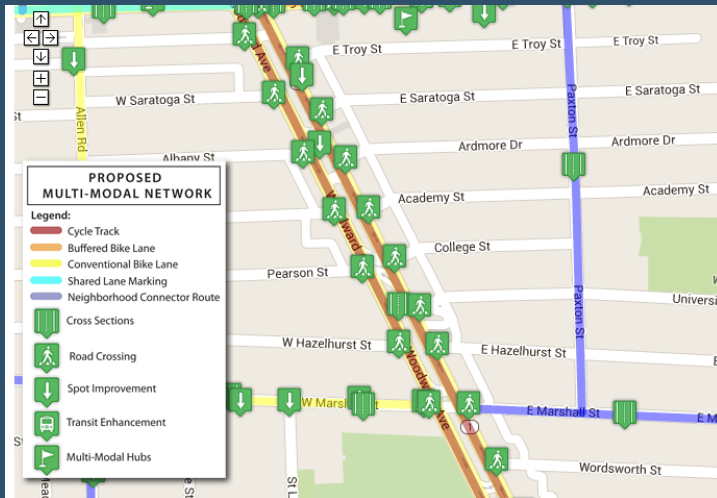




# Online and On a Budget

Taking Multi-modal Transportation Planning to the Next Level



#micities 2014

Saturday, October 4, 2014

Ann Arbor, MI

Norman Cox, PLA, ASLA and  
Carolyn Prudhomme, ASLA

**The Greenway Collaborative, Inc.**  
Ann Arbor, Michigan



The Greenway  
Collaborative, Inc.



# Technology in the Context of Established Principles

The principles of public engagement we use today are the same we have used for the last 21 years:

- Transparent Process
- Equitable Engagement
- Consensus Building
- Documented Input

Constantly ask ourselves are we using new technology because it is the latest cool thing or because it helps us do our job better



Our job is that of the facilitator – to give form to the ideas of the community

Have never done the same process twice. Tailor the process to each community and project



# Objectives of Public Engagement

- Capturing the essential “last 20%” of the issues
  - 365/7/24 perspective
  - Beyond the obvious
- Community Buy-in
  - Making it their plan, not ours
  - Demonstrable support
- Education
  - Broaden perspectives
  - Understand possibilities before offering suggestions



The end game is getting the plan adopted and getting the plan built. Both require having enough project backing to overcome the inevitable naysayers





# Consider a Project Specific Website

- Our last two plans have taken the form of a website – one built on exiting project site the other was a new site
- A much richer way of presenting and exploring the issues
- Ability to link to external resources
- No longer a static document sitting on a shelf
- Easier for public to access than traditional printed report or a PDF download

**FERNDALE MOVES!**

THE PROJECT DRAFT PLAN PUBLIC INPUT BACKGROUND RESOURCES WORKS-IN-PROGRESS FERNDALEMI.GOV

## Road Crossings

Safe and frequent road crossings support a walkable and bikable community. Road crossing improvements are needed in areas where there is demand to cross the road by pedestrians and/or bicyclists. These areas occur where a bike route crosses a collector or arterial road, a major bus stop is present, there is long distance between crosswalks, or there is a high demand based on land use and population density. [Click here to view a map of road crossing issues areas identified in Ferndale.](#)

There are many different types of countermeasures that can be used to improve safety and visibility of bicycles and pedestrians at crosswalks. Traffic speeds, traffic volumes, number of lanes and location of the crossing in context to the surrounding land use will dictate what type of crossing improvement is appropriate for a specific location. The following are some examples of road crossing improvements.

- **Curb Extensions** - increase the overall visibility and reduces the crossing distance for pedestrians
- **Mid-block Crossings** - facilitates crossing between intersections where there is demand for bicycle and pedestrians to cross the road
- **Crossing Island** - a proven safety countermeasure that provides a protected space in the center of the street to facilitate bicycle and pedestrian crossings
- **Active Warning Beacons** - commonly used on major streets to alert drivers of crossing bicyclists and pedestrians and increase yielding behavior
- **Hybrid Beacons** - a proven safety countermeasure that facilitates bicycle and pedestrians crossing busy streets where cross traffic does not stop and a full traffic signal is not warranted or desired

After creating website plans we are hesitant to go back to traditional reports



# Website Considerations

- General Costs
  - Robust Website around \$15 -20 per month
- Responsive Website
  - Works on a variety of devices, such as desktop computer, tablets and phones
- WordPress seems to be most popular
  - Variety free templates available, or buy/lease templates for more features
  - Don't need to be a html expert

**Modern aesthetic**  
The new WordPress dashboard has a fresh, uncluttered design that embraces clarity and simplicity.

**Clean typography**  
The Open Sans typeface provides simple, friendly text that is optimized for both desktop and mobile viewing. It's even open source, just like WordPress.

**Refined contrast**  
We think beautiful design should never sacrifice legibility. With superior contrast and large, comfortable type, the new design is easy to read and a pleasure to navigate.

For a growing number of people, their primary way to access the internet is through their phone



# Project Website Format

- Create the pages of the website similar to the chapters of a report
- Provide links to detailed information, such as cost estimates, project examples and resources
- Example: Ferndale Moves!
  - The Project
  - Plan
  - Public Input
  - Background
  - Resources
  - Works-in-Progress


**FERNDALE MOVES!** PLAN PUBLIC INPUT BACKGROUND RESOURCES WORKS-IN-PROGRESS FERDALEMI.GOV

MULTI-MODAL NETWORK POLICIES AND PROGRAMS NETWORK IMPLEMENTATION PLAN

## Plan

### Overview

*The City of Ferndale's Multi-Modal Plan presents a vision on how to improve and expand on opportunities for pedestrians, bicycles and transit users. It is in response to the growing demand for alternative forms of travel and the need to improve safety of those who choose to walk, bike or take transit. The plan looks at how the City may transform its streets into outstanding public spaces that are friendly to pedestrians, integrate facilities for bicyclists and transit users while continuing to serve the needs of motorized traffic.*



*Ferndale's vibrant downtown, surrounded by close-in residential areas on a tight grid of streets, provides an enviable foundation to build upon. Most residents are within convenient walking and bicycling distance to the majority of destinations in the city. This plan provides the guidance on how to capitalize on that good fortune and make Ferndale an outstanding walkable, bikable and transit friendly community.*

