# Active Transportation Program:
# Non-Infrastructure Program Expenditure and Cost Guidance
# (Effective Date: March 16, 2022)

The Active Transportation Program (ATP) is a combination of State and Federal funding sources, and covers a wide variety of project types, including non-infrastructure (NI) – education and encouragement activities that further the goals of the ATP. Non-infrastructure programs include those benefiting school students, older adults, or entire communities. Non-infrastructure projects may utilize existing best practices or be innovative in nature.

This Guidance is provided to assist agencies in understanding eligible non-infrastructure expenditures under the ATP. The Guidance should be used in scoping the ATP NI project for an ATP Application as well as referenced throughout the life of the ATP NI project as it is being implemented.

All ATP NI projects are expected to follow the latest NI Guidance. If the implementing agency believes that meeting the new Guidance is not feasible, then they can submit a request to Caltrans to follow the Guidance that was in place at the time their project was selected.

This NI Guidance is organized as follows:

**Section I: Guidance Overview** focuses on procedures for overarching non-infrastructure projects.

**Section II: Detailed Guidance on Items and Costs** includes the parameters for eligible non-infrastructure expenses. This section correlates to the Exhibit 25-R, *"ATP Non-Infrastructure Work Plan"*, which agencies are required to complete for an NI project to document the tasks and expenditures of the project.

**Section III: Ineligible Expenses** describes items that cannot be purchased with ATP funds.

**Appendices: Supplemental Guidance** to provide recommended procedures, best practices, and reference resources for specific components of NI projects, should these components be included in the project.

> **Appendix A:** Media Campaign Guidance
> **Appendix B:** Open Streets and Demonstration Project References
> **Appendix C:** Helmet Distribution Criteria
> **Appendix D:** Program Sustainability

## SECTION I: GUIDANCE OVERVIEW

*Overarching procedures for non-infrastructure projects.*

**Sustainability**

ATP Guidelines state that the CTC's intention is to fund ATP non-infrastructure pilot and start-up projects that can demonstrate continuity of ongoing efforts. The ATP cannot fund existing or ongoing program operations. All non-infrastructure projects must demonstrate how the program is sustainable and will be continued after ATP funding is exhausted. See Appendix D.

**Public Entity Partners**

Public entities, such as a County Public Health Department or a School/School District, often have the expertise to execute NI activities. A public entity can enter into an interagency agreement or Memorandum of Understanding (MOU) with the awarded ATP agency without a competitive hiring process.

**Consultants**

Consultants include, but are not limited to, education and outreach consultants, training instructors, evaluation experts, media consultants, etc. Non-infrastructure activities are considered Non-Architecture and Engineering (Non-A&E) services. To hire and pay consultants (including non-profit organizations and community-based organizations), a competitive process, such as RFQ/RFP/PIF, must be utilized. Purchases must follow competitive bid procedures, which include receiving multiple bids. If this was not or cannot be achieved, the local agency must document the decision, such as a public interest finding. A competitive solicitation process does not apply to services less than $5,000. Please refer to the Local Assistance Procedures Manual (LAPM), Chapter 10.3 and visit the consultant Selection and Procurement webpage: https://dot.ca.gov/programs/local-assistance/guidance-and-oversight/consultant-selection-procurement

**Donated, In-Kind, or other funding for Services/Items**

Donated items, in-kind items/services, or items paid for by other funding sources do not count towards the limitations herein, but if they are integral parts of implementing the NI program, they must still be documented on the 25-R.

**Pre-Approval / Item Eligibility Request Process**

Purchases of items not mentioned herein or requiring approval in *Section II: Detailed Guidance on Items and Costs* may be eligible, but must be pre-approved by Caltrans on a case-by-case basis. Requests must be submitted to the Caltrans District ATP Coordinator who will work with the HQ NI Program Manager to determine eligibility.

*The following pertains to the period after your ATP NI project is awarded.*

**Non-Infrastructure Work Plan Review Prior to Allocation**

Once awarded, Caltrans will review the Exhibit 25-R prior to allocation to ensure it matches the original 25-R scope submitted in the application and to ensure it meets the guidelines listed herein. An agency may be asked to revise their 25-R to correct any identified ineligible items before allocation. Please send your 25-R to ATP-NI@dot.ca.gov and copy the District ATP Coordinator prior to filling out your allocation form.

**Making Cost/Item Changes to the Non-Infrastructure Work Plan After Allocation**

If costs or items on the Form 25-R need to change as the ATP NI project is underway, please have a phone conversation or send an explanation of the proposed changes via email to your District ATP Coordinator who will work with the HQ NI Program Manager. The changes will be evaluated and either approved as minor workplan modifications or recommended to proceed with a formal scope change to the CTC.

