Giving Cities Legs
Ideas and Inspirations from Walk Friendly Communities

January 2011 – August 2012
Our Mission

Walk Friendly Communities (WFC) is a national recognition program that encourages cities and towns across the United States to prioritize support for safe walking environments.

The WFC program’s mission is twofold: to recognize existing walkable communities and to provide a framework for communities seeking to improve their walkability. The WFC program highlights the successes of the communities that have made great strides in improving walking over recent years to provide inspiration to other cities and towns.

Since the program began in the fall of 2010 until January of 2012, we have been excited to provide feedback to 64 communities in 29 different states, recognizing 24 of them as Walk Friendly Communities.

Walk Friendly Communities are all over the U.S., but have one major quality in common: an enthusiastic commitment to safer walking environments. They stand behind key walkability initiatives such as creating dedicated pedestrian plans, hiring supportive staff, planning for mixed-use development, and building comprehensive sidewalk networks.

While the potential for nationwide recognition is a compelling part of our program, all communities—no matter how walkable they are—can benefit simply from filling out the WFC application. This application evaluates efforts in planning and the “five Es:” engineering, education, encouragement, enforcement, and evaluation. We place a particular emphasis on progress and recent successes. Each community that submits a WFC application receives personalized feedback to assist in improving their walkability.

In this way, the WFC application is also a useful self-assessment tool. It helps cities and towns summarize their current accomplishments as well as areas for potential improvement. The tool connects applicants to resources within each question. Communities with underdeveloped pedestrian facilities may find these especially helpful. Receiving feedback from the WFC staff can then help applicants make a strategic plan for the future. The WFC application process is a great way to engage community advocates and city staff among different departments in a discussion of current activities and future opportunities.

In this guide, we have intended to supplement the community profiles and assessment tool on our website (www.walkfriendly.org). We will show you some of the best practices of communities that have received the WFC designation. These stories have been selected as great examples that could be adapted to work in a variety of different settings—urban to suburban—in communities looking to improve their own walking environment. We believe that any city or town, large or small, can achieve safer walking environments.

As the program grows, we look forward to celebrating the successes of even more cities and towns and using that information to inspire and provide guidance to help make every community more walkable. By examining real-life examples of how these initiatives are working in communities across the U.S., we hope that this guide helps your city support and promote safer walking environments as a way to improve health, environmental, economic, and social standing.

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“Receiving the award definitely has made all of the difference to city departments. They’re more likely to be a part of the conversation – for example, when we’re at city hall with the economic department, it’s worked its way into conversations.”

Jeff Owen
Wilsonville, OR, Bicycle and Pedestrian Coordinator
Introduction

Why Walk Friendly Communities?
Walking provides opportunities for active transportation and recreation, helps conserve the environment, promotes economic development, and creates more interaction among people.

Yet today, most Americans are forced to rely on one sole form of transportation—the car. As a result of economic, social, and land use policies that necessitate driving, use of cars for commuting and other trips has vastly increased in the past few decades. The result? Poorer health, environmental pollution, loss of social capital, and economic strain. However, by encouraging active transportation, communities can deliver tangible health, economic, and environmental benefits.

Health Benefits
The annual medical costs of physical inactivity are an estimated $76 billion.

Safer walking environments have an enormous impact on some of major public health crises facing the U.S. Some of the top ten causes of death—heart disease, cancer, respiratory illness, unintentional injury, and diabetes—can be reduced by creating places where people can walk safely and freely. Improving health through safer walking environments also has economic impacts in terms of avoided medical costs and wages lost due to sickness caused or exacerbated by physical inactivity or traffic injuries.

Incorporating exercise into our daily routines, instead of having to set time apart for it, is a practical way to overcome obstacles that make it difficult to exercise. This doesn’t mean we should stop building trails and greenways for recreation. But it is clear that we should build walkable communities where people can get activity simply from going about their daily routines.

Environmental Benefits
Motor vehicles are the largest contributor to air pollutants that can cause cancer and other serious health or environmental effects. While small improvements in fuel efficiency can reduce the amount of vehicle emissions, these are outweighed by large increases in the number of miles driven in the past two decades. This is why it is important not only to control air pollution produced by cars, but also to decrease the number and mileage of cars on the road. This can be achieved by planning and designing cities where people have the choice to walk instead of drive.

Economic Benefits
According to the Rails-to-Trails Conservancy, active transportation (walking and bicycling) saves $4.1 billion a year. With even modest increases in the amount of active transportation, we could save $10.4 billion, and with more substantial increases, we could save $65.9 billion.

Building walkable infrastructure is more cost-effective than building highways, and maximizes access to transit. It costs 22 times more to build infrastructure for low-density development than for high-density development.

Sidewalks are much less expensive to build than highways, and they also have a higher capacity to move more people in less space. Sidewalks also confer savings in terms of lower health care spending, reduced dependence on foreign oil, and reduced pollution. One mile of four-lane highway costs $20-80 million. One mile of sidewalk only costs $100,000.
In walkable communities, property and land values are higher, and economic development is spurred by tourism and commercial investment. People are willing to pay a 40-200 percent premium for homes and offices in walkable locations. Constructing pedestrian facilities creates jobs, and encourages commercial development to cater to pedestrians and trail users.

The Public Demands Walkable Communities
At least a third of households want to live in walkable places, but only 5-20 percent of the housing supply in most regions would be considered walkable.

The public supports creating walkable communities—ones that cannot only be traveled by car or bike, but on foot. It is about choices: a safer walking environment offers the choice of walking, biking, driving, or transit. Studies have found that a market exists for walkable urbanism—and that there is pent-up demand for it.

Moreover, public support for walkable communities is not just a passing fad borne out of boredom or popular culture. It is a result of population-level changes in the demographics of our nation. The baby boomers are aging, and as a result, there is a decline in the number of households with children living at home—meaning that growth in homes will be driven by empty nesters, families without children, and singles—people who want walkable development.

Reversing the Trend
We can encourage people to walk more and drive less through building safer walking environments. We can create prudent policies and designs that provide safety, access, comfort, and mobility. Communities that have a mix of different land uses, higher density, and more connected street networks inspire more walking and better health. This guide will show you case studies of Walk Friendly Communities who have followed these best practices.
Communities

Platinum Level
Seattle, WA

Gold Level
Ann Arbor, MI
Arlington County, VA
Chicago, IL
Corvallis, OR
Eugene, OR
Hoboken, NJ
Minneapolis, MN
San Francisco, CA
Santa Barbara, CA

Silver Level
Alexandria, VA
Charlottesville, VA
Decatur, GA
Philadelphia, PA
Santa Monica, CA

Bronze Level
Austin, TX
Cary, NC
Charlotte, NC
Davidson, NC
Flagstaff, AZ
Forest Park, IL
Lee’s Summit, MO
New Orleans, LA
Wilsonville, OR

*As of Spring 2012. For the latest list of Walk Friendly Communities, visit www.walkfriendly.org/communities
Seattle, Washington  
**Population:** 608,660  
**Population density:** 7,251 people per sq. mi.

**Community highlights**
Seattle is the only Platinum WFC and well on its way to achieving its goal of being the most walkable city in the country. The City succeeds due to top-notch planning and engineering, outstanding outreach and education, and strong enforcement and evaluation practices. The City excels at establishing clear goals and performance indicators and making sure that planning documents and guidelines are easily accessible and usable for the public.

**Most significant recent accomplishment**
The Vulnerable User Law, which addresses negligent-but-not-criminal traffic errors that result in the death or serious injury of someone walking or biking, went into effect July 1, 2012, in Washington.

**Read more**
- Pedestrian Master Plan (pg 21)
- Complete Streets (pg 23)
- Pedestrian Master Plan Advisory Group (pg 24)
- Rights of Way Improvement Manual (pg 31)
- Public art (pg 31)
- Neighborhood Traffic Calming Program and road diets (pgs 32-33)
- Aggressive Driver Response Team (pg 47)
- Pedestrian counts (pg 48)
Communities – Gold Level

Ann Arbor, Michigan  
Population: 113,934  
Population density: 4,094 people per sq. mi.

**Community highlights**
Ann Arbor, adjacent to the larger Detroit, MI, area and home to the University of Michigan, has outstanding planning practices, excellent sidewalk network, and walking volumes. The City’s strengths include: the priority placed on a comfortable and attractive walking environment, crossing amenities, traffic calming initiatives, crossing guard programs at schools, and pedestrian and bicycle counts.

**Most significant recent accomplishment**
In 2011, nearly 60 percent of residents voted to fund a city-wide, 5-year sidewalk repair program. This new system emerged from discussions in public meetings about improving the former system of resident-managed sidewalk repair.

**Read more**
- Sidewalk system (pg 28)
- Ann Arbor Safe Streets and Sidewalks Task Force (pg 47)

Arlington County, Virginia  
Population: 211,700  
Population density: 8,205 people per sq. mi.

**Community highlights**
Arlington’s successful transit-oriented planning demonstrates a superb understanding of the relationship between transportation and land use. The community also has a number of innovative education and encouragement programs and partnerships with public and private sector entities that help the County reach out to all walks of life.

**WFC benefits**
Citizens, businesses, and public officials have rallied around Arlington’s Walk Friendly Community designation, actively promoting walkability through an array of channels such as WalkArlington’s inaugural “Walk Friendly Community Walkabout,” a community-led neighborhood walking tour held in June 2012 to celebrate the County’s 2011 Gold-level recognition.

**Read more**
- Walking Town Meetings (pg 24)
- Smart growth strategies (pg 26)
- Car-Free Diet (pg 36)
Chicago, Illinois

Community highlights
Chicago, the third-most populous city in the U.S., excels in its design guidelines, pedestrian safety law enforcement, and walking-related events. Chicago’s dedicated pedestrian staff shows the City’s strong commitment to pedestrians and a good walking environment. The City has a full time pedestrian coordinator, a Pedestrian Advisory Committee, and an independent pedestrian advocacy group, the Active Transportation Alliance. Law enforcement works to educate the public on pedestrian safety laws through crosswalk stings, progressive ticketing, and red light cameras, as well as teaming up with the Department of Transportation to educate cyclists about pedestrian safety laws.

Most significant recent accomplishment
Chicago has many great examples of education and encouragement campaigns, including its most recent initiative, Make Way for People. This initiative aims to make public spaces like parking spots, excess pavement, plazas, and alleys into pedestrian areas.

Read more
• Streetscape Design Guidelines (pg 31)
• Open Streets (pg 41)

Corvallis, Oregon

Community highlights
Corvallis, located 90 minutes outside of Portland, has a reputation as a great college town. Outstanding planning practices, strong support and engagement from the City’s leadership, and a long history for providing a pedestrian friendly environment set the City apart. Corvallis has strong support at both the city staff level and the citizen level. By providing a full-time bicycle and pedestrian coordinator and fostering citizen groups such as the Bicycle Pedestrian Advisory Committee, Corvallis has demonstrated its commitment to walkability.

Marker of success
Corvallis has the second-highest walk commute mode share (11.2%) in the U.S for all urban areas with a population under 500,000.

Read more
• Land Development Code and Pedestrian Oriented Design Standards (pg 29)
• Accessibility (pg 34)
• August in Motion month (pg 42)
• Citizen Attitude Survey (pg 49)
Communities – Gold Level

Eugene, Oregon

Population: 156,185    Population density: 3,572 people per sq. mi.

Community highlights
Eugene, a town known for its recreational and educational opportunities, has a real strength in its planning documents. These plans demonstrate strong support and engagement from the City’s leadership, and a long history for providing a pedestrian friendly environment.

Most significant recent accomplishment
In June 2011, Eugene’s Bicycle and Pedestrian Advisory Committee and Transportation Planning staff organized the City’s first Pedestrian Safety Summit. Local and regional experts presented about traffic laws and safety measures to improve travel behavior for all users. One notable attendee was the Mayor of Eugene!

Read more
• Performance Indicators (pg 21)
• Pedestrian and Bicycle Master Plan (pg 22)
• Public art (pg 31)
• Accessibility (pg 34)
• SmartTrips program (pg 35)

Hoboken, New Jersey

Population: 50,005    Population density: 39,212 people per sq. mi.

Community highlights
Part of the New York metropolitan area, Hoboken is one of the densest communities in the United States. The City has innovative encouragement campaigns, a high rate of walking and transit ridership, and a built environment that is highly conducive to walking.

Future directions
In summer 2012, Hoboken’s mayor announced a bond ordinance that would help modernize one of the City’s most vibrant streets – Washington Street. The improvements will include repaving, modern traffic signals with pedestrian countdown timers, and ADA-compliant crosswalks and ramps. Once the design is complete, the City plans to pursue additional funding in the form of grants.

Read more
• “Daylighting” intersections (pg 34)
• Twenty is Plenty campaign (pg 37)
• Corner Cars program (pg 38)
**Minneapolis, Minnesota**  
**Population:** 382,578  
**Population density:** 7,088.3 people per sq. mi.

