

Navigating Main Streets as Places: Introduction

“Transportation determines how we get to the places where we live, work and play. It is imperative we advance an equity agenda that is people-centered.”

-Joint Center for Political and Economic Studies

Speaker Bios:

Laura Torchio is a seasoned facilitator with a forte to inspire thoughtful, creative civic engagement. Her expertise is in leadership, active transportation, and public involvement.

Lindsey Wallace brings a wealth of experience in historic preservation, planning, and community development to this project. As part of NMSC field staff team, she focuses on design-related and place-making initiatives and content.

Shaylee Zaugg approaches placemaking through the lens of her youth engagement experience, as well as a varied background in urban studies, biology, and anthropology. She recognizes the deep connection between safe and equitable mobility and public health.

Learn More:

For additional content, check out the full version of Navigating Main Streets as Places: A People-First Transportation Toolkit including the downloadable handbook and an online resource library at this [link](#). The online resource library includes content such as:

- Chapter [1](#), [2](#), and [3](#) specific resources
- [Transportation tools](#)
- Thematic resources: [equity](#), [safety](#), [health](#), [economic vitality](#), [environmental sustainability](#), and [community](#).



Webinar Overview:

In this webinar we introduced the idea that Main Streets are many things. They are economic, cultural, and historic centers. They are small business hubs. They help move people and goods from point A to point B, and they are community destinations in their own right—one of our most under appreciated public spaces.

Since streets are public spaces we should prioritize people in their planning, design, operation, and management. When all of the elements of the street are designed and maintained with the goal of a harmonious, safe, communal, and cost-effective balance of people and vehicular needs, Main Streets can accomplish many outcomes above and beyond moving people and goods.

Assignment:

Each week, we will have an “assignment” included as part of our webinar PDF to give you an opportunity to apply what we talked about during the prior session. Our hope is that you find these to be fun, engaging, and easy to do. For this week:

- What are the top three transportation related assets in your commercial district/community?
- What are the top three transportation related opportunities in your commercial district/community?

We invite you to share your answers with us via this [Google form](#) and at the beginning of next week’s webinar we will share a selection of the respondents’ answers with the audience.

We also invite you to share your answers on social media and tag [@natlmainstreet](#) and [@pps_placemaking!](#)

