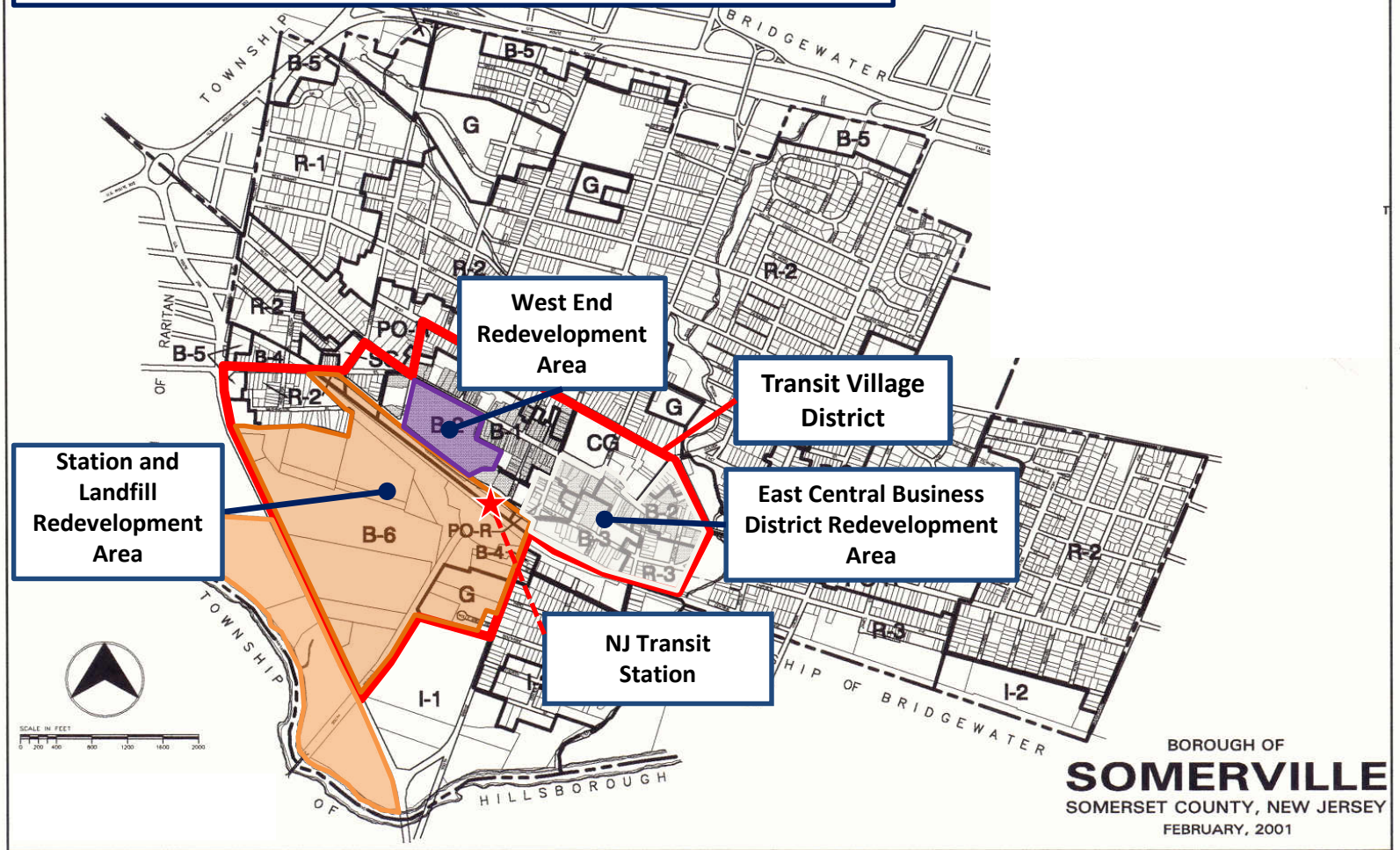
## More Urban than Suburban

- Aggressive redevelopment – 3 redevelopments areas on Main Street
- Very busy Main Street
- Main Street (Downtown) is a destination
- Main Street is State Route 28
- Borough is on the NJT Raritan Valley Line – Station one block from Main
- Borough Downtown core Area is a designated Transit Village





## Three RD Areas within Downtown Core & TV Boundary





## Borough Concerns

- Pedestrian Safety & Mobility
- Access to and from Downtown Core
- Access to new areas
- Vehicle Speed
- Parking
- Transit Access
- Bicycle Safety
- Traffic Flow in and around Core





# Transit



# Transit





# Transit



## Making It All Work

- Planning
- Zoning
- Development
- Master Plan
- Redevelopment Plans
- Redevelopment Agreements
- Partnerships
- Cooperation
- Implementation
- Context



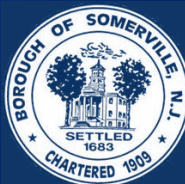


# Complete Streets

- The Borough Formed a Complete Streets Committee as part of the Sustainable Jersey “Green Team” program
- Follow the Sustainable Communities check list
- Formalized the Practices and policies in place
- Gives greater confidence when applying for grants that they will be reviewed favorably

