



Spare the Air Youth Program

Technical Advisory Committee Meeting

DATE: Thursday, December 10, 2020
TIME: 10:00 a.m. to 12:00 p.m.
WEBINAR: ZOOM

In Attendance

Ana Vasudeo, SFMTA/SF-SRTS
Ann Jasper, San Jose SRTS
Anna Gore, Alta
Carlotta Sainato, NCBC
Carrie Harvilla, Transform
Cherie Walkowiak, City of Cupertino
Christina Oshinsky, Santa Clara County
Christopher White, SF Bicycle Coalition
David Gajer, SF Bicycle Coalition
Dominic Barroga
Gwen Froh, Marin SR2S
Gwen Litvak, MTC
Hannah Day-Kapell, Alta
Isabella Farinelli, SMCOE SRTS
Jennifer Ledet, Alameda County SR2S
Jose Palma, Palo Alto SRTS
Karin Bloesch, Solano SR2S
Karl Anderson, MTC
Kevin Anderson, Daily Acts

Kirsten Riker, 511 Contra Costa
Leslie Lara-Enríquez, MTC
Malay Khamsyvoravong, YBike
Marlene Salazar, Alta
Matt Dove, YBike
Nora Hanak, Commute.org
Rebecca Long, MTC/ABAG
Sam Kwan, SF SRTS
Sarah Hadler, Sonoma County Bicycle Coalition
Sonia Schendel, San Mateo County
Stephanie Jim, Transform
Tina Panza, Sonoma County Bicycle Coalition
Tommy Bensko, BikeMobile
Ursula Vogler, MTC
Vanessa Castro, SMCOE SRTS
Vernon Haney, Walk SF
Wendi Kallins, Marin Safe Routes
Winnie Gee, City of San Jose

Meeting Notes

MTC Announcements (20 minutes)

1. Hannah Day-Kapell, Alta Planning + Design
 - Technical note: we are recording today’s TAC meeting. If you’d prefer not to have your participation recorded, you’re welcome to mute your video and/or change your name.
 - If you dialed in by phone and are also connected via your computer, please make sure your audio and computer are synced in Zoom. We are doing breakout rooms, and this will make sure that your connections don’t go to separate rooms.
 - Please update your name in Zoom, option to include your organization and pronouns
2. ATP Update (Karl Anderson, MTC)



METROPOLITAN
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BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



- Cycle 5 Update
 - State level: 450 applications received for 2 billion dollars in ATP projects around the state
 - Regional: 61 applications received with 260 million dollars in projects
 - i. Santa Clara and San Francisco only submitted two applications each.
 - ii. Most of the applications are for very large projects
 - Karl has a full breakdown by county if anyone would like to see it.
 - Key Dates:
 - i. Sept 15: applications due
 - ii. Early/mid-February: state issue recommendations
 - iii. MTC: recommendations to follow
 - Wendi: concerned about the projects being major projects, Safe Routes projects are smaller and can't compete with these larger projects. Marin has a special category for larger projects. MTC might consider creating a smaller category so that smaller projects can compete.
 - i. Karl has included a funding set aside for small projects in the past, and is considering this in the future.
 - Technical Assistance Program
 - i. Consultant helped agencies with applications (narrative quality control, using tools in the application, etc.)
 - ii. Interested in doing this in the future
 - iii. MTC is putting together a survey to understand the submission experience.
 - More updates coming in the Spring
 - What is the timeline for ATP 5?
 - i. September 15. Application due date, expected award date, etc.
 - ii. In evaluation phase / recommendations in February in March; award in the Spring
 - Cycle 6 will be in about 1.5 years (June 2022)
3. Blue Ribbon Task Force / Return to Transit (Ursula Vogler)
- 30 members of transit leaders; Goal: help transit providers due to extreme rider decline
 - Communications effort called Return to Transit - aimed to get people back to transit when the time comes
 - i. Research, development, implementation
 - January: Focus groups with transit dependent and choice riders, and employers/schools
 - i. Gwen Litvak's update - planning focus groups with education and higher ed. Looking for participants for a 1 - 1.5 hour focus group.
 - ii. We'd love to have your participation. **Please let me know if you'd like to join:**
glitvak@bayareacouncil.org
 - Questions: Are you looking for people involved in phased entry plans?
 - i. Yes. Part of this effort is to understand how people are communicating about transit up to this point, and moving forward.
 - North Bay contacts are especially needed.
4. Election Results Recap (Rebecca Long, MTC/ABAG)
- No tax measures specific to bike/ped
 - Sonoma County tax measure was approved (only dedicated transportation measure)
 - Caltrain measure passed
 - Santa Clara and peninsula had a number of hotel taxes, for general fund measures.

- Prop 15 failed - would have changed prop 13 and boosted local budgets for bike/ped and schools.
- Endorsed prop 16, but it did not pass
- Rent control was rejected
- Uber/Lyft can continue to consider workers independent contractors
- SF passed measures supporting people experiencing homelessness.