### Contents of Plan

- [Multi-modal Network](#) – realistic recommendations of what is feasible within the existing road and public rights-of-way
- [Policies and Programs](#) - strategies to help influence how the physical environment is used
- [Network Implementation Plan](#) – focuses on integrating improvements into larger projects and identifies the costs

*For a quick overview of the plan check out the [Executive Summary](#).*

For Ferndale, an intern set up the website framework using a free template and we populated it with material





# The Format – Project Home Page

- In a nutshell what is this about
- Highlight upcoming public engagement opportunities
- Use Twitter and Facebook for announcements and drive people to website for content

**FERNDALE MOVES!**

THE PROJECT DRAFT PLAN PUBLIC INPUT BACKGROUND RESOURCES WORKS-IN-PROGRESS FERDALEMI.GOV

## The Project

About Vision Why? Site

### Ferndale Moves!

Ferndale Moves! is the City's on-line transportation dialogue and resource center. Ferndale Moves! is about:

- **Transportation Options** – making walking, bicycling and transit easy, attractive and convenient choices for everyday trips.
- **Safety** – balancing the needs and improving the safety of all road users.
- **Placemaking** – transforming the City's streets to remarkable and functional places that reflect Ferndale's values and strengthen the local economy.

[Executive Summary](#)

### What's New?

**Comments on the Draft Plan are now closed.**  
You can still [explore the draft Multi-modal Network](#).

This will open a new window. Click on a line to get a general idea of what is proposed. Use the check boxes in the legend to turn on and off layers to view over 200 specific area recommendations. Most every recommendation has links to additional resources. You can zoom in, change the background to a satellite image and even look at the area in street view. You can view other people's comments, vote on them or offer a response.

**FERNDALE MOVES!**

Ferndale Moves! is a project to make it safer, easier and more convenient to walk, bike, take transit and drive around town. The program opens to the Draft Plan. Click on a line to get general idea of what is proposed. Use the check boxes to show the details. You can zoom in, change the background and view in full screen mode. There are what you think. [Add your comment to this page](#)

[Home](#) [Add Comment to Map](#)

[Turn on/Off Layers](#) [Refresh the View](#) [Comments/Reviews](#) [Shared Layer Settings](#) [Map](#) [Print/Download](#)

Click on a line to show or hide details

- Street Network
- Road Construction
- Road Improvement
- Public Safety
- Transit Enhancements
- Green Spaces



# The Format - Plan

- The “report” portion of the website
- Recommendations, cost estimates, funding, etc.
- This section gets the official adoption



FERDALE MOVES! **PLAN** PUBLIC INPUT BACKGROUND RESOURCES WORKS-IN-PROGRESS FERDALEMI.GOV

MULTI-MODAL NETWORK POLICIES AND PROGRAMS NETWORK IMPLEMENTATION PLAN

## Plan

### Overview

*The City of Ferndale's Multi-Modal Plan presents a vision on how to improve and expand on opportunities for pedestrians, bicycles and transit users. It is in response to the growing demand for alternative forms of travel and the need to improve safety of those who choose to walk, bike or take transit. The plan looks at how the City may transform its streets into outstanding public spaces that are friendly to pedestrians, integrate facilities for bicyclists and transit users while continuing to serve the needs of motorized traffic.*

*Ferndale's vibrant downtown, surrounded by close-in residential areas on a tight grid of streets, provides an enviable foundation to build upon. Most residents are within convenient walking and bicycling distance to the majority of destinations in the city. This plan provides the guidance on how to capitalize on that good fortune and make Ferndale an outstanding walkable, bikable and transit friendly community.*



### Contents of Plan

- *Multi-modal Network* – realistic recommendations of what is feasible within the existing road and public rights-of-way
- *Policies and Programs* - strategies to help influence how the physical environment is used
- *Network Implementation Plan* – focuses on integrating improvements into larger projects and identifies the costs

*For a quick overview of the plan check out the [Executive Summary](#).*





# The Format – Public Input

- Highlight upcoming public engagement efforts
- Post results from past public engagement efforts
- Provide links to web surveys and crowdsourcing maps



FERDALE MOVES! PLAN **PUBLIC INPUT** BACKGROUND RESOURCES WORKS-IN-PROGRESS FERDALEMI.GOV

PAST INPUT

## Public Input

Based on *Past Input* from the web survey, on-line map input and the guidance of the project *Steering Committee* a proposed multi-modal network has been created. Use the links below to explore the network. You may also add your own comments to the map. Your input is important to making this plan a success.

### Comment on the Draft Multi-Modal Network

Explore the proposed Multi-Modal Network. This will open a new window. Click on a line to get a general idea of what is proposed. Use the check boxes in the legend to turn on and off layers to view over 200 specific area recommendations. Most every recommendation has links to additional resources. You can zoom in, change the background to a satellite image and even look at the area in street view. Then tell us what you think by selecting "Add Comment to Map." You can also view other people's comments, vote on them or offer a response.

[View all of the recommendations for the Plan here.](#)



Home | [Add Comment to Map](#)

Ferdale Moves! is a project to make it safer, easier and more convenient to walk, bike, take transit and drive around town. The preliminary plan is on the map below. Click on a line to get a general idea of what is proposed. Use the check boxes to show the details. You can zoom in, change the background and view in full screen mode. Then tell us what you think. [Add your comment to the map.](#)



#### Maps By Topic

- Love It! (1)**  
Tell us why this is a good idea or important.
- Needs Work (0)**  
Tell us what changes at this location?
- Hate It! (0)**  
Tell us why this is a bad idea or unwanted!
- Something's Missing! (0)**  
What should be added at this location?

The latest comment by Kevin Deegan-Krassie  
I have a vested interest in this one as I live nearby but we really need a crossing in this stretch of Woodward. The plan is a great one.