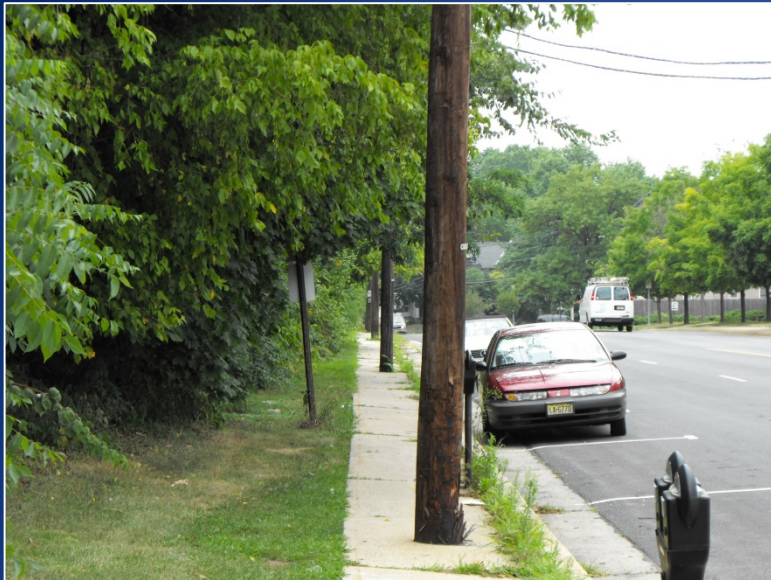


# Veterans Memorial Drive





# Veterans Memorial Drive





# Veterans Memorial Drive





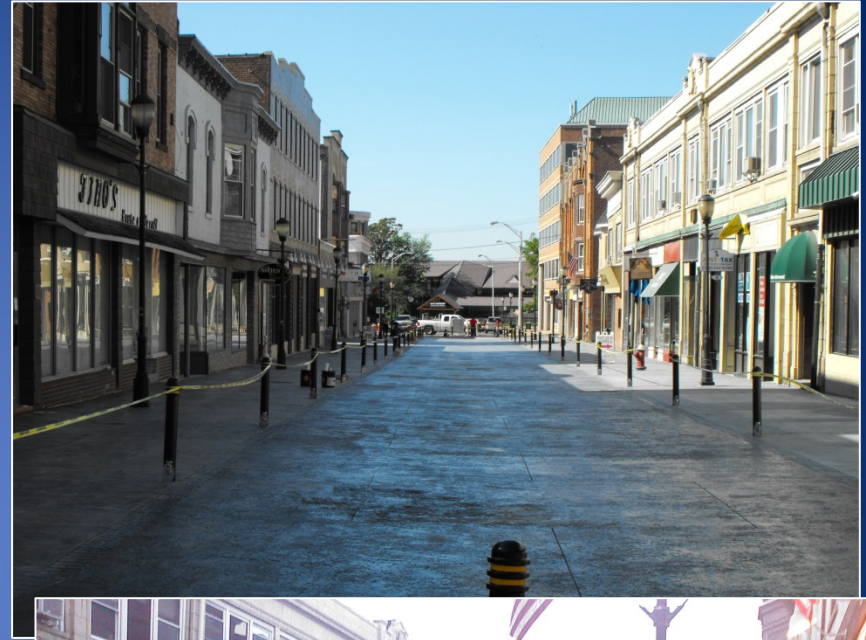


## Division Street - 2009





# Division Street - Today





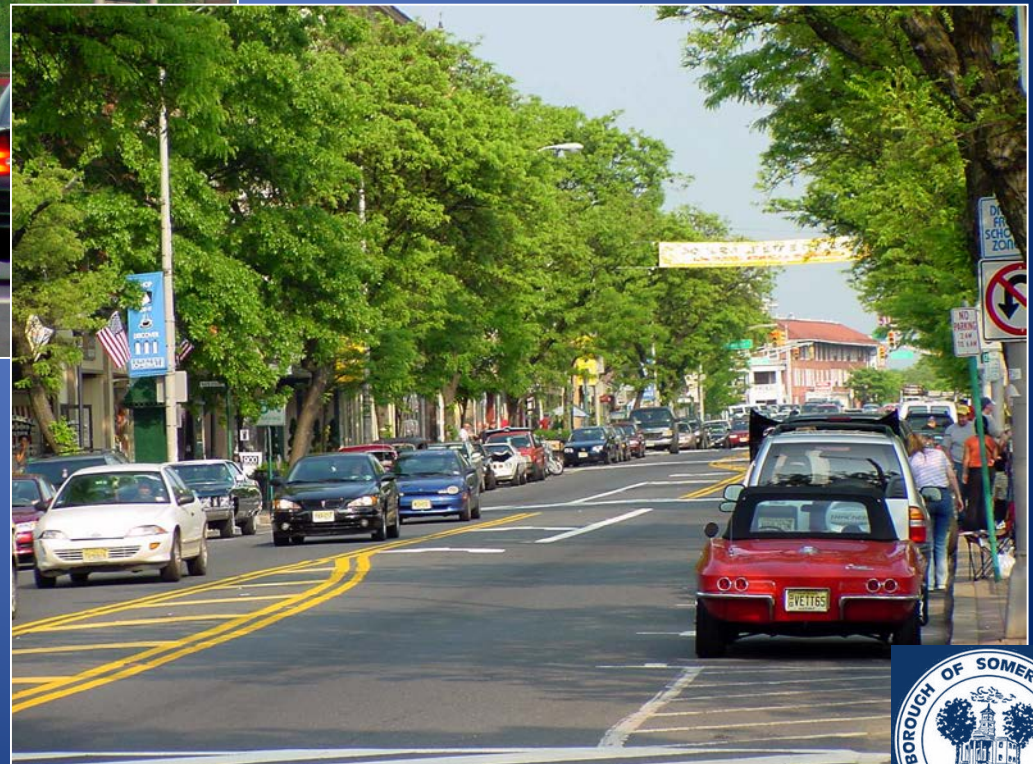


# Division Street





# Main Street





# Main Street





# Main Street – Street Fair



## Main Street – Friday Night Cruizers





# Main Street – Jazz Fest



# The Old





# The New

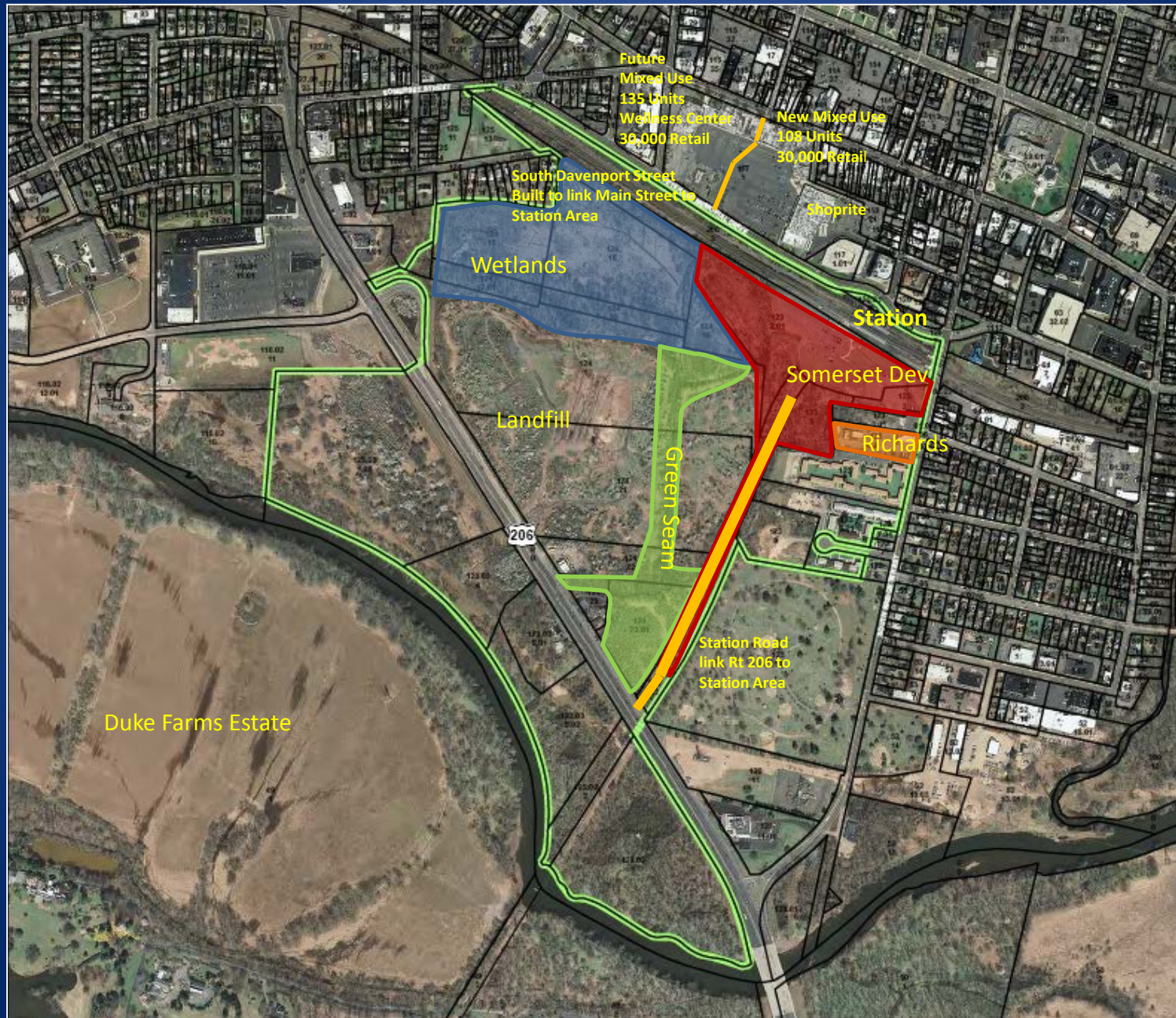


# Destinations





# Landfill Redevelopment Area Elements





# Future Circulation Plan







# Around Town





# Bikes and More Bikes





# Somerville

## It's A Sustainable Place

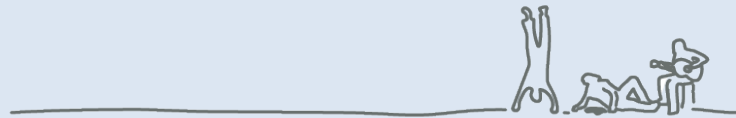




# STREETS AS HEALTHY PLACES

COMPLETE STREETS: Why Don't We Do It In The Road?

June 21, 2017  
NJ Sustainability Summit



LAURA TORCHIO, AICP  
Dep. Director, Transportation  
[ltorchio@pps.org](mailto:ltorchio@pps.org)

