



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: ZOOM

In Attendance

- Gwen Froh, Program Dir. Marin SR2S - she/her
- Carlotta Sainato, Program Coordinator for Napa County Bicycle Coalition, she/her
- Andre-Anne Cadieux, Alta Planning and Design, she/her
- Karin Bloesch - Sr. Program Coordinator - Solano Safe Routes to School she/her
- Sarah Hadler, she/her, Sonoma County Bicycle Coalition
- Vanessa Castro, she/her, San Mateo County Office of Ed SRTS
- Alisa Campbell (She/her/hers), Santa Clara County Public Health
- Ann Jasper, she/her, City of San Jose Walk n' Roll
- Amanda Boyd, Hannah Day-Kapell, Anna Gore, Jessica Roberts, and Country Wood- Alta Planning + Design
- Kristen Riker, 511 Contra Costa
- Denise Turner, Alameda County Transportation Commission
- Theresa Vallez-Kelly, SMCOE
- Brieanna Jones, Contra Costa County
- Carrie Harvilla, TransForm
- Davis Okonkwo, Contra Costa Health
- Dominic Barroga, San Jose, CA
- Jasmine Law, San Mateo Office of Education
- Jose Palma, SRTS Coordinator, Palo Alto
- Karl Anderson, MTC
- Luz Gomez, Building Healthy Communities
- Nina Garde, San Mateo County Office of Education
- Renee Goddard, Marin Safe Routes, MCBC
- Abra McNair- PBOT SRTS
- Cooper Miley, Marin County SRTS volunteer coordinator

Meeting Notes

1. **Introductions and Agenda (5 min)**
Hannah Day-Kapell, Alta Planning + Design
 - a. Welcome, agenda for the day
 - Introductions (name, organization, title, pronouns) - put in chat
2. **MTC Announcements (60 minutes)**
 - a. **ATP Update, Karl Anderson, MTC**



METROPOLITAN
TRANSPORTATION
COMMISSION



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



- Workshops are underway
 - MTC highly encourages you to participate in the upcoming ATP Cycle 6 Workshops. You can find more information about ATP Cycle 6 and future workshops on the CTC's ATP website: <https://catc.ca.gov/programs/active-transportation-program#accordion-Cycle-69811DD31>
- CTC staff hosting virtual site visits, opportunity to meet with state engineers and walk-through projects (applying to on cycle 6)
 - In preparation for Cycle 6, CTC staff will be holding virtual site visits for all interested agencies across the state. The site visits will allow Cycle 6 applicants the opportunity to discuss upcoming projects with Commission staff. If you are interested in scheduling a site visit, please complete the 2023 ATP Virtual Site Visit Registration online scheduling form: <https://docs.google.com/forms/d/e/1FAIpQLSeauLojllB2cNM-Q0U6R7l6tui2IfURcTTNqXRhZ-g1JapQ/viewform>. MTC strongly encourages any potential applicants to schedule a site visit with CTC as soon as possible.
- Resources for Bay Area Jurisdictions
 - Additionally, to better prepare Bay Area jurisdictions for the upcoming call for projects, we created some valuable one-pagers to help guide you through the application development process. I've attached two handouts that we hope you'll find helpful as you prepare your applications:
 - ATP Application Development Timeline
 - ATP Bay Area Best Practices
- Application for State Technical Assistance
 - The DAC TA Program Recipient Application is now available for agencies to apply for this technical assistance (**due December 16**). 10-15 recipients will be selected based on the recipient application.
- Questions:
 - Has the disadvantaged community part changed?
 - No. Not interested in changing that in this round.
 - If involvement is possible in cycle 7, will we be notified?
 - Yes, Karl will be on TAC calls and STAY can provide updates by email
 - What is the duration of the cycle?
 - Eligible for over a 4-year period.
- Details of ATP cycle 6
 - More info coming in mid-march, after meeting
 - Applications due June 2022
 - Not requiring hard copies
 - Project recommendations released end of October 2022 (all draft dates, finalize dates in March)

b. Federal and State Legislative Update, Hannah on behalf of Rebecca Long, MTC

- Here is a link to a summary of the Bay Area impacts of the Bipartisan Infrastructure Bill: https://mtc.ca.gov/sites/default/files/documents/2021-12/Bipartisan_Infrastructure_Law_Surface_Transportation_Provisions_for_Web.docx
- Most notable changes related to bike/ped funding are a \$130 million increase over 5-years of the Bay Area's share of Surface Transportation Block Grant funds and a \$34 million increase in TAP funding. In addition, a new carbon reduction program will provide the region with an estimated \$71 million.

c. Regional Active Transportation Plan Update, Hannah on behalf of Kara Oberg

- Kara would like TAC members to participate in the next Active Transportation working group meeting on January 20, 9:30-11:30am.
- They will be working on equity metrics. There will be one specific to SRTS.