**Community highlights**  
Minneapolis, the business and cultural hub of the Upper Midwest, has demonstrated that extreme winter weather does not have to be a barrier to walkability. Minneapolis’s success comes from the City’s excellent planning policies, high level of staff commitment to pedestrian safety, and pedestrian campaigns and events. Minneapolis is one of four cities in the U.S. who received a Non-motorized Transportation Pilot Program grant from the Federal Highway Administration. The grant has allowed the city to invest heavily in improvements for pedestrians, including road diets that improved safety at crossings and significantly reduced the number of bicyclists riding on the sidewalk.

**Most recent significant accomplishment**  
With grant funding from the Communities Putting Prevention to Work (CPPW) initiative, Minneapolis developed Pedestrian Wayfinding Sign Guidelines and installed more 450 signs to help guide walkers and bicyclists. In a survey of North Minneapolis, conducted by the CPPW Bike.Walk. Move campaign, 75 percent of respondents reported noticing the signs.

**Read more**  
- Sidewalks and trails (pg 28)  
- Bike/Walk Twin Cities (pg 35)  
- Open Streets (pg 40)  
- Pedestrian demand modeling (pg 48)

**San Francisco, California**  
**Population:** 805,235  
**Population density:** 17,179 people per sq. mi.

**Community highlights**  
San Francisco has outstanding planning practices, community pedestrian events, and focus on providing a pedestrian friendly environment. Beyond famous parks like The Presidio and Golden Gate Park, visitors and residents are treated to Sunday Streets events and “parklets,” which turn pavement into vibrant public spaces. The City by the Bay has also taken a lead on studying the health benefits and costs of transportation decisions.

**Future directions**  
The SF Pedestrian Strategy will become the City’s umbrella document about pedestrian safety and walkability — encompassing many other City planning and design initiatives.

**Read more**  
- Better Streets Plan (pg 22)  
- Pavement to Parks program (pg 30)  
- Accessibility (pg 34)  
- Sunday Streets (pg 40)
Community highlights
Santa Barbara, a mid-size coastal city about an hour long drive north of Los Angeles, is commended for its strong connectivity policies, a model Safe Routes to School program, and the preservation and expansion of unique pedestrian-oriented shopping streets called paseos.

Marker of success
In 2010, the Santa Barbara Car Free Project received a national Clean Air Excellence Award from the U.S. Environmental Protection Agency. Santa Barbara Car Free is a partnership that promotes cleaner air through alternative transportation. Their website does a great job of making it very clear how visitors and residents can access popular destinations on foot – including self-guided walking tours that take people across the beach or through wine tasting rooms.

Read more
- Complete Streets (pg 23)
- “Paseo” system (pg 30)
- Santa Barbara Car Free (pg 39)

Alexandria, Virginia
Population: 139,966   Population density: 9,314 people per sq. mi.

Community highlights
Alexandria, just a few miles south of Washington, D.C., benefits from regional transit connectivity while promoting walking through sidewalk policies and encouragement programs.

Marker of success
Over the past nine years, grants and partnerships have helped Alexandria develop a successful Safe Routes to School program in 80 percent of the city’s schools—both public and private.

Read more
- Performance indicators (pg 21)
- Smart growth policies (pg 27)
Charlottesville, Virginia

Community highlights
Charlottesville, the economic, cultural, and educational center of Central Virginia, enjoys high rates of walking thanks to innovative planning practices, a centralized, successful Downtown Pedestrian Mall (pictured above), the University, and access to high-quality transit. The City has a Pedestrian Safety Committee that meets regularly to discuss improvements.

Most significant recent accomplishment
In 2012, Charlottesville hired a Bicycle and Pedestrian Coordinator, Amanda Poncy. Poncy reports that the City recently improved its signals (upgrading to Accessible Pedestrian Signals), crosswalks, and curb ramps within the downtown area. The City is also currently conducting an inventory of curb ramps and crosswalks to prioritize improvements.

Future directions
With increased funding for bicycle and pedestrian projects, the next few years should see improvements such as new signage on a major downtown pedestrian and bike corridor. Three schools have received SRTS funding for sidewalk improvements. The City is also “currently in the process of creating an ADA Transition Plan that includes curb ramp and crosswalk improvements with street paving projects,” says Poncy.

Decatur, Georgia

Community highlights
Decatur, part of the Atlanta Metropolitan Area, promotes active living as a way to increase quality of life for City residents. Decatur has created a pedestrian friendly environment through development and parking management, while encouraging walking through top-notch education and outreach programs.

Most significant recent accomplishments
In 2011, Team Decatur had 256 members that participated in the Kaiser Permanente Walk/Run 5k. The City’s successful Safe Routes to School Program added a middle school and a private school during the 2011-12 school year.
Philadelphia, Pennsylvania

Community highlights
This large, historic city in the Northeast encourages walking through their excellent transit system, mixed land use policies, and exemplary wayfinding program. By placing significant attention on creating healthy communities, Philadelphia also provides a progressive model for other communities to follow.

Most significant recent accomplishment
The Philadelphia City Planning Commission (PCPC) adopted Pedestrian and Bicycle Plan for Philadelphia which recommended about 130 additional miles of bike lanes. PCPC solicited public input through live tweeting as part of community input and participation at public meetings for PHILA2035, the city’s new comprehensive plan.

Read more
- Citizens Planning Institute (pg 24)
- Walk!Philadelphia wayfinding system (pg 38)
- Give Respect, Get Respect campaign (pg 47)
- Health Impact Assessment (pg 49)

Santa Monica, California

Community highlights
Santa Monica, a city on the western edge of Los Angeles County, CA, has been successful by ensuring land use policies promote both location and design elements that encourage walking. The Land Use and Circulation Element (LUCE) of Santa Monica’s General Plan provides a bold vision for a true multi-modal transportation system.

Future directions
The City is currently implementing a grant to help further the City’s No Net New Trips Policy established within the LUCE. Encouragement and incentive programs will be provided for employers, schools and residents including the provision of up to 300 walking-rolling carts to encourage walking for grocery shopping. Santa Monica is also starting the process of completing the city’s first pedestrian action plan.

Read more
- Employee Trip Reduction Plan (pg 39)
- Neighborhood Resource Officer program (pg 46)
Austin, Texas  
Population: 790,390  
Population density: 2,653 people per sq. mi.

Community highlights
Austin, located in central Texas, was one of the fastest growing cities in the country during the first half of the 2000s. Despite this rapid growth, the state capital remained committed to education and encouragement, targeted enforcement, and strategic evaluation of walking in the City.

Most significant recent accomplishment
In cooperation with schools and City transportation engineers, the City conducted 40 engineering studies aimed at improving the walkability for students. The City added pedestrian signage at signals and intersections, installed crosswalks and school zone signs, removed graffiti, cut back overgrowth that blocked sidewalks, and repaired malfunctioning school zone flashers. Sidewalks were installed with a Safe Route to School infrastructure grant.

Marker of success
Demonstrating Austin’s commitment to a beautiful and inviting public space, two of Austin’s “Art in Public Places” projects were honored by Americans for the Arts in its 2012 Public Art Year in Review. The projects were among 50 of the best new public artworks in the nation and abroad.

Read more
• Safe Routes to School (pg 36)

Cary, North Carolina  
Population: 135,234  
Population density: 2,488 people per sq. mi.

Community highlights
Cary, an affluent and growing town in the Triangle Region of North Carolina, is seen as a popular location for families. Cary has seen a boom in residential and commercial development as a result. Cary is committed to improving walkability in their Downtown through the Downtown Streetscape Project, an extensive 60-mile trail network, and dedicated staff resources. The sidewalk network is well-maintained by the $1 million annual sidewalk request program.

Most significant recent accomplishments
The Town Council approved an annual sidewalk request totaling $500,000 in projects for construction. The Town has recently completed three major trail projects. A new section of Black Creek Greenway connected two different commercial areas, a school, four parks, and many residential areas. The new Swift Creek Greenway connected multiple town parks, an amphitheater, a nature preserve, and residential areas. Lastly, a four-mile section of the American Tobacco Trail connected numerous residential areas as well as existing and future parks.

Read more
• Street connectivity standards (pg 29)
Charlotte, North Carolina  
**Population:** 731,424  
**Population density:** 2,457 people per sq. mi.

**Community highlights**
Charlotte is North Carolina’s biggest metropolitan area and meets pedestrian challenges through a thoughtful combination of policy, public input, and enhancements to roadway infrastructure. The City’s support for sidewalk improvements has paid off, and Charlotte currently has about 37 sidewalk projects underway, totaling around $25 million.

**Future directions**
Some interesting projects on the horizon for Charlotte include working with neighborhoods on a “Build a Better Block” event, analyzing walk zones around schools, and creating walking maps with the Mecklenburg County Department of Health to support Safe Routes to School programs.

**Read more**
- Transportation Action Plan and Urban Street Design Guidelines (pg#)
- Dedicated pedestrian planner positions (pg 43)

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Davidson, North Carolina  
**Population:** 10,944  
**Population density:** 2,653 people per sq. mi.

**Community highlights**
Davidson, home to Davidson College, is a small lakeside town located about half an hour driving distance north of Charlotte. The community is committed to providing a safe and convenient pedestrian environment and its complete streets policy and excellent sidewalk policies.

**Most significant recent accomplishment**
Davidson, through funding from the Centers for Disease Control, is conducting a health impact assessment, “Public Health and Street Design Standards”. The Town promoted pedestrian safety through new pedestrian crossing signs, a “Walking and Wheeling Safety Tips” brochure, and a newsletter “Healthy Street Design”. New signage in downtown Davidson promotes “Park and Walk” through signage and parking maps.

**Future Directions**
Davidson’s focus over the next fiscal year will be on pedestrian safety. The Town plans to install a flashing beacon for pedestrian crossing near two elementary schools, invest in sidewalk improvements, work on a pedestrian master plan, and update their street design standards in the Davidson Planning Ordinance. Davidson’s Healthy Living and Wellness program is creating an “Area Pedestrian Route Guide” to inform and encourage walking.

**Read more**
- Street design features (pg 33)
Flagstaff, Arizona

Community highlights
Flagstaff, located in central Arizona, supports walking by allocating staff time and training to pedestrian issues and maintaining an extensive and popular trail system. The City also has a very active Pedestrian Advisory Committee, which helps organize Flagstaff Walks!—an annual series of events that celebrates and promotes walkability.

Future directions
Flagstaff’s trail system (FUTS), currently exceeding 50 miles, will double in size by the time it reaches build-out.

Read more
• Flagstaff Urban Trail System (FUTS) (pg 29)
• Trip Diary Survey (pg 50)

Forest Park, Illinois

Community highlights
The Village of Forest Park, a small town located ten miles from Chicago, has an unflagging level of enthusiasm to work within its community through a public health improvement partnership. After winning one of the largest Model Communities grants awarded, the Village assembled Live Healthy Forest Park teams, coordinating with all Village agencies and ensuring their participation in the adoption of an active transportation plan, a Complete Streets resolution, a school travel plan, and a bicycle route signage plan. The plan outlines policies, programs, key places and guidelines to reach ambitious targets for non-motorized mode shares and crash reduction. Live Healthy Forest Park’s initiatives were spearheaded by the Mayor’s efforts.

Most significant recent accomplishments
Thanks to guided efforts with the Live Healthy Forest Park committee, a new park district workout room is open to the public. As part of the school travel plan, the school district established student “walking buses.” Directional signs for walking and biking to the prairie path and throughout town have been erected, and a website dedicated to healthy eating and exercise has been established. Most notable has been the installation of traffic calming bump-outs and stamped pedestrian crosswalks constructed at busy thoroughfares within the community.

Read more
• Innovative traffic signaling (pg 33)
Community Highlights
Located just outside Kansas City, Lee’s Summit has demonstrated a commitment to pedestrian awareness training, community events, and pedestrian infrastructure. The City’s award-winning downtown and other community activity centers host several events for tens of thousands of people throughout the year each year where streets are closed for weekend long festivals, free concerts, and pedestrian oriented activities. The city also supports walking for residents and visitors through the provision of maps, wayfinding signage, and tours. These initiatives and continued expansion of the already well-established Greenway Master Plan, a trails system with several connected scenic loops across the city, foster a walkable environment.

Most significant recent accomplishments
The City completed a traffic study for all elementary and middle schools, public and private K-8 institutions, resulting in improved safe routes to school and consequently received the 2012 Transportation Safety Award from the Midwestern Institute of Transportation Engineers. A citywide inventory and condition assessment of pedestrian facilities was completed and more than $5 million has been invested by the City in sidewalk infrastructure in the last five years alone.

Read More
• Complete Streets (pg 23)
• Staff training (pg 45)

New Orleans, Louisiana
Population: 343,829  Population density: 2,029 people per sq. mi.

Community highlights
This southern city on the Mississippi River is committed to improving the pedestrian experience through innovative policy, public participation, and an impressive array of engineering treatments. The vibrant pedestrian environment in New Orleans has been supported through the City’s development practices and historic preservation.