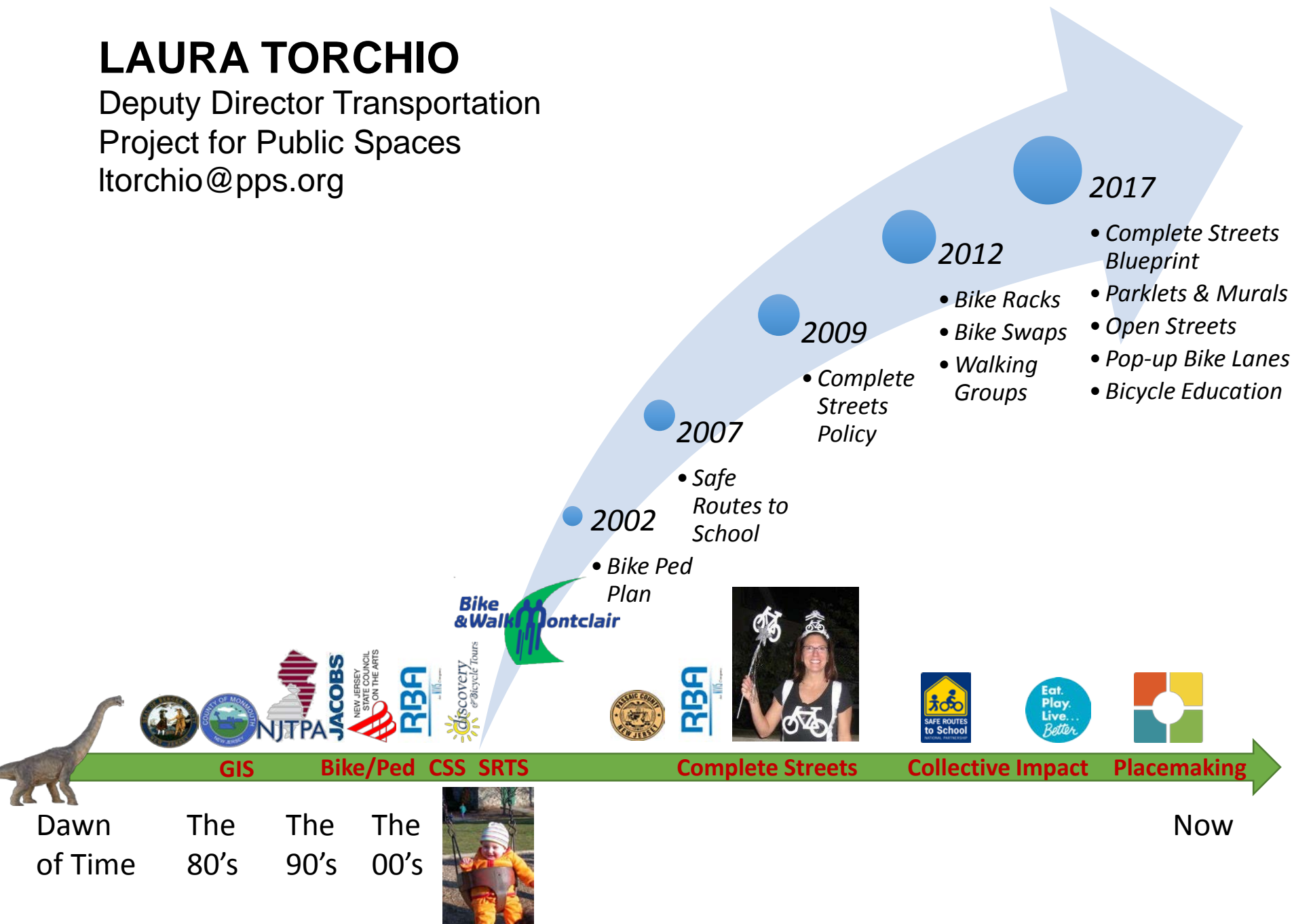






# LAURA TORCHIO

Deputy Director Transportation  
Project for Public Spaces  
ltorchio@pps.org



# WHERE WE HAVE WORKED

*Since 1975*



**Helping people create  
and sustain public  
spaces that build  
stronger communities**



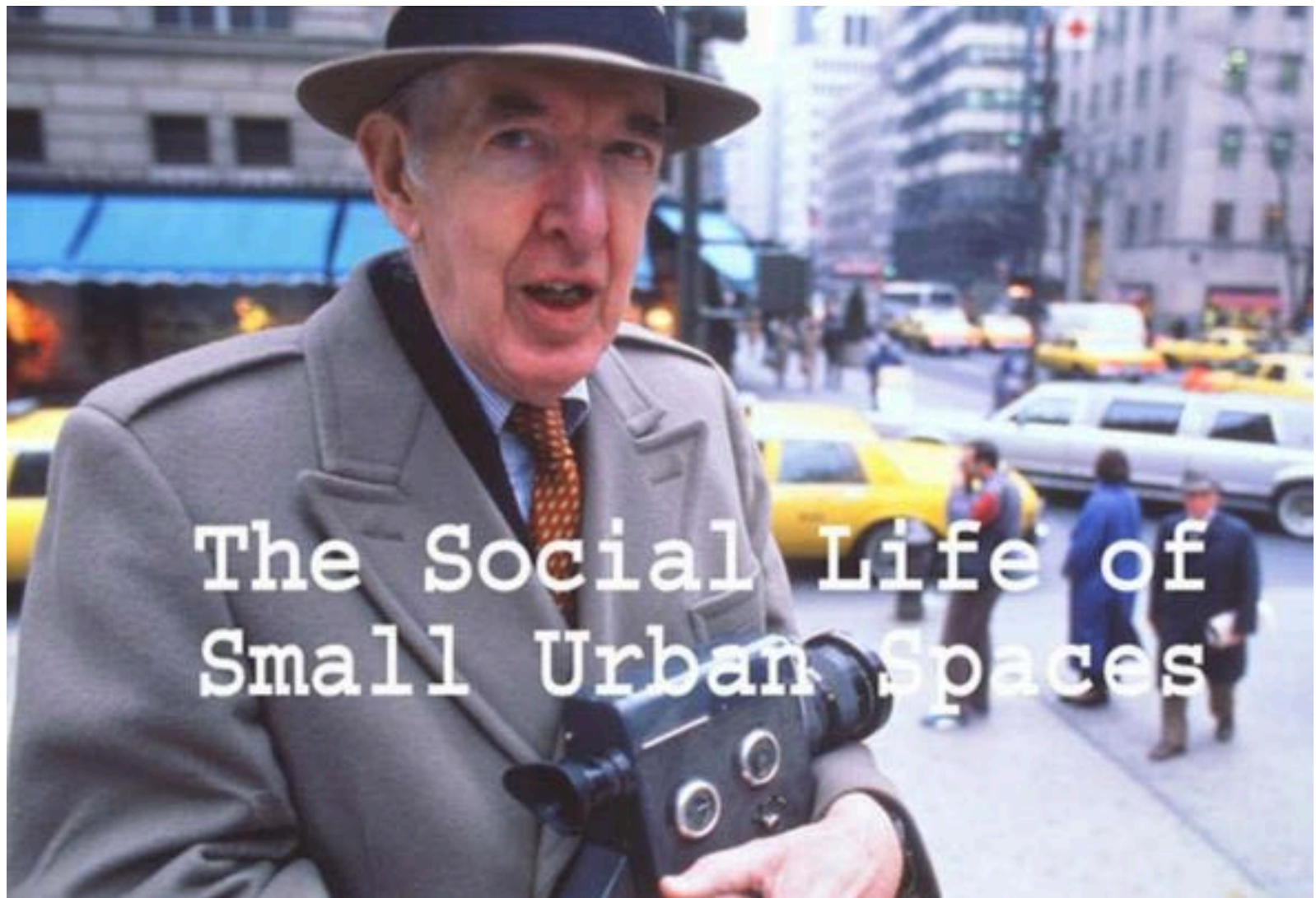
**46** countries, **6** continents,  
**50** US states, **7** Canadian provinces,  
**1000** cities, **3,000** communities



# WHAT IS PLACEMAKING?



Placemaking is a collaborative process of people coming together to *reimagine and reinvent public spaces.*



William "Holly" Whyte



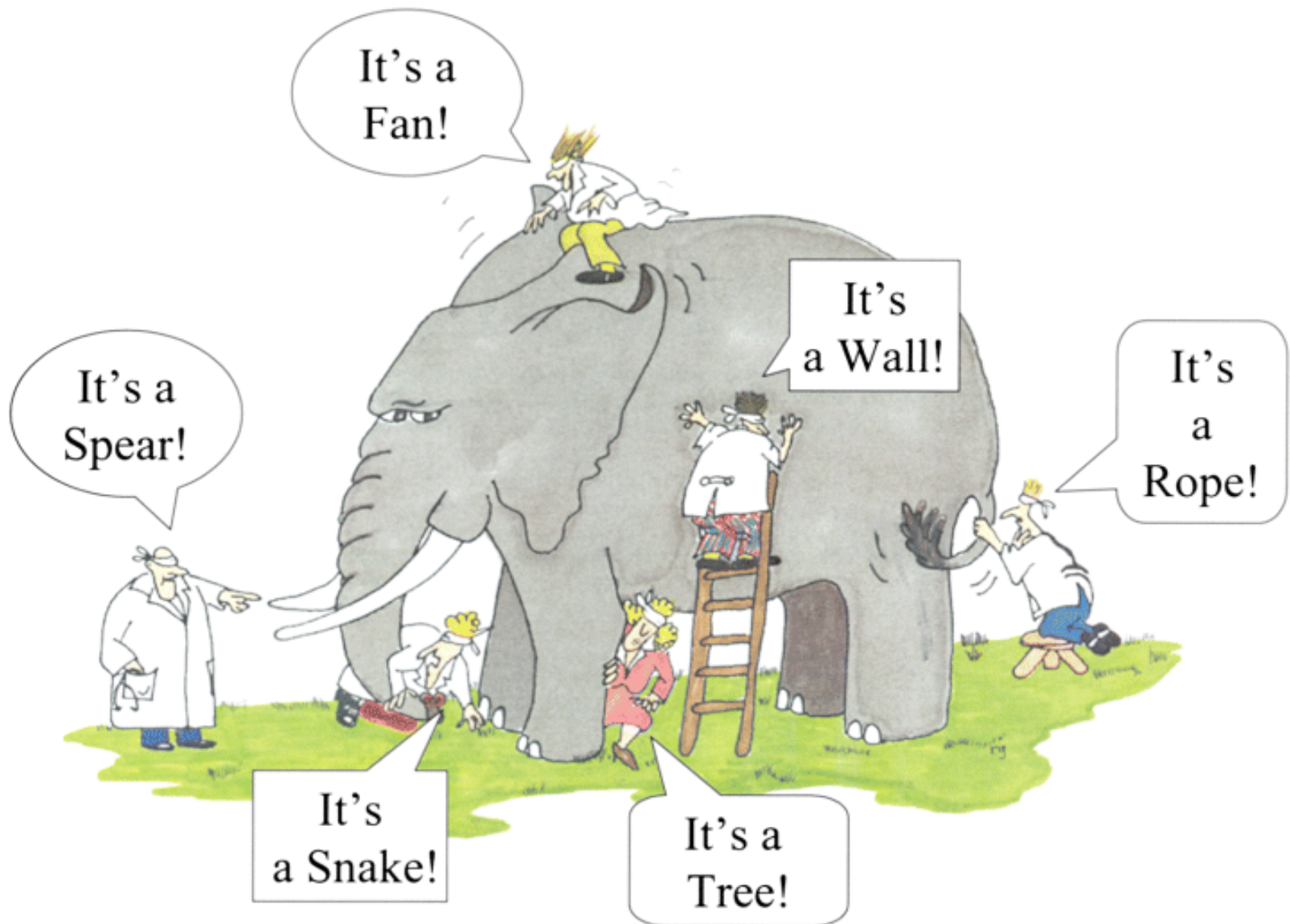
***“It’s hard to create a space that will not attract people, what is remarkable, is how often this has been accomplished.”***

