**Minutes from County Wide SR2S Task Force Meeting**

March 19, 2014 10am – 11am

**Task Force Members Present**

* Emily Sinkhorn – Redwood Community Action Agency
* Joan Levy – Humboldt County Public Health
* Jenny Weiss – Redwood Community Action Agency
* Melanie Williams – BikesThere
* Oona Smith – Humboldt County Association of Governments
* Mellody Mallick – Humboldt County Public Health
* Johnny Calkins –McKinleyville Organizing Committee
* Karl Terrell – Southern Humboldt Unified School District
* Suzi Theiss – Caltrans

**February Meeting Minutes:** Minutes Approved.

**CA4Health Promotional Video:** The Public Health Institute came up to Humboldt County for IWTSD with a film crew and filmed our efforts with CA4Health. The video focused on the transportation safety templates included in parent handbooks at Eureka City Schools. Melanie showed it during a transportation safety commission meeting in Arcata and it was also shown at a Eureka City School Board Meeting.

The Task Force was asked for ideas on ways to promote the video. Public Health will try to get a physical copy of the video and from there we can make copies and distribute to various groups to put up on webpages, including HCAOG, Facebook, ECS, Fortuna School District, Access Humboldt, Hum CAN channel, etc. It was suggested that we provide some background information or an intro to the parent handbook project in order to make it more relevant to those not familiar with the project. Joan will write up some talking points to include with the video. It would be ideal if when putting it on an agenda, include someone to go with it to provide an intro. It may be possible to add onto the video using a program like Powerpoint to include the background information at the beginning of the video. When we get physical copies of the DVD perhaps we can label it and include HCAOG’s website on the sleeve. Mellody will forward it to school districts and others to put up on websites.

**Active Transportation Program (ATP): Regional Non-Infrastructure Project Ideas:** The County Public Health Branch will be submitting a stand alone non-infrastructure ATP grant focusing on a regional education and encouragement program. We cannot sustain existing programs but would like to expand the reach of some of our existing efforts. We will be considering youth-led programs that focus on speed reduction, Active for Me (a mileage tracking system) or punch cards, and possibly purchasing a bike fleet and trailer.

There will be an ATP webinar on March 27 that will provide an opportunity to ask questions about the new ATP program. Caltrans will also be hosting an ATP workshop on April 24 to provide additional assistance with the applications. The Task Force provided some ideas for the grant application including set aside funds so that adults can receive trainings, such as Traffic Skills 101, to sustain pedestrian and bicycle safety programs. This would be a good way to sustain faculty participation. We should also consider funding for substitutes so teachers can attend trainings. The CTC wants to see before and after measurements of programs so using parent surveys and hand tallies will be useful. Oona also recommended getting a high school or HSU student athlete (kinesiology department) to do short presentations for younger kids to help get buy in and pledge their support.

**Bike Month Activities:** A coalition has been coordinating Bike Month activities for May that will include Bike to Work Day in Arcata on May 7 (also Bike to School Day) and Bike to Work Day in Eureka on May 14. The Coop in both cities will provide morning energizer stations from 7-9 am and both cities will host noon rallies – on the Arcata Plaza and at the Old Town Gazebo. There will also be social rides planned, and a bike-in movie night. Emily will bring the full calendar to the meeting next month. Mellody and Melanie are also working on getting students to accept proclamations from various jurisdictions announcing Bike to School Day and/or Bike Month.

**Announcements:**

* HCAOG and RCAA are both now official SRTS partnership ‘partners’.
* Caltrans PIO office has Arrive Alive Now videos available to promote bicycle and pedestrian safety.
* Ride for Reading is looking for donations of gently used children’s books. The books will be delivered via bicycle on May 8 from the Jefferson School to Alice Birney where students will be able to take books home free of charge. Volunteers are needed to bike books to Alice Birney.

**Next Meeting Date:**  April 16, 2014 at 10am