



North Carolina DOT
completestreets

Collaborative Approaches to Advance Complete Streets

Module 3 – Opportunities for Engagement



Introducing Advocacy and Non-Profit Orgs

- Tell us about your group
- How do your goals align with Complete Streets?
- One success story

Many Roles Involve Advocating

- Coalitions of Advocates and Nonprofits
 - Advocates working with each other
- Consultants and Contractors
 - Can advocate through client relationships
- Local Agencies, MPOs and RPOs
 - Advocate for local and regional projects
- NCDOT
 - Advocate for Division goals or mode/business unit priorities (e.g. safety)
- NCDOT Board of Transportation

When to Speak Up

- Early and often, but opportunities change as projects get closer to final design
- Interpretation of adopted plans
- Identifying funding and opportunities for implementation

Where Should Advocacy Happen?

- One-on-one
- Meetings and workshops
- In-person
- Online

Principles for Effective Advocacy

- Staying on message
- Building personal relationships
- Collect information and discuss ideas
- Visualization can inspire action

Example: Pedestrian Improvements

- **Issue/Opportunity:** Pedestrian crashes or near-misses highlight the lack of sidewalks and crosswalks
- **Message:** Improve pedestrian safety, especially at crossings
- **Relationships:** Talk with the Division and regional traffic safety engineers
- Convene a road safety assessment or site visit





Creating an Inclusive Project Development Process

- Serve as a champion for complete streets in your community
- Follow the process
- Develop talking points and a clear case for supporting complete streets
- Focus on building and fostering relationships

Key Actions

- Form a relationship with someone in your NCDOT Division and/or MPO/RPO
- Make sure Complete Streets principles are in a local or regional plan
- Attend the Technical Committee meetings for your region
 - Consider who is not in the room with you
- Attend relevant local advisory board meetings
- Sign-up for local e-newsletters