



Smart Growth America
Improving lives by improving communities



National Complete
Streets Coalition

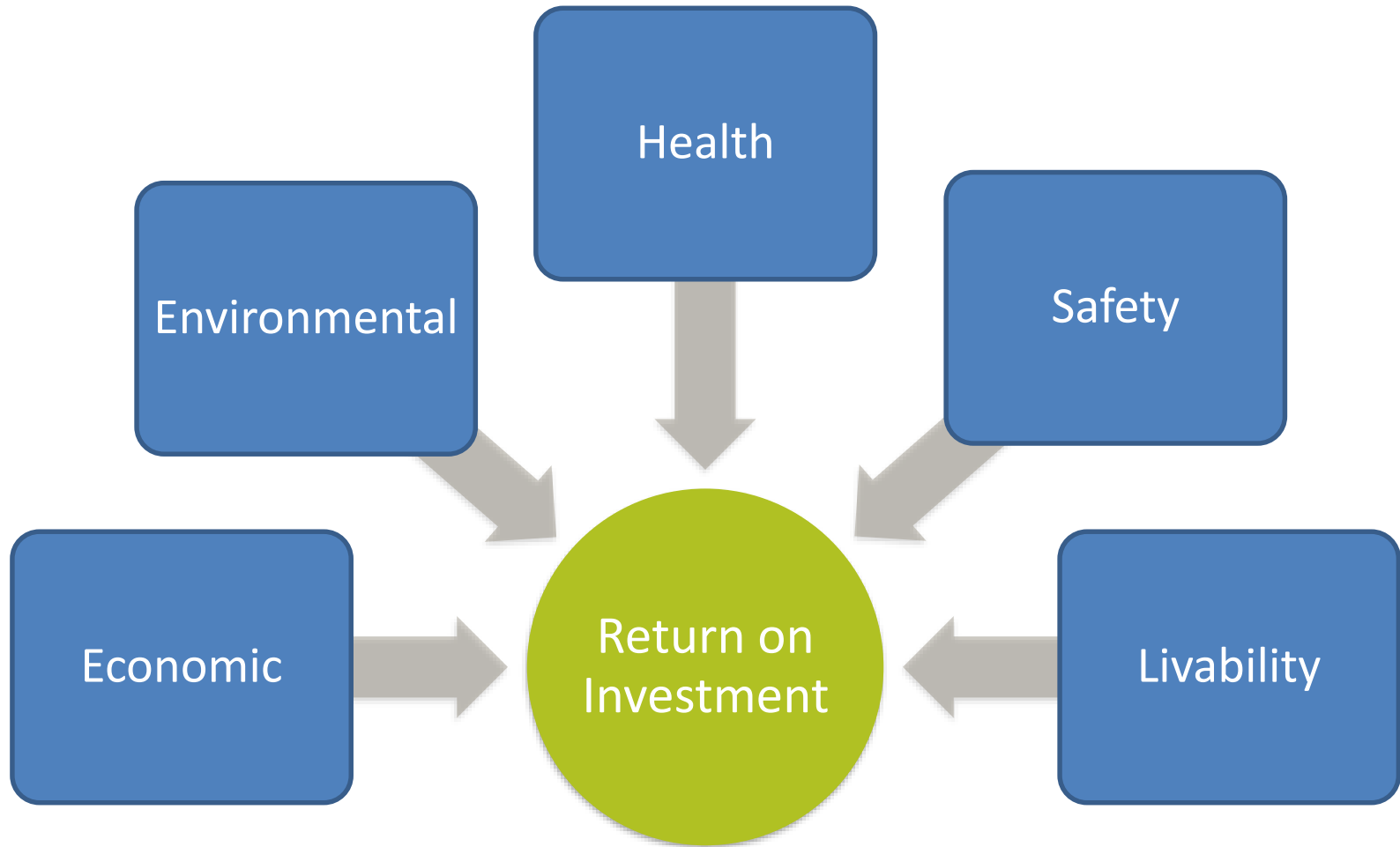
ROI of Complete Streets

Oshkosh, Wisconsin

June 14, 2017

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Return on Investment in Complete Streets



Complete Streets

- good for safety
- good for the economy



Smart Growth America
Making Neighborhoods Great Together



National Complete
Streets Coalition

SAFER STREETS, STRONGER ECONOMIES

Complete Streets project outcomes
from across the country



MARCH 2015

Complete Streets

- An overall approach to transportation decision-making
- Consider the needs of all people using a roadway at every phase
- Not a design prescription
- Not a subset of projects—all projects follow Complete Streets approach

Complete Streets

- Are Complete Streets good transportation investments?
- Do they affect traffic efficiency and roadway safety?
- Do they cost more?
- What role do Complete Streets play in local economic development goals?

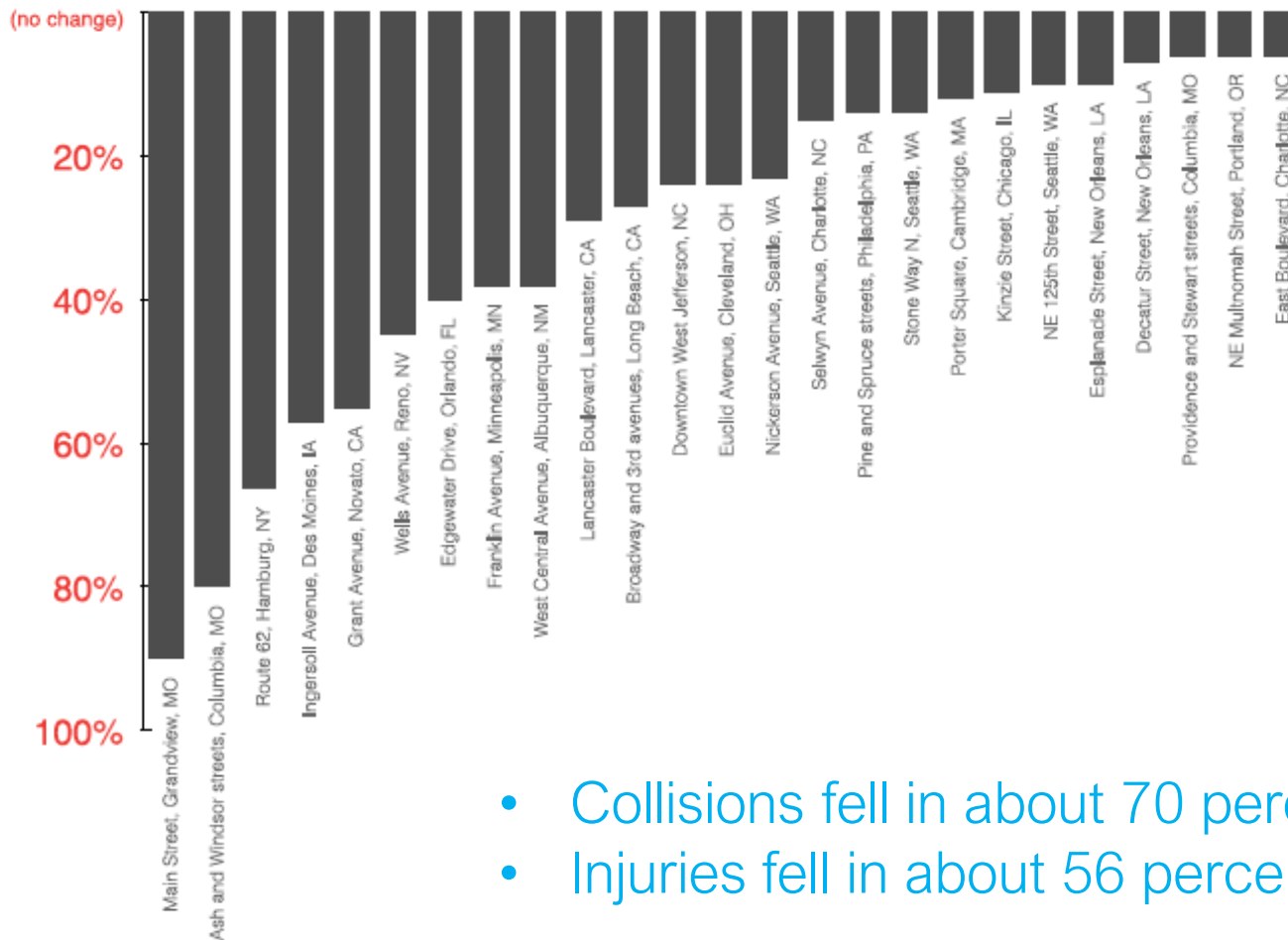
1. Safer streets for people using them

FIG. 1



Collisions went down.

