

ON THE MOVE



**ATRC** *Active Transportation Resource Center*

ATRC On the Move Presents:

# SYNERGY 2023

WEBINAR SERIES

 California Department of  
**PublicHealth**

  
**Caltrans**

# *Starting Now for ATP Cycle 7*

*Monday, November 6, 2023, 1:00 p.m. – 3:00 p.m.*

- **Beverley Newman-Burckhard**, Assistant Deputy Director, California Transportation Commission
- **Claire Gallogly**, Transportation Planner at the City of Santa Cruz
- **Tracy McMillan**, Principal at Nelson/Nygaard Consulting Associates
- **Paul Martin**, Active Transportation Manager at Mark Thomas Consulting
- **Victoria Custodio**, Active Transportation Resource Center Non-Infrastructure Technical Assistance Team

## ATRC CDPH NI Team

- **Victoria Custodio, Alicia Ramos, and Marianne Hernandez**, California Department of Public Health, Injury and Violence Prevention Branch, Active Transportation Resource Center NI Technical Assistance Team

# Starting Now for ATP Cycle 7 Objectives

- Learn what local agencies and partners can do now to increase their chances for a successful Cycle 7 Active Transportation Program application.
- Learn about planning processes, organizational tips, and important resources that have proven helpful to past applicants.
- Learn how funded ATP projects engaged and partnered with key stakeholders that were central to their success.





# ATRC Webinar Logistics

- Share your questions throughout the meeting by using the “Q&A” function
- Please complete post-webinar attendee survey
- **The webinar will be recorded** and shared with all registered participants

# 2025 Active Transportation Program



Beverley Newman-Burckhard  
Assistant Deputy Director  
November 6, 2023

# Program Basics

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- Program 4 years of funds
  - Fiscal years 2025-26, 2026-27, 2027-28, and 2028-29
- Anticipate approximately \$555.5 million in funding



# ATP Engagement & Technical Assistance

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- Central Workshops: Discuss recommended changes to guidelines, applications and scoring rubrics.
- Branch Workshops: Provide region-specific technical assistance and program education to smaller and more remote agencies.
- Site Visits: One-on-one time with Commission staff to discuss potential Cycle 7 projects.
- Application Debriefs: Meet with Commission staff to go over prior cycle applications and ways to improve for Cycle 7.

# 2025 ATP Schedule



Topic	Dates
Draft ATP Guidelines presented to Commission	January 25-26, 2024
Draft ATP Fund Estimate presented to Commission	January 25-26, 2024
Commission hearing and adoption of ATP Guidelines	March 21-22, 2024
Commission adopts ATP Fund Estimate	March 21-22, 2024
Call for projects	March 21-22, 2024
Scoring rubrics posted on Commission website	March 29, 2024
Large MPOs submit optional guidelines to Commission	May 10, 2024
Project applications deadline	June 17, 2024
Commission approves or rejects MPO Guidelines	June 27-28, 2024

# 2025 ATP Schedule



Topic	Dates
Staff recommendation for Statewide, Small Urban & Rural components and Quick-Build projects posted	November 1, 2024
Commission adopts Statewide, Small Urban & Rural components and Quick-Build projects	December 5-6, 2024
Projects not programmed distributed to large MPOs based on location	December 2024
Deadline for MPO draft project programming recommendations to the Commission	February 21, 2025
Deadline for MPO final project programming recommendations to the Commission	April 22, 2025
Recommendations for MPO Component posted	June 2, 2025
Commission adopts MPO selected projects	June 2025

# 2025 ATP Guidelines Changes

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- No major Guidelines changes expected, but some minor policy clarifications included
- Program is subject to federal Justice40 requirements
- Justice40 tools will be added as DAC qualifiers
- Using a new online application portal

# What can you do now?

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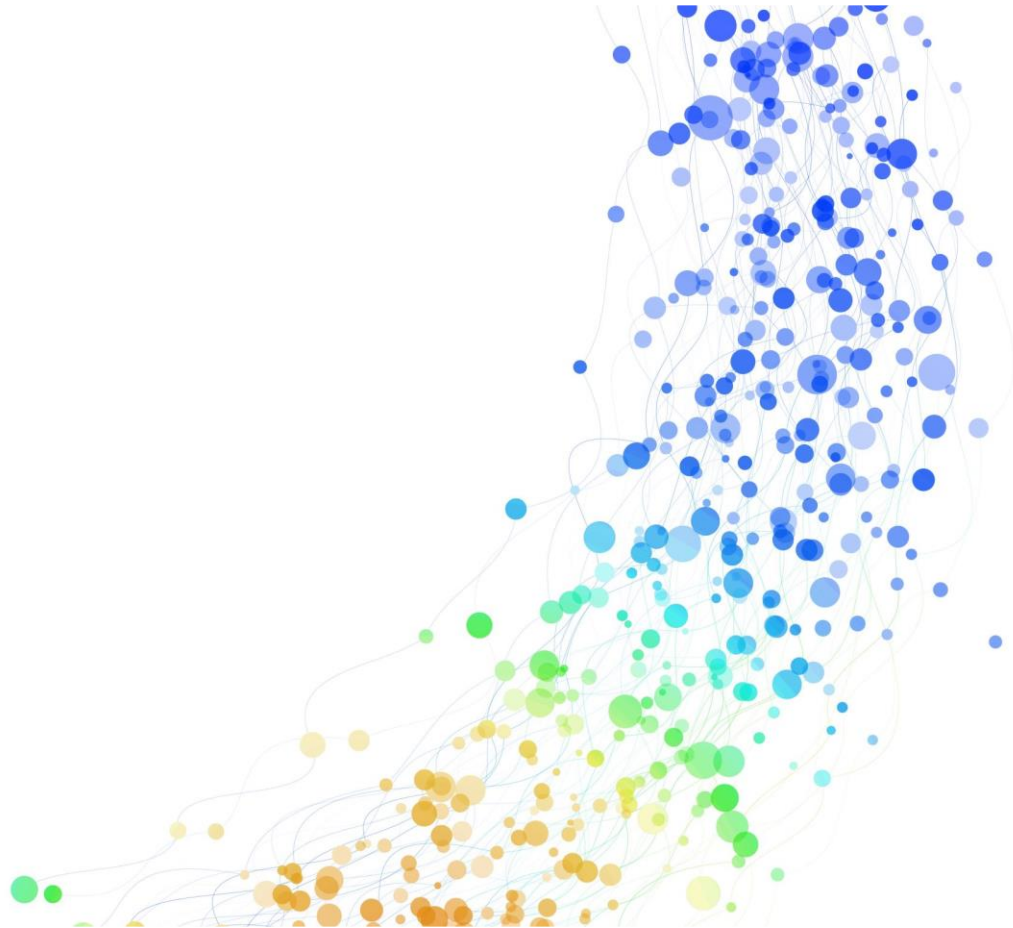
- Attend ATP workshops
- Use CTC staff as a resource
  - Site visits
  - Application debriefs
- Look at successful applications from previous cycles
- Review last cycle's scoring rubrics

# Staff Contacts

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(916) 769-3974



# ATP Cycle 7: Getting Ready

Claire Gallogly  
Transportation Planner  
City of Santa Cruz



## Who am I?

- TAC member
- Successful applications totaling over \$50M in ATP funds
- Believer in coupling IN and NI
- Small and medium sized jurisdictions are GREAT places for ATP projects



**WHY?**



# WHY is this the project your jurisdiction is applying for?

- WHY is this project important?
- WHO will benefit?
- HOW will it change you community?



