Caltrans District 6 ATP Workshop:

Considering Non-Infrastructure Programs to Enhance Project Impact on Active Transportation Combination Projects

March 9th, 2022

WELCOME

Jim Perrault, Caltrans District 6 Local Assistance Engineer

Pedram Mafi, Caltrans District 6 Active Transportation Coordinator

POLL QUESTION

Will you apply or have you applied for an ATP Combination or Non-Infrastructure Project?

PURPOSE

"To share the latest non-infrastructure information and tools to assist with the upcoming Cycle 6 grant, tips to continue to fulfill your existing grant deliverables, or plan for future ATP grant cycles."

Agenda

ATRC Overview and Existing Training and Resources/Q&A
9:45 – 10:00

Overview of District 6 Funded Combo and NI Projects/Q&A
10:20 – 10:25

BREAK
10:55 – 11:00

Next Steps and Adjourn
11:50 – 12:00

10:05 – 10:15
Beyond the Bike Rodeo: Educational and Encouragement Activities Worth Exploring- A statewide perspective/Q&A

10:25 – 10:55
Local Panel of ATP Combo or NI Funded Projects

11:00 – 11:50
Cycle 6 Active Transportation Program Information/Q&A

Caltrans District 6 ATP Workshop:

ATRC Overview and Existing Training and Resources

Presenter: Emily Abrahams, Caltrans ATP NI/ATRC Manager

ATP Cycle NI Projects Overview: Fast Facts

- **82 NI-only Projects funded over five ATP Cycles**
  - Cycle 1: 39
  - Cycle 2: 7
  - Cycle 3, 3A: 19
  - Cycle 4: 13
  - Cycle 5: 4

- **140 Combination Projects over five ATP Cycles**
  - Cycle 1: 38
  - Cycle 2: 30
  - Cycle 3, 3A: 35
  - Cycle 4: 14
  - Cycle 5: 23

- **54 Plan Projects over five ATP Cycles**
  - Cycle 1: 22
  - Cycle 2: 14
  - Cycle 3, 3A: 8
  - Cycle 4: 8
  - Cycle 5: 2

ATP NI, PLANS + COMBINATION PROJECTS BY CALTRANS DISTRICT NUMBER

D1: 17
D2: 7
D3: 30
D4: 26
D5: 16
D6: 27

D7: 54
D8: 42
D9: 0
D10: 16
D11: 21
D12: 20

Total = 276

ATP NI in District 6

27 Projects awarded over five ATP cycles

13 Projects currently active

➤ 2 NI-only Projects,

➤ 9 Combination Projects,

➤ 2 Plan Projects

Agencies with active awards:

➤ City of Delano

➤ City of Fresno

➤ City of Bakersfield

➤ City of Parlier

➤ City of Mendota

➤ Kern Council of Governments

ATP NI PROJECTS - BIRD'S EYE VIEW

IF – Infrastructure
NI – Non-Infrastructure
DAC – Disadvantaged Community
SRTS – Safe Routes to School

DAC

IF	NI	I/NI Combo	Plans

PLAN PROJECT TYPE

Ped	Bike	ATP	SRTS	First Last Mile

NI PROJECT TYPE

| Regional Initiative | Community Initiative | SRTS | | First Last Mile | Employer-Based |
		# of Projects	# of Schools		

The 'E's'

Education	Encouragement	Enforcement	Evaluation	Engineering

STAFF

Program Coordinator	Consultant / Advisor	Volunteer

COLLABORATIVE PARTNERSHIPS

Public Health Organizations	Non-Profits	Law Enforcement

REGIONAL/COMMUNITY ACTIVITIES

Walk/ Bike Audits	Bicycle Skills Classes (e.g., Rodeos)	Pedestrian Skills Classes	Community Demonstration Projects/Pop-Ups/Open Streets	Community Challenges (e.g., Bike to Work Month)	Enforce-ment	Staff or Volunteer Training	Community Workshops/ Stakeholder Meetings

SRTS NI SPECIFICS

Classroom/ PE instruction	Assemblies	Afterschool Programs	Walking School Bus/Bicycle Trains	Walk or Bike to School Challenges

