






Complete Streets Institute: Towards Complete Streets in Michigan

Webinar Series
 September 7-September 28, 2011



Webinar Basics

- You should have this presentation in a window and a control panel next to it
- You can expand the display to full screen
- To show or hide the control panel, click on the double arrows
- Click on the hand icon to “Raise Your Hand”

Webinar Logistics

- Webinar is being recorded
- Webinar, PDFs of presentations, and associated exercises will be made available after today’s webinar
- Type presentation-related questions to presenters in the chat box
- Questions will be pooled and held to end. We will try to get to as many as we can.
- Your phone line has been muted and will remain so for the duration of the webinar



Healthy Kids, Healthy Michigan

Mission:
 Reduce childhood obesity in Michigan through strategic policy initiatives

www.healthykidshealthymich.com



Community Policy Action Team

- Crim Fitness Foundation
- Detroit Food & Fitness Initiative
- League of Michigan Bicyclists
- Michigan Association of Planning
- Michigan Department of Community Health
- Michigan Department of Transportation
- Michigan Environmental Council
- Michigan Fitness Foundation
- Michigan Recreation and Park Association
- Michigan State Housing Development Authority
- Michigan Trails and Greenways Alliance
- Washtenaw County Public Health
- AARP
- Michigan Association of Counties
- Michigan Municipal League
- Safe Routes to School National Partnership




Why Complete Streets?

Transportation networks that include amenities such as sidewalks and bike lanes can increase the number of people who walk or bike by 30% and schools can see a 15% increase in students who walk or bike to school.

(Active Living Research, RWJF 2007)




Community design impacts physical activity levels

Project Partners

Module Overview

- 1 Introduction to Complete Streets**
 Defines Complete Streets and explains its importance, history, and benefits, as well as its relationship to other associated topics.
- 2 Stakeholder Engagement**
 Introduces the various stakeholders of Complete Streets, explains how to work through a coalition to effect policy and projects, and provides messaging and communication tools and tips.
- 3 Influencing Policy**
 Provides the tools needed to assess a community's readiness for Complete Streets policies and the steps a community would take to implement them. Defines and explains the policy-making processes, stakeholders, and Complete Streets laws.
- 4 Planning and Regulations**
 Explains policy implementation tools, such as planning processes, policies, and regulations.
- 5 Application and Design**
 Explains the design elements and various treatments/applications used to accomplish Complete Streets policy implementation (sidewalks, bike paths, transit stops, road diets, etc.) through project design.

Today's Speakers

Holly Madill
 Complete Streets Project Coordinator
 MI Department of Community Health

Nancy Krupiarz
 Executive Director
 Michigan Trails and Greenways Alliance

Norman Cox, LL.A., ASLA
 President
 The Greenway Collaborative, Inc.

Please Tell Us About Yourself

- If you are viewing the presentation as a group, please pick the most representative answer
- We will share the results when the poll has closed
- How will you will be promoting complete streets?
- Your background
- Have you attended any other Complete Street trainings?

Module 2: Stakeholder Engagement

Complete Streets Institute Training Curriculum

- An Overview
- 2. Stakeholder Engagement**
- Influencing Policy
- Planning & Regulations
- Design & Applications

Photo: The Greenway Collaborative, Inc.

How to develop the community support necessary to implement complete streets in your community

Presentation Overview

- Complete Streets Overview
- The Impact of Policy Change
- Identifying Stakeholders
- Building a Coalition
- Maintaining a Coalition
- Michigan Case Studies
- Lessons Learned

Photo: The Greenway Collaborative, Inc.

Training Objective:
 Provide a basic understanding of the impact of policy change, how to build and work within a coalition, and various tools available to identify and engage stakeholders.

What are Complete Streets?

A system of streets...
 “planned, designed, and constructed to provide appropriate access to all legal users in a manner that promotes safe and efficient movement of people, and goods whether by car, truck, transit, assistive device, foot or bicycle.”

PA 135 of 2010





Photo: The Greenway Collaborative

All users include:

- Pedestrians
- Bicyclists
- Transit users
- Motorists
- Trucks
- Children
- Elderly
- People of various abilities

Impact of Policy Change

<p><u>Projects or Events</u> (e.g., 1 bike lane project or a Bike to Work Day)</p> <ul style="list-style-type: none"> • 1 time • Unique • Individual • Non-Sustaining 	<p><u>Policy change</u> (e.g., nonmotorized planning process, ordinance changes)</p> <ul style="list-style-type: none"> • Ongoing • Change at the top • Integrated into business as usual <p>Policy work takes more effort, but it means “More Bang for the Buck”</p>
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So How Do We Get There?

- Know existing conditions
- Evaluate community readiness
- Define a goal
- Devise a great campaign
- Coalition building
- Advocacy
- Media outreach

Know Existing Conditions

Take inventory of non-motorized conditions in your community – Both physical and political

Physical Infrastructure

- Where are the existing facilities and what is their condition?
- What destinations do you need to reach by walking/biking?


Political Infrastructure

- What is the political climate?
- How is policy made/changed?

