

Pedestrian Master Plan

APPENDIX 9: PEDESTRIAN “TOOLBOX” BEST PRACTICES

MEMORANDUM 2

DATE: June 10, 2015

TO: Michelle Marx, SDOT
Ian Macek, SDOT

FROM: Amalia Leighton, PE, AICP
Brice Maryman, ASLA, PLA, LEED AP
Peg Staeheli, FASLA, LEED AP

RE: **Toolbox Best Practices and Evaluation**
Seattle Pedestrian Master Plan Update
SvR Project No. 15004

- **Educating** roadway users, property owners, and decision makers about rules, rights, and responsibilities;
- **Enforcing** laws, proper behaviors, and use of roadway facilities;
- **Encouraging** walking and physical activity throughout the community;
- Short- and long-term **planning, land use, and zoning** for the built environment;
- Ensuring **equity, health, and environmental** sustainability; and
- Finding **funding** to support and sustain pedestrian improvements.

PURPOSE

This memorandum evaluates the existing Seattle Pedestrian Master Plan (SPMP) Pedestrian Toolbox (http://www.seattle.gov/transportation/pedestrian_masterplan/pedestrian_toolbox/) and identifies best practices for toolbox improvements as part of the scope of the 2015/2016 Pedestrian Master Plan Update. The Pedestrian Master Plan Update will be a printed document, necessitating a rethinking of the toolbox's format. To identify current national and international best practices, SvR Design reviewed the way the current SPMP Pedestrian Toolbox is used and assessed other cities' pedestrian master plans (or similar documents) that have been developed since 2009 when the existing SPMP was adopted.

BACKGROUND

The existing Pedestrian Toolbox is only available as an online document. The intent of the existing Pedestrian Toolbox was to address the following issues:

- **Designing and engineering** safe and accessible roadways and pedestrian facilities;

Each issue area had a number of tools associated with it. (For example, design and engineering discusses "walkable zones" and "frontage zones" while the education tools explore "campaigns" and "trainings"). To meet the diverse purposes listed above, the Pedestrian Toolbox necessarily cast a broad net, intending to serve a wide audience of both SDOT staff, other departments and agencies coordinating with SDOT, business owners and the general public who are interested in pedestrian issues and actions. However, the Pedestrian Toolbox does not directly connect the user to the vision, goals and associated actions of the existing Pedestrian Master Plan. Additionally, the Pedestrian Toolbox has largely not been updated since it went live in 2009.

Since SDOT has started the process of the Pedestrian Master Plan Update, both the Seattle Pedestrian Advisory Board (SPAB) and the city's internal Technical Advisory Committee (TAC) acknowledged that they do not use the Pedestrian Toolbox as it is currently formulated.

SDOT is also currently in the process of updating the Right-of-Way Improvements Manual (ROWIM). The ROWIM serves as the primary implementation guidance document for the city in design, engineering and management of the public space within the City's rights-of-way. The ROWIM identifies various pedestrian facilities and amenities recommended based on the adjacent land use and expected transportation modes using the street. It includes best practices and updated national guidance from the National Association of City Transportation Officials (NACTO) Urban Street Design Guide, American with Disabilities Act design guidance and interpretation and transit facility design.

The ROWIM will be an online, graphic-rich resource to provide updated information on pedestrian facility design and integration into various roadways, with a user-friendly look and feel similar to the San Francisco Better Streets Guide. The update to the ROWIM is expected to be completed and online by the end of the 2015. The ROWIM is intended to serve many of the same purposes of the existing Pedestrian Toolbox.

REVIEW OF NATIONAL AND INTERNATIONAL BEST PRACTICES

The attached table summarizes the SvR review of a variety of Pedestrian Master Plans (or similar documents) developed for cities across the United States and some international cities:

- New York City
- San Francisco
- Boston
- Philadelphia
- Chicago
- Sydney, Australia
- Vancouver, British Columbia

These cities were selected based meeting both of the following criteria. They were:

- Often noted as a "walkable city" by various walking advocacy groups and/or media outlets including:
 - o Walk Friendly Communities <http://www.walkfriendly.org/communities/index.cfm>

- o Governing Magazine <http://www.governing.com/gov-data/transportation-infrastructure/walk-to-work-cities-map.html>
- o Smart Growth America <http://www.smartgrowthamerica.org/documents/foot-traffic-ahead.pdf>
- o Walkscore <https://www.walkscore.com/cities-and-neighborhoods/>
- their current pedestrian master plans (or similar documents) were created or revised since 2009 when the existing SPMP was adopted.

