

City Council Meeting Handouts

May 20, 2024

- I. Recognition of Public Services Week
- II. Cultural Arts Commission 2024 State of the Arts & Cultural Arts Master Plan
- III. Envision Richardson Comprehensive Plan Update
- IV. Bicycle Friendly Community Pathway to Silver Designation & Complete Streets Policy

PUBLIC SERVICES

NATIONAL PUBLIC WORKS WEEK

May 20, 2024



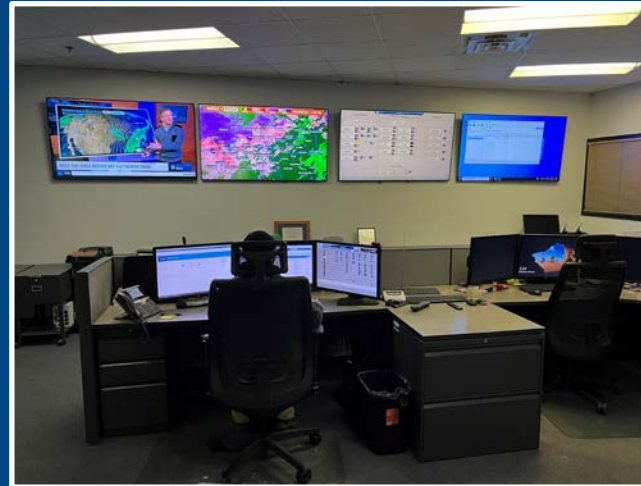
OVERVIEW

- **Public Services Team**
- **Public Works Professionals First Responder Designation**
- **National Public Works Week**

PUBLIC SERVICES TEAM: UTILITIES AND STREETS

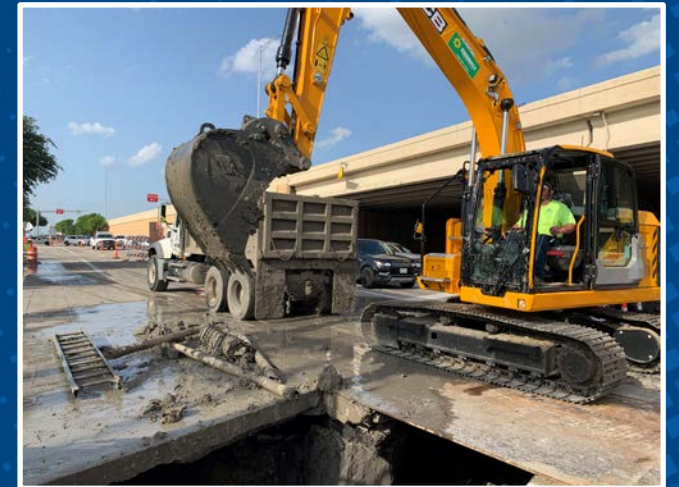
Utilities

- Water
- Wastewater
- Plant Maintenance
- SCADA/Response Center (x4111)



Streets

- Streets/Alley Maintenance
- Storm Drainage
- Inclement Weather



PUBLIC SERVICES TEAM: SOLID WASTE

Solid Waste

- Residential
- Brush and Bulky Item Collection (BABIC)
- Recycling
- Commercial



PUBLIC WORKS FIRST RESPONDER DESIGNATION

- 2003, President George W. Bush issued Presidential Policy Directive 8 (PPD-8) officially recognizing public works as first responders
- 2017, "Public Works First Responder" symbol approved for use in North America

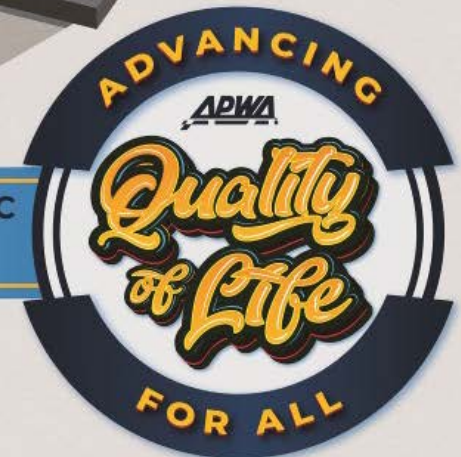


NATIONAL PUBLIC WORKS WEEK

- Since 1960, American Public Works Association (APWA) has sponsored National Public Works Week
- May 19th – 25th 2024, Theme is Advancing the Quality of Life for All
- Public Services celebrates this week each year with daily events and acknowledgment for the COR Public Works team



NATIONAL PUBLIC
WORKS WEEK
MAY 19-25, 2024



STATE OF THE ARTS 2022-2024

*Presented by the Cultural Arts
Commission*

May 20, 2024

Richardson Cultural Arts

→ CITY COUNCIL STRATEGIC GOAL

Continue to explore unique opportunities to attract and retain residents and stakeholders

→ CITY COUNCIL TACTIC

Evaluate placemaking initiatives throughout the city with wayfinding and public art



OVERVIEW

- Cultural Arts Commission
- Arts Grants Program
- Coffee Connections
- 2023 -2024 Arts Workshops
- Lunch and Learns
- Public Arts Projects
- Traffic Signal Box Art Contest
- Other City Art Projects
- Arts Website
- Cultural Arts Master Plan Update



RICHARDSON CULTURAL ARTS COMMISSION

Sandy Palisch
Chairman

Elizabeth Gonzalez
Vice Chairman

Brian Bentley
Ted Kollaja
Cynthia Roldan
Amy Taylor
Kevin Todora

Curtis Dorian
City Council Liaison

Michaela Dollar
Assistant City Manager
Staff Liaison



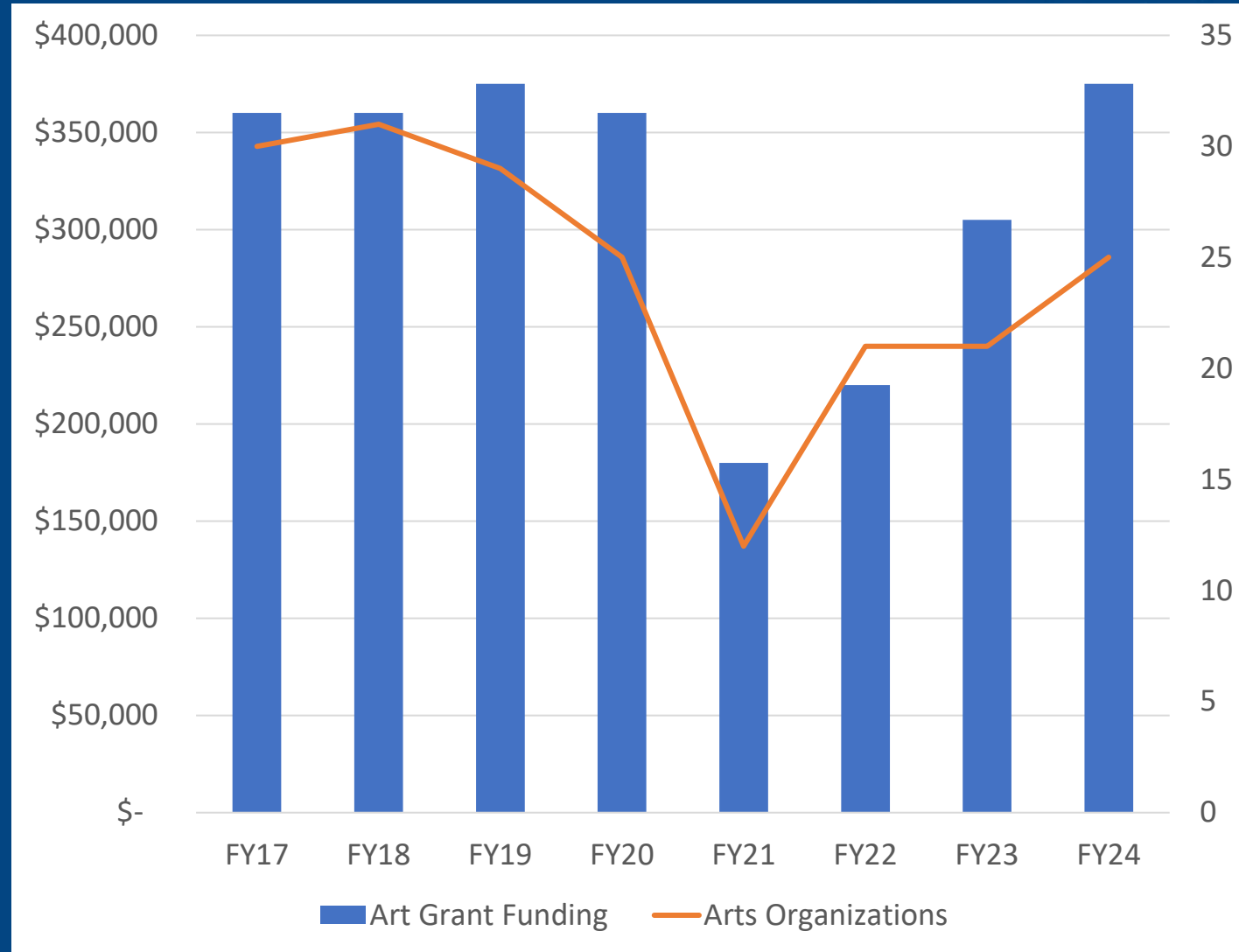
CULTURAL ARTS COMMISSION

- Serves as an advisory board to the City Council involving the promotion of the arts in Richardson.
- The Commission:
 - Provides a biennial “state of the arts” assessment to the City Council.
 - Makes recommendations to the City Council relative to expenditures of City funds for promoting and sustaining the arts in the City.
 - Serves as a review board for the funding of various arts organizations from allocations through the hotel/motel tax fund.
- Serves as ambassadors for the arts to the community and arts organizations

TREND OF ARTS FUNDING IN RICHARDSON

Over the last two years Arts funding has rebounded to pre-pandemic levels.