About 70 percent of projects saw a reduction in the number of collisions after their Complete Streets improvements. Of those, many saw declines that were significant.



- Collisions fell in about 70 percent of projects.
- Injuries fell in about 56 percent of projects.

...and these safer conditions saved money.

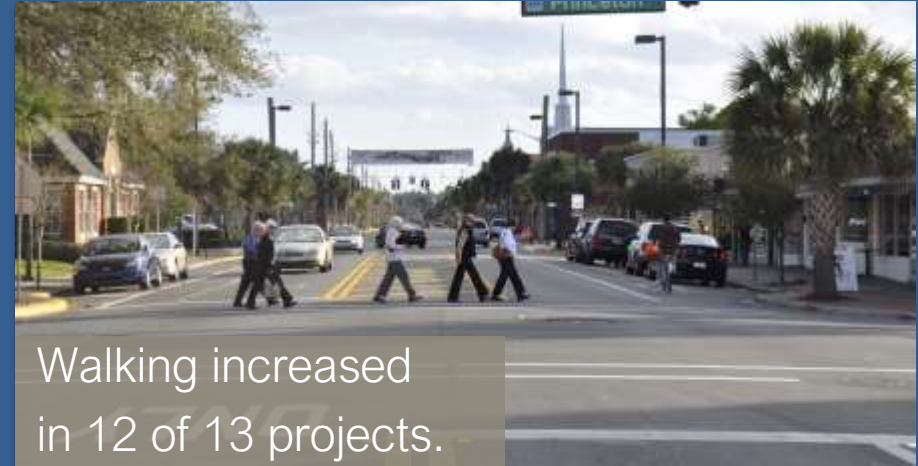
- Every avoided collision produces cost-savings for individuals.
- For individual projects, these savings alone can justify the cost of these improvements.



Within our sample,
Complete Streets
improvements
collectively
averted

\$18.1 million
in collision costs in
1 year.

2. Streets that encouraged multimodal travel



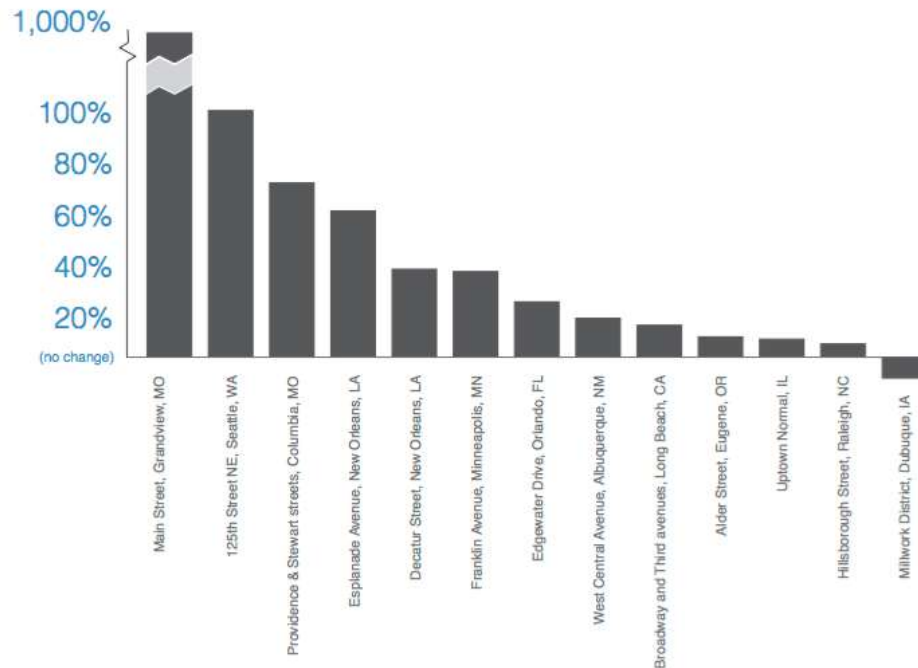
Encouraging multimodal travel

FIG. 2



More walking trips.

Thirteen projects collected pedestrian counts. Of those, pedestrian activity increased in 12 projects after their Complete Streets improvements. This figure shows the amount of change in walking trips in each place.



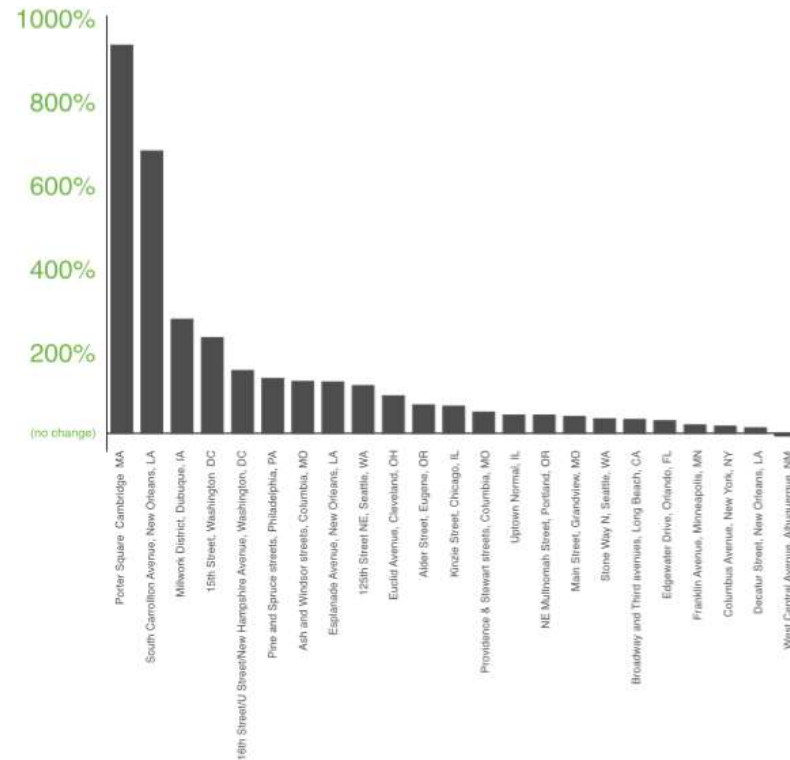
Encouraging multimodal travel

FIG. 3



More bicycle trips.

Twenty-three projects collected bicycle counts. Of those, bicycling increased in 22 projects after their Complete Streets improvements. This figure shows the amount of change in bicycle trips in each place.