COMMUNICATIONS

Online/TV/ Radio Ads	Billboards / bus-wraps	Flyers	Banners	Maps

EQUIPMENT

Bicycles	Helmets	Bike/Ped Counters	Reflective Items

SCHOOL TYPE/AGE SERVED

Elementary	Middle School	High Schools	Adult/Seniors

ATP NI Projects –
At ground-level

ATP NI PROJECTS: SRTS AND BEYOND

NI PROJECT TYPE					
Regional Initiative	Community Initiative	SRTS		First Last Mile	Employer-Based
		# of Projects	# of Schools		

REGIONAL/COMMUNITY ACTIVITIES							
Walk/ Bike Audits	Bicycle Skills Classes (e.g. Rodeos)	Pedestrian Skills Classes	Community Demonstration Projects/Pop-Ups/Open Streets	Community Challenges (e.g. Bike to Work Month)	Enforce-ment	Staff or Volunteer Training	Community Workshops/ Stakeholder Meetings

Select ATP NI Project Examples

1. **Regional Initiative:** SCAG Go Human + Kit of Parts
2. **Community Initiative:** City of Alameda - Adult Learn to Ride
3. **First Last Mile Initiative:** LA Metro: Engaging Disadvantaged Communities for Blue Line Planning
4. **Employer Based Program:** California Department of Public Health - Employee Bike Share Program*
5. **Virtual Classroom Education:** San Luis Obispo COG

*Not ATP-funded

Regional Initiative: SCAG GO Human

- SCAG partnered with cities to host temporary demonstration and Open Streets events

- Cities can gather feedback on planned improvements

- Successful way to engage new audiences

Open Streets & Demonstration Projects: Showcase Infrastructure

SCAG Go Human/ Envision San Jacinto

- Transform Main Street into temporary pedestrian plaza through Open Streets

- Encouraged more walking and biking in downtown; enhance local economic development

- Educated/demonstrated sidewalk enhancements including curb extensions

- Additional NI activities included: Bike Rodeo, Helmet Fitting, Bike checks

Additional Go Human Components
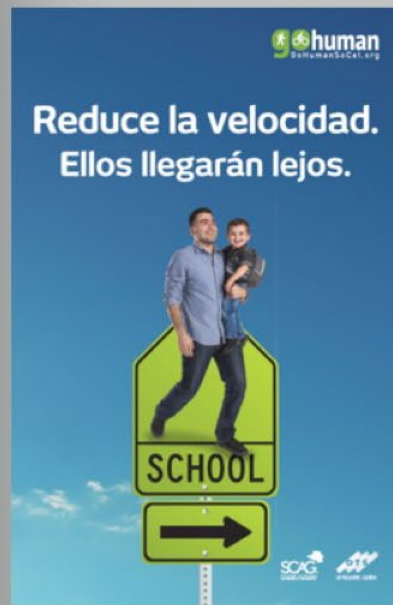
Advertising Campaign

Open Streets & Demo Projects

Partnerships & Co-Branding

Material Distribution

Community Initiative: City of Alameda - Bicycle Safety for All

Adult Bicycling Classes:

2 hour Cycling 101 Class (Classroom based)

On-the Road Class

Learn to Ride Class

Family Cycling Workshop

First Last Mile:
LA Metro First Last Mile

- Goal is to expand and improve transit access to bus and rail stations by active modes

- NI project used for community engagement; Future FLM NI funds need a clear AT education component (e.g., how to mount your bicycle for bus travel, active routes to transit maps, etc.)

For More information… See ATRC First Last Mile Webinar on the ATRC website.

Employer Based Program: CDPH

- State Employee Bike Share Education Program Elements:

- Safety and logistical education in-person, video, or PowerPoint

- (In-Kind) Staffing for Program Manager, Communications, Maintenance/Facilities

Employee Bike Share Program Toolkit for Government Agencies available through ATRC

Special Thanks To:

Thank you from the ATRC NI Team!

Caltrans, Division of Local Assistance
- Emily Abrahams, Senior Program Manager, ATP NI/Plans and ATRC
- Summer Lopez, Coordinator, ATP NI/Plans and ATRC

California Department of Public Health, Injury and Violence Prevention Branch
- Victoria Custodio, ATRC NI Technical Assistance Team
- Judy Polakoff, ATRC NI Technical Assistance Team
- Marianne Hernandez, ATRC NI Technical Assistance Team