***~Holly Whyte***



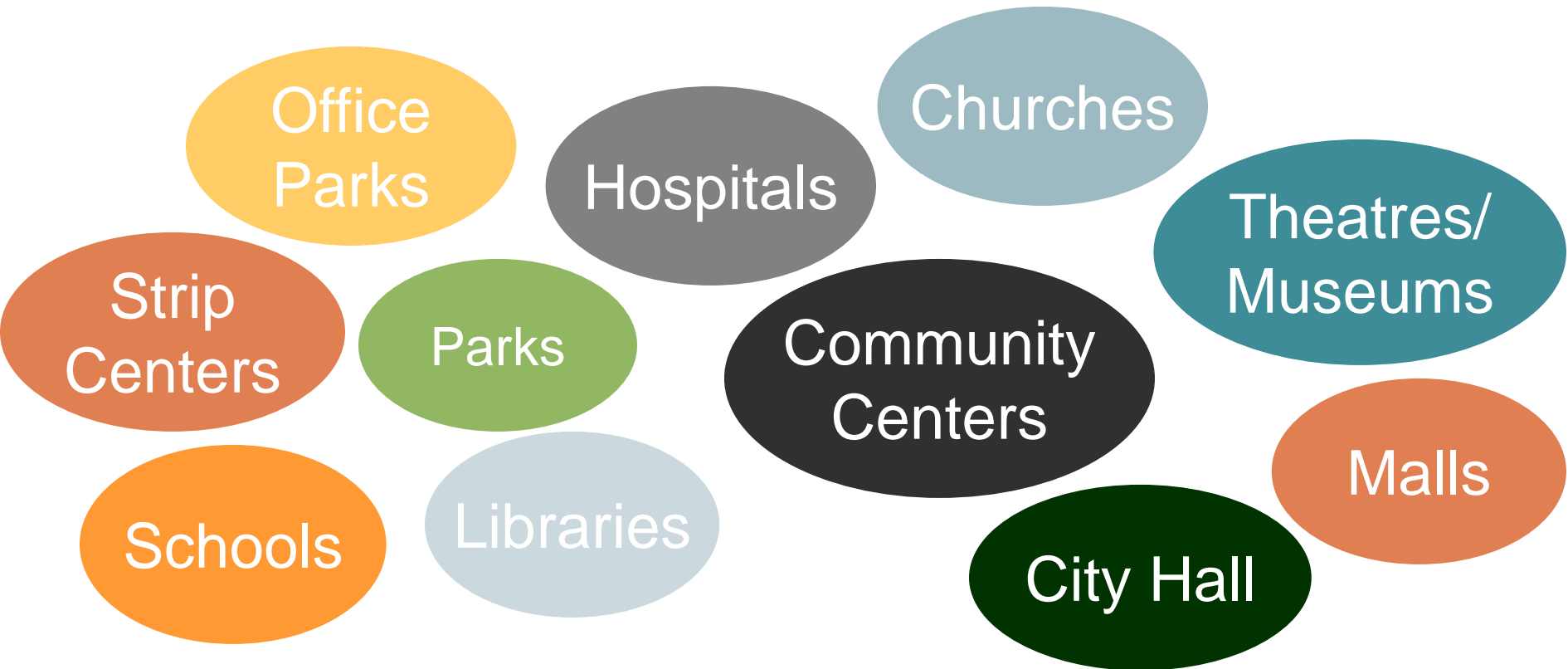
**WHY???**

# WE'RE NOT SEEING THE BIG PICTURE

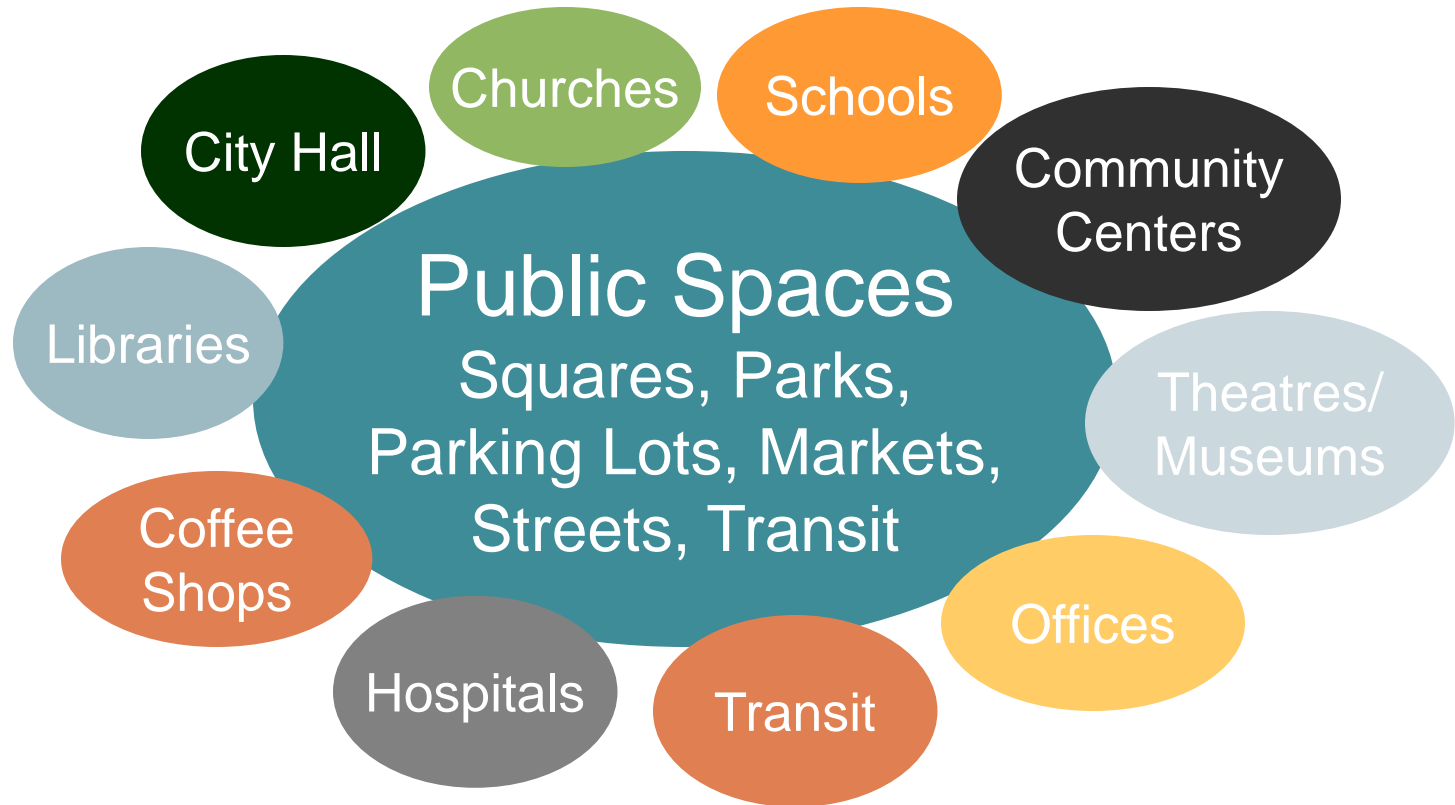




# COMMUNITIES TODAY



# SUSTAINABLE COMMUNITIES OF THE FUTURE





# WHAT MAKES A GREAT PLACE?



# Doing It in the Road is Healthy (AF)

1. Streets are for Everything
2. Doing It Complete Streets Style
3. Streets as Healthy Places
4. Doing It in Montclair, NJ



# Streets are for Everything



***Like few other places, streets are a public stage where life unfolds.***

<http://www.pps.org/streets/>

# In The Road Doing It "Complete Streets" Style



Image: ArterialStreets, LLC



## **Complete Streets are streets for everyone.**

They are designed and operated to enable **safe access for all users**, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

(Source: National Complete Streets Coalition)

## **Complete Streets**

- **Prioritize People Space**
- **Create “Sticky” Streets & Layering Activities**
- **Slow Down Cars**
- **Flexibility**

# Prioritize People Space



Pearl Street Plaza (Brooklyn, NY)



# Prioritize People Space



New Road – Brighton, UK (Before)



New Road – Brighton, UK (After)

***Shared space*** is an urban design approach which seeks to minimize the segregation of pedestrians and vehicles. This is done **by removing features such as curbs, road surface markings, traffic signs, and traffic lights.**

# Prioritize People Space



New Road – Brighton, UK (After)