BIKE



TRAIL



(Blue for Boys Mostly)

I think you should make the cross-walks rainbow like the picture I drew, for a few reasons: 1. Rainbow is pride, 2. little kids might like it and want to cross the street, 3. the rainbow has all the colors. - Makayla Anne McCormick

# What do you need?

Disadvantaged Communities-  
where are yours?

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Collision History- how to use  
TIMS?

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Public Outreach and Participation-  
what have you done?

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Context Sensitive or Innovative-  
why this treatment?

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Potential to increase users- who is  
your target?

# DAC Tools- What are the options?

- Median Household Income- less than 80% statewide
- CalEnviroScreen- among most 25% disadvantaged in state
- National School Lunch Program- 75%+ eligible for FRPM
- Healthy Places Index: be in the 25<sup>th</sup> percentile or less
- Native American Tribal Lands and submitted by tribes
- Other: Census or CalEnviroScreen data on smaller scale, regional definition adopted in MTP/SCS

**Consider all options for your project**

# DAC- What have we done?

## Used a regional definition

- Coastal CA- High cost of living, statewide MHI not fully representative

## Described the communities served

- University satellite campus, high reliance on multimodal options, low income campus community
- Unhoused population- direct access to job training and services location
- Direct access to affordable housing and community medical/dental clinics, pockets of poverty

# Specialized Skills Sets: Who do you need?



Mapping- in house?



Engineers Estimates- have you talked to your team?



Planning, housing, displacement- what policies do you have? Not scored, part of narrative



Non-infrastructure- who could you partner with for program delivery?

# Local Capacity



HOW CAN YOU  
PULL IN HELP?



RTPA? MPO? PUBLIC  
HEALTH DEPT?



WHAT WE DO IN  
SANTA CRUZ

# How to keep on track in house



Have a quarterback



Internal Kickoff Meeting: everyone on the same page



Clearly explain the need to the team



Assign tasks, followup with an email with tasks and deadlines listed



Assign (fake) deadlines



Have real deadlines



Give yourself enough time at the end to assemble



Will also hear from Tracy and Paul from consulting side to give additional tips

That project the  
kids drew photos  
of? Underway!





**Questions?**

Claire Gallogly

Transportation Planner

City of Santa Cruz

[cgallogly@santacruzca.gov](mailto:cgallogly@santacruzca.gov)

