

IF YOU CAN DO IT HERE,  
YOU CAN DO IT  
ANYWHERE:  
THE SUCCESS OF  
COMPLETE STREETS IN  
MISSOURI

Michael Park  
Ed Kraemer  
City of Lee's Summit, MO

Marlene Nagel  
Mid-America Regional Council  
Kansas City region,  
Missouri/Kansas

Brent Hugh  
Missouri Bicycle &  
Pedestrian Federation

# COMPLETE STREETS IN MISSOURI

MISSOURI BICYCLE AND  
PEDESTRIAN FEDERATION

About you . . .

- ✘ Very familiar with Complete Streets / Not?
- ✘ Lives in a place with a CS policy / Not?
- ✘ Wants a CS policy adopted in a particular place?
- ✘ Wants to improve implementation of existing CS policy?

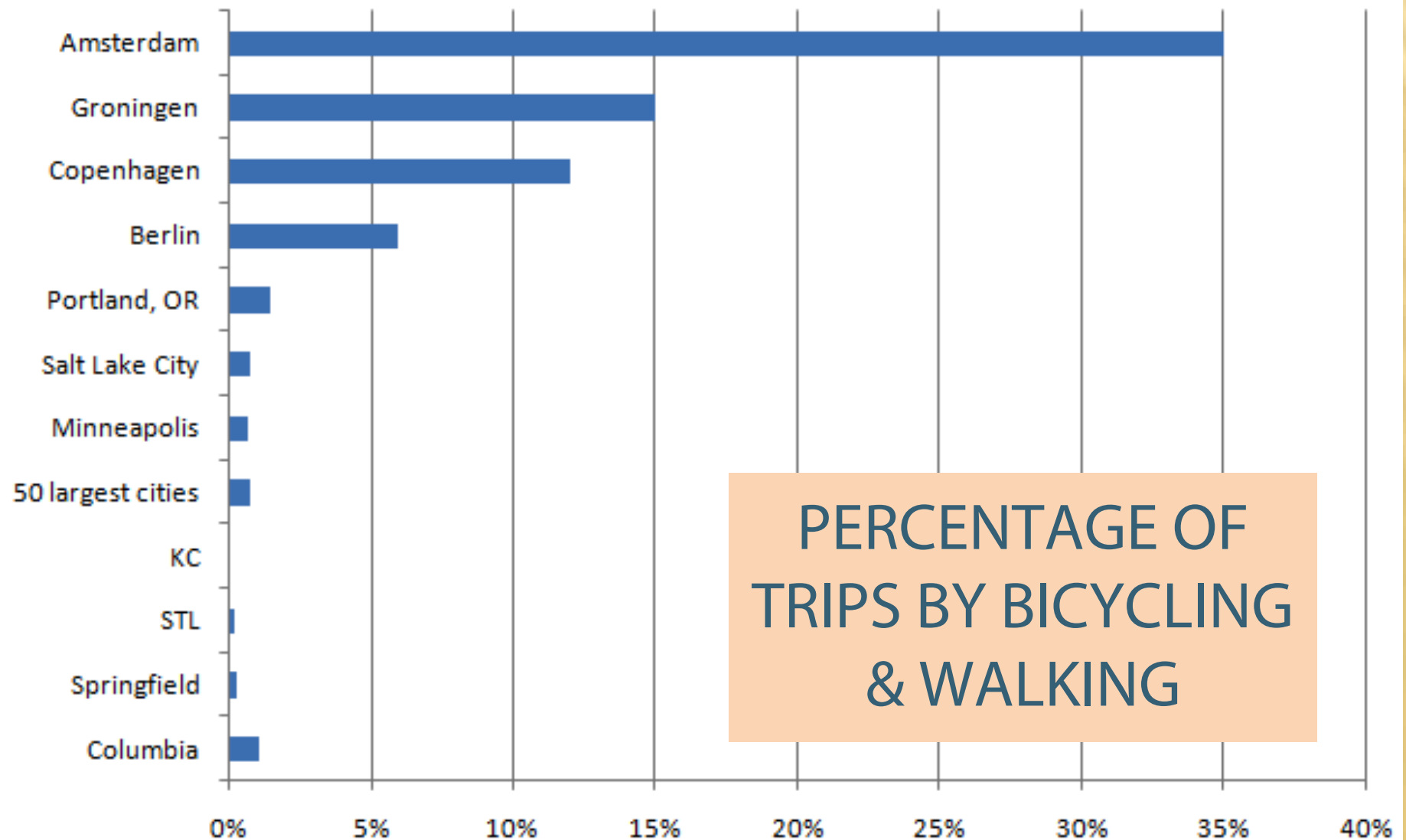
# **TOWARDS A STATEWIDE COMPLETE STREETS POLICY IN MISSOURI**



**MISSOURI BICYCLE AND  
PEDESTRIAN FEDERATION**

[WWW.MOBIKEFED.ORG](http://WWW.MOBIKEFED.ORG)

# IF YOU CAN DO IT HERE . . .



PERCENTAGE OF  
TRIPS BY BICYCLING  
& WALKING

# AN ADVOCATE'S VIEW

## **Our 2007 Goal – Our 5 Year Plan:**

A statewide Missouri Complete Streets policy; at least 3 metro areas (MPOs) and 5 cities with Complete Streets policies

[MoBikeFed.org/vision](http://MoBikeFed.org/vision)

# AN ADVOCATE'S VIEW

## Strategies:

- ✘ **Natl trends/movements** - don't re-invent wheel
- ✘ **Local/regional/state/national synergy** - ladder-up
- ✘ **Celebrate successes** – success breeds success
- ✘ **Big cities/big numbers first**
- ✘ **Multi-faceted approach:** CS, Bike/Walk Friendly Communities, trail connections, legislative work, policy work, keystone projects
- ✘ **Think medium term** – but look for continual short-term success

# AN ADVOCATE'S VIEW

## The Missouri Way

- × Local control; State never dictates
- × MoDOT is an independent 4<sup>th</sup> branch of govt
- × Always be polite and persuasive vs. confrontational