- FY24 saw a 108% increase in funds available for Arts Grants from FY21.
- FY24 Brings Richardson back to pre-pandemic levels of available funding.
- The number of organizations funded has stabilized at 24 from pre-pandemic numbers in the 30s.
- FY19 and FY24 also include Arts Initiative Grants.



ANNUAL CULTURAL ARTS GRANT PROGRAM

- The FY2022-23 Budget included \$305,000 for the arts grants annual funding in the Hotel Occupancy Tax fund which awarded grants to 21 organizations serving Richardson
- The FY2023-24 Budget includes \$375,000 for the arts grants annual funding in the Hotel Occupancy Tax fund
- The Cultural Arts Commission recommended award of \$348,500 for annual operations grants in the Fall of 2023 to 24 organizations
 - \$26,500 was reserved for additional Spring Arts Initiative grant opportunities

CULTURAL ARTS GRANT RECIPIENTS

CHAMBERLAIN
BALLET

daayo
Dallas Asian American
Youth Orchestra

Rich-Tones

R C C

RC
ArtS

Dallas Chinese Community Center

the
Lure
THEATRE

RCT
REPERTORY COMPANY THEATRE

LONE STAR
WIND ORCHESTRA

Chamber Music
INTERNATIONAL



PLANO
SYMPHONY
ORCHESTRA
HECTOR GUZMAN MUSIC DIRECTOR

SciArt | EXCHANGE

Accolade

Texins
Jazz Band

SPECTACULAR
FOLLIES

Richardson
THEATRE CENTRE

PEGASUS THEATRE

FRIENDS OF
THE LIBRARY
fol
RICHARDSON

Friends of the
Richardson Public Library

RSO RICHARDSON SYMPHONY ORCHESTRA
CLAY COUTURIAUX - MUSIC DIRECTOR & CONDUCTOR

CULTURAL ARTS INITIATIVE GRANT

- New or unique opportunities that are not part of an organization's regular season with special consideration to:
 - A special performance or series that provides a unique cultural or artistic offering to the community
 - A collaborative art project between multiple organizations
 - An additional community outreach initiative that provides enrichment to the Richardson residents
- Equipment relative to the artists or professional aspects of an organization

CHAMBERLAIN
BALLET

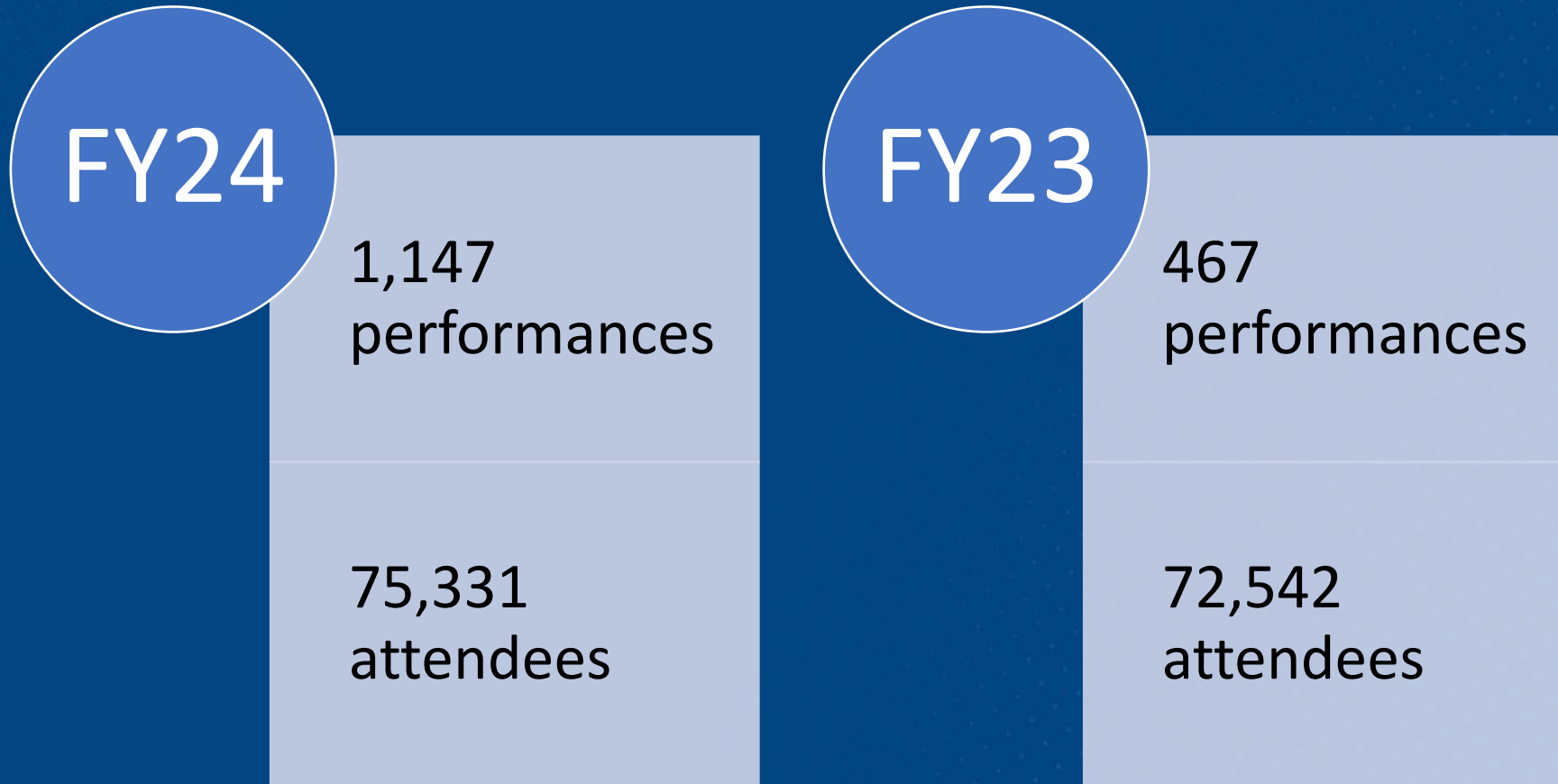


RSO

RICHARDSON SYMPHONY ORCHESTRA
CLAY COUTURIAUX – MUSIC DIRECTOR & CONDUCTOR



FY23 & FY24 Attendee & Performance



ECONOMIC IMPACT

Estimated economic impact from FY24 arts organizations grant recipients serving Richardson

- \$5,848,743 total industry impact
- 203.3 FTE jobs
- \$4,483,184 in Household Income
- \$234,075 in Local Government Revenue
- \$280,107 in State Government Revenue

Source: Americans for the Arts, Arts & Economic Prosperity Calculator



COFFEE CONNECTIONS

- Connection points between the Arts Organizations and Commission Liaisons
- Learn the needs of our Arts Organizations
- Provide direction to available resources
- Input for Workshops and Lunch & Learns



CULTURAL ARTS WORKSHOPS

- Fall 2023
 - October 18, 2023
 - Kenneth Williams, Associate Director of Programs
 - Texas Commission for the Arts
 - Topic: Grants Opportunities and Resources
- Spring 2024
 - May 15, 2024
 - Greg Oertel, Senior Community Philanthropy Officer
 - Communities Foundation of Texas
 - Topic: Creating Compelling Grant Applications



LUNCH AND LEARN WORKSHOPS

- June 27, 2024
 - Elizabeth Wood, City of Richardson
 - Topic: Marketing Strategies
- July 25, 2024
 - Stacie Adams, Business Council for the Arts
 - Topic: Partnerships and Sponsorships
- August 15, 2024
 - Whitney Strauss, Sunwest Communications Public Relations
 - Topic: Strategic Planning and Writing
- Not mandatory, and free to attend



Elizabeth Wood



Stacie Adams



Whitney Strauss

PUBLIC ART PROJECTS

- Vision: Public art in Richardson will inspire a spirit of curiosity, openness, and civic purpose
 - Fire Station #5
 - Animal Shelter
 - Library Interior
 - Library Exterior
 - New City Hall campus



TRAFFIC SIGNAL BOX ART CONTEST

The Cultural Arts Commission along with the Richardson Rotary Club judge the Annual Traffic Signal Box Art applications each year

Art Box Themes – 5 Year Rotation

- 2022 Wildflowers
- 2023 History (150th Anniversary)
- 2024 Education & Technology
- 2025 Butterflies
- 2026 Community



MORE SERVICE OPPORTUNITIES FOR ART COMMISSIONERS

- Serve as Ambassadors at the Cottonwood Arts Festival greeting Artists in the Hospitality Tent
- Serve as Judges for the MLK Essay & Art Contests
- Serve as Liaisons to Local Arts Organizations receiving funding from the City of Richardson



CULTURAL ARTS ONLINE

ArtsInRichardson.com

- Arts organizations upload their upcoming performances
- The community can search for all events in the Richardson area
- Cross marketing between the City website and the arts website

The screenshot displays the homepage of ArtsInRichardson.com. At the top, the logo for 'RICHARDSON CULTURAL ARTS' is visible with the tagline 'INSPIRE CREATE EDUCATE'. A navigation bar includes categories like 'theatre', 'music', 'visual arts & film', 'dance', 'special events', 'literary arts', 'kids & families', and 'free events'. The main content area features 'FEATURED EVENTS' with a 'current & upcoming' filter. Two event cards are shown: one for 'Richardson Adult Literacy Center Murder Mystery' on April 13, 2024, and another for 'Cyrille Aimée with Texins Jazz Band and Plano East Jazz Band' on April 14, 2024. A search sidebar on the right allows users to find events by keyword, date, category, venue, or city, with options to search by date range and buttons for 'SEARCH' and 'RESET'.