November 2023

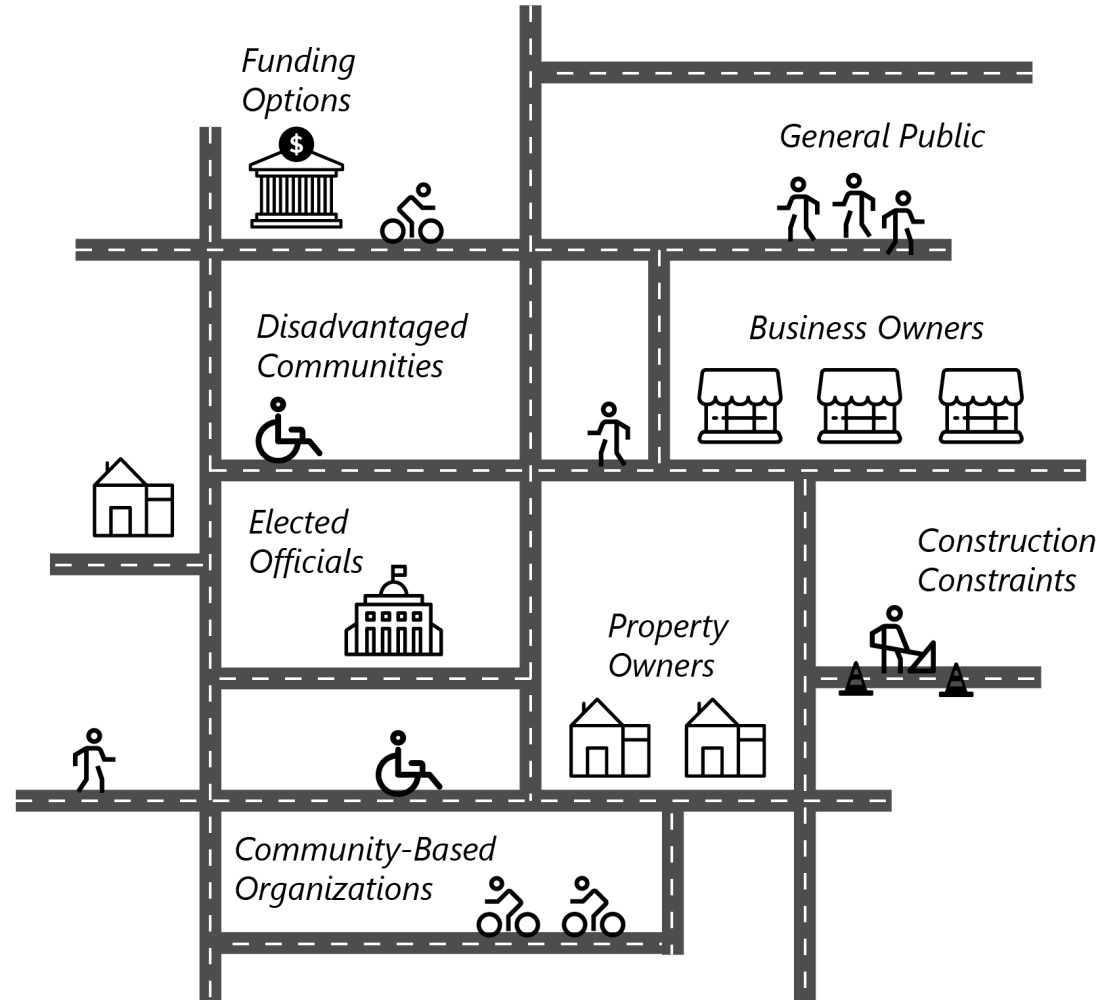
# Developing Your Project Scope

Tracy McMillan, PhD, MPH

Principal



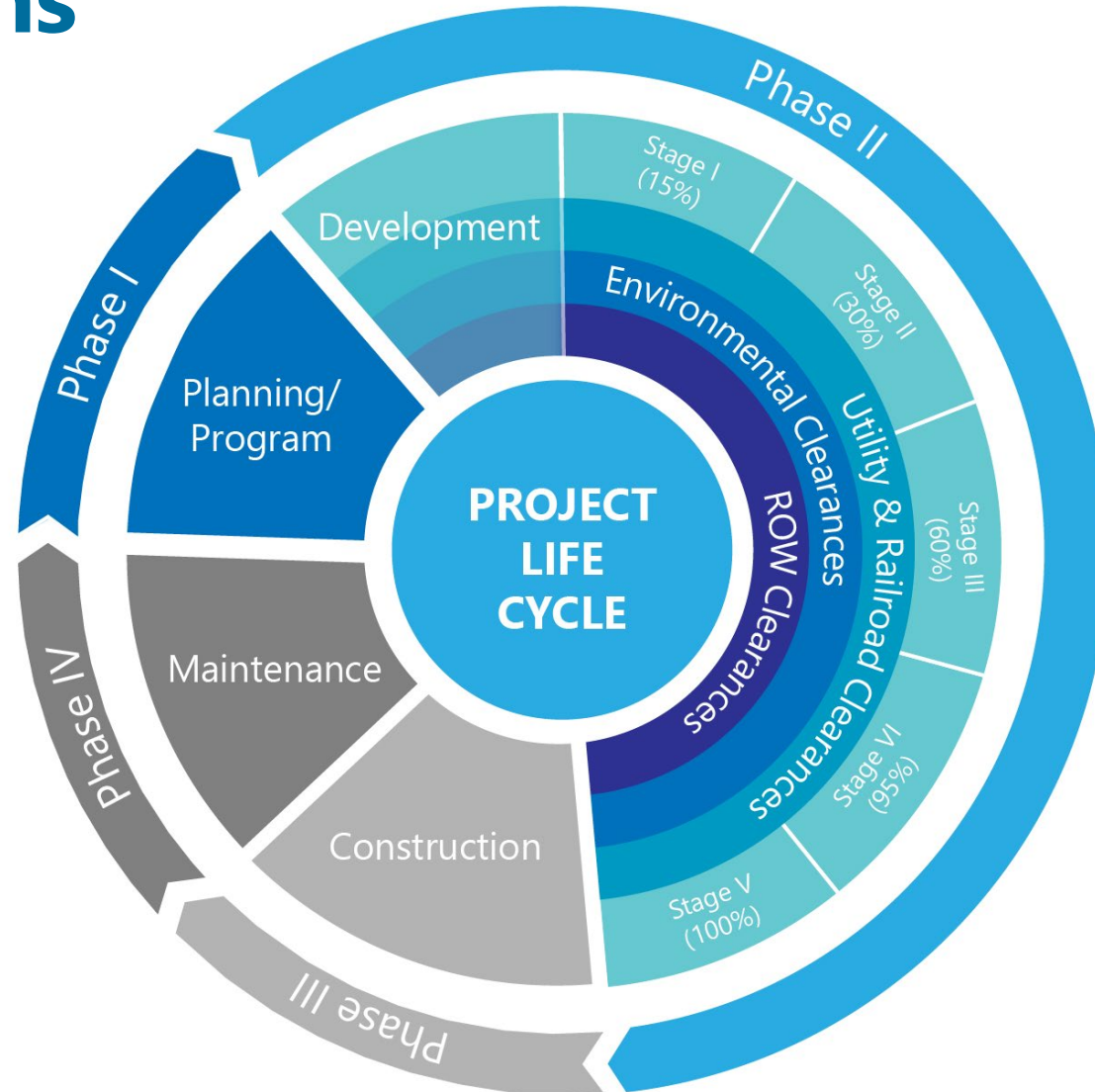
# Realm of Possible to Realm of Fundable & Buildable