Contact

ATRC Active Transportation Resource Center

- CDPH NI Team: ATSP@cdph.ca.gov

- Caltrans NI Team: atp-ni@dot.ca.gov

- ATRC Website: https://caatpresources.org

Creating Compelling Non-Infrastructure Projects

ATRC District 6 Workshop

Tracy McMillan, PhD, MPH

Nelson\Nygaard

March 9, 2022

Agenda

1. Compelling Projects

1. Compelling Applications

Walk & Roll Stanislaus

- Regional ped/bike safety and education campaign in Stanislaus County

- Goals:
  - Increase awareness and empathy of road safety for all
  - Encourage behavior change for all modes

PLANNING & OVERSIGHT
Kickoff, Project Management, Advisory Committee, Partnership Development

DATA COLLECTION

Outreach & Engagement Plan	Focus Groups	Pre-Campaign Survey	Mapping, Existing Conditions and Needs Assessment

PROGRAM DELIVERY

Active Transportation Campaign	Active Transportation Training	Open Streets	Regional Safety & Education Summit
Develop Advertising Strategy	Active Transportation Train-the-Trainer Events	Strategy, Planning and Community Outreach	Summit Planning
Develop Advertising Materials	Bicycle and Pedestrian Safety and Bicycle Repair Trainings	Hold 4 Open Streets Events	Summit Implementation
Implement Advertising Campaign			

DISSEMINATION

Active Transportation Toolkit & Final Report

Focus Group & Survey

People **do not feel safe** walking or biking

Community leaders and public safety officers need narrative that **creates more empathy towards cyclists and pedestrians.**

"Streets are for Everyone" to remove the stigma of cyclists and pedestrians.

Educate all road users on **rules of the road**

Train-the-Trainer Activities

Increase number of bicycle safety

instructors in county

March 2020: quick pivot from in person engagement → online engagement

walkandrollstanislaus.com

Quick Facts

4	6	40	2,192
NUMBER OF MONTHS OF VIRTUAL OPEN STREETS	NUMBER OF VOLUNTEERS WHO COMPLETED ONLINE TRAIN-THE-TRAINER	NUMBER OF LOCAL ATTENDEES AT THE ACTIVE TRANSPORTATION SAFETY SUMMIT	NUMBER OF VISITORS DRIVEN TO THE WEBSITE FROM FACEBOOK

5600
Unique visitors to the virtual open streets program
www.walkandrollstanislaus.com

Let's Get There Safely, Stanislaus!

Walk & Roll Stanislaus is a regional bicyclist and pedestrian safety and education campaign in Stanislaus County. The Stanislaus Council of Governments (StanCOG) is teaming up with community leaders and advocates to improve road safety, increase awareness of and empathy toward active transportation users, and boost walking and bicycling rates throughout the county.

Road Rules Quiz

ROAD RULER

took the Walk and Roll Road Rules Quiz!
#WalkandRollStanislaus
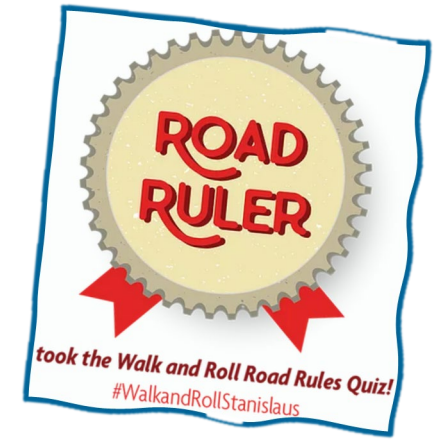
True or False: Bicyclists are allowed to ride in the travel lane (with motor vehicle traffic) if the lane width is not safe for a bicycle and vehicle to travel side-by-side.

Your Answer:

- TRUE
- FALSE
- UNCERTAIN

True or False: It is legal to operate a handheld electronic device while driving.

Your Answer:

- TRUE
- FALSE
- UNCERTAIN

True or False: Every intersection is a crosswalk, even if it is unmarked.

Your Answer:

- TRUE
- FALSE
- UNCERTAIN

Scavenger Hunt

Come join the Scavenger Hunt!

