West Chula Vista Safe Routes for Seniors

Recommendations for Improving Senior Mobility

June 2020
Acknowledgments

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Residents of Chula Vista
Alejandra Pulido, Alzheimer’s Association
Daniel Harrison, Resident
Diana Milburn, Chula Vista Walks
Jeannine Nash, Resident
Jovita Arellano, Resident
Lorena Hagle, Resident
Madeleine Corbeil, Chula Vista Walks
Residents of Palace Garden Mobile Home Park
Rosy Vasquez, Community Through Hope
Sara August, Resident

City of Chula Vista
Aaron Ruiz, City of Chula Vista
Barbara Locci, City of Chula Vista
Patrick Moneda, City of Chula Vista
Stacey Kurz, City of Chula Vista
Staff of Norman Park Senior Center

Circulate San Diego
Angelica Rocha, Planner
Jana Schwartz, AICP, SITES AP, Project Manager
Danielle Berger, AICP, Director of Planning

Prepared for:

KAISER PERMANENTE®

CITY OF CHULA VISTA

Prepared by:

CIRCULATE SAN DIEGO
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INTRODUCTION

Circulate San Diego, whose mission is to create excellent mobility choices and vibrant, healthy communities, in partnership with the City of Chula Vista and Kaiser Permanente, led the West Chula Vista Safe Route for Seniors project from May 2020 to June 2020. The purpose of this project is to understand senior (age 55+) mobility challenges and develop actionable recommendations that can be implemented by the City of Chula Vista. The West Chula Vista Safe Routes for Seniors project complements the City’s current Active Transportation Plan and Age-Friendly Community Action Plan and provides tangible recommendations to implement strategies of these combined efforts.

The 12-month West Chula Vista Safe Routes for Seniors project included the following components:

- Robust community outreach
- Identification of challenges and barriers to senior mobility
- Inventory of community destinations relevant to seniors
- Development of suggested walking routes for seniors
- Recommendations and strategies to address senior mobility challenges
WHAT IS SAFE ROUTES FOR SENIORS?

Safe Routes for Seniors (SFRS), is an adaptation of the nationally recognized Safe Routes to School program framework. It focuses on creating or enhancing the built environment to be more supportive of senior mobility. SRFS is designed to increase the opportunity for physical activity, mobility, and social connections through infrastructure safety improvements and encouragement programs.

As mentioned, the West Chula Vista SRFS project is a part of the broader planning efforts focused on seniors and active modes of transportation in the City of Chula Vista. Previous planning reports that address senior mobility include the Pedestrian Master Plan (2010), Bikeway Master Plan (2011), Seniors, Sidewalks, and the Centennial (2012), and Pedestrian Connectivity Plan (2018).

The City of Chula Vista recently adopted two momentous plans, the Age-Friendly Action Plan and an inaugural Active Transportation Plan. The Age-Friendly Action Plan, adopted in 2018, identifies strengths, gaps, and opportunities for improving the lives of seniors in eight categories, AARP’s eight “Domains of Livability.” West Chula Vista SRFS supports on the goals and action steps developed in the transportation domain of the Age-Friendly Action Plan. The Active Transportation Plan, adopted in 2020, includes strategies to help guide complete streets designs for future pedestrian and bicycle improvements that meet the need of all road users. The plan is aligned with previous City of Chula Vista planning efforts and includes new strategies to accommodate emerging pedestrian and bicycle technologies. West Chula Vista SRFS is aligned with the ongoing age-friendly and active transportation planning.
Aging in Chula Vista

Significant demographic shifts are expected across the San Diego region. The population of older adults is projected to grow by 194% in San Diego County from 2012 to 2035\(^1\). The City of Chula Vista expects a 32% increase of seniors 55 years old and older over the next 15 years. A 58% increase is expected in the next 30 years\(^2\). There are a number of census tracts in West Chula Vista where seniors make up nearly a quarter of the census tracts population.

