Talking Points

• What are Complete Streets?
• Promised Benefits
• Flawed Logic
• Case Studies
• What’s Next for Complete Streets?
What are Complete Streets?

• Streets as Conveyance
• Standard Network Improvement Problem
  – Minimize travel time
  – Often benefit/cost analysis
    • Travel time savings at some $ value of time
    • Yields automobile-focused designs
• Pro: benefit/cost analysis is easy
• Cons:
  – Induced demand
  – Limited space
  – One-size-fits-all
What are Complete Streets?

- **Standard Network Improvement Problem**
  - Minimize travel time
  - Often benefit/cost analysis
    - Travel time savings at some $ value of time
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- **Pro: benefit/cost analysis is easy**
- **Cons:**
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  - Limited space
  - One-size-fits-all

- **Streets as Space**
  - Broad set of benefits
  - Emphasis on ALL users, ALL modes
- **Pros:**
  - Diverted demand
  - Efficient use of space
  - Context-Sensitive*
- **Cons:**
  - Awareness
  - Cost
  - Hard to compare
What are Complete Streets?

Complete Streets extend focus to ALL users and ALL modes:

- Transit
- Pedestrians
- Bikes
- Cars
- Shared micromobility
- Vendor/café space
- Elderly
- Users with disabilities

....with an emphasis on safety and context

Image credit: Robert Foster
Why use Complete Streets?

• 12% of US households do not own a car (2014)
• Increase in bike/ped fatalities

Need to improve mode split and safety!
Promised Benefits

- Safety
- Mobility
- Equity
- Environment
- Livability
- Economy

Image credits: Google Street View

Before CS

After CS

Broad Ave, Memphis TN
Flawed Logic

- Livable Communities
- Improve Public Transit
- Promote Health
- Keep Kids Safe
Flawed Logic

- Livable Communities
- Improve Public Transit
- Fight Climate Change
- Promote Health
- Keep Kids Safe
- Cure Cancer
- End Racism
- Fight Monopsony
- Lower Suicide Rates
Flawed Logic

Catastrophizing

1. I can’t find my keys.
2. I’ll be late for work.
3. My boss will be mad.
4. I’ll get fired.
5. I’ll get a poor reference.
6. I won’t be able to find another job.
7. My family will starve.

Complete Streets

1. Complete Streets change the build environment.
2. Changing the built environment can affect behavior.
3. Changed behavior means greater participation in active transit.
4. Active transit is exercise.
5. Exercise can help prevent or treat some types of cancer.
6. Therefore, Complete Streets cures cancer.
Challenges to Implementation

• Partisanship
  – Complete Streets Act of 2009 / 2019
• Policy ≠ Implementation
• Isolated costs, diffuse benefits
• Flawed performance measures

“bicycle trips as portion of total trips along project; measured by gender, age, income, race, ethnicity, and disability status”
~National Complete Streets Coalition
Case Studies

• Memphis, TN
• Somerville, NJ
• Thunder Bay, Ontario
• Washington, DC
• Las Cruces, NM
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Case Studies: Memphis, TN

Image credit: BikePedMemphis
Case Studies: Las Cruces, NM

Image credit: Victor Gibbs
Case Studies: Discussion

• Anecdata is not proof!
  – Need detailed and rigorous study
• Smart Cities applications
  – Sensor tech, CAV readiness
• Start Small
  – Repaving projects
Case Studies: Discussion

• 4 Hallmarks of Successful Projects:
  – Strong local champion
  – Advocacy
  – Communication & Community Buy-In
  – Iteration

Image credit: Meetingtomorrow.com
What’s Next for Complete Streets?

• Evidence-based claims
• Are we meeting our goals?
• Model using publicly available data
  – Geospatial panel data
What’s Next for Complete Streets?

• Listening session
  – Role of private sector?
  – Challenges to CS implementation?
  – Data collection/storage?
  – Interagency collaboration?
Thank You

Please fill out a survey!
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