Most significant recent accomplishment
In December 2011, the City adopted a historic “Complete Streets” ordinance that will guide future decisions about how transportation investments are made. The City is currently revising its standards and internal procedures to ensure pedestrian needs are systematically addressed in street projects.

Read more
• Neighborhood Participation Plan (pg 25)
• Design workshops (pg 45)
Wilsonville, Oregon  Population: 19,509  Population density: 2,707.5 people per sq. mi.

Community highlights
Wilsonville, a small city south of Portland, has seen its population triple since 1990. In 2006, Wilsonville adopted a pedestrian and bicycle plan to help manage effective transportation around the City. The City’s commitment to managing suburban growth and planning for pedestrians make it well-situated to continue improving its pedestrian environment.

Best marker of success
A recently completed National Citizen Survey found that 81 percent of respondents rated ease of walking in Wilsonville as excellent/good.

Read more
- Full-time bicycle and pedestrian coordinator and Bicycle and Pedestrian Task Force (pg 44)

Images courtesy of Jeff Owen
Best Practices

The following sections present stories and images from all 24 Walk Friendly Communities. The selection of programs, policies, and plans is not meant to be comprehensive. It is meant to highlight successful and innovative practices that can inform and inspire communities around the country to become more walkable. All of the examples on the following pages could be adapted to work in a variety of settings – urban to suburban – and are applicable to communities just starting their pedestrian programs and those looking to take their efforts to the next level.

For more information, please visit www.walkfriendly.org.
Best Practices | Planning

The Plan

Walk Friendly Communities have one thing in common: they have plans that contain clear goals and achievable, measurable outcomes. While pedestrian issues are addressed at many different levels of planning, a comprehensive pedestrian plan should address all five E’s (education, encouragement, enforcement, engineering, and evaluation) along with public involvement.

Planning enables communities to be proactive in addressing pedestrian issues and providing safe, walkable environments.

To help prioritize projects and improvements, a high-quality pedestrian plan draws on:

- Public participation
- Comprehensive baseline data
- Safety concerns
- Anticipated demand

With these elements included, a good pedestrian plan can help guide investment in the community and symbolize the community’s commitment to walking.

Planning at the Platinum Level

Platinum-level Seattle, WA, has set the bar high for itself with the goal of being the country’s most walkable city.

The City’s Pedestrian Master Plan is the roadmap for achieving that goal.

Simply put, the Plan is a successful document because it establishes clear goals and measurable performance indicators. Seattle’s Plan includes baseline measurements, performance targets, and data collection processes to improve walkability. These indicators fit into the four main goals of the Plan: Safety, Equity, Vibrancy, and Health.

The Plan looks at the needs of pedestrians of all ages across the City and helps to identify and prioritize projects in areas with the greatest need. The Plan also provides direction for City staff, developers, and property owners, while offering a range of information and tools for use by community members.

Although the Plan summary is available in hard copy, it is the first pedestrian plan developed largely for web-based use. This format helps ease access for all users. The online version has options for getting additional information, navigational bars, and related web links.

Mobility and Safety for All Road Users in Charlotte

Bronze-level Charlotte, NC, is committed to advancing a balanced transportation system that accommodates motorists, transit users, pedestrians, and bicyclists.

The community’s Transportation Action Plan (TAP) includes policies and objectives related to pedestrian safety, facility design and construction, funding measures, and collaboration efforts to create a more walkable Charlotte. One of the objectives calls for the creation of a more detailed Pedestrian Plan, which is currently being drafted.

The TAP is the City’s comprehensive transportation plan, but it is especially user-friendly because it is divided into a policy document and a technical document. The policy document summarizes the City’s goals, policies, and objectives and includes the funding list for programs and

Measuring Success with Performance Indicators

It is an essential part of the planning process to measure progress toward achieving adopted goals. Performance measures must directly relate to the goals; if a goal does not have any measures, then it will likely have little effect on policies and project selection. If it is determined that progress is not being made toward achieving a certain goal, then planners can go back and adjust something about the approach.

Eugene

Eugene’s Pedestrian and Bicycle Master Plan lists performance measures immediately following the objectives and policies, so the reader can easily understand how the City is tracking its progress. These performance measures will be tracked and reported annually. Sample measures:

- Density of pedestrian and bicycle facilities in areas with higher concentrations of racial and ethnic minorities and low-income households compared to other parts of Eugene
- Bicycle and pedestrian level of service (LOS) and quality of service (QOS) models

Alexandria

Many of the planning initiatives in Silver-level Alexandria, VA, including a Pedestrian and Bicycle Mobility Plan, an ADA Transition Plan, Sidewalk Policies, and Complete Streets Policy, are exemplary, particularly due to the presence of implementation measures, such as target mode share and crash reduction goals.
improvements. The technical document contains information about existing conditions and financial analyses.

One important component of the TAP is the Urban Street Design Guidelines (USDG), which describe how Charlotte’s streets will be evaluated, planned for, and designed. The USDG are the implementation tool for the City’s Complete Streets Policy (see sidebar). They are applied to capital projects, land development, and small area planning processes.

In addition to supporting transportation objectives, these guidelines support better linkages between land uses, urban design, and transportation to create a unified system encouraging all modes of transportation in Charlotte.

Planning “Better Streets” in San Francisco

In late 2010, the Mayor and Board of Supervisors adopted Gold-level San Francisco, CA’s, Better Streets Plan, further demonstrating their commitment to safe, pleasant streets. The Plan is a set of implementation strategies and goals to provide and maintain a better streetscape and pedestrian environment. It seeks to balance the needs of all street users and focuses on the pedestrian environment by paying attention to how streets can be used as public space.

The Better Streets Plan sets out to achieve the following goals:

- A distinctive, unified streetscape design
- Space for public life
- Enhanced pedestrian safety
- Improved street ecology
- Universal design and accessibility in coordination with the Americans with Disabilities Act (ADA) Transition Plan
- Integrating pedestrians with transit
- Creative use of parking lanes
- Traffic calming to reduce speeds and enhance pedestrian safety
- Pedestrian-priority design
- Extensive greening

A new website (www.sfbetterstreets.org) also makes the Plan’s concepts accessible and easy to understand. Senior Planner Adam Varat says the site offers a platform for people to make the improvements identified in the Better Streets Plan by guiding people through the process of making street improvements in San Francisco. The site compiles relevant City design guidelines and codes, including those from the Better Streets Plan, in a single location.

The Better Streets Plan is complemented by the project prioritization criteria that resulted from San Francisco’s WalkFirst project. The project sought to improve pedestrian conditions, encourage walking, and enhance connections to key destinations. Other project products included a citywide map of pedestrian zones, concept designs, a list of recommended projects, and walking strategies for inclusion in the City’s long-range transportation plan.

In December 2010, then-Mayor Gavin Newsom issued an Executive Directive on pedestrian safety, calling for a 25 percent reduction in injuries by 2016 and 50 percent by 2020. The Directive also created a Pedestrian Safety Task Force charged with drafting a pedestrian plan, now titled the SF Pedestrian Strategy.

According to City staff, the SF Pedestrian Strategy serves as an umbrella document covering most aspects of improving pedestrian safety and walkability—including enforcement; communications; data analysis and evaluation; institutional and policy considerations; and funding.

Twenty-Minute Neighborhoods in Eugene

Gold-level Eugene, OR’s, Pedestrian and Bicycle Master Plan (PBMP) is a great example of integration with other
Best Practices | Planning

City planning efforts. The objective in the PBMP to create “20-minute neighborhoods” is a shared objective with Eugene’s Climate and Energy Action Plan. Eugene is focusing efforts to integrate land use and transportation plans so that 90 percent of Eugene residents are within 20 minutes (safe walking and bicycling distance) to meet basic daily, non-work needs.

This excellent master plan is focused on infrastructure and was developed to coordinate with the Eugene Bicycle and Pedestrian Strategic Plan, which outlines how to improve education, marketing, and outreach to encourage people to walk and bicycle more.

The PBMP was approved in March 2012 and added to the Eugene Transportation Plan. The PBMP includes performance measures, ambitious targets, infrastructure inventory, and crash statistics (see sidebar about performance measures). It also has an implementation section that identifies cost estimates and funding sources along with an appendix of needed improvements.

A Healthy Perspective on Transportation Planning

Silver-level Decatur, GA, stands out from other Walk Friendly Communities by completing a Health Impact Assessment (HIA) at the outset of its Community Transportation Plan (CTP).

An HIA is a tool that helps public health professionals and planner understand the potential health consequences (intended and unintended) of a plan, program, or project.

The focus of the CTP is supporting a healthy and active community. The Plan envisions an integrated transportation system with increased connectivity between neighborhoods and destinations and equity for users of all ages and abilities. The four guiding principles for the CTP are health, choice, community, and connectivity.

Decatur held a half-day workshop to develop a “rapid” HIA to guide the development of the CTP. Sixty workshop attendees represented local groups, churches, institutions, and businesses, in addition to public health, state, regional, and county organizations.

Workshop participants categorized CTP recommendations by their potential health impacts on physical activity, safety and injury, social capital, mental health, equity, and access. Most health impacts were identified through an extensive literature review. Participants also identified the populations that would be affected by Plan recommendation. For example, the HIA stated that the Plan’s recommendation to expand a public plaza by closing a short section of street would affect residents, nearby workers, and visitors. The HIA determined that this recommendation had health impacts in four different categories—physical activity, equity and access, safety and injury, and social capital.

The HIA also included recommendations to further promote positive health outcomes from the CTP. These recommendations were categorized by the type of intervention (i.e. informational, social, and behavioral approaches, or environmental and policy approaches) Example interventions include:

- Emphasizing connectivity
- Making intersections ADA-compliant and easily crossable
- Emphasizing mobility for Decatur’s most vulnerable populations
- Ensuring that alternate modes of transportation accommodate commuters and recreational users

Complete Streets

Complete Streets are designed to create safe and convenient access for all users, including bicyclists, pedestrians, motorists, and transit riders of all ages and abilities. A Complete Streets Policy demonstrates a community’s commitment to multi-modal transportation and has been useful for many communities in leveraging more funds for pedestrian infrastructure. These policies are often followed up by street design guidelines (see section on Streetscapes pg 30).

The following WFCs have adopted a complete streets policy and/or incorporated the concept into their plans and ordinances: Alexandria, Arlington County, Charlotte, Charlottesville, Chicago, Corvallis, Decatur, Eugene, Forest Park, Hoboken, Lee’s Summit, Minneapolis, San Francisco, Santa Barbara, and Seattle.

Some WFCs have stellar stand-alone documents, such as Seattle, while others have incorporated a Complete Streets policy into existing planning documents. For example, Santa Barbara, CA, included its complete streets philosophy into the City’s General Plan.

Following the 2010 City Council approval of a Livable Streets Resolution, Bronze-level Lee’s Summit, MO, formed a Livable Streets Advisory Board that has remained very active in promoting pedestrian access and safety, as well as assisting with the implementation of the Livable Streets Policy. Lee’s Summit’s Resolution for Livable Streets was ranked second in the country by the National Complete Streets Coalition, and Lee’s Summit has assisted in the development of regional Complete Streets policy and design guides.

For more info, check out www.completestreets.org
Citizen participation is a critical component of any local government, and public input should be included in the planning and decision making processes. Walk Friendly Communities use a variety of methods to gather public input for the development of a plan and for continuous feedback for initiatives and projects.

Public participation in the planning process helps define the objectives and outcome; it can also result in a supportive constituency for the final recommendations. Public participation should begin before the review of a draft document and continue after the plan has been finalized to help monitor progress toward goals.

At the minimum, most cities distribute notifications and hold public hearings about certain transportation plans and projects. However, identifying and including a wide variety of users or residents can sometimes be one of the biggest challenges. Therefore, it is important to utilize a variety of outreach and involvement techniques.

Technology is allowing some cities to move beyond the traditional public meetings and reach a broader demographic. For Philadelphia, PA’s, Comprehensive Plan, Philadelphia2035, the Silver-level WFC is piloting a text messaging system called Textizen that allows residents and commuters to respond to questions that are displayed in certain neighborhoods on posters. Posters on bus stops prompt people to provide feedback on whether they would take rapid transit along a certain corridor.

Building Support for Pedestrian Projects in Seattle
Seattle, WA, recognizes that early and continuous public engagement must be a part of the process for planning and implementing projects. This will help the project sponsor understand the community values and help the community understand the limitations and tradeoffs of the development process.

Before the development of Seattle’s innovative pedestrian plan, there was a City Resolution that called for the formation of a Pedestrian Master Plan Advisory Group (PMPAG) that would reflect the diversity of Seattle’s residents. PMPAG included representatives from:

- The Seattle Pedestrian Advisory Board
- Neighborhood organizations
- Regional organizations
- Health officials
- A senior citizens’ organization
- Seattle Public Schools
- Pedestrian advocacy groups and safe driving organizations
- The disabled community

The group met monthly and played an important role in shaping the draft document and reaching out to the public.