With higher rates of chronic disease and illness, strategies for keeping seniors healthy, active, and engaged in their community are needed now more than ever before. Sprawling land-use patterns in Chula Vista have resulted in car dependency and lack of safe infrastructure for active modes of transportation such as walking and biking. West Chula Vista has a significant need for improved infrastructure. Land development, as a result of master-planned communities and villages, has provided more pedestrian and bicycle infrastructure on the east side of the City compared to the West Chula Vista.

In addition, roadways are more dangerous for Seniors than any other demographic in the City of Chula Vista. Seniors accounted for half of all pedestrian and bicycle fatal crashes from 2010 to 2019\(^3\). Ensuring roadways are safe for all road users, especially seniors, is critical to maintaining a healthy and active community.

Community Engagement

Community Presentations

Community presentations were made to the Special Joint Meeting of the Commission on Aging and Healthy Chula Vista Advisory Commission, Mobilehome Rent Review Commission, and the Commission on Aging. The community presentations were an opportunity to introduce the West Chula Vista SFRS project, provide safety tips for seniors using active modes of transportation, collect data on desired destinations, and expand the project's stakeholder group.

National Senior Citizen Day

Circulate San Diego and the City of Chula Vista celebrated National Senior Citizens Day on August 21, 2019 with Mayor Mary Salas and Councilmember Jill Galvez. The event honored the City's inaugural Senior of the Year award recipient and included brief programming with speakers from Norman Park Senior Center, the Commission on Aging, and Circulate San Diego. Seventy-five seniors and partners attended the event including Sharp Healthcare, UC San Diego, and Southwestern College. This event was an opportunity to celebrate Chula Vista seniors and collect data for the inventory of destinations and generate media attention around senior mobility issues. Four news stations covered the story.

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\(^2\) Chula Vista: Creating an Age-Friendly City. City of Chula Vista, 2018, [chulavistaca.gov/home/showdocument?id=17737](http://chulavistaca.gov/home/showdocument?id=17737)

\(^3\) Transportation Injury Mapping System. UC Berkeley, 2020, [tims.berkeley.edu/tools/query/summary.php](http://tims.berkeley.edu/tools/query/summary.php)
Stakeholder Group

Circulate San Diego, with support from the City of Chula Vista, established a West Chula Vista Safe Routes for Seniors Stakeholder Group. The stakeholder group was comprised of Chula Vista residents, seniors, representatives from senior serving organizations, and City staff. The goal of the stakeholder group was to understand first-hand senior mobility issues and solicit feedback on recommendations and strategies for the City to implement.

Circulate San Diego hosted three stakeholder group meetings at the Norman Park Senior Center, the largest senior center in the area. A fourth meeting was planned, however, canceled due to the COVID-19 pandemic. Stakeholders were asked to provide final feedback through an online survey in lieu of the last meeting.

Mobility Assessment

Circulate San Diego engaged senior residents and stakeholders to develop an inventory of destinations in West Chula Vista that residents would like to access using active modes of transportation and the barriers preventing them from doing so. This data was collected at various community engagement events through interactive mapping exercises and one-on-one conversations. See findings on page 12.

A common theme emerged through our data collection process; West Chula Vista seniors would like to see increased mobility options to access recreation, shopping, places of worship, and medical or community services.

![Senior Density in West Chula Vista](image_url)
# MOBILITY ASSESSMENT FINDINGS

Through community engagement strategies outlined in the previous section, Circulate gathered an inventory of destinations in West Chula Vista residents would like to access using active modes of transportation (see map to the left), the barriers preventing them from doing so.

## Barriers to seniors using the bus:
- Never used it before
- Still have a car
- Relative that is willing to drive them
- Stress or perceived stress associated from use (difficult to read signs/routes, etc., that bus drivers are not always trained or have the ability to handle issues that might occur for these vulnerable groups)
- MTS does not always enforce the seniors and people with disabilities seats on the bus
- Bus does not go to or stop close enough to destination

## Barriers to seniors walking:
- Poor sidewalk maintenance/lack of sidewalks
- Distance between places
- Challenging crossings/crossing times
- Lack of pedestrian amenities
- Built environment is not conducive for pedestrians with mobility aids, such as canes, rollators, walkers, and scooters
- Lack of places to rest or take breaks
- Car-dominated culture
- Weather