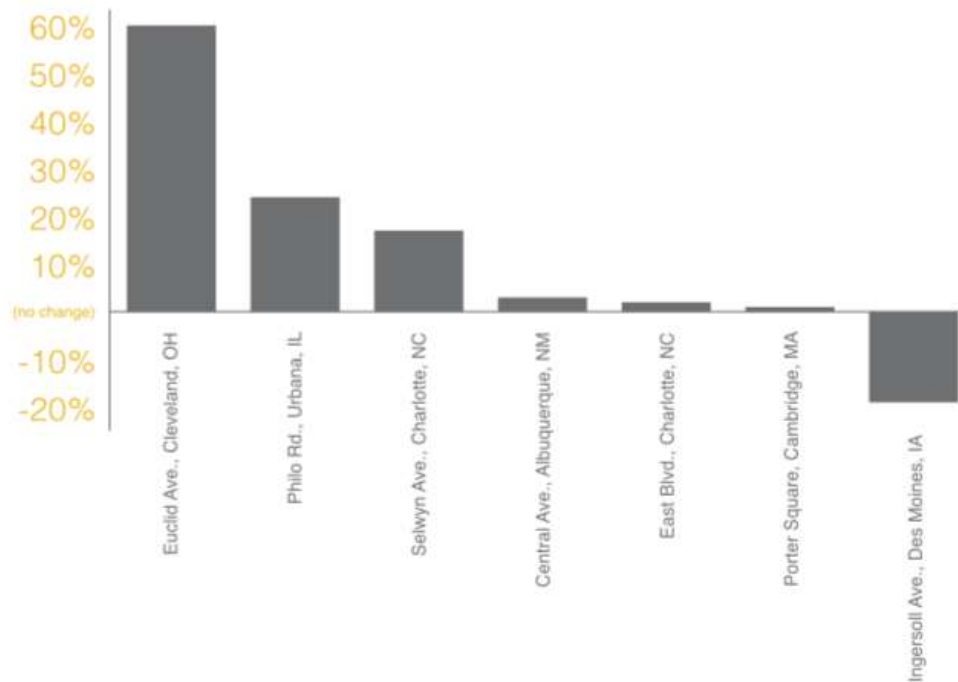
Encouraging multimodal travel

FIG. 5



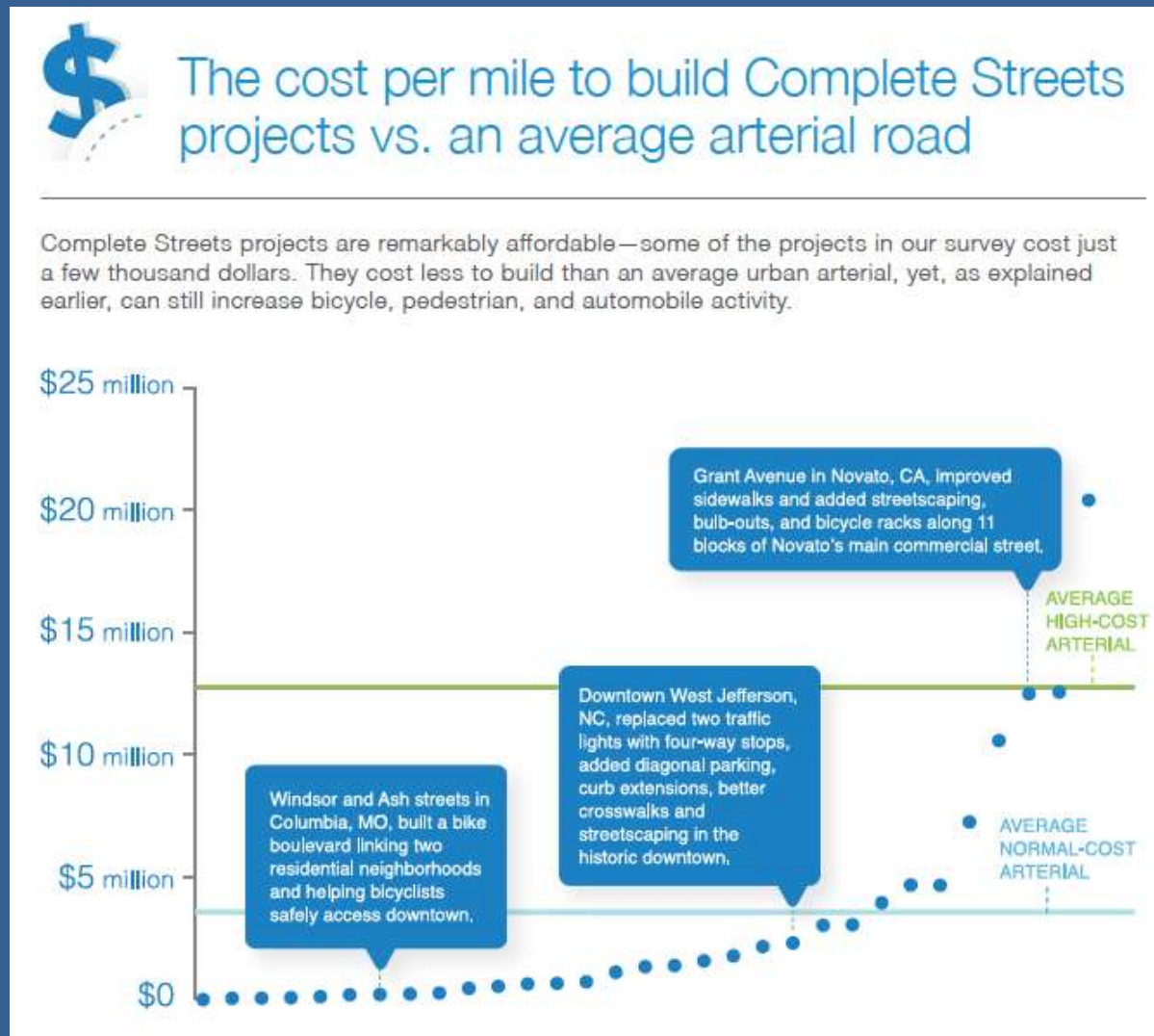
More trips by public transit.

Of the 37 projects we examined, seven reported transit ridership information. Of those, 6 measured increased ridership. This figure shows the amount of change in trips by transit in each place.



3. Streets that were remarkably affordable

- Nearly 75 percent of the projects cost less than the average “normal-cost” arterial.
- Nearly all the projects cost less than the average “high-cost” arterial.



Low costs, big results



4. Streets that supported local economic strategies

Communities reported:

- Higher employment and property values, often outpacing similar unimproved corridors and citywide trends;
- Net new businesses along 6 projects;
- Higher retail sales in 4 projects; and
- Private investment along 8 projects.



A strategy for economic development

- Higher employment
 - More people were employed along Complete Streets projects after a project was completed than before.
 - More people were employed along Complete Streets projects than other unimproved comparison streets.

A strategy for economic development

- Net new businesses
 - Six communities reported data on net new businesses following their redesigns: Orlando, FL; Normal, IL; Lee's Summit, MO; West Jefferson, NC; Washington, DC; and Lancaster, CA. All six of these communities reported increases in businesses following their Complete Streets improvements.

A strategy for economic development

- Higher property values and private investment
 - Property values and private investment are other measures frequently used as benchmarks for economic progress.
 - Ten projects reported before-and-after data for property values. Of those ten projects, eight reported increased property values, while the remaining two reported no change.

What do communities get for their investments in Complete Streets projects?

To answer this question, *Safer Streets, Stronger Economies*:

- Analyzed 37 built Complete Streets projects on their transportation performance using before-and-after data
- Examined a subset of projects w. economic data (more limited)
- Compared to citywide trends & “control” corridors (where possible)
- Projected cost-savings from averted collisions using USDOT methods

Millwork District, Dubuque IA

Population: 58,155 • Complete Streets policy: 2011 • Cost: \$6.7m

Design approach

- Narrowed travel lanes
- Replaced sidewalks
- Installed curb extensions
- Added mid-block crossings
- Painted “sharrows”
- Enhanced streetscape

Outcomes

- 375% increase in all trips
 - Walking: 23% ↓
 - Bicycling: 273% ↑
 - Driving: 1416% ↑
- 75% fewer crashes
- 80% fewer injuries
- \$34 million in private investment

West Jefferson, NC

Population: 1,315 • Complete Streets policy: 2011 • Cost: \$300,000

Design approach

- Removed signals
- Installed curb extensions
- Enhanced streetscape with benches and lighting

Outcomes

- Driving: 1% ↑
- 24% fewer crashes
- 53% fewer injuries
- \$500,000 in private investment
- 10 new businesses
- 55 new jobs
- More visitors

3rd & Broad Avenues, Long Beach, CA

Population: 467,892 • Cost: \$900,000



Design approach

- Installed cycle tracks
- Narrowed roadway
- Added on-street parking
- Modified 23 signals to add bike and left-hand turn signalization

Outcomes

- Walking: 13% ↑
- Bicycling: 33% ↑
- Driving: 12% ↓
- 50% fewer bicycle crashes
- 23% fewer vehicle crashes
- Lower speeds

