



2023 ACTIVE TRANSPORTATION PROGRAM

ENGAGEMENT SUMMARY

JUNE 2022



California
Transportation
Commission



INTRODUCTION

Robust stakeholder engagement has been a hallmark value of the Active Transportation Program (ATP) since program inception in 2014. The California Transportation Commission (Commission) has prioritized public engagement in the development of program materials for every cycle. Each cycle, Commission staff conducts a series of workshops, site visits, and other outreach activities to gather and incorporate stakeholder feedback, facilitate policy discussions on challenging subjects, and provide technical assistance to applicants. The result, outreach improves scores - 82% of counties which participated in the 2021 workshops or site visits saw an increase in their average scores compared to prior program cycles. 32% of those counties increased their average scores by over ten points compared to past cycles. Engagement activities have traditionally taken place in person. However, when the global Coronavirus (COVID-19) pandemic hit in early March 2020 and extended into the outreach period for the 2023 program, the Commission reimaged its approach to stakeholder engagement. Commission staff shifted to an all-virtual setting for the 2023 Active Transportation Program for each of the three main engagement activities - Central Workshops, Branch Workshops, and Project Site Visits. The virtual approach significantly extended the geographic reach of our engagement activities. Approximately 200 stakeholders attended each of the nine Central Workshops, where policy decisions are discussed and moved forward. That's approximately 220% more than in past cycles. The Branch workshops, regionally-focused meetings to help participants understand program basics also saw more counties participate than last cycle.

The most dramatic engagement increase - 96 virtual site visits were conducted, covering 33 counties, and 129 projects this cycle. By switching to virtual project site visits, Commission staff increased the number of project site visits by over 100 percent. Site visit participants overwhelmingly appreciated the direct support.

“ [Commission] Active Transportation Program staff are the best public agency program staff that I've ever seen or had the privilege to work with! As a stakeholder in Cycle 6, their stakeholder engagement and responsiveness to questions and/or issues that arise is unmatched by any other agency or department in my experience. The resources and support made available for participants make them easily one of the most transparent and best examples of government in action. ”

- Michael C. Williams
Hayward Area Recreation and Park District

Virtual project site visits not only give many more agencies the opportunity to get expert feedback on their projects and application narratives, but also allow Commission staff to gain valuable knowledge on the active transportation issues and project trends from agencies all around the state.

This report outlines the 2023 Active Transportation Program engagement and highlights the major outcomes from this unique cycle.



CYCLE 6 ENGAGEMENT

WORKSHOPS



BRANCH WORKSHOP COUNTY PARTICIPATION

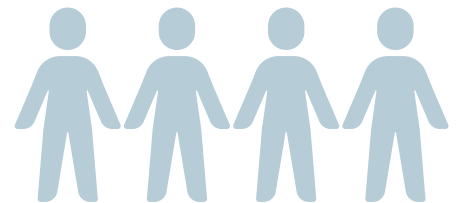
CYCLE 5

12 Counties

CYCLE 6

16 Counties

4 ADDITIONAL COUNTIES
ATTENDED BRANCH
WORKSHOPS IN CYCLE 6



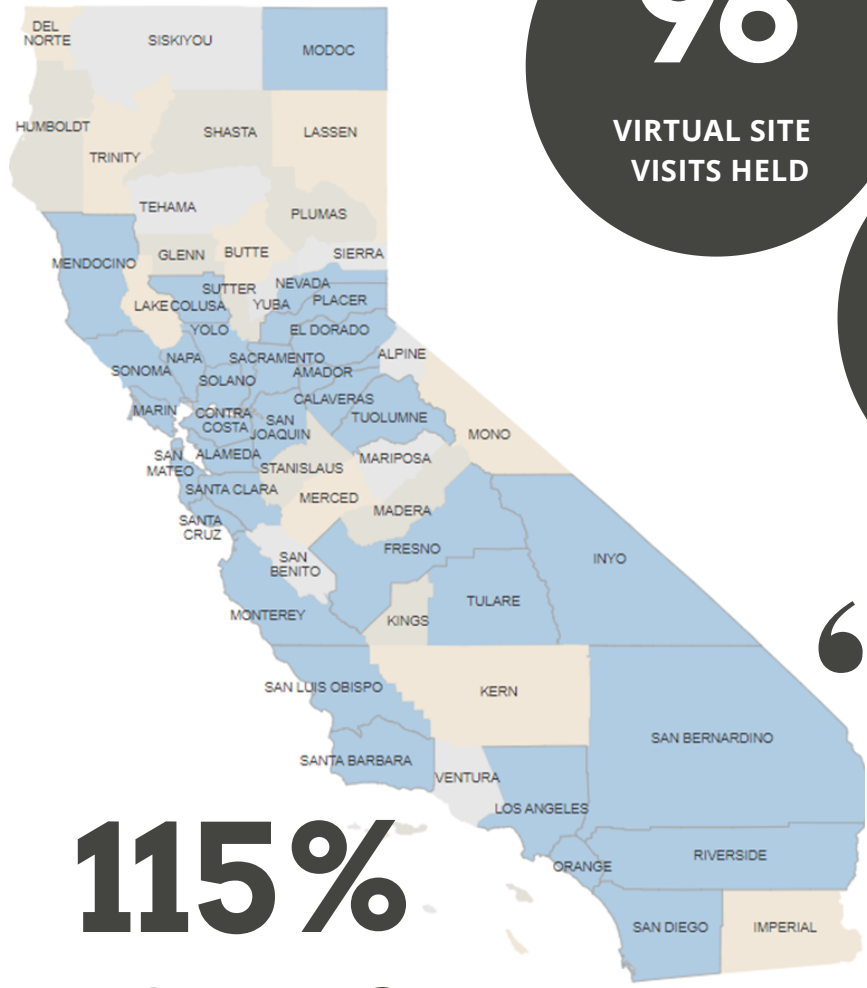
CENTRAL WORKSHOPS focus on recommendations and revisions to the ATP guidelines, applications and scoring rubrics.