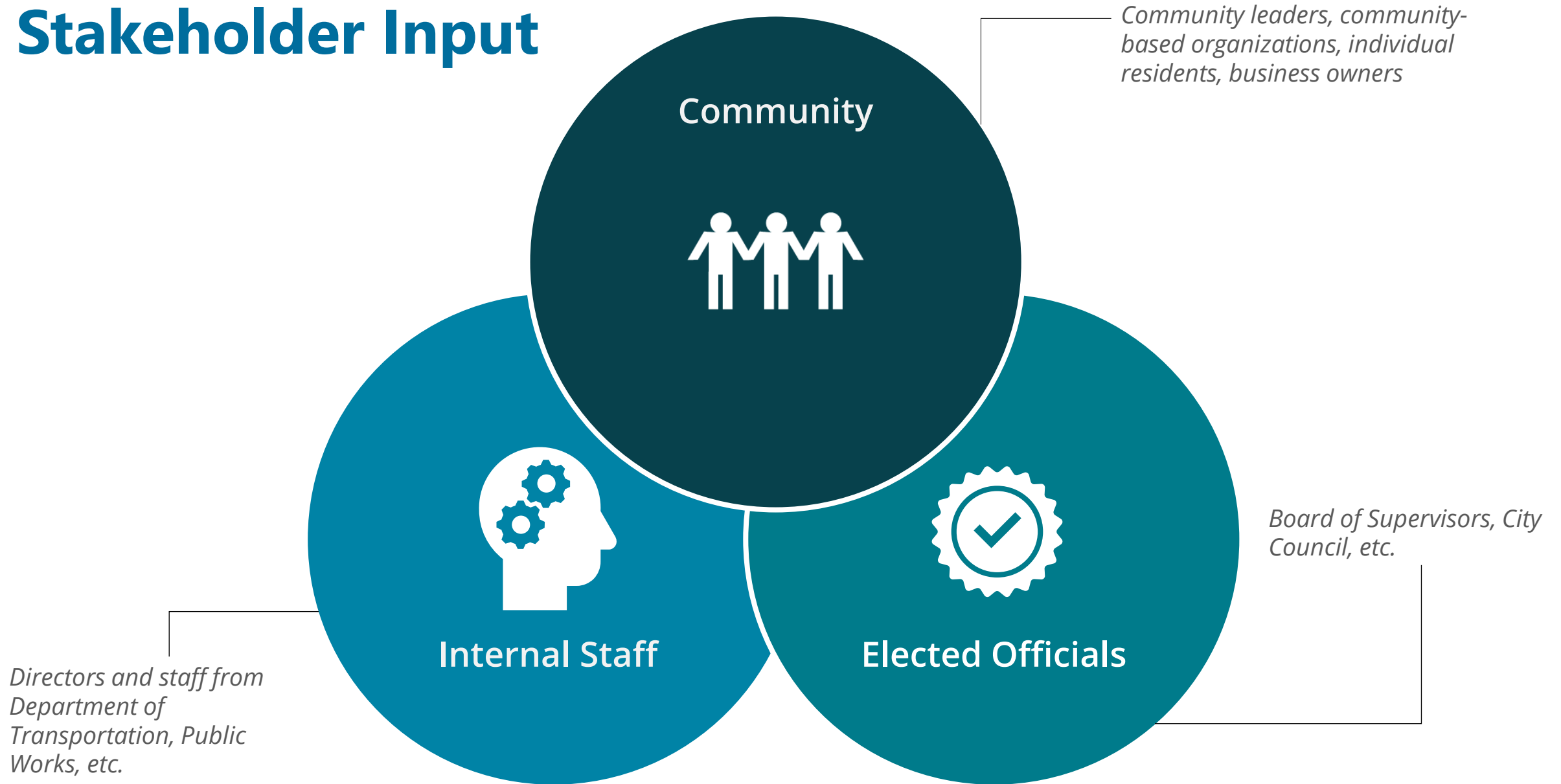
# Key Considerations

- Input from elected officials & key internal decision-makers
- What is the size and scale? What type of project are you looking to fund?
- Where is the project located?
- Where in your project development are you seeking funding for?
- Who is expected to benefit from the project?
- Is the project realistically fundable?
- How might we ensure a project is successfully implemented if funding is awarded?

# Project Development & Implementation Considerations



# Stakeholder Input



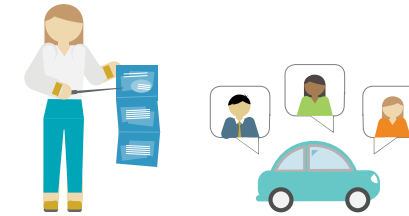
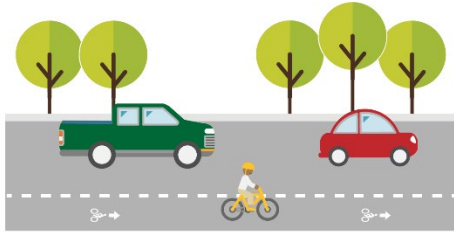
# Size, Scale, and Type \*

Combo



## INFRASTRUCTURE

## NON-INFRASTRUCTURE



### Small Infrastructure

- \$250,000 - \$3.5 million
- Example: RRFB installation, new crosswalks

### Medium Infrastructure

- \$3.5 - \$10 million
- Neighborhood sidewalk installation/gap closure

### Large Infrastructure

- >\$10 million
- Complete Streets corridor improvement
- Pedestrian and bicycle overpass

### Non-Infrastructure

- Any cost
- Can be stand alone or combined with an infrastructure project
- Example: Bike to School Day, Walkability Audit

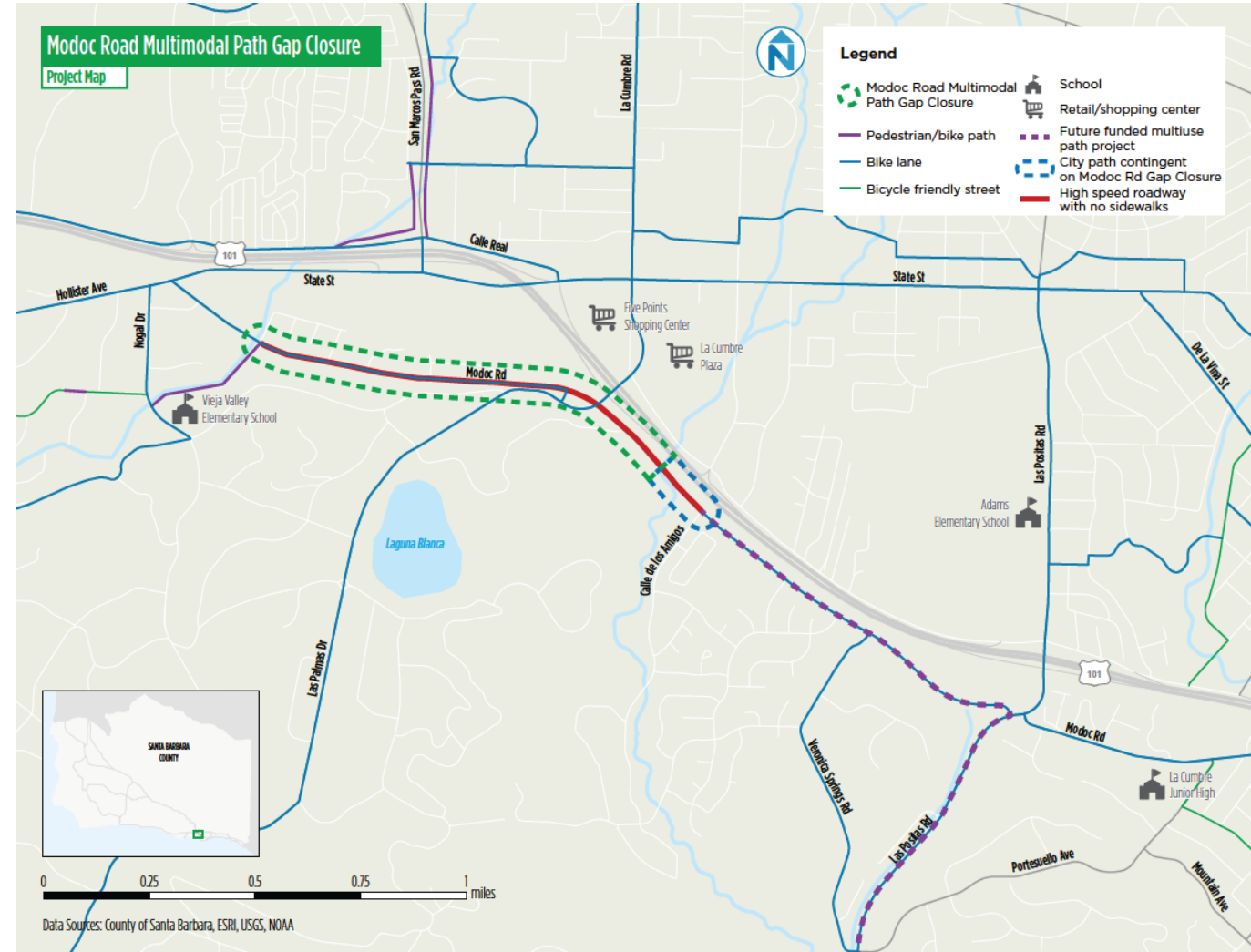
### Plans

- Any cost
- Must be stand alone
- Example: Safe Routes to School Plan, Bicycle/Pedestrian Master Plan

\* Cycle 6

# Project Location

- What are the boundaries of your project?
- Does it connect to existing or planned facilities?
- Are there any physical constraints that might impact your project scope?
- What jobs, services, or community amenities might be served by the proposed project?
- If your project were expanded, could it better serve the community?

