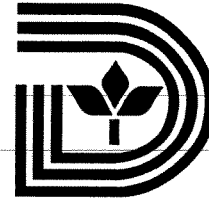


# Memorandum



CITY OF DALLAS

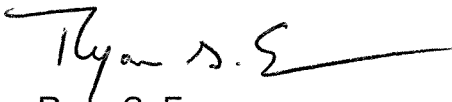
DATE October 14, 2011

TO The Honorable Mayor and Members of the City Council

SUBJECT Complete Streets Initiative Update

At the City Council Meeting on Wednesday, October 19, 2011, there will be a briefing on the Complete Streets Initiative. A copy of the briefing presentation is attached. This briefing focuses on proposed pilot implementation projects and the results of a recently completed public values survey aimed at gauging perceptions and desires regarding streets and transportation. In addition, it provides some background on the approach, process and schedule of Dallas Complete Streets Initiative.

Please feel free to contact Theresa O'Donnell at 214-671-9293 if you need additional information.



Ryan S. Evans  
Assistant City Manager

## Attachment

C: Mary K. Suhm, City Manager  
Thomas P. Perkins, Jr. City Attorney  
Rosa Rios, Acting City Secretary  
Craig Kinton, City Auditor  
Judge C. Victor Lander, Administrative Judge  
A.C. Gonzalez, First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest Turner, Assistant City Manager  
Joey Zapata, Interim Assistant City Manager  
Jean Chipperfield, Chief Financial Officer  
Edward Scott, Director, Controller's Office  
Frank Libro, Public Information Officer  
Theresa O'Donnell, Director, Sustainable Development and Construction  
Helena Stevens-Thompson, Assistant to the City Manager – Council Office

# Complete Streets Initiative Update



Dallas City Council Briefing  
October 19, 2011

# Presentation Outline

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- ☐ Review project approach
- ☐ Proposed pilot design projects
- ☐ Review public involvement plan
- ☐ Public values survey results

# Project Background

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- ❑ Planning project funded through a federal planning grant, with matching funds provided by the Regional Transportation Council (RTC)
- ❑ Opportunity to advance regional and City goals established in the Council adopted *forwardDallas!* Comprehensive Plan
- ❑ Project initiated in May 2011





# Complete Streets Principles

- ❑ Street design for all relevant transportation modes: pedestrians, bicycles, transit, automobiles
- ❑ Different design solutions for different contexts: flexibility to accommodate changing needs
- ❑ Enhanced public realm: Streets as places rather than mere traffic conduits
- ❑ Green streets: Environmentally sustainable design solutions



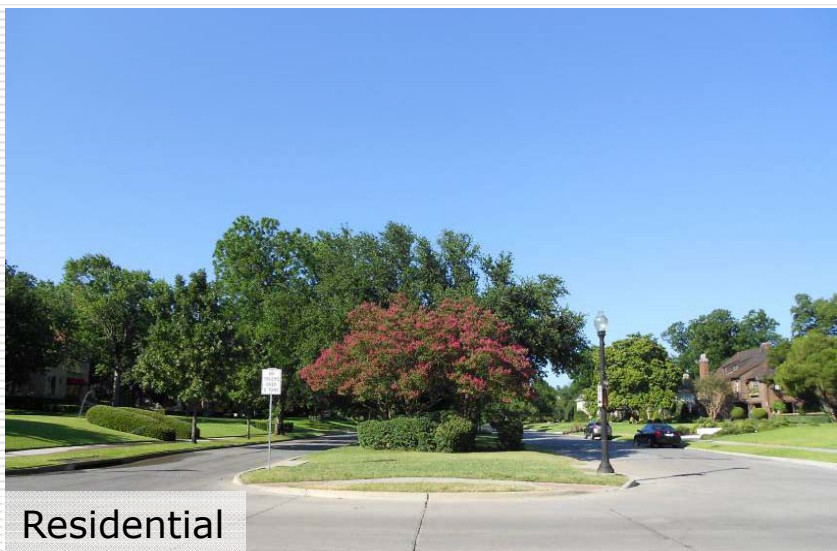
# Range of Street Design Contexts



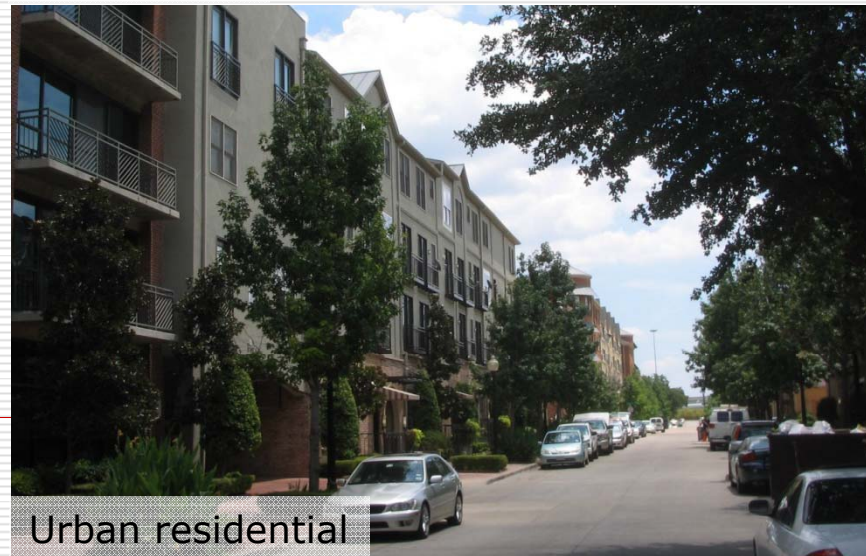
Mixed use



Commercial



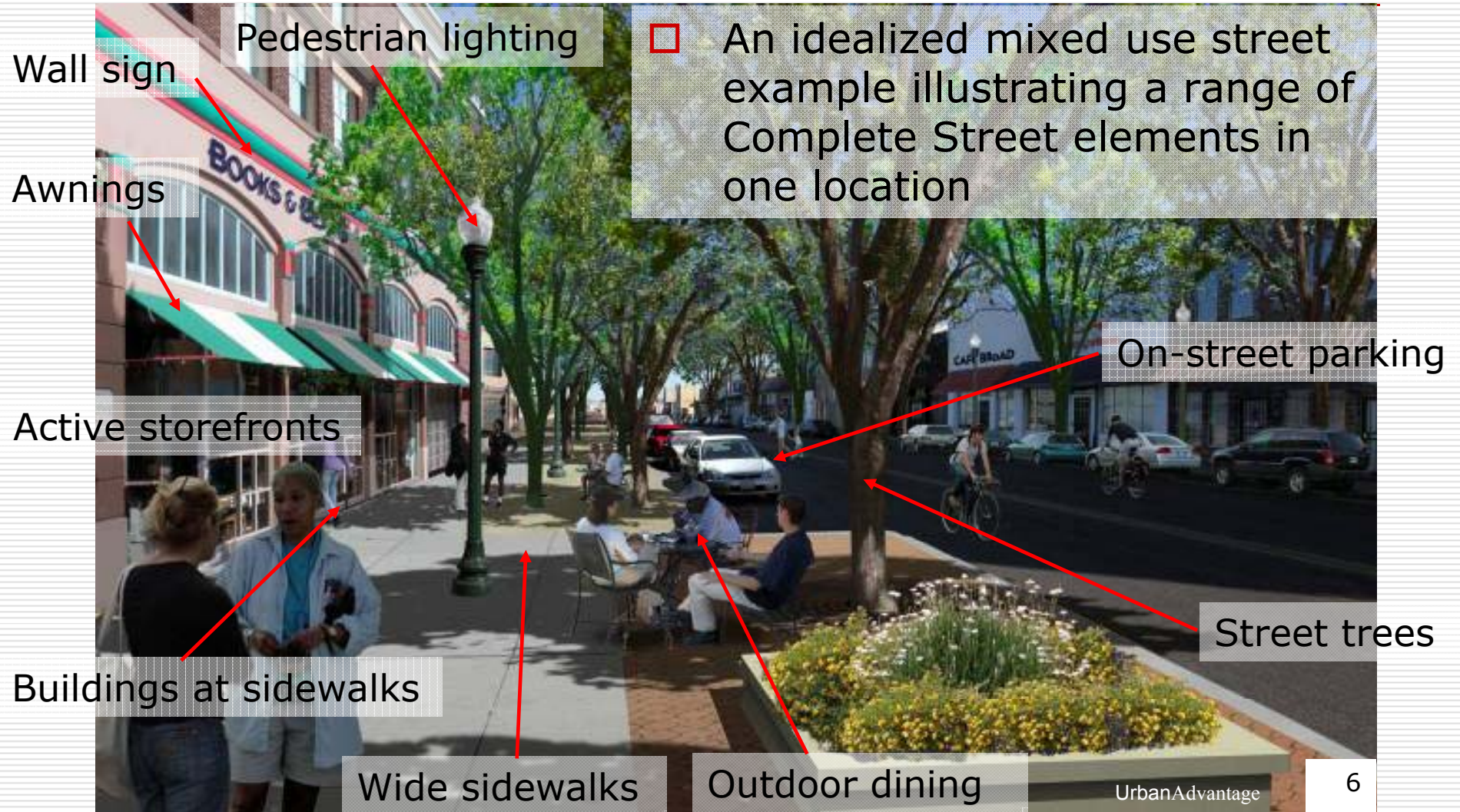
Residential



Urban residential



# Enhancing The Public Realm





# Green Storm Water Management

- ❑ Sustainable approaches to storm water management





# Initial Assumptions

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- ❑ The Complete Streets Initiative reflects a shifting mindset for some citizens in favor of gradual transition of streets to accommodate multiple users
- ❑ Not all streets are appropriate or feasible candidates for transformation – the majority of streets will not change significantly
- ❑ Cost of enhancements and maintenance of new amenities will be one of the key factors that must be considered when weighing the benefits of complete streets

# Objectives of the Complete Streets Initiative

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- ❑ Establish a Complete Streets design process, policies and standards that integrate iSWM principles
- ❑ Provide a range of opportunities for public input on priorities, costs/benefits and trade-offs of complete streets
- ❑ Develop a strategy for systematic and phased implementation over time
- ❑ Ensure coordination with 2012 Bond Program, iSWM manual amendment and current CIP projects