CULTURAL ARTS MASTER PLAN

We are thrilled to be embarking on a journey to create a new Cultural Arts Master Plan for the City of Richardson.

This journey will span 12 months and include connections with the community, evaluating infrastructure, social settings and surrounding environments to create an exciting plan for our future.

Berry Dunn has been chosen to update the City of Richardson's Cultural Arts Master Plan





THANK YOU

On behalf of the Cultural Arts Commission, we would like to thank our City Council and City Staff for your continued support of the arts in Richardson over years.

We look forward to the future evolution of the Arts in our great city as we start work on the next generation of the Cultural Arts Master Plan!



Cultural Arts Master Plan

City of Richardson, Texas



Presentation to City Council: May 20, 2024

About BerryDunn



Master Planning

Strategic Planning

Operational Analysis

Financial Analysis

*Diversity, Equity, and
Inclusion*

Change Management

*Facilitation and Project
Management*

- Former industry practitioners and seasoned advisors
- Personal and professional history within the region; familiarity with regional arts destinations
- A history of completing more than 650 projects with 89 specifically in Texas
- Industry-leading public engagement w/ multi-lingual staff on project to ensure DEI
- Opportunity to benefit as we advance a new service area



Introducing Our Team



Jason Genck

Engagement Manager

- Innovative Strategic Planning
 - Energizing Community Engagement
 - Public-Sector Parks, Recreation, Arts, and Libraries



Rich Neumann

Project Manager

- Arts and Culture Programming, Planning, and Leadership
- Zany Creativity and Engagement
- Public-Sector Arts and Culture Management



Monique Zieshenne

Arts and Culture Subject Matter Expert

- Arts and Culture Programming, Planning, and Leadership
- Thoughtful Public-Sector Perspective
- Commitment to Diversity, Equity, and Inclusion



Oliver Amaya

Engagement Subject Matter Expert

- Multilingual Community Engagement Expertise
- Recent Public-Sector Experience
- U.S. Army Veteran



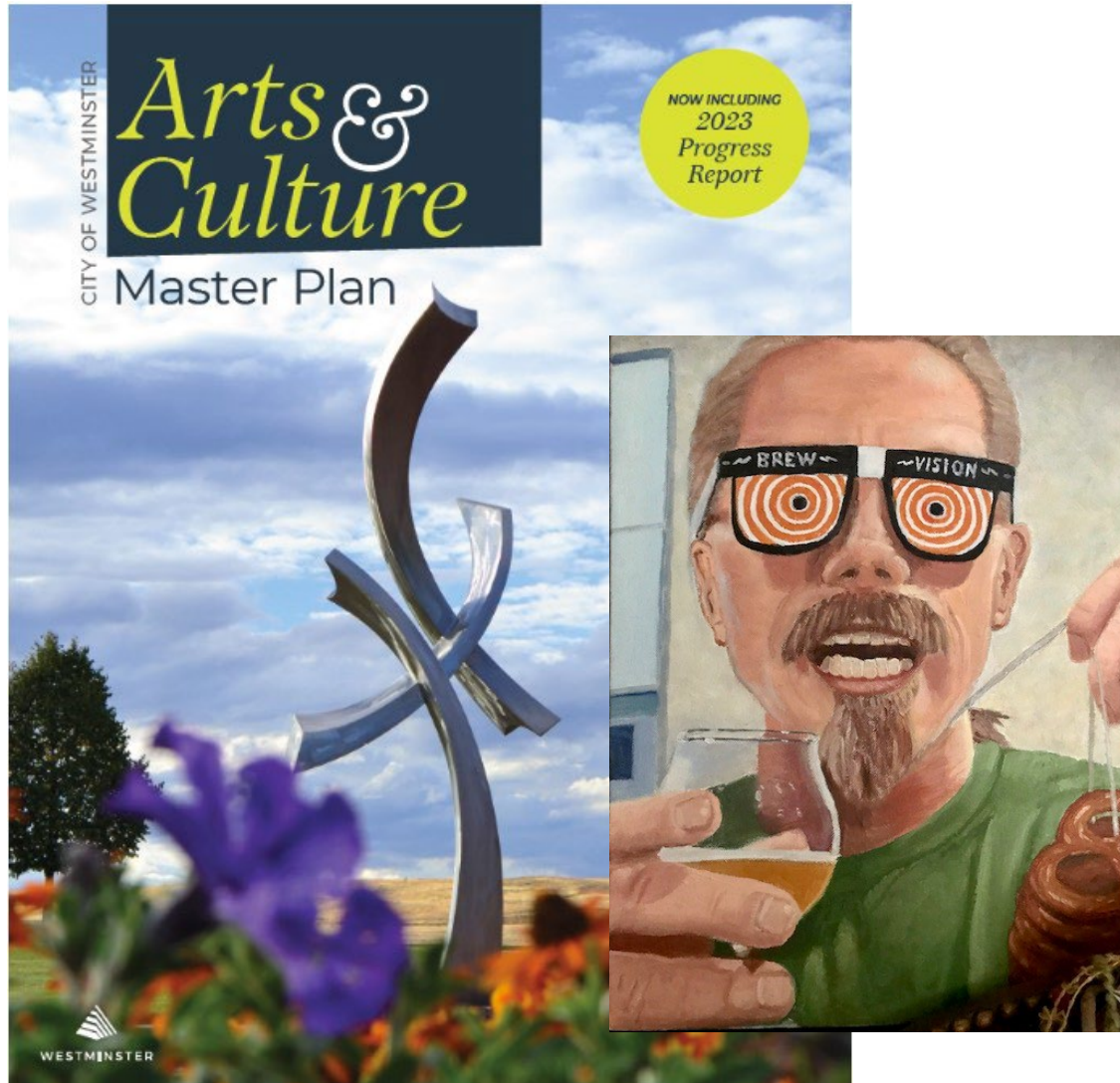
J.R. Clanton

Finance Subject Matter Expert

- Public-Sector Financial Management Expert
- Creative Funding Solutions

Experience Matters!

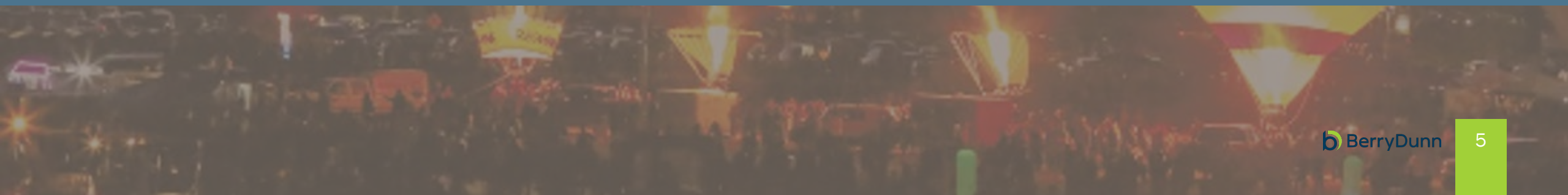
More than just skilled facilitators...



