

Changing Markets



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From Sierra Club Community Transformation Examples
Prepared by Urban Advantages

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New Market Benefits

- **Economic**

- Reduced health care costs
- Competitive environment

- **Social**

- Strengthen the community fabric



The Benefits Go Well Beyond the Target Customers

Theme 5 – Integration & Coordination

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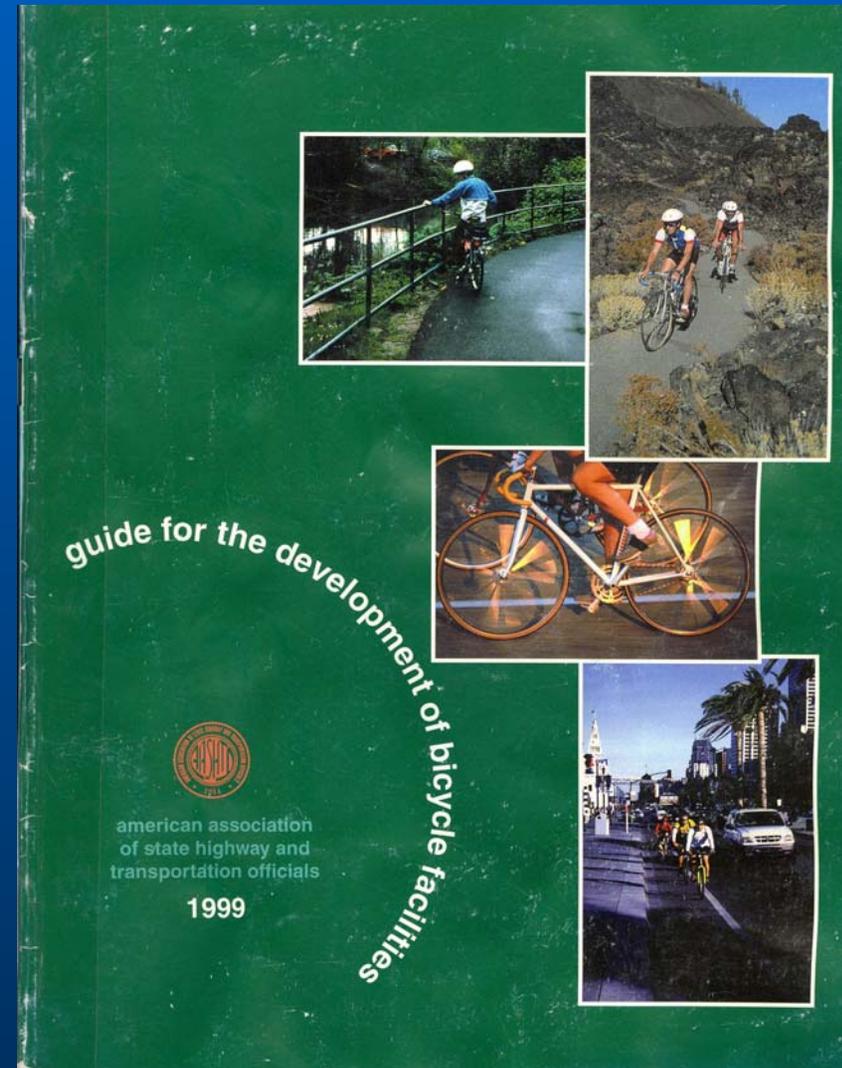
Change Must be Systemic

- **Community Audits and Master Plans Alone will NOT Solve the Problem**
- **Cross Discipline Integration into Daily Activities WILL Solve the Problem**



Customer Accommodation Models

- While an Emerging Field...
- Many of the Key Guidelines, Standards, Research and Models Exist



Customer Accommodation Models

Good Plan Models:

- **Portland's Pedestrian and Bicycle Plan**
- **Florida's Bicycle Plan**
- **Oregon's Bicycle and Pedestrian Plan**
- **Many Regional and City Reports**

Customer Accommodation Models

Great Policy Models:

- **US DOT's *Design Guidance, Accommodating Bicycle and Pedestrian Travel: A Recommended Approach***
 - Incorporating bicycle and pedestrian facilities into projects unless there are exceptional reasons
- **Florida's Multi-model Planning Requirement**

Customer Accommodation Models

Good Design Research and Guides:

