

# 2015 Active Transportation Program

January 21, 2016

Stephen Patchan  
Active Transportation &  
Special Programs



## Active Transportation Program Background

- Projects were through a Statewide and MPO (Regional Program) Component.
- Up to 3% invested in planning projects.
- Projects remaining from the Statewide selection process are eligible for the Regional Program.
- Regional Program awarded \$79.2m to SCAG region.
- Funding targets were established for each county based on population.
- A minimum of 25% of funding must be awarded to Disadvantaged Communities.
- 2015 ATP funding covers fiscal years 15/16 through 18/19.

## 2015 ATP Results

- 82 projects selected
  - 34 Statewide
  - 48 Regional Program
- Approximately \$160.2m awarded
  - ~\$84m Statewide
  - ~\$79.2m Regional Program
- Approximately \$135.4m (85%) awarded to Disadvantaged Communities
  - \$76.8m (91%) Statewide
  - \$59.5m (78%) Regional Program

Color of Money: projects under \$1m considered for SOF

## 2015 ATP Results

	2014	2015
Projects Submitted	274	224
Amount Requested	\$337,596	\$413,379
Projects Awarded	122	82
Funding Awarded	\$193,405	\$160,270
Disadvantaged Communities	\$166,230	\$136,389
Safe Routes to School	\$79,900	\$56,229
Planning	\$3,476	\$2,004

## 2015 ATP Next Steps

- California Transportation Commission adopts Regional Program on January 21, 2016.
- Successful applicants will receive an award letter from SCAG indicating next steps for project allocation.
- Caltrans will be hosting successful applicant workshops to identify next steps in project implementation.
- 2017 ATP will begin soon! The 2017 Regional Guidelines will be adopted in March. SCAG will forward any information on program information and interested applicant workshops.
- For more information visit:
  - <http://www.catc.ca.gov/programs/ATP.htm>
  - <http://www.dot.ca.gov/hq/LocalPrograms/atp/>

### More Information:

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**[www.scag.ca.gov](http://www.scag.ca.gov)**





2016  
2040 RTPSCS

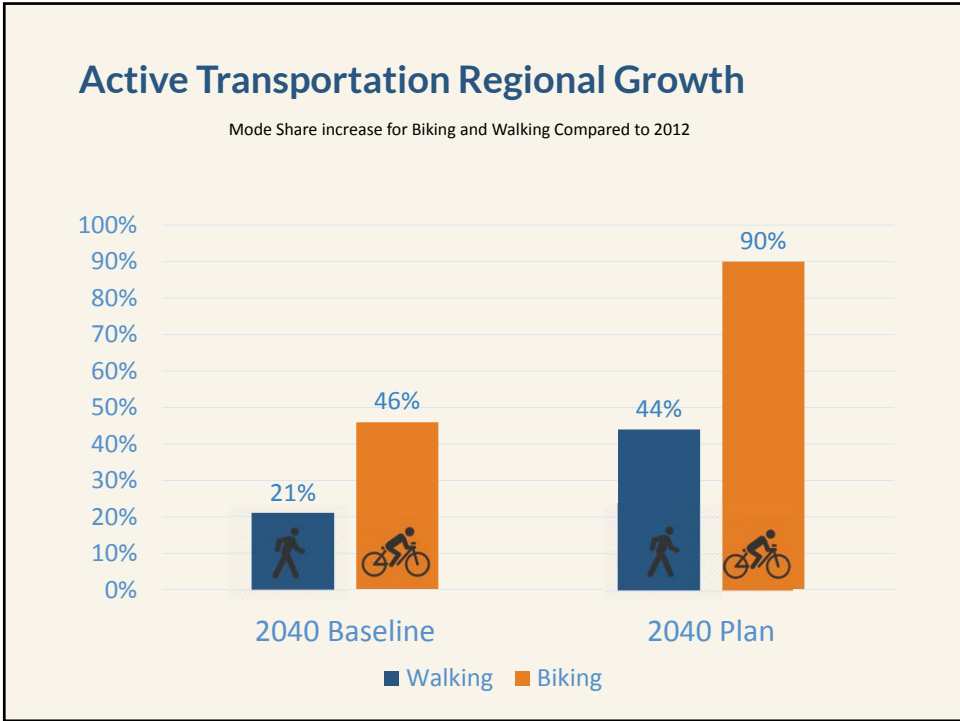
2016 DRAFT RTP/SCS UPDATE

Active Transportation Working Group  
Alan Thompson, Senior Regional Planner  
January 21, 2016

First Off



thank you!



