ACCOMMODATING THE 8 TO 80

OTEC – October 26, 2016
“Powerpoints are the peacocks of the business world: all show, no meat.”

Dwight Schrute – The Office
- 32% of adults are obese
- Only 15% of adults engage in sufficient moderate physical activity
- 16% of children ages 2 - 19 are obese
- Inactivity can = diabetes, heart disease, stroke

Do incomplete streets contribute to this?
- People heal quicker/ more effectively/ more happily when they have access to the outdoors and recreation.
- Children with ADD can concentrate better after being in outdoor green settings.
- The greener the setting, the less severe the symptoms.
- Beneficial to mood, day-to-day effectiveness & cognitive functioning.
- Outdoor and trail therapy (out-patient and in-patient) being used to treat PTSD, depression, substance abuse & rehabilitation, psychological illnesses
WHO ARE WE PLANNING FOR?
Increasing and Retaining Your Residential Tax Base

Groups to Attract (Generalized):

- Empty Nesters
- (Young) Families
- Young Professionals
  - This includes DINKS!

...Senior Living is a different presentation!!!
Who Are We Planning For?
Who Are We Planning For?

Desires:

- Amenities
- Walkability
- Homes close to city/jobs
- Accessibility to trails
- “Fun” upscale living
- Single-store housing/ first floor master

“What gets to be attractive [at that age] are things like a lively neighborhood you can walk around in.”

John McIlwain (ULI)
Who Are We Planning For?
Who Are We Planning For?

Desires:

- Good Schools
- Affordable housing
- Sidewalks
- Safe community
- Walkable neighborhood
- Nearby parks and green space
Who Are We Planning For?
Who Are We Planning For?

Better Design for Young Families:

- Affordable housing is desired, but so is walkability (especially to nearby parks and recreation)
- Cul-de-sacs are still desired, but so is neighborhood connectivity

![Driving-only transportation pattern](image1.png)  ![Walkable connected transportation network](image2.png)
Who Are We Planning For?
Who Are We Planning For?

Desires:

- Walkability
- Vitality
- After “5pm” activities
- Sense of place
- Open floor plans
- Environmentally conscious
Who Are We Planning For?

**Empty Nesters**
- amenities
- walkability
- homes closer to city/job
- accessibility to trails
- "fun" (upscale activities)
- single-story housing

**(Young) Families**
- good schools
- affordable housing
- sidewalks
- safe community
- walkable neighborhood
- nearby parks and green space

**Young Professionals**
- walkability
- vitality
- after "5pm" activities
- sense of place
- open floor plans
- environmentally conscious
Why Are We Planning?

Standard Indicators of Quality of Life:

- Built environment
- Physical and mental health
- Education
- Recreation
- Leisure time
- Social Belonging
- Wealth and Employment

....not to be confused with standard of living (primarily based on income)
User Groups

Why Did the Pedestrian Cross the Road?
People walk where they want to walk, cross where they want to cross

The general public understands:

- How pedestrians travel
- What sidewalks are
- How to use a sidewalk
Pedestrian Safety

- More than 80 percent of pedestrians die when hit by vehicles traveling at 40 mph or faster while less than 10 percent die when hit at 20 mph or less.
Diagonal Crosswalk
Rodeo
Diagonal Crosswalk

Tokyo, Japan

Akron, Ohio
Curb Extensions

FHWA Data:

- Midblock locations account for more than 70 percent of pedestrian fatalities. Vehicle travel speeds are usually higher at midblock locations, contributing to the higher injury and fatality rates at these locations.
Curb Extensions
Curb Extensions
Pedestrian Islands

People walk where they walk to walk and cross where they want to cross!!!

- Midblock locations account for more than 70 percent of pedestrian fatalities. Vehicle travel speeds are usually higher at midblock locations, contributing to the higher injury and fatality rates at these locations.
- They may reduce pedestrian crashes by 46 percent and motor vehicle crashes by up to 39 percent.
- They may decrease delays (by greater than 30 percent) for motorists. (FHWA)
User Groups

The general public has less of an understanding of:

- Why some people use a bicycle as a mode of transportation
- What bike facilities are
- How to use bike facilities (or even a bike!)
User Groups

Strong & fearless

Interested but concerned ~ 50 - 60%

Enthused & confident

Not able or not interested ~ 33%
Targeted Bicycle User Groups

- Class A Cyclists
  - Represent ~2% of people that own a bicycle
  - “Strong and Fearless”
  - Will ride their bicycle as a vehicle in any situation
Targeted Bicycle User Groups

- Class B Cyclists
  - Represent ~5% of people that own a bicycle
  - “Enthused and Confident”
  - Prefer dedicated bike facilities
    (bike lanes, protected bike lanes)
Targeted Bicycle User Groups

- Class C Cyclists
  - Represent ~93% of people that own a bicycle
  - “Interested but Concerned”
  - Will only ride on completely separated bicycle facilities (side paths, shared use paths)
BUT...........

- When Class A Cyclists have children, they often become Class C Cyclists when riding with their kids!!!!!
  (i.e. the Fearless become Concerned.......)

User Groups

BICYCLE USER GROUPS

Environmental Design Group
“Targeted” Bicycle User Groups

- Ages 8 – 80
  - Often referred to as the “targeted bicycle facility user” (i.e. EVERYONE)
  - This group is typically associated with Class C Cyclists
  - Usually prefer off-road trail/shared use path or sidepath
  - Trail users typically spend $13.74 per day (in Ohio)
Bicycle User Groups (cont’d)

- Eco-Tourism & Long-Distant Riders (i.e. overnight trips)
  - Group lacks diversity
  - Predominantly white males who are highly educated between the ages of 50 – 64
  - This user group spends the most $$$ while cycling ($25 - $75 per day in the U.S.)
2009 called –

it wants its sign back!
Signage is intended to alert motorists that bicyclists may be encountered and that they should be **mindful and respectful** of bicyclists.

This sign may be used on roadways without bike lanes or usable shoulders, where travel lanes are too narrow for bicyclists and motorists to operate side by side within a lane. Drivers in the front, whether on a bicycle or in a motorized vehicle, have the **right-of-way**.
Sidewalks are most difficult to fund:
- Combine with large STBGP or TA projects

Bike & pedestrian improvements are eligible for federal funds – even on local roads!
- (80/20) federal/local match
Funding

ODNR:

- **Clean Ohio Trail Funds** (up to 75%)
  Land acquisition for a trail, trail development, trailhead facilities, engineering and design

- **Natureworks Parks & Recreation** (up to 75%)
  Acquisition, development or rehabilitation of public park recreation areas

- **Recreational Trails Program** (up to 80%)
  Trailhead and trailside facilities, maintenance, restoration of areas damaged by usage, ADA improvements, acquisition, development and construction, purchase and lease of construction maintenance equipment, environment and safety education programs

- **Land and Water Conservation Fund** (up to 50%)
  Outdoor recreation projects, property must be owned by applicant
Maintenance:

- **Tax Increment Financing (TIF)**
  
  Can be used for maintenance of infrastructure in your designated area (JEDD, BID & SID too!)

- **Recreational Trails Program (ODNR)**

  Usually only smaller maintenance projects get funded; typically not general O & M – specific maintenance issues

- **Partnerships with other agencies/organizations**

  Example: municipality builds a trail, local metroparks maintains trail, municipality responsible for major repair (detailed MOU must be established)
Michelle Johnson
Environmental Design Group
Cell: 513.461.2121     Office: 330.375.1390
mjohnson@envdesigngroup.com

@MJintheCLE
#planfundbuild

MichelleLJohnson