2 days 3 hours ago  
[Like It](#)



# The Format – Background Information

- Discuss past and related projects
- Provide details of the inventory and analysis
- Any additional background information pertinent to the project



FERNDALE MOVES! PLAN PUBLIC INPUT **BACKGROUND** RESOURCES WORKS-IN-PROGRESS FERNDALEMI.GOV

GENERAL CONDITIONS POP. DENSITY JOB INVENTORY CRASHES ROAD CROSSING ISSUES STRESS MAP EXISTING FACILITIES POTENTIAL LANES & ROUTES

POTENTIAL CYCLE TRACKS

## Background

*All of the inventory and analysis maps have been provided in an interactive format so that you can explore the city and draw your own conclusions. Click on any of the maps to view the information in Google Maps.*

### Existing Conditions

- *General Conditions* of major roads and signed bike routes in the City
- *Population Density* by Census Block Group
- *Job Inventory* that illustrates the relative density of jobs in the City
- *Pedestrian Crashes and Bicycle Crashes* that occurred between 2004 and 2012
- *Existing Bicycle Facilities*
- *Stress Level* a look at the relative stress for walking, bicycling and driving the various corridors and the ideal solutions.
- *Road Crossing Issue Areas*

### Potentials

*The following maps illustrate a first pass of the potential of some roads. The maps do not necessarily show what is desired, just what physically could fit within the existing roadway.*

- *Potential Near-term Bike Lanes and Signed Bike Routes, and*
- *Potential one-way and two-way cycle tracks*



# The Format – Resources

- Links to resources, guides and online tools
- Links to related projects



FERNDALE MOVES!   PLAN   PUBLIC INPUT   BACKGROUND   RESOURCES   WORKS-IN-PROGRESS   FERNDALEMI.GOV

## Resources

### Design Tools

*National Association of City Transportation Officials (NACTO)*

*The Urban Bikeway Design Guide is referenced frequently in the draft recommendations.*

*Street Mix*

*A great on-line tool for developing street cross sections. We used Street Mix to develop the cross sections for the plan. At the bottom of each cross section's information bubble is a link that will lead you to a cross section based on the one shown that you can modify. Or use this link to start from scratch.*

*Blockee*

*Got some ideas for your block, but need a little help putting together a picture of what they might look like? Try Blockee- a web based "Civic Bling" tool.*

### Related Projects

*\* Transform Woodward \* Draft Concepts, 6 Mile Road to Oakridge Ave \* SEMCOG's Regional Nonmotorized Transportation Plan*

### Other Useful Links

*\* Michigan Complete Streets Coalition \* Michigan DOT Bicycling Information*





# The Format – Works-in-Progress

- Information on current and upcoming projects
- Download plans
- Update whenever a new project is underway
- Educational information and videos on how to use new facilities
- Keep public up-to-date on what is going on



FERNDALE MOVES!    PLAN    PUBLIC INPUT    BACKGROUND    RESOURCES    WORKS-IN-PROGRESS    FERNDALEMI.GOV

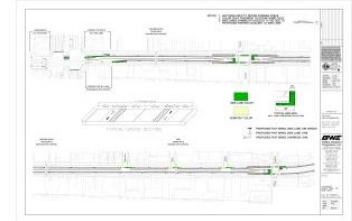
## Works-In-Progress

3-60    Livernois    E 9 Mile

### Livernois Street

Livernois Street, from 8 Mile Road to 9 Mile Road, has new bike lanes! Improvements include:

- Buffered Bike Lanes
- 5 to 2 Lane Conversion
- On-street Parking
- Mid-block Crossings
- Curb Extensions (future improvement)
- [Click here to see the plan.](#)



What is the **green paint** on Livernois?! The green paint is designed to identify conflict points for vehicles and bicycles. It is painted in areas most common for vehicle/bicycle crashes. Councilwoman Melanie Piana explains green paint and more about the Livernois bike lanes on her blog, [www.meltropolis.com](http://www.meltropolis.com). Read more about colored bike facilities at the National Association of City Transportation Officials [website](#).

Using Livernois' Buffered Bike Lanes



### Right Turns and Bike Lanes

#### Wrong

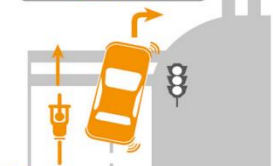
! Driver is not turning from as far right as practicable (CVC 22100)



! Bike rider should look for turn signal, avoiding driver's blind spot.

#### Correct

✓ Driver must merge into bike lane & turn from curb (CVC 21717)



✓ Bike rider should pass on left as driver merges into the bike lane.



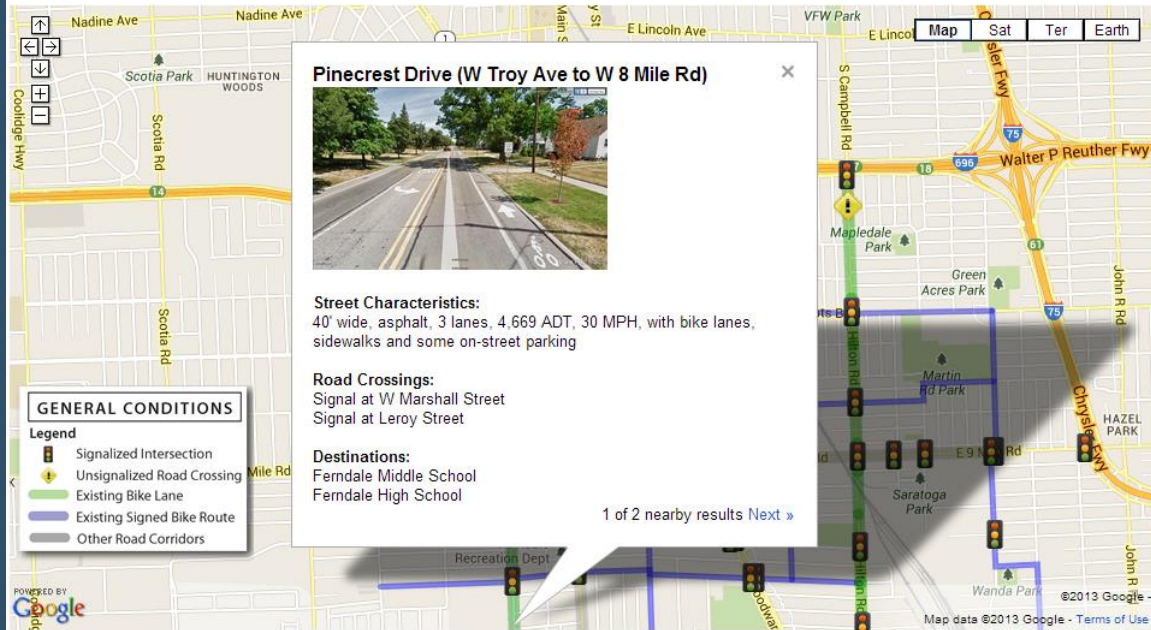


# Integrating Google Maps

- Most of the public already familiar with Google Maps
- Wealth of information behind each line and point
- Ability to link to additional resources
- Integrate images
- Look at map in different scales
- Public sees what we see

## General Conditions

This map shows the general conditions of the major roads and signed bike routes in the City of Ferndale.



