

## **Active Transportation Program: Non-Infrastructure Program**

### **Expenditure and Cost Guidance**

**(Effective Date: March 23, 2020)**

The Active Transportation Program (ATP) is a combination of State and Federal funding sources, and covers a wide variety of project types, including non-infrastructure (NI) – education, encouragement, and enforcement activities that further the goals of the ATP. Non-infrastructure programs include those benefiting school students, older adults, or entire communities. Non-infrastructure projects may utilize existing best practices or be innovative in nature.

These guidelines are provided to assist agencies in understanding eligible non-infrastructure expenditures under the ATP. The guidelines should be used in scoping the ATP NI project for an ATP Application as well as referenced throughout the life of the ATP NI project as it is being implemented.

All ATP NI Projects are expected to follow the latest NI Guidance. If the implementing agency believes that meeting the new guidelines is not feasible, then they can submit a request to Caltrans to follow the guidelines that were in place at the time their project was selected.

This NI Guidance is organized as follows:

**Section I: Guidance Overview** focuses on procedures for overarching non-infrastructure projects.

**Section II: Detailed Guidance on Items and Costs** includes the parameters for eligible non-infrastructure expenses. This section correlates to the Exhibit 22-R, *“ATP Non-Infrastructure Work Plan”*, which agencies are required to complete for an NI project to document the tasks and expenditures of the project.

**Section III: Ineligible Expenses** describes items that cannot be purchased with ATP funds.

**Appendices: Supplemental Guidance** to provide recommended procedures, best practices, and reference resources for specific components of NI projects, should these components be included in the project.

**Appendix A:** Media Campaign Guidance

**Appendix B:** Open Streets and Demonstration Project References

**Appendix C:** Helmet Distribution Criteria

## SECTION I: GUIDANCE OVERVIEW

### *Overarching procedures for non-infrastructure projects.*

#### **Sustainability**

ATP Guidelines state that the CTC's intention is to fund ATP non-infrastructure pilot and start-up projects that can demonstrate funding for ongoing efforts. The ATP cannot fund existing or ongoing program operations. All non-infrastructure projects must demonstrate how the program is sustainable and will be continued after ATP funding is exhausted.

#### **Public Entity Partners**

Public entities, such as a County Public Health Department, often have the expertise to execute NI activities. A public entity can enter into an interagency agreement or memorandum of Understanding (MOU) with the awarded ATP agency without a competitive hiring process.

#### **Consultants**

Consultants include, but are not limited to, education and outreach consultants, training instructors, evaluation experts, media consultants, etc. Non-infrastructure activities are considered Non-Architecture and Engineering (Non-A&E) services. To hire and pay consultants (including non-profit organizations), a competitive process, such as RFQ/RFP/PIF, must be utilized. Purchases must follow competitive bid procedures, which include receiving multiple bids. If this was not or cannot be achieved, the local agency must document the decision, such as a public interest finding. A competitive solicitation process does not apply to services less than \$5,000. Please refer to the [Local Assistance Procedures Manual \(LAPM\), Chapter 10.3](#) and visit the consultant Selection and Procurement webpage: <https://dot.ca.gov/programs/local-assistance/guidance-and-oversight/consultant-selection-procurement>

For state only funds, also see the following matrix: <https://dot.ca.gov/-/media/dot-media/programs/local-assistance/documents/reports/state-only-funded-matrix-20191028.pdf>. DBE procedures do not apply to State-only funded projects.

#### **Donated or In-Kind Services/Items**

Donated items or in-kind items/services do not count towards the limitations herein, but must still be documented on the 22-R.

#### **Pre-Approval / Item Eligibility Request Process**

Purchases of items not mentioned herein or requiring approval in *Section II: Detailed Guidance on Items and Costs* may be eligible, but must be pre-approved by Caltrans on a case-by-case basis. Requests must be submitted to the Caltrans District ATP Coordinator who will work with the HQ NI Program Manager to determine eligibility.

#### **Non-Infrastructure Work Plan Review Prior to Allocation**

Once awarded, Caltrans will review the Form 22-R prior to allocation to ensure it matches the original 22-R scope submitted in the application and to ensure it meets the guidelines listed herein. An agency may be asked to revise their 22-R to correct any identified ineligible items before allocation.

#### **Making Cost/Item Changes to the Non-Infrastructure Work Plan After Allocation**

If costs or items on the Form 22-R need to change as the ATP NI project is underway, please send an explanation of the proposed changes via email to you District ATP Coordinator who will work with the HQ NI Program Manager. The changes will be evaluated and either approved as minor workplan modifications or recommended to proceed with a formal scope change to the CTC.

