Creating Walkable, Bikeable Communities: Developing Effective Active Transportation Projects and Programs

Module 8: Top 10 Tips for Successful ATP Applications

Overview

- Program Changes for Cycle 4 (2018)
- Top 10 Tips for Successful ATP Applications

Program Changes: Cycle 4

- May create separate applications for different project types (plans, NI, small v. large infrastructure)
- Matching funds: In Cycle 3, none required; can earn extra points for leveraging $.
- Points in Cycle 3:
  - DAC = 10
  - Increase b/w = 35
  - Safety = 25
  - Public participation, Public Health =10
  - Cost-Benefit & Leveraging: up to 5

Top 10 Tips for Success in ATP

#1: Choose Projects that Fit the Program Goals

- Can you demonstrate that your project:
  - Increases biking/walking
  - Makes it Safer
  - Achieves GG reduction by shifting trips
  - Enhances Public Health
  - Benefits a DAC
- Consider combining Infra & Non-Infra to ensure project success
Top 10 Tips for Success in ATP

#2: Create a Multi-Disciplinary Team & Start Early

- DON'T silo
- Identify project BEFORE call for projects
- Create a team that can harness the best info on all topics:
  - Project design
  - Demand Forecasting Data
  - Public health impact
  - Community Engagement

Top 10 Tips for Success in ATP

#3: When all else fails… Read the Instructions!

- Treat guidelines and application instructions as your bible – get intimate with them

Top 10 Tips for Success in ATP

#4: Learn from the Winners

- Review some high scoring apps that are similar to your project
- Applications for funded projects from Cycles 1-3 posted on CTC website: www.catc.ca.gov/programs/ATP.htm

Top 10 Tips for Success in ATP

#5: Use Data to Make Your Case

- Many questions data driven
- Early on, your team should review data needs
- Present data in clear, understandable way
- DACs – be accurate re who benefits
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

Top 10 Tips for Success in ATP

#7: Do the Math!
- Be strategic & maximize your points
  - Q2 (increase b/w) = 35
  - Q3 (safety) = 25
  - Q1, 4 & 5 = 10 pts each
- BUT, don’t punt any questions!

Top 10 Tips for Success in ATP

#8: Special Project Types – Recreational Trails
- Multi-purpose trails, Class I & IV bikeways (transportation/recreation) – fully eligible in ATP
- Purely recreational trails qualify for Rec Trails Program funds (see FHWA info)
- Demonstrate how your project meets the goals of ATP

Top 10 Tips for Success in ATP

#9: Special Project Types – Plans and Non-Infrastructure
- Adapt your answers to fit your project type; consult Caltrans staff with questions
- Plans: only DACs eligible; must be community-wide, not project specific
- Sample eligible NI:
  - Education programs to increase biking and walking
  - Bike/Ped user counts
  - Walking School Bus; Open Streets; Bike/Walk to School or Work Day
Top 10 Tips for Success in ATP

#10: Don’t Annoy Your Reviewer

- **Pet Peeves:**
  - Having to hunt for information
  - Grainy, confusing photos; photos with no people
  - Punting a question or writing, “See previous answer”
  - Great project, bad application