## Barriers to seniors biking:
- Poor sidewalk maintenance/lack of sidewalks
- Distance between places
- Challenging crossings/crossing times
- Lack of pedestrian amenities
- Built environment is not conducive for pedestrians with mobility aids, such as canes, rollators, walkers, and scooters
- Lack of places to rest or take breaks
- Car-dominated culture
- Weather
Inventory of Destinations in West Chula Vista

- San Diego Bay/Marina
- Senior Center
- Shopping Mall/Center
- Commercial Area
- Grocery Store
- Health Facility
- Public Amenity (Parks and Open Spaces; Library, etc.)
- Community Services Center
- Place of Worship/Religious Space
RECOMMENDATIONS FOR IMPROVING SENIOR MOBILITY

Based on the input we received, we encourage the City of Chula Vista to consider implementing the following four recommendations to improve senior mobility. Recommendations were developed based on conversations with seniors, stakeholder group discussions, and professional planning insight. Short- and long-term strategies for implementation are included. Short-term strategies are programmatic, non-capital improvement projects that are less expensive to implement and can be rolled-out in one to three years. Long-term strategies are capital infrastructure improvements that may require formal city-wide policy adoptions.

Recommendations include:

Improve Senior Transit Access

Develop a Senior Mobility Media Campaign

Implement Age-Friendly Pedestrian Improvements

Consider Flexible Vehicle-Based Options
Recommendation #1: Improve Senior Transit Access

This proposed recommendation includes programmatic strategies such as hosting a series of MTS enrollment events at senior centers and organized transit training programs to educate seniors on how to access the MTS system.

Strategy – Pop-Up MTS Enrollment Events

Short-term strategy – Host pop-up MTS enrollment event at senior serving facilities or living communities

In partnership with MTS, host a series of pop-up enrollment events at senior serving facilities or living communities, such as the Norman Park Senior Center, Fredericka Manor Retirement Community, and/or Palace Garden Mobile Home Park. The goal of these events is to minimize the need for seniors and older adults (ages 55-65) to travel to enroll in a reduced fare transit passes.

Seniors can purchase one-way fares on buses or at trolley stations, however, monthly passes require advanced Compass Card purchase. Albertson’s grocery store on 3rd Avenue is the one retailer in West Chula Vista where seniors can purchase their reduced fare Compass Card.

Additionally, older adults with disabilities (ages 55-65) struggle to enroll in MTS reduced fare Compass Card. To enroll in the MTS disability pass, residents must travel to MTS offices in Downtown San Diego and sometimes multiple times.

Enrollment events can automatically enroll seniors in reduced fare transit pass and support the enrollment process for older adults with disabilities. Sustainability of this program is key to successfully improve senior access to transit. MTS could consider hosting annual pop-up enrollment events at locations listed above for seniors in West Chula Vista. MTS could process new seniors for senior transit passes and help establish re-enrollments for seniors on expiring disability passes. This program has the opportunity to greatly increase access for seniors in the area, especially if coupled by a senior-focused walking and transit program.

Strategy - Transit Training Program

Short term strategy – Partner with local community business organizations, senior centers, or non-profit to bring transit training programing to seniors and their families

Transit training programs educate residents on how to use public transit to access a variety of daily activities. Examples of transit training programs include the Taking Transit 101 Workshop provided by MTS, Circulate San Diego’s Transit for Fun program, and Access-Ability program provided by MTS which offers travel instruction to individuals with disabilities. The following strategy is aligned with Age-Friendly Action Plan goal 2.1.A. and goal 2.1.B.

Transit-based field trips could include visiting arts and cultural locations, shopping areas, parks and open spaces, or health facilities. The MTS Access-Ability program offers tiered-levels of training and provides training for community partners to provide travel instruction on their own, free of charge. This training program is especially beneficial for first-time users who have likely been car dependent for the majority of their life and prepare senior residents for the transition of becoming car or license-less residents.
Recommendation #2: Develop a Senior Mobility Media Campaign

This proposed recommendation outlines strategies for developing a media campaign strategy focused on senior mobility. The goal of this is to encourage the use of public transit, walking, and biking for seniors.