Please see *Scope Modification Process for NI and Plans* for more details at:
https://dot.ca.gov/programs/local-assistance/fed-and-state-programs/active-transportation-program/general-and-technical-information *(view under the Scope Change and Funding Distribution Change heading)*

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## SECTION II:  DETAILED GUIDANCE on ITEMS and COSTS

*The parameters for eligible non-infrastructure (NI) expenses.*

The Exhibit 25-R "Non-Infrastructure Work Plan" organizes the program work into primary Tasks. Each Task is then broken down further by Activities, Deliverables, and Costs. This Guidance focuses on the eligibility of the identified costs.

The cost categories on the Exhibit 25-R are divided into Staff Costs, Indirect Costs, and Other Costs, each with respective sub-categories as shown here:

**Staff Costs**
- Agency and Consultant Staff Time

**Indirect Costs**
- Indirect Cost Allocation Plan/Indirect Cost Rate Proposal (ICAP/ICRP)

**Other Costs**
- Travel
- Equipment
- Supplies/Materials
- Incentives
- Other Direct Costs

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## STAFF COSTS

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### Staff Time

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Reasonable part-time or full-time staff needs include:

- Salaries and benefits for **agency staff** (including interns) needed to support an ATP NI project.
- Costs of a **consultant** (either non-profit or for-profit) to support an ATP NI project.

*NOTE:*

- Volunteers <u>cannot</u> be paid for their time, however necessary travel expenses needed for coordination and training efforts are allowable *(see Travel)*.
- Crossing Guards salaries are <u>not</u> an eligible expense, however crossing guard training is allowable *(see Staff Training)*.
- Law Enforcement staff are encouraged to use their regular staff time (Non-ATP funds) if they are involved in activities as part of an ATP NI project. However, for example, if law enforcement is needed as part of a demonstration event or activity within a roadway, they may be paid for their time.
- Childcare providers can be paid when necessary, for example, during train the trainer trainings or specific workshops/meetings geared towards adults. However, in most cases, children should be included in NI programming, therefore childcare would not be needed.

| **STAFF TIME EXAMPLES** | <ul><li>*Agency staff time may include planners, public health staff, engineers, school or school district staff, or agency support staff.*</li><li>*SRTS or NI Program Manager: a person that runs an entire city, county, or some other area-wide division that includes numerous schools or a geographic area.*</li><li>*School Coordinator: a person that runs an individual school's SRTS program.*</li><li>*Costs of a consultant (either non-profit or for-profit) to manage an NI program.*</li><li>*Costs to pay for a substitute teacher if needed to cover for a faculty attending SRTS functions during school hours.*</li><li>*Costs for law enforcement particularly when an event or activity is occurring within a roadway.*</li></ul> |
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## Staff Training

Staff training, if necessary, should be limited to the specific area of training needed. Training should utilize available ATRC courses/materials as applicable (http://caatpresources.org/)

*NOTE:*

- Attendance at conferences is <u>not</u> an eligible expense.

| **STAFF TRAINING EXAMPLES** | <ul><li>*Training for crossing guards*</li><li>*Bicycle instructor training*</li><li>*Train the trainer*</li><li>*Regional training for school staff, community liaisons, and volunteers*</li></ul> |
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| INDIRECT COSTS | |
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| **ICAP/ICRP** | |

Agencies must have an approved Indirect Cost Allocation Plan/Indirect Cost Rate Proposal (ICAP/ICRP) agreement with Caltrans in order to be reimbursed for Indirect Costs. If the agency does not have a current ICAP/ICRP, it must submit an ICAP/ICRP request in accordance with the options and submission processes found on the following webpage: https://ig.dot.ca.gov/resources. Agencies can e-mail ICAP-ICRP@dot.ca.gov. The ICAP/ICRP documentation must be submitted with the 25-R if the agency is claiming indirect costs.

| **DOCUMENTATION** | • *Approved ICAP/ICRP letter*<br>• *Provisional ICAP rate from A&I, until receiving an approved ICAP* |
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| OTHER COSTS |
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| **Travel** |

Travel costs are for necessary **staff/volunteer travel only**, not to be used as an incentive.
Travel should conform to state rates and the responsible agencies reimbursement guidelines.

*NOTE:*

- Out of State travel is <u>not</u> an eligible expense.

| **TRAVEL EXAMPLES** | Reasonable travel costs include:<br><br>• *Mileage/airfare/transit passes/hotel/per-diem/parking/taxi fare to and from meetings, trainings, or events per allowable state rates.*<br>• *Auto insurance (e.g. to move bicycle fleets).* |
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| **Equipment** |
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Equipment is for **training/educational purposes only**. These items cannot be given away as incentives or used for raffles, incentives, prizes, etc.

