



Spare the Air Youth Program

Technical Advisory Committee Meeting

DATE: Wednesday, September 21, 2022
TIME: 10:00 a.m. to 12:00 p.m.
WEBINAR: ZOOM

In Attendance

- Tommy Bensko, BikeMobile
- Marcella Aranda, MTC
- Cathy Cibor, Alta Planning + Design
- Carlotta Sainato, Napa Valley Bike
- Nora Stoelting, Alta Planning + Design
- Georgia Dohrmann, MTC
- Hannah Day-Kapell, Alta Planning + Design
- Tina Panza, Bike Sonoma
- Cooper Miley, Marin Bike
- Vinita Goyal, SF Transit Riders
- Sarah Hadler, Bike Sonoma
- Sara Gutierrez, Contra Costa Health
- Eliana Marcus-Tyler, SF Bike
- Denise Turner, Alameda County
- Karl Anderson, MTC
- Leslie Lara-Enriquez, MTC
- Gwen Froh, Marin County
- David Gajer,
- Carrie Harvilla, Transform
- Luz Gomez, Contra Costa Health

Meeting Notes

1. Introductions and Agenda (5 min)

Hannah Day-Kapell, Alta Planning + Design

- Welcome, agenda for the day
 - Introductions (name, organization, pronouns) - put in chat or unmute:
 - How is fall 2022 going for you so far?

2. MTC Announcements (30 minutes)

- **Federal and State Legislative Update, Georgia Dohrmann, MTC**
 - Legislature passed a \$16 billion transportation package as part of the 2022 budget.
 - This package is geared toward working on state climate and equity goals as well as leveraging federal transportation money. Some projects may include high speed rail, modernizing transit, port electrification, safe streets investments, and upgrades to railroad crossings.
 - There is a new federal grant program called Reconnecting Communities, which will allocate \$50 million to municipalities in order to leverage federal dollars as community assets rather than dividing communities.
 - Senate Bill 922 expands CEQA exemptions for bicycle and pedestrian projects

- There are a bundle of bills awaiting the governors' signature geared toward safer walking and biking.
- Pedestrian Head Start Bill (AB 2664) is one for local governments to upgrade intersections to allow pedestrians to cross first. Cost is a factor in implementing this.
- Friedman Bill is a cleanup bill from AB 43, and is meant to lower speed limits.
- Big climate package also recently passed with more ambitious GHG reduction goals.
- Congress passed the inflation reduction act, which supports the transition to zero emission transportation and communities. This has the potential to fund stronger climate commitments at the state level.
- **Active Transportation Funding Update, Karl Anderson, MTC**
 - There has been an influx of funds to ATP 6 from the state budget.
 - State level included 443 applications requesting 3 billion in investments, regional level included 63 applications requesting 500 million in investments.
 - State plans to release plans for funding projects in October, and then MTC will review and recommend projects for funding in early January.
- **Translation Update, Hannah Day-Kapell, Alta**
 - MTC now has a staff member to intake new translation requests and can re-start the program after a hiatus.
 - Anna Liu at MTC will be the new contact for translations.
 - What to send to Anna: final copy in a table format, turnaround time, what languages you're needing translation for.
 - Anna's contact info: aliu@bayareamaetro.gov
- **Other Announcements**
 - Marcella Aranda will be taking over Leslie Lara-Enriquez's position as Program Manager. Leslie has moved onto a new position within MTC, but will still attend calls from time to time.
 - Denise Turner (Alameda County SR2S): Alameda County Transportation Commission will be issuing an RFP soon for implementation of their Safe Routes program. It will be for 3 years, with an option to renew to 5 total years. Denise will share more information when it is available.

3. Community-Based Social Marketing (60 minutes)

- Presenter: Cathy Cibor, Alta Planning + Design
 - Community-Based Social Marketing (CBSM) is a behavior change, research-based approach to changing behavior for good.
 - It is a merging of behavior change and social marketing and focuses on sustainability at a community scale.
 - The CBSM framework involved five distinct steps:
 - Step 1 (Select Targeted Behavior): Must have an end-state that is non-divisible (meaning it doesn't result in more steps). To help you decide on a targeted behavior it is important to consider impact, probability, penetration, and applicability to decide if it's worth targeting.
 - Step 2 (Uncover Barriers and Benefits): This step is important for learning about the community and understanding what work has been done.
 - Step 3 (Develop Strategies): Strategies include considering commitments, prompts, social diffusion, community norms, resources, incentives, convenience, effective communication.

- Step 4 (Pilot Strategies): This can involve A/B testing, measuring impact, and refining.
- Step 5 (Implement and Evaluate): Continued implementation and evaluation
- Question – when does identifying the problem come into play? Should that be first before identifying any outcomes? Yes, it is lumped in with Step 1.
- In breakout rooms, participants were given the following scenario:
 - *Your goal is to get more neighborhood families to participate in a new walking school bus that has formed at the local elementary school.*
 - Groups discussed barriers/friction that could prevent families from participating and benefits that could encourage them to participate.
 - Groups picked three strategies and decided how they could implement them to achieve the program goal.
- Large group discussion: What came up in breakout room conversations?
 - Communication with the principal is critical, and would need to be a strategy.
 - Whether it's convenient is a huge barrier toward participating.
 - Important to have someone to own the program and communicate benefits to potential participants.
 - Consider creative ways to communicate the benefits, such as storytelling.
 - Increasing visibility of the program can help generate more interest, like having a giant cardboard school bus that comes along or lawn signs at the meet up points.
 - Building trust is important. If there isn't trust between families who are participating, that can be a barrier.
 - Making public commitments can be important, such as having a principal make a statement at an assemble. Providing the script for them can make it easy.
 - Incentives for walking school bus leaders (like stipends) can help them feel more invested in the program, and eventually recruit more participants.
- Additional resources
 - *Fostering Sustainable Behavior* by Doug McKenzie-Mohr is a significant book about CBSM, and the author hosts workshops and has a newsletter you can sign up for through CBSM.com.

4. **Upcoming TAC meetings: Quarterly/Third Wednesdays of the month**

- December 14, 2022 (*second Weds of the month due to holidays*)
- HS Working Group December 16, 2022