

FHWA's Fostering Livable Communities Newsletter

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Introduction

The Federal Highway Administration's (FHWA's) Fostering Livable Communities Newsletter is intended to provide transportation professionals with real-world examples of ways that transportation investments promote livability, such as providing access to good jobs, affordable housing, quality schools, and safer roads. To access additional tools and resources, or to learn more about FHWA's Livability Initiative, please visit [FHWA's Livability website](#) or the interagency [Partnership for Sustainable Communities \(PSC\) website](#). The PSC is a partnership of three Federal agencies: the U.S. Department of Transportation (U.S. DOT), the U.S. Environmental Protection Agency (EPA), and U.S. Department of Housing and Urban Development (HUD). To read past issues of the newsletter, visit www.fhwa.dot.gov/livability/newsletter/. To subscribe to the newsletter, visit [GovDelivery](#).

Want to continue the discussion? Have a question about one of the topics you read here? Visit the [FHWA Livable Communities Discussion Board](#) to join the conversation.

Creating more livable communities through transportation choices



Seeking the Good Life with the Best View: Livability in Gateway Communities

Katie Allen, The Conservation Fund

Millions of people are drawn to America's public spaces each year. How often do visitors stop in the town of Grand Lake just outside of Rocky Mountain National Park, to experience an afternoon sailing on Grand Lake? How many visitors make their way to Sweet Home, the gateway to Willamette National Forest, to have a lumberjack breakfast? Residents of these gateway communities enjoy the opportunity to live at the doorstep of America's most breathtaking features, but with this opportunity comes many unique challenges. These communities must determine how to protect the assets that make them special and appealing, while creating and sustaining a thriving yearlong economy to make living in these places viable. They also must learn to work with public land and transportation agency partners to overcome challenges and leverage investments to meet livable community standards.

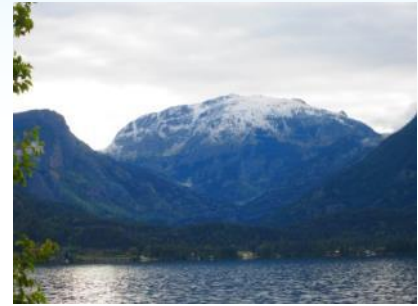


Figure 1: The town of Grand Lake, Colorado sits at the foot of Mt. Baldy in Rocky Mountain National Park along the shore of Grand Lake. (Image courtesy of The Conservation Fund ©)

The Conservation Fund, a national nonprofit conservation organization, is collaborating with FHWA's Federal Lands Highway Program to help communities find answers to these questions and more as part of the Federal Lands Livability Initiative (Initiative). An interagency selection committee chose four pilot communities to participate in the Initiative. The selection committee featured representatives from the U.S. Forest Service (USFS), National Park Service (NPS), FHWA, U.S. Fish and Wildlife Service (USFWS), and the Bureau of Land Management (BLM). The selected communities are listed below.

Selected Community Project Areas:

Grand Lake, Colorado, and Rocky Mountain National Park (NPS)

Calhoun Falls, South Carolina, and Russell Lake and Dam Project (U.S. Army Corps of Engineers)

Sweet Home, Oregon, and Willamette National Forest (USFS)

Saginaw, Michigan, and Surrounding Area and Shiawassee National Wildlife Refuge (USFWS)

The Initiative uses a two-step process that includes research, technical assistance, and, most importantly, action planning to focus on livability and transportation access in America's gateway communities. First, The Conservation Fund partnered with local representatives and a local design team in each project area to conduct a livability assessment, which will serve as a baseline for enhancing existing conditions. Next, community leaders, residents, transportation agencies, and public land partners for each project area will participate in a local workshop where they will develop action plans to spur implementation of livability improvement projects.

While each project area is geographically and socio-economically different, the Initiative observed the following trends and factors that present opportunities for improved livability in gateway communities.





Figure 2: Improved sidewalks in downtown Calhoun Falls is a first step towards revitalization. (Image courtesy of The Conservation Fund ©)

Repurposing historic infrastructure: All of the communities that are a part of this initiative have opportunities to use existing infrastructure in new ways. For instance, Calhoun Falls was a successful cotton mill town in the early 1900s and still holds on to its identity as a “company town” even though the last mill closed its doors in 2013. Communities such as these are often left with excess roads, mill lands, and other infrastructure as top industries leave town. As the manufacturing sector declines nationally, trends show that tourism, retail, and service sector industries are growing. This indicates that communities must now think creatively about how to adapt their multimodal transportation systems; repurpose vacant structures and brownfields for new uses, such as parks, mixed-used buildings, or affordable housing; and perhaps most importantly, reinvest in the workforce to attract new and diverse jobs.

Emphasizing year-round quality of life: For many gateway communities, a seasonal economy can be a constant struggle for local businesses that rely solely on peak tourist months to survive. In Grand Lake, for example, many downtown businesses close during the shoulder seasons. In combination with the high prices of a second-home-dominated housing market, this has made year-round living unaffordable for many residents. Enhancing access to public lands, improving walking and biking trails, and revitalizing downtown are all strategies that can bring people into the community year round. In Sweet Home, a diverse partnership is hoping to develop a multi-use path to connect city parks, lakes, and the national forest as a year-round attraction for residents and visitors. Public land managers can help by engaging with gateway communities to align priorities as these shifts occur.