On the Ground Assessments are Key

Such as:

- ✓ Promoting Active Communities (PAC)
- ✓ Bicycle Friendly Community
- ✓ Safe Routes to School walking/biking audits
- ✓ Corridor Studies
- ✓ Others



Lays the foundation for important policy changes
Helps to target resources
Provides a focus for advocacy
Gets coalition members engaged

Get the Total Picture

- On-the Ground Assessments are key

+

- Community input (surveys, open houses, public meetings, forums, etc.)

What does the public want?

Where are you on the "Political Readiness" Scale?

Low Modest Strong Aggressive Leader

Illustration: LSL Planning, Inc.

Evaluating your Political Infrastructure

Identify Key Players: Power Mapping

- Who is with you and who is not quite there . . . YET?
- Identify the "decision makers"
- When and where are decisions made?

Power Mapping

Determine Your Goal

Evaluate:

1. Existing conditions results
2. Community survey data
3. Your power mapping results

Taken all together, what goal is realistic?

Define Your Goal

What do you want?

- **A Resolution of Support?**
 (Understanding and belief in the cause)
- **Administrative Policy?**
 (Internal guidance from the top under current administration)
- **An Ordinance?**
 (Transcends elected officials term; integrated into long-term policies and procedures)

Devise a Great Campaign

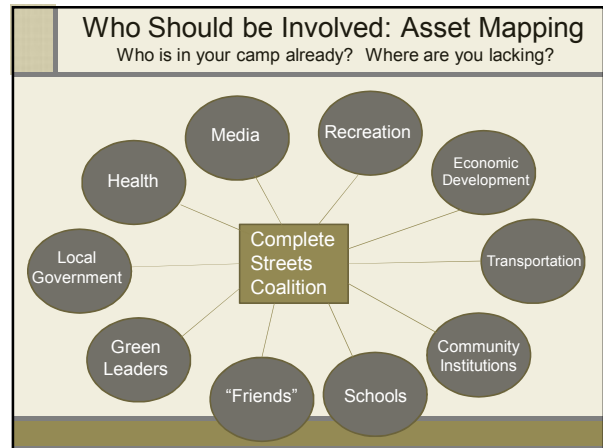
How are you going to reach your goal?

- Articulating your Message
- Who needs to hear the message?
 From: *Power mapping results*
- Who will deliver the message?
 From: *Asset mapping results*
- How will it be delivered?
Communications strategy

Build a Coalition

A Strong Coalition:

- Provides a base of support
- Many diverse voices
- Generating a consistent message
- A place to gather ongoing input from members, monitor progress and decide next steps



Not Only Diverse Backgrounds, But Personal Skills and Traits

- Charisma, public speaker
- Organizer, logistics
- Well-connected in community
- Writer, Creative Flair
- Steadfast “Fire-keeper”
- Fundraiser, Grant Writer

Include time for your group to assess their strengths and identify the “gaps”

Building a Strong Coalition

- Official Sign-up to the group
- Lay out expectations at the outset:
- Institute a formal structure and decision-making process

Don't forget: Who will be in charge when things start “moving” fast?

- Keep tasks simple and clear:
 for example: --Send an e-mail --Circulate a petition, --Get resolution of support from other groups

Effective Advocacy

- Reach out to closely aligned groups (remember asset map!)
- Go to their meetings
- Provide talking points, sample letters, etc.

Effective Advocacy

- Convey message repeatedly but in new ways
 Tailor message according to messenger and audience. (e.g., Doctors = Support more physical activity; Law enforcement = public safety; Seniors = their personal stories of challenges in getting around)
- Keep in mind general public does not know “complete streets,” so tie it back to familiar terms, such as “safety.”
- Be sure to tell your “story”
- Patience and persistence is the key

Be Prepared for Brevity

Your “stair speech” ~ 3-4 sentences

- Identify the problem
- What is the solution
- What specifically they can do about it
- Who cares and what’s at stake?

Media Advocacy

Tools of the Trade:

- Letters to the Editor
- Op-Ed
- Editorial Boards
- News Releases
- News Conferences
- Social Media: Facebook, Twitter, MySpace, Pod-casts



Media Advocacy

Basic Tips

- Never assume anything is “Off the Record”
- Treat reporters well
 - Mind their deadlines
 - Compliments please (for a job well done)
 - Provide key messages
- Communication should be: Clear, Concise, Connected, Compelling, Contrasting, and Credible
- Provide Facts, but don’t forget the Story!

Successful Michigan Examples

Advocacy as Illustrated in:

- Genesee
- Jackson
- Lansing
- Washtenaw County



Safe and Active Genesee for Everyone (SAGE)

An independent diverse coalition started by a grant from Ruth Mott Foundation with the following vision:


Mission: A healthy Genesee County that provides safe and inviting public spaces where people of all ages and abilities can easily integrate fun physical activity into their daily routine.