Strategy – Encourage public transit, walking, and biking for seniors

Long-term strategy – Develop a media campaign strategy focused on seniors using active transportation modes

Aligned with the Age-Friendly Action Plan, we heard that there is a need to disseminate more information to seniors encouraging active modes of transportation and how to access them. A highly visible media campaign could be hosted as part of the City of Chula Vista’s Age-Friendly Community efforts and include the following information:

- Routes to Doctor’s Office, Open Spaces/Parks, Grocery Stores, Shopping Areas
- How to enroll in Senior Disability Pass
- How to catch and board a bus
- Bus schedule/Bus routes in the City of Chula Vista
- Suggested walking routes for different neighborhoods
- Benefits of walking and biking on senior mental and physical health

Media campaign should consider the following outlets:

- Informational Flyers/Handouts to senior centers, Doctor’s offices, senior and assisted living communities (such as Fredricka Manor and Mobile Home Community Centers)
- Publish graphics and information to Nextdoor social networking service for neighborhoods.
- Large scale marketing campaign to include Bulletins, Transit Shelters, Bus Wraps, etc.
- Social media advertisements
- Newspaper advertisements
- Emails to existing group networks and organized groups
- Leverage City and County departments, political leaders and their networks. This could include monthly newsletters, social media posts, press releases, etc.

Circulate San Diego Transit for Fun Event with Gary & Mary West Senior Center (2019)
Recommendation #3: Implement Age-Friendly Pedestrian Improvements

This proposed recommendation considers innovative pedestrian safety infrastructure, programs, and policies targeted at improving walkability in West Chula Vista. This includes lengthening crossing time intervals to better suit senior pedestrians, suggested walking routes maps, and City policy focused on senior-specific pedestrian needs in areas that are densely populated with seniors. This could include the formal adoption of a “senior pedestrian zone” policy.

Strategy – Address pedestrian infrastructure issues

Short term strategy – Work with City engineering to review identified crosswalk and sidewalk challenges

As identified in the Age-Friendly Action Plan, West Chula Vista SRFS Stakeholder Group shared that intersection crossing time is a main concern for senior pedestrians in the area. TransAlt (2009) found that seniors cross streets at 2.5 feet per second. Pedestrian signals are designed for walking speeds of 3.5 – 4 feet per second. The stakeholder group identified specific intersections in the Northwest Neighborhood with crossing time challenges, along with other nearby pedestrian challenges on page 20 and 21.

Additional outreach should be conducted to identify all intersections with crossing time challenges. Data collected was specific to the Northwest Neighborhood and does not cover the entire geographic area of West Chula Vista.

The recent Active Transportation Plan collected robust community data on existing conditions and will address many sidewalk challenges throughout the City, however, the plan does not specifically address crossing time challenges for seniors.

Short term strategy – Suggested Walking Route Map

Conduct a more robust community outreach process on the suggested routes maps created for SRFS (see map on page 19).

Future strategies should consider implementing an interactive version of the map for digital platforms and updating walking routes as land-use patterns change.

Long-term – Implement senior pedestrian zone policy

Senior Pedestrian Zone policy calls for the implementation of a series of traffic calming strategies to reduce vehicle speeds and enhance pedestrian safety in areas near senior facilities, centers, or residential areas densely populated with seniors. The City of Atlanta, Georgia became the first city to adopt a senior zone ordinance.

TransAlt recommended the following short- and long-term safety improvements for senior zones.

Short-term universal safety improvements could include low-cost improvements such as 5 to 9 second leading pedestrian intervals (LPIs) and longer pedestrian crossing times.

Long-term projects could include capital improvement projects aligned with infrastructure recommendations by AARP, such as lane narrowing, safety buffers, pedestrian scaled lighting, removed tripping hazards from sidewalks, pedestrian refuge, curb ramps, parklets/pocket parks, and rain gardens.

Improvements should address the needs of persons with disabilities, including but not limited to individuals with Alzheimer’s, individuals who are deaf, and/or blind.

