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- Today you will hear a presentation and have the opportunity to ask questions via the chat box.
- Find resources and materials at nyspreventschronicdisease.com
- Today's session is being recorded

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- Please designate one person at the computer
- Adobe Features you will use today:
  - Chat Box
  - Polls
Evaluations

Nursing Contact Hours, CME and CHES credits are available

Please visit nyspreventschronicdisease.com to fill out your evaluation and complete the post-test.

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• New York State Department of Health
• University at Albany, School of Public Health, Center for Public Health Continuing Education

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No commercial funding has been accepted for this activity.

Learning Objectives

After this program participants will be able to:
• Define program evaluation and its importance in Complete Streets initiatives.
• Identify and find existing resources to design a program evaluation of a Complete Streets project that includes performance measures.
• Review an example of a local Complete Streets implementation evaluation.
**Today's Speakers**

**MJ Pattison M.S.**  
Program Research Specialist  
New York State Department of Health

**Sabrina Hesford M.A.**  
Grant Coordinator; Creating Healthy Places to Live Work & Play

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**Designing an Evaluation for a Complete Streets Initiative**

**MJ Pattison M.S.**  
Program Research Specialist  
New York State Department of Health  
November 20, 2014

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**Definitions**

**Complete Streets:**  
**Streets for everyone**—roadways that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from train stations.*

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* [http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq](http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq)
Definitions

Program Evaluation: The systematic investigation of the merit, worth or significance of an organized public health action/activity to achieve a result*.

Performance Measure: a quantifiable indicator of progress toward a defined goal or objective.

*From “Practical Evaluation of PA efforts using CDC’s Evaluation Framework” - Thomas J. Chapel MA MBA Chief Evaluation Officer CDC

Two things are required for effective Program Evaluation

A Vision: What does success look like?

A map: What is your plan to get there?

Performance measures capture incremental progress when you can’t see the summit yet and enables informed course correction
What is the Public Health Problem?

• Many New Yorkers do not get enough physical activity. Less than half of all adult New Yorkers report being physically active for 30 minutes per day.
• A majority of Americans currently feel they have no choice but to drive as much as they do, would like to spend less time in the car and want more freedom to choose how to get where they need to go.
• In 2011, 4,432 pedestrians were killed and an estimated 69,000 were injured in traffic crashes in the United States. On average, a pedestrian was killed every two hours and injured every eight minutes in traffic crashes.

Complete Streets- A Public Health Strategy

• People who live in neighborhoods with greater infrastructure to accommodate walking/biking have higher levels of participation in active modes of transportation and lower risk of obesity.
• Local policies will help ensure adequate implementation of NYS Complete Streets law.

Step One: Gather Stakeholders

- Elected officials
- Schools
- Local health dept.
- City planners
- Neighborhood associations
- Public transportation
- Biking/walking groups
- Dept. of Public Works
- Public transportation
- Local health dept.
- City planners
- Neighborhood associations
- Biking/walking groups
- Dept. of Public Works
Program Description - the Map

<table>
<thead>
<tr>
<th>Activities</th>
<th>Short Term Outcomes</th>
<th>Intermediate Outcomes</th>
<th>Long Term Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A list of what you will do in the order in which you will do it</td>
<td>Complete Streets policies are adopted by municipalities and counties</td>
<td>Policies are implemented</td>
<td>There is an increase in the % of youth and adults who obtain recommended levels of daily physical activity</td>
</tr>
<tr>
<td></td>
<td>→</td>
<td>There is a change in the physical environment</td>
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<td>→</td>
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</tr>
</tbody>
</table>

Step Two: Evaluation Questions

What barriers or facilitators were encountered?

Were CS policies adopted?

How many people were affected?

How strong are the policies?

To what extent were the CS policies implemented?

<table>
<thead>
<tr>
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<tr>
<td>First Step Ideas</td>
<td>Complete Streets policies are adopted by municipalities and counties</td>
<td>Policies are implemented</td>
<td>There is an increase in the % of youth and adults who obtain recommended levels of daily physical activity</td>
</tr>
<tr>
<td></td>
<td>→</td>
<td>Changes in Physical Environment</td>
<td>→</td>
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<td>→</td>
</tr>
</tbody>
</table>
**Prevention Agenda Short term Performance Measures for Complete Streets**

- Number of municipalities where new or enhanced CS policies are proposed.
- Number of municipalities where new or enhanced CS policies are adopted and implemented.
- % of roads in a jurisdiction subject to CS policies.
- Number % of residents who reside in a jurisdiction subject to CS policies.