## SECTION II: DETAILED GUIDANCE on ITEMS and COSTS

*The parameters for eligible non-infrastructure (NI) expenses.*

The Exhibit 22-R “Non-Infrastructure Work Plan” requires applicants/implementing agencies to organize the program work into primary Tasks. Each Task is then broken down further by Activities, Deliverables, and Costs. This guidance focuses on the eligibility of the identified costs.

The cost categories on the Exhibit 22-R are divided into Staff Costs, Indirect Costs, and Other Costs, each with respective sub-categories as shown here:

### **Staff Costs** (includes staff training)

- Agency and Consultant Staff Time

### **Indirect Costs**

- Indirect Cost Allocation Plan/Indirect Cost Rate Proposal (ICAP/ICRP)

### **Other Costs**

- Travel
- Equipment
- Supplies/Materials
- Incentives
- Other Direct Costs

## STAFF COSTS

### Staff Time

Reasonable part-time or full-time staff needs include:

- Salaries and benefits for **agency staff** (including interns) needed to support an ATP NI project.
- Costs for **Law Enforcement** staff that will support ATP NI program activities/events.
- Costs of a **consultant** (either non-profit or for-profit) to support an ATP NI project.

#### **NOTE:**

- Volunteers cannot be paid for their time, however necessary travel expenses needed for coordination and training efforts are allowable (*see Travel*).
- Crossing Guards salaries are not an eligible expense, however crossing guard training is allowable (*see Staff Training*).
- Childcare providers can be paid when necessary, for example, during train the trainer trainings or specific workshops/meetings geared to adults. However, in most cases, children should be included in NI programming, in which childcare would not be needed.

<p><b>STAFF TIME EXAMPLES</b></p>	<ul style="list-style-type: none"> <li>• <i>Agency staff time may include planners, public health professionals, engineers, school or school district staff, or agency support staff.</i></li> <li>• <i>SRTS Program Manager: a person that runs an entire city, county, or some other area-wide division that includes numerous schools.</i></li> <li>• <i>School Coordinator: a person that runs an individual schools SRTS program.</i></li> <li>• <i>Costs to pay for a substitute teacher if needed to cover for a faculty attending SRTS functions during school hours.</i></li> <li>• <i>Costs for additional law enforcement around the school or school routes when students are traveling to and from school during normal school hours or at demonstration projects/open streets events.</i></li> <li>• <i>Costs of a consultant (either non-profit or for-profit) to manage an NI program.</i></li> </ul>
<p><b>Staff Training</b></p> <p>Staff training, if necessary, should be limited to the specific area of training needed. Training should utilize available ATRC courses/materials as applicable (<a href="http://caatpresources.org/">http://caatpresources.org/</a>)</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>• Attendance at conferences is <u>not</u> an eligible expense.</li> </ul>	
<p><b>STAFF TRAINING EXAMPLES</b></p>	<ul style="list-style-type: none"> <li>• <i>Training for crossing guards</i></li> <li>• <i>Bicycle instructor training</i></li> <li>• <i>Train the trainer</i></li> <li>• <i>Regional training for school staff, community liaisons, and volunteers</i></li> </ul>
<p><b>INDIRECT COSTS</b></p>	
<p><b>ICAP/ICRP</b></p>	
<p>Agencies must have an approved Indirect Cost Allocation Plan/Indirect Cost Rate Proposal (ICAP/ICRP) agreement with Caltrans in order to be reimbursed for Indirect Costs. If the agency does not have a current ICAP/ICRP, it must submit an ICAP/ICRP request in accordance with the options and submission processes found on the following webpage: <a href="https://ig.dot.ca.gov/resources">https://ig.dot.ca.gov/resources</a>. Agencies can e-mail <a href="mailto:ICAP-ICRP@dot.ca.gov">ICAP-ICRP@dot.ca.gov</a>. The ICAP/ICRP documentation must be submitted with the 22-R if the agency is claiming indirect costs.</p>	
<p><b>DOCUMENTATION</b></p>	<ul style="list-style-type: none"> <li>• <i>Approved ICAP/ICRP letter</i></li> <li>• <i>Provisional ICAP rate from A&amp;I, until receiving an approved ICAP</i></li> </ul>