- Recent public-sector arts and culture leaders
- Strong familiarity with operational challenges faced by local arts organizations
- Public art policy and management experience
- Funding model expertise
- Ability to develop strong partnerships
- Experience with art advisory committees as well as working within a parks and rec structure
- Not just practitioners, but artists ourselves



Project Scope/Timeline





Discovery

Phase 1

Phase 1 Discovery

Months 1 - 2

- Project Work Plan and Schedule
- Market and Demographics Report



Establishes project management best practices



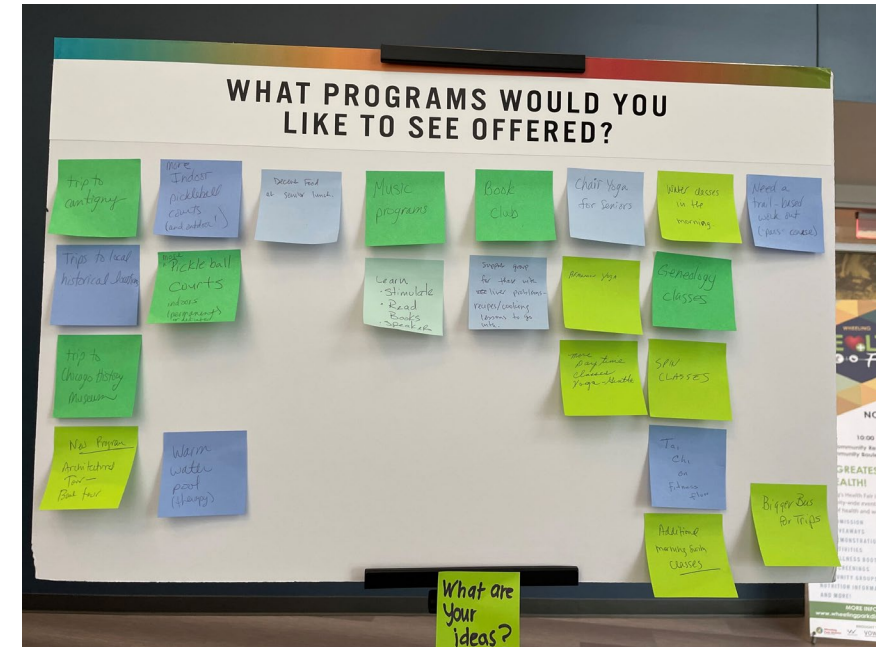
Customizes our approach to the City's goals and objectives



Builds upon the City's strengths, past successes, and lessons learned



Introduces key project team members and defines roles and responsibilities





Engagement

Phase 2

Phase 2 Engagement

Months 2 – 7

- Comprehensive Engagement Strategy
- Customized Online Engagement Hub
- Engagement Summary



Establishes a comprehensive engagement strategy



Creates a customized virtual project hub and project brand identity



Includes extensive public outreach and internal engagement



Captures vital input that identifies themes and stakeholder priorities



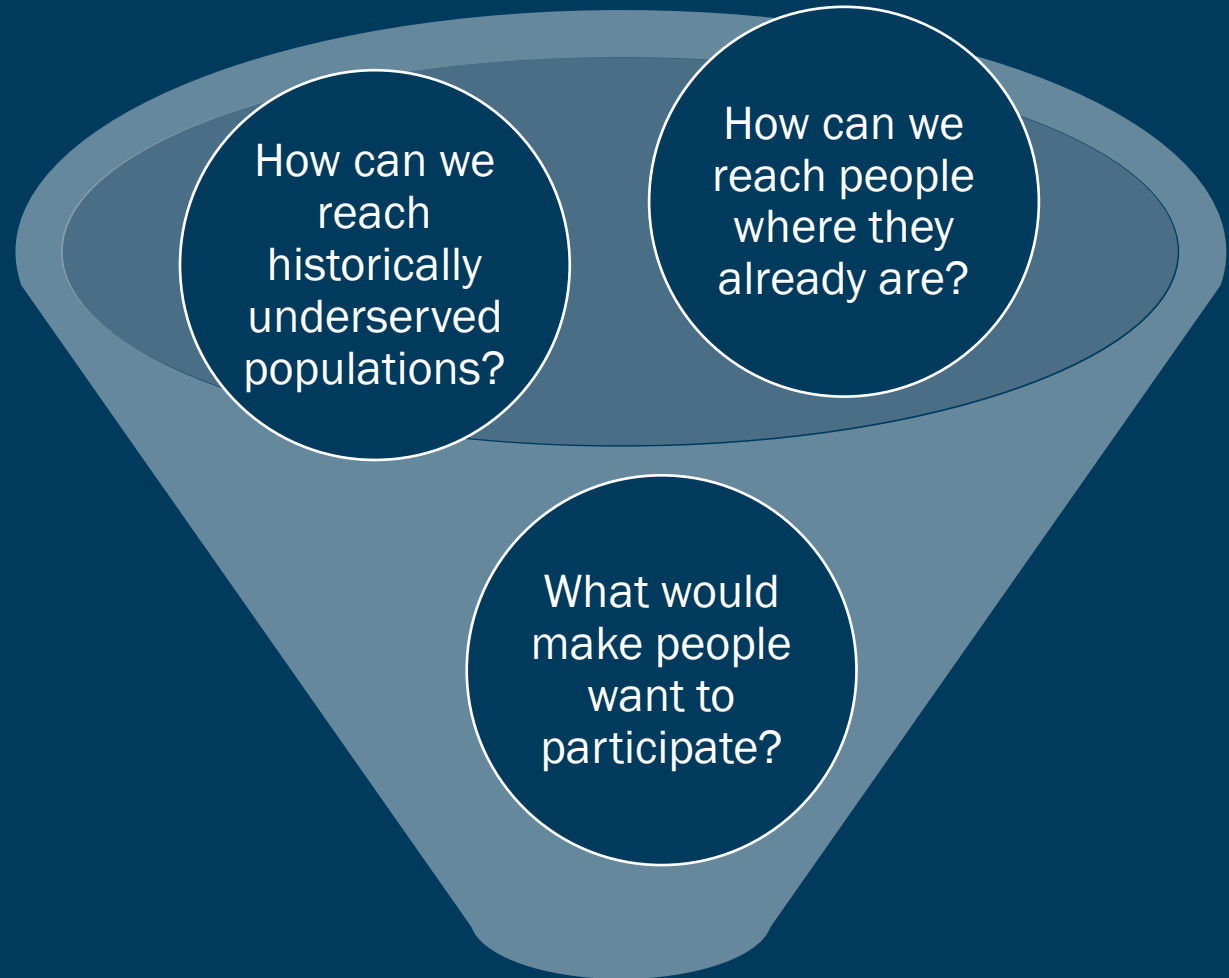


Engagement



WE BELIEVE
ENGAGEMENT...

Should be tailored
to your community.



Engagement Strategy

Multilayered, Inclusive Community Engagement

Using a variety of tools and facilitation techniques increases the diversity and number of people engaged.

Person-on-the-Street Interviews



Engagement Stations



Virtual and In-Person Focus Groups



Virtual Project Hub



Pop Up Events



Share Your Ideas

Join the conversation

START 24 Jun 2022

END 24 C

Add Your Idea

Applying an Equity Lens



Establish a diverse and multilingual project team



Reduce obstacles to participation



Engage residents in all phases



Leverage Social Pinpoint





Phase 3 Analysis

Months 6 – 10

- Inventory and Analysis
- Maintenance Standards
- Benchmarking Analysis

Analysis

Phase 3



Capture a snapshot (and maps!) of current assets and existing gaps



Assess alignment with community needs and equitable distribution



Conduct peer benchmarking and consider national trends



Develop maintenance standards





Phase 4 Visioning

Months 9 – 11

- Visioning Workshop Summaries
- Prioritized Action Plan

Visioning

Phase 4



Facilitate engaging, participatory visioning workshops



Identify and prioritize preliminary master plan recommendations



Refine the City's cultural arts vision, mission, values, and strategic themes



Consider organizational initiatives and culture, fiscal realities, and other variables





