Spare the Air Youth Program
Technical Advisory Committee Meeting

DATE: Wednesday, December 15, 2021
TIME: 10:00 a.m. to 12:00 p.m.
WEBINAR: Registration: https://us06web.zoom.us/meeting/register/tZYtdeGrrTwsGdOYxPyW6NVa2YE5_Vx35Rx

AGENDA

1. Introductions and Agenda (5 minutes)
   - Introductions & ice-breaker - Hannah Day-Kapell, Alta Planning + Design

2. MTC and Air District Updates (10 minutes)
   - Active Transportation Program - Karl Anderson
   - Federal and State Legislative Update - Rebecca Long

3. Bay Area Updates (20 minutes)
   - 2 to 3-minute presentations from TAC members about their plans for Spring 2022

4. Applying Behavior Change Theory to Safe Routes to School Messaging and Programs (60 mins)
   - Applying Behavior Change Theory to Communications – Jessica Roberts, Alta Planning and Design (25 min)
   - Local Examples of Behavior Change Programs – Abra McNair, Portland Bureau of Transportation (15 min)
   - Breakout Sessions (10 min)
     i. Are you using similar techniques/language?
     ii. How might you change your materials to reflect these concepts?
     iii. What resources would be helpful? What role could the regional agencies play in supporting High School TDM efforts?
   - General Discussion (10 min)

5. Announcements and Upcoming Meetings (5 mins)
   - High school working group | Friday, December 17 from 11am – 12 pm
     i. Topic: High School Climate Leadership
     ii. Register here: https://us06web.zoom.us/meeting/register/tZ0sd-GrrTkrGN2D5F2nV8-OgxlORI4IEEl
   - Next TAC Meeting | March 2022