OTHER COSTS	
Travel	
<p>Travel costs are for necessary <b>staff/volunteer travel only</b>, not to be used as an incentive. Travel should conform to State rates or the responsible agencies reimbursement guidelines.</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>Out of State travel is <u>not</u> an eligible expense.</li> </ul>	
<b>TRAVEL EXAMPLES</b>	<p>Reasonable travel costs include:</p> <ul style="list-style-type: none"> <li><i>Mileage/airfare/transit passes/hotel/per-diem/parking/taxi fare to and from meetings, trainings, or events.</i></li> <li><i>Auto insurance (e.g. to move bicycle fleets).</i></li> </ul>
Equipment	
<p>Equipment is for <b>training/educational purposes only</b>. These items cannot be given away as incentives or used for raffles, incentives, prizes, etc.</p> <p>Equipment, including bicycles and helmets, may be purchased for use during training and educational events, such as bike rodeos or other similar events. Helmets and bicycles should be bought in volume to minimize cost. Items are intended to be kept and used beyond the life of the project as part of a sustainable ATP program (<i>see Section 1, Sustainability</i>).</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>The unit cost for one item cannot exceed \$50, unless otherwise noted in the list below, or as pre-approved by Caltrans (<i>see Section I, Pre-Approval</i>).</li> <li>Cost limits are excluding tax.</li> <li>All items must be “reasonable” costs justified by small procurement procedures.</li> <li>Computers, laptops, other electronics, etc., are <u>not</u> eligible equipment for this purpose.</li> <li>Donated equipment is not subject to cost limitations.</li> </ul>	
<b>WALKING and BICYCLING EQUIPMENT EXAMPLES</b>	<p><u>Bicycles/Helmets:</u></p> <ul style="list-style-type: none"> <li><i>Bicycles</i> <ul style="list-style-type: none"> <li><i>Bicycle cost is limited to \$350 per bicycle</i></li> </ul> </li> <li><i>Bicycle helmets</i> <ul style="list-style-type: none"> <li><i>Bicycle helmet cost is limited to \$25 per helmet</i></li> </ul> </li> </ul> <p><u>Training/Educational Equipment:</u></p> <ul style="list-style-type: none"> <li><i>Bicycle tires/tubes/patch kits</i></li> <li><i>Bicycle tire pumps</i></li> <li><i>Bicycle repair tools</i></li> <li><i>Bicycle repair stands (limited to \$150/stand)</i></li> <li><i>Bicycle lights</i></li> <li><i>Bicycle locks and cables</i></li> <li><i>Bicycle saddle bags</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Chalk and chalk marking sticks</i></li> <li>• <i>Safety cones</i></li> <li>• <i>Barriers/Fences for safe bicycle/pedestrian traffic flow</i></li> <li>• <i>Shade tents for sun protection</i></li> <li>• <i>Easels</i></li> <li>• <i>Mock City Kits (average cost of \$5,000/kit)</i></li> <li>• <i>Scanner (limited to \$250/scanner) and related equipment (e.g. barcode tags and barcode readers for computer-based active transportation data collection efforts).</i></li> <li>• <i>Bicycle Trailers/Storage Unit (cost is subject to Pre-Approval, see Section 1)</i> <ul style="list-style-type: none"> <li>○ <i>Eligible for school districts or agencies working with school districts for the use of each school within the district, or agencies working within multiple communities.</i></li> <li>○ <i>Bicycles/trailer must be available for other surrounding agencies use, including school districts.</i></li> <li>○ <i>Agency must document the need and show a sustainable plan for continuous use and maintenance (in task notes section).</i></li> </ul> </li> <li>• <i>Event Equipment for Demonstration Project and Open Streets</i> <ul style="list-style-type: none"> <li>○ <i>See Appendix B: Open Streets and Demonstration Project References, for items/examples.</i></li> </ul> </li> </ul>
<b>STAFF SAFETY GEAR EQUIPMENT EXAMPLES</b>	<p>These items are allowable for staff, trainers, and volunteers. Gear must be necessary for the staff/volunteers to complete the program work and responsibilities.</p> <ul style="list-style-type: none"> <li>• <i>Bicycle helmets (see above)</i></li> <li>• <i>Rain gear (including umbrellas)</i></li> <li>• <i>Safety vests</i></li> <li>• <i>Stop-sign paddles</i></li> <li>• <i>Identification badges/pins/sashes/T-shirts (not uniforms), used to identify leaders/organizers. These are limited to the number of leaders/organizers and should be low in cost.</i></li> </ul>
<b>Supplies/Materials</b>	
<p>Before expending funds on new education and encouragement materials, the use of existing SRTS and bike/pedestrian materials already developed by the ATRC, National Center for SRTS, the Safe Routes Partnership, regional agencies, FHWA, and/or other states, is encouraged.</p> <ul style="list-style-type: none"> <li>• Visit the ATRC at <a href="http://caatpresources.org/">http://caatpresources.org/</a> or contact <a href="mailto:atsp@cdph.ca.gov">atsp@cdph.ca.gov</a> for assistance locating existing educational materials and links.</li> </ul> <p>Reasonable supplies/materials costs include:</p> <ul style="list-style-type: none"> <li>• Educational/encouragement materials that are specific to bicycling and walking. <ul style="list-style-type: none"> <li>○ Transit-related items are allowed if linked to first last mile connections.</li> </ul> </li> <li>• Office supplies.</li> </ul>	