Figure 3: Local businesses struggle during the spring and fall shoulder seasons in Grand Lake, Colorado. (Image courtesy of The Conservation Fund ©)



Figure 4: Saginaw and Shiawassee National Wildlife Refuge hope to integrate the refuge into the fabric of the community through partnership and leveraged resources. (Image courtesy of The Conservation Fund ©)

Connecting communities to Federal funding: Gateway communities often lack the resources and connections necessary to successfully obtain Federal grant money. This was true in all project areas, whether rural or urban. Calhoun Falls’ leaders developed a Strategic Economic Development Plan for their town that embraces the shift toward sustainable tourism and seeks to broaden the town’s reach as a destination along Russell Lake; however, they currently lack the funds to implement the plan for developing lodging opportunities and trail expansions. Regional transportation, housing, economic development, and public land agencies can help connect communities and projects to Federal funding and other resources. This is a major opportunity for Federal partners to improve livability in gateway communities.

Coordinating and partnering with Federal agencies: As evidenced by the government shutdown in 2013, proximity to Federal land has a major impact on surrounding local economies. The 16-day shutdown cost Rocky Mountain National Park \$10.9 million and impacted all of its gateway communities, demonstrating that without the park, there is no sustainable economy. This initiative revealed that selected gateway communities and neighboring public land managers agree that public lands are assets that help define community character. Flexibility, education, and agency partnership are integral to



sustainably capitalize on public lands and transportation access for the benefit of local economic resiliency and overall livability. By participating in economic development planning in local communities, Federal land partners can better understand how they can support the economic health of a region.

Project area assessments are now complete for those four communities, and community action-planning workshops are scheduled for the winter and early spring 2015. For more information on project area selection, partner agencies, and updates to the project, visit The Conservation Fund's Federal Lands Livability Initiative webpage:

www.conservationfund.org/our-conservation-strategy/major-programs/conservation-leadership-network/federal-lands-livability-initiative.

Planners and Students Team Up to Win New England-Wide Planning Award

Judy East, Washington County Council of Governments, Executive Director

A collaborative team of planners and students in Washington County, Maine created a [set of innovative online mapping tools](#) that provide the 44 rural communities of Washington County with access to important information about their community. Washington County Council of Governments (WCCOG) and the Geographic Information System (GIS) Service Center at the University of Maine at Machias (UMM) won the Northern New England Chapter of the American Planning Association (NNECAPA) 2014 Project of the Year Award for this innovative project. Judy East, AICP, Executive Director of WCCOG, and Tora Johnson, Director of the GIS Service Center and Laboratory at UMM led the project with the support of more than 18 students from Ms. Johnson's GIS program. Funding for the project came from a three-year Sustainable Communities Regional Planning grant from HUD that focused on job creation, infrastructure modernization, resilience to a changing climate, and healthy community development.

The project received top marks from NNECAPA for its innovative features, widespread utility, and high potential for replication in other parts of Maine, New Hampshire, and Vermont. Although it makes use of multiple GIS database layers and integrating software, anyone with an Internet connection can use the online tools effectively; no prior GIS experience, software, or special training is required.

Student teams developed various aspects of the programming, data collection, and online user interfaces as part of their GIS curriculum. Their instructor provided oversight, quality control, and individualized assistance. The students gained valuable real-world experience that increased their GIS knowledge base and enhanced their professional resumes, while WCCOG benefitted from hundreds of hours of free and paid student labor to leverage its HUD grant funding and achieve tangible results. Incorporating most of the labor-intensive development of the online tool within the GIS curriculum at UMM turned out to be a key factor in the project's success. Engineers at Esri, the software corporation that produces the ArcGIS products



Figure 5: Award-winning project staff. (Image courtesy of WCCOG)

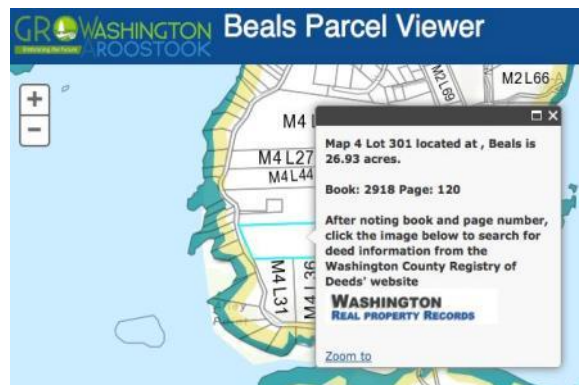


Figure 6: Screenshot from public parcel viewer. (Image courtesy of WCCOG)



used in the UMM laboratory, were also enthusiastic supporters of the project and contributed pro bono technical assistance as needed.