### Integration into the Urban Form

Place Types	Observed and Estimated AT Mode Share		
	2012	2040 Baseline	2040 Plan
Very Urban	18%	20%	26%
Urban	16%	18%	22%
Suburban	13%	13%	19%
	8%	8%	8%
Rural	11%	11%	11%

## Performance Outcomes in Active Transportation Enhanced Areas

### Increase in Transit Share attributed to Active Transportation

#### Transit Usage

2040  
Plan

Increase in Transit Share that can be attributed to Active Transportation (AT) compared to 2040 plan with no AT Investments

9.2%

## Funding

### Total Estimated Spending (\$billions)

2016-2020	\$1.0
2021-2025	\$1.9
2026-2030	\$3.0
2031-2035	\$3.4
2036-2040	\$3.6
<b>Total</b>	<b>\$12.9</b>

## Funding

Active Transportation 2.3% of total RTP/SCS Budget (nearly double the 2012 Plan).

*By Contrast, the 2012 plan was 1.3% of total RTP/SCS budget (\$6.7 Billion)*

*Funding Sources: ATP, Congestion Mitigation and Air Quality(CMAQ) and local agency sources. RTP forecasts gas tax increases and mileage based user fees to boost declining federal funding.*



Thank you !

Learn more by visiting [www.scag.ca.gov](http://www.scag.ca.gov). Contact me at: [patchan@scag.ca.gov](mailto:patchan@scag.ca.gov).



# Southern California Active Transportation Safety & Encouragement Campaign



**go human**  
GoHumanSoCal.org

## Project Update

January 21, 2016



## Campaign Phases



Phase 1	Phase 2	Phase 3
Campaign Planning	Open Streets & Temp Events	Bicycle Safety Trainings
Advertising Campaign		Toolkits/Trainings




## Campaign Goals




- Reduce collisions, create safer streets
- Increase rates of active transportation
- Reduce greenhouse gases
- Improve public health
- Support ATP and other active transportation investments
- Change the reputation of the region




## Driver Ads




**It's not just a sign.**  
Watch for people walking.




**It's not just a sign.**  
Give people room to ride.




**It's not just a sign.**  
Look for her before you turn.




## Pedestrian & Bicyclist Ads




**Be on the safe side.**  
Cross at the corner or crosswalk.



**Go with the flow.**  
Ride in the direction of traffic.



**No matter how you roll.**  
Stop means stop.



## Paid Media



- Bus ads, billboards, radio, Internet radio, mobile, and paid social
- **120 million projected impressions**



## Get Involved!



### Digital Resources:

- Web banners in English & Spanish
- Curated tweets and Facebook posts
- Flyers with encouragement facts and safety tips in multiple languages







**It's not just a sign.**  
Watch for people at intersections.

- Co-branded advertising
- Examples with LA Metro and other partners
- Billboards, bus shelters, bus tails, and interior bus cards are available
- English and Spanish



**Sigue la corriente.**  
Viaja en la misma dirección del tráfico.

## Donated Media

**Be on the safe side.**  
Cross at the corner or crosswalk.

## Open Streets & Demonstration Projects



### Phase 1: Spring 2016 (Bike Month)

- City of El Centro - March 26, 2016
- City of Palm Desert - May 7, 2016
- City of Fontana - Last Saturday of June or July 2016
- City of Westminster - May 21 or 28, 2016
- City of South El Monte - May 1, 2016
- City of Los Angeles - March 12, 2016



## Open Streets and Demonstration Projects



### Phase 2 October 2016 (Walktober):

- City of Riverside
- City of Rialto
- Orange County Parks
- City of Brea
- City of Garden Grove
- City of Cudahy
- City of Long Beach

### Phase 3 May 2017 (Bike Month):

- City of Fullerton
- City of Rancho Cucamonga

## More information:



Advertising Campaign  
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Open Streets & Temporary Events  
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User Panels, Trainings & Toolkits  
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Targeted Toolkits & Training

Active Transportation Working Group

January 21, 2016

# Overview





- The Steer Davies Gleave Team
- Project Summary
- Approach and Schedule
- User Panels
- Q & A



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Go Human Targeted Toolkits and Training
January 21, 2016 |