# Key Opportunities / Challenges

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- ❑ Explore more flexible use of existing public rights-of-way to accommodate expanding and changing transportation needs
- ❑ Explore sustainable, long-term funding strategies for increased capital and maintenance costs associated with complete streets through a combination of public and private sources

# The Street Edge

- ❑ The street edge straddles public and private property presenting opportunities and challenges





# Multipurpose/Flexible Street Space

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# Anticipated Outcomes

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## ☐ Vision Map and Design Manual:

- Citywide, context-sensitive, complete streets vision map to provide a basis for the street design process
- Flexible, easy-to-use street design guidelines and standards for the engineering community

## ☐ Implementation Program:

- Pilot design projects for funding consideration through the 2012 Bond Program
- Recommendations for how the implementation of new policies and standards will be phased in
- Recommendations for long-term funding strategies



# Proposed Pilot Design Projects

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- ❑ Develop conceptual designs for a manageable selection of projects to be considered for implementation through the 2012 Bond Program and private development initiatives
- ❑ Showcase and test new complete street design concepts on specific streets across the city that are suited for change and have potential for neighborhood support
- ❑ Conduct citywide workshops / demonstrations to engage the community in the conceptual design process

# Proposed Pilot Design Projects

## Selection Criteria

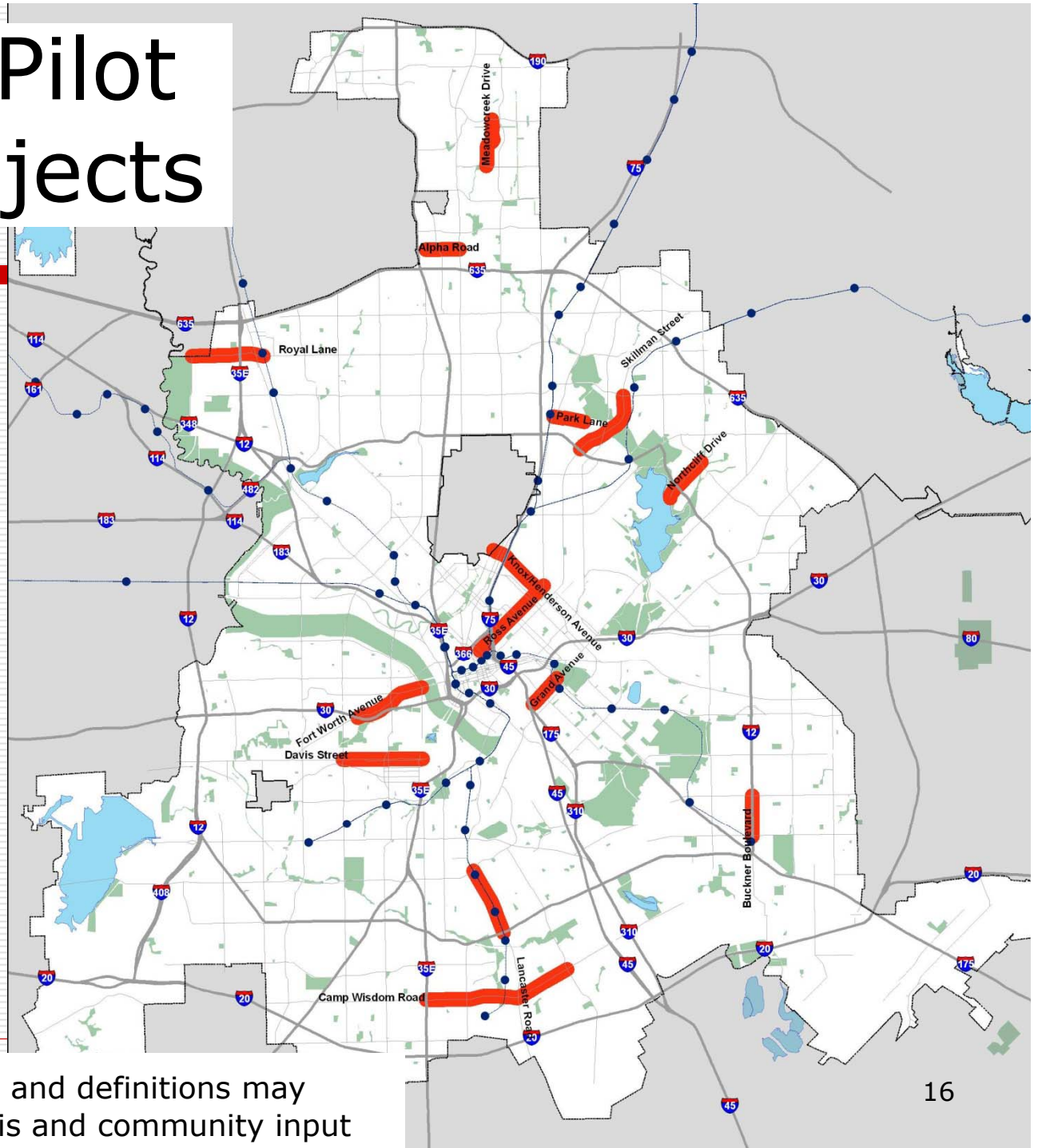
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- ❑ Timely public or private planning efforts and development opportunities that support complete streets
- ❑ Key linkages between existing community and neighborhood destinations with potential to encourage more walking, biking or transit use
- ❑ Potential for roadway design improvements without additional right-of-way acquisition
- ❑ Councilmember input



# Proposed Pilot Design Projects

- ☐ Davis Street
- ☐ Ross Avenue
- ☐ Knox – Henderson
- ☐ Fort Worth Avenue
- ☐ Lancaster Road
- ☐ Buckner Boulevard
- ☐ Royal Lane
- ☐ Grand Avenue
- ☐ Camp Wisdom Drive
- ☐ North Cliff
- ☐ Skillman Street
- ☐ Alpha Road
- ☐ Park Lane
- ☐ Meadowcreek Drive



**Note:** Specific project locations and definitions may change based on further analysis and community input

# Complete Streets Initiative Public Involvement Plan

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- ☐ Project website and facebook page
- ☐ Public kick-off event
- ☐ Visual essay contest
- ☐ In-depth stakeholder interviews and public values survey
- ☐ Technical Committee
- ☐ Community Focus Groups
- ☐ Community workshops / demonstrations
- ☐ Citywide open house



# Progress To Date

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- ❑ Consultant team led by Kimley-Horn and Associates hired; team includes a combination of national and local expertise
- ❑ Initial Technical Committee meetings held
- ❑ Public kick-off event held on Ross Avenue

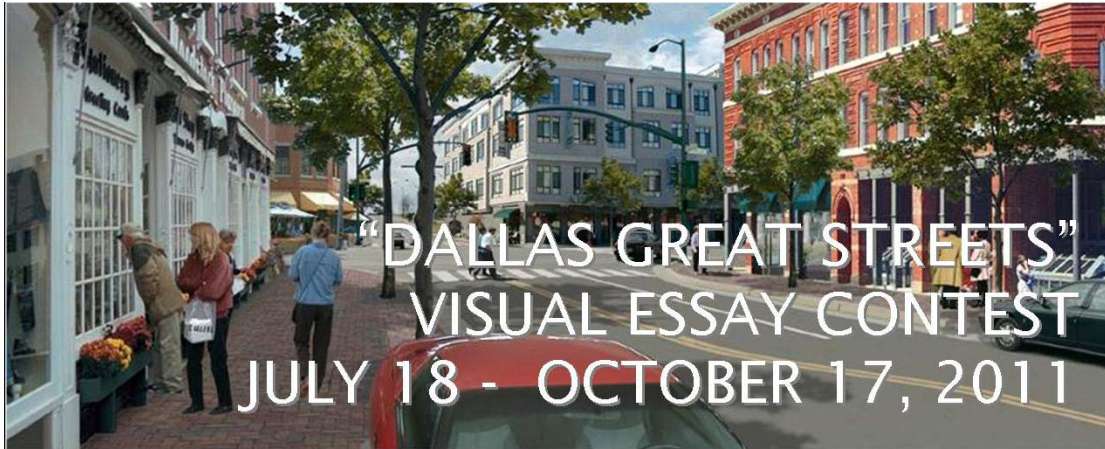
# Public Kick Off Event

Held on June 26, 2011



□ Better Block event on Ross Avenue





## SHOW US YOUR FAVORITE STREETS IN DALLAS!

- Submit photos/videos of your favorite streets in Dallas showing what you like about them and how you would improve them.
- Help show us how to make Dallas streets better for everyone: elderly, children, disabled, pedestrians, bicyclists, transit users and motorists.
- We are interested in all kinds of street examples in Dallas.
- Both amateurs and professionals are welcome to participate. Categories will be separated by age and skill.
- For more information visit [www.dallascompletestreets.com](http://www.dallascompletestreets.com)

**EXCITING PRIZES FOR WINNING ENTRIES!**  
**GRAND PRIZE \$500**



# Visual Essay Contest

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- Opportunity for all citizens to provide creative input on complete streets
- Working with Big Thought to engage school kids

# Technical Committee

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- ☐ Facilitated by Sustainable Development and Construction staff and consultants
- ☐ Provide technical input on products at key milestones
- ☐ Key staff from other City departments and agencies
- ☐ Developers with project experience in pushing the envelope on street design and street use
- ☐ Other relevant professional expertise

# Community Focus Groups

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- ❑ 3 Citywide stakeholder focus groups:
  - ❑ Residential community representatives
  - ❑ User/advocacy groups
  - ❑ Pilot design projects stakeholders
- ❑ Two rounds of work sessions facilitated by Sustainable Development and Construction staff and consultants with open and collaborative discussion to create an optimal environment for creative thinking and feedback on specific topics
- ❑ Review project approach from a range of perspectives to ensure consistency with Dallas values and needs



# Community Workshops / Demonstrations

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- ❑ Community Workshops: Seven citywide workshops focused on developing preliminary pilot design project concepts for and receiving input on the citywide complete streets vision and design manual
- ❑ Southern Dallas Better Block Event: focused on engaging the community in activating and transforming a street for a day
- ❑ Demonstration sites: Temporary installations at two locations to test and evaluate new design concepts in real conditions over several weeks

