

Telling Your Story: Crafting a Compelling Grant Narrative

ATP Symposium

Who We Are: add headshots



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Basis of Approach: Safe System



Agenda: How to Tell Your Story



WHY IT MATTERS



WHO IT BENEFITS



HOW THE COMMUNITY
WILL CHANGE IN POSITIVE
WAYS



DATA AND TOOLS



Santa Cruz Cycle 5 Example

Why It Matters

- Safety
- Equity
- Mode Shift
- Public Health

Agency	Year	County	Group	Population (Avg)	DVMT
Santa Cruz	2017	SANTA CRUZ COUNTY	C	65784	476133

Crash Category	VICTIMS KILLED & INJURED	OTS RANKING
Total Fatal and Injury	312	24/106
Alcohol Involved	47	5/106
Had Been Drinking Driver < 21	1	62/106
Had Been Drinking Driver 21 – 34	13	13/106
Motorcycles	30	1/106
Pedestrians	52	2/106
Pedestrians < 15	6	6/106
Pedestrians 65+	7	7/106
Bicycle	84	1/106
Bicyclist < 15	6	11/106
Composite	175	14/106

Who it benefits

- DAC: MHI \$33,022
- Direct access to Elementary School
- Ongoing NI programming
- Requested by community

Project Location



Existing Conditions

- High speed
- High volume
- Wide
- Hills





Existing Conditions

- Unused rail corridor
- Encampments
- Antisocial behavior



Community Feedback

- Youth camps
- Soccer fields
- Teen center
- Vet's Hall
- Senior Meal sites
- Community events

Who it benefits

"There are no parks in my neighborhood, and my parents won't let me walk to the big kid park. This would mean my mom would let me go there because I could be safe"

"I want to ride my bike to school by there are too many cars"

"I'm scared to let my kids play in the street because the cars come so fast. There's no place for them to play in our neighborhood."



We Did It!

- Community Celebration
- Entire Elementary School



Data Tools

Transportation Injury Mapping System (TIMS)

[UC Berkeley](#) [SafeTREC](#)

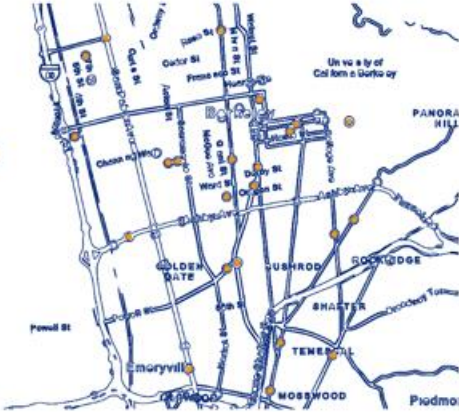
Transportation Injury Mapping System

[Home](#) [About](#) [Crash Summaries](#) [Analysis & Visualizations](#) [AV Safety](#) [Help](#) [Donate](#) [Create Account](#) [Sign In](#)

Mapping California crash data in a quick, free and easy way

[Create Account](#)

It's free and you can do it in under 3 minutes!



A map of California with various cities labeled, including Golden Gate, Emeryville, and San Francisco. Orange dots representing crash data points are scattered across the map.

For over 20 years, the Transportation Injury Mapping System (TIMS) developed by UC Berkeley SafeTREC has enabled quick, easy and free access to California crash data.

[Learn More](#)

What's new?

Sep 23 2025

2023 Final and 2024-2025 Provisional SWITRS Update

California Active Transportation Data Portal (CAT Data Portal)

 CAT Data Portal [Count App](#) 