Online mapping tools used in the final product include:

- [Planners' maps.](#)
- [Public parcel viewers.](#)
- [Town- and bay-specific storm surge analyses at current and future sea levels.](#)
- [Local food systems.](#)

These mapping tools are primarily intended for municipal planning and development suitability analysis, but are also useful for emergency managers, real estate professionals, and the general public. These tools support communities as they plan for future growth. They identify populations and infrastructure that are vulnerable to impacts from climate change and help cash-strapped municipalities target investments to build resilience. They also provide locally-relevant information on local food systems and connect this data to statewide networks seeking to build the regional food economy.

The online tax maps are especially valuable and contribute to regional sustainability in a rural region where town offices are sparsely located, minimally staffed, and often open for just one or two days each week. People can now find the information they need online, rather than making time- and gasoline-consuming trips. In this way, the project is helping reduce negative impacts on the regional transportation network, air quality, and municipal services.

For additional information on the 2014 NNECAPA Project of the Year and many other successful outcomes from the HUD sustainability grant, visit the GROWashington-Aroostook website: www.gro-wa.org or contact Judy East of WCCOG at (207) 454-0465 or jceast@wccog.net

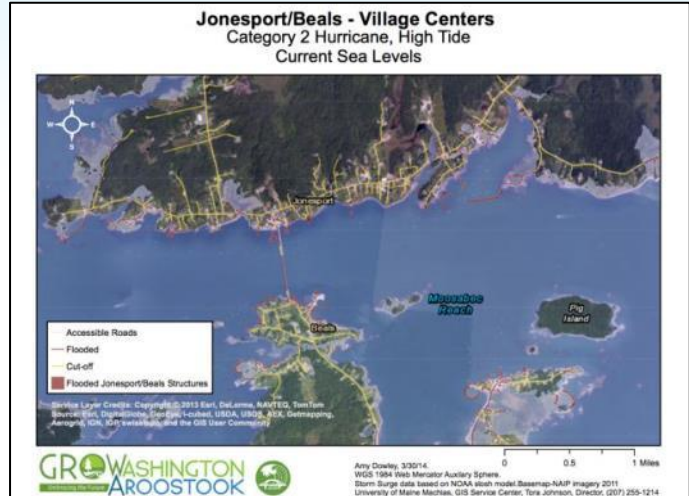


Figure 7: Screenshot of storm surge analysis tool. (Image courtesy of WCCOG)

Livability in Tennessee – Three Regions, One Goal

Scott Allen, FHWA – Tennessee Division, Planning and Air Quality Specialist

Corbin Davis, FHWA – Tennessee Division, Planning and Air Quality Specialist






In Tennessee, the definition of livability depends on whom you ask, because there are three distinct regions that vary in geography, culture, and economics: West Tennessee, Middle Tennessee, and East Tennessee. Even though each region has its own unique challenges and priorities, the regions share one overarching goal: to improve quality of life and make Tennessee a great place to live for everyone.

In August 2014, the FHWA Tennessee Division conducted a livability scan across the State to inventory livability initiatives and identify trends and best practices. Scanned agencies included the Tennessee Department of Transportation (TDOT), the four largest metropolitan planning organizations (MPOs), and various local governments. The livability scan identified five recurring themes: Sustainability, Community Planning, Multimodal Choices, Land Use, and Public Health. Overall, the results



in Table 1 below reveal a wide array of livability projects tailored toward the needs of individual communities as well as broader initiatives to advance livability goals throughout Tennessee.

Table 1: Results of the 2014 FHWA Tennessee Division livability scan. (Courtesy of FHWA-TN)

	West Tennessee	Middle Tennessee	East Tennessee	Statewide
Sustainability 	HUD grants for City of Memphis' Aerotropolis Plan and Shelby County's Greenprint Plan	Nashville MPO's pilot INVEST System Planning Module	HUD grant for City of Knoxville's Plan East Tennessee (PlanET) Initiative	TDOT's INVEST workshop with 11 MPOs
Community Planning 	Memphis MPO's public outreach videos for Livability 2040 Regional Transportation Plan	Nashville MPO's partnership with Cumberland Region Tomorrow on Power of Ten Regional Summits	Chattanooga MPO's community-scaled performance framework in 2040 Regional Transportation Plan	TDOT's new 25-year Long-Range Transportation Plan
Multimodal Choices 	City of Memphis' Main Street to Main Street TIGER Project	City of Nashville's transit signal priority system upgrade TIGER project	Knoxville MPO's Complete Streets Study and City of Chattanooga's Bicycle Transit System	TDOT's new State-funded Multimodal Access Grant Program
Land Use 	University of Memphis' research on making freight-centric communities more livable	Nashville MPO's bold, new vision for mass transit	Knoxville MPO's regional growth concepts from PlanET	TDOT's new Office of Community Transportation
Public Health 	Memphis MPO's Bicycle and Pedestrian Plan update	Nashville MPO's Middle Tennessee Transportation and Health Study	Knoxville MPO's Smart Trips commuter program and Chattanooga MPO's GreenTrips commuter program	TDOT's Bicycle and Pedestrian Program



Florida Creates a Comprehensive Statewide Bicycle Facilities Inventory

Carl Mikyska, Transportation Planner, FHWA Florida Division

It is a priority of the Florida Department of Transportation (FDOT) to support bicycle infrastructure throughout the State. With its warm weather, year-round bicycling is a popular mode of transportation and form of recreation in the Sunshine State. Florida was one of the first States to require bicycle lanes or paved shoulders as a State policy. At that time, FDOT also recognized the need to inventory the bicycle network and began a study of bicycle facilities on or connected to the State Highway System. FDOT intended for this assessment to provide a baseline for developing performance measures and annual reporting to track progress of the bikeway network statewide.