# Public Values Survey

## Methodology Overview

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- ❑ Focus on gauging public perceptions and desires regarding transportation and streets
- ❑ Questionnaire designed by Collective Strength, with input from Kimley-Horn and Associates and City of Dallas
- ❑ 518 interviews conducted by Promark Research in August 2011 using standard market research industry protocol for telephone polling
- ❑ The results are calibrated to mirror 2010 U.S. Census for age, race, income, gender and geographic area

# Summary of Survey Findings

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- ❑ Bottom line: Significant opportunity exists in Dallas to gain widespread public support for Complete Streets if safety, health and economic development benefits are also emphasized along with maintenance of existing streets
- ❑ The vast majority (over 90%) of surveyed residents support sustainable communities with more transportation choices, access to shops, schools and jobs close by, energy efficiency and improved air and water quality
- ❑ The most important cited reasons for wanting Complete Streets include being safer, being healthier, boosting the economy and saving money on gas



# Summary of Survey Findings

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- ❑ The majority cite driving as the primary mode of transportation but would consider public transportation if it was more convenient
- ❑ 60% walk in their neighborhood at least once a week
- ❑ 26% bike around their neighborhood at least once a month
- ❑ 85% would favor using a defined amount of existing street space for non-car purposes such as walking or biking
- ❑ Most would accept a minor increase in drive time if the result produced safer streets, an economic boost for the city and/or improved walking and biking conditions

# Summary of Survey Findings

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- ❑ Respondents expressed moderate satisfaction with current street conditions (rated an average of 6.5 out of 10)
- ❑ Highest transportation priorities include pedestrian safety, maintenance of existing streets and increased public transportation options
- ❑ The most important features of city streets are lighting and maintenance
- ❑ Funding for street improvements should come from both the public and private sectors

# Planning Schedule

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- ❑ October 13, 2011: Technical Committee meeting
- ❑ End October 2011: Community Focus Group sessions
- ❑ Early November 2011: Community Workshops; Southern Dallas Better Block event
- ❑ Early December 2011: Technical Committee meeting
- ❑ Mid January 2012: Technical Committee Meeting
- ❑ End January 2012: Community Focus Group sessions
- ❑ February – April 2012: Monthly Technical Committee meetings; Project demonstrations
- ❑ April 2012: Citywide Open House



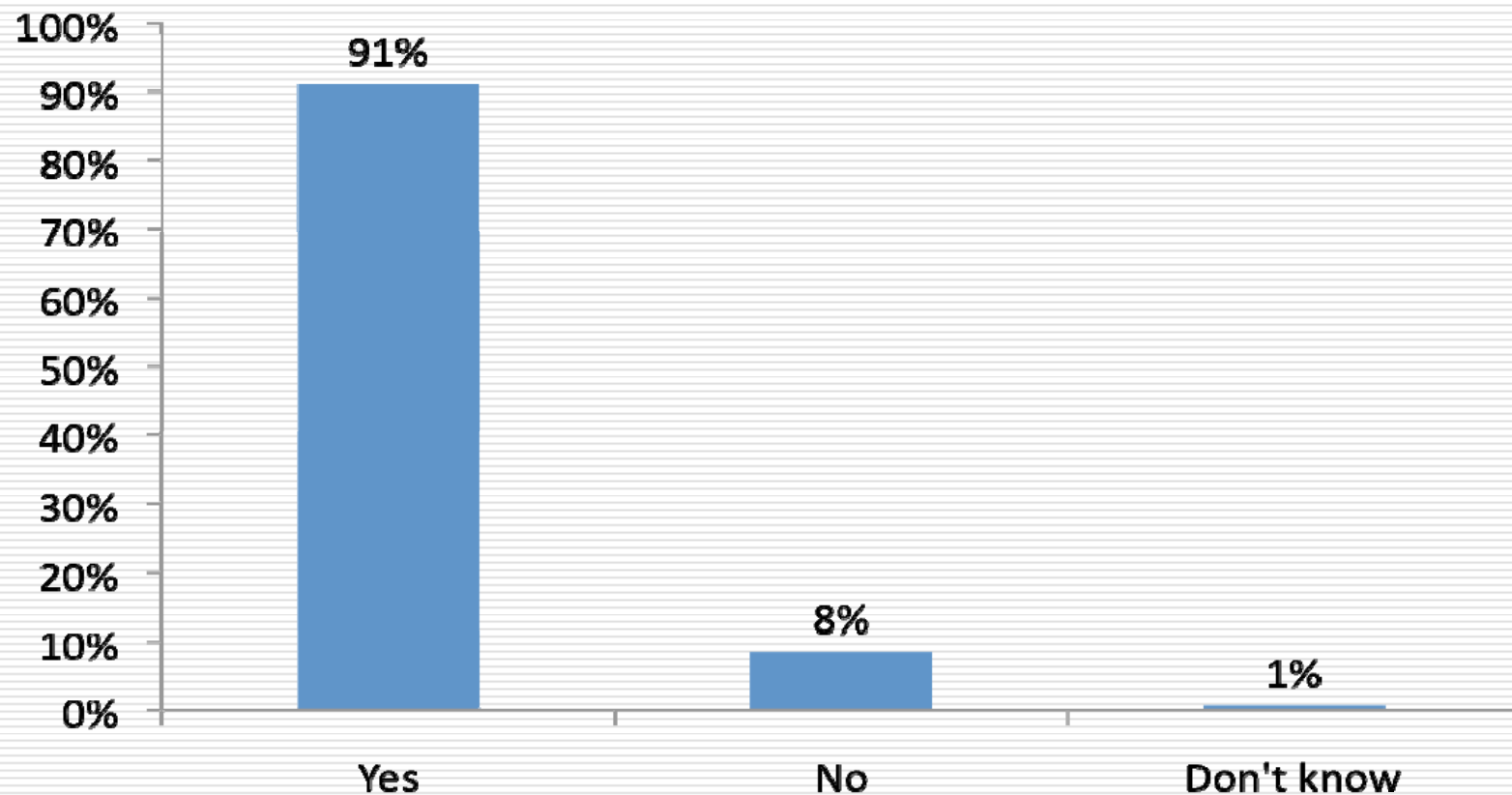
# Appendix

## Public Values Survey



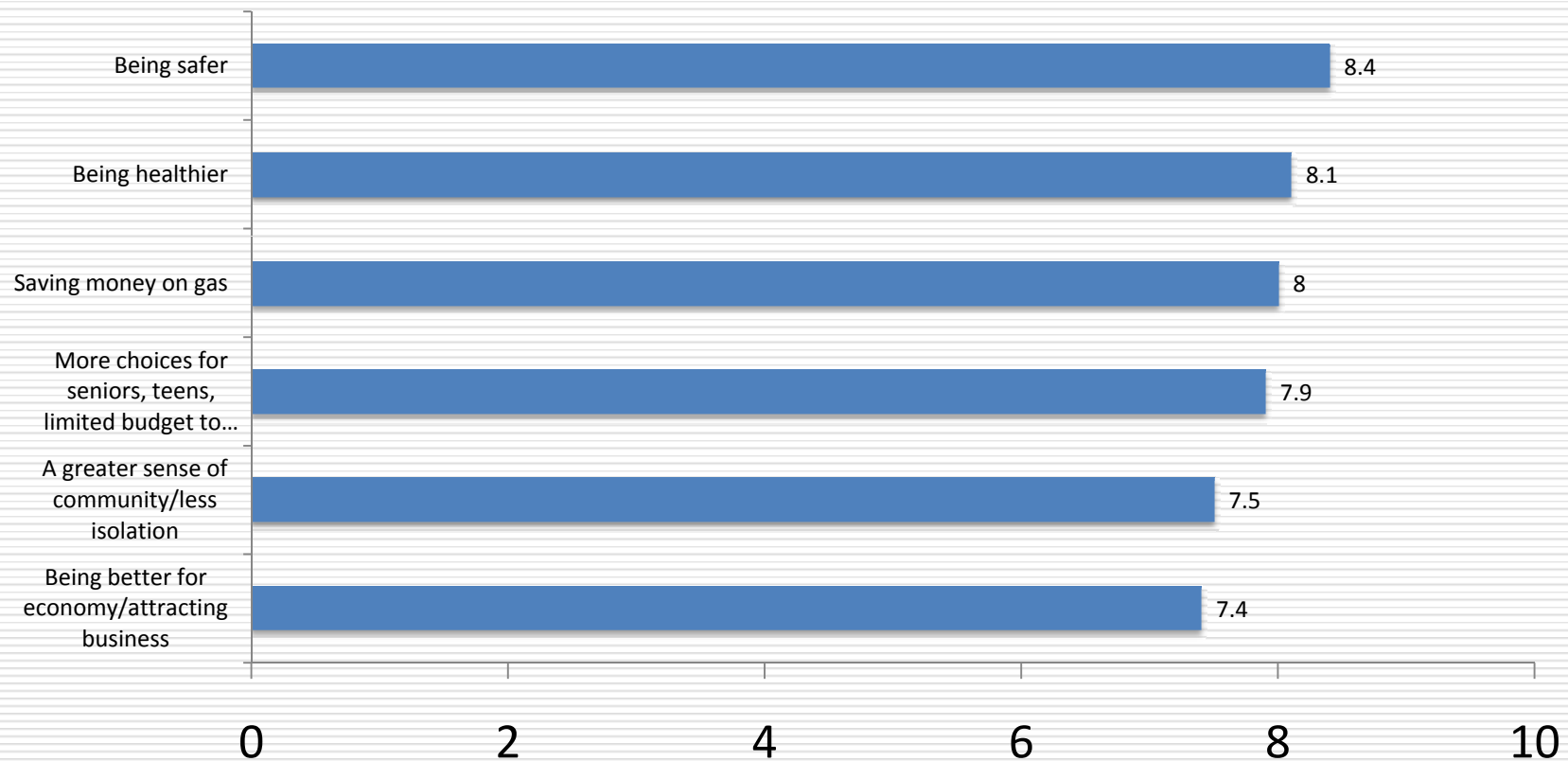
# The Vast Majority Want Elected Officials to Work Towards Sustainable Communities

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Q: A sustainable community is defined as a neighborhood that has more transportation choices, is closer to shops, schools and jobs, is more energy efficient and helps protect our air and water. Do you want your elected officials to work towards more sustainable communities?