Draft and Final Plan

Phase 5

Phase 5 Draft and Final Plan Development

Months 11 - 12

- Draft Cultural Arts Master Plan
- City Council Presentation



Develop a draft plan built around extensive input and engagement



Gather input and feedback from leadership and staff



Present the Cultural Arts Master Plan to City leadership

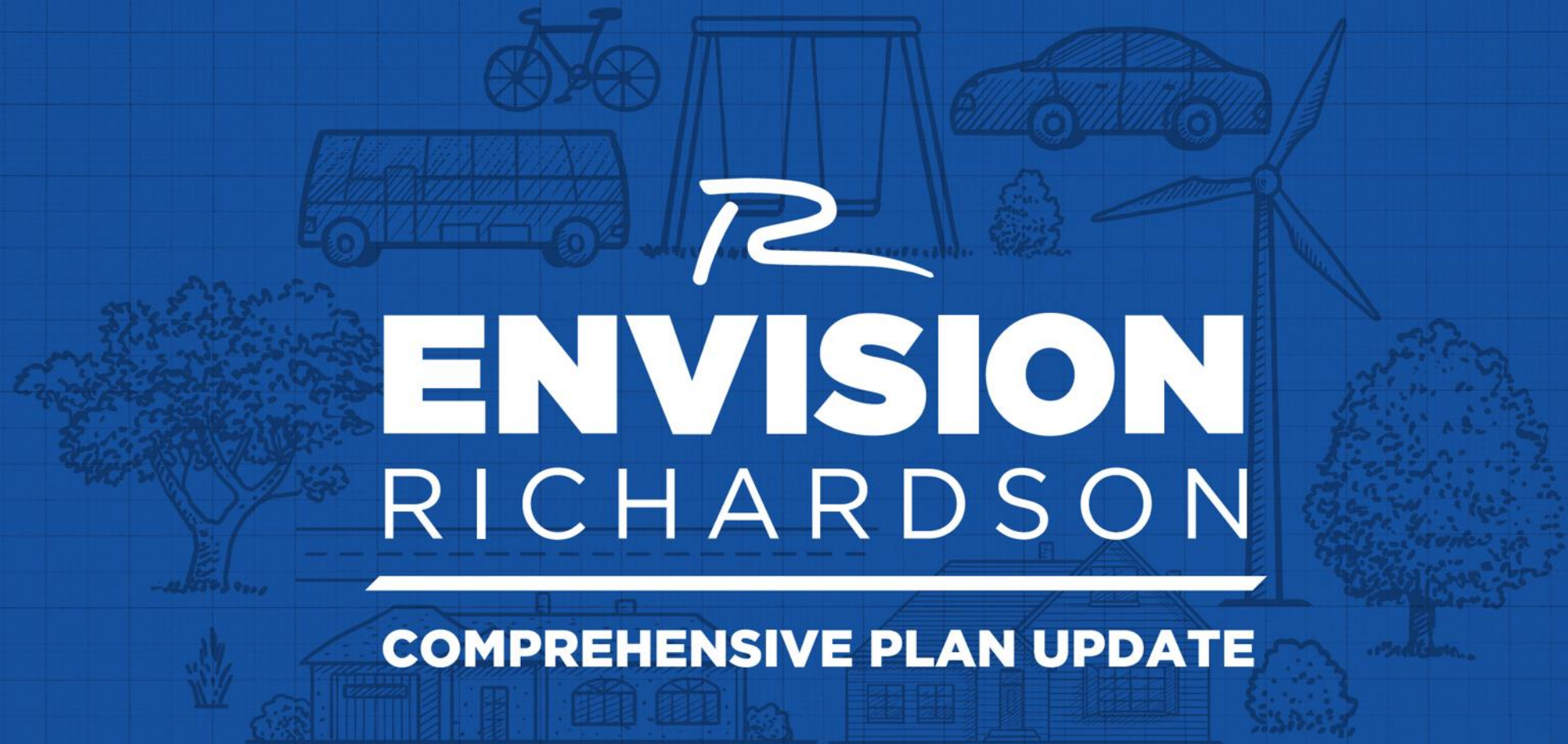


Refine and incorporate final feedback as needed





Thank you!



ENVISION
RICHARDSON

COMPREHENSIVE PLAN UPDATE

CITY COUNCIL WORK SESSION

May 20, 2024

Presentation Overview: What We Want to Accomplish Tonight

- Where We Are and What We Want to Accomplish
 - Where We Are in the Process
 - Goals and Outcomes from Previous Community Summits
 - Goals and Intended Outcomes from Community Summit 3
- Upcoming Engagement Opportunities – Community Summit 3
 - Engagement Toolkit
 - Online/Virtual Engagement
 - Open Houses/Richardson Public Events
 - Ambassadors/Meeting-in-a-Box Discussions
 - Pop-Up Engagement Kiosks
 - Other Promotional Efforts
- Overview – Community Summit 3
- Wrap-up/Next Steps

Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
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Data Collection/Strategic Direction *(February 2023 to December 2023)*



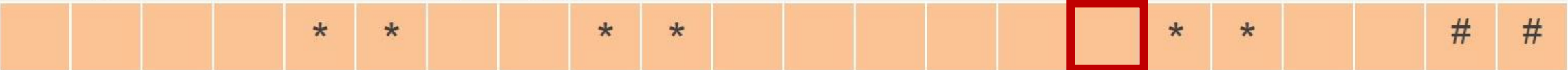
Plan Drafts and Recommendations *(January 2024 to August 2024)*



Implementation *(February 2024 to November 2024)*



Branding/Promotion/Community Engagement *(February 2023 to November 2024)*



* Community Summits
Public hearings

 We are here

Where We Are in the Process

Goals and Outcomes from Community Summit 1

- **Listened** to stakeholders to inform development of preliminary Strategic Direction
 - Community's description of their desired vision for Richardson in the next 20-25 years
 - Opportunities and constraints to achieving that desired vision
 - Areas of the community that are facing challenges and in need of reinvestment and the types of enhancement desired (Reinvestment Areas)
 - New housing types appropriate for the future in Richardson (Missing Middle Housing)
 - Community priorities



Goals and Outcomes from Community Summit 2

- **Confirmed** what we heard in Summit 1 to develop consensus on the Strategic Direction
 - Community's preferred vision for the future (Vision Statement)
 - Community priorities (Guiding Principles)
 - Future PlaceTypes that describe the built environment in Richardson
- **Received** additional input to refine
 - Allocation of new housing types within the various PlaceTypes
 - Preliminary vision for five Reinvestment Areas



Goals and Intended Outcomes from Community Summit 3

- ***Gather feedback*** related to select Draft Plan Elements to establish direction for Final Plan Elements
 - Future Land Use
 - Mobility/Transportation
 - Neighborhoods and Housing
 - Natural Environment
 - Enhancement/Reinvestment Areas



Upcoming Engagement Opportunities – Community Summit 3

Public Engagement Toolkit

- Community Summit 3 starts Friday, June 7th with opportunities for online engagement continuing through Sunday, July 7th
- This Community Summit is the third of three, and will build upon the direction received during Community Summits 1 and 2
- Feedback received at this summit will inform final direction for the plan, and will be discussed with Council in August

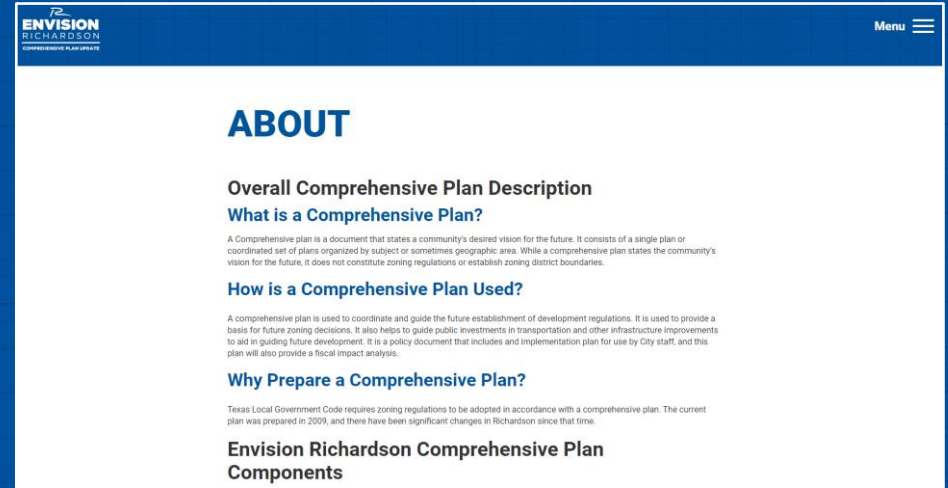
ONLINE
PRESENCE

TARGETED PUBLIC
ENGAGEMENT

COMMUNITY
EVENTS

Online Presence

- The EnvisionRichardson.com website went live on March 20th, 2023, and is:
 - Designed to provide a transparent, visual dashboard allowing the public to learn about the initiative, review feedback received to date, and participate in ongoing dialogue
 - Configured to facilitate feedback in nearly 100 languages



Virtual Engagement

- An online survey and interactive map will be available starting June 7th for feedback from individuals that prefer to provide input remotely at their convenience
- Topics and format will generally align with the activities at the in-person events



Open Houses

- Community Summit 3 Workshops
 - Tuesday, June 11th, 6:30 – 8:30 pm
Richardson City Hall, 2360 Campbell Creek Blvd.
 - Saturday, June 22nd, 10:00 am – 12:00 noon
Heights Recreation Center, 711 W. Arapaho Rd.

Richardson Public Events

- Richardson events will be utilized to provide community members with information regarding the Envision Richardson initiative and how to participate. Completed and upcoming events include:
 - Cottonwood Art Festival (Complete) – May 4th – 5th
 - DART Bike to Work Day (Complete) – May 10th
 - COR Bike Rodeo (Complete) – May 11th
 - Wildflower Festival (Complete) – May 17th – 19th
 - Family 4th – July 4th



Meeting-in-a-Box Discussions

- Self-guided, small-group meetings can be facilitated by organizations utilizing prepared Meeting-in-a-Box materials, or if preferred, organizations may request that an ambassador assist in facilitating a meeting with their groups
- Meeting materials/questions will be available in nearly 100 languages utilizing Google Translate on the project website
- Twenty-eight community members volunteered as Ambassadors during Community Summits 1 and 2
- Additional ambassadors are still being recruited
- An information session is scheduled for Saturday, June 1
- Email AskEnvisionRichardson@cor.gov for more information



Meeting-in-a-Box Outreach

- The following stakeholder groups are being contacted and asked if they would hold a Meeting-in-a-Box session:
 - Richardson HOA Presidents
 - Comets for Better Transit
 - Leadership Richardson Alumni Association
 - Citizen Academy Alumni – Fire, Police, CARES
 - Dialogue Institute/Raindrop Foundation
 - Islamic Association of North Texas
 - Dallas Chinese Community Center
 - First United Methodist Church Richardson
 - Greenville Avenue Church of Christ
 - St. Joseph Catholic Church
 - Episcopal Church of the Epiphany
 - Congregation Beth Torah
 - Dallas Area Torah Association
 - Cavalry Pentecostal Church
 - Asian American Baptist Church
 - Richardson Rotary and Richardson East Rotary
 - Indian Association of North Texas
 - Mt. Pisgah Missionary Baptist Church

Community Summit – Pop-Ups

- Pop-up banners and kiosks will be set up around the community to engage the public utilizing Online/Virtual Engagement. The following locations are in discussions for hosting a banner:
 - City Hall Annex
 - Eisemann Center
 - Richardson IQHQ
 - University of Texas at Dallas
 - Chamber of Commerce events
 - Dallas Chinese Community Center
 - Network of Community Ministries
 - Dialogue Institute
 - First United Methodist Church
 - Unidos events
 - Islamic Association of North Texas
 - St. Joseph Catholic Church
 - Greenville Avenue Church of Christ
 - Episcopal Church of the Epiphany
 - Congregation Beth Torah
 - Dallas Area Torah Association
 - Cavalry Pentecostal Church
 - Asian American Baptist Church




ENVISION
RICHARDSON
COMPREHENSIVE PLAN UPDATE



WE NEED YOUR INPUT!
PLEASE TAKE A FEW
MINUTES TO GIVE US YOUR
INPUT ON THE IPAD OR
YOUR OWN DEVICE.