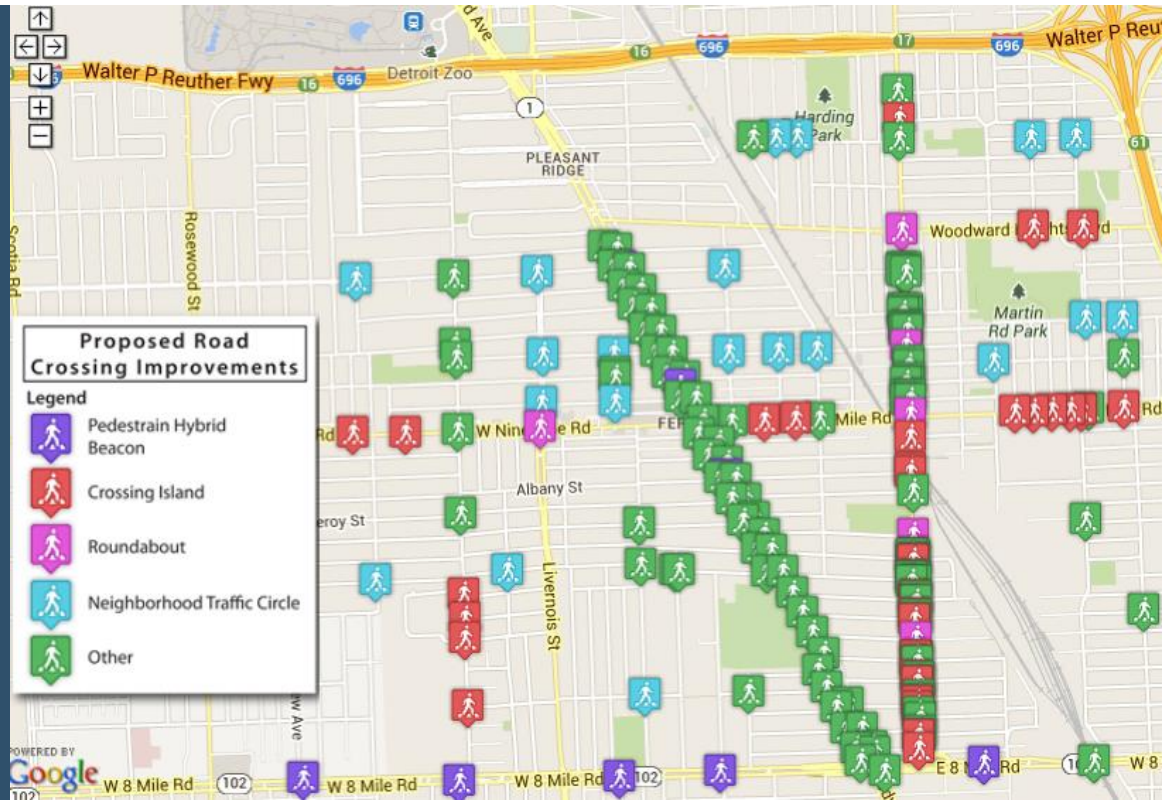
We have skipped doing things in traditional GIS and done our work directly in Google Maps.

Great way to display inventory and analysis map



# Overview of Google Mapping Programs

- Google Map Maker
- Google My Maps
- Google My Maps Pro
- Google Maps Engine
  
- Must have a google account to access



*Google recently updated their mapping applications, so we are still figuring them out*

Benefits and limitations to all





# Google Map Maker

- Update the actual google maps base map with new facilities
- Submissions are reviewed
- The more correct submissions you provide, the quicker they are accepted
- Can only show what is existing
- Limitations to how Google classifies some facilities



## Enrich Google Maps with your local knowledge

Use Google Map Maker to improve the map of places that matter to you. Update the actual map as seen by millions of users on Google Maps.