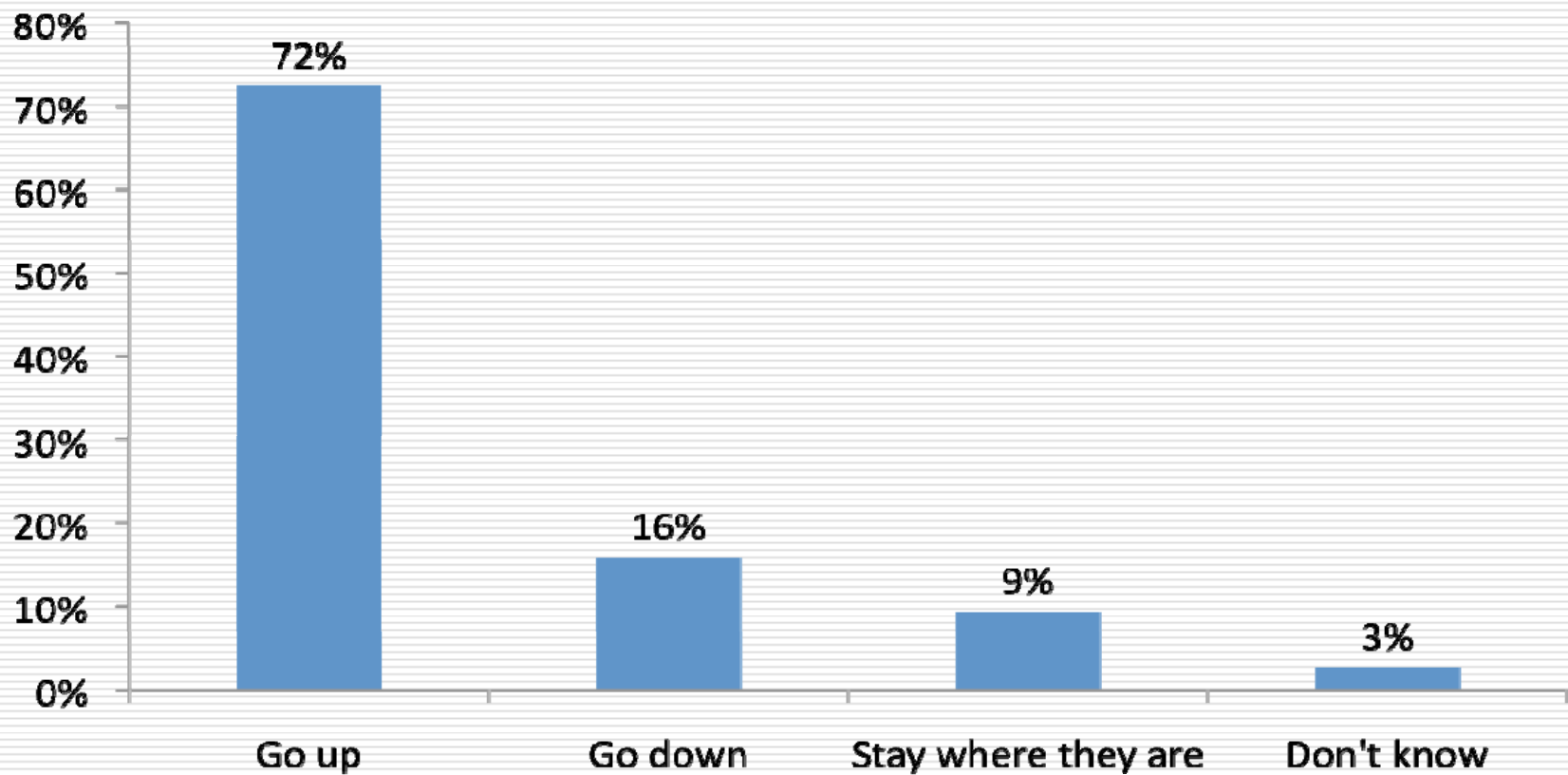
# Safety, Health and Saving Money are Important Motivators for Complete Streets



Q: On a one to ten scale where one is not at all important and ten is extremely important, how important is this reason to you for giving up some street for walking and biking?



# Significant Belief that Gas Prices Will Increase Over the Next Ten Years



Q: In the next ten years, do you expect gasoline prices to go up, go down or stay where they are today?

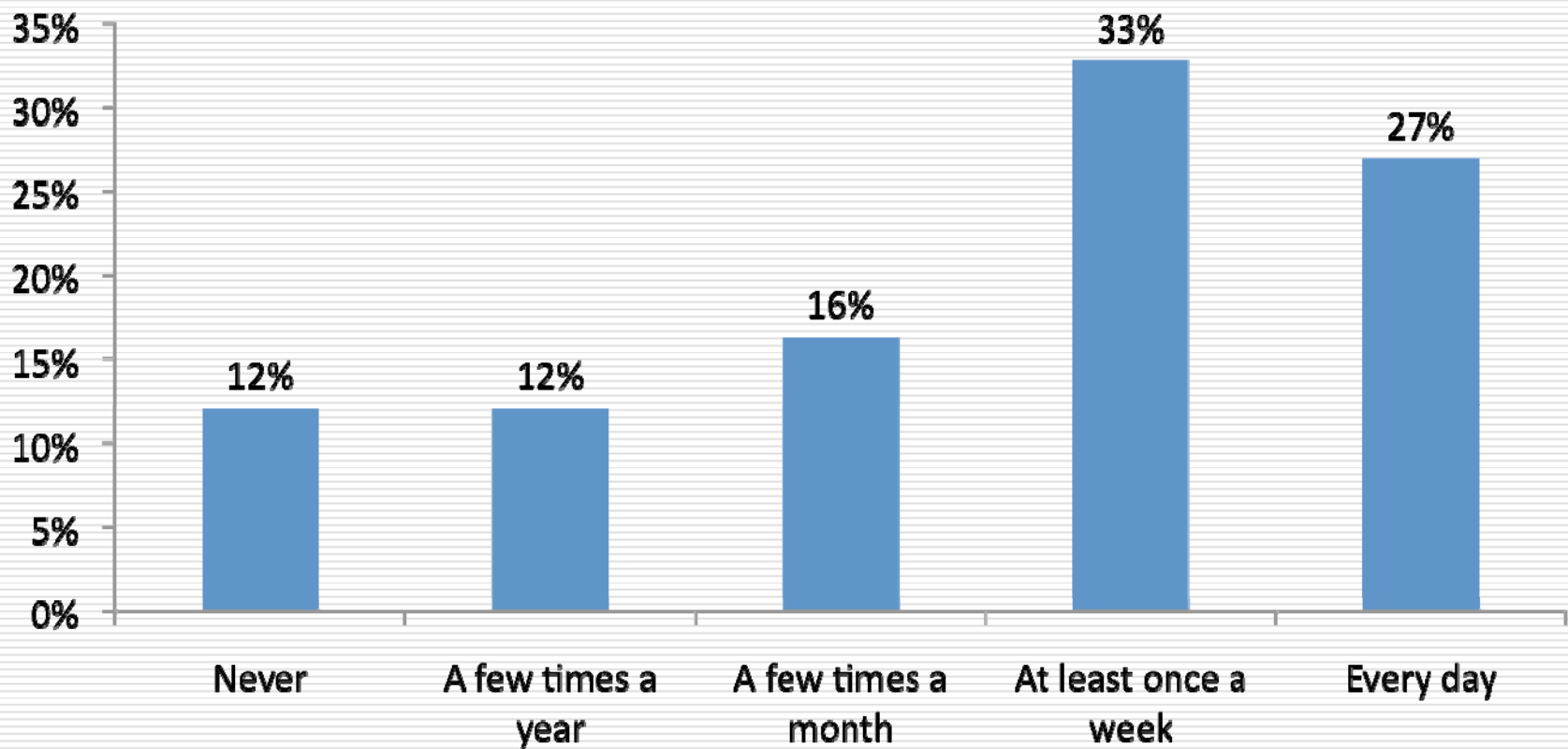
## Existing Preference for Driving but Demand Exists for Other Options if more Convenient

---

	Now	Future
<input type="checkbox"/> Driving	80%	+34%
<input type="checkbox"/> Public transportation	16%	+54%
<input type="checkbox"/> Biking	1%	+12%
<input type="checkbox"/> Walking	2%	+12%
<input type="checkbox"/> Scooterling	0%	+6%

Q: Which of the following transportation options is your primary way of getting around?  
What would you be most likely to consider in the future if it was more convenient?