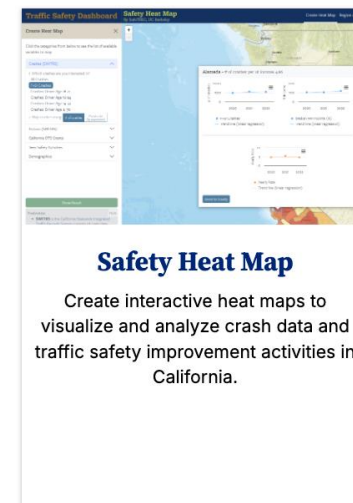
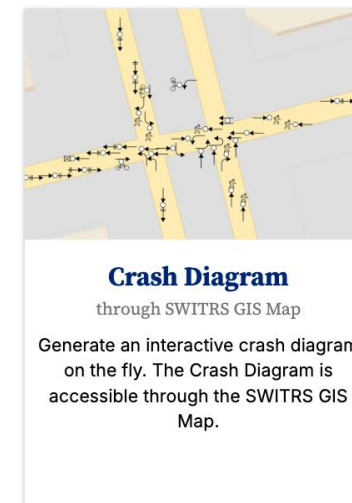
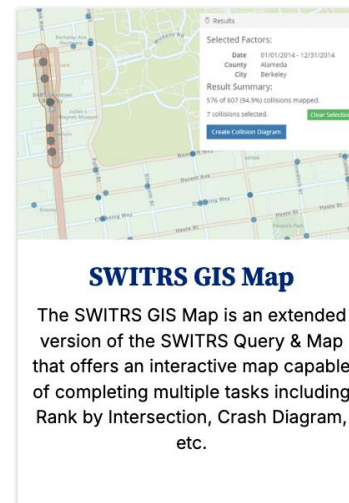
CALIFORNIA ACTIVE TRANSPORTATION DATA PORTAL

[Register](#) [About CAT Data Portal →](#)

TIMS Demo

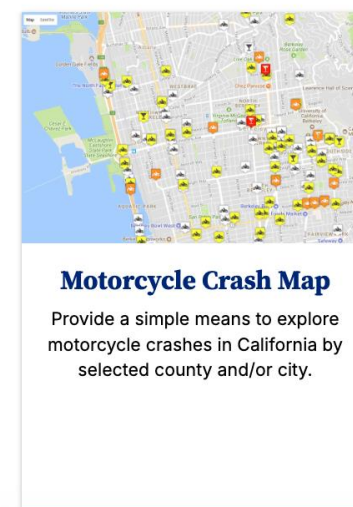
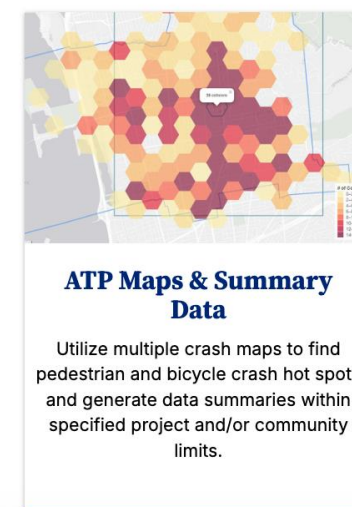
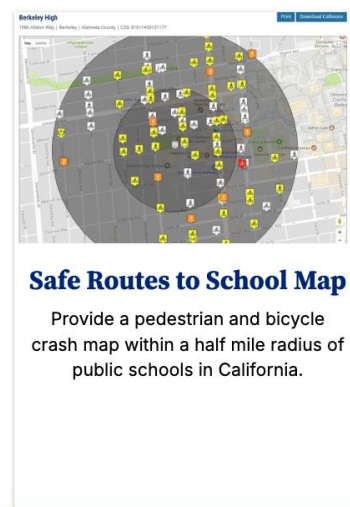
General SWITRS Queries & Map Tools

If you are a 1st time user or looking to create your own queries using SWITRS we recommend you try one of the tools below.