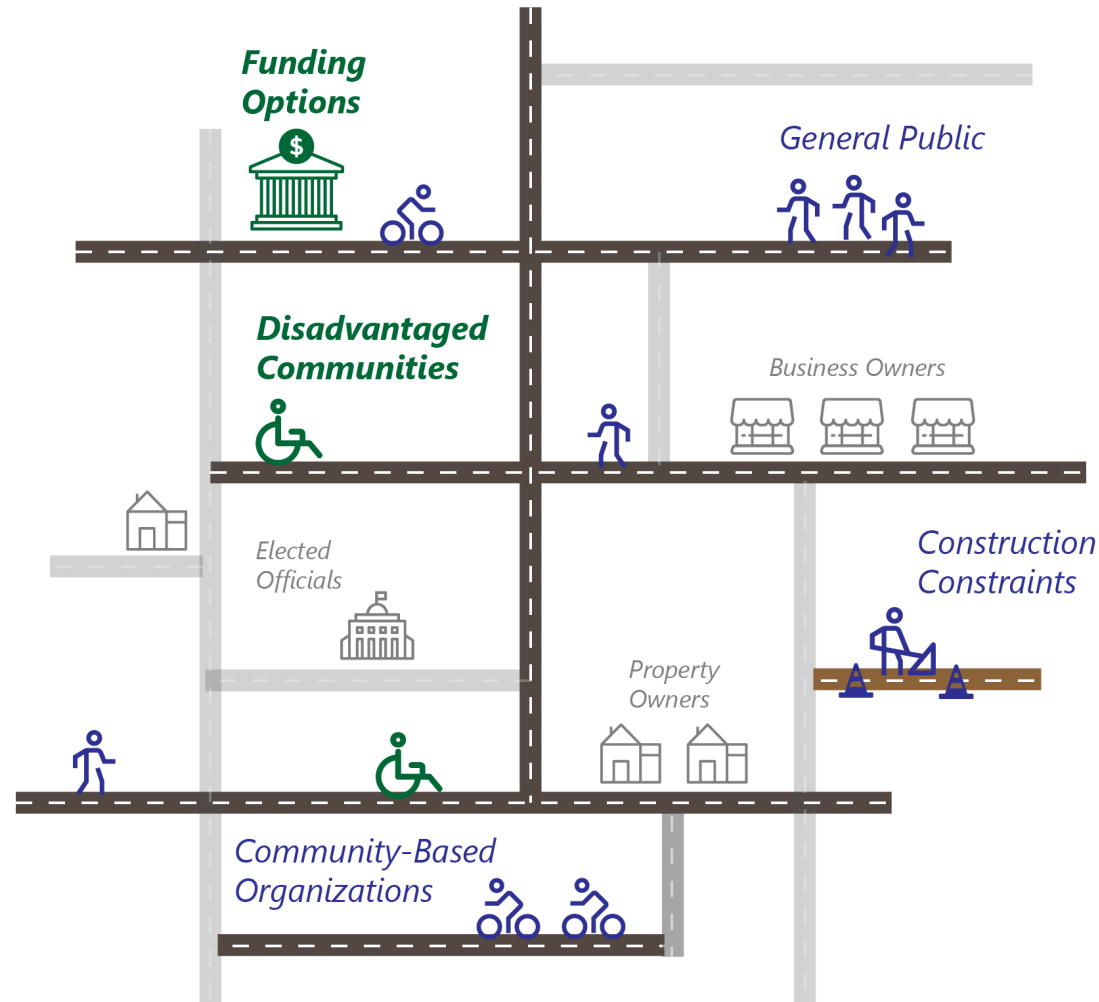


# Expected Project Impact

- Who might be impacted by this project?
  - Disadvantaged community
  - School-aged children/families
  - Seniors
  - Local businesses