#WalkandRollStanislaus

LET'S GET THERE
WALK & ROLL
SAFELY, STANISLAUS

www.walkandrollstanislaus.com

Walk and Roll Stanislaus – Scavenger Hunt Items to Find

Item to Find	Description	Item to Find	Description
Mural	Murals make public art accessible to everyone and add color, vibrancy, and character to communities. Murals can have therapeutic effects for mental health, and provide social, cultural, and economic benefits.	Creative bike rack	Bike racks help keep bikes secure, but they can also be fun and creative—some are unique shapes, like a bike, a star, or an animal. Can you find a creative bike rack?
A park near your home	Parks come in all shapes and sizes. It could be a small plaza, big playground, baseball diamond, basketball court, or a walking trail along a river—wherever you love to go to play or enjoy nature.	Marked crosswalk	Marked crosswalks are painted with white lines or zebra stripes at intersections or in the middle of blocks. Can you find a safe, well-marked crosswalk?
Curb extension	Curb extensions are designed to make intersections safer by slowing down turning vehicles and shortening the walking distance between the curbs.	Your favorite restaurant, market, or food truck	Where is your favorite place to eat that you can walk or bike to? Find a restaurant, cafe, market, food truck, or any other spots you can think of!
School in your neighborhood	Did you know there are over 200 schools in Stanislaus County? Show us what it's like to walk or bike to a school near you.	Curb ramp	Curb ramps are sloped surfaces that make sidewalks accessible for everyone, including people using strollers, wheelchairs, or other mobility devices.
Pedestrian-activated walk signal	These signals have buttons that activate a flashing signal to stop traffic and allow pedestrians to cross the road safely.	Speed humps	A speed hump is designed to slow down traffic on streets. They typically reduce vehicle speeds to 15-20 miles per hour, which makes the road safer for people walking and biking.
Off-street Path	Off-street paths provide a space for walking and biking that is off the street and separated from vehicle traffic. These paths are comfortable and safe for people of all ages and abilities to walk and bike.	Bike route sign	Be on the lookout for bike route signs near bike trails or bike lanes. They are green with a bike symbol, and help people find bike routes nearby.
Bicycle lane	Bicycle lanes are dedicated spaces for bicyclists to ride on the street. They are usually separated from cars, trucks, and buses by a solid white line or a striped "buffer" space several feet wide.	Statue or Sculpture	Stanislaus County is full of historical statues and public sculptures—find one near you!
Bicycle sharrow	Some streets are marked with a "sharrow" symbol in the middle of the lane. These are places where bicycles share the full lane with cars and other vehicles.	Bonus: School-zone sign	School zones are marked with a variety of signs to keep the roads safe. Some signs require drivers to slow down at certain times of the day when school is in session.

Advertising campaign

Active Transportation Safety Summit & Toolkit

Executive Summary

The Active Transportation Toolkit

The Active Transportation Toolkit provides strategies and resources to support bicycle and pedestrian promotion and safety within Stanislaus County. The Toolkit builds on the momentum from StanCOG's recently completed Regional Bicyclist and Pedestrian Safety and Education Campaign, also known as Walk and Roll Stanislaus. The Campaign's outreach efforts included pedestrians, bicyclists, and motorists to emphasize the importance of empathy and safety for all road users.

The Toolkit is structured in three main sections to help professionals and community advocates take action to promote active transportation and safety across the Stanislaus region:

Funding Opportunities for Active Transportation

Innovative Active Transportation Programming

Data, Storytelling, and Communication

Example strategies that were employed as part of the Walk and Roll Stanislaus campaign are provided, as well as resources from other pedestrian and bicyclist safety and promotion projects from around the country.
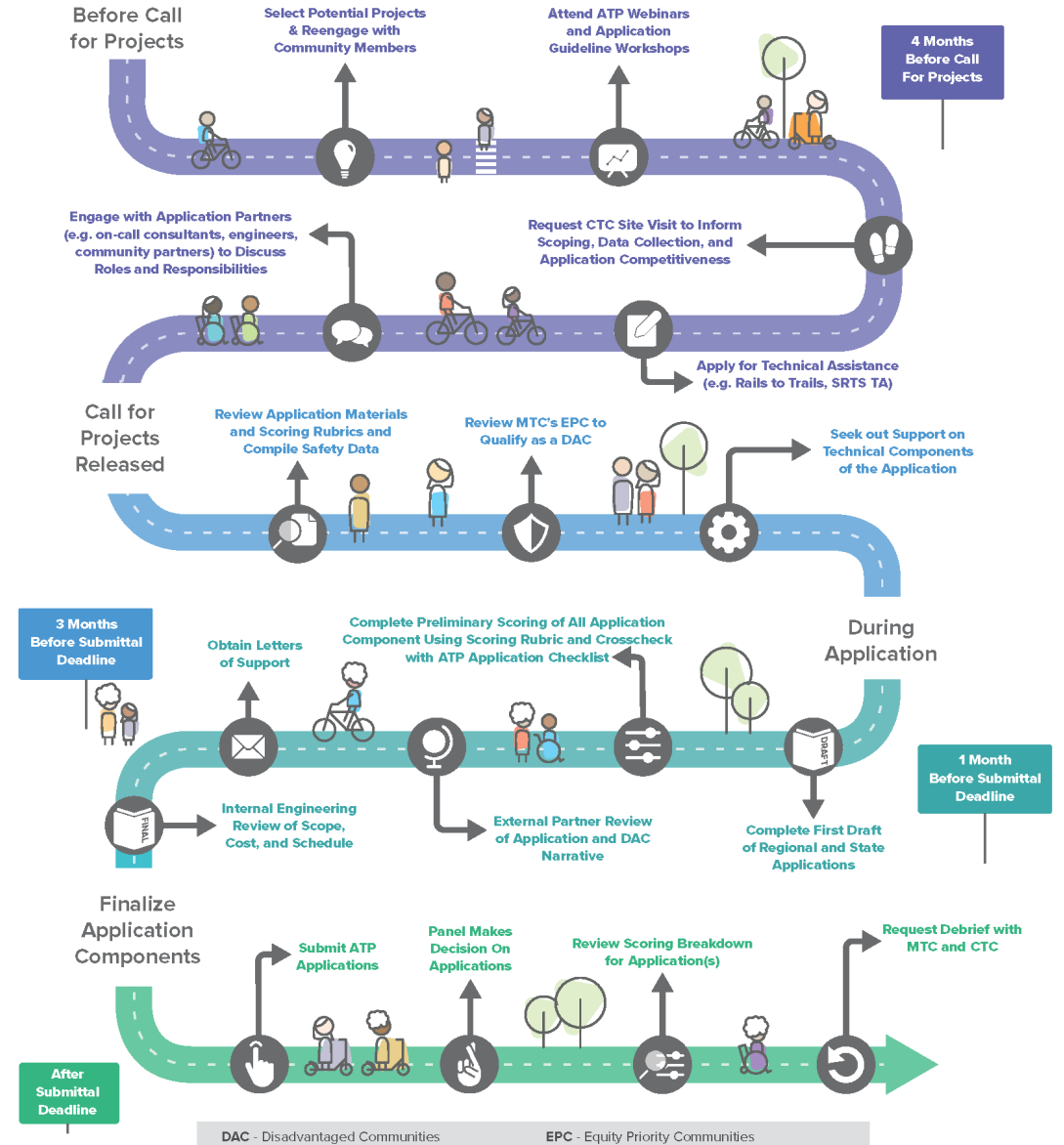
Lessons learned

- Adaptability

- Evaluation

ATP Application Checklist

Active Transportation Progam Application Checklist
Guidance for submitting a competitive application

Before Call for Projects

- Select Potential Projects & Reengage with Community Members
- Attend ATP Webinars and Application Guideline Workshops
- 4 Months Before Call For Projects
- Engage with Application Partners (e.g. on-call consultants, engineers, community partners) to Discuss Roles and Responsibilities
- Request CTC Site Visit to Inform Scoping, Data Collection, and Application Competitiveness
- Apply for Technical Assistance (e.g. Rails to Trails, SRTS TA)

Call for Projects Released

- Review Application Materials and Scoring Rubrics and Compile Safety Data
- Review MTC's EPC to Qualify as a DAC
- Seek out Support on Technical Components of the Application

During Application

- 3 Months Before Submittal Deadline
- Obtain Letters of Support
- Complete Preliminary Scoring of All Application Component Using Scoring Rubric and Crosscheck with ATP Application Checklist
- 1 Month Before Submittal Deadline
- Internal Engineering Review of Scope, Cost, and Schedule
- External Partner Review of Application and DAC Narrative
- Complete First Draft of Regional and State Applications

Finalize Application Components

- After Submittal Deadline
- Submit ATP Applications
- Panel Makes Decision On Applications
- Review Scoring Breakdown for Application(s)
- Request Debrief with MTC and CTC

DAC - Disadvantaged Communities   **EPC** - Equity Priority Communities

For more information visit https://mtc.ca.gov/funding/investment-strategies-commitments/climate-protection/active-transportation-program

Start Application Process Early

Develop Compelling Community Narratives

Connect with Advocacy Groups

Tell Your DAC Story

Seek out Technical Assistance

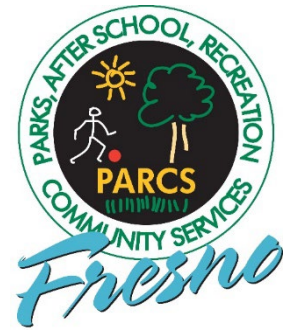**Work closely with CTC and area agencies**

Thank you!