In addition to the outreach conducted by PMPAG members, Seattle staff presented at over 70 community meetings and events and collected more than 1,400 Walking Preferences Surveys. These surveys were widely distributed around the City and were available online in eight different languages.

Taking the Show on the Road in Arlington
Between 2001 and 2010, Gold-level Arlington, VA, created regular opportunities to elicit public input from the ground up through its series of Walking Town Meetings. These mobile community meetings allowed individual neighbor-
hoods to share ideas and concerns with public officials, County staff, and community members while touring the neighborhood on foot.

Each year the Board of Commissioners put out a call to Arlington’s 50 civic associations that included an application, criteria, and a deadline. If the neighborhood was selected for the Walking Town Meeting, Arlington staff worked closely with neighborhood volunteers to identify key issues in the community and develop the walking route for the meeting.

While this meeting format was popular, it was also resource-intensive. The meetings involved a lot of staff time before, during, and after the event. The program was recently suspended for budgetary reasons, but the 2013 budget includes proposals for the re-launch of the program with a revised format. The new program for public involvement will be much more streamlined and fall under the umbrella of Arlington’s PLACE (Participation, Leadership, and Civic Engagement) initiative.

Assistant County Manager Shannon Flanagan-Watson says it will be important for the revised program to manage expectations and make sure all parties have an agreement about follow-up. She noted that toward the end of the Walking Town Meetings, key issues were often overshadowed by complaints about issues like potholes and utility lines. Moving forward, the County plans to have a unifying theme to focus discussion and facilitate follow-up.

Training Citizen Planners in Philly

In 2010, Philadelphia’s City Planning Commission founded the Citizens Planning Institute (CPI) as a way to help empower citizens to take a more effective and active role in shaping their neighborhoods. The goal is for graduates of the program to leave with a greater understanding of city planning and development in Philadelphia. Philadelphia has already graduated 120 citizens from 75 different neighborhoods throughout the City.

The CPI coursework provides practical tools that interested residents can take back to their neighborhood organizations or communities. “Citizen Planners” can go back in to their communities with knowledge of the development process, urban design, and zoning.

Each semester starts off with course instructors asking participants to draw a quick map based on their memory of walking in their neighborhood to a specific destination from their home. Program Director Donna Carney says this is an interesting exercise because people see things in their neighborhood that had become routine.

While the program’s three core courses offer an overview of planning and development, many of the electives delve into topics related to walking and walkability, e.g. commercial corridor development, transit oriented development, and Philadelphia’s new zoning code. The new zoning code is especially relevant because it includes provisions about sustainability, including measures that seek to reduce vehicle-miles traveled and promote walking and community health.

The program has received funding from a private foundation, the City, and the City’s regional planning commission.

New Orleans’s Neighborhood Participation Plan

In Bronze-level New Orleans, LA, the Neighborhood Participation Plan (NPP) was part of a City charter amendment, approved in 2008, that links together many of the City’s major planning efforts. The focus of the NPP is to provide all neighborhoods with timely notification of land use actions and a meaningful opportunity to comment on proposals subject to public review.

The NPP is expected to improve resident participation in planning by enhancing notification requirements and requiring developers to meet with residents and neighborhood associations before submitting their plans. This updated approach to civic participation will engage residents at the beginning of the planning process and recognizes that technology is changing the way that people seek and exchange information.

The NPP will be finalized later in 2012 after a final round of public feedback.
Developing More Walkable Communities

How do development patterns support walk friendly communities? Dense development is associated with higher levels of walking and transit use and reduced automobile dependency. Compact, mixed-use development is fundamental to making communities walkable because more origins and destinations will be within walking distance of one another.

There are a variety of Smart Growth strategies for communities to create a built environment that supports walking – some of these can apply to the whole city and others can be applied to certain districts or corridors within a city or town:

- Infill development
- Accessory dwelling units
- Ground floor mixed-use
- Density Bonuses
- Form-based codes

Putting Together Smart Growth Strategies in Arlington

Arlington County, VA, implements a variety of Smart Growth concepts. The community’s outstanding transit-oriented planning efforts, coupled with innovative transportation demand management strategies, are helping shape the community into a truly walkable place.

Arlington’s Master Transportation Plan supports the integration of transportation into all aspects of urban development and gives priority to the movement of people, not vehicles. Solidifying the relationship between land use and transportation, Arlington makes an effort to focus high-density development around rail stations and corridors with extensive transit service. In fact, 90 percent of all new development is taking place along two rail corridors and in places with substantial bus service. Focusing density along the corridors also allows Arlington to maintain lower-density residential neighborhoods elsewhere. In addition, Arlington’s Complete Streets policy ensures all travel modes are considered in the planning of every street infrastructure project.

One of Arlington’s main corridors, Columbia Pike, a 3.5-mile streetscape connecting the Pentagon to the Fairfax County line, has a form-based code that is designed to foster pedestrian-oriented development on this stretch of South Arlington’s historic main street. Compared to traditional zoning, which separates uses, form-based codes focus on the community’s design vision while allowing a range of uses within acceptable building types.

To help reduce single-occupancy vehicle (SOV) trips and encourage alternative travel modes, Arlington requires Transportation Demand Management strategies that reduce SOV trips to be included in site plan development. This helps coordinate site development with commuter and transit services. Arlington also offers density bonuses to developers who provide amenities that enhance walkability.

All of these concepts have helped make Arlington a walkable community while ensuring that the community will continue to develop and redevelop in a manner that integrates, supports and encourages walking.
Best Practices | Smart Growth

How Other Cities Are Implementing Smart Growth

**Infill Development**
Promotes a variety of housing types, proximity to popular destinations, connectivity, and easier access to alternative travel modes (walking, biking, public transportation).

With little remaining vacant land, Silver-level communities like Alexandria, VA, and Charlottesville, VA, have implemented excellent zoning policies that have required 100 percent of all new development over the last five years to be infill development. Alexandria’s policies include maximum parking standards, parking location requirements, and priced public parking to ensure that valuable public space is not unnecessarily used as parking. To help make certain parts of the City more walkable, Charlottesville offers an Infill Special Use Permit (SUP) — a tool that allows for deviations from the current lot size requirements. Residents and developers can go online to see a map of areas that allow an Infill SUP.

In their 2010 Strategic Plan, Decatur, GA, emphasized the financial benefit of infill development. Much of the underdeveloped land in the City is in the Downtown area and near rail stations. The Plan said that one of the best ways to provide additional services and density in the community, without raising taxes, is to expand the tax base through infill.

**Accessory Dwelling Units**
ADUs are housing units built either inside an existing house or on the same lot.

A policy allowing accessory dwelling units in Charlottesville has many goals: to support affordable home ownership, aging in place, residential density, walkability, and to provide the opportunity for additional income (from a rental unit).

This policy also helps by encouraging infill development. The City finds that people are taking advantage of the allowance and expects to see more permits for ADUs.

**Ground Floor Mixed-Use**
Requiring retail/commercial uses on the ground floor of residential buildings in mixed-use corridors or districts.

Alexandria has a measure that states, “No room or space used for residential purposes or commercial purposes, other than restaurant or retail room or space, shall be permitted on the ground floor of residential buildings in mixed use zones.” This type of policy helps foster a pedestrian friendly environment that increases walking trips made by residents.

**Density Bonuses**
Used by local governments to allow a developer to build at a higher density than zoning permits in exchange for something agreed upon by both parties.

Many WFCs provide density bonuses as a way to encourage developers to provide affordable housing or pedestrian amenities such as street furniture.

**Form-Based Codes**
An alternative to conventional zoning that regulates the form, scale, and massing of buildings rather than their use (residential, commercial, etc.)

Communities like Arlington and Alexandria already utilize form-based codes while Charlottesville makes it a consideration in the City’s Comprehensive Plan. The Plan moves toward a zoning ordinance that is not based on building use alone but pays more attention to differences in density, height, and a maximum size of allowable use.
Sidewalks, walkways, and trails are essential to providing people with a space to travel safely within the public right-of-way that is separated from roadway vehicles. But sidewalks and trails also provide more than just mobility for people on foot—they are also public spaces that facilitate social interaction.

**Sidewalks**

For a city to have a successful sidewalk network, it is not just about street trees and new sidewalks. Sometimes people on the sidewalk do not have a destination, but just want a place to hang out whether it is a bench shaded by street trees, or the outdoor seating for a bar or café. Maintaining the current stock of sidewalk is also important—adhering to a sidewalk construction policy can help communities fill in gaps in their sidewalk system and prevent gaps from occurring in the future.

**Trails**

Trails complete the non-motorized transportation network while encouraging recreational walkers. Well-designed trails can support economic development and tourism, encourage physical activity, and raise property values.

**Minneapolis**

Gold-level Minneapolis, MN’s, extensive sidewalk network is an example of how the City is devoted to providing pedestrian facilities. Over 90 percent of streets in the City have complete sidewalks and over 80 percent of streets have sidewalks on both sides of the street. The City’s Sidewalk Inspections Office conducts an annual sidewalk and curb ramp repair program that replaces any defective sidewalks and curb ramps on a regular basis. Minneapolis also promotes the walking environment by providing pedestrian facilities on bridges throughout the City. Minneapolis has over 83 miles of trails with another ten miles included in the City’s planning documents. One great example is the Midtown Greenway, a 5.7 mile-long former railroad corridor in south Minneapolis with bicycling and walking trails that goes through densely populated neighborhoods just south of downtown. Thousands of people use the trail every day: recent counts show 3,500 bicyclists and 250-300 pedestrians daily at the busiest locations. Because the trail has striping for a pedestrian lane, it allows bicyclists and walkers to travel on together on the same path. The Greenway trails are plowed in the winter, lit at night, and open 24 hours a day.

**Ann Arbor**

The journey-to-work walking mode share in Ann Arbor, MI, is substantially higher than average—15.5 percent compared to 2.9 percent nationally (ACS 5-year estimates 2006-2010). This is due, in part, to the fact that Ann Arbor has done a great job putting the infrastructure in place to create a safe walking environment. An extraordinary 98 percent of arterial roads have sidewalks on both sides, and 82 percent of non-arterial roads have sidewalks on both sides.

The Gold-level community and its residents are also committed to maintaining that network. Starting in 2012, a five-year program is set to repair the entire sidewalk system, starting with the most deficient sidewalks. The program will also continue to repair curb ramps to meet the requirements of the Americans with Disabilities Act.
Flagstaff
Bronze-level Flagstaff, AZ, combines transportation, recreation, and access to nature on the City’s extensive trail system. The Flagstaff Urban Trail System (FUTS, pronounced “foots”) is a citywide network of more than 50 miles of non-motorized, shared use pathways. The system is supported by the City with dedicated promotion and publicity.

Sixty percent of all residents are within a one-quarter mile of existing trial. But the best part is still to come—the system will more than double by the time it reaches build out, putting many more residents within a short walking distance of a trail, creating even more connections to neighborhoods, employment, shopping, and schools.

Flagstaff is also committed to evaluating the success of FUTS. According to a 2009 City survey, 78 percent of Flagstaff residents used the FUTS trail system in the last year. The City also conducted a user survey in July 2011 that was aimed at understanding who uses the trail, perceptions of the trails, and what type of improvements should be prioritized and where. When asked what they like most about FUTS, 41 percent of respondents said the trails help them avoid traffic and busy streets, and 32 percent said they liked that FUTS takes them through natural areas and open space.

Respondents rated maintenance, safety, and cleanliness very highly, but said connecting missing segments and building more trails could improve the trail system.

Making the Connection
Street connectivity is a simple, but important, concept. A well-connected network of sidewalks and trails decreases walking distances and increases route options, and street connectivity is associated with higher levels of physical activity. Policies or design guidelines that focus on connectivity generally try to reduce the number of dead-ends and allow for more direct travel between destinations, all of which make walking a more appealing choice.

Connectivity Ratios
One method of determining connectivity is by dividing the number of street links by the number intersections and cul-de-sacs.

Charlotte, NC, has an adopted policy through its Transportation Action Plan to measure and increase connectivity. Currently, the connectivity ratio is used as a measure, but the City is considering using a Route Directness Index instead (straight line distance compared to network distance).

Bronze-level Cary, NC, has a Land Development Ordinance that includes Street Connectivity Standards that require residential developments to achieve a connectivity index of 1.2 or greater. If the requirement is waived by the Planning Director, the development shall provide a pedestrian trail to link any cul-de-sacs.

Charlotte’s Subdivision Ordinance includes a very similar directive, requiring street stubs to be provided to undeveloped areas when a subdivision is built and requiring existing street stubs to extend to new subdivisions. When a new street connection is deemed impractical, a multi-use path must be built in its place.

Maximum Block Lengths
Grid networks and short block lengths (less than 800 feet) help make cities more walkable by creating multiple direct routes that can decrease walking distance compared to longer blocks or curvilinear street systems.