[ENVISIONRICHARDSON.COM](https://www.envisionrichardson.com)

AVAILABLE IN:
English | Español | Tiếng Việt | العربية | 中國人 | Türkçe | + more



Community Summit – Other Promotional Efforts

- Envision Richardson email updates
- City of Richardson publications and social media
- City of Richardson facilities – posters and rack cards
- Email/Newsletters/Flyers from schools, places of worship, and cultural organizations
- Yard signs at neighborhood entrances, parks, and trails
- HOA Presidents emails
- Neighborhood Leadership Workshop – presentation and input session
- Leadership and Citizen Alumni Association newsletters
- Chamber newsletters

Overview – Community Summit 3 Content

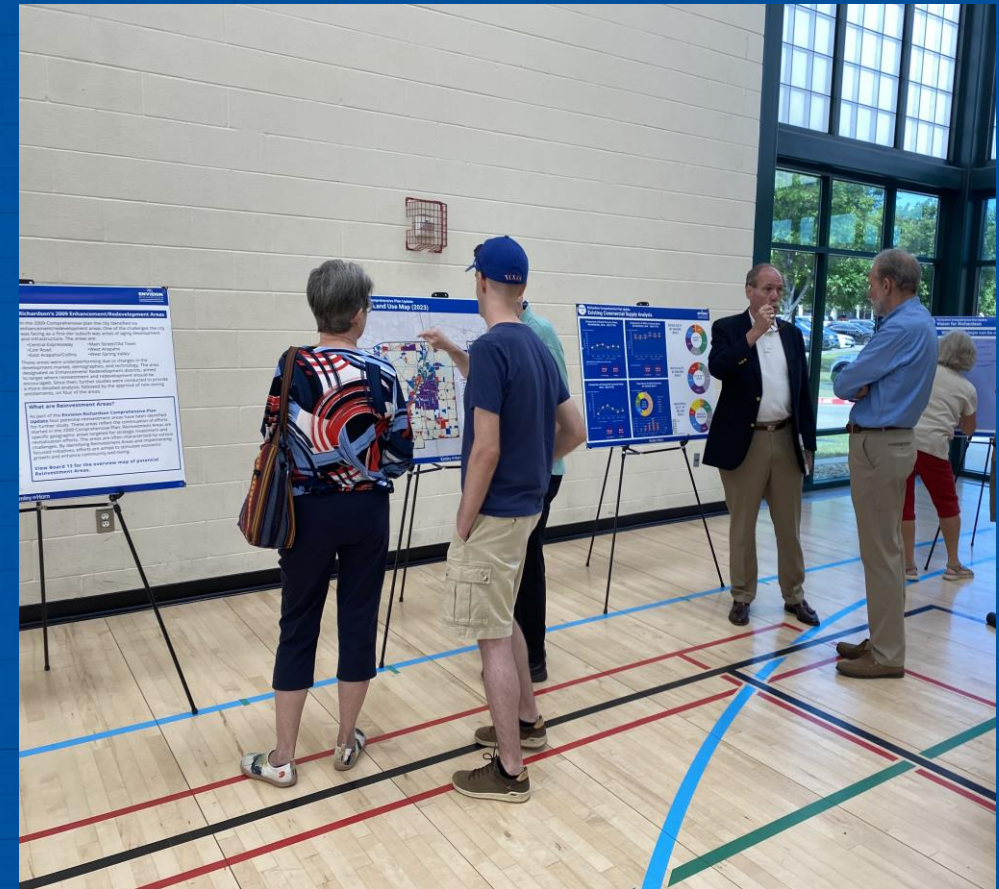
Comprehensive Plan Elements

- These elements are the topics of the Envision Richardson Plan that will serve as the building blocks for the individual chapters
- They are integral components within the framework of the Plan
- The Plan elements provide more detail regarding steps to take to achieve the desired vision in Richardson



Community Summit 3 Topics for Community Discussion

- The following are the key topics that will be discussed utilizing the outreach methods previously presented for Community Summit 3:
 - **Future Land Use** – Discussion of Draft Land Use Scenario and confirmation of PlaceType Primary and Secondary uses
 - **Mobility** – Feedback on select roadway configurations and on mobility priorities
 - **Neighborhoods and Housing** – Confirmation of Missing Middle housing types desired within each PlaceTypes
 - **Natural Environment** – Feedback on priorities
 - **Enhancement/Reinvestment Areas** – Confirmation of Preferred Vision for each area



Wrap-Up / Next Steps

- Community Summit 3 is scheduled from June 7th to July 7th
- Community Summit Open Houses
 - Tuesday, June 11th – 6:30 – 8:30 pm
City Hall
 - Saturday, June 22nd – 10:00 am – 12:00 noon
Heights Recreation Center
- The online survey and interactive map will provide input opportunities to the public even if they are unable to attend any of the community summit open houses
- Council will be briefed on the results of Community Summit 3 on August 12 in a joint work session with the City Plan Commission



EnvisionRichardson.com



Bicycle Friendly Community Pathway to Silver Designation and Complete Streets Policy

May 20, 2024

PATHWAY TO SILVER

→ CITY COUNCIL GOAL

To have residents and all stakeholders choose Richardson as the best place to locate, contribute, and engage

→ CITY COUNCIL TACTIC

Renew League of American Bicyclists' Bicycle Friendly Community status; discuss process to attain a silver-level bike-friendly designation



ACTIVE TRANSPORTATION PLAN (ATP)

- Adopted by Council in February 2023
 - 2023 CLIDE Award
- Guide to advance Richardson to silver-level Bike Friendly Community designation
- Short-Term Work Plan incorporated recommendations from Richardson's 2019 Report Card from the League of American Bicyclists on key steps to silver



ADMINISTRATION & EVALUATION

- Develop working map of recommended facility type for all ATP corridors
- Assess staffing needs to support ATP
- Update City's website materials on active transportation resources
- Update FAQ section of webpage
- Establish a bikeway/trail counter program
- Formalize BPAC membership, role, and responsibilities
- Establish key performance indicators and targets/benchmarks



EDUCATION & ENCOURAGEMENT

- ✓ Establish a Safe Routes to School program
- ✓ Investigate potential partnerships to provide safety education courses
- ✓ Bike registration program with RPD
- ◆ Investigate potential partnerships or programs to provide more access to bicycles/micromobility



PLANNING & ENGINEERING

- ✓ Develop a system of neighborhood byways
- ✓ Analyze traffic signal timing to improve walk/bike/roll safety at Top Priority Intersections
- ✓ Work with agency partners to fund Cotton Belt Trail construction
- ◆ Develop a comprehensive road safety action plan
- ◆ Adopt a Bicycle Parking Ordinance
- ◆ Adopt a Complete Streets Policy



WHAT ARE COMPLETE STREETS?

“An approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.”

“While Complete Streets are a process and approach to street design, there is no singular design prescription for Complete Streets. Each one is unique and responds to its community context.”

– The National Complete Streets Coalition



WHAT IS A COMPLETE STREETS POLICY?

An agency's commitment to developing a comprehensive multimodal transportation system that facilitates safe, accessible, comfortable, and convenient mobility for all people and travel modes.

- The Policy acknowledges streets have varying roles, functions, and levels of activity depending on the context of the surrounding land use and neighborhood.





POLICY ELEMENTS

- A. Background
- B. Vision and Intent
- C. Applicability
- D. Exceptions
- E. Design Standards
- F. Implementation
- G. Performance Measures and Reporting

A. BACKGROUND

Richardson has a history of commitment to multimodal transportation

- Consistent provision of sidewalks with new development
- Robust trail system
- Founding member of DART (1983)
 - Galatyn Shuttle
 - Senior Center Van Service
- First Bike Friendly Community in North Texas (2015)
- Adoption of Active Transportation Plan (2023)



B. VISION AND INTENT

Through the implementation of this Complete Streets Policy, the City will consistently plan, design, construct, operate, and maintain all transportation facilities within the public right-of-way to enable safe, accessible, comfortable, and convenient mobility for all people and travel modes.