Equipment, including bicycles and helmets, may be purchased for use during training and educational events, such as bike rodeos or other similar events. Items are intended to be kept and used beyond the life of the project as part of a sustainable ATP program *(see Appendix D)*.

NOTE:

- The unit cost for one item cannot exceed $100, unless otherwise noted in the list below, or as pre-approved by Caltrans *(see Section I, Pre-Approval).*
- Cost limits are excluding tax.
- All items must be "reasonable" costs justified by small procurement procedures.

- Helmets and bicycles or other "bulk" items should be bought in volume to minimize cost.
- Computers, laptops, other office electronics are not eligible equipment *(See Section III: Ineligible Expenses)*.
- Donated equipment is not subject to cost limitations.

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| **WALKING and BICYLING EQUIPMENT EXAMPLES** | Bicycles/Helmets (not to be given away): <br> • *Bicycles* <br>    o *Bicycle cost is limited to under $350 per bicycle* <br> • *Bicycle helmets* <br>    o *Bicycle helmet cost is limited to under $30 per helmet for children and under $35 for adults.* <br><br> Training/Educational Equipment (not to be given away): <br> • *Bicycle tires/tubes/patch kits* <br> • *Bicycle tire pumps* <br> • *Bicycle repair tools* <br> • *Bicycle repair stands (limited to $150/stand)* <br> • *Bicycle lights* <br> • *Bicycle locks and cables* <br> • *Bicycle saddle bags* <br> • *Chalk and chalk marking sticks* <br> • *Safety cones* <br> • *Portable barriers/A-frames to delineate safe bicycle/pedestrian traffic flow* <br> • *Shade tents for sun protection* <br> • *Easels/portable signage displays* <br> • *Mock City Kits (average cost of $5,000/kit)* <br> • *Encouragement and evaluation related equipment - e.g. Barcode scanner (under $250), iPod (under $250), or basic tablet (under $350) and barcode tags used for computer/app-based active transportation data collection subscription programs.* <br>    o *If included, a justification is needed in the 25-R for approval* <br> • *Bicycle Trailers/Storage Unit (cost varies)* <br>    o *Eligible for implementers working in multiple schools or locations.* <br>    o *Bicycles/trailer must be available for other surrounding agencies use, including school districts.* <br>    o *If included, a justification is needed in the 25-R.* <br> • Event Equipment for Demonstration Project and Open Streets <br>    o *See Appendix B: Open Streets and Demonstration Project References,* for specific items/examples. |
| **STAFF SAFETY GEAR EQUIPMENT EXAMPLES** | These items are allowable for staff, trainers, and volunteers. Gear must be necessary for the staff/volunteers to complete the program work and responsibilities. <br><br> • *Bicycle helmets (see above)* <br> • *Rain gear (including umbrellas)* |

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| | - *Safety vests*<br>- *Stop-sign paddles*<br>- *Identification badges/pins/sashes/T-shirts (not uniforms), used to identify leaders/organizers. These are limited to the number of leaders/organizers and should be low in cost.* |

## Supplies/Materials

Before expending funds on new education and encouragement materials, the use of existing SRTS and bike/pedestrian materials already developed by the ATRC, National Center for SRTS, the Safe Routes Partnership, regional agencies, FHWA, and/or other states, is encouraged.

- Visit the ATRC at http://caatpresources.org/ or contact atsp@cdph.ca.gov for assistance locating existing educational materials and links.

Reasonable supplies/materials costs include:
- Educational/encouragement materials that are specific to bicycling and walking.
  - Transit-related items are allowed if linked to first last mile connections.
- Basic office/field supplies.

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| **MATERIALS/SUPPLIES EXAMPLES** | Materials/Supplies include but are not limited to:<br><br>- *Bicycle and pedestrian curricula*<br>- *Walking school bus and/or bicycle train guides*<br>- *Walking and/or bicycling activity and safety books*<br>- *Evaluation materials (surveys, tally sheets, etc.)*<br>- *Printing for materials such as training handouts, flyers, posters, brochures, maps, safety tip sheets, etc.*<br>- *Office supplies directly related to the project (e.g. pens, clipboards, etc.)* |

## Incentives

Allowable incentives are limited to pedestrian and bicycle related educational safety and health items that are used to encourage participation in the program. Incentives must be reasonable, serve a purpose, and not be wasteful.