<b>MATERIALS/SUPPLIES EXAMPLES</b>	<p>Materials/Supplies include but are not limited to:</p> <ul style="list-style-type: none"> <li>• <i>Bicycle and pedestrian curricula</i></li> <li>• <i>Walking school bus and/or bicycle train guides</i></li> <li>• <i>Walking and/or bicycling activity and safety books</i></li> <li>• <i>Evaluation materials (surveys, tally sheets, etc.)</i></li> <li>• <i>Printing for materials such as training handouts, flyers, posters, brochures, maps, safety tip sheets, etc.</i></li> <li>• <i>Office supplies directly related to the project (e.g. pens, clipboards, etc.)</i></li> </ul>
<b>Incentives</b>	
<p>Allowable incentives are limited to pedestrian and bicycle related educational safety and health items. Incentives must be used as rewards for program participation and <u>cannot</u> be given to anyone whether or not they participate in an NI activity. Incentives can be used for raffles and promotions as long as program participation is required in order to enter into the raffle, not just given for showing up.</p> <p>Incentives are classified into two different categories: “Major” and “Minor” items, with different rules and allowances for each category.</p> <p><u>Minor:</u></p> <ul style="list-style-type: none"> <li>• Minor incentives should be used as rewards for program participation, not given to the entire student body/community whether or not they participate in an NI activity.</li> <li>• All materials must include a safety or health message.</li> <li>• Total value of incentives are not to exceed \$5/participant.</li> <li>• Donated items are <u>not</u> subject to cost limits.</li> </ul> <p><u>Major:</u></p> <ul style="list-style-type: none"> <li>• Major incentives should only be used as reward for outstanding participation or achievement in the program or as a raffle prize (see above), not given to the entire student body/community whether or not they participate in an NI activity.</li> <li>• Major incentives are limited to the specific items/costs listed in the section below. <ul style="list-style-type: none"> <li>○ Bicycles <u>cannot</u> be purchased as an incentive.</li> <li>○ For any other items, <i>see Section I, Pre-Approval.</i></li> </ul> </li> <li>• Donated items are <u>not</u> subject to cost limits.</li> </ul>	
<b>INCENTIVE EXAMPLES</b>	<p><u>Minor items may include:</u></p> <ul style="list-style-type: none"> <li>• <i>Punch card holders/scanning tags or punch cards</i></li> <li>• <i>Stickers/Buttons/Pins</i></li> <li>• <i>Awards certificates (certificates acknowledging achievement or participation, not gift certificates)</i></li> <li>• <i>Reflective items (zipper pulls, wrist/ankle bands)</i></li> <li>• <i>Bicycle bells</i></li> <li>• <i>Bicycle reflectors</i></li> <li>• <i>Coloring books on bike/ped safety</i></li> <li>• <i>Golden Sneaker Trophy (for SRTS classroom contests)</i></li> <li>• <i>Healthy snacks</i></li> </ul>