<table>
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<td>Policies are implemented</td>
<td>There is a change in the physical environment</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>There is an increase in the number of walkers and bikers as a result of policy implementation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>There is an increase in the % of youth and adults who obtain recommended levels of daily physical activity</td>
</tr>
</tbody>
</table>

**Step Three: Make an Evaluation Plan**

With your planning team:

- Review and finalize evaluation questions.
- BE REALISTIC about the scope of the evaluation. It is ok to focus on one or two aspects of the project.
- Limit the number of questions you will answer (up to 3 is ideal).

**Step Four: Brainstorm Data Sources**

Look for existing data sources that can answer your evaluation questions
<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Indicator (what to count)</th>
<th>Data source</th>
</tr>
</thead>
<tbody>
<tr>
<td>How many people were affected?</td>
<td>1. # of Individuals residing in a municipality  2. # of Individuals within a half mile radius of a complete streets improvement.</td>
<td>US Census  American Factfinder  Free demographics  <a href="https://www.dot.ny.gov/programs/completestreets">https://www.dot.ny.gov/programs/completestreets</a>  <a href="https://www.dot.ny.gov/divisions/engineering/technical-services/data">https://www.dot.ny.gov/divisions/engineering/technical-services/data</a>  <a href="https://www.dot.ny.gov/programs/completestreets">https://www.dot.ny.gov/programs/completestreets</a></td>
</tr>
</tbody>
</table>

Highway Mileage Report for New York State
<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Indicator (what to count)</th>
<th>Data source</th>
</tr>
</thead>
</table>
| Were CS Policies proposed/adopted? | A. # of policies adopted 
B. # of policies passed.* | Municipal meeting minutes
Ministry of proposals
Municipal meeting minutes
Database of existing policies
[https://www.dot.ny.gov/programs/completestreets](https://www.dot.ny.gov/programs/completestreets) |
| How many people were affected? | A. # of individuals residing in a municipality 
B. # of individuals within a half-mile radius of complete streets improvement | US Census
American Factfinder
| To what extent were policies implemented? | A. Changes in environmental supports 
B. # of pedestrians/cyclists 
C. # of new pedestrians/cyclists 
D. Awareness and purpose of trips | National Bicycle and Pedestrian Documentation Project
http://bikepeddocumentation.org/downloads/ |

*Prevention Agenda Performance Measures

US Census-American Factfinder

Community Facts

Guided Search

Advanced Search

Download Center

American Factfinder provides access to data about the United States, Puerto Rico and the Island Areas. The data in American Factfinder come from numerous censuses and surveys. For more information see Using Factfinder and About Us. Proceed.

US Census- American fact finder
<table>
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<td></td>
<td># of individuals within a half mile radius of a complete streets improvement.</td>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To what extent were policies implemented?</td>
<td>Changes in environmental support</td>
<td>National Bicycle and Pedestrian Documentation Project. <a href="http://bikepeddocumentation.org/downloads/">http://bikepeddocumentation.org/downloads/</a></td>
</tr>
<tr>
<td></td>
<td># of pedestrians and cyclists.</td>
<td></td>
</tr>
<tr>
<td></td>
<td># of new pedestrians or cyclists.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Awareness and purpose of trips</td>
<td></td>
</tr>
</tbody>
</table>

**Free Demographics**

![Free Demographics](image-url)
<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Indicator</th>
<th>Data source</th>
</tr>
</thead>
</table>
| Were CS Policies proposed/adopted?   | 1. # of policies adopted  
                                      2. # of policies passed  
                                      3. % of roads subject to CS policies  
                                      | Municipal meeting minutes  
                                      Action of proposal  
                                      Extant series of existing policies  
                                      | NYSDOT website  
                                      https://www.dot.ny.gov/knowing/nysdot/about/nysdot/about.html#accessibility |
| How many people were affected?       | 1. # of Individuals residing in a municipality  
                                      2. # of Individuals within a half mile radius of a complete streets improvement  
                                      | US Census American Factfinder  
                                      https://www.dot.ny.gov/services/highway-data  
                                      Free demographics  
                                      http://www.freedemographics.com |
| How strong are the policies?         | 1. # of Complete Streets policy score with high medium and low scores  
                                      | National Coalition of Complete Streets Scoring Methodology  
                                      Appendix A - Page 10 (Actual pg. 22)  
| To what extent were policies implemented? | 1. Changes in environmental supports  
                                      2. # of new pedestrians or cyclists  
                                      3. Awareness and purpose of trips  
                                      | National Bicycle and Pedestrian Documentation Project  
                                      http://bikepeddocumentation.org/downloads/ |

### The Best Complete Streets Policies of 2013

Appendix A: Scoring methodology

Our ranking of top Complete Streets policies celebrates the communities that have taken a strategic view of Complete Streets and are committed to making sustainable, livable communities for all. The following methodology was used to evaluate Complete Streets policies:

- Each policy is scored based on the availability of data and the quality of the data.
- Policies are scored on a scale of 1-5, with 5 being the highest score.
- Policies are ranked based on their overall score.