Tracy McMillan, PhD, MPH

Associate Principal

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How to Build a Comprehensive Active Transportation Program

March 9, 2022

Presented By:
Shelby MacNab, MPA
City of Fresno PARCS Department

Overview

1. City of Fresno's Active Transportation Program approach over time

2. Non-infrastructure education examples to support comprehensive programming

3. Q&A

Background

Education

B.A. in Social Work

Masters in Public Administration

Professional Experience

- Community Education @ University of California
- Grant Administrator @ City of Fresno – Public Works
- Business Manager @ City of Fresno – PARCS Department
- 16 ATP applications between 2016-2020
- Complete Streets Policy and Active Transportation Plan

Early Approach to ATP: Narrowly Focused

Infrastructure:
- Isolated to an improvement area: 1 signal, 1 stretch of sidewalk
- Small scale
- Engagement – mostly observational

Non-Infrastructure Education:
- One-time assembly
- Limited hands-on or experiential learning
- Limited to students, not family-centered

Early Approach to ATP

Traffic Signal Needed → ATP Grant → Install traffic Signal → School safety assembly
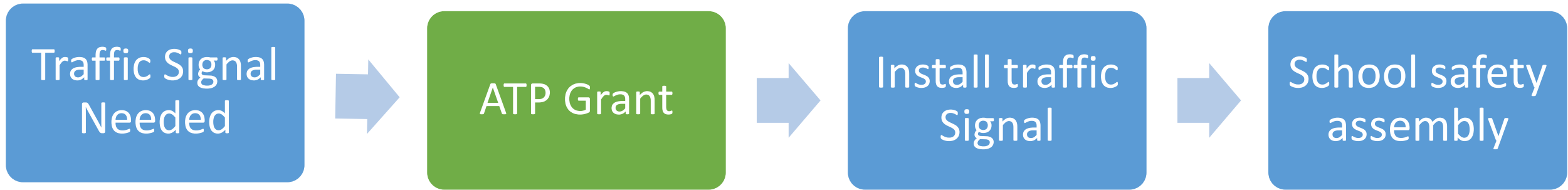
Continuous Improvement

- Reflect each cycle

- Extremely competitive

- Requirements & priorities evolve

- Program priorities influence local change

- Recognized that the ATP grant is just one piece of an Active Transportation Program

- Most comprehensive impact

- Meet needs with Infrastructure + NI

Systems Approach – Make Connections

ATP GRANTS	DISABILITY ADVISORY COMMISSION	COMMUNITY SPECIFIC PLANS & ENGAGEMENT	PUBLIC HEARINGS FOR RELATED PROGRAMS: CDBG
COMMUNITY BASED ORGANIZATIONS	SYSTEMIC SAFETY ANALYSIS REPORT FINDINGS & CRASH DATA	REGIONAL PLANNING	AFTER SCHOOL PROGRAMMING AT COMMUNITY CENTERS
	YOUTH COMMISSION & NEIGHBORHOOD SCHOOLS	ELECTED & APPOINTED OFFICIALS	LEVERAGE OTHER GRANTS

Systems Approach Tips

- Work on your Active Transportation Program outside of funding cycles
- Follow data and trends – plans and reports
- Attend CBO & Advisory Commission meetings to hear needs, concerns
- Meet with elected officials, host joint townhalls for input
- Adopt policies related to active transportation
- Leverage funding & partner projects to complement ATP efforts
- Deliver non-infrastructure education where people already congregate: school, parks & events
- Partner with your Parks & Recreation department
- Leverage grant program requirements to incrementally influence change

Outcomes & Momentum

ATP Grants → Active Transportation Plan Update (2017) → Complete Streets Policy (2019) → Active Transportation Program Coordinator (2022) → Durable Bike/Ped Safety Education Programming & Prioritized Infrastructure investment

Non-Infrastructure Examples

- Bike Rodeo
- Pedestrian Safety Week
- Bike Safety Week
- Open street events

Non-Infrastructure Examples

- Afterschool Programs
- Recreation Center Programs
- School carnivals
- Art Hop
- Farmer's Market

Questions?