	<p><u>Major items are limited to the following items only:</u></p> <ul style="list-style-type: none"> <li>• <i>Bicycle helmets with the following criteria:</i> <ul style="list-style-type: none"> <li>○ <i>Helmet cost is limited to \$25/helmet (excluding tax).</i></li> <li>○ <i>Helmets should be purchased in volume to minimize costs.</i></li> <li>○ <i>Proper helmet fitting/instruction and participation in educational programming is <u>required</u> to receive a helmet. (See Appendix C: Helmet Distribution Criteria)</i></li> <li>➤ <i><u>For SRTS projects:</u> Maximum of 2 helmets per grade level/ per class /per school /per school year.</i></li> <li>➤ <i><u>For community-wide projects:</u> See Section I, Pre-Approval.</i></li> </ul> </li> <li>• <i>Bicycle locks or Bicycle Lights with the following criteria:</i> <ul style="list-style-type: none"> <li>○ <i>Lock cost is limited to \$11/lock (excluding tax).</i></li> <li>○ <i>Bicycle lights cost is limited to \$13/light (excluding tax).</i></li> <li>○ <i>Locks and lights should be purchased in volume to minimize costs.</i></li> <li>○ <i>Instruction on how to properly uses the lock or light and participation in educational programming is <u>required</u> to receive a lock or light.</i></li> <li>➤ <i><u>For SRTS projects:</u> Maximum of 5 locks and/or 5 lights per grade level /per school /per school year.</i></li> <li>➤ <i><u>For community-wise projects:</u> See Section I, Pre-Approval.</i></li> </ul> </li> </ul>
<b>Other Direct Costs</b>	
<p>Other Direct Costs should not include any indirect costs (see ICAP/ICRP section). Other direct costs must directly relate to the implementation of the ATP NI project activities. For media costs, also see <i>Appendix A: Media Campaign Guidance</i>, for additional information.</p> <p>Reasonable direct costs include:</p> <ul style="list-style-type: none"> <li>• Meeting/training venue rental fees</li> <li>• Scanner program licensing fees (to track walking and biking trips)</li> <li>• Software based program fees (to track walking and biking trips)</li> <li>• Graphic design costs associated with developing new education and encouragement materials (See <i>Appendix A: Media Campaign Support</i>) <ul style="list-style-type: none"> <li>○ Visit the ATRC at <a href="http://caatpresources.org/">http://caatpresources.org/</a> or contact <a href="mailto:atsp@cdph.ca.gov">atsp@cdph.ca.gov</a> for assistance locating existing materials, before new materials are developed.</li> </ul> </li> <li>• Media Costs (social media ads, radio ads, videos, etc.)</li> <li>• Printing and installation of large media, such as billboards, bus wraps, etc.</li> <li>• Website services</li> <li>• Webinar/virtual meeting services</li> <li>• Communication services, such as listservs</li> <li>• Food for working meetings (if during meal hours) <ul style="list-style-type: none"> <li>○ Food should be “healthy” and of reasonable cost, for example, conforming to State reimbursement guidelines of: \$8 breakfast, \$12 lunch, \$20 dinner</li> </ul> </li> <li>• Postage/shipping</li> </ul>	



### SECTION III: INELIGIBLE EXPENSES

*Items that cannot be purchased with ATP funds.*

Certain items are not eligible for either operating expenses or program expenses. This list is not exhaustive. Please contact Caltrans for clarification on these items, if needed. Under certain circumstances, Caltrans may approve the use of ATP funds for the purchase of typically ineligible items. This would be done on a case-by-case basis if the applicant can justify that the item primarily benefits the non-motorized user. Such approvals must be obtained through the “Pre-Approval/Item Eligibility Exception Process” (see Section I).

#### EXAMPLES OF INELIGIBLE EXPENSES

Ineligible expenses include but are not limited to:

- *Cash/Gift cards/Gift certificates*
- *Electronic Equipment such as:*
  - *Computers/computer software*
  - *Laptops*
  - *Printers*
  - *iPads/tablets*
  - *iPods/MP3 Players*
  - *Smart Boards*
  - *Projectors*
- *Cell phones*
- *Cameras*
- *Salaries for volunteers or crossing guards*
- *Heart Monitors*
- *Bikes for incentives (including raffles, prizes, or giveaways)*
- *Skateboards, scooters*
- *T-shirts as incentives*
- *Incentives used as rewards for simply attending, but not requiring participation in the event*
- *Bike racks (these are considered infrastructure)*
- *Permanent signs/wayfinding signs (these are considered infrastructure)*
- *Event participant meals*
- *Giving away free transit passes*

**Active Transportation Program: Non-Infrastructure Program**  
**Appendices**  
**(Updated: March 23, 2020)**

Supplemental Guidance to provide recommended procedures, best practices, and reference resources for specific components of ATP NI projects, should these components be included in the project. These appendices will be updated as needed.

