Developing Effective Active Transportation Projects and Programs

Module 11: Top 10 Tips for Successful ATP Applications
Overview

- Program Changes in Cycle 2
- Top 10 Tips for Successful ATP Applications
Program Changes – Cycle 2

- Application significantly revised with more instructions on point allocation
- Disadvantaged Communities definition modified:
  - CalEnviro Screen was 10% now 25%
- No match required; can earn extra points for leveraging $;
- Points re-allocated:
  - Cost-Benefit reduced from 10 to 5
  - Leveraging funds: up to 5
Caltrans is actively encouraging applicants to combine Infrastructure & Non-Infrastructure projects. Some of the highest scoring projects in Cycle 1 did so effectively. The encouragement and education programs can help make your project more successful by raising public awareness and buy-in.
Applicants who didn’t work with a multi-disciplinary team did not do as well. It showed in the weak answers to some questions.
Caltrans and CTC have worked to make the guiding documents more clear, and the application has significantly more information in it about how your responses will be scored. Really important to read that. Caltrans decided that, since many applicants didn’t carefully read the Instructions last time, they moved more of that material into the application itself.
Top 10 Tips for Success in ATP

#4: Learn from the Winners

- Review some high scoring apps that are similar to your project
- Applications of Cycle 1 funded statewide projects posted on CTC website – link in Module 1 handout and on our Resources page
This relates back to our earlier modules, and the importance of gathering data on usage, safety, health, demographics. Get an early start on identifying the variety of data that will help you make a compelling case for your project.
Top 10 Tips for Success in ATP

#6: A **Good** Picture is Worth 1,000 Words

- Maps, photos & graphics can be a great way to convey need for your project – IF they are clear, high resolution, and easy to understand
Read the instructions within the application so you can maximize points. Spend the most time on the high value questions.
Trails that are primarily recreational may only be eligible to compete for the small pot of federal Recreational Trails Program funds contained within ATP.
While the application may be oriented to infrastructure projects, you need to answer the questions in a way that’s relevant to your project type. Strongly recommend reading the applications of plans/non-infrastructure projects.
I’m being a little facetious here, but it’s not a good strategy to make it difficult for your proposal reviewer to find & understand your project information.

To give you the inside scoop, I conducted a highly unscientific poll of a group of Cycle 1 reviewers and here is their list of Pet Peeves
Questions/Comments?