Add Place



Edit Place



Add Road



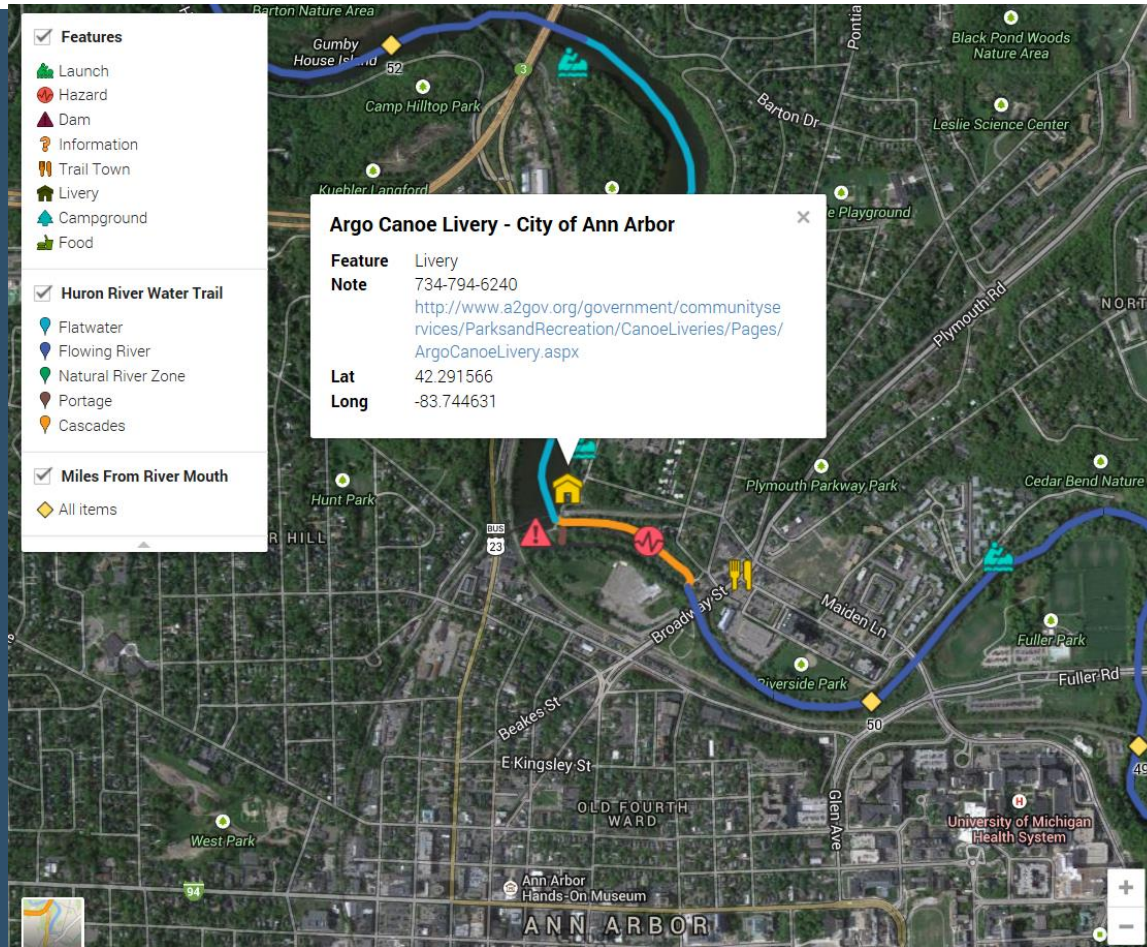
Review edits by other users

Cost: Free



# Google My Maps (formerly Maps Engine Lite)

- Pros
  - Drawing tools
  - Import KML, CSV, TSV, Spreadsheet
  - Toggle Layers On/Off
  - Thematic Style Options
  - Database
  - Add hyperlinks and images
- Cons
  - Limited to 5 Layers, 2,500 addresses
  - No custom icons



Example from the Huron River Water Trail Website

Cost: Free

For more details on limitations of My Maps and My Maps Pro visit:  
<https://support.google.com/mymaps/answer/3370982>



# Google My Maps Pro

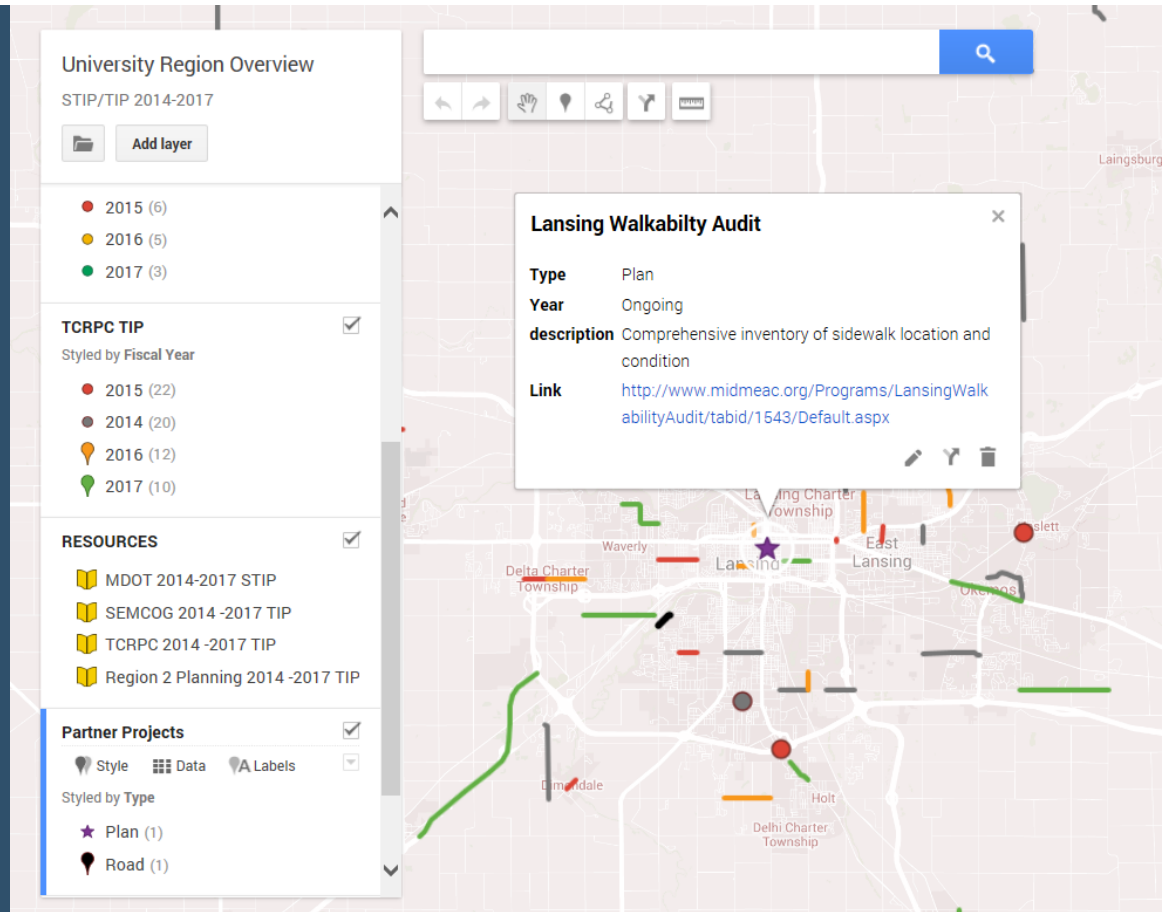
- Pros

*Same as My Maps with additional features and benefits:*

- Custom Icons
- Import CSV and spreadsheets 10 layers, 2000 addresses per layer
- 10 Toggle Layers
- Google Maps Coordinate included