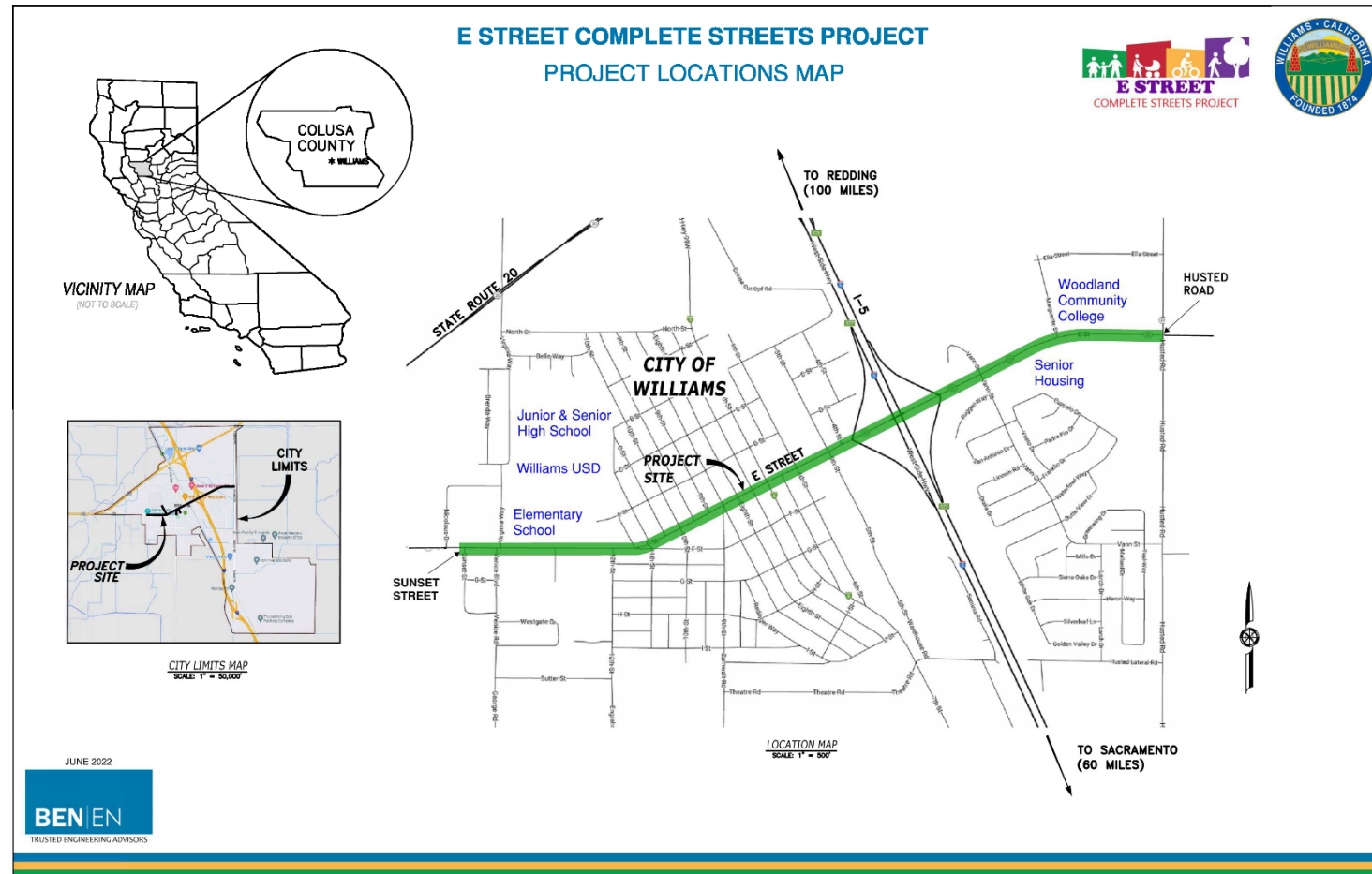


# Realm of Possible to Realm of Fundable & Buildable



# Case Study: City of Williams E Street Complete Streets Project

- **ATP Cycle:** 6
- **Background:** Reduce traffic lane widths, construct multi-modal pathway & buffered Class II bike lanes, sidewalk gap closure/ADA improvements, roundabout
- **Project Type and Size:** Large I/NI Combo
- **Total Project Cost:** \$11.76M
- **ATP Funding:** \$9.341M
- **Key considerations:**
  - Compelling community lived experience
  - Go big or go home
  - Local Match



# Adding Non-Infrastructure Components

November 6, 2023



**MARK THOMAS**

# Paul Martin, PE, TE, LCI



**Recognized by  
APBP as the  
Public Sector  
Professional of  
the Year (2019)**

- 24 Years of Experience
  - 18 Years in Private Sector
  - 6 Years in Public Sector
- 1<sup>st</sup> OCTA Active Transportation Coordinator
- Major Projects Include:
  - OC Loops Feasibility & Funding Strategy
  - Paradise Transportation Master Plan
  - Orange County Active Transportation Plan
  - Secured Countywide Non-Infrastructure Funding
  - Mendez Trail Demonstration, Funding, & Design
  - Los Angeles Metro Rail to River Feasibility Study

# Scale Up That Infrastructure Project

- Infrastructure
  - Engineering strategies change the built environment to create safer and more comfortable places to walk and/or bicycle.
- Non-Infrastructure
  - Non-Engineering program activities
- ATP Funding Encourages Combination Projects
- *Consider including Non-Infrastructure with an Infrastructure Application*



# Combination Ideas

- Non-Infrastructure (NI) Topics

- Education
- Encouragement
- Evaluation
- Enforcement
- Equity

- *Consider Partnerships for Combination (NI) Activities*

- Customize Combination Project Concepts Based on Local Community

- See ATRC Fact Sheet for Ideas

## NON-INFRASTRUCTURE COMMON ACTIVITIES

### Active Transportation NI Fact Sheets

Non-Infrastructure (NI) projects use the 6 E's (Education, Encouragement, Enforcement, Engineering, Evaluation, and Equity) as a strategy to further the goals of the Active Transportation Program (ATP). To assist in scoping out an NI project, the ATRC has created a series of fact sheets that define each strategy (or E) and identify common activities within that strategy that can be used in an NI project. Some of these activities address more than one strategy. It is recommended that Equity be considered in all activities and therefore does not have its own column. Please note the list below is not all-inclusive. Be sure to consult the [NI ATP Guidelines](#) for specific cost eligibilities to execute these activities. If more information or assistance is needed, please contact [ATSP@cdph.ca.gov](mailto:ATSP@cdph.ca.gov).

	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 and Training Crossing Guards	■	■	■		
Good Behavior Rewards		■			
Neighborhood Speed Watch			■		
Radar Speed Trailers	■	■			
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	■	■	■	■	■
Bicycle Ticket Diversion Classes	■				

Last Updated: March 2022

All activities funded through ATP should support ATP Purpose and Goals as defined by the State Legislature and Senate Bill 99.

# Combination Ideas

- Non-Infrastructure (NI) Topics
  - Education
  - Encouragement
  - Evaluation
  - Enforcement
  - Equity

The image displays six fact sheets from ATPIE (Active Transportation Planning Institute of Eastern) arranged in a 2x3 grid. Each sheet is titled with a topic and contains text, images, and logos.

- Education:** Focuses on classroom and outdoor education, with a photo of children in a classroom.
- Encouragement:** Focuses on walking to school, with a photo of children walking.
- Evaluation:** Focuses on safety audits, with a photo of a person in a safety vest.
- Equity:** Focuses on equitable design and equity, with a photo of people in a meeting.
- Engineering:** Focuses on building safe routes, with a photo of a bicycle.
- Enforcement:** Focuses on bicycle safety, with a photo of a 'SLOW SCHOOL ZONE' sign.

# Combination Example: Garden Grove

- Walk to School Day Events
- BikeSafe Program was ATP Cycle 2 Funded



*City of Garden Grove Walk to School Day – Clinton Elementary School*

# Combination Example: Santa Cruz

- Education & Encouragement
- Suite of Training, Events, & Workshops with Local Partners



*Ecology Action Traffic Garden – Santa Cruz*



# Relationship Building with CBO's

- Before grant application do leg work to build relationships
  - Understand Community Based Organization (CBO) Goals
  - Attend meetings & events by CBO's and other agencies
  - Built rapport outside of M-F 8am-5pm



# Consider CBO Capacity

- CBO Staffing, Experience, Reporting Abilities
- Evaluate Carefully Scale of Commitment by CBO
- Ensure Payment to CBO for Involvement



# Resources Available at ATRC



## Welcome to the Active Transportation Resource Center

The Active Transportation Resource Center's (ATRC) mission is to provide resources, technical assistance, and training to transportation partners across California to increase opportunity for the success of active transportation projects.



### Training

Register for upcoming active transportation training & webinars and view past webinars.



### Resources

Discover a variety of resources and tools to help your active transportation project.



### Technical Assistance

Find out about technical support options for active transportation projects.

# Questions?

Paul Martin

[pmartin@markthomas.com](mailto:pmartin@markthomas.com)

(949) 697-7840



# Gathering public health data for your ATP proposal

*Victoria Custodio*

*November 6, 2023*



# ATP Purpose and Goals

As defined by the State Legislature and SB99

2380. There is hereby established the Active Transportation Program in the department for the purpose of encouraging increased use of active modes of transportation, such as biking and walking.

It is the intent of the Legislature that the program achieve all of the following goals: (a) - (f)

(f) Provide a broad spectrum of projects to benefit many types of active transportation users.

