



Regional School and Youth Outreach Program



Technical Advisory Committee Meeting #2
September 9, 2011



Introductions

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RSYOP Objectives

Develop and implement programs that will encourage school-aged children and their families to make changes to their travel behaviors to reduce GHG emissions.

- Phase I: Identify and test promising programs (through September 2012)
- Phase II: Implement successful programs regionwide (Sept. 2012 through June 2015)

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Matrix of Ongoing and Best Practice Programs

- Separated Climate & SRTS Programs
- Continue identifying existing programs to add

San Francisco City and County	
Program Name:	School Safety Project
Purpose:	Educational Campaign focused on reducing auto idling to parents. Campaign during school drop-off/pick-up.
Program Elements:	The Environment Now team will be on site at selected schools during morning drop-off to speak with Parents and caregivers about idling and its impact on air quality. Each school will be assigned specific workers who will operate the initial data collection phase of the Campaign and continue to work during drop-off at least once per week, so that parents/caregivers become accustomed to their presence. If Environment Now outreach team will distribute materials on the various impacts on idling and benefits to reducing idling time.
Year Started:	September 2011
Number of Schools:	11 San Francisco Safe Routes to Schools designated schools
Funding:	
Contact/Email:	
Sponsoring Agency:	San Francisco Department of the Environment
Implementing Agency:	SF Environment Now outreach team from SF Department of the Environment
Key Partners:	<ul style="list-style-type: none"> - San Francisco Safe Routes to Schools - San Francisco Unified School District - Shaper Up San Francisco - San Francisco People's Coalition
Contact Information:	Dominic Oliveira Green Jobs Coordinator San Francisco Department of the Environment domo@sfenvironment.org 415.363.3719

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Next Steps for Programs Matrix

- Develop list of existing and emerging programs that fit objectives and timeline of RSYOP
- Identify gaps in program activities
- Development of a searchable database of all existing Bay Area programs



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International Examples - SRTS

- Mayor Daly's Junior Bicycling Ambassadors
 - Chicago Park District
 - High-schoolers complete an after-school bicycle safety and repair class
 - Work with the Bicycling Ambassadors to deliver bicycle safety messages to their peers



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International Examples – Technology

- **Young Voices for the Planet**
 - Film series that profiles youth for low GHG-emitting lifestyles
 - Catalyzes youth to take notice of the problem and become engaged.



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International Examples – Climate Change

- **Beauty and the Bike**
 - Darlington Media Group, U.K.
 - Campaign to make cycling attractive to all
 - Hour-long video



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“Early Promise” Program Testing

- **Youth Ambassador Program**
 - **Implementer:** Cool the Earth
 - **Testing Locations:** Marin & San Francisco Counties
- **Educational Exhibits on Climate Change**
 - **Implementer:** Chabot Space & Science Center
 - **Testing Locations:** Alameda and Contra Costa Counties
- **Technology Promotion**
 - **Implementer:** Matthew Wood & Finger Design
 - **Testing Locations:** Pleasanton, Union City, & Milpitas

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Focus Area Workshops

- **Purpose: Assemble the practitioners and experts in school and youth climate education to identify the most promising programs for RSYOP testing**



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Workshop Format

- **Introduction**
 - Overview of RSYOP
 - Workshop purpose and goals
- **Existing Programs**
 - Current Bay Area Programs
 - International Example Programs
- **Brainstorming / Discussion**
 - What currently works?
 - Where are the gaps?
 - What programs outside of the Bay Area are promising?
- **Identify Promising Programs**

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SRTS Workshop Agenda

AGENDA

MTC Regional School and Youth Outreach Program
Focus Area Workshop – Safe Routes to School

DATE: Tuesday, October 11, 2011
TIME: 10:00 a.m. to 5:00 p.m.
LOCATION: Council of Alameda, Training & Education Center (125 12th Street, Suite 405 Oakland CA)

1. Introduction (30 minutes)
2. Overview of Regional School and Youth Outreach Program (RSYOP)
 - a. Workshop purpose and goals
3. Education and Engagement Programs
 - a. Presentation
 - b. Brainstorming session
 - 1. What currently works?
 - 2. Where are the gaps?
 - 3. What programs outside of the Bay Area are promising?
 - c. Identify promising programs for the Bay Area
4. Enforcement Programs
 - a. Presentation
 - b. Brainstorming session
 - 1. What currently works?
 - 2. Where are the gaps?
 - 3. What programs outside of the Bay Area are promising?
 - c. Identify promising programs for the Bay Area
5. Empowering Programs
 - a. Presentation
 - b. Brainstorming session
 - 1. What currently works?
 - 2. Where are the gaps?
 - 3. What programs outside of the Bay Area are promising?
 - c. Identify promising programs for the Bay Area

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Focus Area Workshop Invitees

- **Technology Tools Workshop**
 - Communication and technology specialists
 - Social media
 - Organizations with interactive websites
- **Climate Change Education Workshop**
 - Youth climate education and outreach organizations
 - Local science museums
 - Local universities and academic institutions
- **Safe Routes to School Workshop**
 - SR2S program implementers
 - School District representatives
 - Health Department representatives
 - National Advisors

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Workshops Save the Date

6 **Technology Tools Workshop**
 1:30 p.m. to 3:00 p.m.
 MTC Auditorium
 100 8th Street, Oakland, CA
 at Lake Merritt BART Station
 • Communication and technology specialists
 • Social media
 • Organizations with interactive websites

7 **Climate Change Education Workshop**
 2:00 p.m. to 3:30 p.m.
 MTC Auditorium
 100 8th Street, Oakland, CA
 at Lake Merritt BART Station
 • Youth climate education and outreach organizations
 • Local science museums
 • Local universities and academic institutions

11 **Safe Routes to School Workshop**
 9:00 a.m. to 3:00 p.m.
 County of Alameda Training and Education Center, 100 12th Street, Suite 402, Oakland, CA
 • SR2S program implementers
 • School District representatives
 • Health Department representatives
 • National Advisors

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Next Steps

- Focus Area Workshops – Oct. 6, 7, 11
- Program Screening and Recommended Candidates for Phase I Testing
- Develop Programs Database
- Next TAC Meeting – December 9, 2011

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Information and Resource Sharing

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