- Cons

- Limit on layer size and number of attributes



*Example from MDOT Regional Bicycle and Pedestrian Committee*

**Cost: \$5/month per user**

*For more details on limitations of My Maps and My Maps Pro visit:  
<https://support.google.com/mymaps/answer/3370982>*







# Incorporating Online Design Tools

## Streetmix

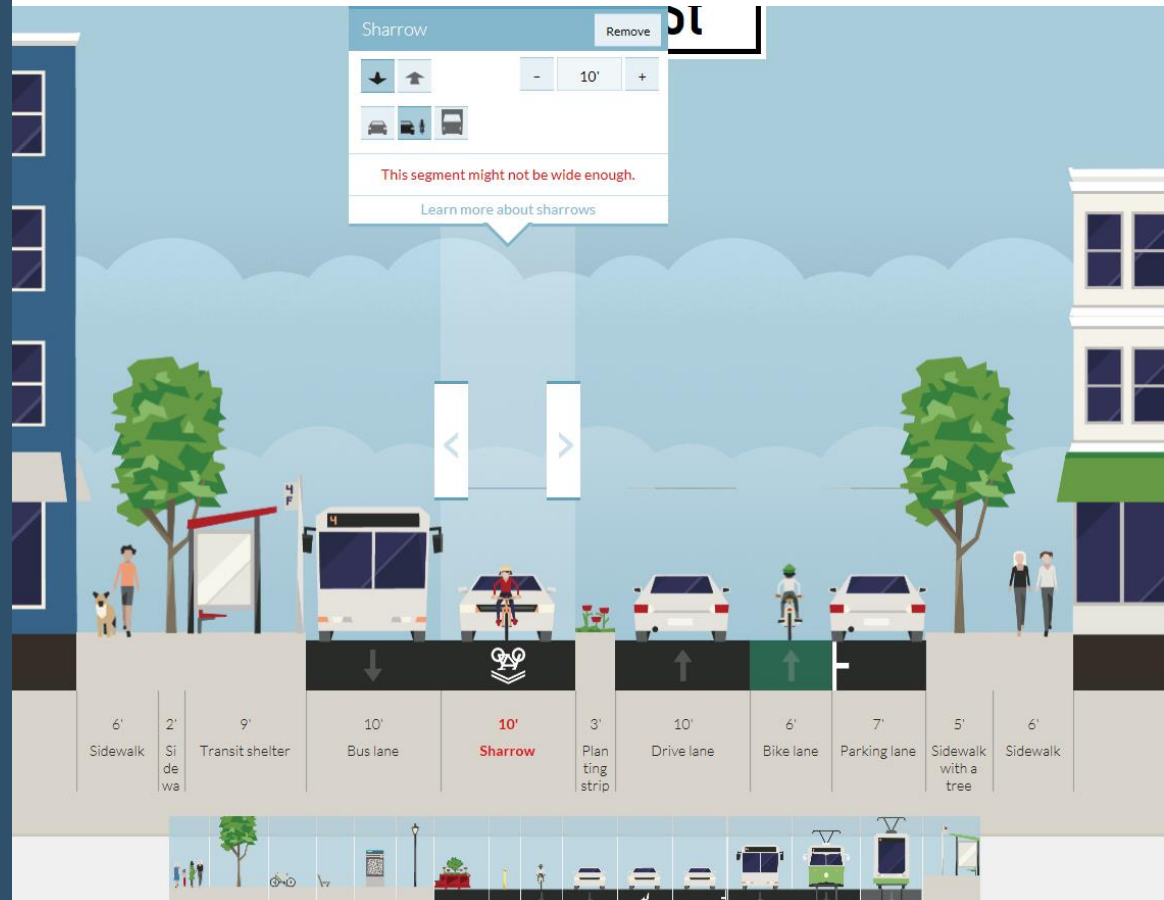
- Develop street cross sections
- Export as PNG Image
- Share via Facebook, Twitter, or hyperlink
- Public can create their own cross sections
- Provides warnings if the width of a facility is too narrow

www.streetmix.net

Welcome to Streetmix.

Design, remix, and share your neighborhood street. Add trees or bike paths, widen sidewalks or traffic lanes, learn how your decisions can impact your community.

Start by moving some segments around with your mouse.



Cost: Free



# Incorporating Online Design Tools

## Blockee

- Upload your own image or use google street view
- Decorate the image with “Civic Bling”
- Share via Facebook, Twitter, or hyperlink
- Public can create their own designs



Cost: Free





# Web Surveys

- Get feedback from people you may not get to show up at a public meeting
- Keep short and simple
- Graphic rich
- Links to external resources
- Used to promote Public Meetings
- Helps set the agenda of the Public Meeting
- Survey Monkey is popular
  - Free version
  - Gold Plan most popular at \$300 a year

At key locations, a potential road crossing improvement for a two-lane road would be a pedestrian sign that has high intensity flashing lights when activated (aka... [Active Warning Beacon](#) or Rectangular Rapid Flash Beacon). [PUSH ON THE PLAY BUTTON BELOW TO SEE A VIDEO OF THE SIGNAL IN ACTION.](#)



3. Do you feel a [Active Warning Beacon](#) is an appropriate solution for crossing a two-lane road, such as Pinecrest Drive?