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Identified Intersections with Crossing Time Concerns and Other Pedestrian Challenges

The following map outlines data collected from the stakeholder group regarding crossing time challenges and other nearby pedestrian challenges in the Northwest Neighborhood of West Chula Vista.
Challenge: Crossing time
Recommendation: Extend crossing time given at the signalized intersection to better accommodate seniors and people with mobility challenges.

Challenge: Crosswalk visibility
Recommendation: Reduce line of sight issues from vegetation and install signalized pedestrian crosswalk sign in center median.

Challenge: Sidewalk challenges
Recommendation: Enhance sidewalk by reducing trip hazards, barriers, and areas missing connectivity.

Challenge: Crosswalk visibility
Recommendation: Install solar-powered Rectangular Rapid Flash Beacon.
**Recommendation #4: Consider Flexible Vehicle-Based Options**

This proposed recommendation flexible vehicle mobility strategies for seniors in West Chula Vista. This includes strategies such as Neighborhood Electric Vehicle, on-demand Microtransit shuttles, and partnership with ride-hailing providers for senior transportation and/or paratransit service.

**Strategy – Address barriers for active modes of transportation caused by low density land-use**

**Long-term – Consider implementing creative and other non-traditional transportation strategies**

Land use patterns influence transportation decisions. Development practices such as low-density land use, inadequate active transportation infrastructures, and low-frequency bus service perpetuate a car-centric community and impact one’s ability and desire to choose active and public modes of transportation. Locations included in the inventory of destinations seniors wish to travel to are scattered throughout the City, which makes a one size fits all model for improvements and strategies challenging. There is a need for a range of transportation solutions that can cover more distance than walking and biking and is more time and are more cost-efficient than public transit. There are a number of emerging mobility technologies the City of Chula Vista should explore for its aging community.

The following section outlines creative mobility strategies being deployed by other cities and communities across the country.

**Neighborhood Electric Vehicles (NEV’s)** are battery operated zero-emission electric vehicles with a top speed of 25 mph. They are legally operational on roads with speed limits less than 35 mph and are meant for quick travel trips travel typically less than 10 miles. SANDAG is implementing NEV’s in their mobility hub pilot program and should be considered for planning Age-Friendly Communities in West Chula Vista. Coachella Valley Association of Governments recently piloted NEV’s in eight neighborhoods. Ridership data found 70% of trips were under 3 miles and 90% were under 10 miles. This strategy is one solution forgetting seniors around to many of the desired locations listed. Feasibility studies need to assess land use and roadway infrastructures, charging capabilities of local apartment buildings and facilities, and buy-in from community.

**Microtransit Service Providers** are an on-demand transportation services currently being piloted in a number of major metropolitan cities across the nation, such as Sacramento, New York, and Durham. The City of Chula could consider implementing this city-wide or to specific community hubs such as health care facilities, recreational areas/centers, and shopping centers.

**Paratransit support from ride-hailing companies** is a creative partnership currently being piloted in Boston, Massachusetts. The Massachusetts Bay Transportation Authority and Uber launched a paratransit pilot in 2019. Paratransit eligible riders request rides through their Uber App and the rides are billed directly to the transportation agency.
More Creative Strategies in Use

- Rides4Neighbors in the City of La Mesa is a door-to-door transportation program provided by volunteer drivers for essential needs trips for residents who are over 60 years old. The program requires a $20 one-time application fee. Rides must be requested 5 business days in advanced.
- In 2019, LA Metro launched a yearlong pilot project providing on-demand services to three busy transit stations.
- City of Oceanside, SANDAG, and FordX teamed up to launch a neighborhood electric vehicle pilot program, Hoot Rides.
- Voyage runs autonomous self-driving ride hailing programs in 4,000-resident retirement community in San Jose, California and a 125,000-resident retirement community in Florida.