Elements of a Complete Streets policy:

1. Vision and intent
   - A strong vision empowers a community to follow through on the Complete Streets policy. A strong vision also sets the tone for the policy.
   - Points: 1-5
2. All users and modes
   - Policies should consider all users and modes.
   - Points: 1-4

<table>
<thead>
<tr>
<th>Policy element</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Vision and intent</td>
<td>1.0</td>
</tr>
<tr>
<td>2. All users and modes</td>
<td>2.0</td>
</tr>
<tr>
<td>Additional points for including transportation systems</td>
<td>1.0</td>
</tr>
<tr>
<td>Evaluation Question</td>
<td>Indicator (what to count)</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td>Were CS policies adopted?</td>
<td>1. # of policies adopted</td>
</tr>
<tr>
<td></td>
<td>2. # of policies passed</td>
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<tr>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. # of pedestrians and cyclists</td>
</tr>
<tr>
<td></td>
<td>3. # of new pedestrians or cyclists</td>
</tr>
<tr>
<td></td>
<td>4. Awareness and purpose of trips</td>
</tr>
</tbody>
</table>

Before and After Photographs

![Before and After Photographs](image1.jpg)

**National Bicycle and Pedestrian Documentation Project**

**Program Forms and Materials**
- Cost and Survey Forms
- Data Collection Instructions (pdf)
- Data Entry Spreadsheet (xls)
- Training Materials
- Overview for community program administrators
- County Training Presentation (pdf)
- Town Training Presentation (pdf)
- Volunteer Training Presentation (pdf)
- Volunteer Training Presentation (PowerPoint)

**About NBPD**
- Project Description (pdf)
Step Five: Data Collection Options

- Gather examples of existing policies (DOT Complete Streets website).
- Score complete streets policies.
- Conduct on-site observations (photos).
- Survey community- (online, telephone, paper and pencil, target groups or intercept approach).
- Key informant interviews.

### Evaluation Question

<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Indicator [activity count]</th>
<th>Data source</th>
<th>Data Collection Approach</th>
</tr>
</thead>
</table>
| **Were CS Policies proposed/ adopted?** | 1. # of policies adopted  
2. # of policies passed | Municipal meeting minutes, Appendix of proposals, SEDOT Website  
https://www.dot.ny.gov/divisions/engineering/technical-services/highway-data/services | – Sought out written policies  
– Compare mileage to be improved to total mileage in a municipality |
| **How many people were affected?** | 1. # of Individuals residing in a municipality  
2. # of Individuals within a half mile radius of a complete streets improvement | US Census, American FactFinder  
http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml, Free demographics  
http://www.freedemographics.com/ | – Calculate reach using Census data or free demographics |
| **How Strong are the policies?** | 1. # of Complete Streets policy score with high medium and low scores. | National Coalition of Complete Streets Scoring Methodology (Appendix A. page 10)  
| **To what extent were policies implemented?** | 1. Changes in environmental supports  
2. # of pedestrians and cyclists  
3. # of new pedestrians or cyclists  
4. Awareness and purpose of trips | National Bicycle and Pedestrian Documentation Project  
http://bikepeddocumentation.org/downloads/ | – Take photographs  
– Conduct interviews and watch data to develop a survey that addresses evaluative questions |

**Rookie mistake-starting at Step Five!**

I know! Let’s just make up a survey and email it to everyone we can think of!!
Who Cares About Complete Streets?

Before you actually begin-
be mindful of how you will share your evaluation results

• What is the purpose of the evaluation?
  – Advocacy?
  – Inform Program planning?
  – Demonstrate Progress?

• Who is your audience?

• How will they be receiving the information?
  – PowerPoint
  – Written report
  – Webinar
  – Live presentation

• What do you want them to do?