The initial study in 2005 used video logs from the [Roadway Characteristics Inventory \(RCI\)](#), a database of roadway information collected by FDOT, to compile comprehensive statewide data on designated on-road bikeways. This method was far less expensive than sending staff out to collect field data.

The 2005 study was so successful the agency again used RCI video logs to update the data in 2013. During the 2013 update, FDOT inventoried an additional 4,000 miles of roadway outside of urbanized areas. In addition to data on dedicated bike lanes, FDOT collected data on wide outside lanes and shoulders of at least four feet since they could potentially be used for bicycling. FDOT found that 84 percent of the roadway system featured either a dedicated bicycle lane or a wide shoulder.

The 2013 update provided information on the existing off-road bikeway network, which includes about 1,900 miles with another 6,300 miles in planned bicycle facilities. The off-road network complements the on-road State Highway System's bikeways, and in many cases provides a critical linkage to make bicycling more accessible. Roadway characteristics, such as high traffic speeds, can make on-road bicycling uncomfortable for some people, so an off-road network can provide connections for a broader range of bicyclists. Recognizing that different bicycle facilities offer varying levels of comfort for bicyclists, FDOT developed a methodology for calculating a Level of Service (LOS) metric specifically for bicyclists, which helps users evaluate which facilities are suitable for their individual abilities and comfort levels.

The bicycle LOS considers facility attributes such as width of through-lane, volume and speed of adjacent vehicles, presence of heavy vehicles, presence of on-street parking and/or drainage grates, and pavement quality. FDOT uses a weighted average approach to determine bicycle LOS, where each of segment of bicycle facility is weighted by its distance and the severity of the attribute scores. FDOT describes their method for developing the bicycle LOS model in the [2013 Quality/Level of Service Handbook](#).

Another objective of the 2013 study was to identify gaps in bikeway connectivity. These gaps may discourage people from traveling by bicycle because there is not a safe and convenient continuous route. Interestingly, FDOT found that the gaps in the urban area bikeway network were mostly short segments. The study showed that closing these gaps offers the greatest opportunity for FDOT and its transportation partners to improve bicycle system connectivity.

FDOT is already working on several related next steps. For example, the agency is mapping the existing bicycle facilities and gaps in a GIS dataset, which will aid in planning future bikeway projects. Also, FDOT adopted a Complete Streets Policy in September 2014, which requires the agency to provide context-based roadway designs and will aid in placing bicycle



Figure 8: Bicyclist riding along a Florida State Highway. (Image courtesy of www.seefloridago.com)



facilities on the SHS. The policy has also provided flexibility on travel lane widths, allowing for 11-foot lanes on urban arterials which will make room for 7-foot wide buffered bicycle lanes.

As FDOT and partner agencies move forward, the bicycle facilities inventory will be a useful tool in filling gaps in the statewide bicycle network, so that bicycling can become a more viable mode of transportation for Floridians, broadening transportation options for everyone. These efforts will compliment safety analysis efforts such as the [2013 Florida Pedestrian and Bicycle Strategic Safety Plan](#) and the upcoming Statewide Bicycle Plan.

For additional information on FDOT’s bicycle study and other FDOT bicycle/pedestrian reports, visit: <http://www.dot.state.fl.us/safety/4-Reports/Bike-Ped-Reports.shtm>.

Newtown Pike Extension Project Generates Permanently Affordable Housing

David R. Whitworth, FHWA Kentucky Division, Technical Services Team Leader/Realty Officer

The Davis Park neighborhood of Lexington, Kentucky celebrated a grand opening marking the completion of 14 affordable rental homes, the first of many to come in the redeveloped neighborhood formerly known as Davis Bottom. The impetus for redevelopment came when the Kentucky Transportation Cabinet’s Newtown Pike Extension Project (featured in the [October 2014 edition](#) of this newsletter) was found to have significant impacts on the lowest-income community in the city—Davis Park. During the project development phase, the Newtown Pike Extension Project Team committed to keeping the community together and to providing affordable replacement housing. After evaluating multiple affordable housing models, the Team chose the Community Land Trust (CLT) model as the best approach for reaching its goals.