Guiding Principles

1. Serve all users and modes
2. Increase transportation and mobility options
3. Establish a connected multimodal transportation network
4. Coordinate land use and transportation
5. Enhance community health and quality of life



C. APPLICABILITY

- All roadway improvement project phases within Richardson
- Coordinate and partner with other agencies to assist advancement of Complete Streets designs (i.e. TxDOT, DART, Dallas County, UT Dallas, and others)
- Evaluate development for connections from site to surrounding transportation system

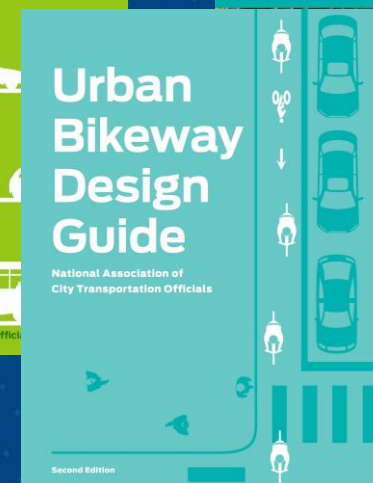
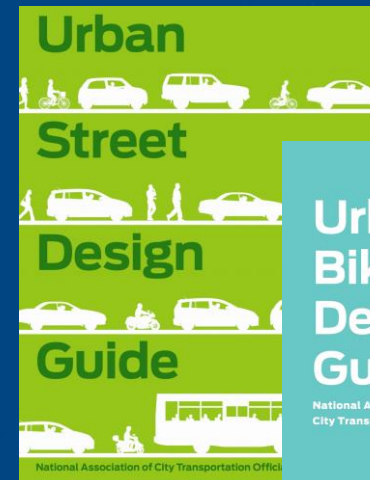
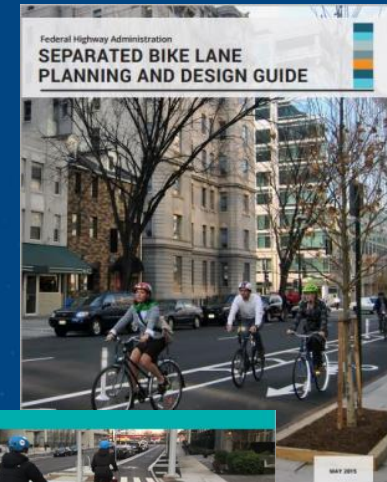
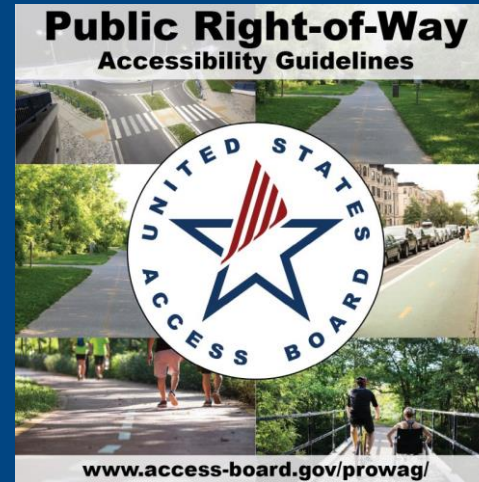
D. EXCEPTIONS

- Ordinary maintenance
- Emergency repairs
- Inappropriate contexts (e.g. US 75, PGBT)
- Prohibitive costs
- Any exception requires documentation and approval for transparency and accountability

E. DESIGN STANDARDS

Adopts best practice design guidelines

- Appropriate to the function and context of the roadway
- Sensitive to neighborhood context and needs
- Flexible to ensure consideration of all users
- Considered across all modes
- Consistent with other adopted plans



F. IMPLEMENTATION

- Checklist for project scoping
- Review and update design standards
- Staff training
- Project prioritization
- Fair and inclusive implementation
- Incorporating within Master Thoroughfare Plan update (Envision Richardson)

G. PERFORMANCE MEASURES AND REPORTING

- Assigns responsibility for tracking and reporting
- Develop performance measures to measure progress and success
- Annual report to BPAC

WHAT DOES THIS POLICY MEAN...

Custer Road

BEFORE



AFTER



- Traffic calming
- Rightsize vehicle lanes
- Add bike facility
- Pedestrian safety



WHAT DOES THIS POLICY MEAN...

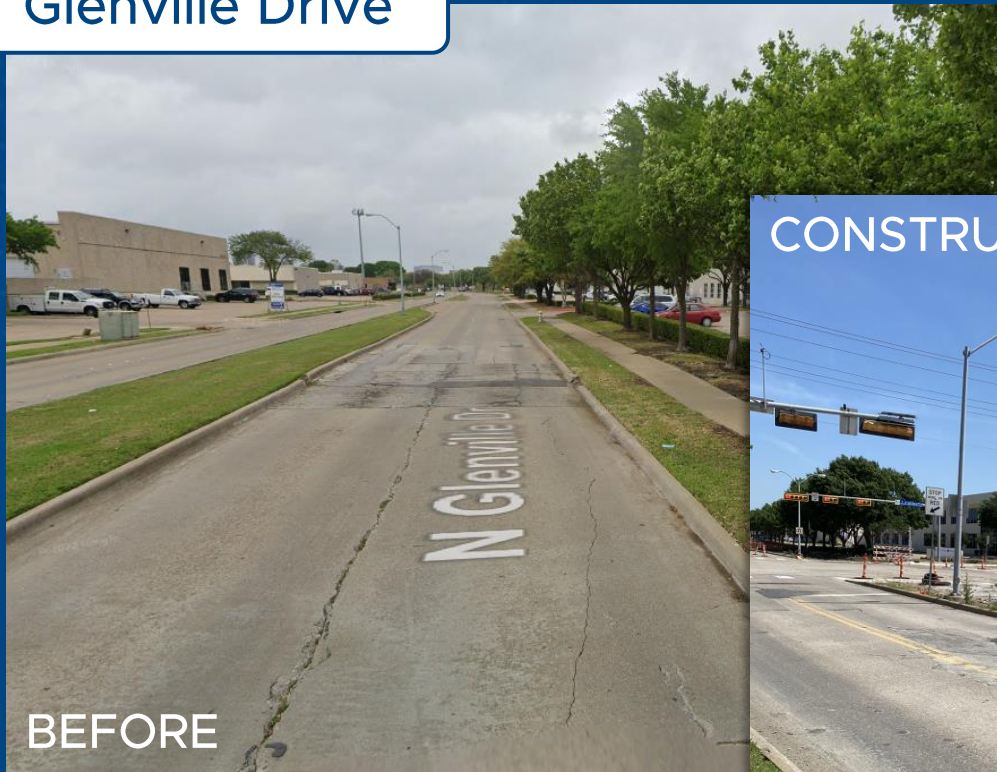
Spring Valley Road



- Pavement rehab & sidewalk rehab
- ADA improvements

WHAT DOES THIS POLICY MEAN...

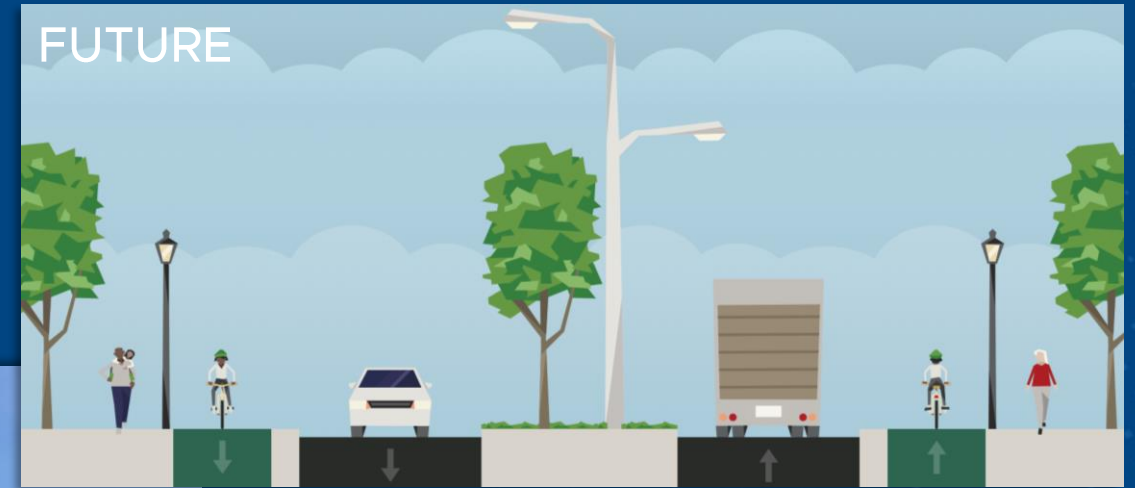
Glenville Drive



BEFORE



CONSTRUCTION



- Rightsize vehicle lanes
- Add bike facility
- Widen sidewalks
- Lighting
- Collins intersection
 - Bike/pedestrian safety
 - Bus shelter improvements



NEXT STEPS

- Consider/adopt policy
 - Unanimously recommended by BPAC for adoption
- Bike Friendly Community renewal
 - Application due June 25
- Advance policy within Master Thoroughfare Plan



Complete Streets Policy

A. Background

Complete Streets is a transportation policy and design approach aimed at creating a network of roadways that accommodate and prioritize the needs of all users. Complete Streets are thoughtfully planned, designed, and built to accommodate people of all ages and abilities safely and comfortably, such as pedestrians (inclusive of those using assisted mobility devices), cyclists, transit users, motorists, as well as freight, emergency responders, and delivery bots. A Complete Streets Policy sets forth an agency's commitment to and implementation process for integrating Complete Streets concepts in transportation planning decisions and roadway design.