**Appendix A** – Media Campaign Guidance

**Appendix B** – Open Streets and Demonstration Project References

**Appendix C** – Helmet Distribution Criteria

## **Appendix A: Media Campaign Guidance**

***Media development and communication resources for materials (print and digital) funded through the Active Transportation Program (ATP) and distributed by ATP awardees.***

### **Background:**

Some non-infrastructure (NI) program strategies funded through selected ATP awards have included the development and dissemination of educational media, such as poster messaging (billboards, bus shelters, flyers, online advertising) and/or public service announcement videos for web-based viewing. The following guidance provides recommendations and resources for ATP-funded media material development. The purpose is to:

- Ensure that the materials are clearly developed to help advance the goals of the ATP.
- Inform the design and development of ATP-funded communication materials according to mass communication best practice and state department standards and procedures.
- Provide existing tools to help ATP awardees assess the clarity of their communication products prior to public release.
- Foster shared understanding between local agencies, contractors, Caltrans, and the ATRC regarding expectations for ATP material approval and reimbursements.

### **Guidance for Communication Material Development:**

Words and Images:

- All ATP materials must use words and images that promote walking and bicycling for transportation and/or safety for pedestrians and bicyclists.
- Materials must contain a clear main message, use plain language, and provide reinforcing visual cues.
- Agencies developing Vision Zero materials using ATP funds should consider Vision Zero guidance to remain consistent with the Vision Zero network principles, policies, and practices.

Process:

- Agencies should conduct target audience research prior to materials development for appropriate messaging.
- Agencies should have their Public Information Officer (PIO) involved in vetting the appropriate messaging.
- Agencies should pre-test materials with their intended target audience prior to distribution (such as marketing strategy surveys and focus groups) and make modifications to the materials based on the target audience input.
- Messages cannot include or be used for political endorsements.

## **Helpful References for Developing and Clarifying Messages**

- The California Office of Traffic Safety (OTS) has the following social media guidance for its OTS awardees:
  - Social Media Guide: <https://www.ots.ca.gov/wp-content/uploads/sites/67/2019/06/Grantee-Social-Media-Guide.pdf>
- The Vision Zero Network has the following resource:
  - Communications Strategies to Advance Vision Zero  
<https://visionzeronetwork.org/communications-strategies-to-advance-vision-zero/>
- The City of Los Angeles prepared Vision Zero Education and Outreach Strategy Report detailing research and consideration of messaging for its Vision Zero campaign. This is a helpful reference outlining the process and research to guide the city's Vision Zero communication campaign development. A copy of this document can be request from the ATRC by emailing [atsp@cdph.ca.gov](mailto:atsp@cdph.ca.gov).
- The Center for Disease Control and Prevention has the following health communication resources:
  - CDC Gateway to Health Communication:  
<https://www.cdc.gov/healthcommunication/index.html>
  - CDC Clear Communication Index  
<https://www.cdc.gov/ccindex/tool/index.html>
  - Everyday Words for Public Health Communication  
<https://www.cdc.gov/other/pdf/everydaywordsforpublichealthcommunication.pdf>
- Alta Planning and Design has prepared a report outlining individual marketing strategies in the following report:
  - New Tools for Shaping Transportation Behavior:  
<https://altaplanning.com/wp-content/uploads/New-Tools-for-Shaping-Transportation-Behavior.pdf>
- The Pedestrian and Bicycling Information Center has a helpful webpage outlining resources, examples, and related webinars:
  - Safe Communications:  
<http://www.pedbikeinfo.org/topics/safetycommunications.cfm>

**Best Practices:**

- Agencies are encouraged to review the following examples of public media campaigns:
  - [Go Human](#) (SCAG)
  - [Go Safely California](#) (OTS)
  - [Street Smarts](#) (San Jose)
  - [It's Up to All of US/Walk Smart](#) (CDPH)
  - [Travel with Care](#) (People for Bikes)
  - [Arrive Alive](#) (Caltrans District 1)
  - [Pedestrians Don't Have Armor](#) (OTS)
  - [Pedestrian Safety Look Campaign](#) (NYC DOT)

**Please notify the ATRC of completed media campaign materials by e-mailing [atsp@cdph.ca.gov](mailto:atsp@cdph.ca.gov) so they can be archived and used as future best practices.**

## Appendix B: Open Streets and Demonstration Project References

***Definitions and References for community-wide events funded through the Active Transportation Program (ATP) and organized and implemented by ATP awardees.***

### **Background:**

Some non-infrastructure (NI) program strategies funded through selected ATP awards have included the coordination of large-scale events, lasting from a few hours to a week, but could be up to a month. The following guidance provides definitions, recommendations, and resources for ATP-funded NI events. The purpose is to:

- Define the difference between an Open Street and a Demonstration Project.
- Ensure that the events are clearly implemented to help advance the goals of the ATP.
- Inform on the process and procedures for event coordination and evaluation.
- Provide existing tools to help ATP awardees execute a successful event.
- Foster shared understanding between local agencies, contractors, Caltrans, and the ATRC regarding expectations for ATP event approval and reimbursements.