Figure 9: Multi-family housing in Davis Park. (Image courtesy of FHWA Kentucky Division)

Local governments have used the CLT model successfully for close to 50 years in the United States, and around the world. In a CLT the land is held in trust and the homes are owned by individuals. Public and private funding used for the housing remains with the homes as a retained subsidy, ensuring their affordability to future buyers. Buyers agree to a resale formula in the Land Lease they sign upon purchase, allowing them to build wealth, while keeping the home price affordable to future buyers. Lexington CLT will build approximately 100 housing units in the Davis Park mitigation area over the next few years, giving priority to residents displaced by the redevelopment.

After displaced residents’ housing needs are met, CLT will use the following priority order for filling additional affordable homes: former community residents, followed by adjacent community residents, and then any income-qualifying Fayette

County resident. This priority system was one of the agreements coming out of the project community impact assessment. Overall, Lexington CLT homes are available to those earning less than 80 percent of the Area Median Income, which for a household of four is \$53,500. Some housing, including the new Davis Park View rental homes, will have a lower income cap of 60 percent Area Median Income, or \$40,140 for a household of four.

These first 14 homes were financed through a Department of Housing and Urban Development HOME Investment Partnerships Program grant, which had been contributed by Lexington Fayette Urban County Government, and a low-income housing tax credit partnership between Lexington CLT, AU Associates, and a tax credit investor. The homes include



a mix of two-, three-, and four-bedroom units, and a mix of single-, two-, and four-family buildings. All units are highly energy efficient, and some are fully accessible for people with disabilities. Displaced residents from the original neighborhood had first choice of the units.

In spring 2015 two local builders will begin construction on 15 single-family homes. These will house displaced homeowners, displaced renters turned first-time homeowners, and other lower-income buyers. Lexington CLT has partnered with Habitat for Humanity on a pilot program to build a 16thth home according to the CLT's plans and specifications.

Upon completion, Davis Park will include a public park, mixed-use commercial and residential building area, and a two-part community building designed to house the CLT offices and other non-profit service organizations. The redeveloped community, already close to downtown Lexington, will then enjoy an improved transportation system and enhanced quality of life.



Figure 10: Single-family housing in Davis Park. (Image courtesy of FHWA Kentucky Division)

FHWA Texas Division Hosts 6th Livability Summit in Corpus Christi, Texas

Kirk Fauver, FHWA Texas Division, Environmental Coordinator-Urban Transportation Planner

The Corpus Christi Livability Summit, hosted by the FHWA Texas Division, provided an opportunity for participants to learn about the Region 6 Partnership for Sustainable Communities, Federal funding and technical assistance, and regional planning efforts to foster livability and sustainability. This event in Corpus Christi was the sixth annual Livability Summit in Texas. The event took place on October 15, 2014 at the Congressman Solomon P. Ortiz International Center, with approximately 79 participants in attendance, including university researchers; students; city, county, State, and Federal governments; consultants; elected officials; and local residents.

As part of the Livability Summit, participants brainstormed, selected, and prioritized various potential mitigation strategies for the Corpus Christi region during a one-hour breakout workshop moderated by the Texas A&M Transportation Institute (TTI). Representatives from TTI moderated and documented the session and they will summarize the information in a technical report. The Texas Department of Transportation Corpus Christi District may include these results in a north side neighborhood sustainability plan that they are developing over the next year. For additional information, including the PowerPoint presentations and other relevant documents, visit the Corpus Christi Metropolitan Planning Organization website at: www.corpuschristi-mpo.org/06_cclivabilitysummit.html



Figure 11: Summit participants listen to a presentation. (Image courtesy of FHWA Texas Division)



Figure 12: Summit participants engage in breakout session. (Image courtesy of FHWA Texas Division)



Collaborative Placemaking and Creative Fundraising Transform an Historic Memphis Neighborhood

Erin Barnes, ioby

[The Hampline](#) in Memphis, Tennessee is an upcoming two-mile, on-road, multi-use path that will successfully blend commercial revitalization, placemaking, cycling infrastructure, and the arts in a community experiencing disinvestment.

Like many U.S. cities, Memphis has suffered as residents are moving out from the urban core to the suburbs. Between 1970 and 2010, the city population grew by four percent while the geographic area grew by 55 percent. This dispersion led to lower density development, leaving the city's core with more than 50,000 vacant lots.

Population shifts were coupled with the construction of I-40. Although Memphis is home to the well-known Supreme Court case *Citizens to Preserve Overton Park v. Volpe* (1971) that stopped the construction of I-40 through an established neighborhood and central park, not all neighborhoods fared so well. I-40 cut right through Binghampton, putting five lanes of high-speed traffic between the residential area and the established commercial district on Broad Avenue.

Binghampton, lovingly nicknamed "The Hamp," is today a neighborhood of about two square miles and 9,000 residents. The median income is \$26,000, and nearly 50 percent of residents have household incomes below \$20,000. Of the residents, 35 percent live below the poverty level. In recent years, neighborhood population has declined 30 percent, with 10 to 14 percent of homes now vacant, and an increase in neighborhood blight.