Contact:
Shelby.MacNab@Fresno.gov
559-621-2957

Break

ATP Cycle 6 Program Schedule

- Cycle 6 Call for Projects – Application opens **March 16, 2022**

- Project Application Deadline – **June 15, 2022**

ATP Funding Distribution

- 50% to the state for statewide competitive program

- 10% to small urban and rural regions with populations of 200,000 or less for the small urban and rural area competitive program

- 40% to Metropolitan Planning Organizations (MPOs) in urban areas with populations greater than 200,000 for the large urbanized area competitive program.
  - There are currently 10 MPOs that meet this requirement
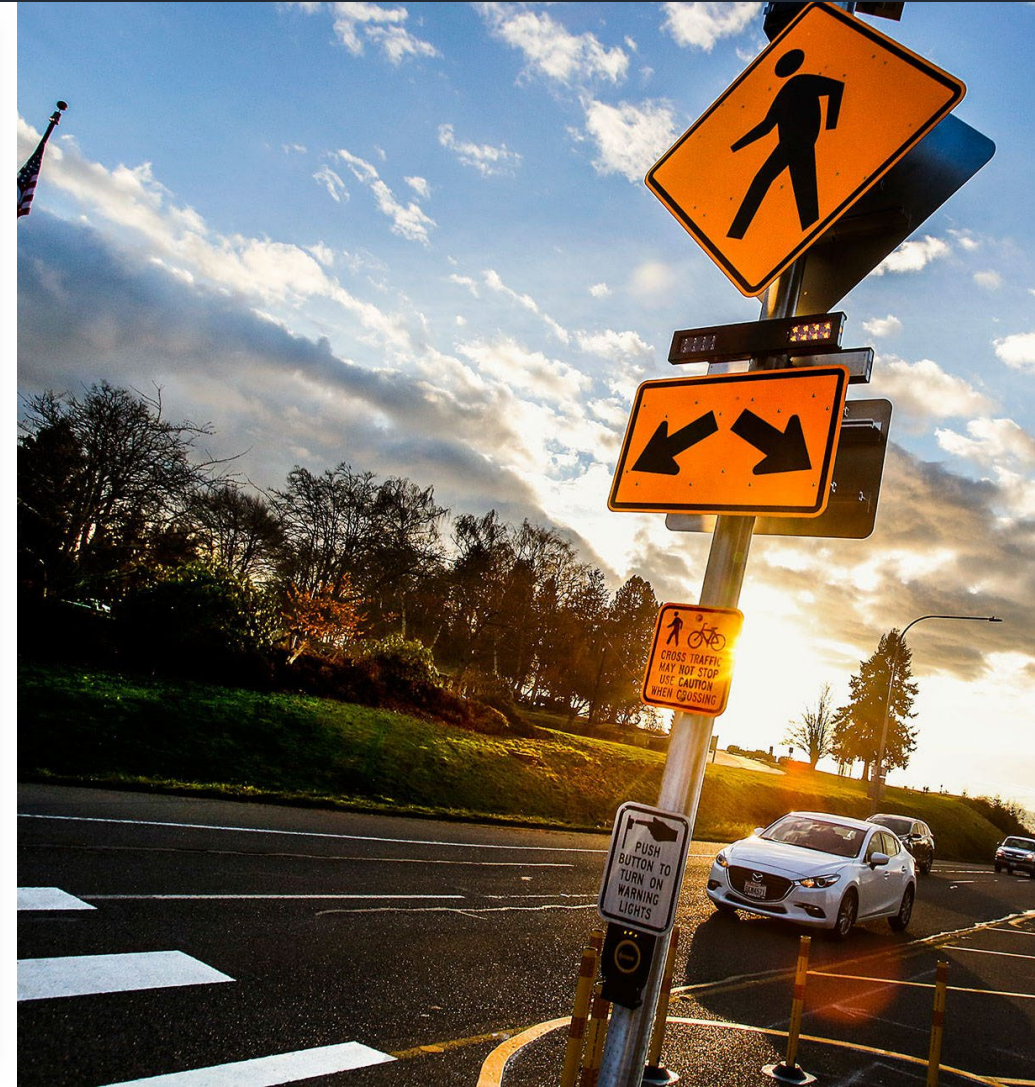
Overview of NI Projects