# Gehl Design



# Create sticky streets



**Layer Activities** so people want to hang out there

- Temporary or permanent
- Seasonal
- Daytime or evening
- Young and old

# Create sticky streets



**BETTER  
BLOCK**  
— SAN ANTONIO —

**BEFORE**



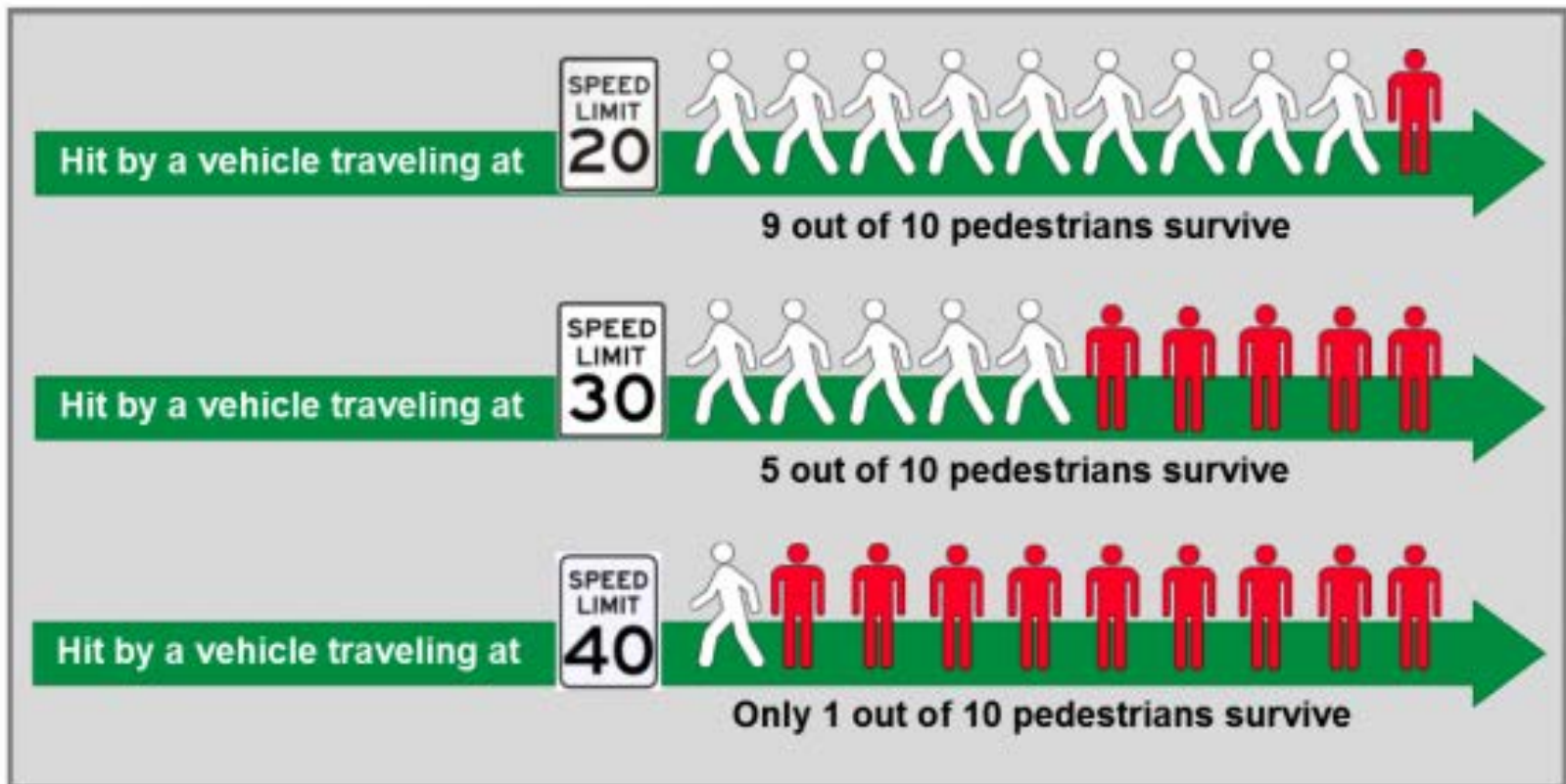


**AFTER**



# Slow Down Cars

- 4,280 pedestrians hit and killed in traffic in 2010 in the U.S.
- 70,000 pedestrians injured

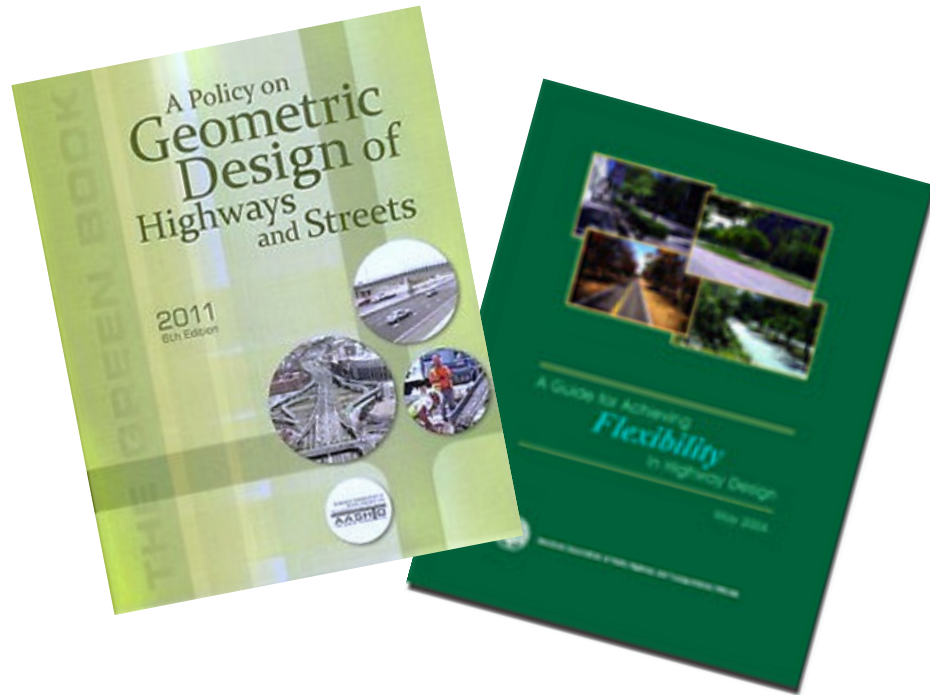




# Doing It in the Road Requires ^ Flexibility

There is **no singular design prescription** for Complete Streets; each one is unique and **responds to its community context.**

(Source: National Complete Streets Coalition)



## AASHTO Guide for Achieving **Flexibility** in Highway Design (p.15)

“Selection of a design level of service represents an important design control that is a **choice of the project team**. This choice should be made carefully, with the input and understanding of the community and all stakeholders...”

A flexible or **context-sensitive approach** for a project acknowledges the need to tailor the level of service to other design controls and constraints within the context of the project’s purpose and need.”

# True or False?

The only design standard that can be used on Federal-aid highway projects is the AASHTO *A Policy on Geometric Design of Highways and Streets* (Green Book).

## False!

**States may adopt their own standards for non-NHS projects** (23 CFR 625.3(a)(2)).

When a Green Book standard applies but an element of the design is outside the Green Book parameters, a design exception may be considered in accordance with 23 CFR 625.3(f).





When you design you community around cars and traffic  
...  
you get more cars and traffic.





When you design your community around people and places  
... you get more people and places.



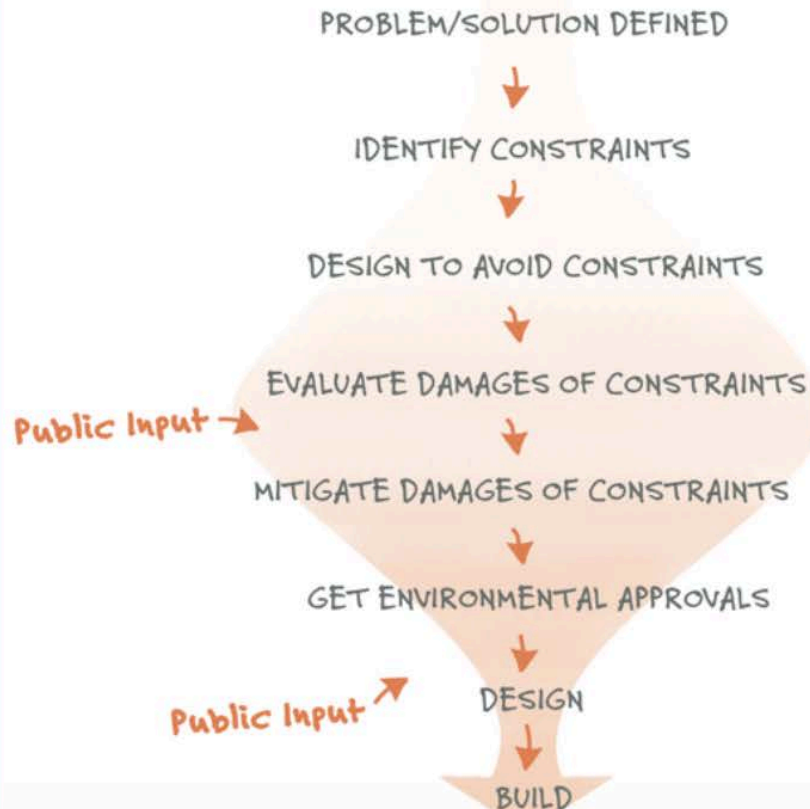


# DAD vs. POP

Decide Announce Defend

Public Owns Project

## PROJECT / DISCIPLINE DRIVEN PROCESS



## PLACE-LED / COMMUNITY-BASED PROCESS



# LQC Spectrum of Change



**DEMONSTRATION**



**PILOT PROJECT**



**INTERIM DESIGN**



**PERMANENT INSTALLATION**





Base your vision on **how**  
**you want to**  
**live**, not what you've  
**learned to live**  
**with.**