# AN ADVOCATE'S VIEW

## Power Mapping

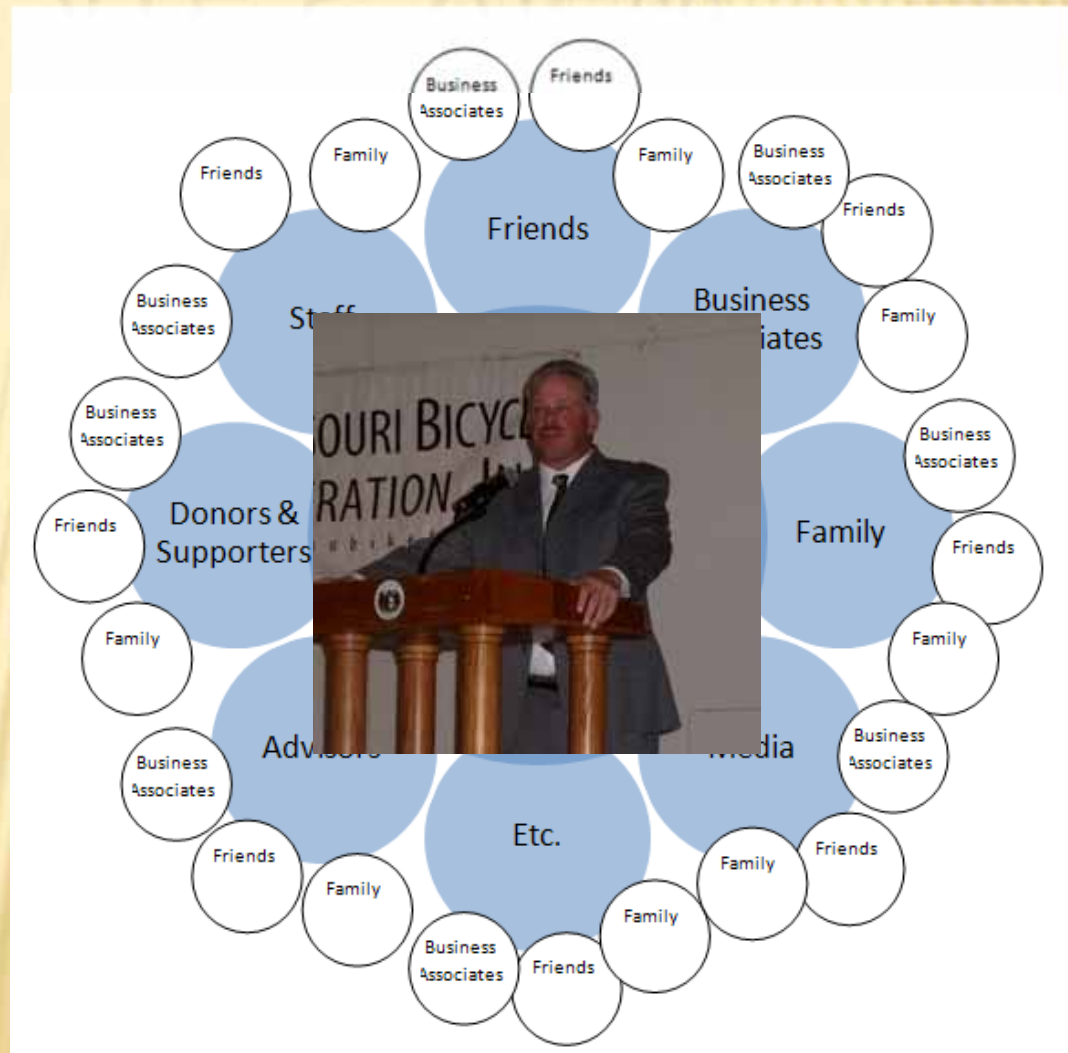


Advocacy is about  
building personal  
relationships



# AN ADVOCATE'S VIEW

## Power Mapping



Advocacy is about  
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# AN ADVOCATE'S VIEW

**Focus on Decision Makers – Bike Delaware lessons learned:**

- + Focus on state elected officials (**Governor and legislature**)
- + Don't focus on just state bike/ped coordinator. Have relationships with the **Transportation Secretary** and **every major department head**.
- + If you have a chance, try to influence the selection of your **next DOT Secretary**
- + **Politics is more important than policy**
- + Partner with **public health advocates** if you can
- + Focus on the **state budget process** for authorization (because your DOT sure does)

# AN ADVOCATE'S VIEW

## Steps towards statewide Complete Streets

- + Early 1990s: No MoDOT bike/ped policy. Refused TE, bike/ped coordinator.
- + Late 1990s: Rudimentary bike/ped policies
- + Early 2000s: Improved bike/ped policies
- + 2005: MoBikeFed hires lobbyist



# AN ADVOCATE'S VIEW

## Steps towards statewide Complete Streets

- + 2007: 3 Complete Streets policies in MO
- + 2007: MoBikeFed Vision – specific CS goal
- + 2008: Statewide Complete Streets bill introduced
- + 2009: Again
- + 2010: Again

# AN ADVOCATE'S VIEW

## Meanwhile

- + Annual **Capitol Day**, Legislative Bike Ride
- + Annual visit to **DC**
- + Education/outreach to **public officials/staff**
- + **MO Livable Streets** (Health Dept)
- + Huge growth/diversity of **allies**
- + **Advocacy**: Petitions, email, legislative visits, social media
- + Complete Streets **Champions**
- + **Results**:
  - \* **2007 - 3 policies**
  - \* **2008 - 5 policies**
  - \* **2010 - 13 policies**



# AN ADVOCATE'S VIEW

## Meanwhile

+ 2008-present: MoDOT funding crisis

× ~\$1 billion new annual funding needed

× Meetings

× Lobbying

× Specific goals/requests including Complete Streets

× Message: We cannot support new MoDOT funding unless .