Program or Area Specific Tools

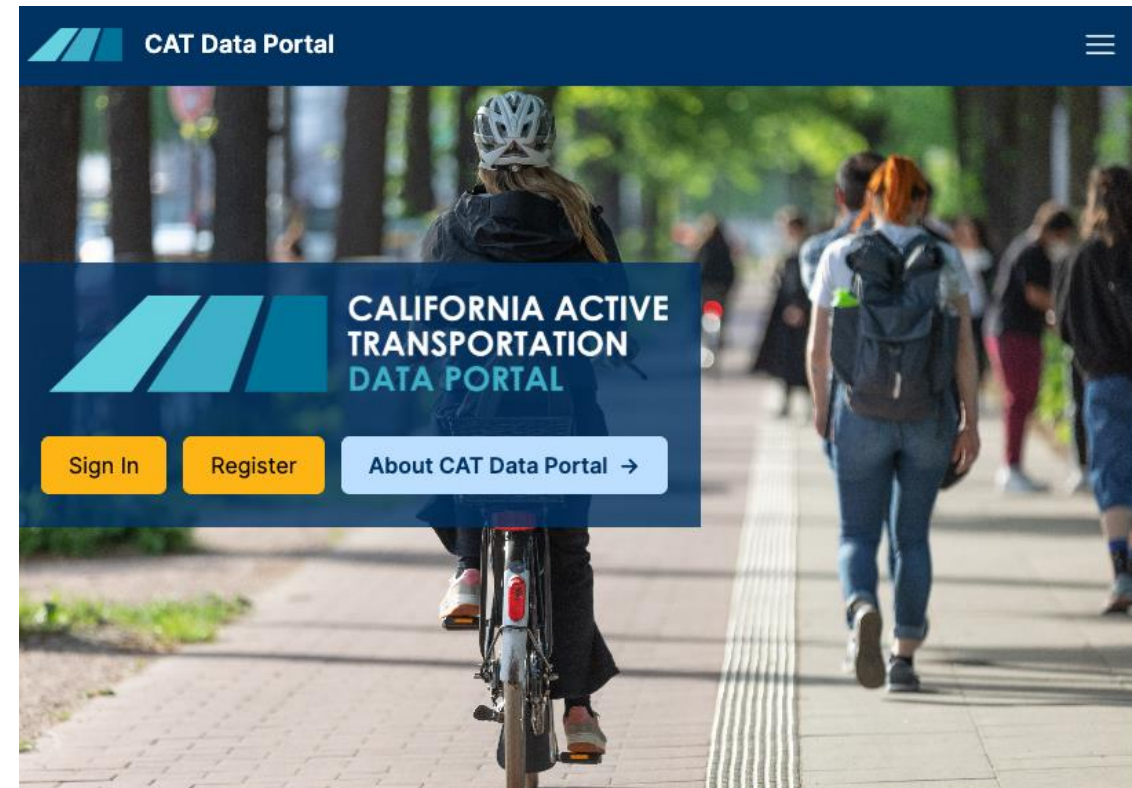
These tools support specific program initiatives and highlight different aspects of traffic safety throughout the state.



