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
      o Introductions (name, organization, title, pronouns) - put in chat

2. MTC Announcements (60 minutes)
   a. ATP Update, Karl Anderson, MTC
• Workshops are underway
  o 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)
  o 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/1FAIpQLSeauLojjllB2cNM-Q0U6R7i6tui2lfURcT7TNqXRZ-g1JapQ/viewform. MTC strongly encourages any potential applicants to schedule a site visit with CTC as soon as possible.
• Resources for Bay Area Jurisdictions
  o 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
  o 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:
  o Has the disadvantaged community part changed?
    • No. Not interested in changing that in this round.
  o 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
  o What is the duration of the cycle?
    • Eligible for over a 4-year period.
• Details of ATP cycle 6
  o More info coming in mid-march, after meeting
  o Applications due June 2022
  o Not requiring hard copies
  o 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
   - Davis Okonkow- 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
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
  o Leads students through different exercises, energy boosts
• Received mailers with student activity feedback
• Texting Campaign
  o 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
  o Survey for students (when students texted us, they were able to sign up and provide feedback)
  o English & Spanish texting options
  o 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?
  o Only 72 but treated it as a pilot project
• Bike lights (Jose Palma)
  o SRTS info available to parents (bike lights, maps) while they are waiting at school lights
  o Upcoming events in Palo Alto
  o 311 system - walks parents through the process
  o Be a model for safety

**Upcoming TAC meetings:**
  o March 16, 2022 – Register for the March meeting here
  o June 15, 2022 – Register for the June meeting here
  o September 21, 2022 – Register for the September meeting here
  o December 14, 2022 – Register for the December meeting here