



ATP NI Awardees Program Year End Sharing and Networking Teleconference November 16, 2021

Breakout Room Peer Sharing and Discussion

Towards the end of the teleconference, we divided into two breakout rooms for peer sharing and further discussion. The facilitators for the breakout rooms provided the following summary notes of topics and takeaways from their respective discussions.

Breakout Room 1. Marianne Hernandez, Facilitator

- **Topic: Tips on engaging the community**
 - Use partners in the community who already have collaboratives and meet regularly
 - Shasta has used libraries for outreach
 - Work with or hire community organizers
 - Host public outreach events
 - Use virtual or in-person polling
 - Use pop-ups to gather information
 - Apply for a planning grant or create an AT Plan. All that is contained will be your guide for continued community outreach
- **Share tips or tools that you have used in 2021**
 - Optimize use of Facebook and Instagram and/or other social media tools. Sent out Health focused and Fun-focused
 - If you are going to apply for Cycle 6, start planning now, whether it be a public meeting or online survey
 - Work with partner near your intervention site
- **Strategies to get funded for Cycle 6- More schools or more focused strategies on fewer schools? Is one more competitive with a Combo project as opposed to just NI?**
 - Focus on disadvantaged schools as much as possible and include those community members as part of the implementation team. Have community meeting that include those from DACs.
 - Regarding Combo versus just an NI application, it is really relative to the arguments made in the application. And if there is any appetite for creating a NI set-aside again, as in Cycle 1, then that changes everything.

Breakout Room 2. Victoria Custodio, Facilitator

- **Good to consider natural synergies/partners.** Panelists reminded us of the importance/value of continuing to capitalize on ‘natural synergies’ and partnerships with like-minded entities supporting healthy living including Nutrition Services; Rachel made this point more eloquently than I captured in these notes! These are good partnerships to re-establish/reinforce in the year ahead if we don’t already have them in place. Many relationships between AT/SRTS and healthy eating/food security providers were rekindled/bolstered during this past year, so good to keep collaborations going even if covid related gathering restrictions are reduced in 2022. This collaboration could also help bring active transportation supports to the groups that nutrition/food security programs work with including unhoused individuals, older adults and non-school aged people.
- **Inspirations to re-tool planning based on new priorities.** The group expressed appreciation/interest in the Healthy Shasta Passport program. Rachel had done a similar program previously and will ask her community about reintroducing it based on Sara’s presentation/the successful uptake of the Passport program in Shasta. Rachel would revise the passport for her region to reflect their priorities of promotion safe routes to housing and safe routes to markets and work through local non-profits to promote participation.
- **We all want to know more about meaningful incentives and how to have flexibility in procuring/disseminating them.** Sheela discussed upcoming AT planning/public engagement workshops, and asked for feedback on incentives and also compensation for community leaders providing added engagement assistance. Incentive ideas included gift cards to local restaurants or local grocery stores. The discussion then grew to brainstorming how the state and ATRC could better support ‘incentives’ in bulk to help with cost-considerations and reduce local burden to have to come up with these incentive on own. What possibilities could exist for private, non-profit groups, maybe like the Public Health Institute or community foundations, to assist procuring/distributing incentives that could be shared out with communities? How can local models be scaled to help the broader region? (Follow-up: How can MPOs be involved)? Miguel surmised about a concept of ‘AT currencies’ that the state/private partnerships could support. We liked the idea of giving away socks as incentives!
- **Compensation for CBOS.** How can we provide compensation for CBOS who are serving as ambassadors/promotoras/facilitators for communities most in need? We did more brainstorming again. Victoria committed the ATRC to sharing out models of success in 2022 webinar/teleconference series that we can learn from?
- **Challenge of sustaining public education/engagement programs when ATP NI funding is complete.** What services/supports can be developed in the upcoming year, possibly by the ATRC, to better prepare/enable ATP NI awarded agencies that are closing out projects with program sustainability, especially those that might not have local funds to support continued programs? The ATRC will discuss this as a team and consider if there are good models/case examples to share as part of the upcoming 2022 ATRC series.

- ***Modified programming was norm this past year.*** Rebecca from Roseville shared an update on Roseville's Bike Fest that usually focuses on bicycle helmets fittings, bicycle maintenance, and an obstacle course was downscaled to a drive-through helmet giveaway.