3. Bay Area Updates (20 minutes)

a. Discussion with partners about their plans for Spring 2022.

- HDK on behalf of Tommy: The BikeMobile team is offering a mix of both virtual presentations and in-person services. We are looking to book events in Jan-Feb. Please reach out if you'd like to schedule us!
 - Our FB live virtual lessons are going well. They're averaging about 500 "ThruPlays" each. A "ThruPlay" is FB's primary metric for viewer retention, which means a viewer has watched for at least 15+ seconds.
- Vanessa - Fellowship program & demonstration projects and update on Ruby Bridges Walk to School Day
 - Five teams- Daly City, San Mateo, South San Fran, Redwood City, East Palo Alto.
 - Complete in June 2022
- Theresa- Ruby Bridges Walk to School Day!
 - 90,000 people across country (37 states) participated in RB day
 - 2020- 1st national RBWTSD
 - 2018- 14 schools, 2019- 25 schools, 2020- 55 schools (nationwide), 2021- 60 SMC schools
 - November 14th- Senate introduced as Ruby Bridges Walk to School Day (though didn't mention San Mateo in the legislation)
 - Unfortunately, SRTS is not recognized in their message (Vanessa and Theresa working on this)
 - Funding for 2022- leaving grant open till the end of the year, so apply now!
- Carrie Harvilla - Creation for Transportation, this year it is called "This is how we do it".
 - Toolkits available
 - Raffle drawing for students (clipper cards for prize)
- Andre-Anne Cadieux - Los Altos curriculum; spring program in Menlo Park and Los Altos
 - 7 PE teachers in 5 schools helped develop the curriculum
 - Pedestrian & bicycle curriculum
 - Completed 1 walk audit, planning 2 more in the spring
- Davis Okonkwo- Grant
 - Just passed \$95,000 grant for 2 years (federal funds) to help bike/ped safety & to foster physical activity culture
- Anne Jasper
 - Traffic Observation in progress
- Jose Palma
 - Ped safety info online, winter bike repair, field trips

- 117 requests from community
- Information Kiosk - new approach to reaching many people in an equitable manner

b. Applying Behavior Change Theory to Safe Routes to School Messaging and Programs

Jessica Roberts, Alta Planning + Design

- Stages of Change Theory
 - Precontemplation (no intention to change), contemplation (considering change), preparation (intention to make a change in next 30 days), action (trying new behavior)
- How does it help us?
 - Understand audience and delivering the right interventions
 - Evaluating movement across stages
- Evaluation
 - Pre survey & post-survey
- Why Change? (Precontemplation, contemplation)
- How to Change? (Preparation, action)
- What do precontemplators need?
 - Explore costs of status quo
 - Reflect on goals & values
 - Provide facts and information
 - Explore feelings - understand any fear they may have
 - Acknowledge tension or dissonance
 - Reveal or create social norms
- What do contemplators need?
 - Develop/strengthen a new identity
 - Build self-efficacy
- What do preparers need?
 - Make public commitments
 - Hold themselves accountable
 - Seek social support and help
 - Replace old habits with new
- What do actors need?
 - Make Plans! Prepare for setbacks
 - Track progress/receive feedback
 - Develop reward plans & enjoy intrinsic rewards
- What do Maintainers need?
 - Anticipate feedback
 - What have we learned?
 - People won't change their behavior until they are motivated
 - SOC helps with audience insights, program design- could benefit the future of SRTS!

c. Local Examples of Behavior Change Programs - Abra McNair, Portland Bureau of Transportation

- Connecting to students/families
 - Pre-COVID- SmartTrips to School (in person delivery)
 - Remote learning - paper mailer, online, at home
 - Back to in-person school - no mail all virtual
- Big focus on student independence!
 - Want the students to fill out the information on their own
- Paper mailer with QR codes

- Sworkit App
 - Leads students through different exercises, energy boosts
- Received mailers with student activity feedback
- Texting Campaign
 - Wanting to provide support as all schools were headed back to in-person learning; concerns about lots of traffic with more COVID fears of being on school buses, lack of school bus drivers
- Slicktext App
 - Survey for students (when students texted us, they were able to sign up and provide feedback)
 - English & Spanish texting options
 - Texts for adults (Pk-5 grade)- messaging focused on preparation and covid anxiety

Group Discussion:

- How many texts were sent in the Portland Public Schools District?
 - Only 72 but treated it as a pilot project
- Bike lights (Jose Palma)
 - SRTS info available to parents (bike lights, maps) while they are waiting at school lights
 - Upcoming events in Palo Alto
 - 311 system- walks parents through the process
 - Be a model for safety

Upcoming TAC meetings:

- March 16, 2022 – [Register for the March meeting here](#)
- June 15, 2022 – [Register for the June meeting here](#)
- September 21, 2022 – [Register for the September meeting here](#)
- December 14, 2022 – [Register for the December meeting here](#)