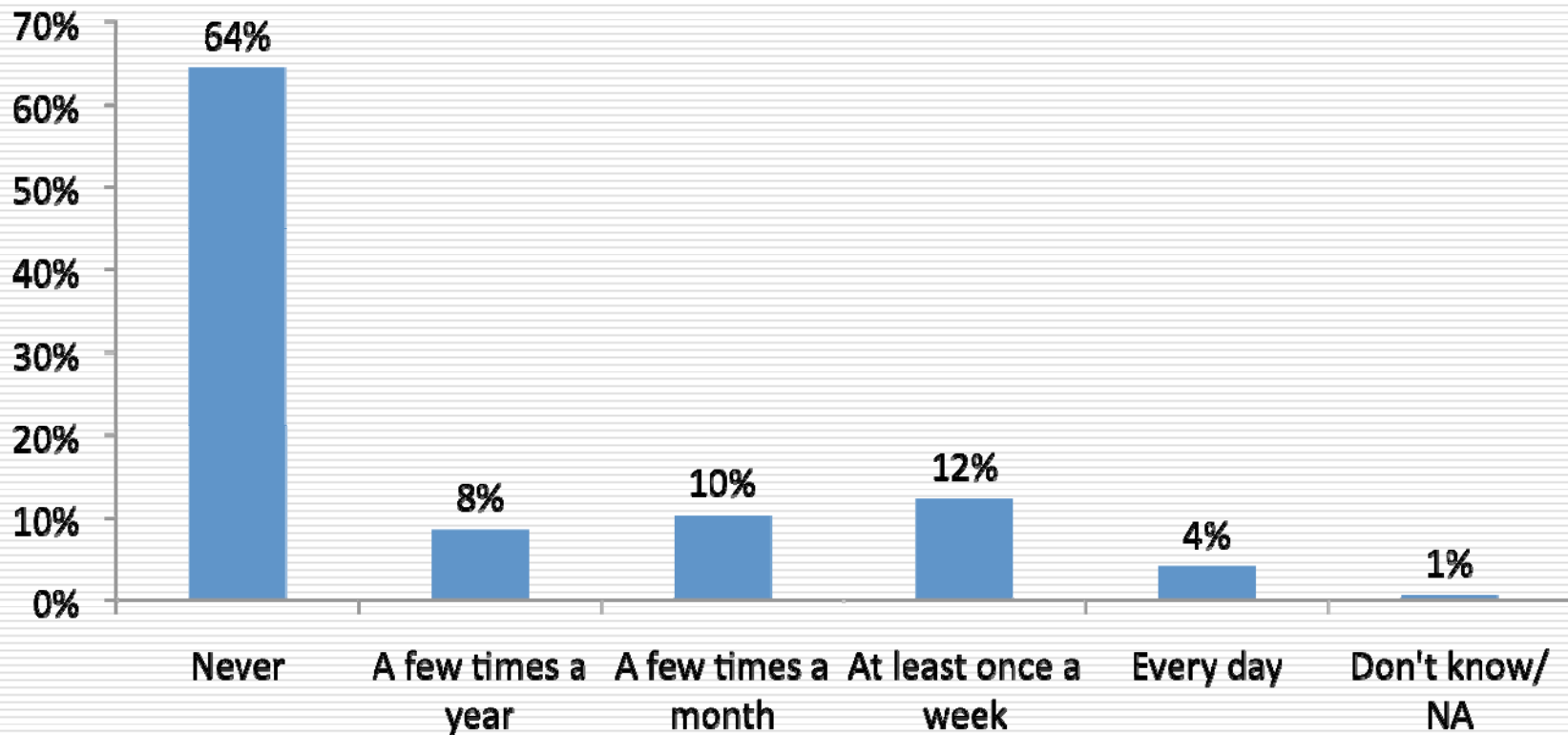
# 76% of Dallas Residents Walk at Least a Few Times a Month



Q: How often do you walk around your neighborhood or any other neighborhood in the City of Dallas...



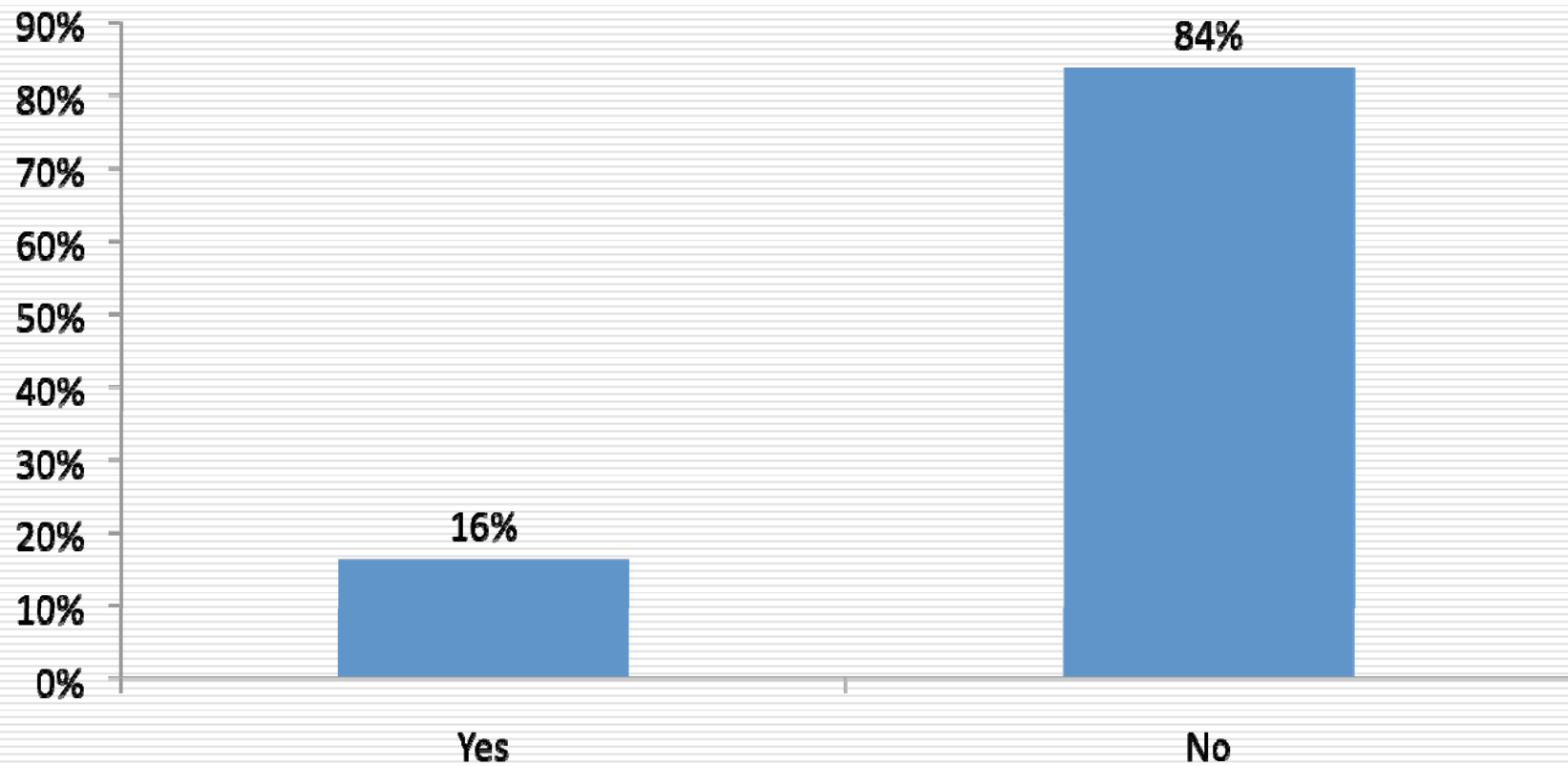
## 26% Bike at Least a Few Times a Month



Q: How often do you bike around your neighborhood or any other neighborhood in the City of Dallas...

# Few Children In Dallas Walk to School

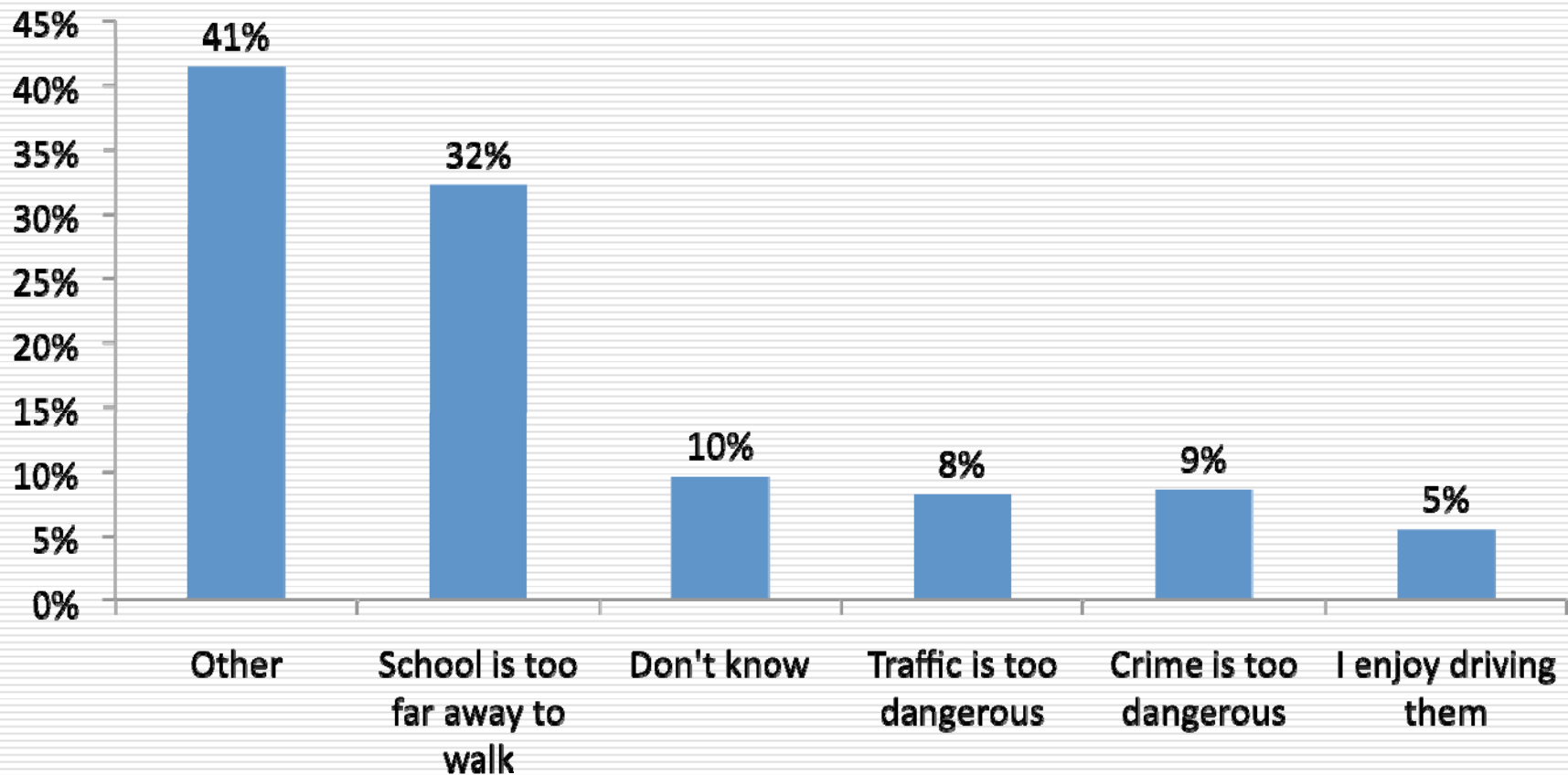
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Q: If you have children under 18 living in your household, do they walk to school?