Incentives must abide by the following:
- Incentives must be used as rewards for program participation and <u>cannot</u> be given to anyone whether or not they participate in an NI activity.
- Incentives can be used for raffles and promotions as long as program participation is required in order to enter into the raffle, not just given for showing up.
- Incentive items should be bought in volume to minimize cost.
- Incentives are classified into two different categories: "Major" and "Minor" items, with different rules and allowances for each category.
  - Donated items or items from another funding source are <u>not</u> subject to the cost limits.

**Minor Incentives:**
- Minor incentives must include an educational or encouragement safety or health message.
- Total value of minor incentives are not to exceed $5/participant.

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| **MINOR INCENTIVE EXAMPLES** | *Minor incentives may include:*<br>• *Punch card/scanner barcode holders*<br>• *Stickers/Buttons/Pins*<br>• *Awards certificates (certificates acknowledging achievement or participation, not gift certificates)*<br>• *Reflective items (zipper pulls, wrist/ankle bands)*<br>• *Bicycle bells*<br>• *Bicycle reflectors*<br>• *Coloring books on bike/ped safety*<br>• *Golden Sneaker Trophy (for SRTS classroom contests)*<br>• *Healthy snacks* |

**Major Incentives:**
- Major incentives should only be used as reward for outstanding participation or achievement in the program or as a "big ticket" raffle prize.
  - Many NI programs serve disadvantaged communities, therefore need, in addition to participation should be considered when using major incentives.
- Major incentives are limited to the specific items/costs listed in the section below.
  - Bicycles <u>cannot</u> be purchased as an incentive.
  - For any other items, *see Section I, Pre-Approval.*

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| **MAJOR INCENTIVE EXAMPLES** | *Major incentives are limited to the following items only:*<br><br>***Bicycle Helmets*:**<br>• *Helmet cost is limited to $30/helmet for children and $35/helmet for adults (excluding tax).*<br>• *Proper helmet fitting/instruction and participation in educational programming is <u>required</u> to receive a helmet. (See Appendix C: Helmet Distribution Criteria)*<br>• *Each program must determine a reasonable number of helmets as incentives based on the characteristics of the students/community it is serving.*<br>    ◦ *A justification explaining the number of helmets is needed in the 25-R for approval*<br><br>**Bicycle Locks or Bicycle Lights:**<br>• *Lock cost is limited to $15/lock (excluding tax).*<br>• *Bicycle lights cost is limited to $15/light set (excluding tax).*<br>• *Instruction on how to properly use the lock or lights and participation in educational programming is <u>required</u> to receive the item.* |

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| | • *Each program must determine a reasonable number of locks/lights as incentives based on the characteristics of the students/community it is serving.*<br>    ◦ *A justification explaining the number of locks or lights is needed in the 25-R for approval* |

**Other Direct Costs**

Other Direct Costs should not include any indirect costs *(see ICAP/ICRP section)*. Other direct costs must directly relate to the implementation of the ATP NI project activities.

For media costs, also see *Appendix A: Media Campaign Guidance*, for additional information.

Reasonable direct costs include:
- Meeting/training venue rental fees
- Scanner program/app licensing fees (to track walking and biking trips)
  - Such as Active4.me ($250/year)
- Graphic design costs/tools associated with developing new education and encouragement materials
  - Such as Canva Pro ($119/year)
  - Visit the ATRC at http://caatpresources.org/ or contact atsp@cdph.ca.gov for assistance locating existing materials, before new materials are developed.
- Media Costs (social media ads, radio ads, videos, etc.)
  - *See Appendix A: Media Campaign Support*
- Printing and installation of large media, such as billboards, bus wraps, etc.
  - *See Appendix A: Media Campaign Support*
- Website hosting services
- Webinar/virtual meeting services (if uniquely needed for the program and not already available to program staff)
- Communication services, such as listservs
- Food for working meetings (if during meal hours)
  - Food should be "healthy" and of reasonable cost, for example, conforming to State reimbursement guidelines: $8 breakfast, $12 lunch, $20 dinner
- Postage/shipping

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| **SECTION III: INELIGIBLE EXPENSES** | |
| *Items that cannot be purchased with ATP funds.* | |

Certain items are <u>not</u> eligible for either operating expenses or program expenses. This list is not exhaustive. Please contact Caltrans for clarification on these items, if needed. Under certain circumstances, Caltrans may approve the use of ATP funds for the purchase of typically ineligible items. This would be done on a case-by-case basis if the applicant can justify that the item primarily benefits the non-motorized user. Such approvals must be obtained through the "Pre-Approval/Item Eligibility Exception Process" *(see Section I).*