As part of our review of other cities, we identified the format of the toolbox and if it was included within the Pedestrian Master Plan document or if it was an external link. Since this Pedestrian Master Plan Update will be a hardcopy document, the information contained in the toolbox update will need to be relevant and legible when printed, whether as a standalone document or an element of the update.

FINDINGS

Audience

All of the pedestrian master plans were written with the intent of being public-facing documents. They were graphically-rich, highlighting key policies and tools available for improving and maintaining the pedestrian environment. Since all the documents reviewed contained policy guidance as well as tools, these documents appear to have anticipated that they would be used by residents, businesses, and staff and other technical users such as architects, engineers and other designers. For example, the San Francisco Better Streets Guide identified design guidelines for three different audience categories: Building Neighborhood Support (residents), Merchant's Corner (businesses) and Develop Requirements (architects, engineers and other designers).

Formats of Plans and Toolboxes

Most cities develop their pedestrian master plans as PDF documents. There was a mix of cities that included toolboxes within the master plan PDF rather than creating a separate document. The cities that included a toolbox within the PDF often focused those toolboxes on a specific purpose (e.g. increased safety or design guidance like Chicago and Philadelphia, respectively).

Cities that created a toolbox that was as comprehensive as the existing Seattle Pedestrian Toolbox developed a separate document (NYC) or provided online resources (San Francisco and Boston). In both cases, the toolbox content was more consistent with the proposed format and content of the Seattle ROWIM. (NOTE—the update of the ROWIM?)

Innovation

The cities that developed a separate toolbox document included a broad range of tools similar in breadth and depth to the existing Seattle Pedestrian Toolbox. In addition, they created interactive, searchable PDFs where users could key in words that they wanted to find or issues

they wanted to learn more about. The guides created for San Francisco and Boston were user-friendly and graphically-rich and included innovative tactics including the following:

- Incorporated guidance from the NACTO Urban Streets Design Guide;
- Organized tools in relationship with the associated Pedestrian Plan goals and policies (e.g. safety, vibrancy, mode shift) identified for the City;
- Included public space management and street activation;
- Integrated surface green infrastructure/ stormwater management facilities into the ROW;
- Provided guidance on how to find information on maintenance and construction of accessible pedestrian facilities; and
- Addressed facilitating pedestrian movement and access during construction.

NEXT STEPS

SDOT will present these findings to both SPAB and the TAC to receive feedback on recommended actions regarding toolbox revisions for the Pedestrian Master Plan Update.

REVIEW OF PEDESTRIAN MASTER PLAN (OR SIMILAR DOCUMENT) TOOLBOX BY CITY

| CITY / NAME OF PLAN | DATE OF PLAN | TOOL BOX CONTENTS / INNOVATIVE TOOLS | LINK TO DOCUMENT(S) |
|---|--------------------|--|--|
| US CITIES | | | |
| <p>NEW YORK CITY The New York City Pedestrian Safety Study & Action Plan</p> | <p>August 2010</p> | <p>TOOLBOX IS A SEPARATE DOCUMENT New York created a Street Design Manual in May 2009 (the Second Edition released October 2013 is currently available) as a resource for street design standards, guidelines and policies.</p> <p>This document is very comprehensive and includes information about process, street geometry, materials, lighting, furniture, landscape and includes a glossary and appendix. This document is available as a hard copy and as a PDF online. Since it was first published in 2009, it has been updated two times.</p> | <p>PDF of the Plan http://www.nyc.gov/html/dot/downloads/pdf/nyc_ped_safety_study_action_plan.pdf</p> |
| <p>SAN FRANCISCO Walk First 2010</p> | <p>August 2010</p> | <p>TOOLBOX IS A SEPARATE DOCUMENT San Francisco created a Better Streets Plan in 2010. The document is available both as an online interactive document and also as a PDF.</p> <p>This document creates a unified set of standards, guidelines and implementation strategies to govern how the San Francisco designs, builds and maintains its pedestrian environment.</p> | <p>Walk First http://www.sf-planning.org/index.aspx?page=2568</p> <p>Better Streets Plan http://www.sf-planning.org/ftp/betterstreets/index.htm</p> |