Voyage is a self-driving ride hailing provider in The Villages, Florida (source: Voyage)
CONCLUSION

The purpose of this document is to align with existing active transportation and senior mobility planning efforts. Our data highlights the need for seniors to access places to recreate, shop, worship, and seek medical or community services. Included in this document are four recommendations with creative strategies to improve mobility needs of seniors in West Chula Vista. Ideas include programming to improve senior transit access, pedestrian safety improvements, ideas for a senior mobility media campaign, and creative vehicle-based options. Together short- and long-term programs, policies, and infrastructure improvements can greatly improve senior mobility in West Chula Vista.
**Safe Routes for Seniors**


**Improve Senior Transit Access**

MTS Transit Training Program: [sdmts.com/rider-info-accessibility/travel-training-program](http://sdmts.com/rider-info-accessibility/travel-training-program)

Circulate San Diego Transit for Fun: [circulatesd.org/transitforfun](http://circulatesd.org/transitforfun)

**Pedestrian Improvements**


Planning Complete Streets for an Aging America: [assets.aarp.org/rgcenter/ppi/liv-com/2009-12-streets.pdf](http://assets.aarp.org/rgcenter/ppi/liv-com/2009-12-streets.pdf)

**Senior Mobility Media Campaign**

AARP Attracting Senior Drivers to Public Transportation: Issues and Concerns: [aarp.org/content/dam/aarp/livable-communities/old-learn/transportation/Attracting-Senior-Drivers-to-Public-Transportation-Issues-and-Concerns-AARP.pdf](http://aarp.org/content/dam/aarp/livable-communities/old-learn/transportation/Attracting-Senior-Drivers-to-Public-Transportation-Issues-and-Concerns-AARP.pdf)

**Flexible Vehicle-Based Options**

Uber paratransit partnership with Boston: [uber.com/blog/boston/mbta/](http://uber.com/blog/boston/mbta/)

Rides4Neighbors volunteer based program in the City of La Mesa: [cityoflamesa.com/991/Rides4Neighbors](http://cityoflamesa.com/991/Rides4Neighbors)


LA Metro On-Demand Service to Transit Stations: [metro.net/news/simple_pr/la-metro-launches-partnership-provide-demand-servi/](http://metro.net/news/simple_pr/la-metro-launches-partnership-provide-demand-servi/)
Potential Funding Sources

Circulate San Diego prepared a list of potential private, federal, state, local, and other funding options for the City of Chula Vista and other potential interested parties to implement infrastructure projects and non-infrastructure active transportation programs.

The following funding sources are organized categorically and alphabetically. Some sources have websites, e-mail addresses, while others do not. Not all funding sources are applicable to every agency or stakeholder group. All of the information in this guide is subject to change. None of the following sources have guaranteed funding. Please contact each funding source directly before soliciting funding.

**FEDERAL**

**Better Utilizing Investments to Leverage Development (BUILD) Grants**

BUILD Grants are the successor of Transportation Investment Generating Economic Recovery, or TIGER Grants. $900 million in funding was appropriated for BUILD Grants in 2019. These grants fund projects involving highways, bridges, roads, transit, and freight transportation. BUILD Grants range from $5 million to $25 million for projects not located in rural areas. States, California included, cannot receive more than 10 percent of the total funding. Eligible applicants include Caltrans, cities, counties, transit agencies, MPOs, and port authorities. BUILD Grants cannot exceed 80 percent of a project’s cost, the rest must be provided by the applicant. The application deadline for 2020 ended in July. Please check the Department of Transportation's website to find out future deadlines.

More information: [transportation.gov/BUILDgrants](http://transportation.gov/BUILDgrants)
Community Development Block Grants (CDBG)
Community Development Block Grants provide funding to cities and counties to provide affordable housing, improve undesirable living conditions, and facilitate economic development. No less than 70 percent of CDBG funds must directly impact disadvantaged communities. Funding amounts are determined based on community need by the Department of Housing and Urban Development (HUD). Local CDBGs are provided by San Diego Economic Development Department. San Diego County and the San Diego Housing Commission also receive CDBGs.

More information: hud.gov/program_offices/comm_planning/communitydevelopment/programs

Fixing America’s Surface Transportation (FAST) Act
The FAST Act replaced the Moving Ahead for Progress in the 21st Century Act (MAP-21) in 2015. The FAST act appropriates $226.3 billion in federal funding annually through FY 2020-2021 for road, bridge, bicycling, and walking improvements. The FAST Act incorporates numerous programs including the Surface Transportation Block Grant Program, The Highway Safety Improvement Program, and the Congestion Mitigation and Air Quality Improvement Program.