In Gold-level Corvallis, OR, the Municipal Code establishes a high standard by setting a maximum block length of 1,200 feet for any development within the entire City. The Code also states that block faces greater than 300 feet shall have a through-block pedestrian connection.

Corvallis’ entire Land Development Code serves as a model for any community, especially the Pedestrian Oriented Design Standards. The Standards ensure connectivity while promoting pedestrian-oriented buildings, amenities, and landscaping that help create a more appealing walking environment.
Streetscapes help set the tone for the character of a community. A beautiful street can help support the social and economic development of a neighborhood. Pedestrian amenities and design elements are important for making walking more comfortable and enjoyable.

A well-maintained streetscape can promote the livability and vitality of the area. One way to make sure that designated areas of a city are attractive places for people to live, work, and shop is to have an active space requirement in the city ordinances. For example, an ordinance could require active uses on a certain percentage of the street level frontage, regardless of the primary use.

For some walkable communities, streetscape policies are about working with what they already have, like San Francisco, CA’s, rights-of-way or Santa Barbara, CA’s, system of pedestrian streets. Other WFCs, like Chicago, IL, and Seattle, WA, set the bar with design manuals that ensure that capital projects will include pedestrian amenities and design elements.

Reclaiming the Public Right-Of-Way in San Francisco
San Francisco’s streets make up 25 percent of the City’s land area and take up more space than all of the City’s parklands. This space includes excessively wide roads and unnecessary parking spaces. San Francisco’s “Pavement to Parks” program reclaims this underutilized pavement by turning small sections into public plazas or “parklets.” Residents and businesses can apply for a permit to turn the parking spaces in front of their property into a parklet, which is often the length of one or two parking spaces and includes street furniture. The plaza projects are initiated by the City, which closes off certain intersections or parts of intersections to create a public space. Traffic circulation around the plazas is evaluated before the changes are made more permanent.

To be considered for a Pavement to Parks project, there must be:

- A sizeable area of under-utilized roadway
- A lack of public space in the surrounding neighborhood
- Pre-existing community support for public space at the location
- The potential to improve pedestrian and bicyclist safety via redesign
- Surrounding uses that can attract people to the space
- Identified community or business steward

After a property owner applies for and receives a permit to install a parklet, they become responsible for the maintenance and also have the discretion to remove the parklet.

The program, inspired by the success of a similar program in New York City, was started in 2010 as a way to repurpose street space for people instead of cars.

Preserving the “Paseo” System in Santa Barbara
Gold-level Santa Barbara, CA, makes sure to preserve a unique architectural element of the City’s streetscape. The City’s Pedestrian Master Plan highlights “paseos,” or pedestrian-oriented shopping streets. The paseos were created after the removal of parking lanes behind businesses in 1969. The paseos’ initial success as parking pass-throughs
and additional retail frontage has motivated the City to highlight their maintenance and expansion in the Plan. The chapter that covers the paseos in the Pedestrian Master Plan functions as a standalone document focused on the network and complements the goals, policies, and strategies of the General Plan and Urban Design Guidelines. The City is also looking to replicate these paseos in other locations to create even more inviting, walkable passages.

**Streetscape Design Guidelines That Everyone Can Understand**

A streetscape design manual should be created for a variety of audiences, including design professionals and stakeholders. Streetscape design manuals help people directly involved in the permitting and construction of street space improvements—property owners, architects, engineers, and planners. Both Chicago, IL, and Seattle, WA, make their documents accessible to the public so that neighbors and community leaders can understand the streetscape improvement process and how to get involved. Chicago’s manual starts off with a section on community involvement, while Seattle’s is web-based so that it is easily searchable.

**Chicago**

Chicago’s Streetscape Design Guidelines start off with a letter from then-Mayor Richard Daley stating that the manual addresses fundamental quality of life issues within the Gold-level City’s streetscape, such as safety, accessibility, and neighborhood identity. Mayor Daley’s letter lends leadership and political authority to the document while showing support for more livable, walkable communities.

The document is considered a tool for community involvement. Therefore, it includes a simple, clear explanation of the streetscape implementation process and a thorough description of design features that can enhance the pedestrian environment on public streets, including pedestrian-scale lighting, widening sidewalks, adding street furniture and landscaping, and updating crossing treatments.

**Seattle**

The City of Seattle considers the City’s street rights-of-way as an important and complex public resource. Therefore, the rules and guidelines that regulate the design of City streets should be easily understood by the public. Instead of making readers thumb through hundreds of pages of municipal codes, Seattle created an interactive, web-based Rights of Way Improvement Manual that is much easier for the user to navigate. The Manual summarizes the Land Use Code requirements for street and alley improvements and presents the specific criteria for design and installation.

The latest online version (www.seattle.gov/transportation/rowmanual) includes a feature that allows users to interact with a street view in order to learn about design criteria. This includes information on trees, street furniture and public art, street lighting, and curb radii.

**Public Art**

Incorporating artwork into the pedestrian environment can help make walking a more desirable experience. Any aspect of the streetscape can include public art as part of the design—benches, tree grates, wayfinding signs, bike racks, or even the concrete used for sidewalks.

**Eugene**

Eugene, OR, recently completed a street reconstruction project in the lively University District that included a bike path, tree replanting, and a pedestal for a public art project. The art project, which is still in progress, was awarded to a local artist who is creating a 16-foot heron statue out of recycled metal. The artwork will even include metal from early twentieth century trolley tracks that were dug up during the street repaving.

Eugene now uses a variety of funding mechanisms, including the City’s Public Art Fund, Federal Transportation Enhancement money, and private funding to support public art in its transportation projects.

**Seattle**

Establishing goals and identifying partnerships helps communities conceive of and fund public art projects. Seattle’s DOT has an Art Plan that outlines specific projects and approaches for creating beautiful and interesting spaces in the right-of-way.

The City’s Art Plan has a “Toolkit” geared toward SDOT project managers. This toolkit is a source for generating possibilities for common projects, such as bridges, trails, and streets, to include public art.
Designing, engineering, operating, and maintaining quality roadways and pedestrian facilities is a critical element in producing Walk Friendly Communities.

There are a variety of design elements and technologies that cities can use to provide safer, inviting, and more accessible streets for pedestrians.

Many of the elements discussed in this section do more than accommodate pedestrians—they make roads safer for all users. These elements include:

- Minimum sidewalk widths appropriate to the street classification and land use
- Pedestrian facilities for bridges and underpasses
- Pedestrian signaling systems
- Crosswalks and yield lines
- Median refuge islands
- Tight curb radii (to slow down turning vehicles)
- Curb extensions
- Traffic calming/road diets

Beyond the design elements, communities should keep an inventory of the location and condition of curb ramps and sidewalks. This information is important for prioritizing projects and maintenance.

**Neighborhood Traffic Calming in Seattle**

Traffic calming is a way to design streets that uses physical and visual cues to encourage motorists to drive more slowly. If done well, traffic calming reduces traffic speeds, the number and severity of crashes, and the noise levels.

The Neighborhood Traffic Calming Program in Seattle, WA, is impressive, particularly the neighborhood traffic circle element of the program. These mini-circles have been found to reduce motor vehicle crashes by an average of 90 percent in Seattle. Over the past 30 years, Seattle has installed about 1,030 traffic circles and has now instituted a formal process for proposal, as there is still enormous demand. Community members can easily access criteria for proposal evaluation and detailed information about the process through the City’s website.

Beyond physical improvements to the street, the City also recognizes that the most effective way to address traffic concerns is for community members to work with the Seattle Department of Transportation (SDOT). If residents or neighborhoods are concerned about the speed and/or volume of traffic on their streets, they fill out a request form through SDOT. Starting this process helps make sure that community members and SDOT have a clear understanding of the nature of the concern and potential options for addressing the concern.

The next step is for at least one resident in the area to attend a Neighborhood Traffic Safety Meeting, where he or she learns about different traffic calming options and is trained to use the radar speed gun. Residents then use the gun to collect speed and volume data, which SDOT uses to determine the level of driver compliance. This type of partnership makes sure that residents take some responsibility and eases the burden on City staff resources.
Luke Korpi, a SDOT Senior Civil Engineer, says one challenge this process tries to address is that perception is often different from reality. The City gets hundreds of requests each year, and in the majority of cases, the data collected by residents and analyzed by City staff show that people are driving safely. He said it is much easier for residents to understand the conclusion when it is based on data they collected themselves. Plus, the neighbors are in a better position to choose the time of day and place where they think the problem is most prevalent.

If the data indicate that compliance is low and there is unsafe traffic in the neighborhood, different community-oriented traffic calming measures are discussed. These measures may include signs, parking management, and educational tools that encourage drivers to slow down. There are also some cases in which the City determines that physical traffic calming measures are appropriate. However, the Neighborhood Traffic Calming program has been around since the 1970s, so many of the City streets have already been improved.

Korpi also points out that most of Seattle’s streets tend to be narrower and include street parking so drivers are encouraged to drive slowly. Therefore, relatively few streets need aggressive traffic calming to slow down drivers. Seattle embraced traffic calming fairly early compared to other cities and quite robustly. But their program is not just about engineering—passing some responsibility to residents represents a multi-faceted approach that includes education and enforcement.

Putting the Road on a Diet
Reducing travel lanes helps communities reallocate space to provide safer pedestrian crossing and bike lanes. For example, a four-lane road can transition to three lanes—one lane going in each direction, a center turn lane, and bike lanes going both directions. These simple changes improve pedestrian safety by creating a buffer (via bike lanes), reducing the number of traffic lanes they have to cross, and encouraging slower driving speeds. Plus, there will also be room for a crossing island. The successful reconfiguration of a main commuter route in Seattle resulted in a 23 percent reduction in collisions over the preceding five years and a 60 percent reduction of drivers traveling over the speed limit.

Innovative Traffic Signaling in Forest Park
Bronze-level Forest Park, IL, uses traffic-calming devices like curb extensions at intersections and Pedestrian Hybrid Beacons (also known as a HAWK beacon) to help make walking safe for all community members.

HAWK beacons use traditional traffic and pedestrian signal heads, but in a different configuration. They are used to help pedestrians and bicyclists cross a busy street safely, particularly at mid-block or high-speed locations where a full traffic signal may not be appropriate.

According to Tim Gillian, Village Administrator, Forest Park has also worked to calm traffic for pedestrians along many of its major roadways by installing “must stop for pedestrian signs,” bulb-outs, benches, and stamped concrete crosswalks.

“Striped crosswalks or stamped concrete crosswalks for increased visibility and beautification at all entrances to parks and open spaces have been installed to create safer access for pedestrians,” says Gillian.

Design Features for Safer, Healthier Streets
Bronze-level Davidson, NC, uses many geometric design features such as curb extensions, smaller curb radii, and median crossing islands to improve pedestrian access.
Focusing on Accessibility

Since 1990, every public agency (over 50 employees) in the country has been responsible for maintaining a plan, the Americans with Disabilities Act (ADA) Transition Plan, to make all of its programs and facilities universally accessible.

Eugene

Eugene, OR, has demonstrated a long-term commitment to accessibility. Every fiscal year, Eugene sets aside funds for retrofitting existing curb ramps and sidewalks. Audible and visual crossing signals are also a priority in each phase of the Plan. Currently, 66 percent of all intersections have curb ramps at all four corners. The City continually gets feedback from working groups like the Human Rights Commission, in order to address public opinion and perform outreach to help prioritize new areas. Public Works and Engineering staff in Eugene also strive to make temporary construction areas accessible.

Corvallis

Corvallis, OR, has an extensive pedestrian signal system that is very accessible. With audible pedestrian signals installed at all of the intersections outside of the Central Business District, and handicap accessible ramps on all corners of all signalized intersections, those with physical and visual impairments can walk with much more ease throughout the community.

San Francisco

San Francisco has a model pedestrian signaling system. Over 70 percent of all signalized intersections have pedestrian countdown signals. The City’s guidelines for the installation of pedestrian signals state that all signalized intersections without pedestrian signals should be updated, and pedestrian countdown signals should be installed at all new signalized intersections. The guidelines also state that accessible pedestrian signals that aid the crossing of the visually and hearing impaired should be installed. Currently, 11 percent of signalized intersections have accessible pedestrian signals, and the City maintains prioritized list of intersections that need signal installations.

and enhance the comfort and safety of the pedestrian environment. While the Town has done a nice job of designing their streets to be comfortable for walkers and reduce the likelihood and severity of an accident, the Town is constantly striving for improvement. The 2013 update of the Town’s Planning Ordinance will include revised street design guidelines that will have gone through a Health Impact Assessment (HIA).

The HIA was made possible through a grant from the Centers for Disease Control and Prevention’ Healthy Community Design Initiative. In spring 2012, the Town formed the Davidson Design for Life (DD4L) Committee to start looking at the potential health impacts of the existing street design standards. The Committee expects to present its findings later this year.