# The Steer Davies Gleave Team






**CONSULTANT MANAGEMENT**


<p><b>PROJECT DIRECTOR</b> Lisa Buchanan (SDG)</p>		<p><b>PROJECT MANAGER</b> Geoff England (SDG)</p>	
<p><b>PLANNING</b></p>		<p><b>TOOLKIT &amp; TRAINING</b></p>	
<p><b>ACTIVE MODES LEAD</b> Jonny Rotheram (SDG)</p>	<p><b>USER GROUP LEAD</b> Sara Costin (COG)</p>	<p><b>DESIGN LEAD</b> Katy Scott (SDG)</p>	<p><b>BIKE TRAINING LEAD</b> Nathalie Winiarski (VU)</p>
<p><b>TOOLKIT TRAINING LEAD</b> Robbie Cairns (SDG)</p>	<p><b>PROJECT SUPPORT</b> Kate Bridges (SDG)</p>	<p><b>USER GROUP SUPPORT</b> Mark Davis (COG)</p>	<p><b>DESIGN SUPPORT</b> Emily Whiteside (SDG)</p>
		<p><b>EMPLOYER LIAISON</b> Erika Kampe (SDG)</p>	
		<p><b>COMMUNITY LIAISON</b> Hannah Polow (SDG)</p>	
		<p><b>PROFESSIONAL LIAISON</b> Leslie Scott (LSC)</p>	
		<p><b>ELECTED LIAISON</b> Sara Costin (COG)</p>	


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# Project Summary




- **Purpose:** create and empower local champions to lead education and encouragement programs in their communities
- **Approach:** identify strategies, messaging and resources to enable that leadership
- **Deliverables:** a toolkit and training sessions for each of the four target audiences



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# Target Audiences




Target Audience	Example Reps
Elected Officials	County officials City officials
Transportation and Public Health Professionals	Regional agencies Cities/Counties Transit agencies
Community Groups	Local interest groups Environmental/Health groups Neighborhood Councils
Employers	Chambers/BIDs TMAs/TDM programs Individual employers

Advocates Workshop

Mobility and Health Advocacy



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## Approach and Schedule



Nov-Dec 2015	Planning & Stakeholder Identification
Jan-Apr 2016	Targeted Training Strategy & Toolkits Planning
May-Jun 2016	Release of Targeted Toolkits & Training Activities
Jul-Aug 2016	Monitoring, Effectiveness & Final Reporting




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## User Panels: Goals




- Develop a shared understanding of opportunities and challenges for increasing active transportation use and safety.
- Understand how active transportation fits into the goals and objectives of the target audience
- Share and discuss the key resources, materials, information and support needed for this target audience to better promote active transportation use and safety
- Understand how we can increase the network of active transportation champions throughout the SCAG region

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# Next Steps






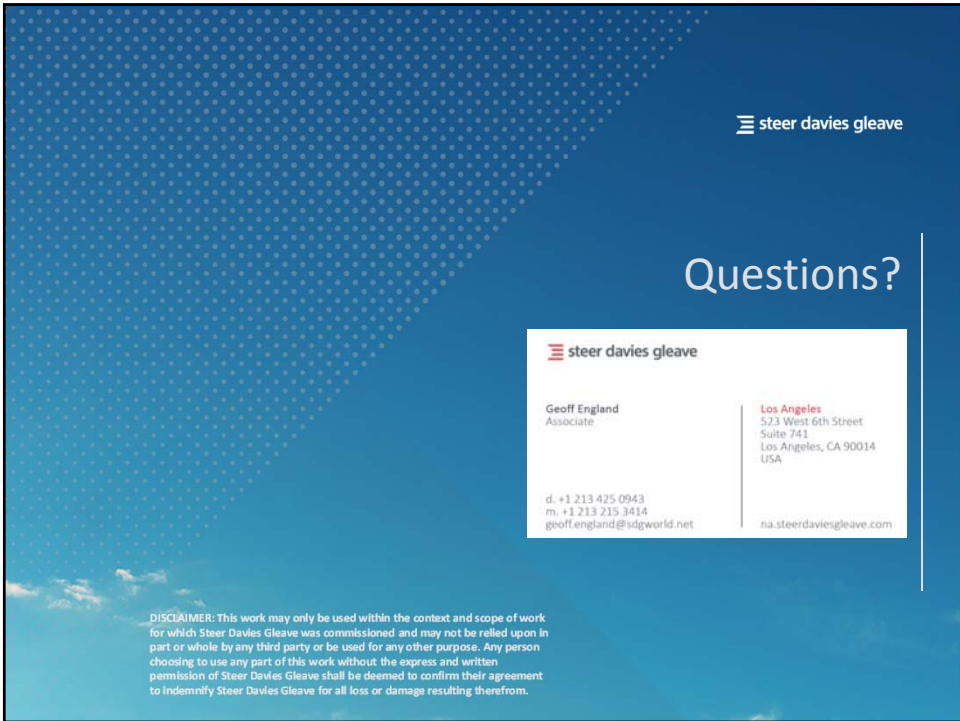
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**Conducting User Group Panel focus groups for other audiences: elected officials, transportation/health professionals, and employers (Jan/Feb)**

**Take information, input and insight and develop draft toolkits and training approaches (Feb/Mar)**


**Come back to User Group Panels to get feedback (Mar/Apr)**





## Questions?



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