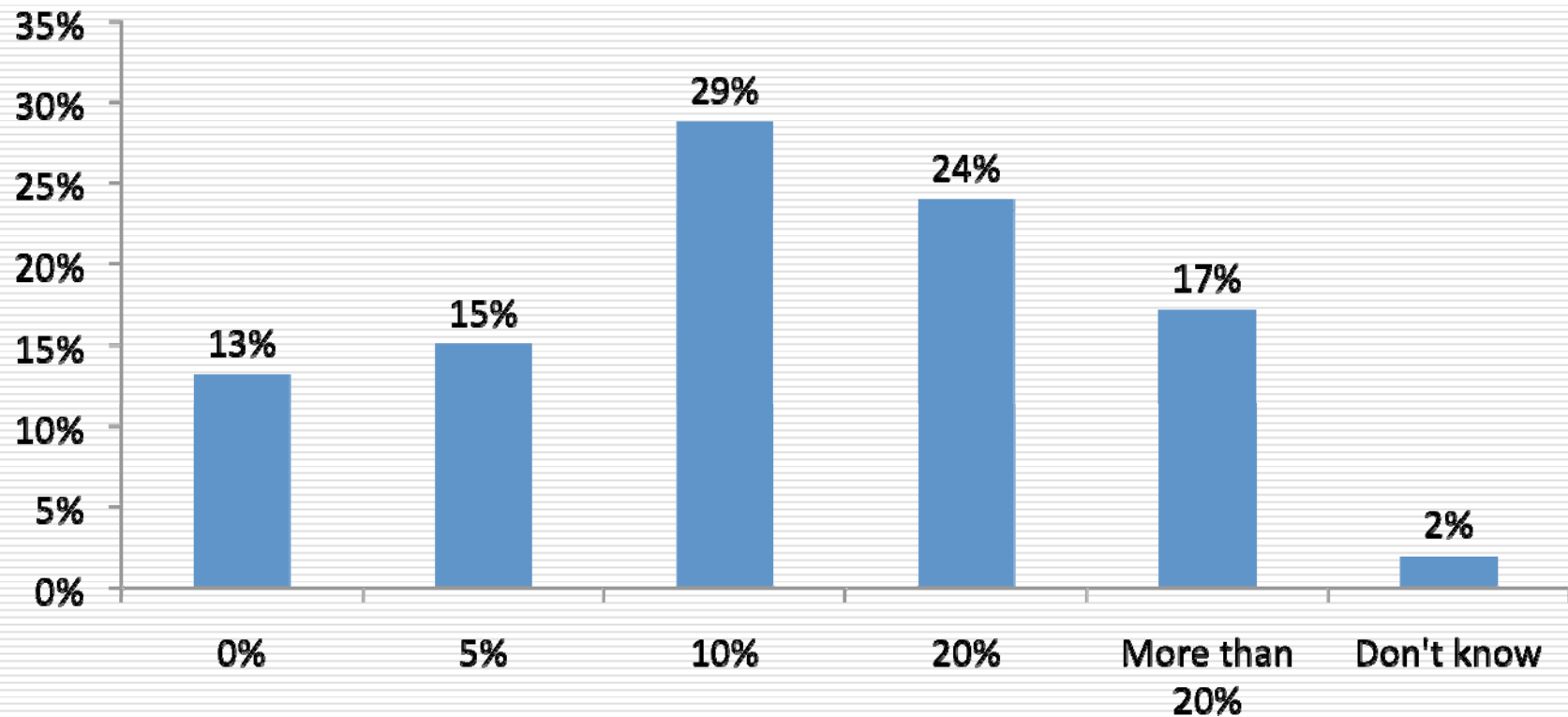
# Reasons Why Children Do Not Walk to School



Q: If no, what is the primary reason? Note: "Other" are primarily personal responses such as "my husband leaves at a different time than I do so we can't walk with her."

# 85% of Dallas Residents Would Give up at Least 5% of Their Streets for Other Options

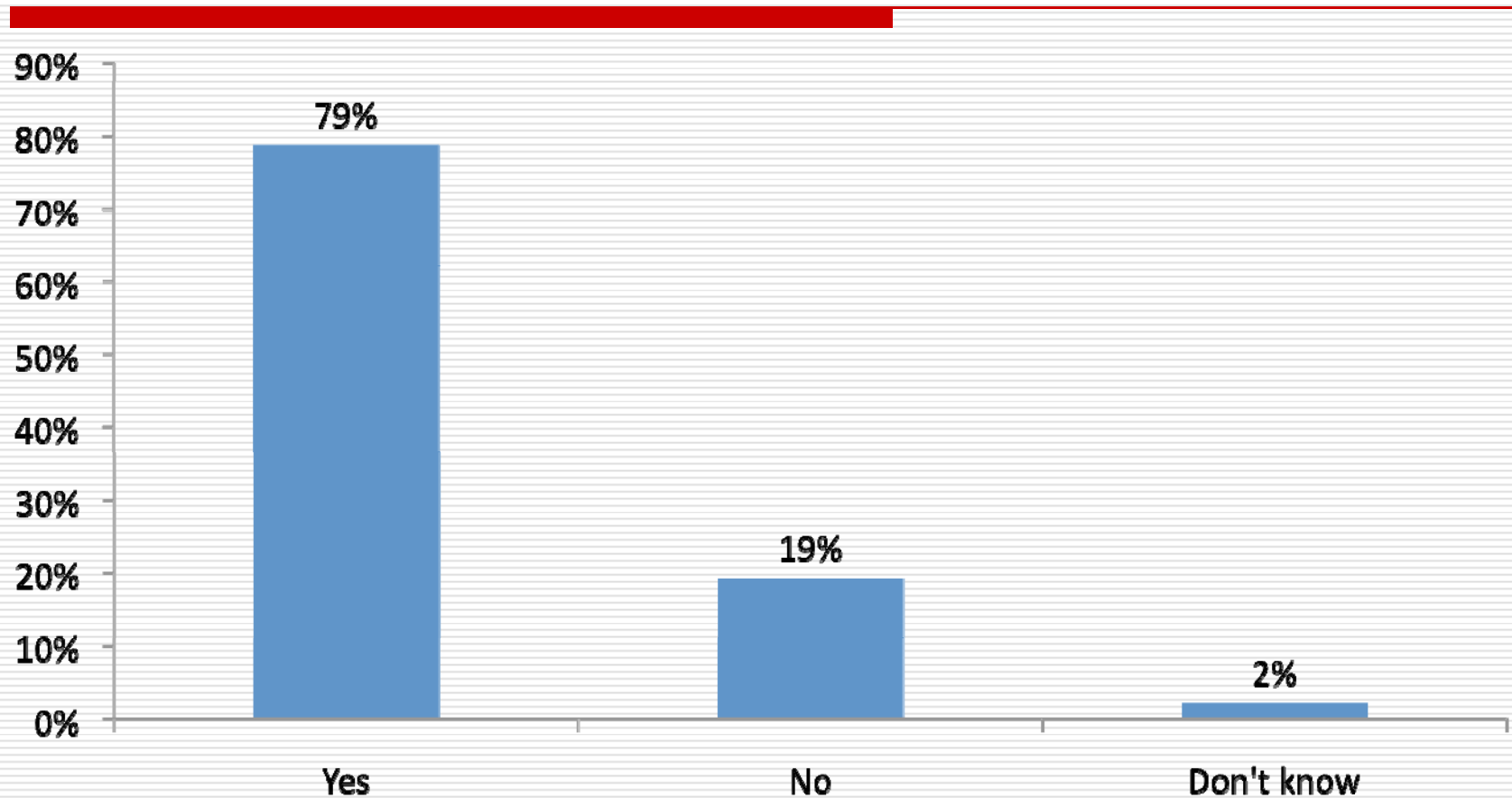
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Q: Right now, most streets in Dallas are 100% dedicated to cars. How much of your street (as a percentage) would you be willing to give for non-car purposes such as walking and biking? 0%, 5%, 10%, 20%, or more than 20%?