More information: fhwa.dot.gov/fastact/

Surface Transportation Block Grant (STBG) Program
The STBG Program, formerly the Surface Transportation Program, provides an estimated annual total of $11.7 billion for transportation projects. The STBGs are the most flexible of the funding mechanisms encompassed in the FAST Act. Transportation Alternatives, including active transportation, are given dedicated funding set aside from the general STBG Program account.

More information: fhwa.dot.gov/fastact/factsheets/stbgfs.cfm

Transportation Alternatives (TA)
TA replaces the Transportation Alternative Program (TAP) outlined in MAP-21 and includes the funds in the larger STBG Program. TA allocates an estimated annual amount of $844 million to states and MPOs. MPOs receive 50 percent of TA funds based on population with the rest distributed by the state at their discretion. Eligible projects include pedestrian and bicyclist infrastructure, recreational trails, and Safe Routes to School programs. Eligible applicants include local governments, transit agencies, school districts, and nonprofit organizations responsible for local transportation safety programs.

More information: fhwa.dot.gov/fastact/factsheets/transportationalternativesfs.cfm

Congestion Mitigation and Air Quality Improvement Program (CMAQ)
The CMAQ program allocates an estimated annual amount of $2.4 billion to state and local governments. The purpose of these funds is for projects to help areas meet the requirements of the Clear Air Act. Projects supported by CMAQ funds can include increasing active transportation, increasing transit ridership, diesel retrofits, port facilities improvements, travel demand management strategies, and alternative fuel vehicles.

More information: fhwa.dot.gov/fastact/factsheets/cmaqfs.cfm

Highway Safety Improvement Program (HSIP)
HSIP allocates $2.6 billion annually to states for the purpose of improving safety on our roadways. Projects are required to show their importance by a data-driven and performance-based approach. HSIP funds should be used for infrastructure projects, as opposed to education and enforcement programs.

More information: fhwa.dot.gov/fastact/factsheets/hsipfs.cfm
**Safe System Innovation Grants**

Safe System Innovation Grants are awarded through the Road to Zero (RTZ) initiative whose mission is to eliminate traffic deaths by 2050. Each year $1 million is awarded to projects that improve traffic safety through education, low-cost interventions, or innovative technology applications. Refer to the RTZ website for future application deadlines.


**Additional Federal Funding Opportunities**

Visit Federal Grants website for up-to-date information about grant programs in all federal agencies: [grants.gov](grants.gov)

**STATE**

**AB 2766 Subvention Funds**

AB 2766 Subvention Funds are derived from a $6 surcharge on motor vehicle registration fees. AB 2766 Subvention Funds are awarded to cities and counties for projects that reduce air pollution from motor vehicles by switching to alternative fuels or reducing vehicular travel demand. Eligible projects include alternative fuel implementation, promoting public transit use, transportation demand management, and bicycle facilities.


**Active Transportation Program (ATP)**

The Active Transportation Program (ATP) provides funding to projects that encourage increased levels of walking and biking among the population. Funding for the ATP comes from California’s allocated federal Transportation Alternative (TA) funds, HSIP funds, State Highway Account funds, and the Road Maintenance and Rehabilitation Account (SB 1) funds. Matching is not required by the state. A minimum of 25 percent of ATP funds must benefit disadvantaged communities.

Projects are awarded funding by the region’s Metropolitan Planning Organization (MPO) or statewide by the California Transportation Commission (CTC). Eligible applicants include cities, counties, school districts, public schools, MPOs, Caltrans, or Transit Agencies.

Funding for the ATP happens in four year cycles with Cycle 5 starting in 2020 and ending in 2023. Cycle 5 will provide an expected $440 million to selected projects across the four-year cycle. Please check the Caltrans website for specified application deadlines.