- This is overkill
- This seems about right
- This is not enough
- Not sure

Other (please specify)

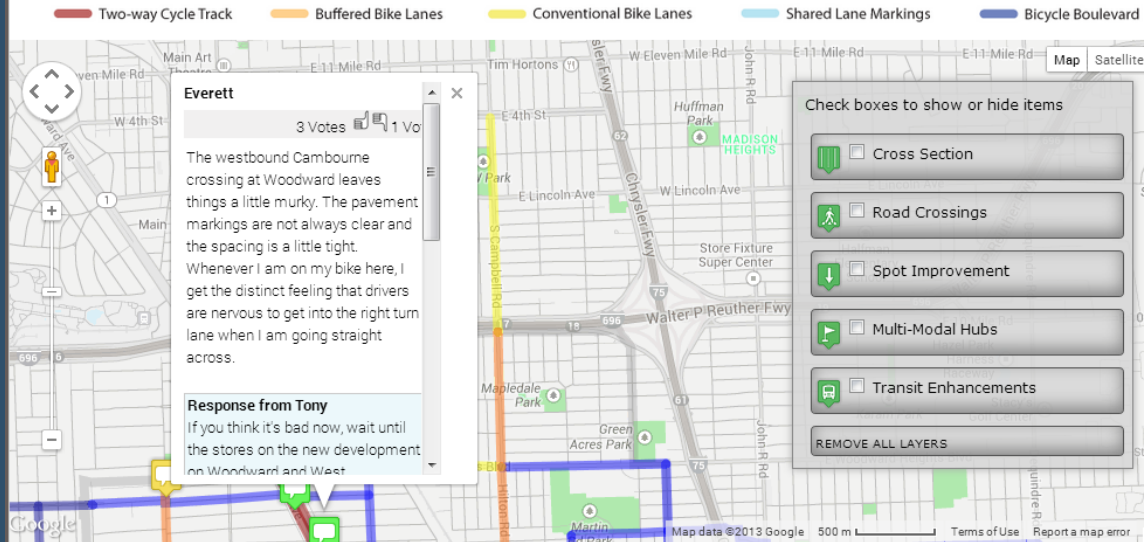
Our experience is that we will get 4 to 6 times the number of people to participate in a web survey than who come to a public meeting

Use the emails collected from the surveys to remind people of upcoming public engagement events







# Interactive Web Maps

- Participants explore the map and then click and tell you what they think
- Provide as much or as little input as desired
- Allow place specific input
- Can vote and comment on previous posts



## Mapped Citizen Comments By Topic

-  [Love It!](#) (7)  
Tell us why this is a good idea or important.
-  [Needs Work](#) (7)  
How can we improve things at this location?
-  [Hate It!](#) (1)  
Tell us why this is a bad idea or a mistake?
-  [Something's Missing!](#) (4)  
What should be added at this location?

## The latest comment by Everett

*I love the Mini-Roundabout proposed for Fielding and Allen. I want to see one at all the streets that intersect Fielding that have an allowable turn off of 8 Mile (that is Edgewood, Saint Louis, LaPrairie, Flowerdale, and also Farmdale). So many...*

3 days 16 hours ago

[Love It!](#)

Allows for non-time contained thoughtful input. May not get that much more input than at a Public Workshop, but quality input



# Interactive Web Maps

- View plan at different scales
- Change the background to air photos
- View comments in Google Streetview



[Home](#) [Mapped Comments](#)

Ferndale Moves! is a project to make it safer, easier and more convenient to walk, bike, take transit and drive around town. Click on any line or point for more information about the Complete Streets Network Plan. Add your comments to the map based on the categories below, or check out other people's comments and give a "thumbs up" or "thumbs down". Thanks!

[Add a comment to this map by zooming and clicking on the location for your comment](#) | [View in Full Screen Mode](#)

[Add a comment to this map by zooming and clicking on the location for your comment](#)



The latest comment by **Ben**

The change in the E 9 mile construction project will now only extend to Hilton Rd. This leaves us located in the neighborhood from West End to Wanda south of 9 miles secluded from the benefits of the Project. I recommend the resurfacing atleast...





# Interactive Web Maps

- Simple form to fill out
- Categorize Comments
- Ability to Upload a file or add a hyperlink
- Administrator notified when a post has been submitted
- Rarely get spam or inappropriate content

## My Comment

**Name** (required)

Norm

**Email** (optional, your email address will be kept private)

norm@greenwaycollab.com

**Comment Category** (required)

Hate It!



**Comment** (required)

Your consultant does not have a clue! See the attached for a much better idea.

**Image** (optional)

No file chosen

Jpg, Gif, or Png, Max 2MB

**Link** (optional, include http://)



# Interactive Web Maps

- We typically pair with the web surveys but may be done independently
- Use KMLs created in google maps or exported out of other mapping programs for base information
- Toggle Layers on and off
- Jump to a location to view a specific areas such as a downtown

## Active Transportation Plan

Interactive Public Input Map



[Home](#) [Mapped Comments](#) +

Below is a map of the Preliminary Plan Active Transportation Network for Allen County. Think about your/your family's commute to school, work, shopping, recreation or places of worship in Allen County. Click on any line or point for more information. **Add your comments to the map** or give a "thumbs up" on changes on the map that would make it easier for you or your family to walk or bike to those destinations. Thanks!

**PROPOSED BICYCLE FACILITIES**

Legend:

- Buffered Bike Lane
- Conventional Bike Lane
- Shared Lane Marking
- Neighborhood Connector Route
- Primary Signed Rural Bike Route
- Secondary Signed Rural Bike Route
- Pathway
- Single Track Trail
- Wide Paved Shoulder

**Potential Bike Route**  
Deercreek Circle west of Eastwood Circle

**Signed Bike Route**

**Recommendations:**  
Add [Signed Bike Route](#)  
Complete sidewalks

**Show/Hide Layer Menu**

- US Bike Routes
- Road Crossing
- Spot Improvement

REMOVE ALL LAYERS

**Jump To A Location**

- Bluffton
- Delphos
- Lima
- Spencerville
- Allen County

The latest comment by **Jeff Sprague**

*Kingswood would be better option vs. Fenway. Need to widen Reservoir between the Fenway (Kingswood) and the other purple path to the north (Tony's Nose). There is a small hill on the west with poor site lines and area is high traffic*

Community Remarks: \$995 Start-up and \$180 per year (all examples are from CR)

Wikimapping: \$395 per year



# Interactive Web Maps

- Can change and update map information throughout the different phases of the planning process
  - Project Visioning
  - Preliminary Plan
  - Final Plan Review
- Continue getting feedback after project is complete
  - Maintenance Requests
  - Bicycle Parking Requests
  - Something's Missing!