| CITY / NAME OF PLAN | DATE OF PLAN | TOOL BOX CONTENTS / INNOVATIVE TOOLS | LINK TO DOCUMENT(S) |
|---|--------------|--|---|
| US CITIES | | | |
| BOSTON Complete Streets Plan | 2014 | <p>THIS IS MORE OF A TOOLBOX THAN A MASTER PLAN It is available online and in hard copy (more of a textbook). It does identify new policies about modal priority.</p> <p>The new Boston Complete Streets approach puts pedestrians, bicyclists and transit users on equal footing with motor-vehicle drivers. The initiative aims to improve the quality of life in Boston by creating streets that are both great public spaces and sustainable transportation networks. It embraces innovation to address climate change and promote healthy living. The objective is to ensure Boston's streets are: multimodal, green and smart.</p> | <p>Complete Streets Website http://bostoncompletestreets.org/about/</p> |
| PHILADELPHIA Pedestrian and Bicycle Master Plan | 2012 | <p>TOOLBOX IS LOCATED WITHIN THE PLAN AND FOCUSES ON THREE MAIN CATEGORIES: Signalization, Geometric and Signs/markings/operational.</p> <p>The Plan identifies strategies and specific recommendations to increase the number of people walking and bicycling in the City by improving the safety, connectivity, convenience, and attractiveness of the pedestrian and bicycle networks. The Pedestrian & Bicycle Plan is a key recommendation and implementation step of Philadelphia2035. Related efforts include the Complete Streets Handbook and a citywide Trails Master Plan to guide roadway design and off-road priorities, respectively.</p> | <p>PDF of the Plan http://phila2035.org/wp-content/uploads/2012/06/bikePedfinal2.pdf</p> <p>Pedestrian and Bicycle Plan Website http://www.phila.gov/cityplanning/plans/pages/PedestrianandBicyclePlan.aspx</p> |

| CITY / NAME OF PLAN | DATE OF PLAN | TOOL BOX CONTENTS / INNOVATIVE TOOLS | LINK TO DOCUMENT(S) |
|-----------------------------------|--------------|--|---|
| US CITIES | | | |
| CHICAGO Pedestrian Plan | 2011 | <p>TOOLBOX IS LOCATED WITHIN THE PLAN AND IDENTIFIES 16 TOOLS ORGANIZED INTO TWO CATEGORIES: INTERSECTION AND CORRIDORS and NEIGHBORHOOD STREETS</p> <p>The toolbox section of the Plan is called Tools for Safer Streets with the intent of making the streets safer for its youngest and oldest pedestrians.</p> <p>Chicago's pedestrian experience is one of the reasons that the city is such a great place to live, work, and play. To help ensure that Chicago continues to be a great city for pedestrians, the Chicago Department of Transportation (CDOT), in coordination with the Mayor's Pedestrian Advisory Council (MPAC), collaborated together on the Chicago Pedestrian Plan. The Pedestrian Plan identifies new opportunities and ongoing initiatives that will strengthen Chicago's already robust pedestrian environment.</p> | <p>PDF of the Plan http://www.pedbikeinfo.org/pdf/PlanDesign_SamplePlans_Local_ChicagoPed2011.pdf</p> <p>Chicago Pedestrian Plan Website http://chicagopedestrianplan.org/</p> |

| CITY / NAME OF PLAN | DATE OF PLAN | TOOL BOX CONTENTS / INNOVATIVE TOOLS | LINK TO DOCUMENT(S) |
|--|--------------|--|--|
| INTERNATIONAL CITIES | | | |
| SYDNEY, AUSTRALIA Walking Strategy and Action Plan | April 2015 | <p>This document is primarily a policy document, but it does show the walking network.</p> <p>Sydney does have standards and details for design and construction of pedestrian facilities.</p> | <p>PDF of Plan http://www.cityofsydney.nsw.gov.au/__data/assets/pdf_file/0013/233320/Walking-Strategy_FINAL-for-web.pdf</p> <p>Walking Website http://www.cityofsydney.nsw.gov.au/vision/towards-2030/transport-and-access/walking-strategy#page-element-dload</p> <p>Design and Construction Standards and Details http://www.cityofsydney.nsw.gov.au/development/public-domain-works/da-associated-works/sydney-streets-technical-specifications</p> |
| VANCOUVER, BRITISH COLUMBIA Transportation 2040 | October 2012 | <p>This document is primarily a policy document. It provides actions for all modes including actions that will improve the pedestrian environment and walkability in the City of Vancouver, BC</p> | <p>PDF of Plan http://vancouver.ca/streets-transportation/transportation-2040.aspx</p> <p>Walking Website http://vancouver.ca/streets-transportation/walking.aspx</p> |