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| **EXAMPLES OF INELIGIBLE EXPENSES** | Ineligible expenses include but are not limited to:<br><br>• *Cash/Gift cards/Gift certificates*<br>• *Electronic Office Equipment such as:*<br>    o *Computers/computer software*<br>    o *Laptops*<br>    o *Printers*<br>    o<br>    o *MP3 Players*<br>    o *Smart Boards*<br>    o *Projectors*<br>• *Cell phones*<br>• *Cameras*<br>• *Salaries/stipends for volunteers or crossing guards*<br>• *Heart Monitors*<br>• *Bikes for incentives (including raffles, prizes, or giveaways)*<br>• *Skateboards, scooters*<br>• *T-shirts as incentives*<br>• *Incentives used as rewards for simply attending, but not requiring participation in the event*<br>• *Bike racks (these are considered infrastructure)*<br>• *Permanent signs/wayfinding signs (these are considered infrastructure)*<br>• *Event participant meals*<br>• *Giving away free transit passes* |

## Active Transportation Program: Non-Infrastructure Program Appendices

The appendices include supplemental guidance to provide recommended procedures, best practices, and reference resources for specific components of ATP NI projects, should these components be included in the project.

**Appendix A –** Media Campaign Guidance

**Appendix B –** Open Streets and Demonstration Project References

**Appendix C –** Helmet Distribution Criteria

**Appendix D –** Program Sustainability

# Appendix A: Media Campaign Guidance

*Media development and communication resources for materials (print and digital) funded through the Active Transportation Program (ATP) and distributed by ATP awardees.*

## Background:

Some non-infrastructure (NI) program strategies funded through selected ATP awards have included the development and dissemination of educational media, such as poster messaging (billboards, bus shelters, flyers, online advertising) and/or public service announcement videos for web-based viewing. The following guidance provides recommendations and resources for ATP-funded media material development. The purpose is to:

➢ Ensure that the materials are clearly developed to help advance the goals of the ATP.
➢ Inform the design and development of ATP-funded communication materials according to mass communication best practice and state department standards and procedures.
➢ Provide existing tools to help ATP awardees assess the clarity of their communication products prior to public release.
➢ Foster shared understanding between local agencies, contractors, Caltrans, and the ATRC regarding expectations for ATP material approval and reimbursements.

## Guidance for Communication Material Development:

Words and Images:

• All ATP materials must use words and images that promote walking and bicycling for transportation and/or safety for pedestrians and bicyclists.
• Materials must contain a clear main message, use plain language, and provide reinforcing visual cues.
• Agencies developing Vision Zero materials using ATP funds should consider Vision Zero guidance to remain consistent with the Vision Zero network principles, policies, and practices.

Process:

• Agencies should conduct target audience research prior to materials development for appropriate messaging.
• Agencies should have their Public Information Officer (PIO) involved in vetting the appropriate messaging.
• Agencies should pre-test materials with their intended target audience prior to distribution (such as marketing strategy surveys and focus groups) and make modifications to the materials based on the target audience input.
• Messages cannot include or be used for political endorsements.

**Helpful References for Developing and Clarifying Messages**

- The California Office of Traffic Safety (OTS) has the following social media guidance for its OTS awardees:
    - Social Media Guide: https://www.ots.ca.gov/wp-content/uploads/sites/67/2019/06/Grantee-Social-Media-Guide.pdf

- The Vision Zero Network has the following resource:
    - Communications Strategies to Advance Vision Zero https://visionzeronetwork.org/communications-strategies-to-advance-vision-zero/

- The City of Los Angeles prepared Vision Zero Education and Outreach Strategy Report detailing research and consideration of messaging for its Vision Zero campaign. This is a helpful reference outlining the process and research to guide the city's Vision Zero communication campaign development. A copy of this document can be request from the ATRC by emailing atsp@cdph.ca.gov.

- The Center for Disease Control and Prevention has the following health communication resources:
    - CDC Gateway to Health Communication: https://www.cdc.gov/healthcommunication/index.html
    - CDC Clear Communication Index https://www.cdc.gov/ccindex/tool/index.html
    - Everyday Words for Public Health Communication https://www.cdc.gov/other/pdf/everydaywordsforpublichealthcommunication.pdf

- Alta Planning and Design has prepared a report outlining individual marketing strategies in the following report:
    - New Tools for Shaping Transportation Behavior: https://altaplanning.com/wp-content/uploads/New-Tools-for-Shaping-Transportation-Behavior.pdf

- The Pedestrian and Bicycling Information Center has a helpful webpage outlining resources, examples, and related webinars:
    - Safe Communications: http://www.pedbikeinfo.org/topics/safetycommunications.cfm