The latest comment by Ben  
The change in the E 9 mile construction project will now only extend to Hilton Rd. This leaves us located in the neighborhood from West End to Wanda south of 9 mile

Keep the Public Engaged not only throughout the project but afterward





# Integrating with Traditional Workshop

- Taking online maps to a workshop format
  - May be difficult to reproduce large maps
- Provide comment cards similar to how online input is gathered
- Combine comments from workshop with online map for everyone online to view and vote on
- It all comes down to sharing ideas and building consensus



## My Comment

Name:

Comment Category (select one):

Love it!

Needs Work

Hate it!

Somethings Missing

Comment Location (describe location if applicable):

Comment (continue on back of page if needed):

Add a check if you agree:



Add a check if you disagree:





# Executive Summary

- “Printer-friendly” summary of the plan
- Gives overview of the plan
- Hyperlinks to website
- For those who still want something printed
- Hand out for presentations



## EXECUTIVE SUMMARY

### OVERVIEW

[Ferndale Moves!](#) is about making Ferndale an even better place to walk, bike and take transit. Unlike a traditional planning document, Ferndale Moves! is a dynamic website that allows the City to adapt and grow with changes in multi-modal transportation. Ferndale Moves! is about:

- **Transportation Options** – making walking, bicycling and transit easy, attractive and convenient choices for everyday trips.
- **Safety** – balancing the needs and improving the safety of all road users.
- **Placemaking** – transforming the City’s streets into remarkable and functional places that reflect Ferndale’s values and strengthen the local economy.

### WHY?

The benefits of a multi-modal system extend beyond direct benefits to the current users and accrue to the community as a whole. A well-implemented multi-modal plan will reap rewards by:

- Establishing Ferndale’s brand as one of the region’s premier walkable bikeable communities.
- Strengthening the local economy by providing the type of transportation choices and physical environment that make a community an attractive place to live, establish a business and visit.
- Reducing traffic injuries and deaths by improving the safety of the transportation system for all modes.
- Enhancing the personal well-being of Ferndale’s residents and reducing their health care costs by encouraging physical activity through everyday trips.
- Providing independent and dignified travel options for residents at all stages of their life through a variety of viable and safe transportation choices appropriate for a wide-spectrum of abilities.





# Final Product

- A living document that can be continued and updated
- Easy for everyone to access
- Something new and different to get people interested and involved
- Connect with younger generation
- Affordable
- A fun and cool way to plan a project!



## Multi-Modal Network

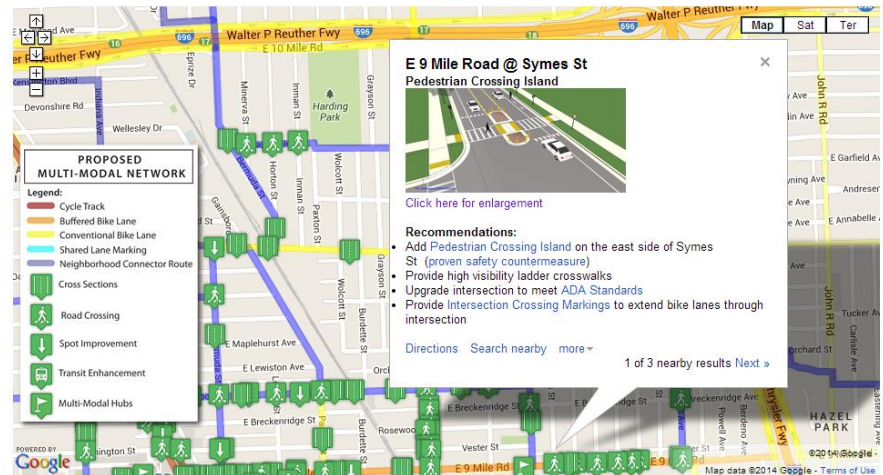
The solution for a community's multi-modal network is not one dimensional, but rather responds to the needs of the various users and trip types. A successful multi-modal network helps pedestrians, bicyclists and transit users get around conveniently, safely and comfortably and also alerts motorists to expect these users on the roadway.

The following links provide a more detailed breakdown of the proposed multi-modal network with separate maps and descriptions:

- **Cross Sections** - show how the proposed improvements can be incorporated within the existing right-of-way
- **Road Crossings** - proposed road crossing improvements at mid-block locations and at intersections
- **Bicycle Facilities** - proposed cycle tracks, buffered bike lanes, bike lanes, shared lane markings and bicycle boulevards
- **Spot Improvements** - proposed medians, parking shifts, traffic calming and gateway improvements
- **Multi-Modal Hubs** - proposed bike share, car share, bike repair stations, access to transit and wayfinding kiosks
- **Transit Enhancements** - proposed relocations of bus stops or facility improvements



The following map includes all of the proposed improvements in the multi-modal network. Visit the [Public Input](#) page to provide feedback on the multi-modal network.

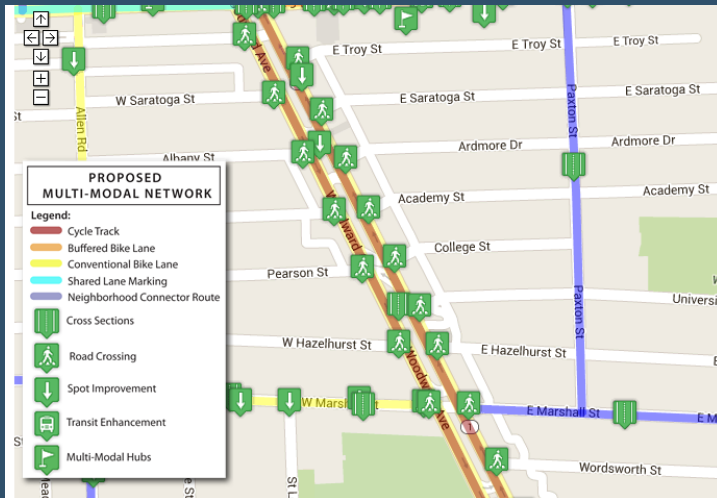






# Online and On a Budget

Taking Multi-modal Transportation Planning to the Next Level



## Questions?

**Norman Cox**, PLA, ASLA

[norm@greenwaycollab.com](mailto:norm@greenwaycollab.com)

[@GreenwayCollab](https://www.instagram.com/GreenwayCollab)

[greenwaycollab.com](http://greenwaycollab.com)



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