- Education and encouragement activities that further the goals of the ATP.
- Projects can be **NI Only**, or **Infrastructure/NI combined**.
- NI projects can be start-up programs or new and/or expanded components of existing programs. ATP cannot fund existing or ongoing program operations.
- All NI projects must demonstrate how the program is sustainable and will be continued after ATP funding is exhausted.
- NI is not limited to those benefiting school students

Core NI Elements

🎓 Education

👏 Encouragement

⚖️ Equity

👷 Engineering
(certain types of pre-engineering; ie. Walk audits; demo projects)

📋 Evaluation

👮 Enforcement

	Education	Encouragement	Enforcement	Engineering	Evaluation
Classroom/PE Lessons	■				
School-wide Assemblies/Community Presentations	■				
Mock Cities	■				
Bicycle Rodeos	■				
Walking Field Trips	■				
Group Skills Rides	■				
Walk or Bike Audits	■			■	
Safety Patrol	■	■	■		
Peer-Led/Service Learning Initiatives	■	■			
Walk to School Day(s)		■			
Bike to School Day(s)		■			
Walk/Bike Challenges and Competitions		■			
Golden Helmet or Sneaker Awards		■			
Walking School Buses		■			
Bike Trains		■			
Walk/Bike Clubs		■			
Walking/Biking Route Maps		■		■	
Web or Barcode Technology		■			■
Incentives for Participation		■			
Crossing Guard Program			■		
Law Enforcement Observation			■		
Good Behavior Rewards			■		
Neighborhood Speed Watch			■		
Parent Patrols			■		
Track participation					■
Surveys					■
Data Gathering and Analysis					■
"Before and After" Mode Travel Counts					■
Quizzes/Tests					■
Review Policies					■
Open Streets Events	■	■	■	■	■
Temporary Demonstration Projects	■	■	■	■	■
Media Campaigns	■	■	■	■	■

The 25-R is in the NI Application!

25-R is worth 10 points in the NI Application (Attachment G), plus, if awarded, it gets reviewed by Caltrans again prior to allocation.

Ensure the 25-R meets the following:

- Completeness (clear, organized, detailed)
- Consistency with responses throughout application
- Compliance with ATP and NI Guidance

Non-Infrastructure Guidance/Form 25-R

- **Review the ATP NI Program Guidance**
  - Gives descriptions and examples of eligible NI costs and expenditures
- **Complete the Form 25-R: NI Scope of Work**
  - Instruction Tab – read and follow directions
  - Cover sheet Tab – Overview (fill out top, bottom section auto populates)
  - Task A, Task B, Task C, etc. Tabs
    - Activities Descriptions, Staff Costs (including partners)
  - Task A "Other Costs", Task B "OC", Task C "OC", etc. Tabs
    - Travel, Equipment, Supplies/Materials, Incentives, Other Direct Costs

How to Organize Exhibit 25-R

- Organization of Tasks:
  - **By the E's** (Education, Encouragement, Enforcement, Equity Engineering, Evaluation)
  - **By School/Community area**
  - **Chronologically by Activity Type**
    Be detailed in your task/activity descriptions

Partnerships in your application

Meet/discuss the project prior to writing the application and include letters of support

- Local Public Works
- Local Public Health Department
- School Districts
- Law Enforcement
- *Non-Profits*
- *Community-Based Organizations*

Helpful Tips to Remember (NI/Combo App)

- Explain, Explain, Explain!
- Make it clear why the program is needed and how program will address those needs to increase number/percentage of users
- Be innovative and/or use the tried-and-true NI methods
- Show how the program idea came about (partnerships/stakeholder input)
- Make sure the program details you are describing in the narrative is consistent with the scope laid out in the 25-R
- Review the ATP scoring rubrics (CTC)
- Work with identified partners while writing/compiling the application

Helpful Tips to Remember (25-R)

- Be Specific - Include the number of activities and deliverables within each task (number of or range)

- Make sure to differentiate between what is ATP and what is Non-ATP Funding

- Make sure the totals on the 25-R match the Funding Tables and PPR in the application

- Follow the NI guidance for eligible costs and expenditures

Questions – NI Project Assistance

The ATRC has a team of Non-Infrastructure specialists that can provide advice, direct you to best practices, and link you to helpful resources.

- Contact ATSP@cdph.ca.gov

Please also view the ATRC Website for guides, resources, tools, and recorded webinars on various NI Topics.

http://caatpresources.org/

Any Questions?

Next Steps and Adjourn

Thank you!