The BLVD, Lancaster, CA

Population: 159,055 • Cost: \$11.6m



Design approach

- Narrowed 9 blocks from four to two travel lanes
- Installed a “rambla”
- Eliminated traffic signals
- Expanded pedestrian along existing sidewalks

Outcomes

- 29% fewer crashes
- 67% fewer injuries
- 802 new permanent jobs
- 800 new or rehabbed residential units
- 96% increase in sales tax revenue

Multnomah Street, Portland, OR

Population: 583,776 • Cost: \$95,000



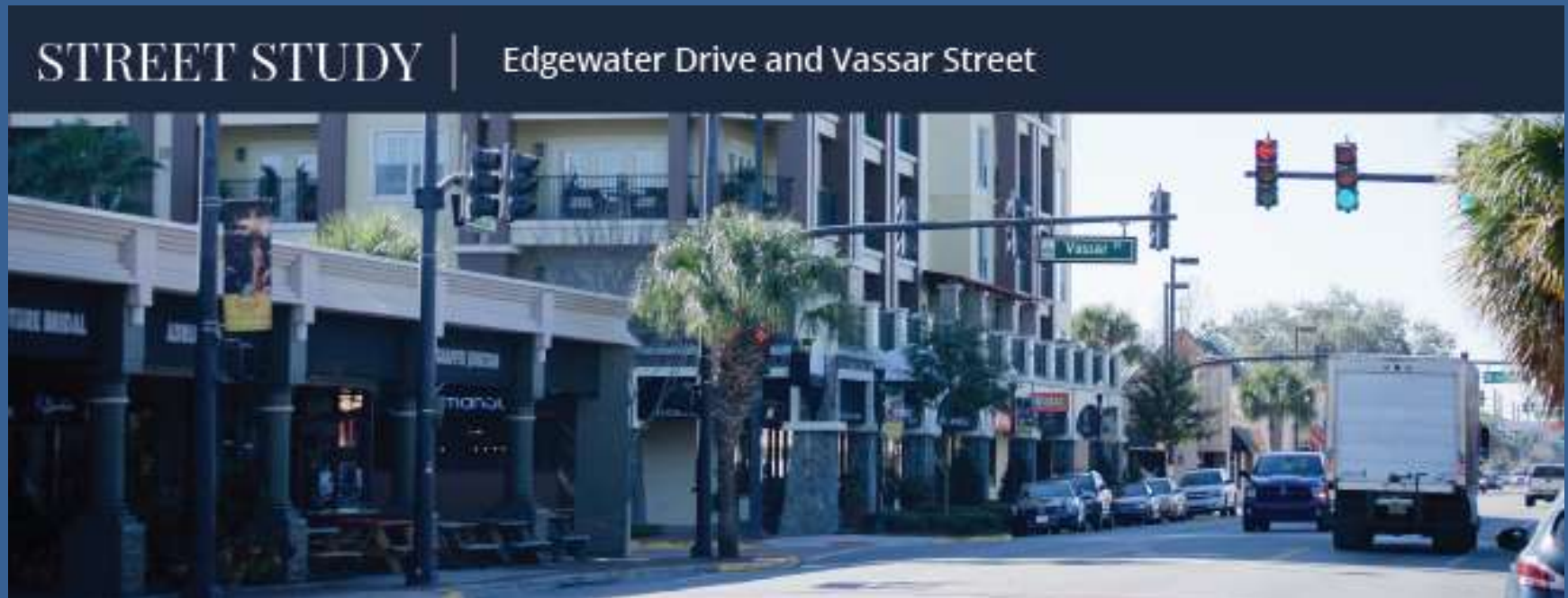
Design approach

- Narrowed travel lanes
- Created cycle track with plastic bollards
- Added new signage
- Added new auto & bike parking

Outcomes

- Bicycling: 44% ↑
- Driving: 23% ↓
- 6% fewer crashes
- 50% fewer speeding drivers

Example: Orlando, Florida



City of Orlando proposed a 4-to-3 lane conversion for 1.6 miles, adding bicycle lanes, a center turn lane, and wider on-street parking.

Example: Orlando, FL

- Total collisions dropped **40 percent**, from 146 to 87 annually.
- The crash rate was nearly cut in half and injuries fell by **71 percent**.
- Automobile traffic only decreased **12 percent** within a year following the redesign, while bicycle counts surged by **30 percent** and pedestrian counts by **23 percent**.
- **77 net new businesses** open and **560 new jobs** created since 2008.
- Average daily automobile traffic, which saw a slight dip following project completion, has returned to its original pre- project level and on-street parking use has gone up **41 percent**.
- The value of property adjacent to Edgewater Drive has risen **80 percent**, and the value of property within half a mile of the road has risen **70 percent**.

Case Study: Edgewater Drive, FL



Background

- Repaving project scheduled by FDOT
- FDOT was open to reconfiguration if City takes over jurisdiction
- Changes needed to be accepted by neighborhood and a before/after study must be conducted
 - Public determined 9 “measures of effectiveness”

Before



After



Performance measures

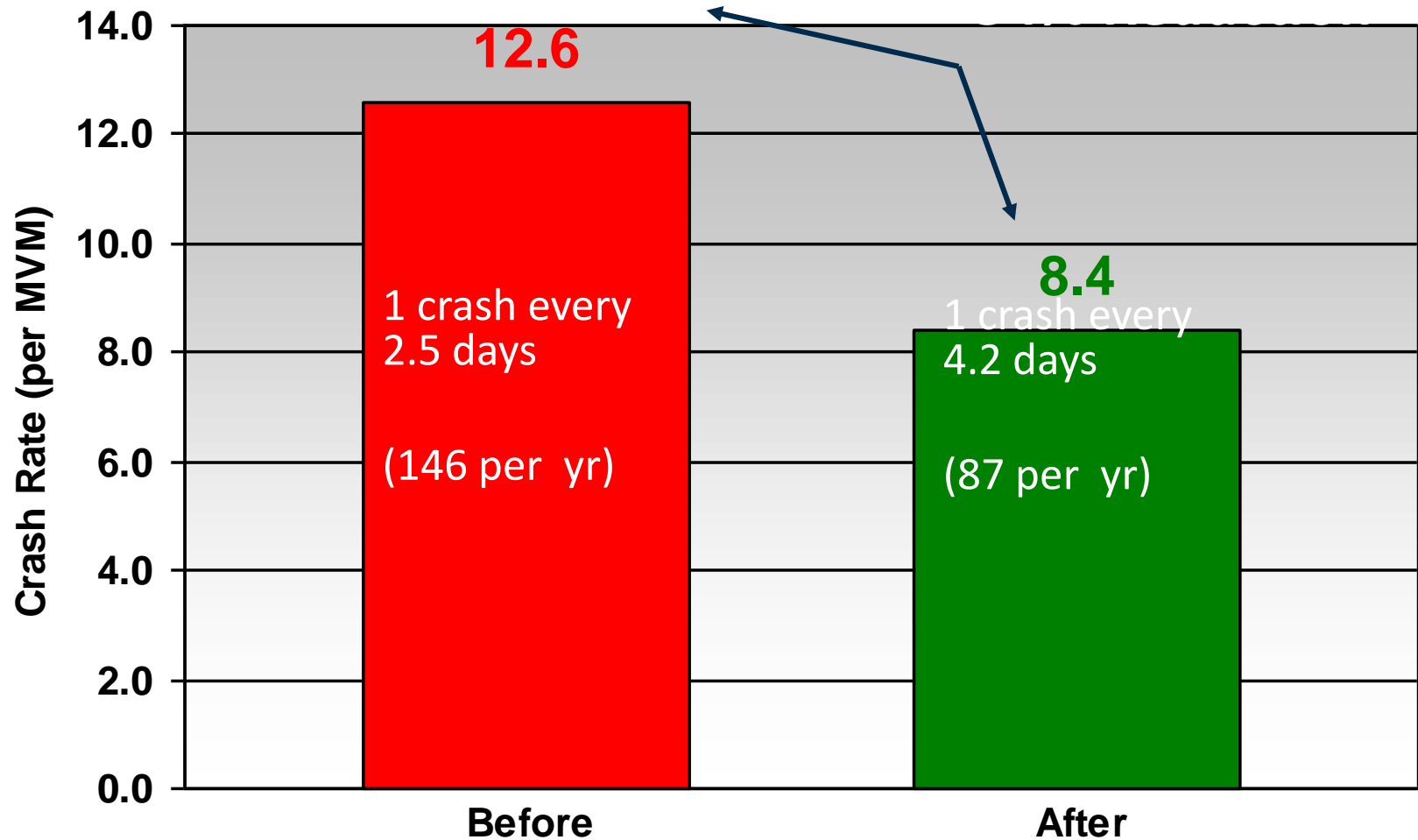
Measures

- 1 Avoid increased traffic on neighborhood streets
- 2 Reduce speeding on Edgewater Drive
- 3 Increase number of people bicycling
- 4 Increased number of people walking
- 5 Reduce crashes
- 6 Increase use of on-street parking
- 7 Increase pedestrian satisfaction among residents
- 8 Increase pedestrian satisfaction among merchants
- 9 Increase parking satisfaction among residents