### **Definitions:**

**Open Streets:** Open streets initiatives temporarily close streets to vehicle traffic, often for a few hours to a day, so that people may use the entire street for walking, biking, dancing, playing, and socializing. They may also be known as Cyclovias. Open streets events are often considered both a placemaking and street activation strategy to get the public to reimagine streets and what it's like to travel by foot or bicycle. Open streets events are used to help broaden awareness, education, and encouragement of active transportation.

*Note: ATP will fund open streets if the main focus is active transportation education and encouragement. Only the portion of the event expense that is directly related to active transportation is eligible for reimbursement. Other supplementing event aspects (entertainment, yoga, etc.), if included, must be provided as donations or in-kind from other funding sources.*



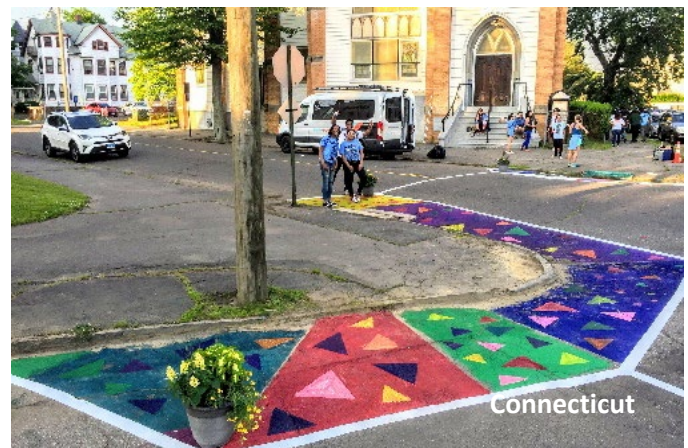




**Demonstration Projects:** Demonstration projects temporarily display proposed street improvements during early stages of planning, so that people can experience and learn about the proposed design. Demonstration projects are distinguished by a short time period (1 day to 1 month), typically lasting about 7 days. They tend to be colorful in aesthetic to capture attention and encourage curiosity and interaction with a potential facility design. Materials used are natural, low-cost, and impermanent, such as haybales, plants, chalk, washable paint, cones, plastic barricades, and tape. Atypical traffic signage is also characteristic of demonstration projects. This added signage offer a clear explanation of why the planned changes are being considered and how they can enhance safety and comfort for pedestrians and bicyclists. Demonstration projects have been known to enhance public involvement, specifically to those who normally don't attend transportation planning meetings.







### **Information for ATP-NI Open Streets and Demonstration Projects:**

*Note: The following is not all inclusive but intended to serve as a starting point to ensure event success.*

#### **Process Recommendations:**

- Select Demonstration or Open Street site.
- Enter into MOU's with all agencies/entities involved.
- Develop detailed designs plans for demonstration/open street, including signage. Have all public agency partners involved review (including traffic engineers for complex demonstrations).
- Create an event materials list (equipment/items needed for the event) and procure these event materials (see example list below)
- Obtain the permits needed for the duration of the demonstration/open street.
- Consult law enforcement and have them present, as needed.
- Obtain event insurance, as needed.
- Develop an advertising plan and produce advertising materials.
- Develop an evaluation plan for the open street/demonstration (see additional information below)
- Install the Demonstration (with help of traffic engineers) or set-up/host the Open Street



**Evaluation Examples:**

- Participant Surveys (though in-person outreach and/or along route through installation of boxes of pre-stamped surveys)
- Take traffic counts before and after installation
- Take pedestrian and bicycle counts before and after installation

**Example List of Typical Demonstration/Open Street Materials:**

- Chalk
- Traffic tape
- Temporary paint
- Safety Cones
- Plastic barriers
- Free standing delineators
- Vegetation/hay bale (serving as barriers/delineators)
- Control barricades
- Manual on Uniform Traffic Control Devices (MUTCD) Compliant Stencils
- Easels/temporary signage
- Tables/Chairs for sign-in areas/information/educational booths
- Shade tents for sun protection

**Other event considerations may include:**

- Renting items necessary for the event (compared to purchasing). Think about the sustainable usage of the items purchased after the demonstration/event.
- Event insurance
- Costs for additional law enforcement