“Daylighting” in Hoboken

Gold-level Hoboken, NJ, began “daylighting” street corners to improve visibility between oncoming vehicles and pedestrians in uncontrolled crosswalks. At $40 each, the vertical delineators offer a cheaper, faster solution compared to constructing curb extensions. The City identified priority corners based on historical accident data and community input.
Best Practices | Education and Encouragement

Even the best infrastructure improvements must be reinforced with education and encouragement campaigns. Educating all roadway users to interact safely is important for successfully cultivating a Walk Friendly Community. Education informs people of laws, rights, and responsibilities, while encouragement conveys the benefits of walking and seeks to change unhealthy or unsafe habits.

Examples include:

- Public service announcements to encourage safe walking
- Public health campaigns related to walking
- Safe Routes to School (SRTS) programs
- Walk-to-work events
- Parking disincentives

Educational programs work best when they address specific audiences and modifiable behaviors. Programs like those in Minneapolis, MN, and Eugene, OR, make an effort to target underserved populations or neighborhoods, while the “Car-Free Diet” in Arlington, VA, targets commuters. SRTS programs, like the one in Austin, TX, focus on children and families. Other campaigns may focus on a specific behavior, such as Hoboken, NJ’s, “Twenty is Plenty,” which focuses just on driver speed.

**“Bike/Walk Twin Cities” in Minneapolis**

The Bike/Walk Twin Cities (BWTC) program in Minneapolis, funded by a federal Non-motorized Transportation Pilot Program grant, empowers local residents to walk and bike through community-based engagement, outreach, and marketing. BWTC is run by Transit for Livable Communities, a non-profit organization, through a partnership with the City of Minneapolis.

Bike/Walk Twin Cities engages citizens through:

- Trainings open to local residents
- Community meetings about infrastructure improvements
- Media stories

One educational component of the program is the Bike/Walk Ambassadors program, which provides education and outreach to worksites, schools, colleges, neighborhoods, and City staff. Ambassadors place special attention on outreach to underserved groups by focusing on youth, immigrants, communities of color, and women. One of the lessons learned from their efforts so far is that outreach must use local advertising and community workshops to extend beyond groups who are already known to support car-free initiatives.

The public service campaign component of BWTC is BikeWalkMove, conducted in collaboration with the City of Minneapolis Department of Health and Family Support. One example of their innovative efforts was when the campaign recently ran an interactive Jingle Contest on their website, which invited the public to create jingles promoting the program and culminated in a concert with the finalists.

**SmartTrips in Eugene**

Eugene takes a comprehensive approach to reducing drive-alone trips and increasing walking trips through the SmartTrips program. This creative program uses an individual
marketing method, “travel toolkits,” which are hand delivered to residents. The toolkits are customized information packets about transportation options. This method has proven particularly effective in encouraging modal shift where pedestrian infrastructure is already in place.

SmartTrips also organizes activities that help people discover how many trips they can take without a car. Recent events have included Eugene Sunday Streets (which attracted 2,000 participants), breakfasts, outdoor entertainment, dodgeball, and group walks.

During summer 2011, SmartTrips targeted 12,000 residents in three centrally located, lower income, ethnically diverse neighborhoods. These areas were chosen in order to address social and environmental justice issues. Over the course of the program, 11 percent of residents participated in SmartTrips, and the area saw a considerable increase in walking, biking, and awareness of transportation options.

Arlington County VA’s Car-Free Diet
Arlington has several education and encouragement programs that foster a vibrant walking culture in the community. One of their innovative programs is the Car-Free Diet campaign organized by Arlington County Commuter Services. As the umbrella campaign for several of the County’s pedestrian-oriented programs such as WalkArlington, Capital Bikeshare, and the “PAL” multi-modal safety initiative, the Car-Free Diet raises awareness of the benefits of going car-free or “car-lite.” Through web, video, social media, blogs, transit advertising, media outreach, and year-round events, Arlington’s Car-Free Diet has garnered significant public attention.

The Car-Free Diet’s website has multiple tools to demonstrate the benefits of walking and transit trips. For example, the “Car-Free Diet Calculator” shows the benefits of a Car-Free Diet in terms of money saved, CO2 emissions reduced, and calories burned by not commuting by car. The “Seven-Day Diet Plan” provides specific steps and practical information such as ways to look up car-free routes. Local businesses publicly support the campaign by posting videos to the website about how customers can get to their locations without a car.

The Car Free Diet also engages readers in a fun, tongue-in-cheek way with “Car-Free Skeptics,” a video and blog series that follows commuters who give up their cars for a month. The commuters compete against each other in the “Car-Free Diet Skeptics Challenge” and share their experiences through blog posts, event appearances, and even sketch comedy videos about living car-free. The Car-Free Diet campaign also recently launched “The Car-Free Diet Show,” hosted by the winner of the 2011 Skeptics Challenge.

Safe Routes to School
Safe Routes to School (SRTS) programs promote safe and active habits for life. They encourage children to walk or bike to school, create safety in numbers, increase parent involvement, give kids a sense of belonging, and even help kids eat breakfast on time.

Concerns about the health risks of physical inactivity and pollution were the impetus for SRTS programs like the one in Bronze-level Austin. The City runs a SRTS program at 24 elementary and middle schools, with the goal of increasing both the number and safety of kids walking and biking to school.

Every year, the City of Austin’s Child Safety Program of the Public Works Department provides free safety training to...
45,000 students in all of the elementary schools in Austin, where they learn how to cross the street, how to enter and exit a bus safely, the rules of the road for bicyclists, railroad safety, and urban rail safety.

One unique element of Austin’s SRTS program is that the program educates motorists on how to drive safely around schools.

“This year, the Child Safety Program started a deferred prosecution initiative where they trained 175 citizens on the importance of not talking on their cell phones or speeding through schools zones by having them work with a crossing guard for two mornings,” says Chris Moore, Community Services Program Manager.

Austin SRTS staff also conducted train-the-trainer sessions for Austin Police Department officers who have conducted the training with several SRTS schools, according to Maria Allen, Manager of the Neighborhood Services Unit for the City of Austin Health and Human Services Department.

Other recent successes:

• Over 1,100 people participated in International Walk-to-School Day, including 865 kids, 250 adults, the superintendent, and the Chief of Police.
• The Child Safety Program conducted 26 “Bike on Wednesday, Walk on Wednesday” (BOW-WOW) campaigns that increased the number of students walking and biking to school.
• Fourteen “Idle Free Zones: Young Lungs at Work” campaigns were conducted to improve the air quality around schools. A No Idle policy for vehicles waiting in school driveways was passed by the Board of Trustees, with the help of the School District’s Transportation Department.

The key to a successful program, says Allen, is to “develop a strong working relationship with the school district, partner schools, all related city departments, and area businesses to help support the program.” For example, the Child Safety Program works in conjunction with the Austin Transportation Engineers and the Campus Advisory Teams of each school to conduct engineering studies and infrastructure improvements. Allen recommends identifying target schools in partnership with the school district and working with them for several years to help build the program and ensure its sustainability.

Funding a SRTS program can be challenging, but Austin made it feasible. When the program’s funding with the Texas Department of Transportation ended, the City worked with the Public Works Department to sustain the program.

“Twenty is Plenty” in Hoboken

Communities do not always need to mount massive campaigns to educate citizens. Simple yet effective messaging can also help a community achieve its driver education goals. Hoboken had a 30 percent reduction in pedestrian crashes after implementing a traffic calming program that included “Twenty is Plenty,” a public awareness campaign targeted at drivers.

The rationale behind the campaign came from research demonstrating that if a driver hits a pedestrian, the risk of a fatality if driving 20 mph is 5 percent, as opposed to 45 percent if driving 30 mph. But simply changing speed limits is not the answer—the City is bound by traffic engineering guidelines, and reduced speed limits are not a quick solution for roads are designed for higher speeds. In response to this challenge, Hoboken adapted “Twenty is Plenty” from the United Kingdom’s “Twenty’s Plenty for
Parking Disincentive Programs

Parking and traffic demand management programs rely on parking incentive campaigns to be truly effective. Some programs, like “Corner Cars” in Hoboken, work on a citywide level to encourage citizens to forego car ownership. Other programs, such as the Employee Trip Reduction Plan in Santa Monica, CA, target commuters and create incentives for commuting another way to work.

“Corner Cars” in Hoboken

Hoboken, known for its crowded streets, has eased traffic with “Corner Cars,” the nation’s first citywide car-sharing program. The program encourages residents to give up the costs of car ownership, while still offering the convenience of a vehicle for weekend or infrequent trips. There are 42 vehicles in reserved on-street spaces, and 90 percent of residents are within five minutes of a car.

The City encourages residents to use Corner Cars through “Surrender Your Permit” incentives, giving residents who relinquish their parking permits $500 in rewards including $100 in Corner Car credit.

The program has already resulted in fewer cars on the streets, with the City finding that each Corner Car takes 17 private vehicles off the street.

But the program has not been without some challenges. The City has learned that snow removal and street cleaning can be an issue and that community concerns about the removal of open parking spaces must be addressed through marketing and advertising.

Still, City officials and independent advocates agree the
program has been a success overall. According to Ian Sacs, Transportation and Parking Director, Corner Cars helps bridge the gap between car ownership and going car-free. The Hoboken model is not just for urbanized cities, but can be replicated in other transit-oriented cities and towns.

The program was originally launched when the City Council passed a temporary resolution to partner with Hertz to provide the program. After the program proved popular, the Council voted in 2011 to make the program permanent.

**Employee Trip Reduction Plan in Santa Monica**

In Santa Monica, CA, the Employee Trip Reduction Plan (ETRP) is a program to promote ride-sharing and car-free commuting to reduce peak-hour commute trips.

The program has been so successful that the City of Santa Monica was voted one of the Best Workplaces for Commuters by the U.S. Environmental Protection Agency. Between 1996 and 2010, large employers in Santa Monica have seen average riders per vehicle increase from 1.27 to 1.64, showing a significant increase in carpooling.

Employers with ten or more employees are required to participate in ETRP, and large workplaces (50+ employees) must conduct annual Average Vehicle Ridership surveys to track their progress. Employers who do not reach the City’s goal must demonstrate a “good faith effort” toward reaching it.

ETRP provides workplaces with ridesharing information and educates them about air quality issues and alternatives to driving. The ETRP application itself is a useful tool that includes a worksite analysis and inventory of commuter services.

Under the ETRP, companies must offer incentives to increase employee participation. One of the incentives offered is the parking cash-out, i.e. giving employees the cost of the parking subsidy in exchange for giving up their parking space. The City of Santa Monica is the only city in the nation to implement a mandatory Parking Cash-Out program.

A 1998 study cited in the Southern California 2012-2035 Regional Transportation Plan found that Santa Monica experienced a 17 percent reduction in parking and a 7 percent reduction in drive-alone travel as a result of parking cash-outs. While the costs of incentives and of administering the program are important considerations, parking cash-outs are ultimately beneficial by reducing costs for the employer, providing extra money to workers, and freeing up more area for development or business use.

According to the City’s Transportation Planning Associate, Peter Dzewaltowski, in the near future, over 650 new multi-mobility users will be eligible for a three-month trial subsidy (up to $70 a month) toward transit passes, bike center membership, vanpool expenses, or carpool expenses.

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**Eco-Tourism in Santa Barbara**

The Santa Barbara Car Free program makes it easy and attractive for tourists to go car-free. The program encourages people to travel to and around Santa Barbara without a car by promoting walkable attractions and offering discounts. The program promotes walking as one of many car-free options by highlighting walkable destinations, events such as Farmers’ Markets and Craft Fairs, guided walking tours, bus and shuttle services from downtown to Santa Barbara attractions, parks, and trails.

The Santa Barbara County Air Pollution Control District leads the program, with support from the City of Santa Barbara, Amtrak California, and other partners. The program’s mission is to encourage car-free travel for cleaner air and a healthier planet. Since the program began it has been nationally recognized with several awards, including the 2009 National Clean Air Excellence Award from the U.S. Environmental Protection Agency and the Clean Air Act Advisory Committee.
Walking-focused initiatives encourage physical activity, decrease traffic, and reduce gas consumption. The Open Streets movement promotes walking through temporarily transforming streets, typically used for motor vehicles, into car-free spaces for recreational activities. Open Streets programs, also known as ciclovis or Sunday Parkways, make walking exciting, fun, and social.

The best events, such as those in San Francisco, CA; Minneapolis, MN; and Chicago, IL, actively invite the public to participate in activities through a variety of programming—they are not just tacit invitations to walk more. These events specifically target physical activity, while traditional street fairs or block parties do not.

Open Streets movements are happening more and more across the country. Seattle, WA; Philadelphia, PA; Hoboken, NJ; Ann Arbor, MI; Eugene, OR; and Wilsonville, OR, are among the other Walk-Friendly Communities who have Open Streets initiatives.

Typically, new cooperative partnerships are needed to pull off a successful event. These may include public-private partnerships between government agencies, businesses, and advocacy groups. City government support generally leads to more events, and the public seems them as something to look forward to regularly.