This Complete Streets Policy builds on past and current initiatives to improve multimodal safety and access in Richardson. A history of commitment to multimodal transportation can be seen in Richardson through examples such as Richardson's relationship with Dallas Area Rapid Transit (DART) as a founding member in 1983 and the introduction of on-street bike lanes in 2009. Richardson's Active Transportation Plan (ATP), adopted in 2023, continues to recognize the importance of a multimodal transportation system to the City and specifically lists development of a Complete Streets Policy as a key implementation step of the plan. In addition to the ATP, Richardson's comprehensive plan, Envision Richardson, builds the vision of the future for Richardson to strategically integrate land use planning with a multimodal transportation system that will make Richardson a safer and well-connected community.

By adopting a Complete Streets policy, the City of Richardson aspires to developing a comprehensive multimodal transportation system that facilitates safe, accessible, comfortable, and convenient mobility for all people and travel modes. The Policy acknowledges streets have varying roles, functions, and levels of activity depending on the context of the surrounding land use and neighborhood.

B. Vision and Intent

The City of Richardson endeavors to developing a comprehensive multimodal transportation system. Through the implementation of this Complete Streets Policy, the City will consistently plan, design, construct, operate, and maintain all transportation facilities within the public right-of-way to enable safe, accessible, comfortable, and convenient mobility for all people and travel modes. This includes people traveling as pedestrians, by bicycle, by transit, and by motor vehicle (including commercial vehicles and emergency responders) such that people of all ages and abilities are able to safely move along and across a street.

This Policy directs City decision-makers to consider all transportation system users, with an emphasis on the most vulnerable road users, when making decisions regarding transportation and land use planning. The City shall work to advance Complete Streets to the greatest extent possible, with a focus on ensuring safe access for people of all ages and abilities.

The following guiding principles will be considered to implement Complete Streets in the City:

1. **Serve all users and modes.** Develop a transportation network that is context-sensitive and prioritizes safety, accessibility, comfort, and convenience for people of all ages and abilities within the roadway context.
2. **Increase transportation and mobility options.** Consider walking, biking, rolling, public transit, and other alternative or emerging transportation modes within transportation planning initiatives, project programming and design, and construction activities.
3. **Establish a connected multimodal transportation network.** Expand and enhance the existing transportation network by completing missing links to connect key destinations. Project designs should proactively identify and rectify modal gaps or shortcomings, striving to strike a harmonious balance where all modes are served.
4. **Coordinate land use and transportation.** Create a balanced, modern, and integrated transportation system capable of serving current and future travel demand by taking a proactive approach in considering mobility and accessibility for all modes during land use planning as part of the Comprehensive Plan.
5. **Enhance community health and quality of life.** Establish a transportation system that supports community design that promotes physical activity, social connection, and a healthy, fulfilling lifestyle. Consider the effects of the transportation system on the natural environment to help reduce air and water pollution.

C. Applicability

Except as otherwise stated below, this Policy applies to all roadway project phases undertaken by, under the authority of, or subject to the supervision of the City of Richardson, for the improvement of any street and public right-of-way (ROW), including planning, programming, design, construction, rehabilitation, retrofit, and operation. Accommodation for all modes of transportation to safely use the street during construction or repair work shall be considered.

In the case where a project is within or connects to a City ROW and/or is owned by another entity, City staff shall work with the ROW/easement owner and/or other entity to the greatest extent possible to advance Complete Streets designs. Entities the City may coordinate with on projects include, but are not limited to, the following: Texas Department of Transportation (TxDOT), North Central Texas Council of Governments (NCTCOG), Dallas Area Rapid Transit (DART), University of Texas at Dallas, Dallas County, Collin County, and adjacent municipalities. In addition, this Policy outlines a process for City staff to evaluate new development and redevelopment projects and emphasizes connected pedestrian and bicycle access within the development and connecting to and from the surrounding transportation system for approval.

The City will approach every planned project as an opportunity to create a safer and more accessible transportation system for all users.

D. Exceptions

This Policy does not apply to:

- **ORDINARY MAINTENANCE:** Routine maintenance such as mowing, cleaning, sweeping, pothole filling, spot repair, concrete joint repair, or other regular or seasonal maintenance.
- **EMERGENCY REPAIRS:** Repairs requiring an immediate, rapid response (e.g., water main leak).

There are also circumstances in which it may not be appropriate to provide pedestrian, bicycle, and/or transit facilities. Examples include, limited access roadways (e.g. main lanes of US 75), disproportionate costs where the cost of integrating Complete Streets design elements is excessively disproportionate to the need or probable use, and adverse impacts where integrating Complete Streets design elements would have significant adverse impacts that outweigh the positive effects of the infrastructure.

Any exception to this policy, including for private projects, shall be specific and documented with approval by the designee of the Transportation and Mobility Department. Additionally, projects that request Complete Streets exceptions related to the Master Thoroughfare Plan or Subdivision Ordinance shall follow the processes provided in those documents.

E. Design Standards

Transportation projects and maintenance activities shall be:

- Suitable and appropriate to the function and context of the transportation facility.
- Sensitive to neighborhood context and cognizant of neighborhood needs.
- Flexible in project design to ensure consideration is given so that all users have safe access and use.
- Considered a component of a comprehensive, integrated, and connected transportation network that allows all users to choose between different modes of travel.
- Consistent and compatible with the City of Richardson's Comprehensive Plan, Active Transportation Plan, Master Thoroughfare Plan, and other adopted plans.

Facilities shall be designed and constructed in accordance with current applicable laws and regulations, using best practices and guidance from a variety of organizations.

Best practices may include, but are not limited to, the following. Other appropriate design standards may be considered, provided that a comparable or better level of safety for all travel modes is present.

- Texas Accessibility Standards
- U.S. Access Board's Public Right-of-Way Accessibility Guidelines (PROWAG)
- Publications from the American Association of State Highway and Transportation Officials' (AASHTO)
- Publications from the Federal Highway Administration's (FHWA)
- Publications from the Institute of Transportation Engineers' (ITE)
- Publications from the National Association of City Transportation Officials' (NACTO)

Design standards required for state or federally funded projects will supersede local requirements if there is an actual conflict between the local and state or federal standards and if funding will be impacted by adherence to the local standards.

F. Implementation

The City of Richardson views Complete Streets as integral to everyday transportation decision-making practices and processes and will require ongoing cooperation and collaboration among a diverse array of stakeholders. The City aims to take the following steps to facilitate the process:

1. Implement an internal Complete Streets Checklist that integrates Complete Streets principles with transportation- and land use-related plans, policies, manuals, regulations, and programs (including, but not limited to the Master Thoroughfare Plan, Comprehensive Plan, Capital Improvement Plan,

and other appropriate planning or guidance documents). A Complete Streets Checklist enhances interdepartmental/interagency coordination during project scoping and consideration of all users and modes, connected travel networks, and nearby land uses;

2. Review and update current design guidelines and standards for Transportation and Mobility, Capital Projects, Development Services, and other relevant city departments, as needed, to ensure that they reflect the best available design standards and guidelines to effectively implement Complete Streets;
3. Encourage city staff training on Complete Streets, accessible design, and associated elements through attending conferences, classes, seminars, and workshops;
4. Prioritize opportunities to create a complete transportation network that provides continuous and connected facilities to serve all people and modes of travel, now and in the future, by utilizing project selection criteria that supports Complete Streets projects;
5. Implement the Complete Streets policy in a fair and inclusive manner to ensure the provision of safe and accessible transportation infrastructure for every resident and neighborhood, particularly those that have been historically underserved and underinvested. To achieve this goal, the City aspires to allocating appropriate resources for maintenance and capital improvements, alongside conducting public outreach and engagement guided by the insights of the City's Community Inclusion and Engagement Committee (CIEC). Through these efforts, Richardson aims to develop streets that prioritize mobility for people of all ages and abilities while also fostering the overall well-being and prosperity of every neighborhood within the city.
6. Incorporate this Complete Streets Policy into Richardson's forthcoming Master Thoroughfare Plan update with this plan establishing the vision and strategy for creating a comprehensive multimodal transportation system.

G. Performance Measures and Reporting

Complete Streets implementation will be a process that requires regular evaluation to assess progress and effectiveness. The City's Transportation and Mobility Department will be responsible for annual tracking and reporting performance measures.

Multimodal performance measures should be included as part of the Master Thoroughfare Plan. Assessments of the Complete Streets Policy should be considered in line with these metrics. The City will measure the success of this Complete Streets Policy using an expanded set of system-level and project-/street-level performance measures. The City shall develop a new set of multimodal transportation performance measures that takes account of network and system efficiency, and comfort of active transportation users. At a system-level, these metrics may include items such as reductions in injuries and fatalities; reductions in transportation gaps and actions that decrease trip lengths; improved emergency services response times; impacts and benefits for traditionally disadvantaged communities; increased usage of alternative transportation modes; and economic performance of transportation investments.

An annual report shall be presented by staff to the Bicycle and Pedestrian Advisory Committee (BPAC) showing progress made in implementing this policy. This may be integrated with the Active Transportation Plan Annual Report which calls for an annual check-in on progress in completing the active mode systems.