



# Quick and Creative Street Projects

Measuring the Impact in Mass

**TOOLE**  
DESIGN

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# Our Role

- Technical assistance (2020-2022)
  - Grant application materials
  - Limited implementation assistance
- Evaluation (2021)
  - Measuring and showcasing impacts of early rounds of grant-supported projects



# Quick and Creative Street Projects

- Full document available at: [streetimpactma.org](https://streetimpactma.org)
- 20+ example projects with evaluation metrics
- Regional and national public opinion insights
- Showcases repeatable and relatively inexpensive evaluation data/methods





## Barnstable, MA

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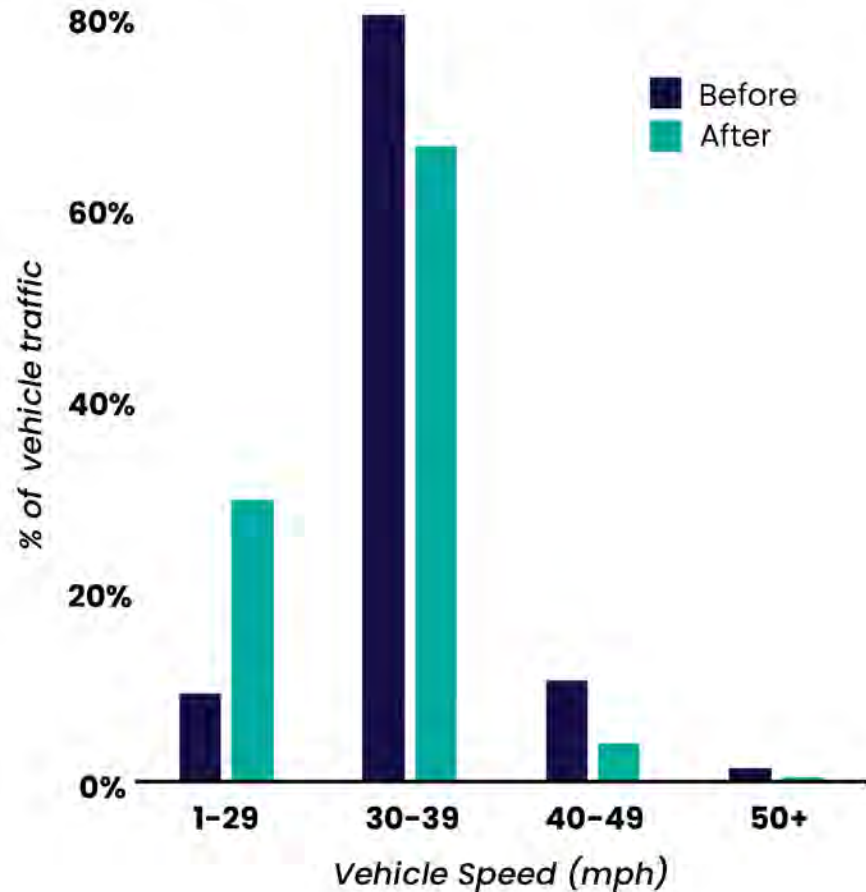
### Key Findings:

- 90% of people surveyed like the project
- 75% of people surveyed want more projects like this one
- >50% of nearby businesses reported that sales have remained steady or increased compared to 2019

### Major Elements:

- Temporary ramp makes it easier for all people to access the new walkway, especially those with mobility challenges or pushing strollers
- Expanded space for people walking and outdoor dining replaces a vehicle lane

Before-After Speed Study of Salem Separated Bike Lanes



## Salem, MA

### Key Findings:

- 8% drop in average vehicle speeds
- 61% drop in people driving over 40 mph

### Major Elements:

- Separated bike lanes make space for people biking while keeping the same number of vehicle lanes
- Narrower (11 foot) lanes slow cars down
- Green markings raise awareness at driveways and intersections
- Flexible posts keep drivers out of the bike lane