**New Lenses** **New Vision**

Suddenly I See

Stop thinking THIS



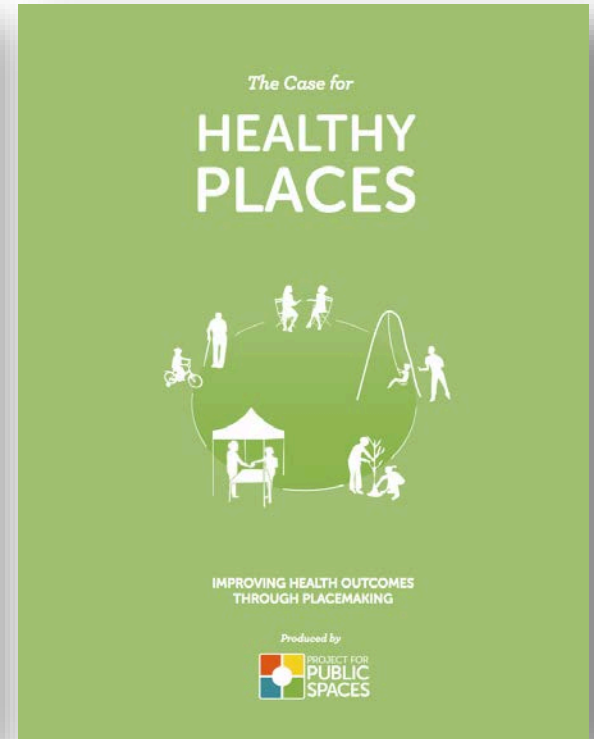
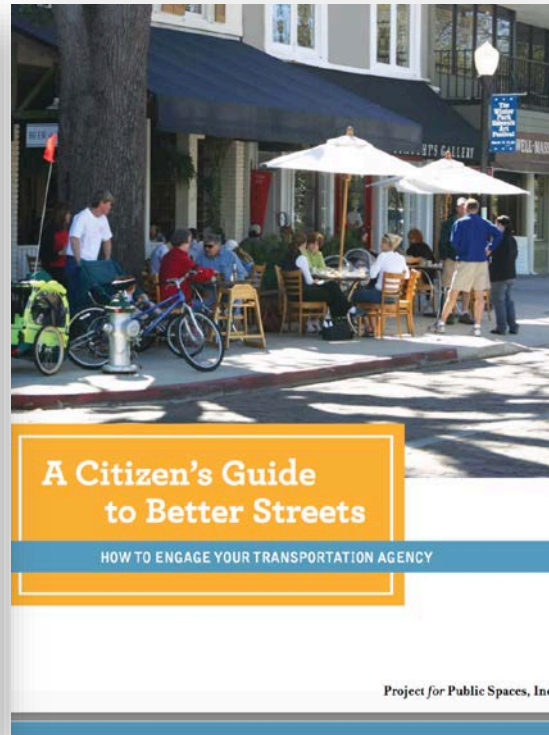
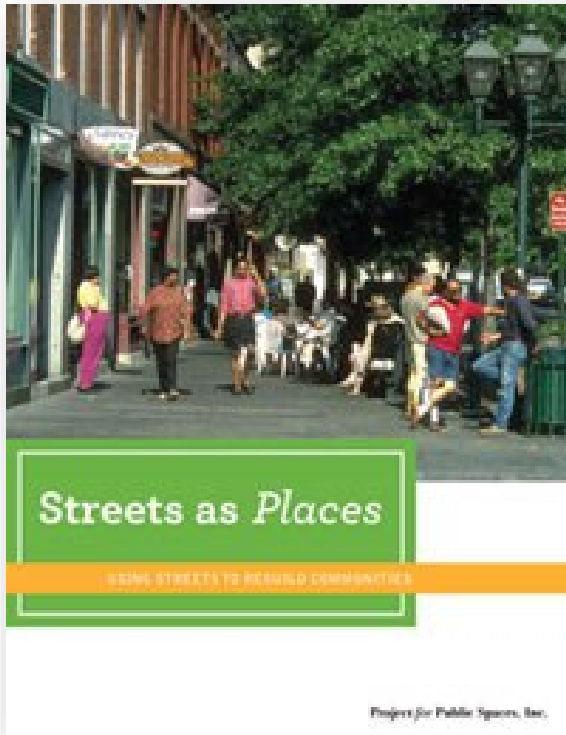
...or even THIS



Think about **Completing Streets** based on **Community Context**







# RESOURCES

[www.pps.org](http://www.pps.org)

# Streets as Healthy Places

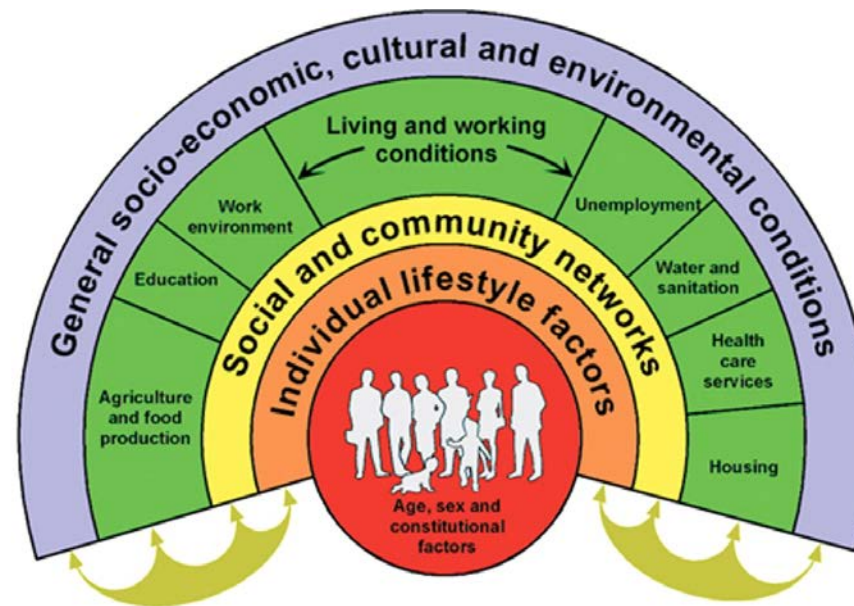




# Determinants of Health

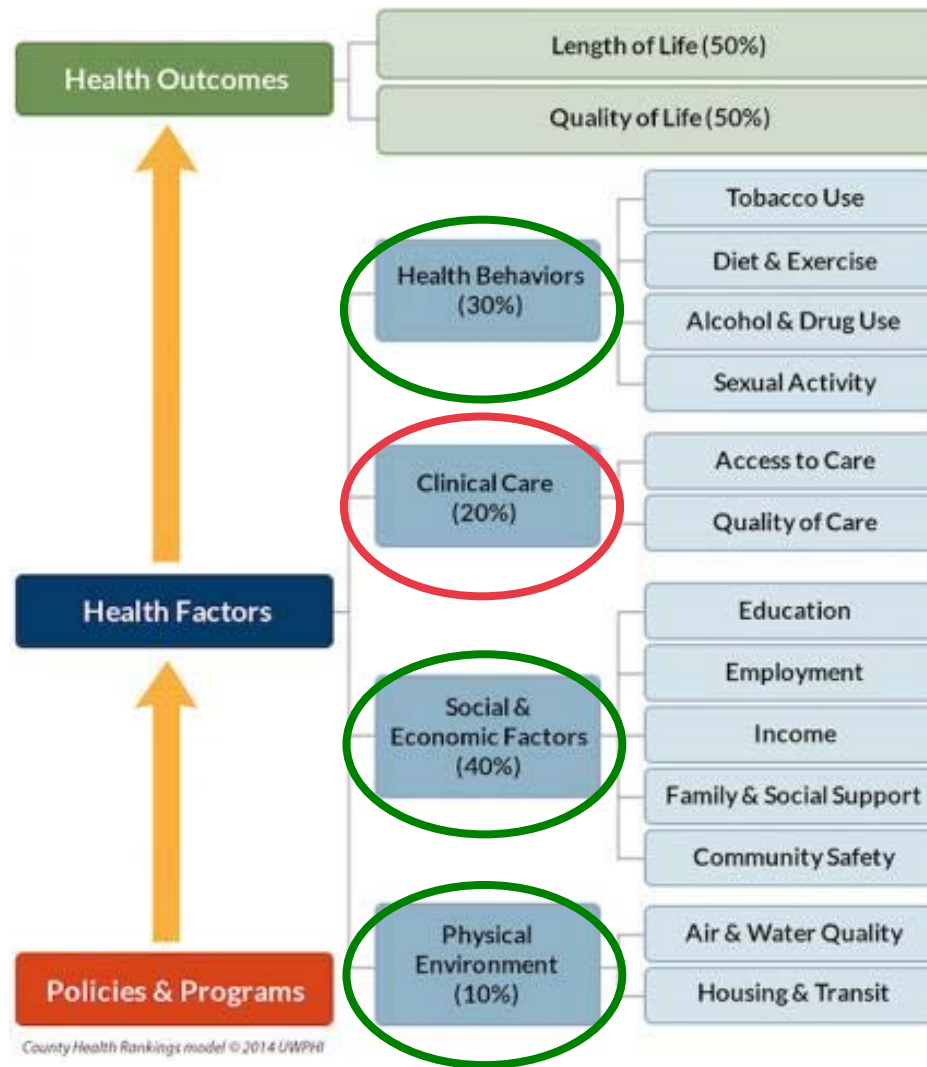
## Social Determinants

- Resources to meet daily needs
- Social norms & attitudes
- Exposure to crime or violence
- Social support
- Public safety
- Exposure to technology
- Socioeconomic conditions
- Quality schools
- Transportation options
- Residential segregation



## Physical Determinants

- Natural environment
- Built environment
- Worksites, schools, and recreational settings
- Housing, homes, and neighborhoods
- Exposure to toxic substances
- Physical barriers
- Aesthetic elements







# HOW HAVE WE BEEN DESIGNING OUR PLACES?





## Getting from Point A to Point B Is Tougher Among Cul-de-Sacs Than on a Grid Pattern

Images of two Atlanta neighborhoods are of the same scale, about one square mile. Travel distance on the left is 1.3 miles; travel distance on the right is 0.5 miles.

SOURCE: *Health and Community Design*  
by Lawrence D. Frank et al. ©2003  
Lawrence D. Frank and Peter Engelke.  
Reproduced by permission of Island Press,  
Washington, D.C.