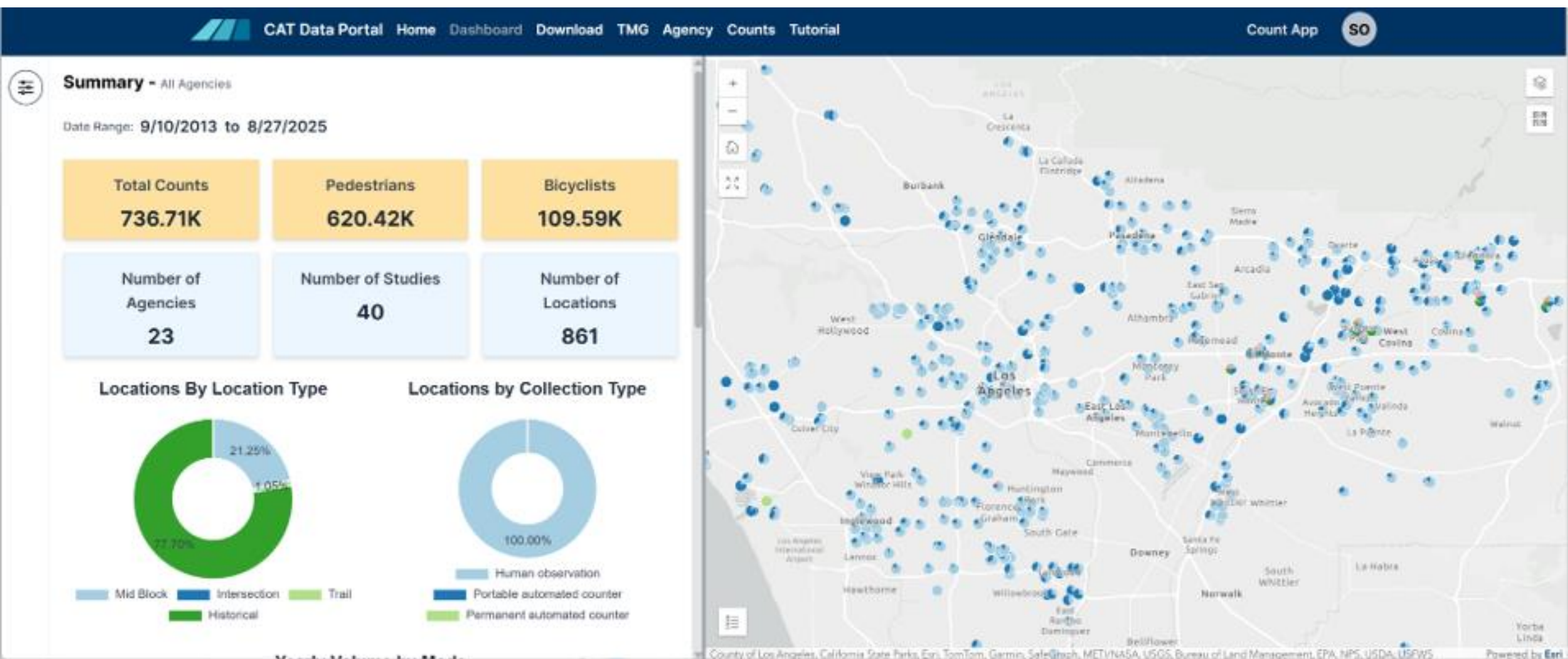
CAT Data Portal

Project Objectives

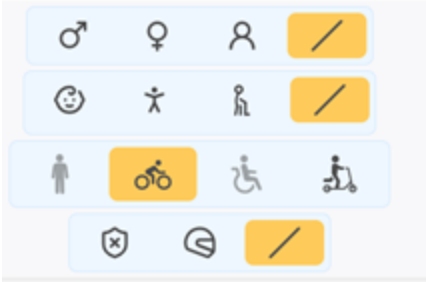
- Meet data collection and reporting **needs of the ATP**
- **Transfer and expand** SCAG's regional **ATDB** into a statewide system
- **Enhance database functionalities**, data analytical capabilities, and data quality capabilities of the database
- **Streamline** the ongoing and future **data collection** efforts across California



Data Dashboard



Manual Count App



Allston Way between oxford & shattuck

Count Duration: 60mTime Remaining: 00:59:17

6

3

1

1

Flip Dir

Undo

3

3

1

2

W

E

11 counts

	Time	Mode	Dir	Age	Gender	Helmet
	16:44:42	🚲	W	N/A	N/A	N/A
	16:44:40	🚶	W	Elder	N/A	N/A
	16:44:39	🚶	W	N/A	N/A	N/A
	16:44:39	🚶	W	N/A	N/A	N/A
	16:44:14	🚲	E	Child	N/A	Yes
	16:44:14	🚲	W	N/A	N/A	N/A
	16:44:13	🚶	E	N/A	N/A	N/A
	16:44:13	♿	E	Adult	Female	N/A
	16:44:13	🚶	E	N/A	N/A	N/A
	16:44:12	🚶	E	Child	N/A	No

Finish Counting

Oxford Street between allston & kitteridge

Count Duration: 60mTime Remaining: 00:59:23

10

18

1

0

Flip Dir

Undo

2

3

5

2

5

6

2

3

S

N

29 counts

	Time	Mode	Dir	Side	Age	Gender	Helmet
	16:46:25	🚶	N	E	Adult	N/A	N/A
	16:46:24	♿	N	E	Elder	N/A	N/A
	16:46:24	🚲	N	E	Child	Male	Yes
	16:46:24	🚶	N	E	N/A	N/A	N/A

Finish Counting

Shattuck Avenue x Allston

Count Duration: 30mTime Remaining: 00:26:46

0

0

0

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Rotate

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Finish Counting

Shattuck Avenue x Allston

Count Duration: 30mTime Remaining: 00:26:35

0

0

0

0

Rotate

Undo

W

E

S

N

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Finish Counting

Reviewing Counts

[CAT Data Portal](#) [Home](#) [Dashboard](#) [Download](#) [TMG](#) [Agency](#) [Counts](#) [Tutorial](#) [Count App](#) [SO](#)

View Counts

Counted by Nikou Khoshnevis Asl on Jul 18, 2025 at Allston Way between oxford & shattuck for study: Masuma Nikou Study

East-bound pedestrians on All facilities

West-bound pedestrians on All facilities

East-bound bicycles on All facilities

Facility Condition

Surface

Obstructions

Unspecified

Unspecified

Unspecified

Rain

Low Temp

High Temp

No

55

63

Litter Conditions

Trees

Unusual Conditions

Minimal

Some

Constructions on Shattuck

West-bound pedestrians

Count Data (to zoom, use Ctrl and wheel)