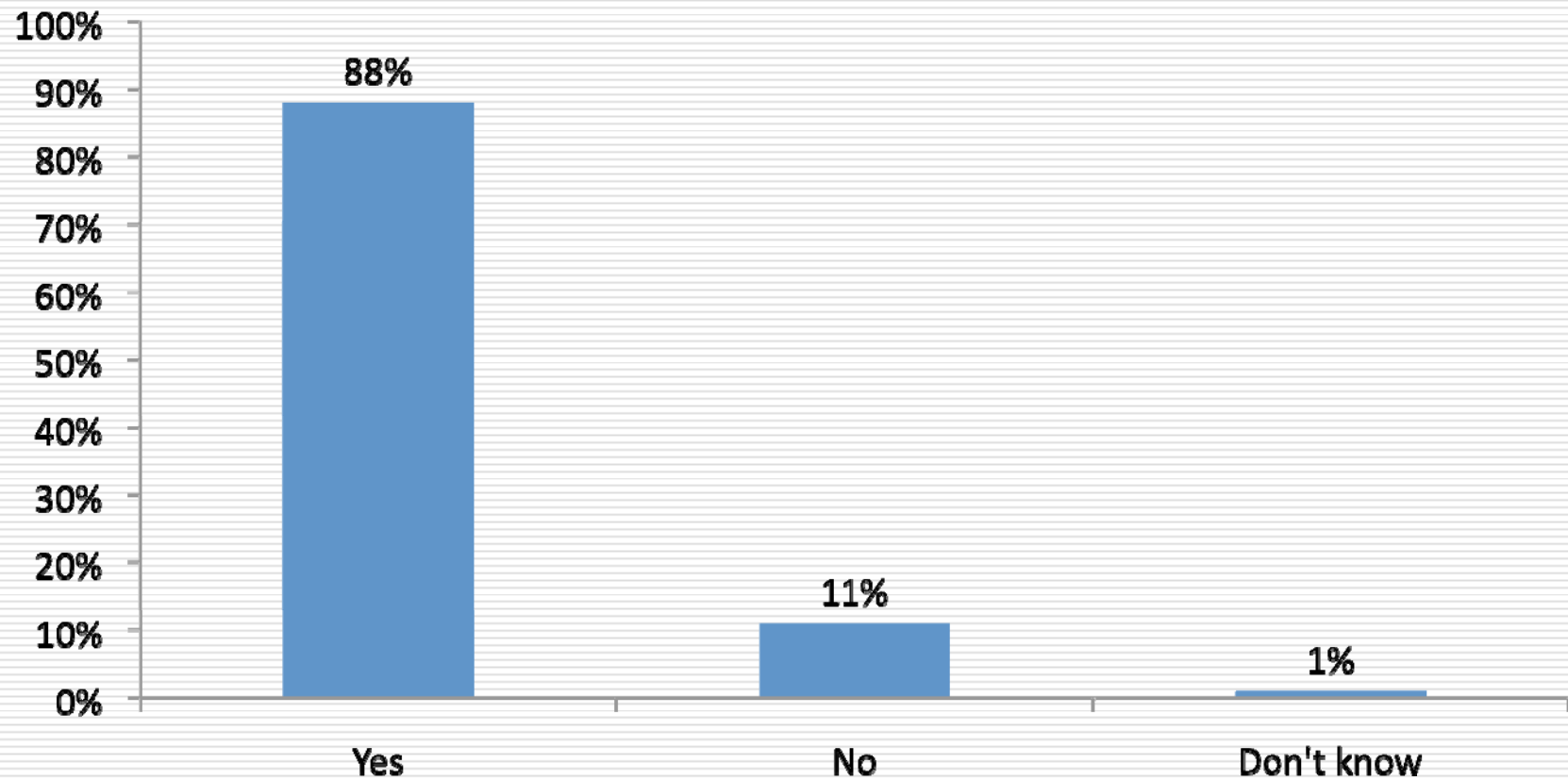


# Most Residents Would accept a 5 Minute Longer Drive Time if it Meant More Walking/Biking



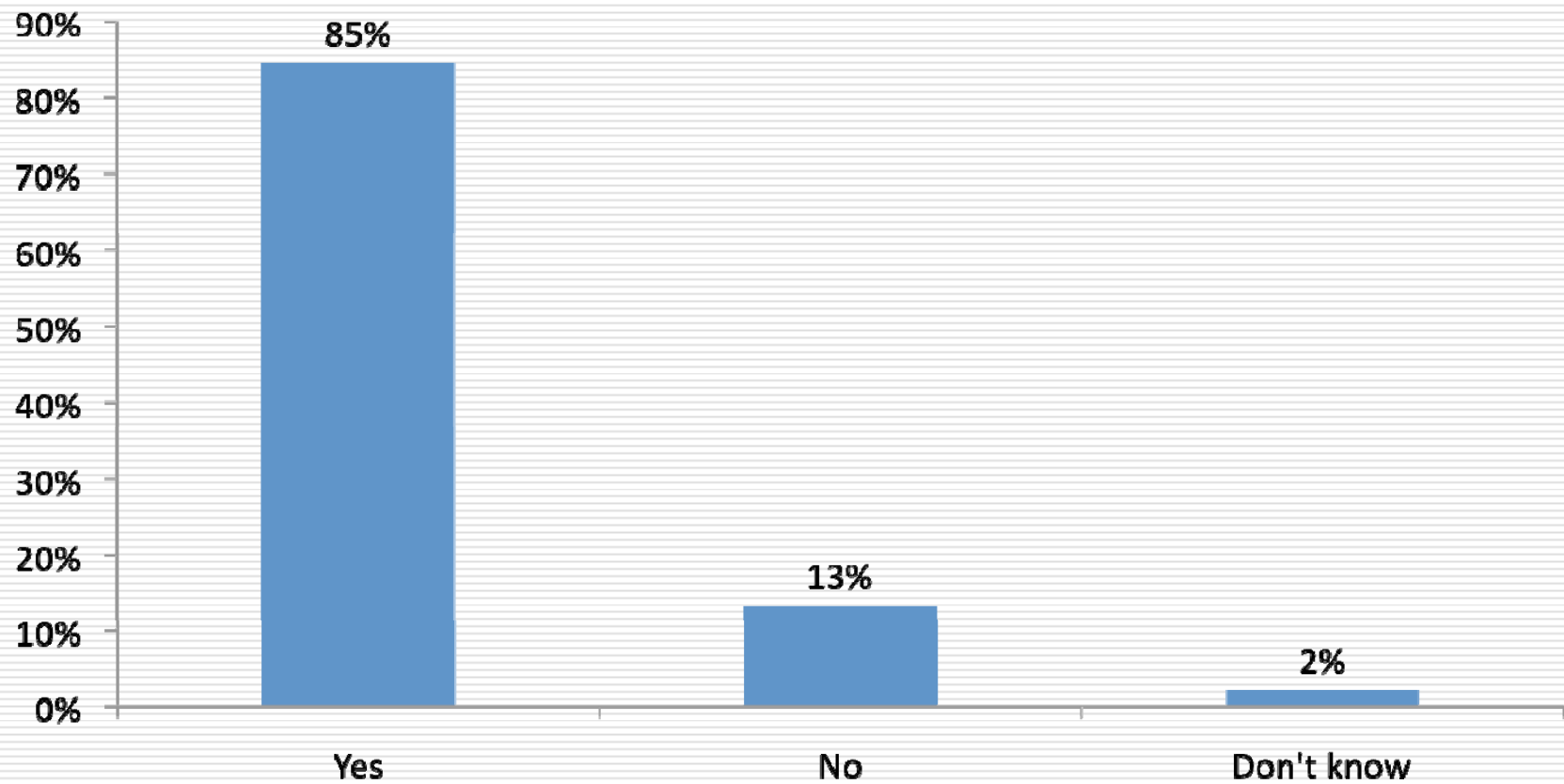
Q: Would you be willing to accept your drive time taking five more minutes than it does now on city streets...

# ...And Even More Would Accept it if it is Safer



Q: Would you be willing to accept your drive time taking five more minutes than it does now on city streets...

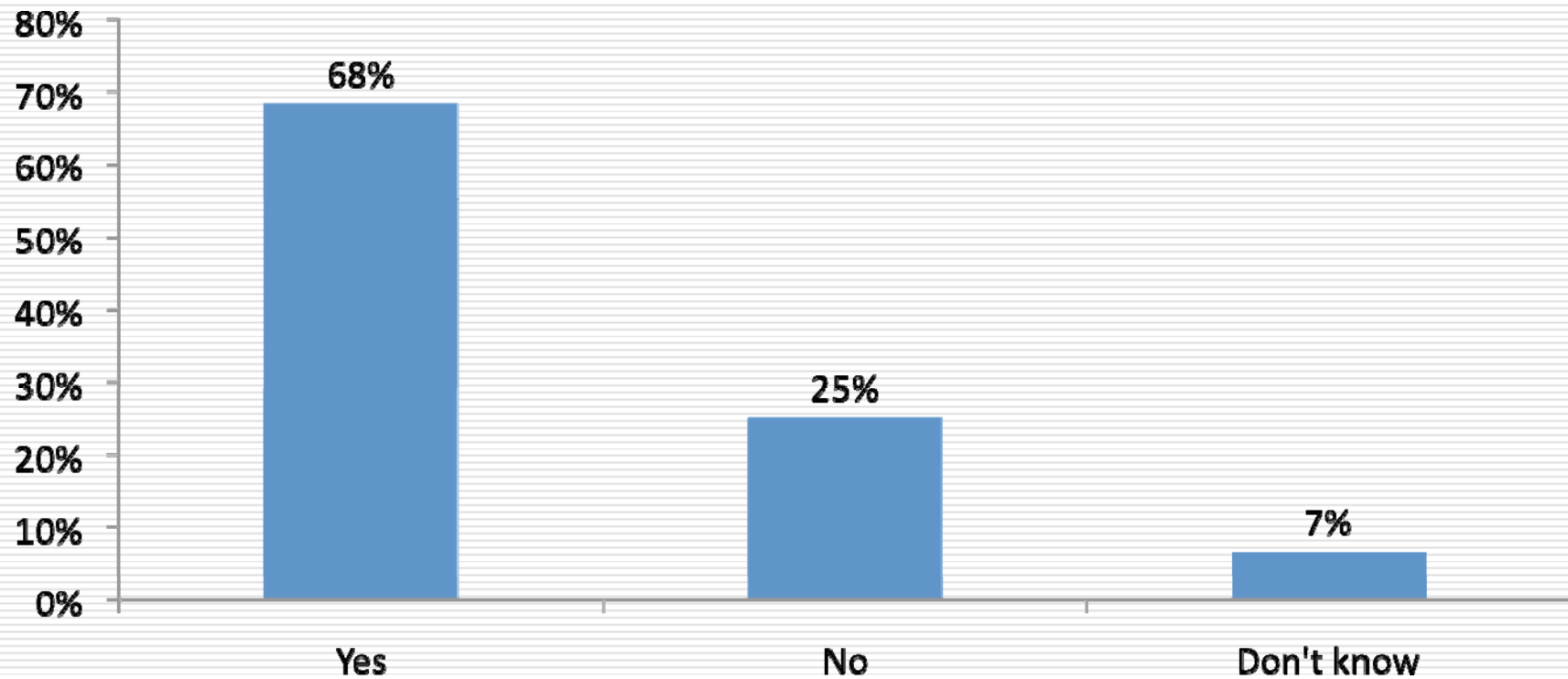
## ....Or if it was an Economic Boost



Q: Would you be willing to accept your drive time taking five more minutes than it does now on city streets...

# Most Residents think being Able to Walk or Bike would be Better for the Economy

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Q: Do you feel that kids being able to walk or bike to school and adults being able to walk or bike to places to shop and eat would be better for the Dallas economy than it is now?



# Priorities for Elected Officials

---

## High Priorities (60%+)

<input type="checkbox"/> Public education	86%
<input type="checkbox"/> Public safety	81%
<input type="checkbox"/> Jobs and the local economy	83%
<input type="checkbox"/> Clean air and water	77%
<input type="checkbox"/> Keeping the budget balanced	74%
<input type="checkbox"/> Public health	68%

Q: Which of the following are high, medium or low priorities to you for elected officials to work on to make Dallas a better place to live...