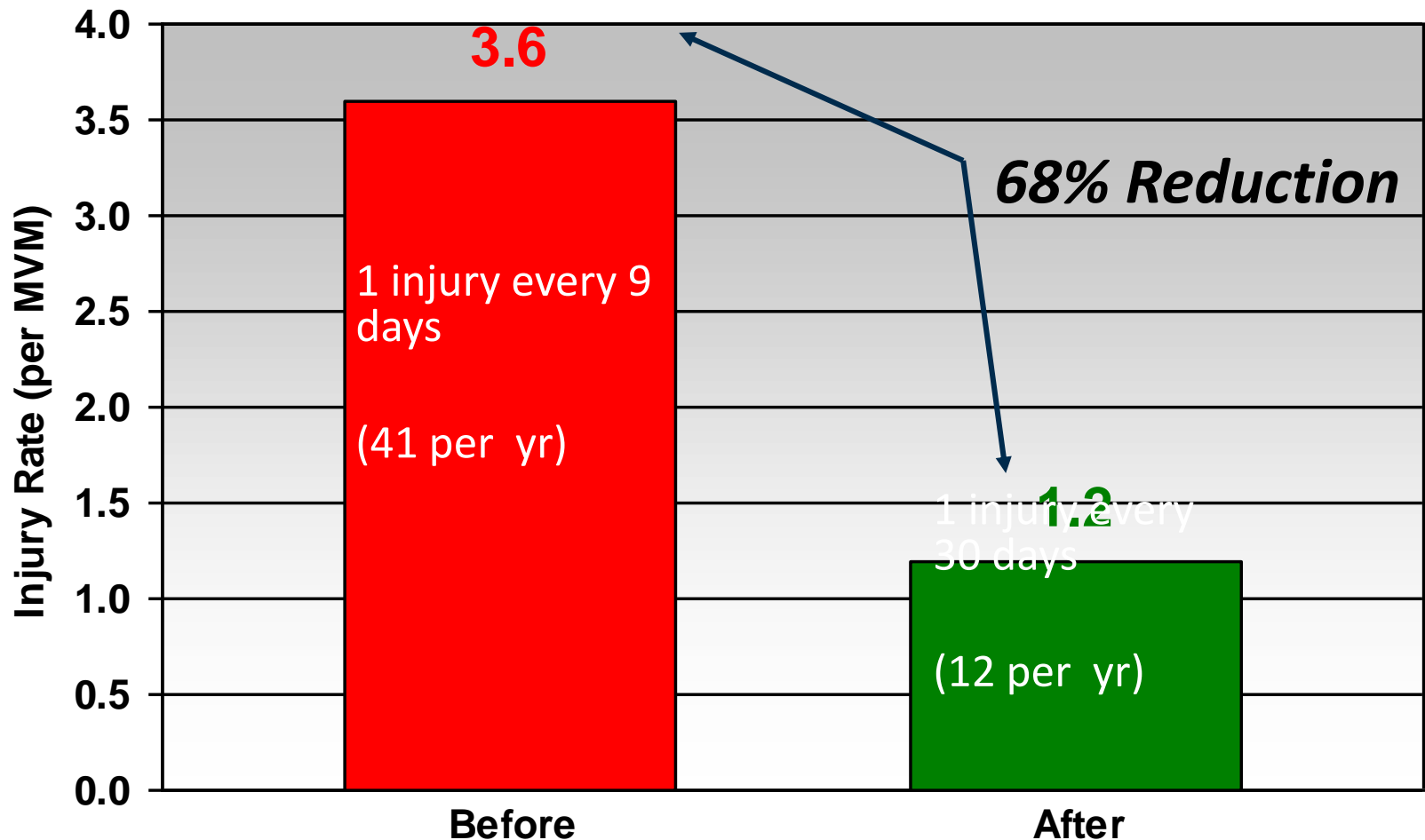
Performance measures

| Measure | | Accomplished? |
|---------|--|---------------|
| 1 | Avoid increased traffic on neighborhood streets | YES |
| 2 | Reduce speeding on Edgewater Drive | YES |
| 3 | Increase number of people bicycling | YES |
| 4 | Increased number of people walking | YES |
| 5 | Reduce crashes | YES |
| 6 | Increase use of on-street parking | YES |
| 7 | Increase pedestrian satisfaction among residents | YES |
| 8 | Increase pedestrian satisfaction among merchants | NO |
| 9 | Increase parking satisfaction among residents | YES |