However, the neighborhood is surrounded by many assets. To the west are the famous Memphis icons of [Overton Park](#), [Rhodes College](#), the [Vollintine-Evergreen Greenline](#) greenspace, Downtown Memphis and its [historic Beale Street](#), and the beautiful Mississippi River. To the east are [Shelby Farms Park](#) and [Greenline multi-use trail](#), [Wolf River Greenway](#), and several thriving neighborhoods. The opportunity that eventually led to the development of the Hampline was the idea that connecting these assets, through Binghampton and several other neighborhoods, would strengthen Memphis' urban core.

[Livable Memphis](#), a program of the [Community Development Council of Greater Memphis](#), saw an opportunity to connect these great assets with a two-mile bicycle path that would bring traffic through an emerging business and arts district. But first, revitalization efforts were needed to change Binghampton's image as a blighted and crime-ridden area. To jumpstart the pre-vitalization process and overcome perceptions, Livable Memphis joined forces with the [Broad Avenue Arts District](#), the [Binghampton Development Corporation](#), and the owner of an anchor business, [T Clifton Arts](#), to utilize a tactical urbanism tool from Dallas, Texas called [Build a Better Block](#).

The Better Block method uses a 24-hour intervention to reimagine small public spaces in commercial corridors, as if the corridor were thriving. Pop-up businesses, public arts, and temporary installations allow residents to experience the use of public space, without the investment and the time needed to make permanent capital improvements.

For a single weekend in November 2010, "A New Face for An Old Broad" transformed desolate Broad Avenue into a thriving commercial district, with protected bike lanes and cultural programming.

Over the next year the area saw \$2.5 million in private investment, and in the next three years, more than \$18 million. By the fourth year, the commercial district had 95



Figure 13: Painting a temporary bicycle lane for the weekend event, *A New Face for An Old Broad*. (Image courtesy of [ioby](#))



percent occupancy. As investments in local business boomed, cycling advocates began fundraising for the infrastructure to build the two-mile connection between Overton Park and the Shelby Farms Greenline, at that time called the Overton-Broad connector.

The \$4.5 million bike lane would be the first of its kind in the United States. A two-way, protected, signalized cycle track would run straight through the emerging commercial district. Neighborhood and cycling advocates, businesses, and the city raised Federal, State, city, and private funds, but in August of 2013 was faced with a \$70,000 gap. A team of representatives from the Broad Avenue Arts District, Livable Memphis, and T. Clifton Arts banded together to close the gap. The team made a plan to use a crowd-funding resource called [ioby](#) (derived from the opposite meaning of NIMBY, or “Not in My Back Yard”) as its fundraising platform. The leaders agreed that their catchy fundraising campaign needed a title that would be easy to remember and authentic to the Hamp neighborhood’s unique character. After some deliberation, the Hampline was born.

The Hampline team asked friends, family, and colleagues to donate \$50 each. A local bicycle club called the [Memphis Hightailers](#) offered \$2,500 in matching funds for donations made by their members. The team prudently decided to cap the amount of match funds applied to each donation at \$50, so that donors with large contributions would not drain the pot too quickly. Using this match fund as an incentive, the team raised \$2,530 in citizen philanthropy within the first four days of launching. By the end of the first week of the campaign, the team had raised close to \$8,000. They repeated this successful strategy with the [Evergreen Neighborhood Association](#).

The team recognized that a \$70,000 goal seemed daunting and unattainable for many donors who were only capable of making small contributions. Rather than focus on the lofty total that they needed to raise, they began to ask many of their donors for \$55, which they calculated to be enough to sponsor exactly one foot of the Hampline.

The team also made phone calls, sent emails, and appeared at community gatherings to share their work, fundraise, and recruit new supporters. Ultimately, the combination of matching funds and the team’s direct and explicit fundraising style were enough to get the team across the finish line on time. Not only did the local giving demonstrate a groundswell of community support, but it also fostered a culture of ownership and local stewardship of the space.



Figure 14: Rendering of the Hampline vision. (Image courtesy of [ioby](#))

Donating to the Hampline became the cause célèbre of the city. Groundbreaking took place as planned in April. Today, Broad Avenue has more than 95 percent commercial occupancy. Additional private funding has supported cultural amenities in the area, creative bus stops, and an archway made of bicycles at the entrance of Overton Park, as well as numerous activities such as fitness classes, dancing, and performance arts on weekends. These efforts have left the neighborhood nearly unrecognizable compared to its former self just five years ago.

For more information about the Hampline project and campaign process, see [ioby’s case study: <http://ioby.org/blog/case-study-the-hampline>](http://ioby.org/blog/case-study-the-hampline)

A video about the leaders of the project is embedded in the case study page, and can also be found here: <https://vimeo.com/111345534>



Regional Visioning Leads to Innovative Complete Streets Policy in Wasatch Front Region

Greg Scott, Wasatch Front Regional Council, Senior Transportation Planner

Muriel Xochimitl, Wasatch Front Regional Council, Director of Intergovernmental Affairs and Communications



Figure 15: Complete Streets icon from Wasatch Choice for 2040. (Image courtesy of WFRC)

As part of the implementation efforts of its vision plan for growth, transportation, and open space, the Wasatch Front region of Utah has embraced a unique, grassroots approach to Complete Streets. [Smart Growth America](#) defines Complete Streets as those that are designed and operated to be safe for all users across all modes, ages, and abilities. The Wasatch Front Regional Council (WFRC) and Mountainland Association of Governments (MAG) launched the program in 2011 in collaboration with the Utah Department of Transportation (UDOT), the Utah Transit Authority, and the FHWA Utah Division. The program's vision, however, began with a statewide effort called [Envision Utah](#).