BRANCH WORKSHOPS are region-specific workshops that provide program education, technical assistance and analyses of each county's performance in prior cycles.



CYCLE 6 ENGAGEMENT

SITE VISITS



96
VIRTUAL SITE VISITS HELD

129
PROJECTS DISCUSSED

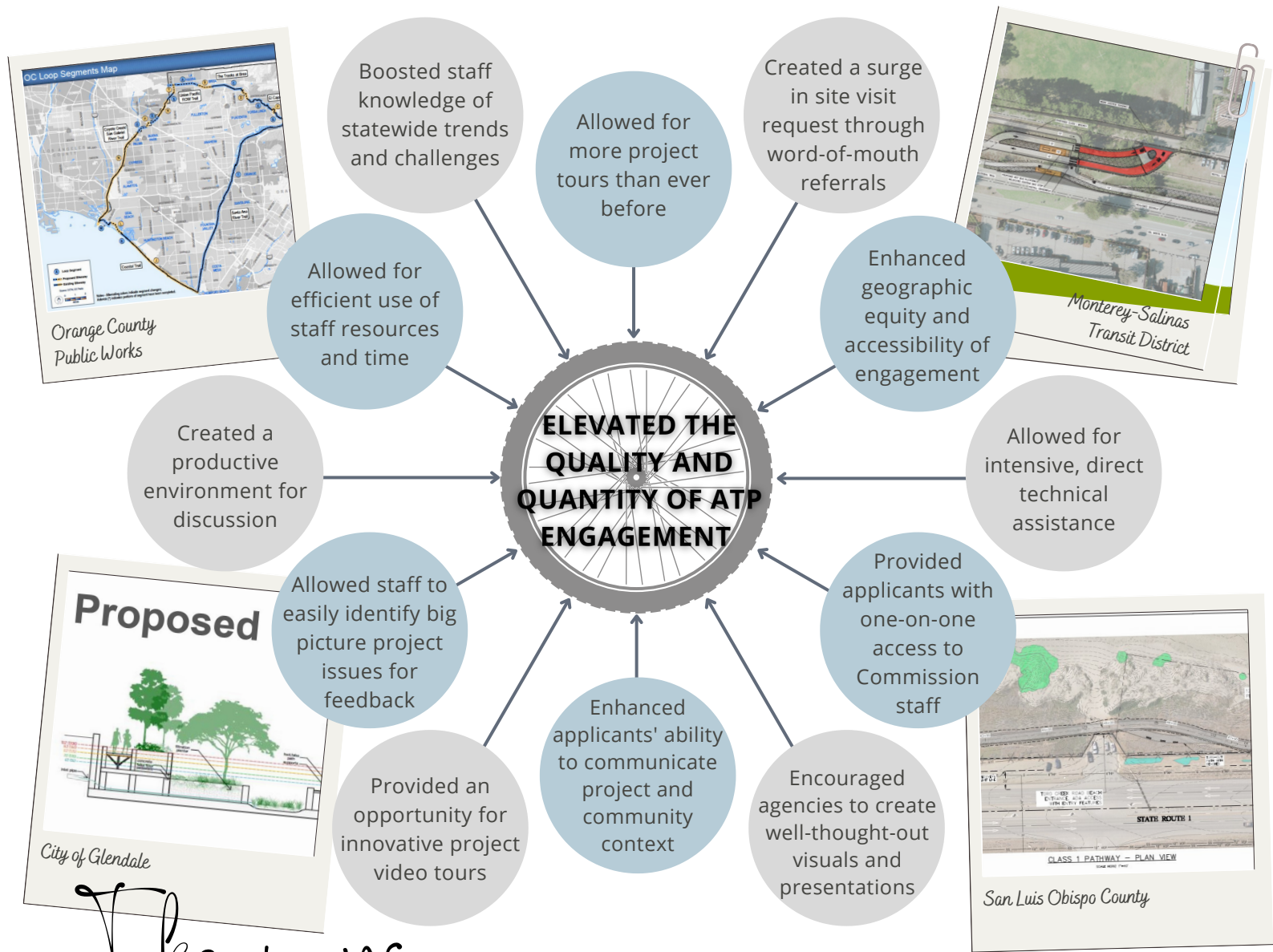
33
COUNTIES COVERED
(See map with counties shown in blue)

115%
INCREASE
IN PROJECT SITE VISITS SINCE CYCLE 5

“ I just wanted to thank you [Commission staff] for your time last week to do a virtual site visit with us ... The feedback was super helpful for us and we really appreciate your time. As I said in the meeting, I don't know many agencies that provide that kind of one-on-one feedback and I can't say enough how cool that is. ”

- Adam Fukushima
City of San Luis Obispo

VIRTUAL SITE VISIT LESSONS LEARNED



Takeaways

ATP stakeholders are eager to participate in engagement and learning opportunities when given flexible and accessible options. The pandemic forced staff to move away from traditional practices and ultimately led to an engagement process with a broad geographic reach and high-quality assistance for applicants. Moving forward, staff hopes to blend these new, creative methods of engagement with pre-pandemic best practices.