## Infrastructure Projects

SRTS; that improve safety of children

Traffic Control devices:  
- New Ped Signals, RRFBs, Protected LT movements, Road Diets, etc.

Secure Bike Parking

Bike Carrying; In connection with Transit

Bikeways & Walkways:  
- New  
- Improved  
- Hazard elimination  
- Maintenance

Rec Trails/Trailheads, Park linkages to corridors, & rail-to-trails

## Non-Infrastructure Projects

Educational Programs & other NI that demonstrate effectiveness in increasing active transportation

SRTS Projects: in accordance with Section 1404 of Public Law 109-59.

## Plans \*

ATP

Bike

Ped

SRTS

increased use of active modes of transportation

(a) Increase the proportion of trips accomplished by biking and walking.

(b) Increase safety and mobility for nonmotorized users.

(c) Advance the active transportation efforts of regional agencies to achieve greenhouse gas reduction goals as established pursuant to Senate Bill 375 (Chapter 728, Statutes of 2008) and Senate Bill 391 (Chapter 585, Statutes of 2009).

(d) Enhance public health, including reduction of childhood obesity through the use of programs including, but not limited to, projects eligible for Safe Routes to School Program funding.

(e) Ensure that disadvantaged communities fully share in the benefits of the program.

\* "Plans" are not specifically listed as one of the project types.



Enhancing public health is one of the legislated goals of the ATP.

By encouraging health data, ATP decision-makers can better prioritize projects with health and equity impact.

# **Local health data is essential to defining existing community need (ATP app., Q2)**

The local health concerns responses should focus on:

- **Specific local public health concerns, health disparity, and/or conditions in the built and social environment that affect the project community** and can be addressed through the proposed project.
- **Local public health data demonstrating the above public health concern or health disparity.** Data should be at the smallest geography available (state or national data is not sufficient).

# **Scoring Rubrics reinforce same message:**

## **Data must be local to project area**

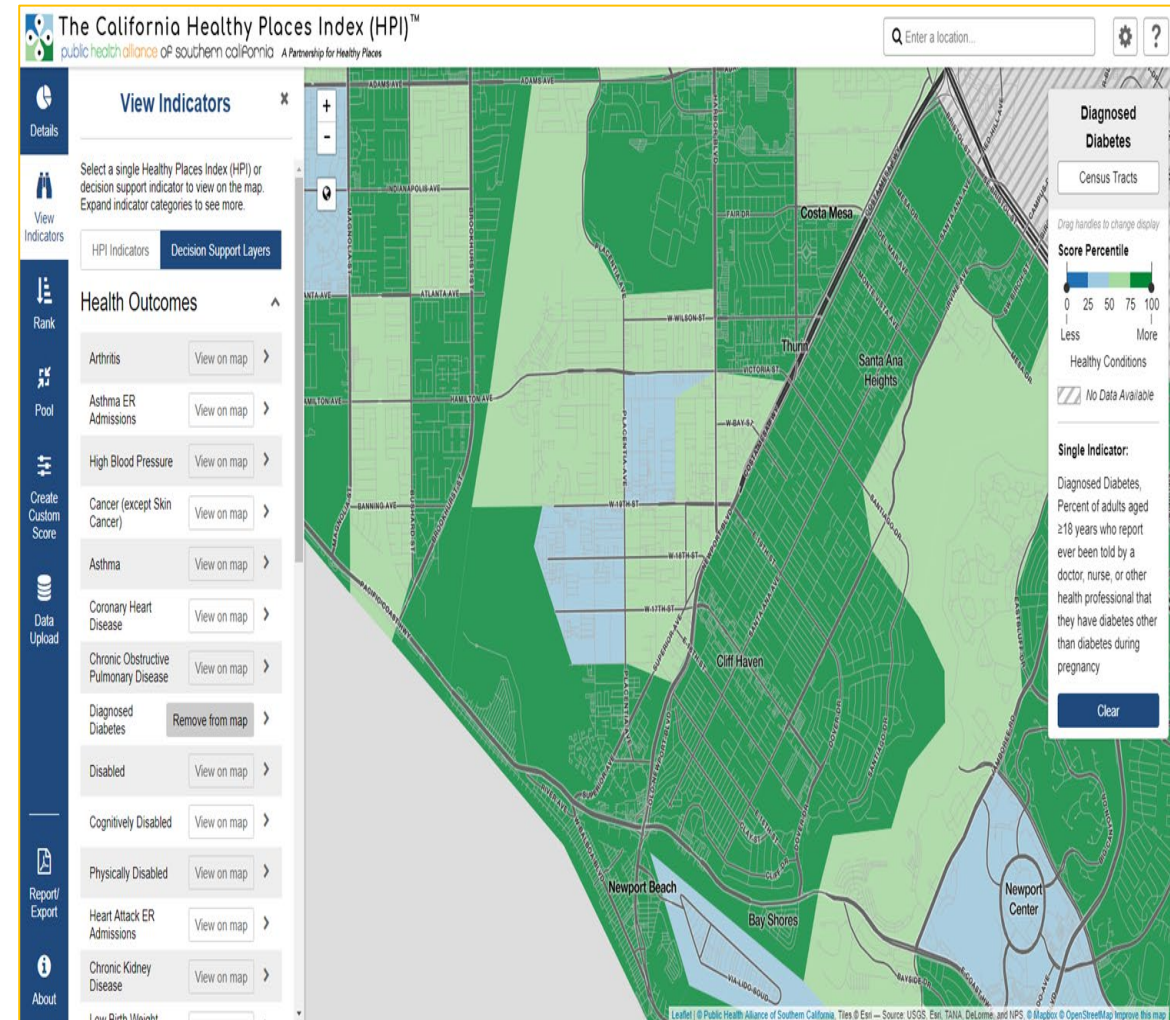
- Specific, local, public health concerns
- Inclusion of health data at the smallest geography available
- Health concerns among targeted users
- The need for the project in the Disadvantaged Community (when applicable)
- Consider comparisons to statewide and/or countywide health data to reinforce greater need
- Small vs. Medium vs. Large infrastructure projects

# Key Sources of Local Health Data

- Your county local health department (LHD) likely has
  - Community health needs assessments/community health improvement plans
  - Existing walk audits, community observations, focus group reports
- Healthy Places Index:  
<https://healthyplacesindex.org/>

# CA Healthy Places Index

- View data at multiple geographies
- Dive deep into local data with comprehensive decision support layers
- Quickly identify high- and low- ranked places
- Define custom project areas
- Upload your own data