The following examples show how Walk Friendly Communities have used the Open Streets movement as a way to achieve health, environmental, and economic goals.

San Francisco’s “Sunday Streets”
San Francisco’s Sunday Streets is one of the most well attended Open Streets initiatives in the nation, attracting over 20,000 people per event in 2011. Sunday Streets began in 2008 and is held monthly from March to October, through a series of events around the City.

Because the initiative has broad support from the community, and support from more than 300 local non-profits and businesses, the event has continued to expand since 2008, growing from two events to ten in only four years. In 2012, San Francisco is running a Mission Sunday Streets pilot project, expanding the event in one of its most popular locations.

The City’s Sunday Streets exemplifies the kind of political and local support needed for successful Open Streets movements. The Mayor’s Office leads the program, along with fiscal sponsorship from Livable City, a non-profit advocacy organization, and in collaboration with the San Francisco Municipal Transportation Agency (SFMTA) and the Department of Public Health.

Open Streets in Minneapolis
In Minneapolis, Open Streets represents part of a larger commitment to active transportation and has been held in 2011 and 2012. This annual event is organized by the all-volunteer Minneapolis Bicycle Coalition, a non-profit organization that promotes transportation improvements.

What makes Minneapolis’s Open Streets unique is the Coalition’s efforts to plan “a substantive walking and biking experience,” according to Colin Harris, Program Director.
The group works tirelessly to make a route of over two miles that threads together different business districts, so that participants can see what it feels like to travel the City separate from motor vehicles.

In 2012, 20 blocks in a mixed-use neighborhood near downtown Minneapolis were closed for people to walk, bike, run, skate, and take part in other activities such as yoga and dancing. Many local businesses, such as restaurants, art galleries, live theater venues, shops, and convenience stores were open along the route and offered sales or food. The program drew huge crowds, with some businesses reporting a 200 percent increase in sales.

Harris feels that one of the most important lessons learned from the program is to consciously dedicate plenty of pre-planning time (as much as 20 months) to approaching as many stakeholders as possible (e.g. at the state, county, and neighborhood level). Harris gains support from businesses directly abutting the route—particularly by not bringing in outside businesses.

Harris and his five-person team of key volunteers spent months letting businesses know that this was an opportunity for them to showcase their business and bring in customers who would pass by at slower speeds. When promoting the program, Harris sticks to three or four talking points, focusing on sustainable transportation, active living, local business engagement, and streets as important public amenities.

“Everyone, literally, who experiences the program thinks it’s wonderful, it’s just a matter of taking the time to answer questions,” says Harris.

The Coalition evaluated the public’s reaction to the 2011 program by distributing surveys during the event and online. In response to participant feedback, the Coalition lengthened the program from four to six hours in 2012. They were able to make this financially possible by reducing the number of police officers at the event.

In the future, the Coalition hopes to gain more in-kind services from the City, which will help reduce financial barriers to holding the program more than once a year.

Spreading the Open Streets Movement in Chicago
The Open Streets movement is clearly catching on in Chicago. After senior members of Active Transportation Alliance (ATA), a non-profit advocacy group, saw the success of Open Streets in Bogota, Columbia; New York City; and Los Angeles, the group was inspired to start an Open Streets movement in Chicago.

In 2008 and 2009, ATA launched Open Streets in neighborhoods that were under-resourced and needed a safe place for children and adults to exercise. Privately funded, these initial events were successful in getting messaging out and were great for communities, yet lacked the visibility that the movement needed. That is when Julia Kim, current Director of Open Streets, came on board.

In 2011, Kim and ATA put together an “urban playground” event on a ten-block stretch of iconic State Street. Although ATA had to compromise on tradeoffs such as less route mileage, higher impacts on traffic flow, and higher costs, the State Street event helped the movement become visible on a national level.

“We call it a movement, not a festival. It’s very family-friendly, and it’s great for the economy and local businesses,” says Kim of the impact of Open Streets.

Did You Know?

- 28 percent of cities with Open Streets initiatives have populations below 100,000.
- The first U.S. Open Streets was held in Seattle in 1965.
- A recent study indicated that health benefits outweigh the cost of Open Streets events.
According to Kim, the three most important steps to organizing Open Streets are gaining access, attendance, and funding by working with the City; having a solid marketing plan; and lining up corporate sponsorships.

“You really want to get your buy-in from Aldermen. Try to get your Mayor, City Council, and agencies to support it. That’s your first step. If you’re privately raising the funds, you still have to be mindful to work with the City,” says Kim.

While pedestrian planning is certainly on the Mayor’s agenda, ATA still has work to do in terms of “proof of concept.” ATA continues to work with the City in hopes of reaching a 50/50 public-private funding balance, while simultaneously conducting their own fundraising.

“For us, we want to sustain the movement and continue to build the momentum, to change people’s behavior,” says Kim of ATA’s future goals. “We want to do Open Streets at least twice a year, up to three or four times a year. The three-year plan is to have up to seven miles in high-end downtown areas, with messaging that ‘you can play in your streets safely.’”

Walking-focused initiatives are not limited to Open Streets. Corvallis, OR’s, August in Motion month is an example of a month-long series of free events and promotions designed to encourage the public to be more active by walking and biking. Bike rides, soccer tournaments, and family-oriented events are a part of August in Motion.

The Farmers’ Market is one of many events during August in Motion month. Image courtesy of quiltsalad via Flickr

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The City offers discounts to local events such as the county fair for those who travel by bike. Image courtesy of Colleen Lane via Flickr

August in Motion” in Corvallis

The public enjoyed a variety of activities during Chicago’s Open Streets 2011 “Urban Playground.” Images courtesy of Steven Vance via Flickr

Best Practices for Open Streets

1. Develop a proposal, timeline, and budget
2. Build a coalition and establish political support, and finalize the lead organizing entity
3. Acquire municipal funding or substantial in-kind support
4. Develop a logistical action plan
5. Create a marketing and brand strategy
6. Decide on a schedule and frequency
7. Design an easily-accessible route
8. Develop a staff of volunteers and professionals
9. Plan supporting activities
10. Celebrate with a kick-off rally
11. Create an evaluation plan

For more info, go to www.openstreetsproject.org

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Pedestrian Coordinators

Having a staff member devoted to pedestrian issues is one of the most important criteria for a Walk Friendly Community. Pedestrian coordinators are particularly important in terms of advocating for street design improvements, education and encouragement programs, and for increased enforcement of pedestrian-supportive laws.

Coordinators provide a vision and voice for active transportation in a community and perform a variety of roles. In places like Charlotte, NC, coordinators are heavily involved in pedestrian planning and sidewalk connectivity. In other communities, like Wilsonville, OR, coordinators manage the implementation of pedestrian plans and are involved in public outreach and education for alternative transportation.

Charlotte

Charlotte demonstrates its commitment to pedestrian safety by having not one, but two pedestrian coordinators on its staff. The Charlotte Department of Transportation hired Malisa Mccreedy and Scott Correll to manage its Pedestrian Program. They help the Planning and Design Division develop and implement the City’s Transportation Action Plan, Sidewalk Retrofit Policy, Urban Street Design Guidelines, and Subdivision Ordinance. They have also been involved with the interdisciplinary Charlotte 2030 Sustainability Plan.

In the last year, Mccreedy has worked on a Walkability Strategy, a short 15-page document of graphics, photos, and data sound bites. This document will be used for education of and to promote walkability in Charlotte.

According to Mccreedy, “The Walkability Strategy builds on the existing policy, plans, and practice, referencing the relationship between land-use, transportation and public health to create vibrant communities, while recommending next steps to address the outstanding challenges.”

The other big project that Mccreedy and Correll are in the midst of is the Pedestrian Safety Action Plan, in partnership with the University of North Carolina’s Highway Safety Research Center. Together, they are creating a pedestrian safety awareness campaign along with analyzing top intersections for safety improvements.

Mccreedy says the biggest lessons learned are to reach out to community partners such as “neighborhood associations, main street groups, public health, universities, local businesses, and foundations” for input and support of efforts.

“Ask community partners to participate by going to them, instead of expecting them to come to you,” says McCreedy.

Before Mccreedy and Correll were hired, much of the Program’s work focused on improving sidewalk connectivity. Public resistance to sidewalks, or what Vivian Coleman, previous Pedestrian Program Manager, calls NIMFY-ism (Not in My Front Yard), was met by working with elected officials to explain the need for sidewalks. Residents commonly had concerns that sidewalks would be too close to houses, encourage crime, and require tree removal. Coleman learned to strike a balance between preservation and sidewalks, compromising by providing more residents with trees.
“Think very carefully about how sidewalk projects are presented, even in cases in which public approval is not technically needed,” says Coleman. She recommends having public meetings so that residents can play a role, for example, if they have a special tree they want to save.

Wilsonville
Following one of the key recommendations of their Pedestrian Plan, Wilsonville hired a full-time Bicycle and Pedestrian Coordinator, Jeff Owen. Owen oversees the implementation of the Bicycle and Pedestrian Master Plan and the Transit Master Plan in this Bronze-level community. He coordinates with other departments such as Public Works and Community Development to make sure pedestrian and cyclist needs are met in all projects. Owen also coordinates with the area’s transportation system, SMART, to expand the commuter program, “SMART Options,” which is designed to reduce the number of vehicle miles traveled in the City.

Owen created and leads the Bicycle and Pedestrian Task Force, an informal group of residents and employees that meets quarterly to discuss community concerns and to make sure the City is still making progress on big projects. Discussion topics have included infrastructure updates, current planning efforts, SRTS, and Wilsonville Sunday Parkways (for which the Task Force provided initial input and will serve as the volunteer base).

“The Plan set out priority projects and the group serves as a realistic gauge of priorities. What the group does that’s really valuable is they help raise awareness of dangers of particular intersections and things that could be improved,” says Owen of the Task Force’s instrumental role in prioritizing potential investments.

As the City has been updating its Transportation System Plan, the group has served as a good base to get public comments by encouraging the public to be proactive.

“It gives the public a way to be involved and find solutions, not just complaints,” says Owen.

Owen is also in charge of education and outreach regarding walking and transit use. One of his key accomplishments has been to create a fold-out walking map of the City, with streets categorized by traffic density. The City has printed 15,000 copies to date, thanks to grant funding. The maps are distributed for free at events, community centers, and grocery stores.

“They are really out there being used. The maps have been beneficial in helping people realize they were near a connector they didn’t realize was there, like sidewalk connections from a cul-de-sac,” says Owen. The process of creating the map not only helped Wilsonville residents find sidewalk connections, but the process also brought to light gaps in existing roadway, sidewalk, and trail networks.

Training
Ongoing training for professional staff underscores a community’s prioritization of walkability and pedestrian safety. By educating public officials, communities can help ensure that ordinances and walking-supportive policies are implemented.

Training activities offer an opportunity to refresh current practices and learn new strategies related to pedestrian education, safety, or design. This can reduce or eliminate potential miscommunication between professionals who often work in different departments.
In Lee’s Summit, MO, City staff and law enforcement have annual driver’s education training that includes pedestrian safety awareness. Law enforcement staff has additional training required for pedestrian and driver safety beyond the City’s annual requirement of employment.

Transportation personnel, i.e. bus drivers and transportation administrative staff, for the school district(s) are routinely trained for driver and pedestrian safety. City transportation officials, i.e. traffic engineers, transportation engineers, and planners, are routinely trained for pedestrian safety and design through continuing education requirements, professional registrations, accreditations, design standards and regulatory requirements.

Training and education is programmed annually as a normal part of the City and School District operating budgets. For example, the City Traffic Engineer attends several continuing education sessions related to pedestrian safety each year.

Training Engineers and Planners in New Orleans
New Orleans, LA, takes part in annual trainings offered by the New Orleans Regional Planning Commissions (NORPC). NORPC offers a three-day workshop for planners and engineers called, “Designing Streets for Pedestrians and Bicyclists.” The workshop is designed to teach transportation professionals how to design streets for pedestrians and bicyclists, including planning for good pedestrian design, sidewalk design elements, pedestrian street crossings and signals, intersection design, and ADA compliance.

NORPC has hosted the workshop annually since 2006. Approximately 40 engineers and planners participate each year, and over 200 participants from both the public and private sectors have been trained.

“When we started offering this workshop, examples of good bicycle and pedestrian facilities were few and far between, so bringing in experienced instructors who had worked on projects around the country was seen as a way to build capacity locally,” says Dan Jatres, NORPC Program Manager. The impact of the program is tangible, as at the project level, New Orleans can now point to local examples of well-planned, -designed, and -constructed facilities. Additionally, interest in the workshop has spread beyond New Orleans, and NORPC now holds additional workshops in other Louisiana cities.

Jatres feels the success of the workshop is based on presenting information participants lack, but in a manner that makes the material approachable. Participants of the most recent workshop in June 2012 highlighted the following positives in a post-workshop survey:

• The course manual is a great reference that they can bring back to the office
• Exposure to best practices they otherwise would not encounter
• In-depth, yet accessible information
• Group exercises in the classroom and in the field that show the results of good and bad design

“The participants leave with a great resource and firsthand experience on how their planning and design decisions impact the end users,” reports Jatres.