Safe & Active Genesee for Everyone <http://www.crim.org/activeliving/sage/>

SAGE Advocacy

- “Complete Streets” Training Provided
- Atlas Twp, Flint, and Linden passed a CS resolution
- Inserted CS language into MPO review of transportation projects



Safe & Active Genesee for Everyone

Genesee Regional Priority

Worked on signage along trails; Social media to encourage trail use; Obtained funding to improve surface

Safe & Active Genesee for Everyone

Jackson Walk/Bike Task Force

- An Advisory Council to the Mayor's Office (30+ Representatives from health, economic development, transportation, recreation, trails, schools, police, etc.)
- Started by a grant through Robert Wood Johnson Foundation

Mission: To create an environment where it's easy to walk and bike for recreation and transportation; and to educate and encourage citizens to be active

<http://www.fitnesscouncil.org/walkablecommunity.htm>

Jackson Walk/Bike Task Force

Accomplishments:

- Safe Routes to School initiatives (Got 2 schools started; coordinated Walk to School Day)
- Annual Smart Commute event
- Complete Streets Resolutions passed at City, Township and County Levels; working on Ordinance
- Improvements to Transit (bike racks on buses, new bus shelters)

Walk and Bike Lansing Task Force

- Began in 2006 with 40+ agency representatives and citizens in conjunction with the Mayor
- "What do we need to do to make Lansing a walk and bike friendly community?"

<http://walkbikelansing.com/>

Walk and Bike Lansing!


Goals

1. **Double the percentage of trips** made by bicycle or foot in the City of Lansing by 2013.
2. **Eliminate pedestrian and bicyclist deaths** from motor vehicle crashes in Lansing by 2018.
3. **Reduce pedestrian and bicyclist injuries** from motor vehicle crashes in Lansing by 20% each year for the next ten years.

Walk and Bike Lansing!

- Realized that the only way a comprehensive NM plan could be adopted would be with enormous public buy-in, support, and grassroots interaction and input.
- Held non-motorized network planning sessions in March 2009 attended by 200+
- A bicycle lane education campaign
 - Flyers at community events and online through e-newsletters and partners' communication channels.
 - Online bicycle lane support database

Accumulated more than 500 supporters!



Complete Streets Ballot Initiative

Historic:

- First citizen driven ballot initiative in Lansing in 20 years

Rationale:

- Local Politics
- City Council Track Record
- Vocal Minority

Target:

- 30 days to collect signature from 10% of registered voters (approx. 5000)

Strategy:

- Organized the citizen base (Facebook / Email)
- 4 volunteer team captains based on wards


Signature Collection:

- Events & door to door
- Partnered with Clean Water Action canvas

Result? Michigan's first city Complete Streets ordinance

Washtenaw Cycling & Walking Coalition

- Comprised of local orgs, agencies and retail stores, as well as bicyclists and pedestrians.
- **Mission: The Washtenaw Cycling and Walking Coalition promotes transportation options that make sense for a sustainable and livable community. We're dedicated to increasing the quality and quantity of bicycling and walking opportunities in Washtenaw County, Michigan through advocacy and education.**



www.wbwc.org

A Collaborative Effort in Washtenaw

- Ann Arbor mayor
- Washtenaw Area Transportation Study (WATS)
- County parks and recreation
- Washtenaw Cycling/Walking Coalition

Collaborative Accomplishments


Regional and County Level

- County-wide non-motorized plan through WATS (Washtenaw Area Transportation Study)
- County Trail system (Border to Border Trail) - devoting 20% of development millage over next 5 years to trail system through Parks and Recreation
- Regional Transportation Planning Agency routinely spends 10% of "transportation dollars" on nonmotorized projects

Collaborative Accomplishments

City Level

- Ann Arbor initiated a new nonmotorized transportation policy objective: "Accommodate and promote all forms of transportation, including the historically underfunded nonmotorized system"
- Increased bike lane mileage from 8 miles to 48 miles in 5 years – 600%
- City routinely spends 5% instead of 1% money required under Act 51 Section 10k



Activities Comparison

	Genesee	Jackson	Lansing	Washtenaw
Resolution	X	X	X	
Ordinance			X	
SRTS Involvement	X	X	X	X
Trails Implementation	X	X		X
Smart Commute Events	X	X	X	X
Education	X	X	X	X

Activities Comparison				
	Genesee	Jackson	Lansing	Washtenaw
Diverse Coalition	X	X	X	X
Non-motorized Plan Development	X	X	X	X
Bike Lanes	X	X	X	X
Ballot Initiative			X	
Completed 1 or more Assessments	X	X	X	X
Evolved into Regional Effort	X	X	X	X

- ### Lessons Learned
- Include both the “grass roots” and “grass tops”
 - Extraordinary challenge = extra effort needed
 - Get low-hanging fruit – easy victories under your belt
 - Build a strong coalition and regularly expand
 - Many started with funding
 - Complete Streets resolution to ordinance
 - “Inside” champion (mayoral/councilperson)

CSI Webinar Series

Date	Time	Topic
9/7, Wed	12-1:30	Module 1: Introduction to Complete Streets
9/9, Friday	12-1:30	Module 2: Stakeholder Engagement
9/14, Wed	12-1:30	Module 3: Influencing Policy
9/21, Wed	12-1:30	Module 4: Planning and Regulations
9/28, Wed	12-1:30	Module 5: Application and Design



Thank you!

Questions:
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Webinar, PDFs, Exercises:

www.greenwaycollab.com/completestreets.htm