

OVERVIEW

Ferndale Moves! is about making Ferndale an even better place to walk, bike and take transit. Unlike a traditional planning document, Ferndale Moves! is a dynamic website that allows the City to adapt and grow with changes in multi-modal transportation. Ferndale Moves! is about:

- **Transportation Options** – making walking, bicycling and transit easy, attractive and convenient choices for everyday trips.
- **Safety** – balancing the needs and improving the safety of all road users.
- **Placemaking** – transforming the City’s streets into remarkable and functional places that reflect Ferndale’s values and strengthen the local economy.

WHY?

The benefits of a multi-modal system extend beyond direct benefits to the current users and accrue to the community as a whole. A well-implemented multi-modal plan will reap rewards by:

- Establishing Ferndale’s brand as one of the region’s premier walkable bikeable communities.
- Strengthening the local economy by providing the type of transportation choices and physical environment that make a community an attractive place to live, establish a business and visit.
- Reducing traffic injuries and deaths by improving the safety of the transportation system for all modes.
- Enhancing the personal well-being of Ferndale’s residents and reducing their health care costs by encouraging physical activity through everyday trips.
- Providing independent and dignified travel options for residents at all stages of their life through a variety of viable and safe transportation choices appropriate for a wide-spectrum of abilities.



THE PLAN

The plan presents a vision on how to improve and expand on opportunities for pedestrians, bicyclists and transit users. Ferndale's vibrant downtown surrounded by close-in residential areas on a tight grid of streets provides an enviable foundation to build upon. Most residents are within convenient walking and bicycling distance to the majority of destinations in the City. This plan identifies ways to capitalize on that good fortune and make Ferndale an outstanding walkable, bikeable and transit friendly community. Important elements of the plan include:

- The [Multi-Modal Network](#) gives realistic recommendations of what is feasible within the existing roadway and public rights-of-way.
- [Policies and Programs](#) detail strategies to help influence how the physical environment is used and success is measured.
- The [Network Implementation Plan](#) provides cost effective methods for implementing the plan and integrating improvements into larger projects.



WHAT DOES IT COST?

Infrastructure decisions always involve cost considerations, regardless of whether the final decision is to build, or not to build. Sometimes the cost of doing nothing can be more expensive than change. From 2008 to 2012 automobiles struck 30 pedestrians and 52 bicycles in the City of Ferndale. That works out to be over one crash each month. Beyond the physical and emotional cost of each crash, there is an economic cost. Considering the cost of wage and productivity losses, medical expenses, administrative expenses, vehicle damage, and employer's uninsured costs, using [NCS's average comprehensive cost figures from 2011](#), the comprehensive cost of those 82 pedestrian and bicycle crashes over that 5 year period is over 14 million dollars. This works out to be 2.9 million dollars a year or \$144 per resident each year.

The total cost of [Priority Projects 1](#) and [Priority Projects 2](#), which will yield a substantial system, is about 4.2 million dollars. This is not to say the plan will eliminate all crashes, but the recommendations are based on [proven safety countermeasures](#) that show up to 69% reduction in crash rates in some cases. If the completion of Priority Projects 1 and 2 were to take a total