- **Institute of Traffic Engineers**
 - Innovative Solution Summaries
 - Planning Handbook
- **AASHTO**
 - Bike and Draft Pedestrian Guides
 - “Green Book”
- **Federal Highway Administration**
 - Pedestrian and Bicycle Safety
- **2003 MUTCD**

Customer Accommodation Models

Helpful Online Professional Education Resources:

- **Pedestrian and Bicycle Information Center**
<http://www.pedbikeinfo.org/>
- **FHWA Course on Bicycle and Pedestrian Transportation**
<http://safety.fhwa.dot.gov/pedbike/univcourse/swtoc.htm>

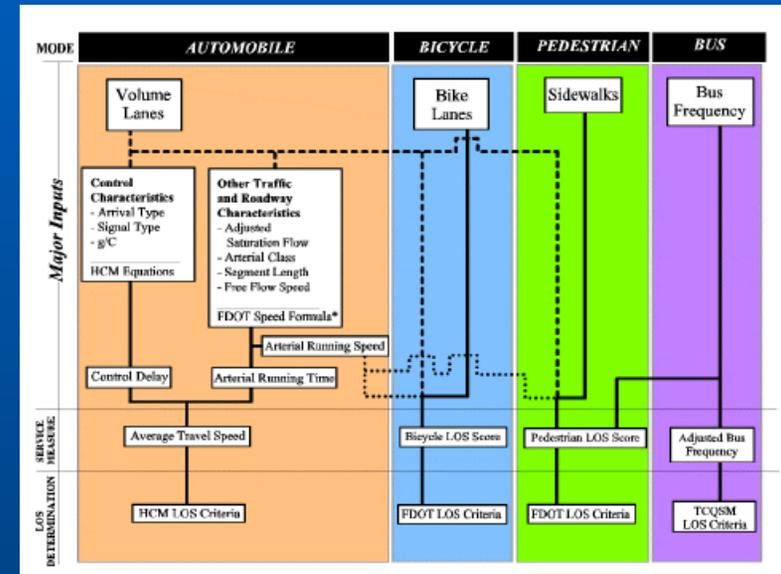


Pedestrian and Bicycle
Information Center

Customer Accommodation Models

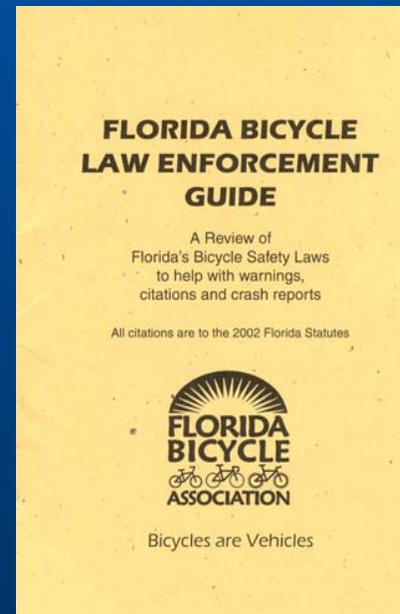
New Multi-modal Planning Models:

- TransCAD
- Sprinkle Engineering's Bicycle and Pedestrian Level/Quality of Service
- Florida's ArtPlan



Customer Accommodation Models

- Education Models
- Enforcement Case Studies
- Encouragement Programs



More Information

Pedestrian and Bicycle Information Center:

<http://www.pedbikeinfo.org>

**FHWA Course on Bicycle and Pedestrian
Transportation**

<http://safety.fhwa.dot.gov/pedbike/univcourse/swtoc.htm>

The Greenway Collaborative Inc, Website:

<http://www.greenwaycollab.com>

Summary – 5 Key Concepts

- **Customer Diversity**
- **Overcoming Legacy**
- **Accommodation / Safety**
- **Changing Market Place**
- **Integration & Coordination**



Fundamental Change in Culture

- **Greater Individual Freedom in Transportation Choices**
- **Embracing and Supporting Transportation Choices that Benefit the Community**



The Revolution is Underway

Changing the Culture is Possible

- Looking Back 25, 50, 100 Years at
 - Civil Rights
 - Woman's Rights
 - Child Labor Laws
- We Ask How Did we Accept That!
- What Were We Thinking!



**The People in This Room
Are The Agents of Change**

Perspective is Everything

- **6 Weeks = Approx. 14% of the Yearly Work Commute**
- **Walk 1 Mile to Work 3 Weeks a Year**
- **Bike 2 Miles to Work 2 Weeks a Year**
- **Take a Bus to Work 1 Week a Year**



First Hand Experience is Invaluable