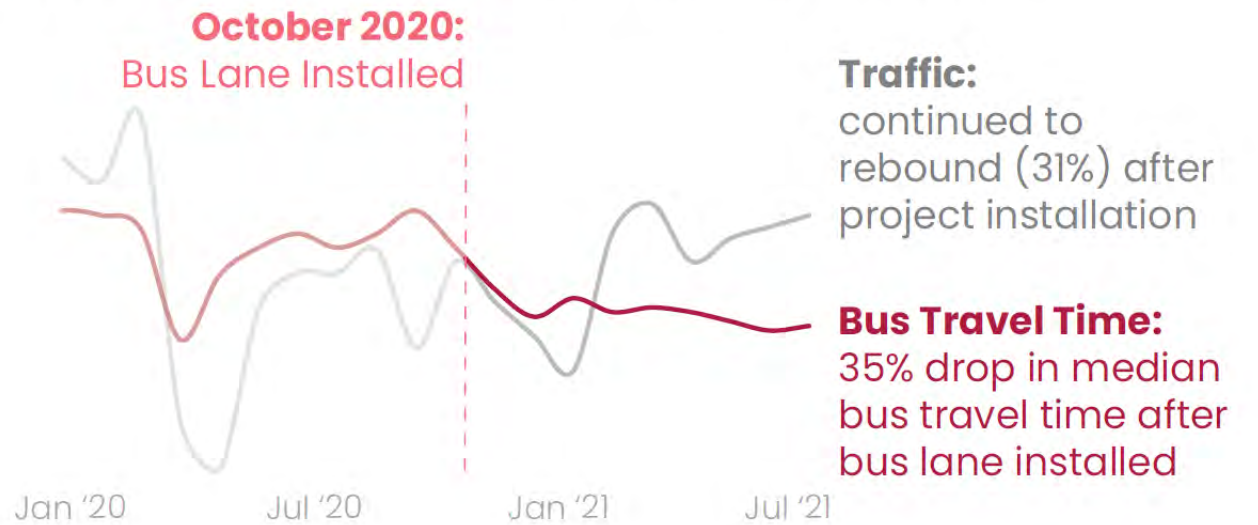


## Everett, MA

### Key Findings:

- 35% drop in bus travel time
- Serves over 1,200 bus riders from 4-7PM daily

### Before-After Bus Travel Time Comparison in Everett





## Great Barrington, MA

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### Key Findings:

- 1 street block became seats for 125 people

### Major Elements:

- A one-way street was closed to cars to make space for outdoor dining on Friday and Saturday nights



## Foxborough, MA

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### Key Findings:

- 9-week pilot, informed by online and in-person public surveys, created foundation for permanent project

### Major Elements:

- Cones and pavement markings narrow lane widths and shorten crosswalks
- Barrels and temporary rubber curb help drivers avoid conflicting movements through rotary



# Before-After Evaluation Tools

- **Intercept surveys**
  - In-person surveys with users and stakeholders
- **Quantifying space converted to active use for people**
  - Number of seats created
  - % of the street cross section for various modes
- **Safety Studies**
  - Speed study
  - Crosswalk yield rates
- **Quality of Service Analysis**
  - Bus travel time and travel time variability
  - Ridership (including public Bikeshare data)



# Existing Evaluation Resources

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- **Your Existing Planning Documents and Analyses:** Complete Street Prioritization Plans, Bike or Pedestrian Plans, Comprehensive Plans, Safety Audits
- **MassDOT Mobility Dashboard:** continually monitoring the impacts of COVID-19 on the state's transportation network: <https://mobility-massdot.hub.arcgis.com/>
- **MBTA Covid Recovery Dashboard:** Tracks ridership and service levels across all MBTA services (bus, subway, ferry, etc.): <https://recovery.transitmatters.org/>
- **Bluebikes:** Publishes all trip activity monthly: <https://www.bluebikes.com/system-data>
- **StreetLight County-level VMT:** Free traffic insights: <https://www.streetlightdata.com/vehicle-miles-traveled-vmt-monitor-by-county/#emergency-map-response>
- **What else have you used?** Share in the chat!

**Lean into creativity and flexibility.**

**Be honest about the limits of  
what your project can deliver.**

**Consider how Shared Streets  
can help you catalyze  
movement around ongoing  
issues like traffic safety and  
the climate crisis.**



Questions & Discussion  
Full document available at:  
[streetimpactma.org](https://streetimpactma.org)