

Evaluating Complete Streets Public Engagement Practices

Results of a National Survey

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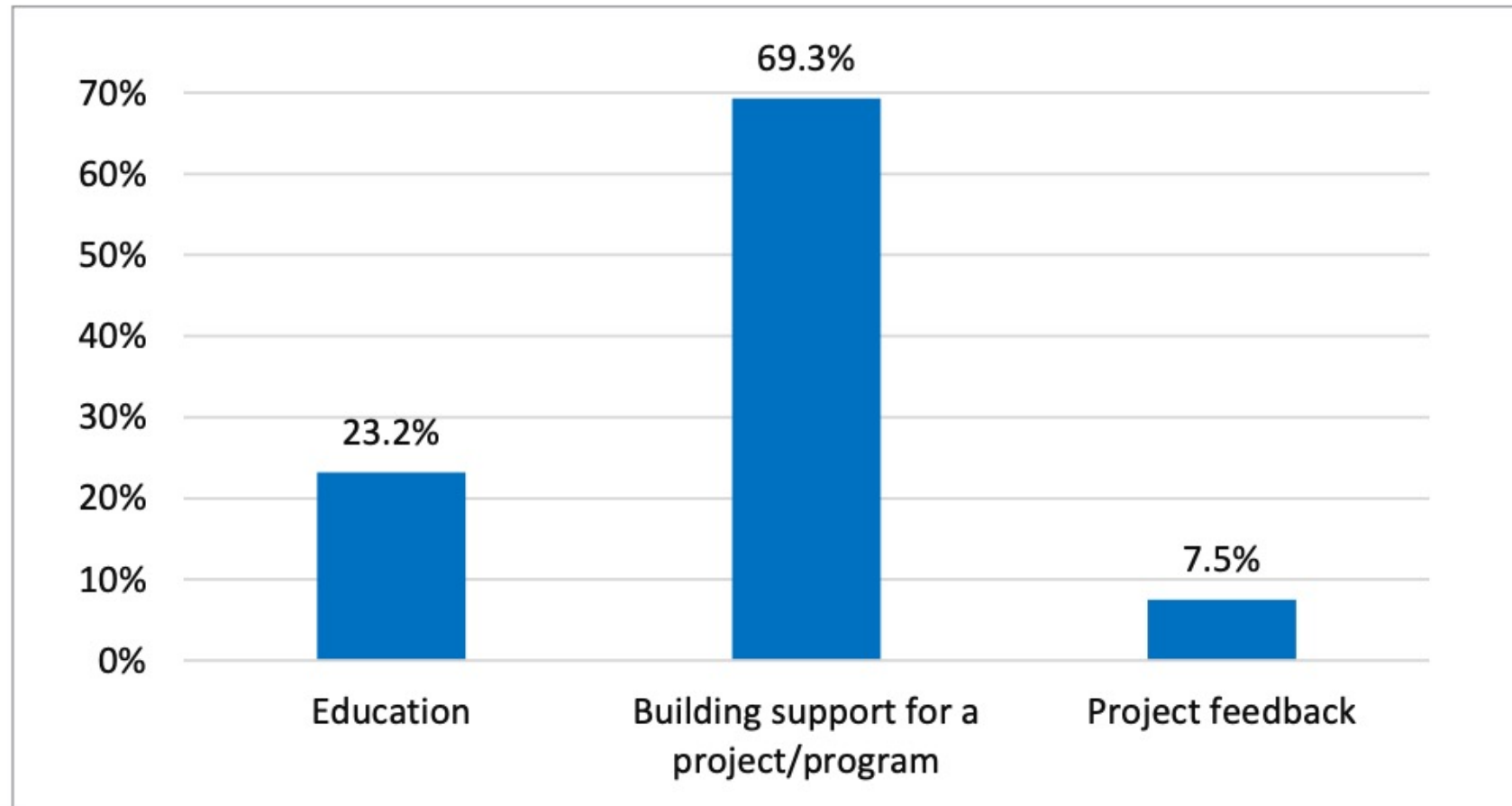
Nationwide Survey

- NJ Bicycle & Pedestrian Resource Center partnered with Smart Growth America in 2020 to distribute nationwide survey on Complete Streets engagement practices
- Over 500 responses collected, mostly from advocacy groups and local governments