**Helpful References for Open Streets and Demonstration Projects:**

- **The Open Streets Project:** <https://openstreetsproject.org/>
- **Southern California Association of Governments (SCAG) Resources:**
  - The Go Human Events Page contains detailed reports from the first two phases of Open Streets and Demonstration Projects under SCAG's Go Human Initiative:  
<http://gohumansocal.org/Pages/Events.aspx>
  - SCAG also developed and deployed a portable [Kit-of-Parts](#), or lending library of safety design modules (demonstration projects), available to jurisdictions to borrow and test street infrastructure improvements with the public.
- **Tactical Urbanism Material and Design Guides:**  
<http://tacticalurbanismguide.com/guides/>

- **Safe Routes Partnership Resources:**
  - Pop-ups for Safe Routes to School:  
[https://www.saferoutespartnership.org/sites/default/files/resource\\_files/pop-ups\\_for\\_safe\\_routes\\_to\\_school\\_0.pdf](https://www.saferoutespartnership.org/sites/default/files/resource_files/pop-ups_for_safe_routes_to_school_0.pdf)
  - Where the Duct Tape Meets the Road:  
[https://www.saferoutespartnership.org/sites/default/files/pdf/where\\_the\\_duct\\_tape\\_meets\\_the\\_road.pdf](https://www.saferoutespartnership.org/sites/default/files/pdf/where_the_duct_tape_meets_the_road.pdf)
- **American Association of Retired Persons (AARP\_ Pop Up Demonstration Toolkit:**  
<https://www.aarp.org/livable-communities/tool-kits-resources/info-2019/pop-up-tool-kit.html>
- **Trail Net Slow Your Streets: A How-To Guide for Pop-Up Traffic Calming:**  
[http://www.onestl.org/media/site/documents/reports/bicycle-pedestrian-planning/SlowYourStreets\\_HowToGuide\\_Final-v.2\\_reduced.pdf](http://www.onestl.org/media/site/documents/reports/bicycle-pedestrian-planning/SlowYourStreets_HowToGuide_Final-v.2_reduced.pdf)
- **National Association of City Transportation Organizations (NACTO) Resources:**
  - NACTO 2017 Presentation: Tactical Urbanism- Making Big Small Plans:  
<https://nacto.org/wp-content/uploads/2017/09/NACTO.pdf>
  - NACTO Designing Cities 2018 Conference Presentations: From Paint to Concrete: The Complete Toolkit for Building Innovative Projects:  
<https://nacto.org/event/designingcities-2018-from-paint-to-concrete-the-complete-toolkit-for-building-innovative-projects/>
- **People for Bikes: Quick Build for Better Streets:**  
[https://nacto.org/wp-content/uploads/2016/05/2016PeoplefoBikes\\_Quick-Builds-for-Better-Streets.pdf](https://nacto.org/wp-content/uploads/2016/05/2016PeoplefoBikes_Quick-Builds-for-Better-Streets.pdf)
- **Strong Towns**  
<https://www.strongtowns.org/journal/2017/4/10/use-these-resources-to-host-a-pop-up-traffic-calming-demonstration>

## Appendix C: Helmet Distribution Criteria

*This resource is provided to assist agencies with distributing helmets as incentives.*

### Key Points:

- A proper helmet fitting, instructions, and participation in educational programming is required in order to give away a helmet.
- Often there is no knowledge of a recipient's financial status, though most schools and communities included in ATP NI projects are low income.
- Recipients are not required to ride their bike to receive a helmet, however helmets are often given to those that frequently ride their bike. Keep in mind that some recipients may ride a scooter or skate.

### Criteria for Distributing Helmets:

When helmets are given away as incentives, trained program administrators/team members should determine which recipients need a helmet based on the following criteria:

- ☐ If a recipient bikes to school or else wears without a helmet (does not have a helmet)
- ☐ If a recipient shows a program administrator their helmet and it shows any of the following:
  - 1) Any part of the helmet is cracked
  - 2) The interior is detached from the outside of the helmet
  - 3) The straps are ripped or the buckle is broken
  - 4) An existing helmet is significantly too large or too small, or shows anything else that is significantly unsafe about the helmet

### **Case Study Example:**

An agency works in 5<sup>th</sup> grade classrooms for bicycle safety curriculum. Most schools they work with have between two to six 5th grade classes. They typically distribute 1-3 helmets per class that they work with as incentives and 1 helmet is given away during a raffle at the end of the bike rodeo.

### Helmet Fitting Resources

- **National Highway Traffic Safety Administration (NHTSA):**
  - Fitting Your Bike Helmet: [https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/8019\\_fitting-a-helmet.pdf](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/8019_fitting-a-helmet.pdf)