# Of NOT Doing It In The Road

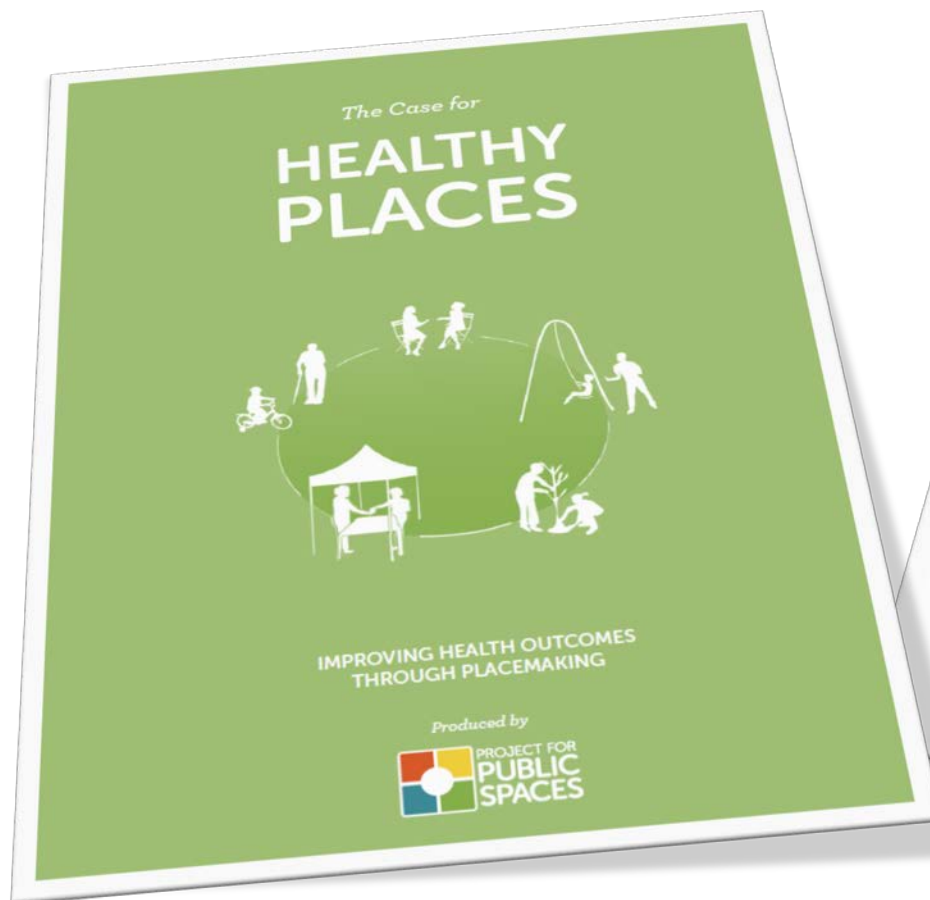
## THE RESULTS ?

- 2/3 of American adults either **obese or overweight**
- **Physical inactivity** is the 4<sup>th</sup> leading cause of death globally
- Half of Americans have a **chronic disease**
- 26% of Americans suffer from **depression**
- Growing **health disparities**



# 2016 Healthy Places Research Paper

<https://www.pps.org/wp-content/uploads/2016/12/Healthy-Places-PPS.pdf>



# 5 Key Factors





# What programs and activities can happen on streets to improve people's health?





Anything!





Streets as everyday parks/playgrounds







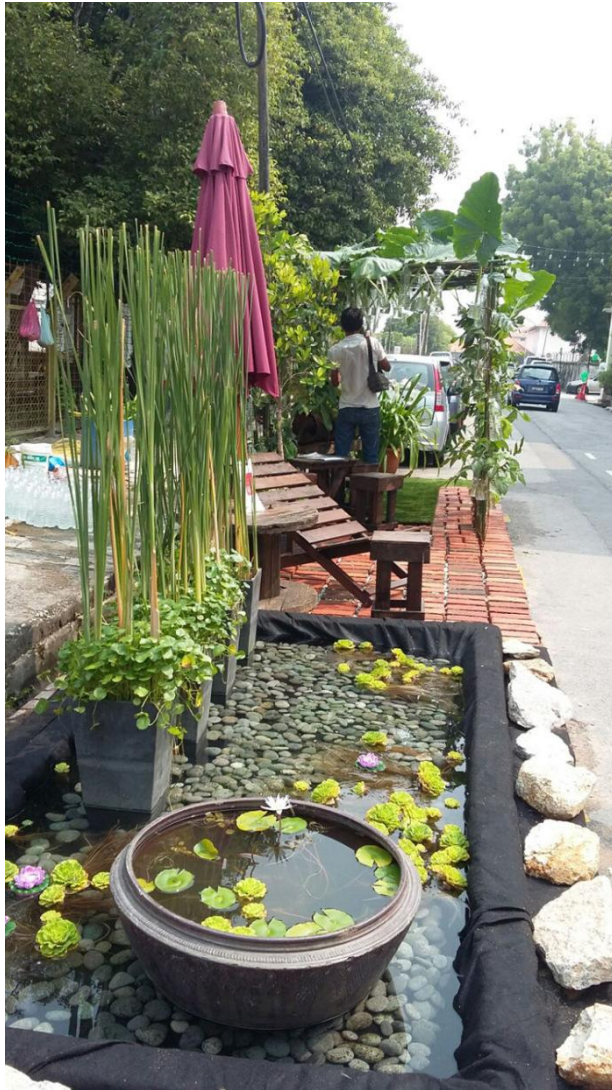
Photo from Rosan Bosch

# Park(ing) Day





## Greening the Streets



## Reclaiming streets for special events







And anything else you can fit in a parking space, in a street plaza, or on a wider sidewalk

# It matters!!

*“Never ever feel like bicycle and pedestrian improvements are 'fluff.' Every time you enable a child to be physically active, you are helping to prevent chronic illness, disease and premature death.”*

*~Janet Heroux, NJDOH*







# In The Road

## HOW DO YOU DO IT?



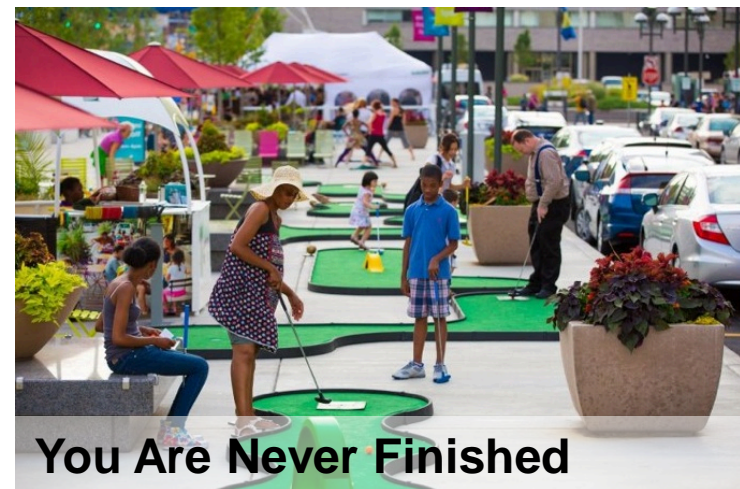
**The Community is the Expert**



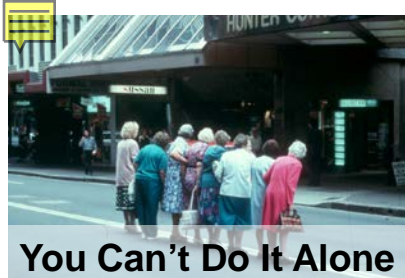
**Place, Not Just Design**



**You Can't Do It Alone**



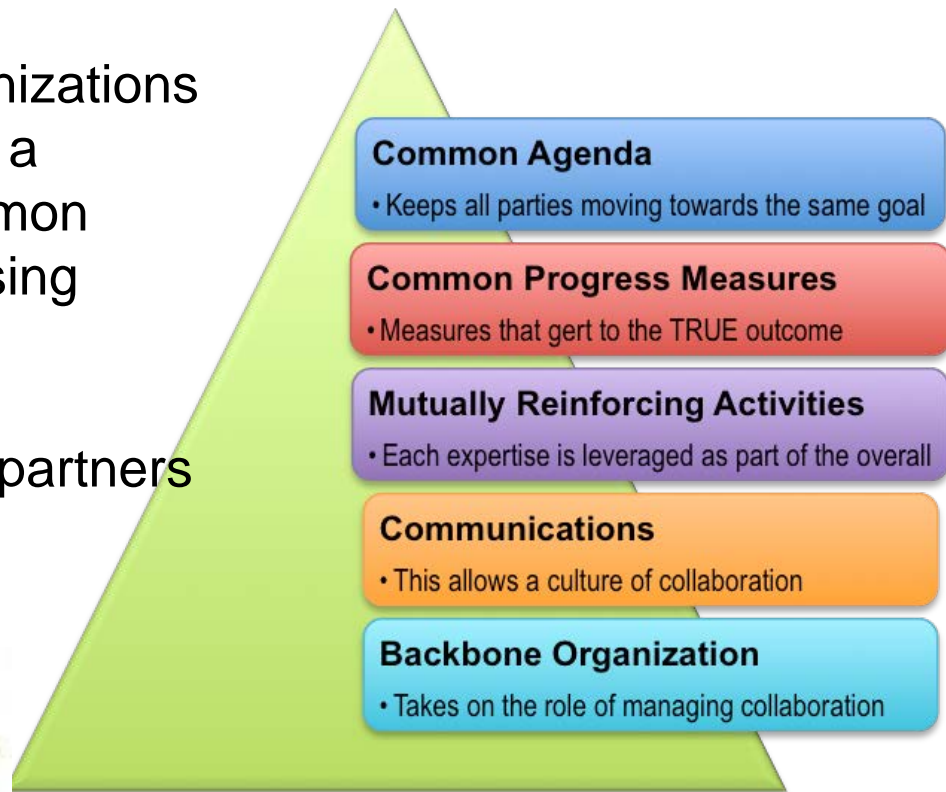
**You Are Never Finished**



# Collective Impact

**Collective Impact** occurs when organizations from **different sectors** agree to solve a **specific social problem** using a common agenda, aligning their efforts, and using common measures of success.