# Use HPI to Prioritize Areas with Greater Health Needs

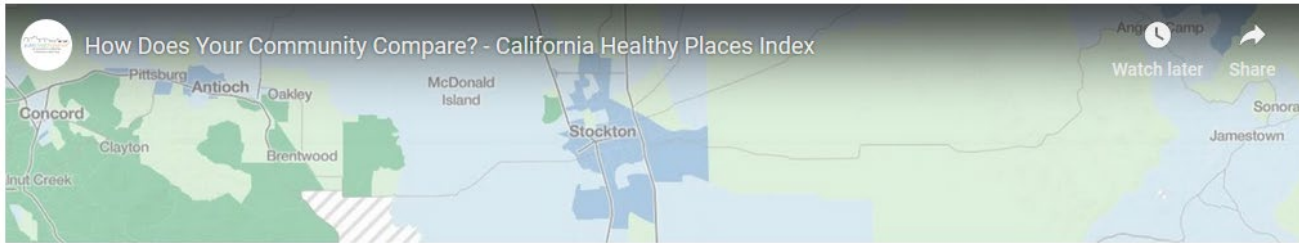
Indicators	North Sacramento Priority Census Tracts	South Sacramento Priority Census Tracts	Sacramento County
<b><i>HPI Indicators</i></b>			
Median Household Income	\$29,154	\$31,114	\$67,305
Above Poverty	70.91%	67.52%	37.7%
No Automobile Access	17.13%	13.94%	7.13%
Homeownership	39.06%	38.1%	56.9%
<b><i>Decision Support Layers</i></b>			
Asthma Diagnosis	11.31%	10.92%	9.16%
Asthma ER Admissions	115.4 per 10,000 visits	100.09 per 10,000 visits	68.92 per 10,000 visits
Diabetes Diagnosis	13.33%	13.53%	9.84%
Heart Disease Diagnosis	6.74%	6.43%	4.3%
Obesity	33.81%	32.33%	26.01%
Children	9.45%	9.05%	6.72%
English Speaking	9.81%	17.63%	7.19%
Urban Heat Island Index	8873.79	3880.26	6220.34

***Example from  
Walk Sacramento***

*To learn more,  
watch ATRC  
webinar:*

<http://caatpresources.org/1499/postID/1051>

# HPI How-To Videos



- Step-by-step how-to videos

- Brief 2–6 minute tutorials

- For non-technical audiences

HOW DOES YOUR  
COMMUNITY COMPARE?



[HealthyPlacesIndex.org/how-to/](https://HealthyPlacesIndex.org/how-to/)

# ***You have your data... now what?***

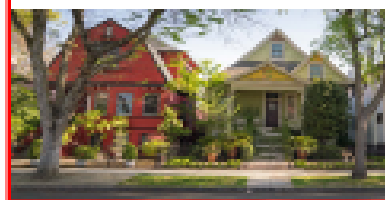
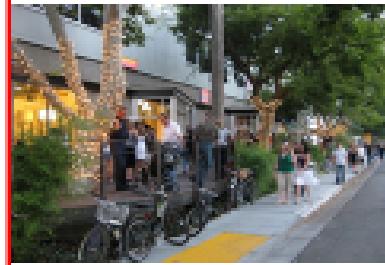
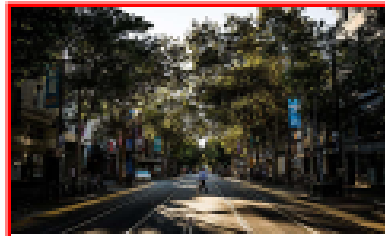
- Review the data provided for reasonableness for the proposed project
- Aim to be clear and convincing in your writing
- Supplement your narrative and data with photos to help tell your story

# Just one example...

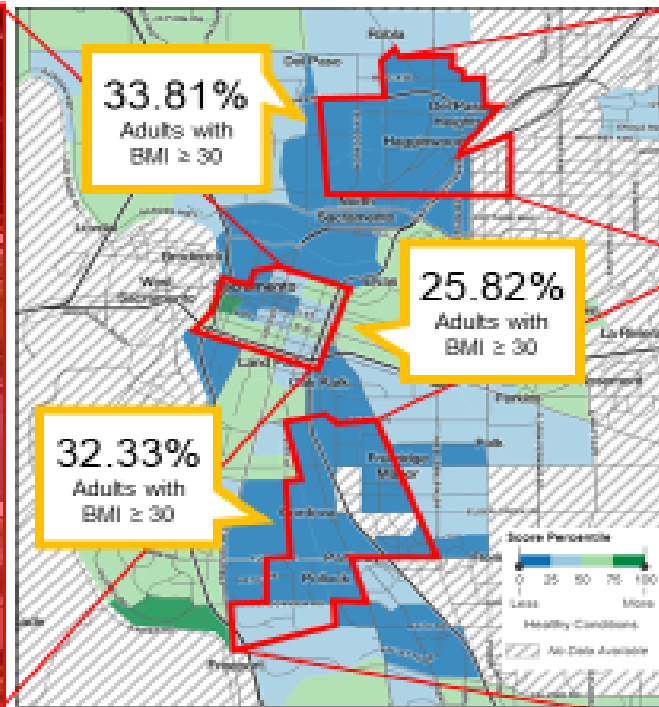
## REASONING:

Auto-oriented communities lead to poor health outcomes.

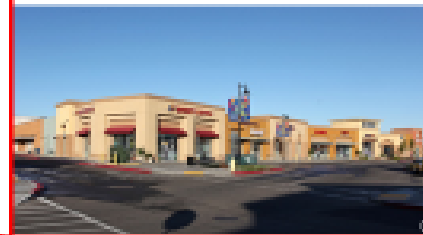
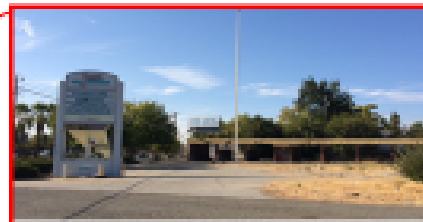
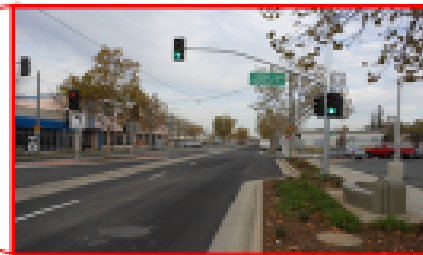
WALKABLE



OBESITY



AUTO-ORIENTED



# CDPH ATRC NI Technical Assistance Staff



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You may also contact us at [ATSP@cdph.ca.gov](mailto:ATSP@cdph.ca.gov)

# Please Complete a 3-minute Survey

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Immediately following the webinar, please complete our evaluation survey to help guide us in future events.

The webinar recording, slides, and resources will be posted to the ATRC website:

**<https://caatpresources.org>**





**QUESTIONS?**



ON THE MOVE



 *Active Transportation Resource Center*

ATRC On the Move Presents:

**SYNERGY 2023**

**THANK YOU!**