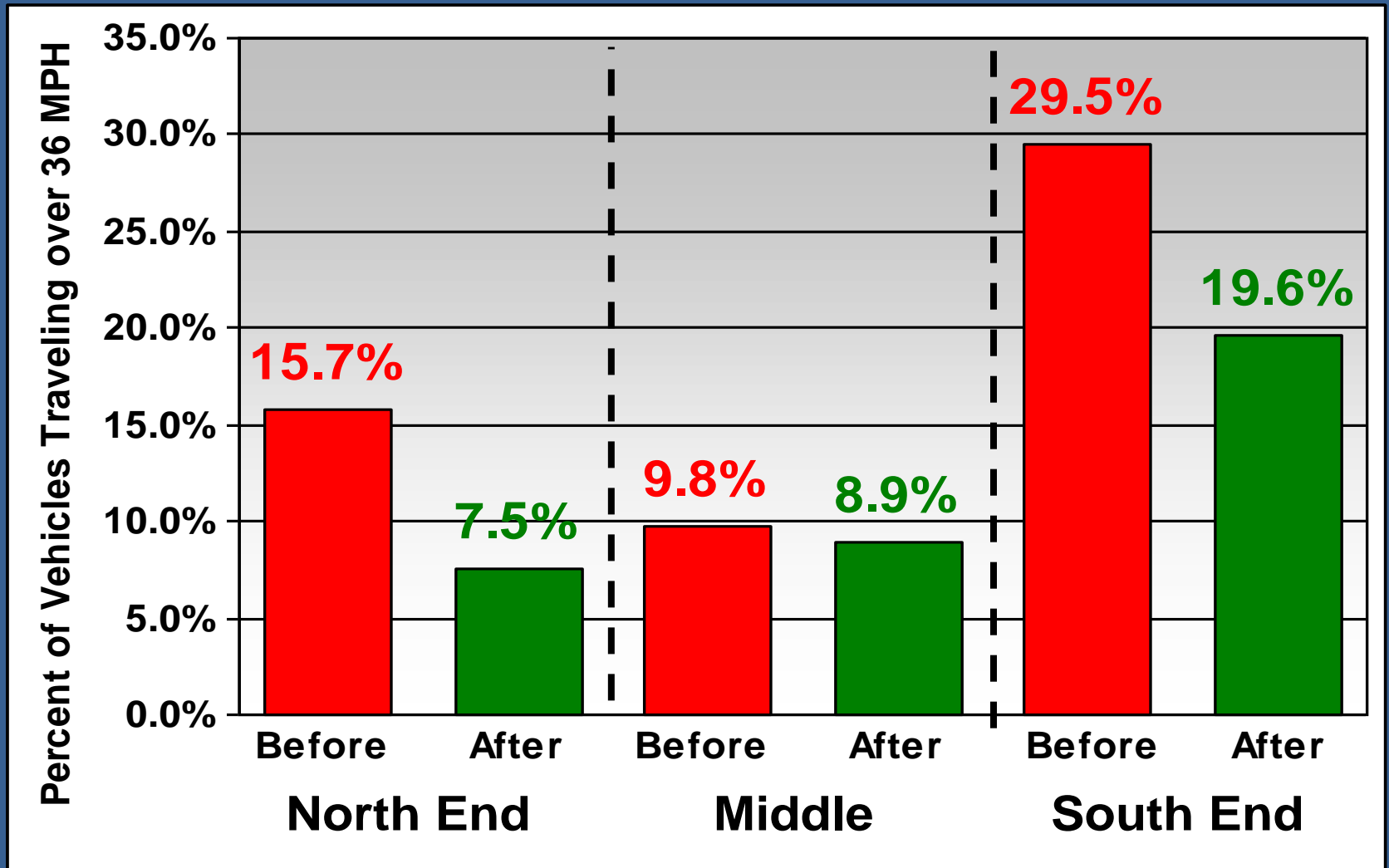
Crash rate



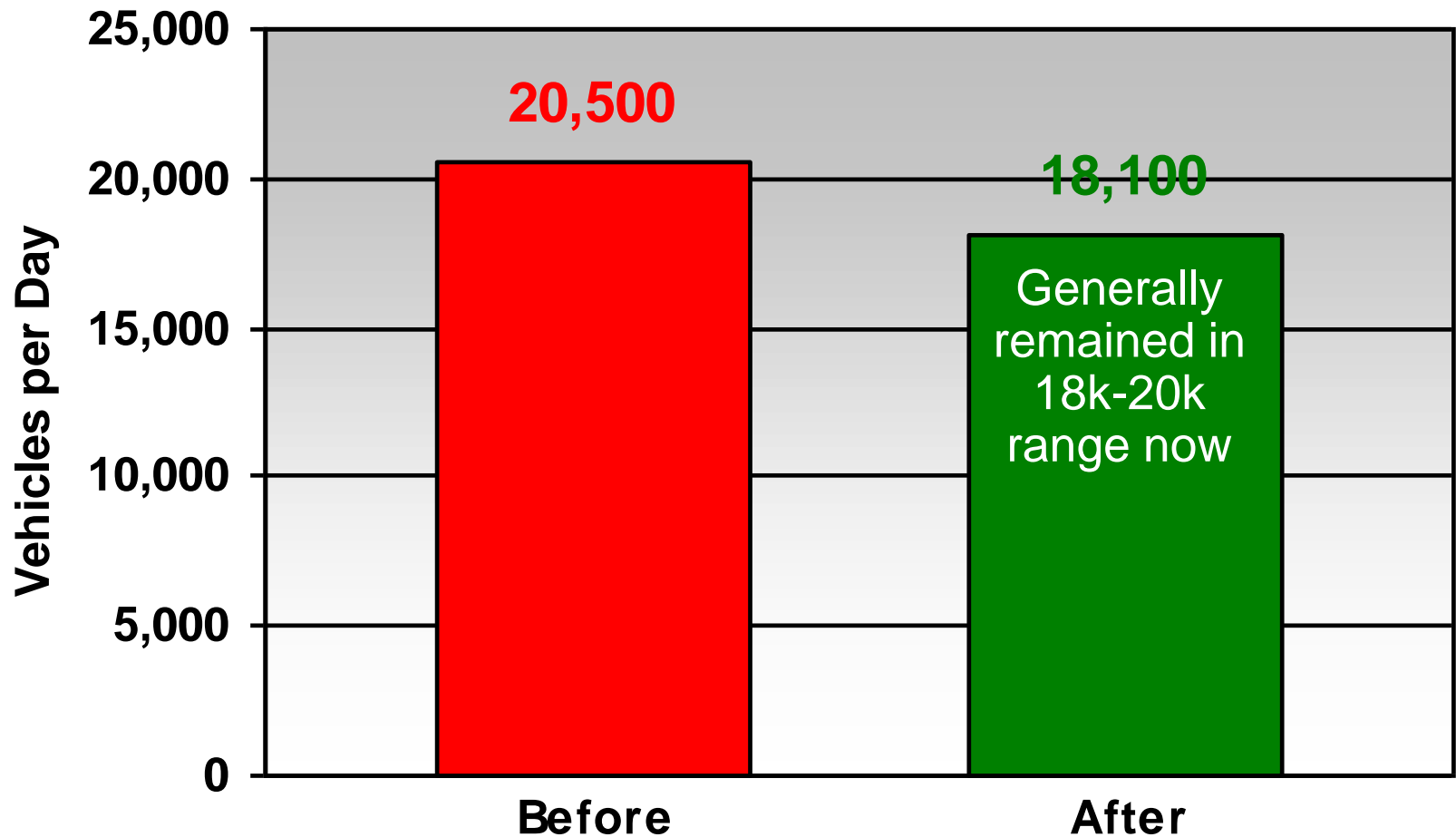
Injury rate



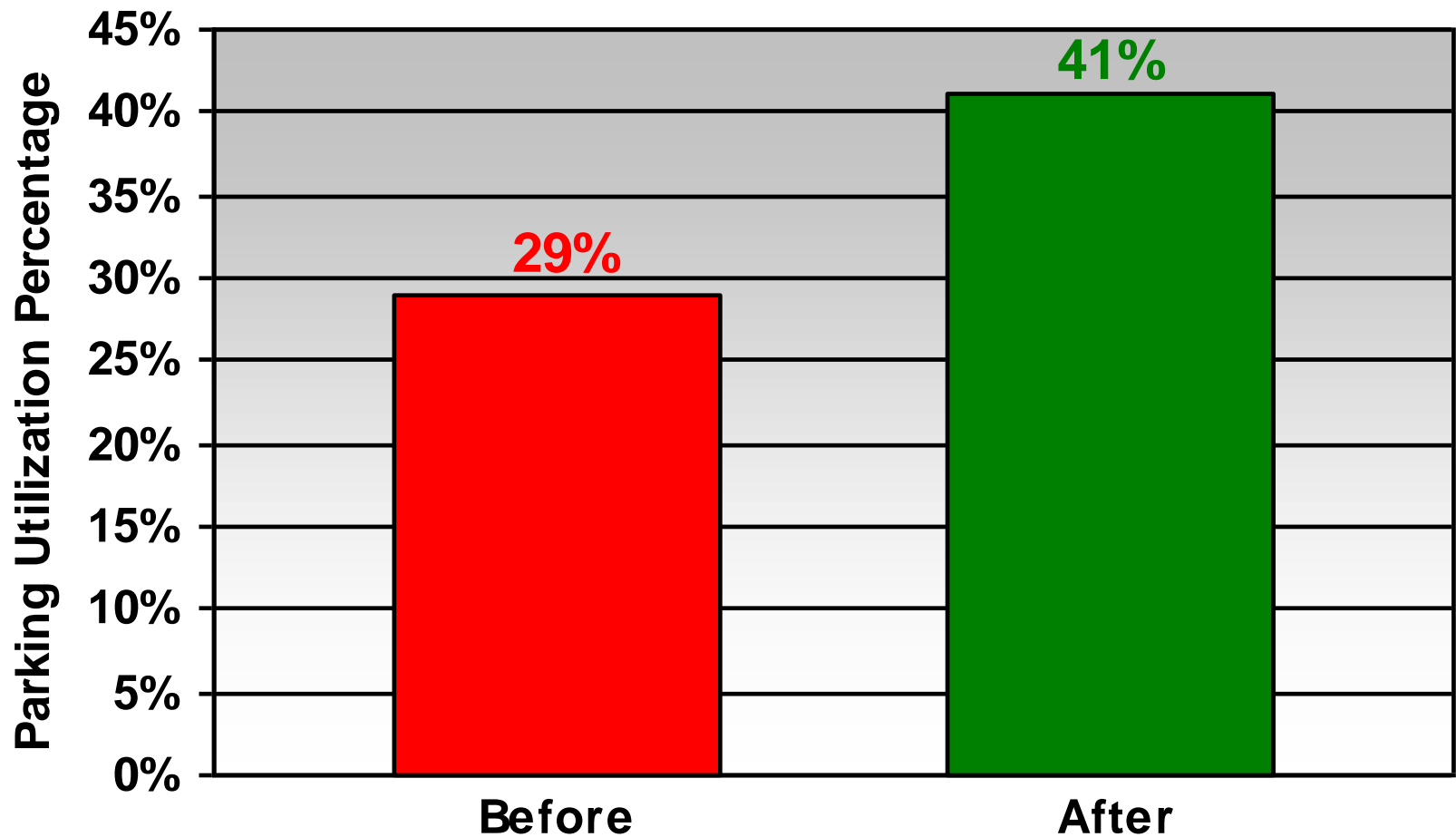
Speeding



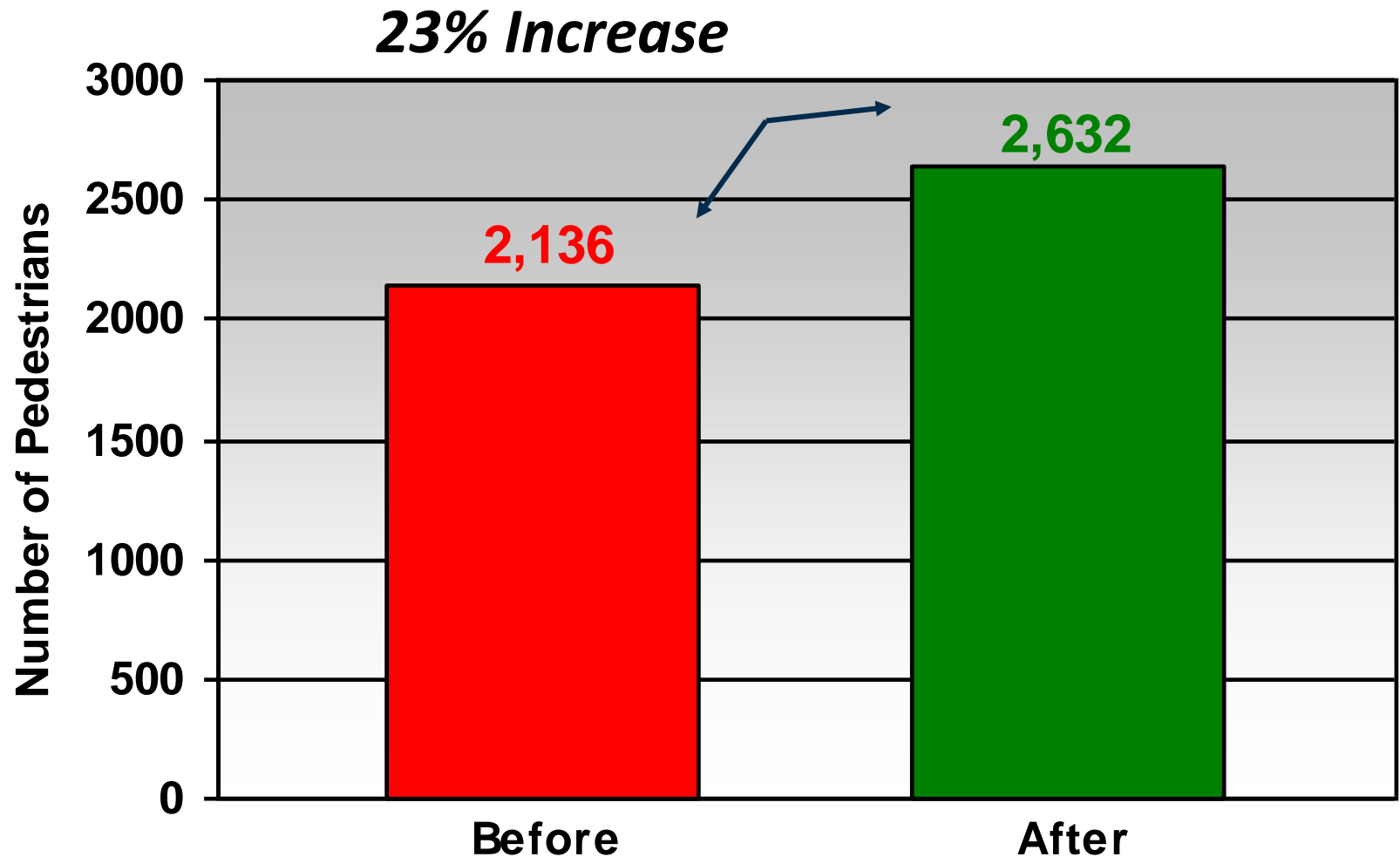
Automobile traffic volumes



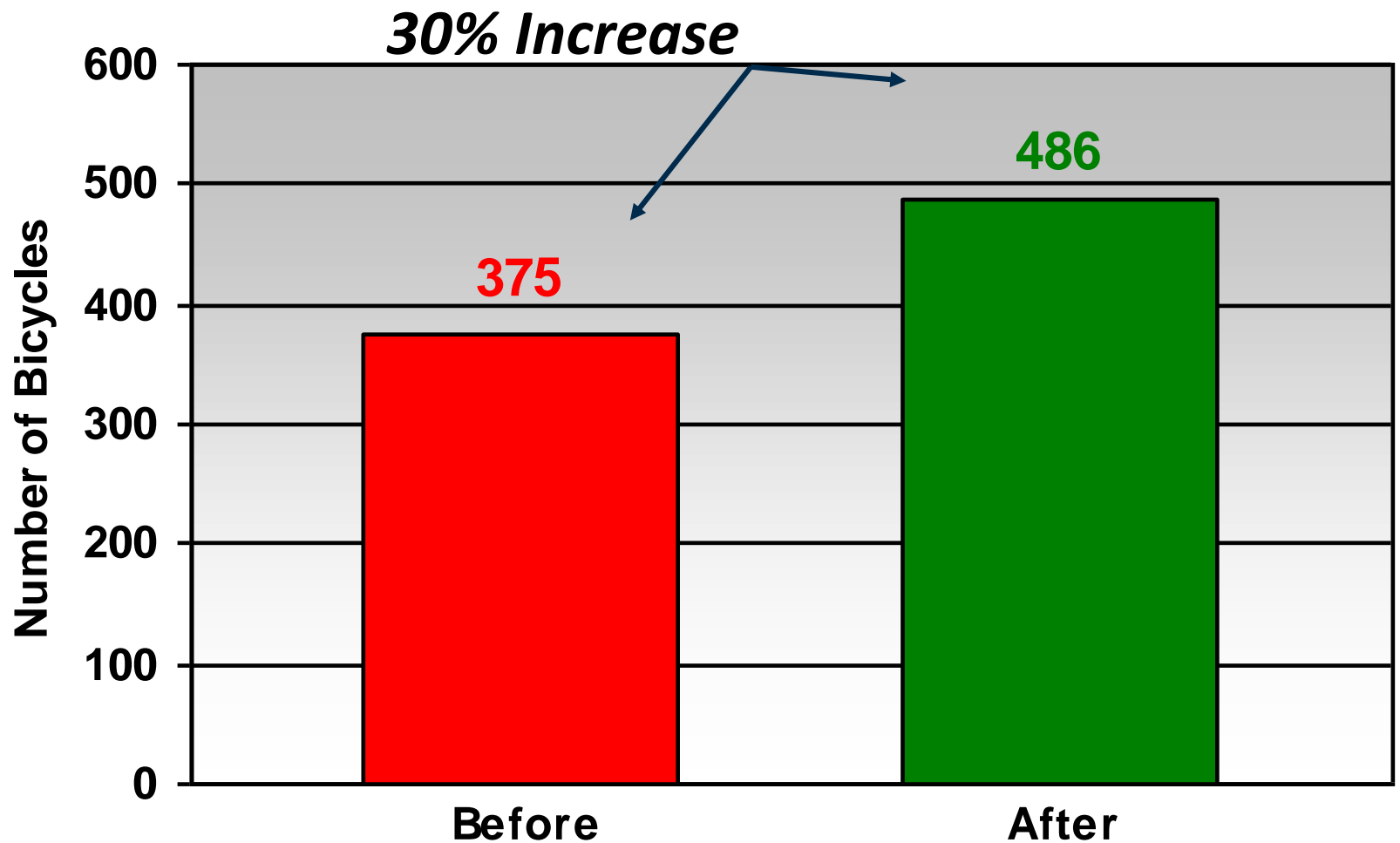
On-street parking use



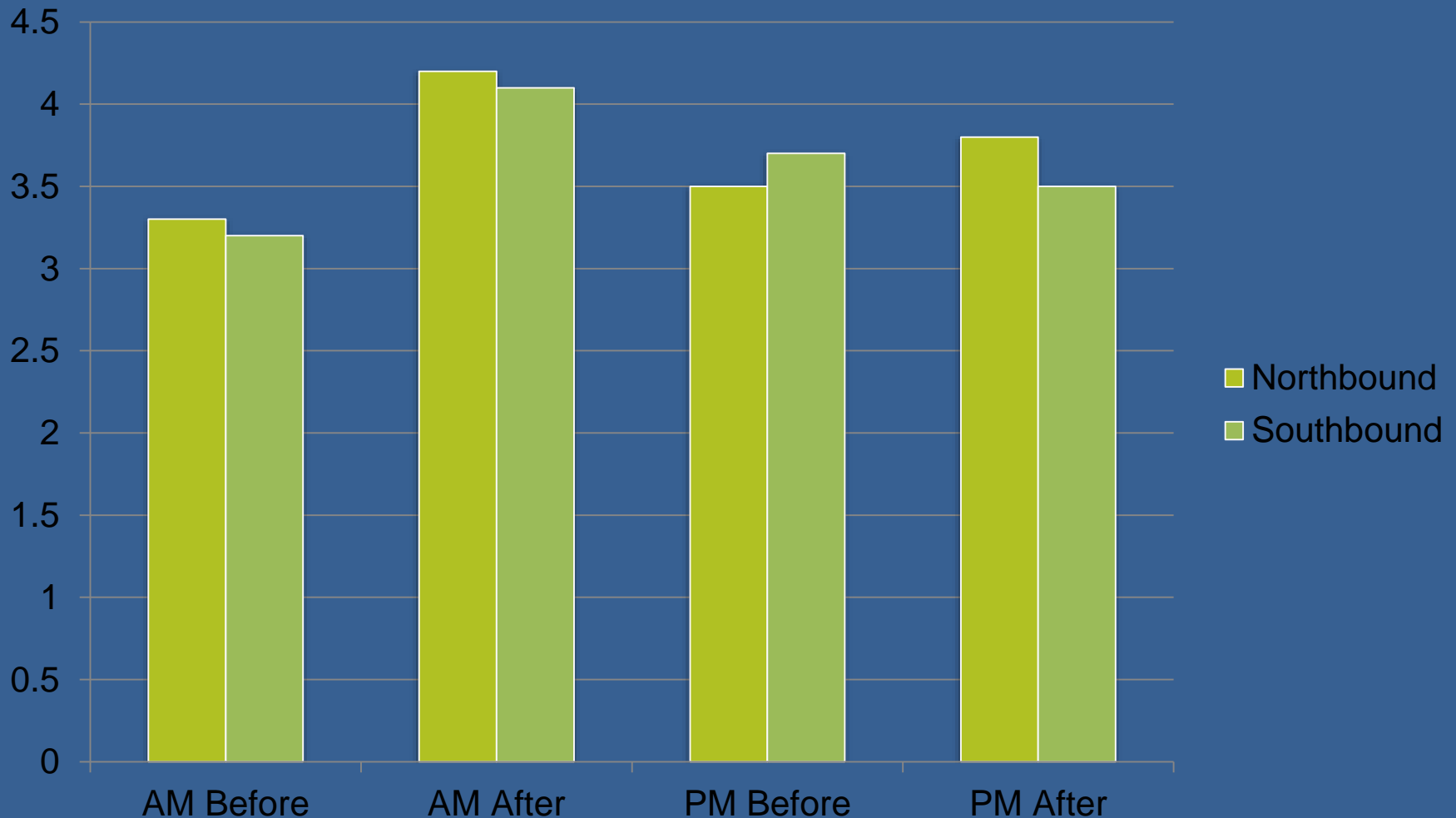
People walking



People bicycling



Average peak period travel time

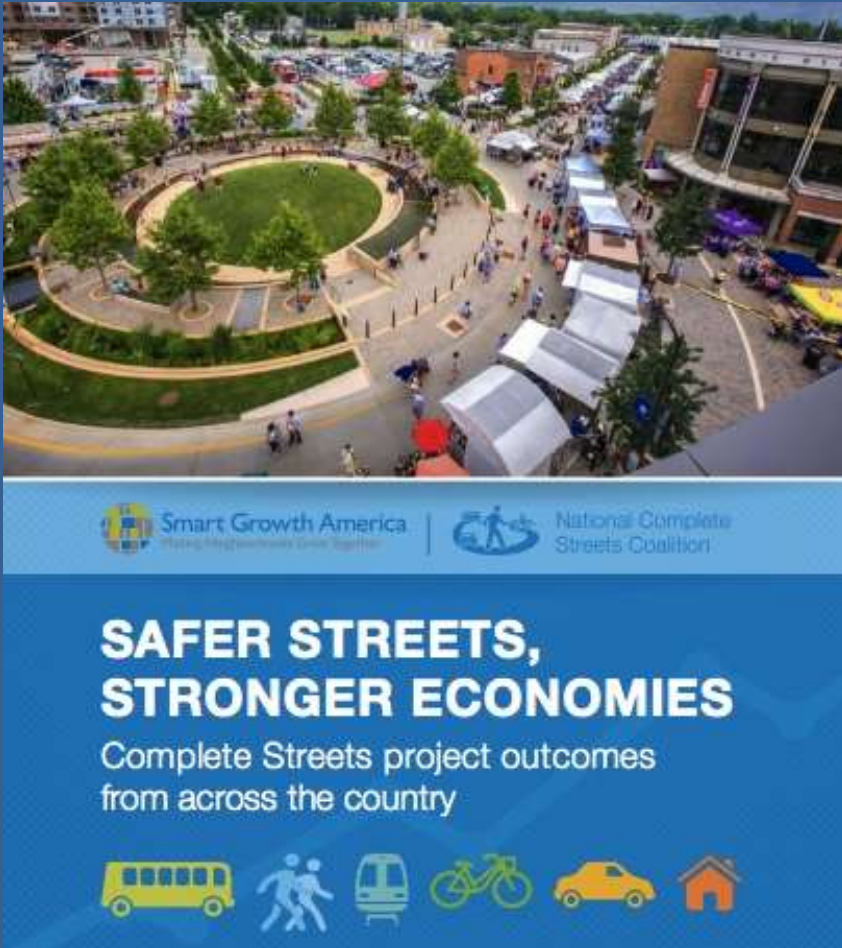


Property values

- 77 net new businesses open and 560 new jobs created since 2008.
- Average daily automobile traffic, which saw a slight dip following project completion, has returned to its original pre- project level and on-street parking use has gone up 41 percent.
- The value of property adjacent to Edgewater Drive has risen 80 percent, and the value of property within half a mile of the road has risen 70 percent.



Complete Streets: high value



- ↓ Collision & injury costs
- ↑ Employment levels
- ↑ Property values
- ↑ Private sector investment
- ↑ Net new businesses

Conclusions:

- Investments in Complete Streets achieve traditional transportation goals.
- Investments in Complete Streets create economic value and support local economic development goals.



Complete Streets projects are some of the best transportation investments that a community can make.



Thank you

Christopher Zimmerman



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Questions?