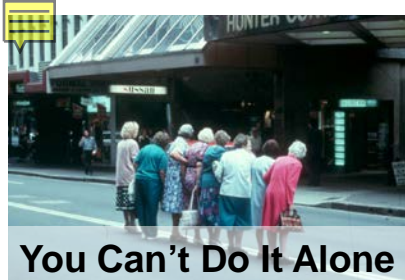
The Collective Impact Model allows partners to leverage efforts even when their missions differ.



**StriveTogether**

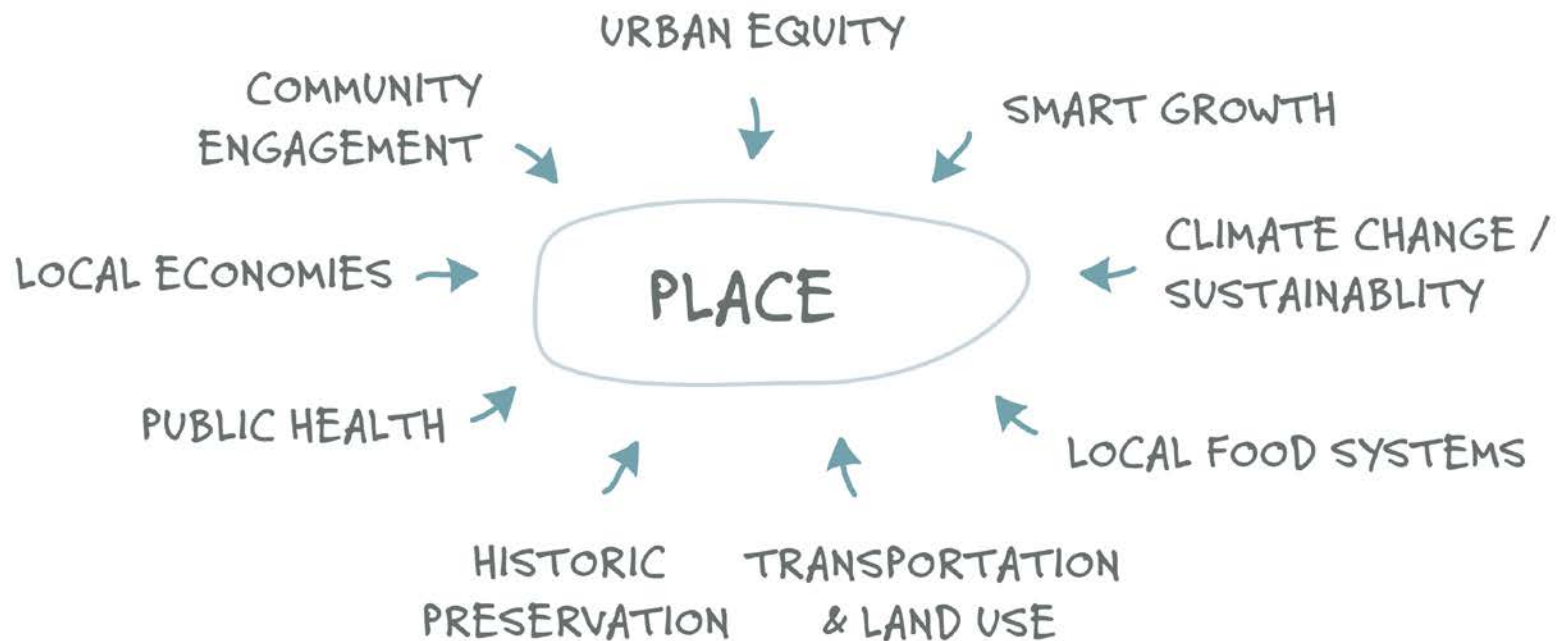






*When you focus on  
place, you do  
everything  
differently.  
~Fred Kent*

## CONVERGENCE OF MOVEMENTS/DISCIPLINES AROUND **PLACE**



# Doing It in Montclair, NJ

**Find the Zealous Nuts!**



*Leaders (Zealous Nuts) are visionaries with a poorly developed sense of fear and no concept of the odds against them...*

*They make the impossible happen*

*- Dr. Robert Jarvik*



# Case Study: Montclair NJ



NJDOT  
Bike/Ped  
Study  
2002

NJDOT Pilot  
SRTS  
2005

First NJ CS  
Policy  
2009

NJ SRTS  
Grants

Walk/Bike  
Friendly  
Community  
& SRTS Gold  
2013/14

Pop-Up Everything

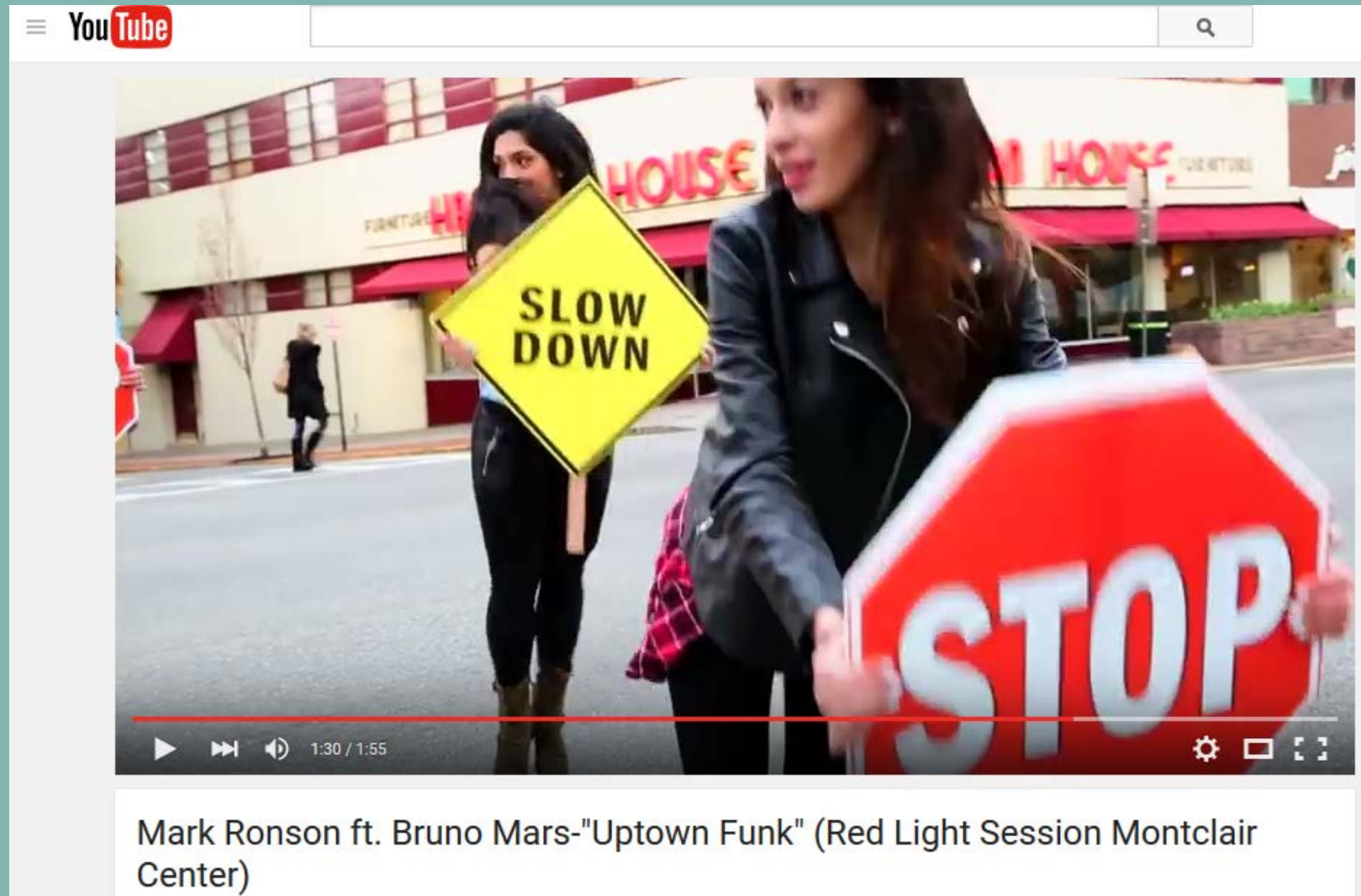
NJDOT CS  
Implementation  
Plan

Paint the Pavement  
Program

Parklet Ordinance  
2017

# Pop-Up Everything

## A Better Bloomfield Avenue





# Pop-Up Everything

OpenStreetsMtc 2015, 2016





# Pop-Up Everything

OpenStreetsMtc 2015, 2016





# Pop-Up Everything

## Pop-up Bike Lanes





# Pop-Up Everything

## Sharrows & Wayfinding





# Pop-Up Everything

## Artful Crosswalks





# Complete Streets Implementation Plan

## MontclairSAFE (Streets Are For Everyone)







# Paint the Pavement Program

## Intersection Murals



# Parklet Ordinance

## Parks in Parking Spaces





# Parklet Ordinance

## Parks in Parking Spaces



# Was it Good for You? ;)



Doing It in the Road is Healthy (AF)

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# Stay in Touch!

*pps.org* (read our blog, subscribe to our free newsletter)



*@PPS\_Placemaking*



*facebook.com/ProjectforPublicS*



*paces*

*PPS\_Placemaking*

Placemaking Leadership Council



**LAURA TORCHIO**

Deputy Director -  
Transportation

[ltorchio@pps.org](mailto:ltorchio@pps.org)



# Final Thoughts

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## Collective Impact:

*n. the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration*