

Complete Communities

Technical Support to Develop and Maintain the Delaware Complete Communities Planning Toolbox

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Problem Statement

The Planning for Complete Communities in Delaware project began in FY12 and was designed to develop a broad framework to plan for complete communities in Delaware. An online Delaware Complete Communities Planning Toolbox (completecommunitiesde.org) was launched 2014 to build local government capacity to develop complete-communities planning approaches, community-design tools, and public engagement strategies. Tools are designed to advance planning for “attractive, inclusive, efficient, healthy, and resilient places.” However, needs were recognized to 1) promote and disseminate the Toolbox 2) develop visual tools to convey planning concepts, and 3) continue applied research related to the five elements of a Complete Community.

Scope of Project

- 1. Develop and Maintain Toolbox Content/Web Presence**
 - Craft new visual tools – infographics, videos, Adobe Spark pages and posts, and GIS Story Maps
 - Electronically publish a new Complete Communities Brand and Engagement Guide, which serves as a resource for developing Complete Communities Toolbox brand standards and content for the Toolbox and all social media platforms.
- 2. Host Trainings, Conduct Applied Research, and Disseminate Complete Communities Planning Concepts**
 - Develop a variety of visual tools to illustrate applied research findings on road diets, traffic calming, tactical urbanism, and placemaking.

Strategic Promotion

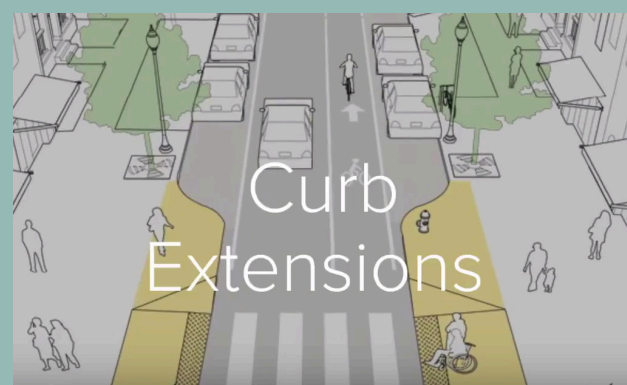
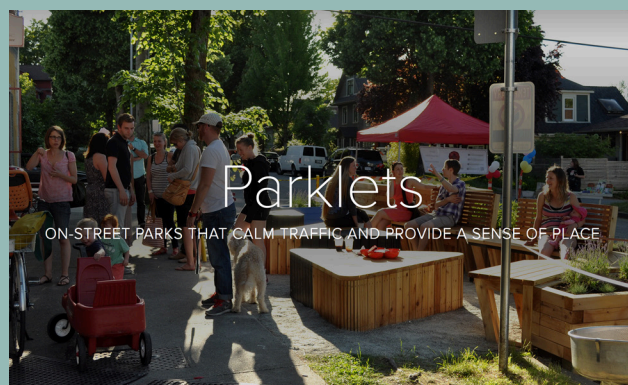
Through enhanced web presence and social media engagement, the Complete Communities social media pages have made 528 posts since January 2018 that resulted in 15,409 post engagements and 86,904 post impressions. In order to streamline brand consistency and engagement, a Complete Communities Brand and Engagement Guide has been published and implemented (see right).



What are the benefits of a Road Diet?

Applied Research

New content was produced for the toolkit exploring the intersection of traffic calming concepts and placemaking/tactical urbanism techniques. This research resulted in informational profiles highlighting different possible projects or techniques and case studies of pop-up, traffic calming projects in Delaware.



Visual Tools

To best share this applied research, the Complete Communities Toolbox features a set of visual tools, including Adobe Spark pages, the Stories of Delaware’s Complete Communities video series, and sets of infographics defining terms and types of traffic calming projects.

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