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# AN ADVOCATE'S VIEW

## Steps towards statewide Complete Streets

- + **Late 2009:** MoDOT Director requests meeting
- + **2010:** Missouri Complete Streets Resolution
- + **2010:** MoDOT/MoBikeFed Bike/Ped Projects List
- + **2010:** Hugely improved MoDOT ped/ADA policies
- + **2010:** Majority in MO support superstrong “25% Complete Streets”
- + **2011:** MO Chamber of Commerce supports bike/ped spending
- + **2011:** \$13 million MoDOT bike/ped funding

# AN ADVOCATE'S VIEW

## Steps towards statewide Complete Streets

+ 2012: MO Transportation Funding – hearings

- × Bike/ped spending allowed
- × Fair share for bike/ped – 0%, 6.5%, 7.5%, 15%
- × MoDOT internal policies → Complete Streets
- × Complete Streets in project lists



# AN ADVOCATE'S VIEW

## Payoff

### + Complete Streets Policies:

- × 2001 – 1 policy
- × 2004 – 2 policies
- × 2007 - 3 policies
- × 2008 - 5 policies
- × 2010 - 13 policies
- × 2011 - 19 policies
- × 2012 - 21 policies



# AN ADVOCATE'S VIEW

## Payoff

### + Complete Streets Policies:

- ×1 statewide (Resolution)

- ×3 MPOs

- ✦ 3 million Missourians, 4.5 million total in MO, KS, IL

- ✦ 50% of Missourians

- ×17 cities

- ✦ 1.6 million Missourians

- ✦ 27% of Missourians

# AN ADVOCATE'S VIEW

## Payoff

### + National Complete Streets Coalition recognizes Missouri

#### × Best:

- ★ City Ordinance: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 11<sup>th</sup>, 12<sup>th</sup>
- ★ City Resolution: 2<sup>nd</sup>
- ★ City Policy: 3<sup>rd</sup>
- ★ MPO Policy: 3<sup>rd</sup>, 4<sup>th</sup>

#### × Oldest

- ★ St Joseph MPO – 2001, Columbia City – 2004

**Missouri has *never* been best in  
*anything* bike/ped related  
before!**

# AN ADVOCATE'S VIEW

## Payoff

× **Yesterday:** \$8 billion, 10 yr statewide transportation proposal for new city, county, MoDOT funding filed in House & Senate:

*The term "transportation system purposes and uses" shall include . . . bicycle and pedestrian improvements.*

# AN ADVOCATE'S VIEW

## What's Next?

+ 2013: MO Transportation Funding hearings



Bike/ped spending allowed

- × Fair share for bike/ped – 0%, 6.5%, 7.5%, 15%
- × MoDOT internal policies → Complete Streets
- × Complete Streets in project lists
- × **Get it passed**

# AN ADVOCATE'S VIEW

## What's Next?

### + 50% of population w/ no regional policy

- × LT: All 17 RPCs with Complete Streets policies
- × ST: 3 RPCs with bike/ped policies

### + 73% of population w/ no city policy

- × LT: All cities have a Complete Streets policy
- × ST: Top 10 MO cities
- × ST: A few small/rural cities

### + 0% of counties have a policy

- × LT: All counties
- × ST: ?

# AN ADVOCATE'S VIEW

**If we can do it here,  
*you* can do it anywhere!**

## INTERACTIVE SESSION:

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- ✓ **Break** into groups of 4-5. **Chose Moderator.**
- ✓ **Assignment:** Each person leaves with a written list of 3-5 steps you will go home and accomplish WRT to Complete Streets
- ✓ **Agenda:**
  - ✓ Each person: Introduction--Who, where, why interested in Complete Streets
  - ✓ Each person: What you would like to see happen in your city/region/state WRT Complete Streets
  - ✓ Group Discussion: What steps can you take to get from where you are to where you want to be WRT to Complete Streets
- ✓ **Group Report:** What is your group's single (one sentence) best idea for moving CS forward



FOR MORE INFORMATION:

[WWW.COMPLETESTREETS.ORG](http://WWW.COMPLETESTREETS.ORG)

[MOBIKEFED.ORG/COMPLETESTREETS](http://MOBIKEFED.ORG/COMPLETESTREETS)

- ✓ Links to success stories & existing policies
- ✓ How-To Tools
- ✓ Resources: PowerPoint Presentations, Fact Sheets, Brochures
- ✓ Newsletter sign-up