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

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Projects Submitted</td>
<td>274</td>
<td>224</td>
</tr>
<tr>
<td>Amount Requested</td>
<td>$337,596</td>
<td>$413,379</td>
</tr>
<tr>
<td>Projects Awarded</td>
<td>122</td>
<td>82</td>
</tr>
<tr>
<td>Funding Awarded</td>
<td>$193,405</td>
<td>$160,270</td>
</tr>
<tr>
<td>Disadvantaged Communities</td>
<td>$166,230</td>
<td>$136,389</td>
</tr>
<tr>
<td>Safe Routes to School</td>
<td>$79,900</td>
<td>$56,229</td>
</tr>
<tr>
<td>Planning</td>
<td>$3,476</td>
<td>$2,004</td>
</tr>
</tbody>
</table>
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:

Stephen Patchan, Patchan@scag.ca.gov

www.scag.ca.gov
First Off

thank you!
Active Transportation Regional Growth

Mode Share increase for Biking and Walking Compared to 2012

Integration into the Urban Form

<table>
<thead>
<tr>
<th>Place Types</th>
<th>Observed and Estimated AT Mode Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>Very Urban</td>
<td>18%</td>
</tr>
<tr>
<td>Urban</td>
<td>16%</td>
</tr>
<tr>
<td>Suburban</td>
<td>13%</td>
</tr>
<tr>
<td>Rural</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>11%</td>
</tr>
</tbody>
</table>
Performance Outcomes in Active Transportation Enhanced Areas

Increase in Transit Share attributed to Active Transportation

<table>
<thead>
<tr>
<th>Transit Usage</th>
<th>2040 Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in Transit Share that can be attributed to Active Transportation (AT) compared to 2040 plan with no AT investments</td>
<td>9.2%</td>
</tr>
</tbody>
</table>

Funding

<table>
<thead>
<tr>
<th>Total Estimated Spending ($billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016-2020</td>
</tr>
<tr>
<td>2021-2025</td>
</tr>
<tr>
<td>2026-2030</td>
</tr>
<tr>
<td>2031-2035</td>
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<tr>
<td>2036-2040</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
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. Contact me at: patchan@scag.ca.gov.
Southern California Active Transportation Safety & Encouragement Campaign

Project Update
January 21, 2016

Campaign Phases

Phase 1
- Campaign Planning
- Advertising Campaign

Phase 2
- Open Streets & Temp Events

Phase 3
- Bicycle Safety Trainings
- 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
• Co-branded advertising
• Examples with LA Metro and other partners
• Billboards, bus shelters, bus tails, and interior bus cards are available
• English and Spanish

Donated Media
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
Julia Lippe-Klein
lippe-klein@scag.ca.gov

Open Streets & Temporary Events
Stephen Patchan
patchan@scag.ca.gov

User Panels, Trainings & Toolkits
Alan Thompson
thompson@scag.ca.gov

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
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

Target Audiences

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

Advocates Workshop Mobility and Health Advocacy
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

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.
Next Steps

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?

Go Human Targeted Toolkits and Training

January 25, 2016

Questions?

Steer Davies Gleave

Questions?

Steer Davies Gleave

Questions?

Steer Davies Gleave

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