# Priorities for Elected Official

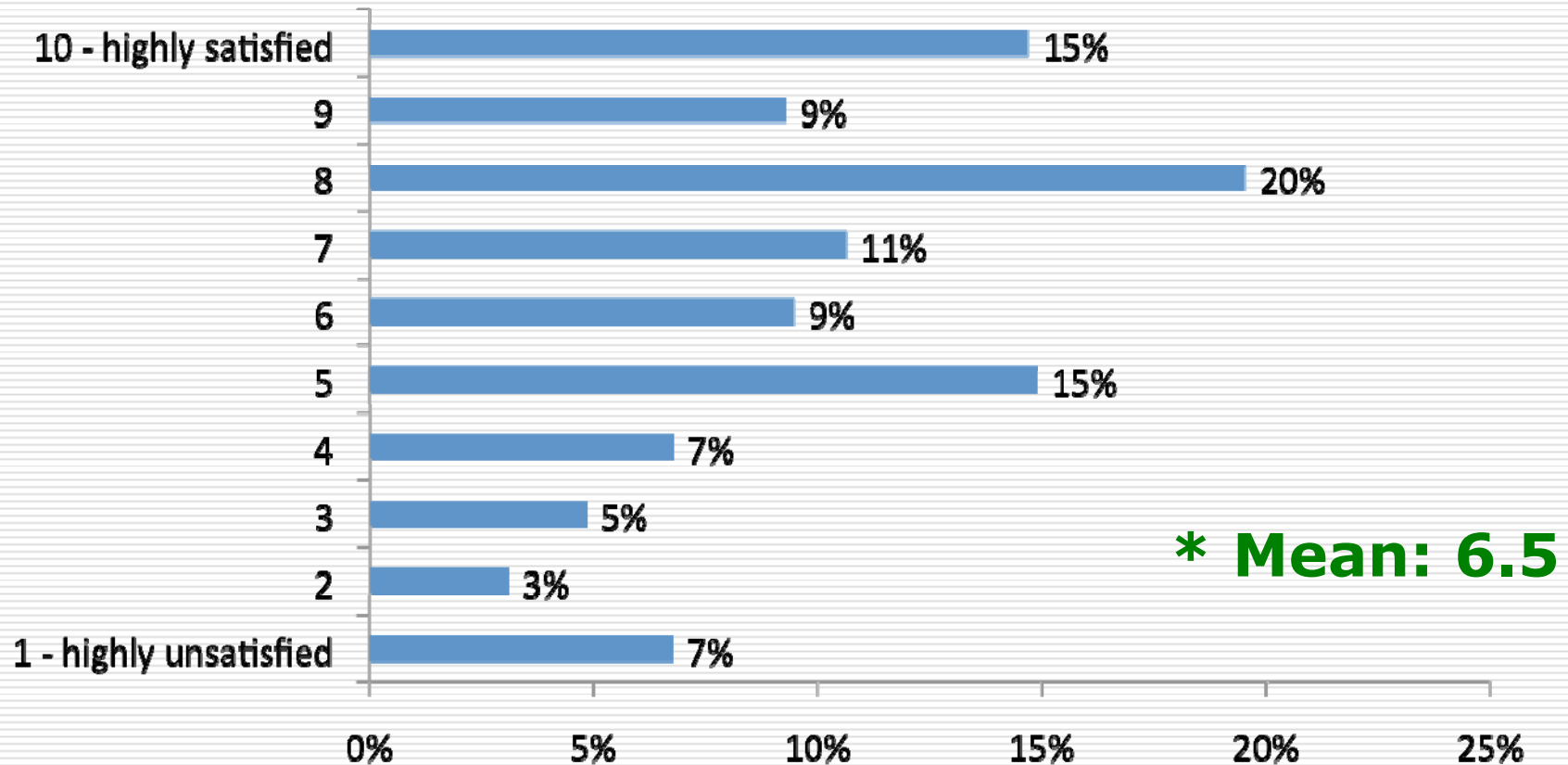
## Transportation is Less Important but Matters

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- ☐ Transportation  
46% High/40% Medium
- ☐ Trees  
40% High/37% Medium
- ☐ Open space and parks  
32% High/49% Medium

Q: Which of the following are high, medium or low priorities to you for elected officials to work on to make Dallas a better place to live...

# Level of Satisfaction with Neighborhood Streets is Moderate



Q: What is your level of satisfaction with your neighborhood streets - on a scale of one to ten where one is highly unsatisfied and ten is highly satisfied?

# Transportation Priorities Focus on Maintenance of Roads, Pedestrian Safety and Public Transportation

---

## High Priorities (60%+)

- |  |     |
|--|-----|
| <input type="checkbox"/> Maintenance of existing streets               | 78% |
| <input type="checkbox"/> Pedestrian safety                             | 74% |
| <input type="checkbox"/> Maintenance of existing public transportation | 64% |

## Medium Priorities (40%+)

- |  |     |
|--|-----|
| <input type="checkbox"/> New construction of public transportation | 52% |
| <input type="checkbox"/> Adding sidewalks                          | 49% |

## Lower Priorities

- |  |     |
|--|-----|
| <input type="checkbox"/> New construction of streets | 38% |
| <input type="checkbox"/> Adding bike lanes           | 29% |

Q: When you think about Transportation investment by the City of Dallas, which of the following should be high, medium or low investment priorities...



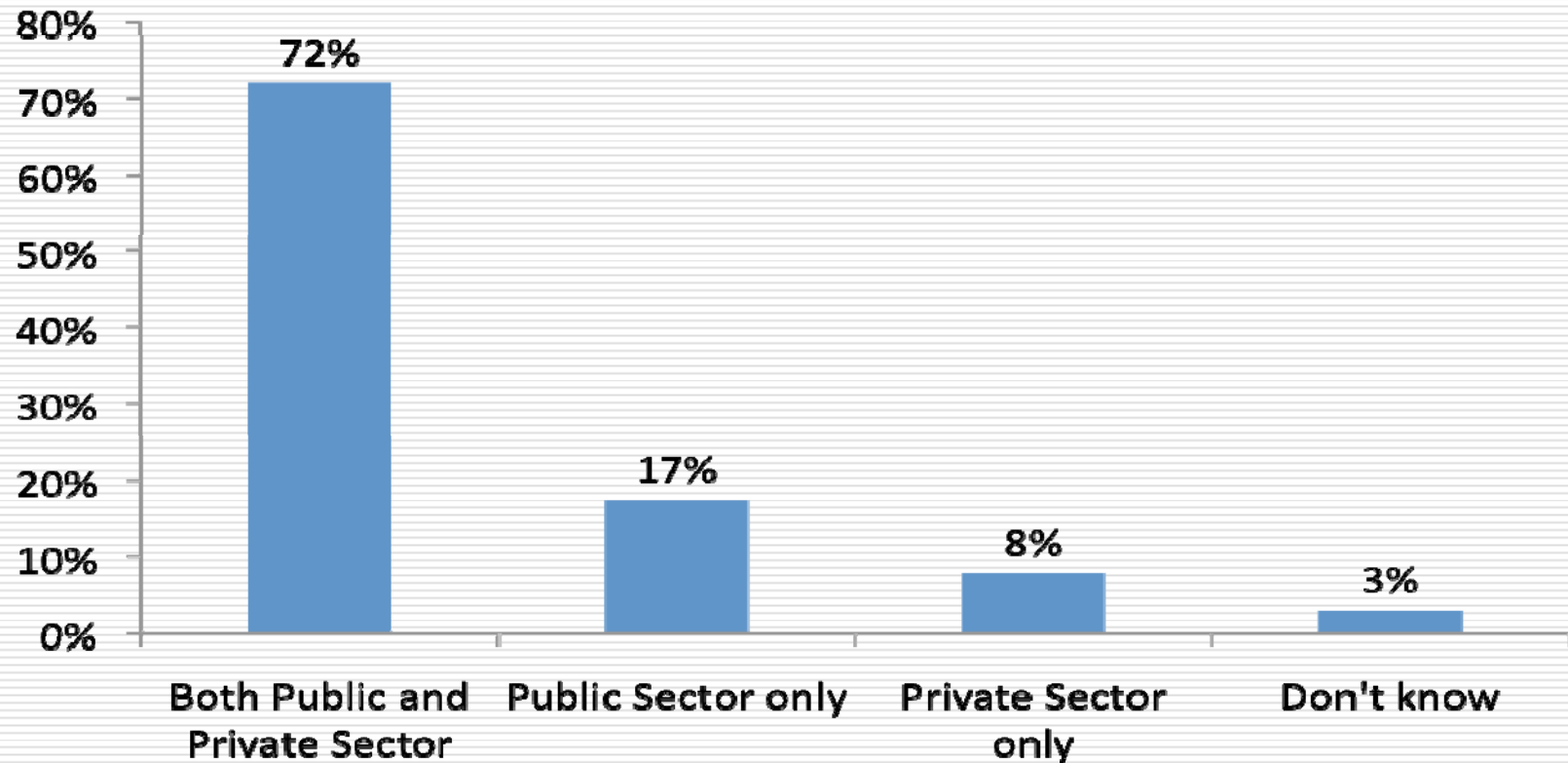
## Importance of Key Street Features

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	<b>Mean</b>
<input type="checkbox"/> Maintenance of Existing Streets	8.7
<input type="checkbox"/> Lighting	8.4
<input type="checkbox"/> Pedestrian Friendly Crosswalk	7.8
<input type="checkbox"/> Easy Parking Spaces, Free Parking	7.5
<input type="checkbox"/> Going Same Speed as Now	7.3
<input type="checkbox"/> Lots of Shops and Restaurants	6.7
<input type="checkbox"/> Separate Bike Lines	5.8

# Strong Preference for Street Improvement Funding from both Public and Private Sector

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Q: Do you feel that the private sector (meaning for profit companies), public sector (meaning the City of Dallas or other government agencies) or both the private and public sectors should provide funding for street improvements such as greenery as well as maintenance for these improvements over the long term?