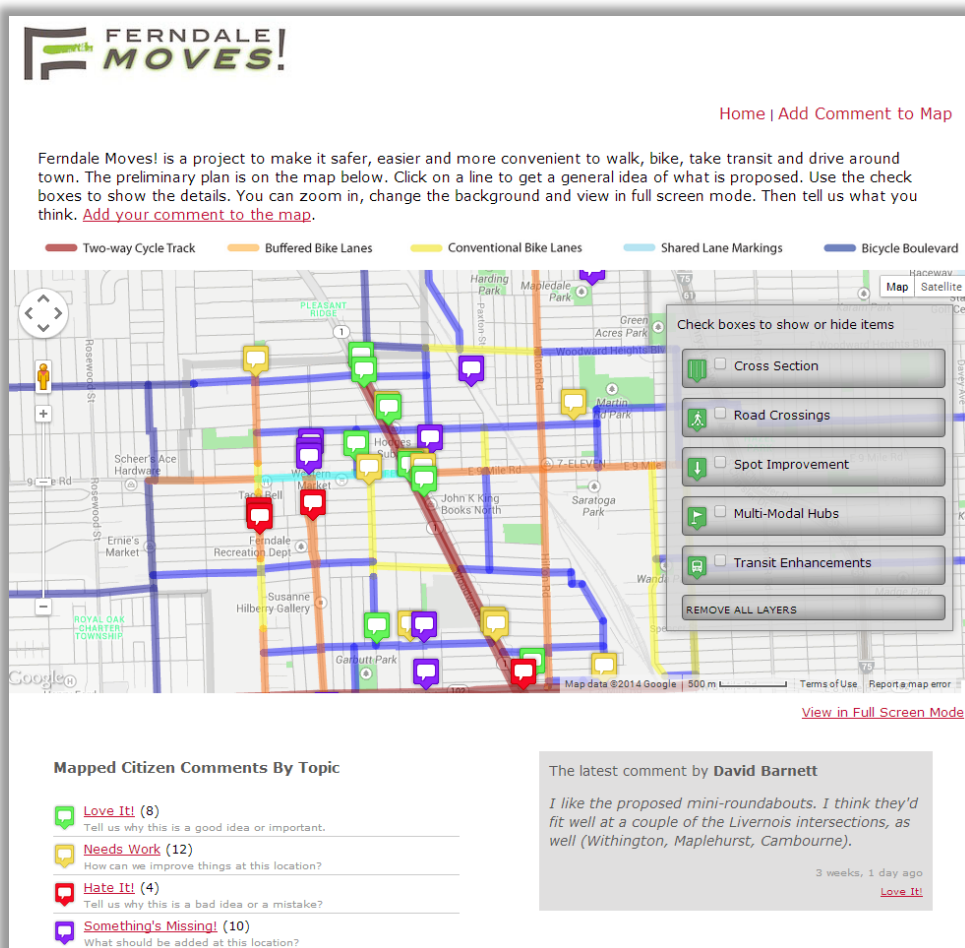
of 10 years and reduce the crash rates by as little as 14%, the project would be viewed as a success from a cost benefit perspective.

The remaining projects in the [Network Implementation Plan](#), focus on integrating improvements into larger road construction projects, with a few corridors integrated into upcoming projects in the City's Capital Improvement Plan. This is by far the most economical approach to completing the system and many of the costs will be incidental to the larger projects.

GET INVOLVED!

From the beginning, a dedicated group of elected and appointed officials, public employees and the general public have helped to shape this plan. Web surveys, interactive maps, bicycle and walking tours, virtual tours and stakeholder meetings were used to engage the public and ensure that Ferndale Moves! reflects a shared vision supported by the community.

Ferndale Moves! is a living plan that is always looking for ways to improve transportation in the City of Ferndale. In order to continue to promote a community supported vision, the public is encouraged to continue to provide feedback through the online interactive map and other input sources.



FERDALE MOVES!

Home | [Add Comment to Map](#)

Ferndale Moves! is a project to make it safer, easier and more convenient to walk, bike, take transit and drive around town. The preliminary plan is on the map below. Click on a line to get a general idea of what is proposed. Use the check boxes to show the details. You can zoom in, change the background and view in full screen mode. Then tell us what you think. [Add your comment to the map.](#)

Legend:
Two-way Cycle Track (Red)
Buffered Bike Lanes (Orange)
Conventional Bike Lanes (Yellow)
Shared Lane Markings (Light Blue)
Bicycle Boulevard (Dark Blue)

Check boxes to show or hide items:
 Cross Section
 Road Crossings
 Spot Improvement
 Multi-Modal Hubs
 Transit Enhancements
[REMOVE ALL LAYERS](#)

Mapped Citizen Comments By Topic

- Love It! (8)**
Tell us why this is a good idea or important.
- Needs Work (12)**
How can we improve things at this location?
- Hate It! (4)**
Tell us why this is a bad idea or a mistake?
- Something's Missing! (10)**
What should be added at this location?

The latest comment by **David Barnett**

I like the proposed mini-roundabouts. I think they'd fit well at a couple of the Livernois intersections, as well (Withington, Maplehurst, Cambourne).

3 weeks, 1 day ago
[Love It!](#)

Your input is important to making this plan a success! Tell us what you think!