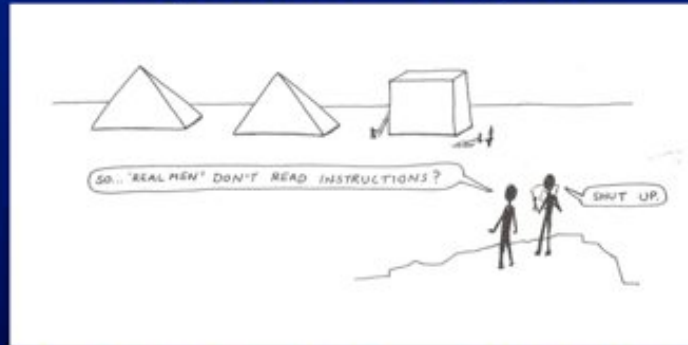


Developing Effective Active Transportation Projects and Programs



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

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
- **Combine Infra & Non-Infra** to ensure project success

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.

Top 10 Tips for Success in ATP

#2: Create a Multi-Disciplinary Team



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

Applicants who didn't work with a multi-disciplinary team did not do as well. It showed in the weak answers to some questions.

Top 10 Tips for Success in ATP

#3: When all else fails...

Read the Instructions!



- There are 3 sets of governing documents – get intimate with them:
 - Guidelines
 - Application
 - Instructions

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

Top 10 Tips for Success in ATP

#5: Use Data to Make Your Case

- Many questions data driven (#1, 2, 4 & 5)
- Early on, your team should review data needs
- Present data in clear, understandable way



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

Top 10 Tips for Success in ATP

#7: Do the Math!



- Be strategic & maximize your points

- Q1 = 30

- Q2 = 25

- Q3 = 15

Total = 70

- BUT, don't punt any questions!

Read the instructions within the application so you can maximize points. Spend the most time on the high value questions.

Top 10 Tips for Success in ATP

#8: Special Project Types – Recreational Trails



- Multi-purpose trails (transportation/recreation) – fully eligible in ATP
- Purely recreational trails qualify for Rec Trails Program funds (see FHWA info)
- 1 extra step in application: send project description info to State Parks
- Demonstrate how your project meets the goals of ATP

Trails that are primarily recreational may only be eligible to compete for the small pot of federal Recreational Trails Program funds contained within ATP.

Top 10 Tips for Success in ATP

#9: Special Project Types – Plans and NI



- Adapt your answers to fit your project type; consult Caltrans staff with questions
- Plans must be community-wide, not project specific (only in DAC)
- 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

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.

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

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?