Welcome and Updates (20 minutes)

1. Introductions

- Introductions (name, organization, title, pronouns & favorite holiday movie) - put in chat
- Poll questions:
 - i. How did you/your program encourage active transportation in your community this fall? (choose all that apply)
 - None, we are paused (7%)
 - We promoted Walk + Roll to Anywhere Day/Week/Month (74%)
 - We promoted Ruby Bridges Walk to School Day (37%)
 - We offered an online/virtual Art Contest (22%)
 - We offered an online/virtual bingo sheet or scavenger hunt (41%)
 - Other (48%)
 - ii. What is the status of school reopening in your community?
 - Schools are starting to open with a hybrid model (22%)
 - Schools have announced reopening plans for in spring 2021 (26%)
 - Schools are fully remote, with no plans for reopening (26%)
 - Other (please explain) (26%)
- Palo Alto - Chalk and Walk event

2. HS Grant Update (Anna)

- Selected Grantees
 - i. 17 of total LOI's
 - ii. Total grant amount available: \$280,000
 - iii. Acknowledge that grantees received different amounts, and in some cases not as much as hoped for
 - iv. We were able to fund programs devoted to each of the 9 counties in the Bay Area
- Grantees work plans are underway
 - i. Some grantees are moving forward early next year, others are waiting until schools reopen (TBD, next fall?)
- Will give a bigger update at the next TAC meeting

3. Video Resources (Hannah)

- Video Storyboarding Training
 - i. Mark Jones from MTC will be hosting a training on storyboarding for video projects on January 15th from 11 - 12pm.
 - ii. **We will send [a registration form](#) to you following this meeting.**
- "Fair-Use" guidance
 - i. MTC has provided some guidance on "fair-use" of pre-existing photos/videos in educational materials, **which I'll share along with the notes from this meeting.**
 - In a nutshell, the best practice is (1) to recognize and comply with copyright) and (2) credit images.

- Video Production Tools
 - i. Our partners at Convey are putting together a training on no cost software tools and technologies available to help with youth engagement efforts.
 - ii. Details and a date are coming soon.
 - Cherie asked if the training could be held after hours so students can attend?
 - i. **ACTION:** Alta to coordinate training after hours.
4. BikeMobile (Tommy)
- FaceBook Live events
 - i. Tommy has a standing schedule of Facebook Live events
 - Available for personalized events
 - i. BikeMobile can also provide flexible programming that meets the school's needs.
 - ii. Have mostly worked with PE teachers.
 - iii. Classes have had up to 150 participants.
 - Also available for bike fleet repair
 - i. Approval to help schools or program providers with bike fleet repairs.
 - If you have schools that would like to have the BikeMobile in person, just reach out! They have a waiting list
 - How best to promote this
 - i. They have blurbs ready to share in newsletters

Updates from Regional Working Groups (20 minutes)

1. Slow Streets Working Group
 - Update from Wendi Kallins
 - i. Had a couple meetings so far
 - ii. Looked at resources (NACTO, Safe Routes Oregon, Street Smarts Palo Alto)
 - iii. Most of the funding is designated for business districts (e.g., cities like San Francisco)
 - iv. Alameda had a grant for business districts
 - Next meeting will be in the new year
 - Ana Vasudeo: If you want to talk to SFMTA about San Francisco's Slow Streets work, let me know and I'll be happy to connect you to my colleagues working on that.
2. Walk and Roll to School 2020
 - Update from Sam Kwan, Walk SF
 - i. Wrapped up in mid-October so everyone could have their events
 - ii. The group was helpful so people could share tactics to support schools during the pandemic and wildfires
 - iii. Lots of virtual events
 - Next meeting: next week
 - i. This will be a debrief of how events went, what went well and what didn't.
3. Data Collection and Evaluation
 - Update on work to-date and upcoming meetings (Sarah Hadler)
 - i. Had a couple meetings so far, small group
 - ii. Would like to have a repository of all the different ways people are collecting data across the region.
 - iii. Different programming and funding sources results in different collection methods.
 - Next meeting will be in January

- i. Wed 1/13 at 3pm; please email me sarah@bikesonoma.org if you'd like to join the meeting!
- 4. Grants and Funding Support
 - No updates
- 5. Virtual Education Strategies
 - We'll hear from Gwen and Ann later.
 - This group has created [a shared folder](#) for materials.
- 6. More information and sign-up form online at: sparetheairyouth.org/about/regional-working-groups

Discussion of Defining Success of Remote Engagement (1 hour)

1. Presenters (*The presenter slide decks and zoom recording will be posted to [the TAC webpage](#) soon. Please see those documents for details.*)
 - Alameda County SR2S
 - i. Presenters: Jennifer Ledet and Stephanie, TransForm
 - ii. Topic: virtual [International Walk & Roll Week](#) and student passports
 - Marin Safe Routes to School
 - i. Presenter: Gwen Froh
 - ii. Topic: Slow streets initiative plus education and encouragement strategies.
 - San Jose
 - i. Presenter: Ann Jasper
 - ii. Topic: San Jose's encouragement pivots
 - iii. **ACTION:** Hannah to share a link to stop, look, and listen materials and youtube videos
 - iv. Starting a newsletter in Jan/Feb
 - v. Developing 3 task forces
 - San Francisco
 - i. Presenter: Ann Vasudeo
 - ii. Topic: SF Bicycle Coalition and Walk SF work and success with remote engagement
2. Discussion
 - Sonoma County Scavenger Hunt Sheets
 - i. <https://sonomasaferroutes.org/content/walk-and-roll-wheels-december>
 - Jose Palma - Palo Alto
 - i. Working to connect with Spanish-speaking families
 - ii. Many families aren't aware of what a Bike Train is. Working to build out a program.
 - iii. Transportation Guidelines: <https://docs.google.com/document/d/1p-DHpilyFWYP9Otb8E36gIWG7BL6OfYzIqz1E91Rt1Y/edit#>
 - iv. Jose to share more information with Hannah to share out to the group.

Save the date: Next TAC Meeting: March 2021

High school working group scheduled for Wednesday, December 16 from 10 - 11AM

- **Register in advance for the HS working group meeting:**
<https://zoom.us/meeting/register/tJwqduChrzwrE93qLVQp6C01J4sriwfyumXi>
- Topic

- Youth engagement in plan development and implementation