

Memorandum

To: CHAIR AND COMMISSIONERS

CTC Meeting: March 19-20, 2026

From: TANISHA TAYLOR, Executive Director

Reference Number: 4.9, Information

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Subject: Advancing Education and Encouragement in the Active Transportation Program through Non-Infrastructure Projects

Summary:

Commission staff will present an overview of one of the eligible project types in the Active Transportation Program (ATP), Non-Infrastructure (NI) Projects. The presentation will highlight the purpose and eligibility of NI projects and describe common project types such as Safe Routes to School education and encouragement efforts. Commission staff will also explain how these projects can complement infrastructure investments.

This staff presentation will be followed by a presentation by Jim Shanman, Executive Director and founder of Walk 'n Rollers. Mr. Shanman will provide an implementation perspective, including an overview of the programs his organization offers, a discussion of the benefits of safe routes to school programs, and examples of success stories. Walk 'n Rollers was founded to encourage children to be more active, primarily by walking and biking to school more often and more safely. Their approach engages students, parents, administrators, civic and business leaders, and community members. They develop community-based campaigns that take place both on and off campus to create awareness. Walk 'n Rollers provides three core services:

- Safe Routes to School programs to help schools develop walk and bike to school programs
- Community bicycle safety events such as a Kids Bike Skills Workshops or Walk 'n Roll Festivals
- On-campus pedestrian and bicycle safety workshops

Background:

The ATP was created by Senate Bill 99 (Committee on Budget and Fiscal Review, Chapter 359, Statutes of 2013) and Assembly Bill 101 (Committee on Budget, Chapter 354, Statutes of 2013) to encourage increased use of active transportation modes, such as biking and walking.

The ATP supports projects that increase walking and bicycling, improve safety, enhance mobility, and advance public health. The Commission encourages projects that provide a transformative benefit to a community or region. Applicants can apply for infrastructure projects, active transportation plans and NI programs. NI projects focus on education, encouragement, and behavior change programs.

NI projects teach students and community members how to safely use active transportation facilities. These projects often include Safe Routes to School education programs, bicycle and pedestrian safety training, community outreach campaigns, encouragement events (such as walking school buses or bike-to-school days), and programs that address barriers to participation in disadvantaged communities.

NI projects are generally low cost and focus on teaching and encouraging measurable behavioral outcomes such as increased rates of walking and biking, improved safety knowledge, or reductions in school-area traffic congestion. By pairing education and encouragement efforts with infrastructure investments, the ATP ensures that built facilities are effectively utilized and that safety and climate goals are fully realized.