

## **Honorary Membership Nomination Narrative**

**Nominee:** Barbara McCann

**Nominee's Address:** U.S. Department of Transportation, 1200 New Jersey Ave.  
SE

**City/State/Zip:** Washington, DC 20590

**Phone:** 202-366-4416

**Nominator:** Tom Doolittle, ASLA, Vice President Government Affairs

Barbara McCann is known as one of the architects of the Complete Streets movement. She has dedicated her career to changing our nation's transportation paradigm from networks that are only designed and built for cars to transportation corridors that safely serve all modes of transportation, including bicycling, walking, and transit.

Currently, Barbara serves as the Director of the Office of Safety, Energy, and Environment at the United States Department of Transportation (DOT) in the Office of the Secretary. The office initiates and coordinates Secretarial policies on safety, environment, and energy issues affecting all aspects of transportation.

Prior to coming to DOT, McCann served as the founding Executive Director of the National Complete Streets Coalition where she coined the term 'Complete Streets,' organized the broad national Coalition, and presided over its growth as policy adoption accelerated across the country. In this position, she worked with the American Society of Landscape Architects and such diverse groups as AARP, the National Association of Realtors to the YMCA, and the American Planning Association to develop and advance the adoption of policies to make streets safe for all users. As a result of her pioneering efforts, today more than 700 jurisdictions, including more than half the states, have now adopted Complete Streets policies. McCann also co-created the Complete Streets Workshop program and speaks widely on the issue.

In 2003, Barbara founded McCann Consulting to work with government agencies, non-profits, and researchers. Prior to establishing her own firm, McCann served as Director of Information and Research at Smart Growth America (SGA) and as Director of the Quality of Life Campaign at the Surface Transportation Policy Project. During this period, Barbara authored numerous reports and articles on creating Complete Streets, serving as the primary author of the *Complete Streets Best Practices Manual* from the American Planning Association and the report, *Measuring the Health Effects of Sprawl*, the first research report documenting the relationship between sprawl and obesity.

As a former senior writer and producer at CNN, Barbara continued to use her journalism skills when she co-authored the book *Sprawl Costs*. Subsequently, in 2013, she went on to author, *Completing Our Streets: The Transition to Safe and*

*Inclusive Transportation Networks*, which tells the stories of transportation practitioners and agencies that have succeeded in expanding their project delivery systems to produce multi-modal projects.

Barbara is the recipient of many awards and recognitions, including being recognized by the New York/New Jersey Section of the Institute of Transportation Engineers with the 2011 Transportation Advancement Award, given annually to a non-engineer "for contributions in advancing transportation programs through outstanding leadership."

Throughout the years, Barbara has worked extensively with ASLA and its members on advocacy efforts to pass a federal Complete Streets policy and highlighted landscape architecture projects in those efforts. She has provided advocacy and policy training and leadership on Complete Streets and active transportation issues and continues to be a critical resource to ASLA and its members. Already a part of the ASLA family, Barbara McCann would make an outstanding honorary member of ASLA.



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[www.smartgrowthamerica.org/completestreets](http://www.smartgrowthamerica.org/completestreets)

**National Complete  
Streets Coalition  
Steering Committee**

AARP

AECOM

Alliance for Biking & Walking

America Walks

American Planning Association

American Public  
Transportation Association

American Society of  
Landscape Architects

Association of Pedestrian and  
Bicycle Professionals

Institute of Transportation  
Engineers

National Association of City  
Transportation Officials

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Honorary Membership Selection Committee  
American Society of Landscape Architects  
636 Eye Street NW  
Washington, DC 20001

Dear Committee members,

I write to support the nomination of Barbara McCann, Director of the Office of Safety, Energy, and Environment in the Office of the Secretary of Transportation, for honorary membership in the ASLA. Ms. McCann has dedicated her career to issues that concern landscape architects: prioritizing transportation safety, improving public health, and creating great places for people. Her work has influenced discussions and decisions in local, regional, state, and national levels.

As the founding Executive Director of the National Complete Streets Coalition, Barbara ably brought together industry groups, professional associations, and public interest organizations to advocate safe, multimodal transportation decision-making and design. She established a clear, national standard for Complete Streets policy and implementation activities and shared best practice in achieving that standard through research, technical assistance, and strategic communications tactics. The products of her work are referenced and used by landscape architects, planners, and street designers nationwide.

Beyond that, she ensured that every member of the Coalition—and their constituents—contributed to and feel ownership of the Complete Streets idea. By coordinating efforts and linking disciplines via the Coalition, Ms. McCann fostered a collaborative national dialogue about how we approach street design among and within the realms of health, design, policy, environment, and population-specific concerns.

Her vision and dedication to this work has led to landscape architects planning and designing streets that are safe and attractive for all people, regardless of age, ability, income, ethnicity or race.

Sincerely,

Roger Millar, AICP, PE  
Director, National Complete Streets Coalition  
Vice President, Smart Growth America



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Honorary Membership Selection Committee  
American Society of Landscape Architects  
636 Eye Street NW  
Washington, DC 20001

Dear Committee Members:

On behalf of AARP, I write to support the nomination of Barbara McCann, Director of the Office of Safety, Energy, and Environment in the Office of the Secretary of Transportation, for honorary membership in the American Society of Landscape Architects. Ms. McCann has brought remarkable vision, energy, and skill to her work to ensure that the transportation system is designed and built with all users in mind.

Prior to joining the Department of Transportation last year, Ms. McCann led the National Complete Streets Coalition, which she built from the ground up beginning in 2004. She recruited a diverse group of organizations, including AARP and ASLA, to be members of the steering committee. Other founding members included professional associations, industry groups, and public interest organizations. At the time, the term "complete streets" was little known. Under Ms. McCann's leadership, complete streets grew into a movement such that there are currently 32 states among the over 700 jurisdictions with complete streets policies. Through her strategic insight, she identified synergies among members by which the coalition's product was far greater than the sum of its parts.

Under her leadership, "complete streets" was clearly defined, illustrated, and promoted. The National Complete Streets Coalition website also became the premier resource for advocates wishing to adopt complete streets policies in their communities, with ready-made presentations, fact sheets, best practices, research, and original reports. Advocates also looked to the NCSC for technical assistance in advancing multimodal solutions to their transportation needs. Ms. McCann also was a vital catalyst for advancing federal complete streets legislation.

Ms. McCann continues her dedication to the safety needs of all road users in her current role as Director of the Office of Safety, Energy, and Environment in the Office of the Secretary of Transportation. She provides critical leadership for the Secretary's Safer Streets, Safer People pedestrian and bicycle safety initiative.

For all these reasons, I wholeheartedly endorse the nomination of Barbara McCann for honorary membership in the American Society of Landscape Architects.

Sincerely,

A handwritten signature in black ink that reads "Debra Alvarez". The signature is written in a cursive, flowing style.

Debra Alvarez  
Senior Legislative Representative  
Government Affairs