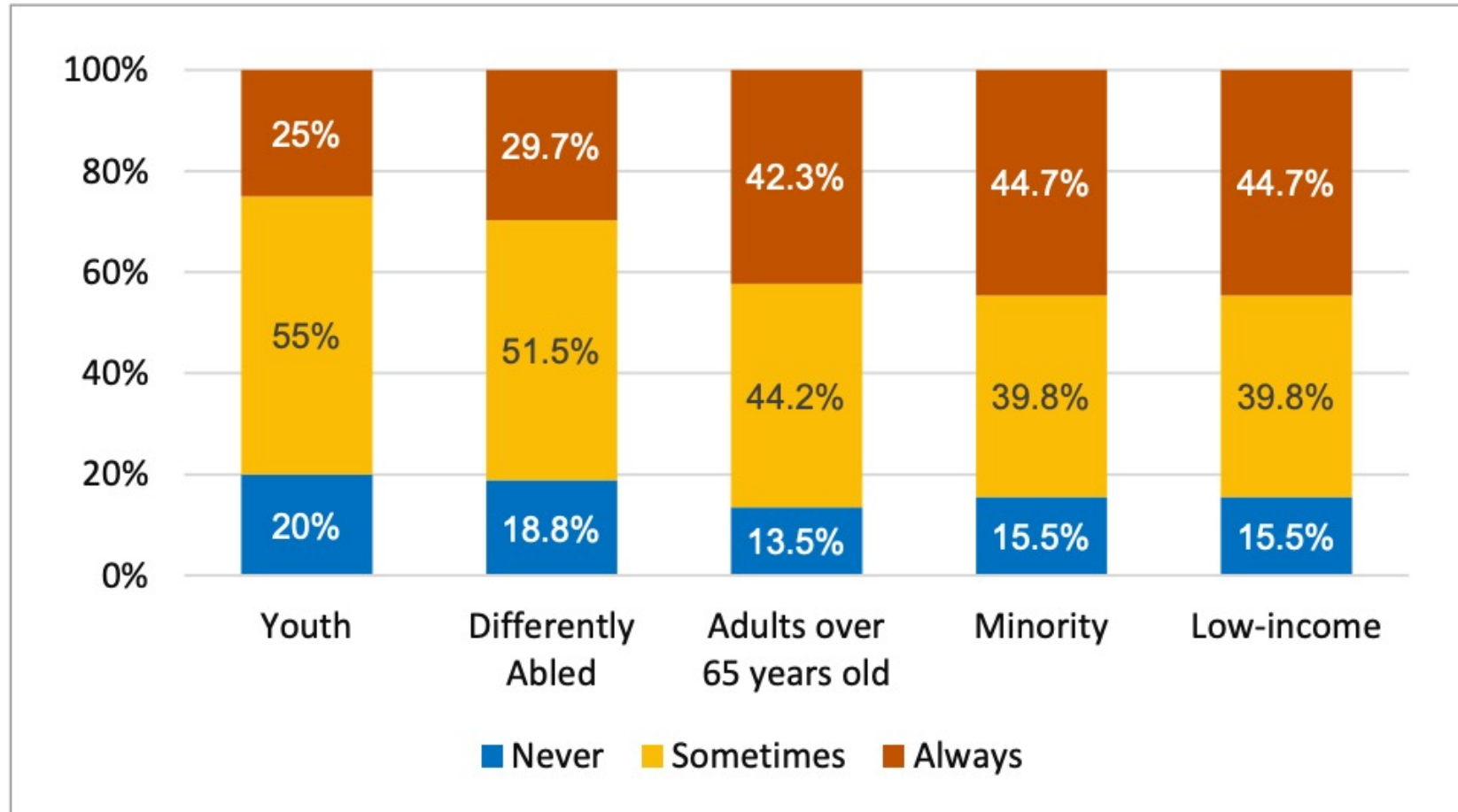


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Complete Streets Engagement Goals



Engaging with Vulnerable Populations



Methods of Engagement

- Social media
 - Used to share project updates, promote meetings and surveys, and gather input
 - Highly cost-effective but limited to like-minded parties
- Technology
 - Websites, virtual meeting platforms, online surveys, interactive maps
 - Especially useful during the pandemic
- School organizations
 - Partnering with PTAs to engage people through monthly newsletters
 - Collaboration with Safe Routes programs to conduct walk audits around schools
- Community events
 - Pop-up booths, bike rides, walking tours, car free days, community fairs, charrettes, guest lectures, and open houses to spread information and gather feedback
- Other methods
 - Technical trainings, targeted stakeholder meetings, postcard mailing, free driver education programs

Examples of Engagement

- Sacramento Area Bicycle Advocates - Sacramento, CA
- Deer Park Neighborhood Association - Louisville, KY
- City of Ann Arbor, MI
- City of Keene, NH



Before & after
tactical
urbanism event
in Keene, NH

Final Thoughts

- Collaborate with key stakeholders: neighborhood associations, local non-profits, community organizations, health departments, economic development orgs, and housing authorities
- Meet people on their own turf
- Use the pandemic as an opportunity to advocate for safer streets
- Check out the full report at njbikeped.org/portfolio-page

Free Complete Streets Technical Assistance Services



sustainablejersey.com/grants/free-complete-streets-technical-assistance-services

Application deadline: February 11, 2022