In 1997, a diverse team of leaders from across the Wasatch Front region of Utah unveiled a groundbreaking regional scenario planning and visioning process called Envision Utah. The process was formed to develop the State's Quality Growth Strategy to protect the environment, economic strength, and quality of life in Utah and the Greater Wasatch Area. WFRC and MAG refined the vision developed through Envision Utah for its companion effort, [Wasatch Choice for 2040](#). The agencies facilitated workshops and public input that produced nine Principles for Growth and a Vision Map that focus on a few distinct strategies for growth. Together, these important planning documents have engaged thousands of stakeholders in a multiyear effort to develop a vision for one of the fastest-growing regions in the country and led to the development of the region's Complete Streets policy.

Over several days in 2011, WFRC and MAG engaged nearly 150 representatives from the private sector, academia, non-government organizations, and public organizations to develop a vision and action items for Complete Streets in the region. The agencies then prioritized the action items through a survey administered to all the region's mayors, planners, and engineers. They then consolidated top priority action items into an adopted regional Complete Streets policy.



Figure 16: StreetPlan logo. (www.streetplan.net)

One of the most useful products of this Complete Streets program is a resource called [StreetPlan](#), which can be used by transportation professionals across the country. StreetPlan is a web-based platform designed to foster dialogue between the public and community leaders. It facilitates communication by allowing users to quickly build, display, and compare street cross-section options. StreetPlan 2.0 is scheduled to be available in spring 2015 and will allow users to apply cross-sections to an aerial view in Google Earth. It will also incorporate recommendations from the Institute of Traffic Engineers.

In addition to StreetPlan, other results of the Complete Streets program include a joint regional MPO policy and steering committee; the adoption of Complete Streets policies by UDOT, the local transit authority, and several local municipalities; a series of technical trainings for planners and engineers; and a pilot program comprised of Complete Streets liaisons, who are volunteers trained together on Complete Streets issues.

The program also offers Complete Streets policy development workshops, including two facilitated meetings with each interested municipality. The objectives of each initial workshop are to 1) develop a common understanding of Complete Streets and the associated benefits; 2) fashion an initial discussion draft of Complete Streets policy; and 3) test and revise the discussion draft using a variety of tools, including a Strengths, Weaknesses, Opportunities, and Challenges assessment.



Each second workshop focuses on implementation of the Complete Streets policy and provides a mentor city to help implement the new policy. The mentor city shares best practices and lessons learned and provides feedback on proposed documents and procedures.

Beginning as a resource developed during the Wasatch Choice for 2040 visioning process, the Complete Streets program has evolved into an important program for transportation stakeholders in Utah, while also providing a useful framework for other transportation stakeholders across the country.



Figure 17: Banner logo for Wasatch Choice for 2040. (Image courtesy of WFRC)

For additional information about the Wasatch Complete Streets program, visit: <http://wasatchchoice2040.com/complete-streets> or contact Greg Scott with the WFRC at (801) 363-4250 or gscott@wfrc.org.

Spotlight on Region 4

Region 4 (Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee) reported multiple livability-related updates. Below are some highlights from the region:

- **Southeast Florida Regional Opportunity Network continues work of HUD grant** – Region 4 HUD representatives took part in a meeting hosted by the South Florida Regional Planning Council in Fort Lauderdale to launch the Southeast Florida Regional Opportunity Network—a collaborative group of public, private, nonprofit, and philanthropic entities from multiple sectors whose aim is to promote regional economic growth opportunities. This meeting was an outgrowth of the [Seven50: Southeast Florida Prosperity Plan](#) funded by a HUD Sustainable Communities Planning Grant. This event is a good example of the continuing action of the Seven50 partnership beyond the original timeline of the Sustainable Communities grant. For a recap of the meeting, visit: <http://seven50.org/resources/southeast-florida-regional-opportunity-network-meeting-recap/>
- **Regional Administrators meeting for stronger collaboration** – Region 4 held a Regional Administrators’ meeting on the PSC at the EPA office in Atlanta. The purpose was to discuss interagency collaboration efforts, challenges, and next steps. All Regional Administrators in the PSC attended along with sustainability officers from EPA, HUD, and FHWA, as well as the following agencies: Federal Transit Administration, Department of Labor, Economic Development Administration, Federal Emergency Management Agency, U.S. Army Corps of Engineers, Centers for Disease Control and Prevention, Health Resources and Services Administration, National Oceanic and Atmospheric Administration, and U.S. Department of Agriculture-Rural Development. This was the first time the Regional Administrators from so many agencies came together in one setting to discuss the PSC. Presentations included collaborative projects such as [Partners for Progress in Proctor Creek](#), [Selma-Montgomery Civil Rights Trail](#), and [Watershed Implementation Plan - Turkey Creek](#). There were also presentations the Community Resilience Sustainability workgroup and workshop. The Regional Administrators agreed to meet more frequently in order to build a stronger collaboration by staying current with each agency’s work regarding sustainability in Region 4.
- **Glades Region Master Plan is aligned with livability principles** – Palm Beach County, Florida is developing a master plan for the Glades Region through a \$1.98 million HUD Community Challenge Planning Grant awarded to Palm Beach County. Project partners are studying the following components of the [Glades Region Master Plan](#) and will recommend improvements that are aligned with HUD-endorsed livability principles:
 - Privately-funded Intermodal Logistics Center and other major employment centers.
 - Workforce development.