References

• Future of Transportation National Survey http://www.slideshare.net/fullscreen/CompleteStreets/complete-streets-presentation
• Robert Wood Johnson Foundation (2009) Active Living Research: Building Evidence to Prevent Obesity and Support Active Communities, Princeton NJ
• Dash NY Prevention Agenda Fact Sheet http://www.albany.edu/sph/cphce/prevention_agenda/complete_streets_fact_sheet_nysoh_final.pdf

The Genesee St. Red Crosswalk Project

An Evaluation of a Traffic Calming Initiative
Auburn, New York
Sabrina Hesford  M.A.
Grant Coordinator; Creating Healthy Places to Live
Work & Play
Statement of the Problem
Creating Healthy Places in Cayuga County is working with the City of Auburn, NY to establish safety corridors for all modes of transportation. There are a variety of relatively low cost strategies that can be applied to existing intersections that might calm traffic and thus improve safety and accessibility for other modes of transportation including; walking, bicycling, and assistive devices. However, we would like to know whether some traffic calming approaches are more effective than others as well as whether promotion and community awareness has an impact on driving behavior.

Description of the intervention
A mid-block section of Genesee Street was selected for various traffic calming strategies. Each strategy was implemented one at a time to determine which ones seemed to have the largest impact on driver behavior when approaching an intersection used by pedestrians and cyclists.

Evaluation questions
• How many cars pass through this intersection in a high volume period during the school year?
• How many cars slow down
  • When there is a white crosswalk with a pedestrian sign (baseline)
  • When a marked police car is present
  • The crosswalk is painted red and white
  • When the red crosswalk is followed by a promotional campaign?
**Evaluation Design:**

**observational repeated measures**

- Design a tally sheet using the National Bicycle Pedestrian Data sheet.
- Collect baseline data on the number of cars and pedestrians traveling through the mid-block crosswalk before any change was made.
- Repeat time of day, day of week and weather conditions for subsequent data collection efforts.

**Evaluation Design (cont)**

- Make a series of different changes to the environment.
- Make one change at a time.
- After each change, conduct an observation recording the number of cars that slow down in the presence of pedestrians.

**Data collection tools**

[Image of a tally sheet with columns for different types of changes and observations]
Evaluation Design - Four Conditions

1. Baseline-white crosswalk
2. Marked police car present
3. Red Crosswalk and sign
4. Ped Safety Promotional Campaign

2013- Red Crosswalk and Pedestrian signs Intervention.

Before

After

Evaluation Results
Figure 1. Genesee Street Traffic Volume

# of cars passing through the intersection

<table>
<thead>
<tr>
<th>Year</th>
<th>2012 White crosswalk</th>
<th>2012 Marked police car</th>
<th>2013 Red Crosswalk</th>
<th>2014 Promotional campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>477</td>
<td>493</td>
<td>537</td>
<td>624</td>
</tr>
</tbody>
</table>

Figure 2. Motor Vehicles that stopped at the crosswalk

<table>
<thead>
<tr>
<th>Year</th>
<th>2012 White crosswalk</th>
<th>2012 Marked police car</th>
<th>2013 Red Crosswalk and sign</th>
<th>2014 Promotional campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33</td>
<td>34</td>
<td>25</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>20</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>

# of vehicles that stopped:

<table>
<thead>
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<td></td>
<td>14</td>
<td>20</td>
<td>24</td>
<td>21</td>
</tr>
</tbody>
</table>
Discussion:

- The number of cars that pass through this intersection is slowly increasing thus making pedestrian safety that much more important.
- Marked police car increased % of cars that stopped slightly (42% at baseline; 58% in presence of police car).
- The sign and the red crosswalk had the biggest impact on motorist behavior (96% of cars stopped).
- The promotional campaign did not appear to impact motorist behavior.
- Limitations: additional data should be collected to confirm our preliminary findings.

We shared this data with:

- Auburn City Council,
- Auburn Police Department
- 4 other municipalities
- Auburn Department of Public Works
- Auburn Engineering Department

As a result- Four additional Crosswalks have been painted.
Insights and Challenges

- Motorists may not know it is illegal not to stop for pedestrians.
- In winter, the salt from the roads obscures the white of the crosswalk. Red should make crosswalk more visible in winter during these conditions.
- The presence of a red crosswalk suggests that motorists are more likely to STOP or SLOW DOWN.
- Originally, the city cited limited resources to paint crosswalks but the evaluation raised its importance.
- The challenge is how to educate drivers to be aware of crosswalks, to slow and stop. In time, this should become a learned behavior.

QUESTIONS

Sabrina Hesford  shesford@cayugacounty.us
# Designing an Evaluation for a Complete Streets Initiative

**NYS Prevention Agenda Webinar Series, November 20, 2014**

## Web Resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Streets Definition</td>
<td><a href="http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq">http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/complete-streets-faq</a></td>
</tr>
<tr>
<td>Future of Transportation National Survey</td>
<td><a href="http://www.slideshare.net/fullscreen/CompleteStreets/complete-streets-presentation/5">http://www.slideshare.net/fullscreen/CompleteStreets/complete-streets-presentation/5</a></td>
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</table>