**Best Practices:**

- Agencies are encouraged to review the following examples of public media campaigns:
    - Go Human (SCAG)
    - Go Safely California (OTS)
    - Street Smarts (San Jose)
    - It's Up to All of US/Walk Smart (CDPH)
    - Travel with Care (People for Bikes)
    - Arrive Alive (Caltrans District 1)
    - Pedestrians Don't Have Armor (OTS)
    - Pedestrian Safety Look Campaign (NYC DOT)

**Please notify the ATRC of completed media campaign materials by e-mailing atsp@cdph.ca.gov so they can be archived and used as future best practices.**

## Appendix B: Open Streets and Demonstration Project References

*Definitions and References for community-wide events funded through the Active Transportation Program (ATP) and organized and implemented by ATP awardees.*

**Background:**

Some non-infrastructure (NI) program strategies funded through selected ATP awards have included the coordination of large-scale events, lasting from a few hours to a week, but could be up to a month. The following guidance provides definitions, recommendations, and resources for ATP-funded NI events. The purpose is to:

➢ Define the difference between an Open Street and a Demonstration Project.
➢ Ensure that the events are clearly implemented to help advance the goals of the ATP.
➢ Inform on the process and procedures for event coordination and evaluation.
➢ Provide existing tools to help ATP awardees execute a successful event.
➢ Foster shared understanding between local agencies, contractors, Caltrans, and the ATRC regarding expectations for ATP event approval and reimbursements.

**Definitions:**

**Open Streets:** Open streets initiatives temporarily close streets to vehicle traffic, often for a few hours to a day, so that people may use the entire street for walking, biking, dancing, playing, and socializing. They may also be known as Cyclovias. Open streets events are often considered both a placemaking and street activation strategy to get the public to reimagine streets and what it's like to travel by foot or bicycle. Open streets events are used to help broaden awareness, education, and encouragement of active transportation.

*Note: ATP will fund open streets if the main focus is active transportation education and encouragement. Only the portion of the event expense that is directly related to active transportation is eligible for reimbursement. Other supplementing event aspects (entertainment, yoga, etc.), if included, must be provided as donations or in-kind from other funding sources.*

LA Metro


Streetsblog


Westminster, CA


Huntington Beach , CA


Buena Park, CA

**Demonstration Projects:** Demonstration projects temporarily display proposed street improvements during early stages of planning, so that people can experience and learn about the proposed design. Demonstration projects are distinguished by a short time period (1 day to 1 month), typically lasting between 1-7 days. They tend to be colorful in aesthetic to capture attention and encourage curiosity and interaction with a potential facility design. Materials used are temporary and low-cost, such as hay bales, plants, chalk, washable paint, cones, plastic barricades, and tape. Demonstration projects often include signage to offer a clear explanation of why the planned changes are being considered and how they can enhance safety and comfort for pedestrians and bicyclists.  Demonstration projects have been known to encourage active transportation and enhance public involvement, specifically to those who normally don't participate.


SCAG


TAMC

SCAG


Connecticut


TAMC

**<u>Information for ATP-NI Open Streets and Demonstration Projects:</u>**

*<u>Note:</u> The following is not all inclusive but intended to serve as a starting point to ensure event success.*

**Process Recommendations:**

- Select Demonstration or Open Street site.
- Enter into MOU's with all agencies/entities involved.
- Develop detailed designs plans for demonstration/open street, including signage. Have all public agency partners involved review (including traffic engineers for complex demonstrations).
- Create an event materials list (equipment/items needed for the event) and procure these event materials (see example list below).
- Obtain the permits needed for the duration of the demonstration/open street.
- Consult law enforcement and have them present, as needed.
- Obtain event insurance, as needed.
- Develop an advertising plan and produce advertising materials.
- Develop an evaluation plan for the open street/demonstration (see additional information below)
- Install the Demonstration (with help of traffic engineers) or set-up/host the Open Street

**Evaluation Examples:**

- Participant Surveys (through in-person outreach and/or along route through installation of boxes of pre-stamped surveys)
- Take traffic counts before and after installation
- Take pedestrian and bicycle counts before and after installation

**Example List of Typical Demonstration/Open Street Materials:**

- Chalk
- Traffic tape
- Temporary paint
- Safety Cones
- Plastic barriers
- Free standing delineators
- Vegetation/hay bale (serving as barriers/delineators)
- Control barricades
- Manual on Uniform Traffic Control Devices (MUTCD) Compliant Stencils
- Easels/temporary signage
- Tables/Chairs for sign-in areas/information/educational booths
- Shade tents for sun protection

**Other event considerations may include:**

- Renting items necessary for the event (compared to purchasing). Think about the sustainable usage of the items purchased after the demonstration/event.
- Event insurance
- Costs for additional law enforcement