- Public transportation.
- Roads and rail.
- Drainage.
- Water and wastewater.
- Economic analysis (residential and non-residential).
- Coordinated land-use policies.
- Public participation.

The Glades Region is among the poorest in Florida and lacks a major economic engine. The Glades Region Master Plan is expected to take full advantage of the proposed privately-funded Intermodal Logistics Center to improve economic development and alleviate unemployment.

- **2014 Nashville Region’s Vital Signs report** – The Nashville Area Chamber of Commerce released a report called [Vital Signs](#) that identifies emerging issues and challenges in the region. The Nashville Area MPO was a lead partner in the effort. One key finding is that automobile mobility is deteriorating and will continue to worsen if transit options are not expanded.



Announcements/New Resources

- **New video shows how FHWA and its partners are making walking and bicycling safer for America** – FHWA has launched the fourth video in its “[FHWA Works: How the Federal Highway Administration Serves America](#)” series. The latest production, “[FHWA Works: How the Federal Highway Administration Makes Walking and Bicycling Safer](#),” examines how FHWA and its partners collaborate on making biking and walking more accessible, and an integral part of livable communities. The new video — and the entire FHWA Works series — are available on FHWA’s [YouTube](#) channel and [www.fhwa.dot.gov](#), as well as on [Facebook](#) and [Twitter](#). More videos are in development and will become available in the months ahead.
- **FHWA Office of Safety develops Road Diet Informational Guide** – This Guide includes safety, operational, and quality of life considerations from research and practice, and guides readers through the decisionmaking process to determine if Road Diets are a good fit for a certain corridor.
- **Bicycle Safety Guide and Countermeasure Selection System** – USDOT released BikeSafe, or the [Bicycle Safety Guide and Countermeasure Selection System](#), which is intended to provide practitioners with the latest information available for improving the safety and mobility of those who bike. The online tools provide the user with a list of possible engineering, education, or enforcement treatments to improve bicycle safety and/or mobility based on user input about a specific location.
- **Effect of Smart Growth Policies on Travel Demand** – The Transportation Research Board’s second Strategic Highway Research Program report, [Effect of Smart Growth Policies on Travel Demand](#), explores the underlying relationships among households, firms, and travel demand. The report also describes a regional scenario planning tool that can be used to evaluate the impacts of various smart growth policies.
- **Research shows that Safe Routes to School Programs work** – The Safe Routes to School National Partnership has developed an infographic that shows some of the successes of Safe Routes to School programs, such as an increase in bicycling and walking rates.
- **Safer Market Street in San Francisco** – The San Francisco Municipal Transportation Agency announced a project called [Safer Market Street](#) that aims to contribute to its Vision Zero goal of eliminating all traffic deaths by 2024. The project includes turning restrictions from side streets onto Market Street, new wayfinding signs, and transit-only lanes.
- **Access Across America: Transit 2014** – This study from the University of Minnesota Accessibility Observatory examined access to jobs via transit in 46 of the 50 largest metropolitan areas in the United States. The [webpage](#) includes an interactive map and rankings that allow for direct comparison between metropolitan areas.
- **Pedestrian and Bicycle Information Center names its 50th Walk Friendly Community** – Three additional communities were named [Walk Friendly Communities](#) by the [Pedestrian and Bicycle Information Center \(PBIC\)](#) at the University of North Carolina, bringing the total to 50. Walk Friendly Communities is a national recognition program that encourages communities to create safe walking environments. The three new communities are: Bellevue, Washington; Portsmouth, Virginia; and Sisters, Oregon.
- **26 Communities Receive Technical Assistance to Enhance Local Food Systems and Downtown Revitalization** – [Local Foods, Local Places](#) is a collaborative program supported by EPA, the U.S. Department of Agriculture, USDOT, the Centers for Disease Control and Prevention, the [Appalachian Regional Commission](#), and the [Delta Regional Authority](#). The program has awarded technical assistance to 26 communities to help them develop and implement action plans promoting local food and downtown revitalization.
- **Advocacy group Transportation Alternatives releases Vision Zero statement of principles** – The principles are a culmination of discussions between over 300 urban leaders, policymakers, and authorities on traffic enforcement, engineering, and public health, which took place at the first Vision Zero for Cities Symposium in November 2014.