**Bicycle Transportation Account (BTA)**

The State of California awards grants to local jurisdictions for projects that directly promote increased commuting by bicycle. The grant awardee must provide at least 10 percent of the project cost. Eligible projects include new bikeways, bicycle parking facilities, traffic calming elements that increase bicyclist safety, and bikeway maintenance.

Website currently under construction.
Office of Traffic Safety (OTS) Grants
Public Entities are eligible to submit applications for funding. The application should relate to one of the priority program areas. OTS prioritizes that align with this particular project could include pedestrian and bicycle safety or public relations, advertising, and marketing. For more information on eligibility, see the Grant Program Manual. All applicants must submit an application annually by January 30th through the Grants Electronic Management System.

More information: ots.ca.gov/grants/

Sustainable Transportation Planning Grants
Sustainable Transportation Planning Grants seek to foster sustainable communities and strategic partnerships to enhance the state’s transportation system. MPOs are awarded 12.5M, while the rest will be distributed by Caltrans. Applications for the current year will likely be due around October 2020. Contact Caltrans at (916) 653-0913 or dotp.public.info@dot.ca.gov for questions.

More information: dot.ca.gov/programs/transportation-planning/regional-planning/sustainable-transportation-planning-grants

LOCAL
TransNet Active Transportation Grant Program (ATGP)
Like the SGIP, SANDAG funds the ATGP with a mixture of allocations from the programs listed above, TransNet funds, and The Transportation Development Act (TDA) funds. The ATGP allocates funding to projects that improve pedestrian and bicyclist safety and accessibility to transit, schools, retail centers, parks, jobs, and other gathering spaces. Contact Tracy Ferchaw of SANDAG with questions at tracy.ferchaw@sandag.org or (619) 699-1977.

More information: sandag.org/index.asp?classid=12&projectid=491&fuseaction=projects.detail

TransNet Smart Growth Incentive Program (SGIP)
SANDAG provides funding for active transportation throughout the region with a mixture of funds from the programs listed above and TransNet, the regional half cent sales tax. The SGIP allocates funding to projects that support compact, walkable, bikeable, mixed-use, transit-oriented development in Smart Growth Opportunity Areas. Contact Tracy Ferchaw of SANDAG with questions at tracy.ferchaw@sandag.org or (619) 699-1977.

More information: sandag.org/index.asp?classid=12&projectid=491&fuseaction=projects.detail

PRIVATE
Clif Bar Family Foundation
Grants-Programs/Small-Grants
The Clif Bar Family foundation awards grants to nonprofits that seek to build stronger communities, increase physical activity of citizens, promote a healthy food system, and reduce environmental health hazards. Applications are reviewed regularly with deadlines on the first of February, June, and October. Funding cannot be used for capital construction costs.

More information: cliffbarfamilyfoundation.org/Grants-Programs/Small-Grants

Fed Ex Cares 50 by 50 Grants
The Fed Ex Cares 50 by 50 grant program awards funds to nonprofit organizations that support sustainable transportation, road safety, employment opportunities, entrepreneurship, and diversity and inclusion. Applications are reviewed regularly with deadlines at the end of January and June of each year. Grant sizes vary. Grants are typically under $100,000, but more may be distributed if warranted.

More information: fedexcares.com
PeopleForBikes Community Grant Program
The PeopleForBikes Community Grant Program supports bicycle infrastructure projects and targeted advocacy initiatives that make it easier and safer for people of all ages and abilities to ride. PeopleForBikes accepts grant applications from non-profit organizations with a focus on bicycling, active transportation, or community development, from city or county agencies or departments, and from state or federal agencies working locally, up to $10,000. There are typically one to two open grant cycles each year. The Fall 2020 grant cycle opens on June 15, 2020.

More information: peopleforbikes.org/grant-guidelines/

OTHER FUNDING SOURCES AND OPPORTUNITIES
Donations
Private companies and individuals sometimes make donations to causes they feel strongly about. These are not a reliable source of funding since they are often random and infrequent; however, these types of donations should still be considered a viable potential funding source.

Public-Private Partnership (PPP)
Increasingly used for large-scale infrastructure and public works projects, a PPP is a contract between a governmental body and a private entity, with the goal of providing some public benefit, either an asset or a service.