**Helpful References for Open Streets and Demonstration Projects:**

- **The Open Streets Project:**  https://openstreetsproject.org/

- **Southern California Association of Governments (SCAG) Resources:**
  - The Go Human Events Page contains detailed reports from the first two phases of Open Streets and Demonstration Projects under SCAG's Go Human Initiative: http://gohumansocal.org/Pages/Events.aspx
  - SCAG also developed and deployed a portable Kit-of-Parts, or lending library of pop-up materials to temporarily demonstrate potential and planned street design treatments and safety infrastructure to create safer and more inviting public spaces. These Kits are available to local jurisdictions in the SCAG region to borrow and test potential street infrastructure improvements with the public. **Note: the ATRC will be implementing a pilot project in 2022-2023 to allow a few local jurisdictions outside of the SCAG region to borrow a Kit-of-Parts and implement a demonstration project in their area. Stay tuned for more information about the pilot project.**

- **Tactical Urbanism Material and Design Guides**:
  http://tacticalurbanismguide.com/guides/

- **Safe Routes Partnership Resources:**
  - Pop-ups for Safe Routes to School:
    https://www.saferoutespartnership.org/sites/default/files/resource_files/pop-ups_for_safe_routes_to_school_0.pdf
  - Where the Duct Tape Meets the Road:
    https://www.saferoutespartnership.org/sites/default/files/pdf/where_the_duct_tape_meets_the_road.pdf

- **American Association of Retired Persons (AARP_ Pop Up Demonstration Toolkit:**
  https://www.aarp.org/livable-communities/tool-kits-resources/info-2019/pop-up-tool-kit.html

- **Trail Net Slow Your Streets: A How-To Guide for Pop-Up Traffic Calming:**
  http://www.onestl.org/media/site/documents/reports/bicycle-pedestrian-planning/SlowYourStreets_HowToGuide_Final-v.2_reduced.pdf

- **National Association of City Transportation Organizations (NACTO) Resources:**
  - NACTO 2017 Presentation: Tactical Urbanism- Making Big Small Plans:
    https://nacto.org/wp-content/uploads/2017/09/NACTO.pdf

  - NACTO Designing Cities 2018 Conference Presentations: From Paint to Concrete: The Complete Toolkit for Building Innovative Projects:
    https://nacto.org/event/designingcities-2018-from-paint-to-concrete-the-complete-toolkit-for-building-innovative-projects/

- **People for Bikes: Quick Build for Better Streets:**
  https://nacto.org/wp-content/uploads/2016/05/2016PeoplefoBikes_Quick-Builds-for-Better-Streets.pdf

- **Strong Towns**
  https://www.strongtowns.org/journal/2017/4/10/use-these-resources-to-host-a-pop-up-traffic-calming-demonstration

## Appendix C: Helmet Distribution Criteria

***This resource is provided to assist agencies with distributing helmets as incentives.***

**Key Points:**

- A proper helmet fitting, instructions, and participation in educational programming is required in order to give away a helmet.
- Often there is no knowledge of a recipient's financial status, though most schools and communities included in ATP NI projects are low income.
- Recipients are not required to ride their bike to receive a helmet, however helmets are often given to those that frequently ride their bike. Keep in mind that some recipients may ride a scooter or skate.

**Criteria for Distributing Helmets:**

When helmets are given away as incentives, trained program administrators/team members should determine which recipients need a helmet based on the following criteria:

☐ If a recipient bikes to school or else ware without a helmet (does not have a helmet)
☐ If a recipient shows a program administrator their helmet and it shows any of the following:
      1) Any part of the helmet is cracked
      2) The interior is detached from the outside of the helmet
      3) The straps are torn or the buckle is broken
      4) An existing helmet is significantly too large or too small, or shows anything else that is significantly unsafe about the helmet

**Case Study Example:**

An agency works in 5th grade classrooms for bicycle safety curriculum. Most schools they work with have between two to six 5th grade classes. They typically distribute 5-10 helmets per class that they work with as incentives and 1 helmet is given away during a raffle at the end of the bike rodeo.

**Helmet Fitting Resources**

- **National Highway Traffic Safety Administration (NHTSA):**
  - Fitting Your Bike Helmet: https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/8019_fitting-a-helmet.pdf

# Appendix D – Planning for NI Program Sustainability: Examples and Resources

There are important considerations when answering the ATP NI application question - "How will a proposed NI program be sustained after completion?" When planning infrastructure programs, it is expected that changes to the built environment will last long after a project is completed. We should be thinking about NI in the same way. So, while there is no one way to answer this question, this article aims to provide some context as to what is meant by NI program sustainability and why is it needed, ideas for how to plan for it, and helpful resources for a more in-depth understanding of this important concept.

