



Five Ways to Plan for Program Sustainability

Presented by

The Active Transportation Resource Center (ATRC)

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About the ATRC

- Support local agencies in meeting ATP NI application project delivery requirements
- Provide resources, technical assistance and training
- Help California meet its long-term multi-modal transportation, sustainability, health, safety, and equity goals
- Get more people safely walking, bicycling and rolling

<https://caatpresources.org>

Program Sustainability: Perspectives

- Continuity of services past life of funding
- Indicator used for competitive funding to evaluate potential return on investment
- Continuation of collaboration and commitments to shared goals
- Reflection of forethought to anticipate and address future needs

ATRC's Five Ways to Plan for Sustainability

- Developed by ATRC in collaboration with external ATP stakeholders including the Safe Routes Partnership
- Draws up existing wisdom and public health guidance for sustaining community health education programs
- Consistent with new prompts in upcoming ATP Cycle 6 application questions on NI Program Sustainability
- Tips are suggestions, not requirements.

1- Establish a workgroup

- Purpose is to develop and implement a Program Sustainability Plan in parallel to ATP Project implementation
- Identify and engage invested members
 - Agency/school district staff; community members; walk/bike/roll enthusiasts; climate, health, safety, equity partners
- Create and implement tasks and timeline related what may be needed to sustain one's program or specific activities of the program
- Refer to existing guides and resources for plan and task examples (see slide 10)

2- Evaluate each unique program activity for potential sustainability

- ATP NI Projects are often multi-faceted with education, encouragement, pre-engineering, and evaluation components.
 - *Each program component has value that can be communicated to new partners.*
- Evaluation supports program sustainability efforts by demonstrating value: who is served, what changes are resulting, how the activity aligns with broader community goals.
- Create communication/marketing materials that tout each program activity benefits.

3 – Research and engage with future program funders

- In California, local agencies can apply to the Office of Traffic Safety for pedestrian and bicycle safety education funding
- MPO's may have additional regional competitive funding including Transportation Demand Management programs for walk/bike encouragement programs
- Local health departments can help sustain walking/bicycling initiatives through physical activity, injury prevention, and health equity funding
- Be open to new sources but aware of different funding application schedules and requirements

See [ATRC](#) and [Safe Routes Partnership](#) funding references

4 – Train community members to lead and continue community efforts

- Invest in instructor/leader training for community members and long-term volunteers who can continue to offer trainings
- Examples of train-the-trainer model:
 - SCAG and California Walks Go Human [Community Ambassador's Program](#)
 - League American Bicyclists - [Certified Instructor Training](#)
- Develop/customize/host trainings for [Walking School Bus](#) and [Bike Train](#) leaders using Safe Routes Partnership guides (developed with CDPH support)

5 – Ensure procured equipment continues to be accessible

- Determine annual equipment storage and maintenance cost and other needs
- Consult early and often with stakeholder users for different ideas/options
- Review and determine equipment loan models and examples:
 - CDPH Bike Share (contact atsp@cdph.ca.gov for details)
 - ATRC [Counter Loan Program](#)
 - SCAG's [Go Human Kit of Parts](#)

Program Sustainability Resources

- [Resource Guide for Building Sustainable Programs \(hhs.gov\)](#)
- [Sustainability Planning Guide \(cdc.gov\)](#)
- [Sustaining the Work | Prevention Institute](#)

Check out the article on Program Sustainability in the ATRC's latest newsletter: [Winter 2022 ATRC Newsletter \(cvent.com\)](#)

Thank you from the ATRC NI Team!

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