Time	Count
07:42 PM	6
07:45 PM	18
07:50 PM	7
07:55 PM	6

Reset Zoom

Confirm all unflagged as Valid

Confirm all unflagged as Invalid

Confirm all flagged as Invalid

Confirm all flagged as Valid

Save

Dir & Mode	Interval Start	Volume	Female	Male	Unobs. Gender	Helmet	No Helmet	Unobs. Helmet	Child	Adult	Elder	Unobs. Age	Flag	Mark
Westbound Pedestrians	07:42 PM	6	2	4	0	0	0	6	0	5	0	1		☐ Mark Invalid
Westbound Pedestrians	07:45 PM	18	9	9	0	0	0	18	0	17	1	0		☐ Mark Invalid
Westbound Pedestrians	07:50 PM	7	4	3	0	0	0	7	0	5	0	2		☐ Mark Invalid
Westbound Pedestrians	07:55 PM	6	0	1	5	0	0	6	0	1	0	5		☐ Mark Invalid

Rows per page 20

Previous 1 Next

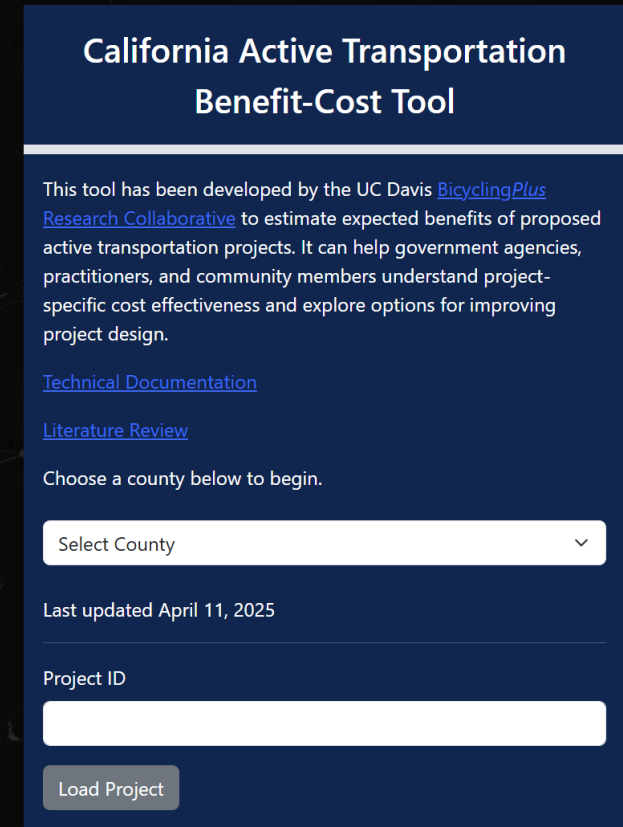
Jun 11 study - 0 Count Batches

Upcoming features

- AADT estimation
- Data quality checks
- Automated counter data
- Intersection counts
 - Turn movements for bikes
 - Crosswalk counts for peds
- Contact us for help uploading your data!
catdataportal@berkeley.edu

California Active Transportation Benefit-Cost Tool

- <https://activetravelbenefits.ucdavis.edu>
- Uniform project-level benefit calculator
 - Safety
 - Physical activity
 - GHGs
 - Air Toxins
- Currently under revisions
 - Improve handling of off-street paths
 - Improve communication of benefits
 - Monetize benefits
 - Provide program-level benefit estimates



The screenshot shows the web interface of the California Active Transportation Benefit-Cost Tool. It has a dark blue header with the title. Below the header, there is a paragraph explaining the tool's purpose, developed by the UC Davis BicyclingPlus Research Collaborative. There are two links: 'Technical Documentation' and 'Literature Review'. A section titled 'Choose a county below to begin.' contains a dropdown menu labeled 'Select County'. Below this, it says 'Last updated April 11, 2025'. There is a 'Project ID' label above a text input field. At the bottom, there is a 'Load Project' button.

California Active Transportation Benefit-Cost Tool

This tool has been developed by the UC Davis [BicyclingPlus Research Collaborative](#) to estimate expected benefits of proposed active transportation projects. It can help government agencies, practitioners, and community members understand project-specific cost effectiveness and explore options for improving project design.

[Technical Documentation](#)

[Literature Review](#)

Choose a county below to begin.

Select County ▼

Last updated April 11, 2025

Project ID

Load Project

Example Project: *Swanton Delaware Multiuse path (Cycle 6)*

- 1,980' of multiuse path
- 850' of sidewalk
- 2,250' of Class IV bikeway
- bike/ped intersection improvements at two locations



Conclusion



What does it all mean



Why do we do this work



Safe Systems



Thank you!