Webinars
The Pedestrian and Bicycle Information Center (PBIC) offers webinars on a variety of topics related to pedestrian and bicycle safety. PBIC currently offers webinars in the following series:

• Livable Communities Webinar Series
• FHWA Pedestrian Focus Webinar Series
• Pedestrian Safety Action Plan Webinar Series
• Designing for Pedestrian Safety Webinars
• Easter Seals Webinar Series

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Enforcement Campaigns

Enforcement may be the most important tool for reinforcing laws related to walking, such as yielding to pedestrians in crosswalks. Communities that have created comfortable walking environments through engineering improvements or urban design features may still have safety concerns if traffic laws are not properly understood or adequately enforced.

Enforcement works best when coupled with an educational component to ensure that drivers, pedestrians, and cyclists understand traffic rules. Comprehensive enforcement campaigns may include public education, strategic law enforcement, and ticketing strategies. A successful enforcement program usually requires the involvement of community members, law enforcement officials, city council members, and the media. This section highlights best practices from Santa Monica, CA; Ann Arbor, MI; Seattle, WA; and Philadelphia, PA.

Awareness and education messages should tell the public about the problem and why enforcement action is necessary. This will help generate public support and offset any complaints from those who are caught breaking the law. For some drivers, raising awareness may be enough to cause them to alter their unsafe actions; for others, seeing that traffic laws are being regularly enforced may change their behavior.

Campaigns should carefully consider how they communicate who will receive warnings and information, and who will receive citations, especially for walking behaviors.

Cities need to be careful not to unintentionally discourage walking while trying to promote safer conditions.

Santa Monica’s Neighborhood Resource Officer Program

Police presence is an important element in creating a safe and secure walking environment. In Santa Monica, the Neighborhood Resource Officer (NRO) program has been the face of the police department and has exemplified community-oriented policing since 2008. The NROs have been given long-term assignments in specific neighborhoods, allowing them to tackle chronic problems. The officers’ role is not just about solving crime; it is about improving community livability.

The first challenge for Santa Monica was to increase awareness of the program among residents. When surveyed in 2009, 71 percent of residents were unaware of the program.

To increase community outreach, in 2011, the NROs attended over 650 community meetings and met with over 6,600 people to discuss safety, service, and quality of life concerns. For example, when there was a conflict between runners and cyclists, the NROs held a meeting to discuss safety issues. The NROs have kept up their media presence with a weekly newspaper Q & A column about vehicle and pedestrian safety.

“Providing local examples is critical as well as establishing partnerships with neighborhood groups and schools,” says the City’s Transportation Planning Associate, Peter Dzewaltowski. The NROs began doing more frequent walking beats in commercial areas and participating in...
neighborhood watches. The officers worked directly with other City departments, such as the Waste Management Division, to improve neighborhood appearance.

**Ann Arbor Safe Streets and Sidewalks Task Force**

In Ann Arbor, the Alternative Transportation Committee formed the Ann Arbor Safe Streets and Sidewalks Task-force (A2S3) specifically to address safety issues on streets and sidewalks. A2S3 plans and encourages educational outreach of non-motorized travel.

A2S3 has worked closely with police to launch targeted enforcement campaigns. During summer 2010 and fall 2011, A2S3 conducted campaigns to enforce the right-of-way for pedestrians at two crosswalks. Warnings were issued the first week, and tickets were issued the second week, with fines up to $130.

During and after the campaign, there was a notable increase in drivers stopping for pedestrians at the crosswalks. The enforcement campaign also helped to educate thousands of residents who drove past signs or saw press releases about the campaign.

“Through the joining together of leaders from across the community, the A2S3 committee has been able to use its members’ experiences, connections, and ideas to create successful outreach efforts,” says the City of Ann Arbor.

**Seattle’s Aggressive Driver Response Team**

By designating a traffic safety officer or special traffic unit, communities can prioritize traffic safety enforcement. In 2007, Seattle formed a special traffic unit called the Aggressive Driver Response Team (ADRT) to target aggressive and dangerous drivers in corridors with well-documented traffic safety issues.

Their biggest achievement has been raising public awareness about enforcement patrols and the rules of the road. Publicizing their efforts increases driver compliance and allows the police to reach more people than through citations alone.

Public updates are posted online on the ADRT Enforcement Blotter detailing the number and type of citations. The ADRT team also works with local blogs and media to notify the public about upcoming patrols.

The Seattle Police Department also conducts Pedestrian Safety Emphasis Patrols, commonly known as pedestrian stings. A plainclothes officer acts as a pedestrian crossing the street in order to enforce driver compliance with yielding the right-of-way.

The media attention that this program garners “helps remind drivers that they are required to stop for pedestrians,” says Kristen Simpson, Acting Deputy Director of the Traffic Management Division.

**“Give Respect/Get Respect” in Philadelphia**

From May to October 2011, Philadelphia’s “Give Respect/Get Respect” enhanced ticketing campaign combined educational materials with enforcement. This approach tends to be better received and more effective than unexplained ticketing.

During the Give Respect/Get Respect campaign, everyone who was stopped received educational materials. Over 400 drivers and nearly 1,200 cyclists were stopped. Tickets were issued to 161 drivers and 26 cyclists with the rest getting warnings. The greatest number of citations was given for sidewalk cycling followed by driving with cell phones, running red lights, and wrong-way cycling.

The City conducted an online survey in spring 2012 to assess the response to the enforcement program. Of the 226 respondents, over 60 percent were aware of the program. Results indicated that a small majority of people perceived that there was less bicycling on the sidewalk after the campaign. However, there were no perceived changes in distracted driving/cycling, cars blocking the intersection, or running red lights.

Lessons learned from Give Respect/Get Respect can help inform future campaigns in any city. One of the challenges of the campaign was initial confusion and backlash from the public when a news story mistakenly reported that police would ticket people who were texting and walking. No tickets were issued to pedestrians.

In 2012, in addition to continuing the enhanced ticketing campaign, the City will be conducting a multimedia campaign targeted at vulnerable populations among the walking and biking public. This campaign will include messaging through radio, outdoor advertising, web, social, print, and other media.

Adam Ritz, Bicycle and Pedestrian Programs Planner, says, “We believe that by coordinating our enforcement work with an expanded media presence, that we will achieve increased behavior change and an increase in overall safety for walkers, bicyclists and pedestrians.”
Evaluation can mean two different things for pedestrian planning and projects. It can identify problems and solutions by evaluating the environment and residents’ behavior. It can also evaluate a project or program and demonstrate the power of a project to transform a community. By evaluating demand for and usage of walking facilities, Walk Friendly Communities are better able to demonstrate the benefits of continued investment in walkability.

To truly understand local pedestrian needs and safety issues, a community can use effective evaluation strategies like:

- Annual pedestrian counts in representative locations, as in Seattle, WA
- Pedestrian Demand Modeling, as in Minneapolis, MN
- Local household survey data, as in Corvallis, OR
- Trip diaries, as in Flagstaff, AZ

**Seattle’s Quarterly Pedestrian Counts**

While national surveys can shed some light on national mode share and travel behavior, they do not necessarily reflect local trends. The best way to estimate when, where, and how often people walk in a particular city or town is to conduct frequent, comprehensive pedestrian counts. This can help when determining how to prioritize walking improvements. Walk counts can also help communities evaluate if infrastructure treatments or other programs have affected walking volumes.

Starting in 2011, Seattle has conducted quarterly pedestrian and bicycle counts at 50 locations throughout the City, using the National Bicycle and Pedestrian Document Project methodology. This data is used for trend analysis, to help make decisions regarding street design and operation, to support grant applications, and as a benchmark for measuring pedestrian activity, according to Kristen Simpson, Acting Deputy Director, Traffic Management Division.

In addition, since 2007, Seattle has conducted downtown pedestrian counts at 17 sites each August and December. The Downtown Pedestrian Count Study was developed to identify the busiest crossings and intersections and to assist with attracting retail businesses to Downtown Seattle. The Metropolitan Improvement District’s Business and Market Research Team manually collects the data, in cooperation with the Downtown Seattle Association. The data is requested and used by real estate brokers, transportation planners, developers, property managers, and others. Downtown Seattle provides the data to the public in an interactive graph on its website.

**Demand Modeling in Minneapolis**

Minneapolis uses a mixed-methods approach to holistically evaluate pedestrian volumes:

- 23 locations with pedestrian counts
- User intercept surveys
- Parking and trail user community-level surveys and counts
- Household surveys
- Vehicle miles traveled and mode share calculations

This data is then used for pedestrian demand modeling, which estimates pedestrian infrastructure use based on count data. By modeling use and demand, this analysis...
can inform decision makers about what areas are most in need of investment. This information helps plan, manage, evaluate, and optimize investments in pedestrian facilities.

The modeling showed that between 2007-2010, walking increased by 17 percent. Transit use improved, with a 4.1 percent increase in transit trips, and there was a +1.5 point change in mode share for walking. Furthermore, the City was able to demonstrate that walking was increasing at a higher rate than the national average.

These changes may be attributable to the increased funding for safer walking environments in the City. Moreover, increases came from an increase in "utilitarian" trips such as commuting, rather than recreation trips. This result was one of the major goals of the Nonmotorized Transportation Pilot Program federal funding grant received and indicates the success of investment in increasing active transportation.

National Citizen Survey in Corvallis
Since 1993, Corvallis has conducted a National Citizen Survey (NCS) of its residents. The NCS, developed by the National Research Center, is used in cities and towns nationwide. The NCS focuses on local government services, community characteristics, and issues of public trust, including questions about the public’s attitude towards walking. It has provided useful information for planning, allocating resources, measuring performance, and evaluating programs and policies.

In Corvallis, quality of life was rated excellent or good by 88 percent of respondents in 2011. Bicycle travel, walking, and the availability of paths and walking trails were given the most positive ratings. Eighty-six percent rated the ease of walking as excellent or good. Bus and transit services were

Health Impact Assessments
Health Impact Assessments (HIA) take a look at the health effects of a transportation project. Conducting a health impact assessment can highlight the impacts (positive or negative) of multi-modal transportation to the community and decision makers.

Philadelphia
Philadelphia, PA, conducted an HIA to explore the effect that its proposed Lower South District Plan would have on health-related factors, such as transportation mode, air quality, physical activity, land use, and access to services. The goal of the HIA was to demonstrate to decision makers the impact that the proposed plan would have on the health of residents and employees. The HIA, completed in March 2012, examined the impact of three major components of the project: a subway extension, the construction of bicycle facilities, and proposed land use changes of bicycle facilities, and proposed land use changes on residents’ access to goods and services such as grocery stores.

The HIA was based on data collected from 1,400 area employees. The assessment indicated that the proposed plan could have a “transformative” effect on transportation behavior, health, and quality of life. With the proposed changes, the HIA found that 5,700 fewer cars would be on the road, saving 206,000 vehicle miles and 27.6 million pounds of carbon dioxide emissions. The HIA found a 5:1 benefit-to-cost ratio for building the bicycle sidepath, by encouraging a ten-fold increase in biking. The report recommended building the subway and the bike path, as the health benefits outweighed the initial financial costs. The HIA also supported mixed land use development, as well as mixed income residential properties and homes accessible to older adults. Philadelphia’s example shows how HIAs can be used as a tool to advocate for safer walking conditions.
also rated much higher than other cities. Ratings of non-motorized transportation tended to be higher than the national average. Fewer commute trips were made by single-operator vehicle than the rest of the nation, with 11 percent walking mode share and 24 percent biking mode share.

Flagstaff Trip Diary Survey
In addition to conducting pedestrian counts every three years, Flagstaff conducted the Flagstaff Trip Diary Survey (FTDS) in May 2007. The FTDS set out to inform future planning efforts by evaluating resident travel habits, and the City plans to administer the survey every five years. The survey supplemented the City’s Journey to Work data from the American Community Survey with meaningful local data.

A random sample of residents was mailed the FTDS, and from that sample, the City received 320 responses (a 14 percent response rate, typical for detailed surveys of this type). Participants kept a log of all of their trips for one day, including the origin and destination, mode, number of people, and distance.

Three-quarters felt that the transportation system in Flagstaff worked at least “somewhat well” for their needs. Drive-alone trips accounts for 57 percent of all trips, and walking accounted for 12 percent of trips. Residents who lived in the “core,” where there are more complete walking and biking facilities, used non-motorized travel more often than those who lived in outlying areas. The report recommended that Flagstaff consider paying special attention to improving bike and pedestrian facilities outside of its core, with a focus on levels of service rather than changing mode share.

Flagstaff also learned that it had a significant opportunity for shifting mode share. Forty percent of vehicle trips were less than 2.5 miles, a distance that can be shifted to non-motorized modes, as 98 percent of walking trips were less than 2.5 miles.
Walk Friendly Communities Program Information

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