*What does "Sustainability" mean?*

Program sustainability can mean different things in different contexts[1]. For some, the concept of program sustainability implies the continuity of services and the ability to carry on program services after funding has been exhausted. For others, program sustainability is a marker and reflection of a community's ongoing collaborations and commitments to longer-term and shared goals (e.g. improvements to mobility, safety, health, equity, environment/climate), despite both foreseeable or unanticipated challenges that may lie ahead.

*Why program sustainability matters*

The California ATP is a legislated, competitive funding program, and scoring favors projects that support clear progress towards ATP's goals of maximizing safe, active travel. As such, prospective applicants that can convincingly demonstrate that the project's tasks and activities will be delivered in such a way that the project will be sustainable well-past the life of the ATP funding, will receive a favorable score (on that question). According to CTC guidance, ATP cannot fund existing or ongoing program operations.

*How to plan for sustainability*

- **Establish a project committee to focus on program sustainability. Include who will develop and implement the sustainability plan, which should include specific timeline and actionable items related to continuing program components.** Having designated individuals who are tasked with leading your sustainability efforts helps to ensure that sustainability will be prioritized from the get-go and throughout the duration of your project. Tap program champions as well as agency decision-makers to build shared-ownership of committee as well as the program's future.
- **Maintain and continually update the list of program components, their value to the community, and how those components might continue after funding.** It is important to be able to easily communicate what your program is accomplishing, why it's vital, what might be lost without the program, and the different ways the project could continue and how. In this way, sustainability is directly tied to program evaluation and finding acceptable measures to evaluate your program's impact. Keeping track of a distinct program component is important to determine if and how each program component could be sustained either by the host organization, or possibly a new entity (e.g., resident council, school/parent council, etc.).
- **Identify and reach out to local and regional funders, partners, and businesses/institutions whose mission and values match with your program, and engage them in supporting ongoing and future**

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[1] This appendix does not address the concept of sustainable transportation, the common term used to acknowledge environmental and climate impacts of a transportation system. However, the concept of program sustainability aligns with the environmental movement and reminders to reduce, reuse, and recycle.

**efforts.** While the ATP is California's largest source of funding for bicycling and pedestrian projects, it is far from the only source of funding for programs. Become familiar with other [sources that fund active transportation](#) and determine to which, if appropriate, you may want to apply. The Safe Routes Partnership's [Frequent Routes to Funding](#) is also a helpful road map for considering diverse partnerships and funding opportunities. And of course, maintaining connection to your region's transportation planning authority will likely yield a better understanding of local/regional bicycle and pedestrian funding opportunities beyond ATP.

- **Provide active transportation leadership training for community stakeholders – including residents, parents, neighborhood organization staff and volunteers, etc. – who can serve as program ambassadors and engage/train/lead others to sustain programs after funding has expired.** One of the clearest examples of a sustainable active transportation education and encouragement program is a community-based train-the-trainer program. Training the trainer means providing proper preparation for those who train or instruct other people. In turn, those instructors offer training and instruction to others. Through the ATP, many local agencies have funded resident/volunteer instructor and/ambassador programs to prolong bicycling and walking instruction and encouragement to great success. As these programs are typically established in response to other, non-transportation focused community goals (i.e. health, safety, civic engagement), there may be an opportunity to seek funding that may be needed for continued operations.

- **Assure that procured equipment is shared with those who are most likely to continue the program.** The importance of this task cannot be understated and often requires the same level of thoughtfulness spent on procuring the equipment in the first place. To enhance program sustainability, local agencies – as part of their program sustainability planning - may wish to consider examples and logistics on how to best set up equipment loan programs.

**Additional Program Sustainability Resources**

For a deeper dive into the ins and outs of program sustainability, you may wish to review these existing materials:

*U.S Health and Human Services: Resources Guide for Building Sustainable Communities:*
[https://opa.hhs.gov/sites/default/files/2021-01/sustainability-guide-revised-2019.pdf](https://opa.hhs.gov/sites/default/files/2021-01/sustainability-guide-revised-2019.pdf)

*Building Sustainable Programs: The Resource Guide*
[https://safesupportivelearning.ed.gov/sites/default/files/sustainability-resource-guide.pdf](https://safesupportivelearning.ed.gov/sites/default/files/sustainability-resource-guide.pdf)

*Centers for Disease Control and Prevention: A Sustainability Planning Guide for Healthy Communities:*
[https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf](https://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/pdf/sustainability_guide.pdf)

*Prevention Institute: Sustaining the Work*
[https://preventioninstitute.org/making-connections/sustaining-the-work](https://preventioninstitute.org/making-connections/sustaining-the-work)