

## Regional School and Youth Outreach Program



Technical Advisory Committee Meeting #1  
June 28, 2011

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## INTRODUCTIONS

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## PURPOSE OF REGIONAL SCHOOL AND YOUTH OUTREACH PROGRAM

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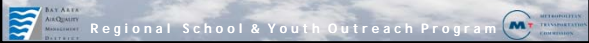
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## Climate Initiatives Program

- In December 2009, MTC approved the \$80 million Climate Initiatives Program
- Program consists of four primary elements:
  - Public Education / Outreach
  - Safe Routes to Schools
  - Innovative Grants
  - Program Evaluation
- RSYOP is a part of Public Education/Outreach Program
- Four-year program totaling \$2.85 million



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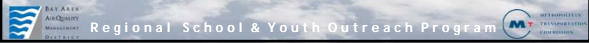
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## Program Purpose

*Educate, inspire and empower youth and their families to make transportation-related behavior changes that reduce GHG emissions and vehicle miles traveled.*



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## Task 1: Create inventory of ongoing programs and regional best practices

<b>Program Name:</b>	West Contra Costa Safe Routes to School Program
<b>Purpose:</b>	Increase the number and share of students who walk or bicycle to their school by providing safe and direct access, training for students, and encouragement and information to families.
<b>Program Elements:</b>	<ul style="list-style-type: none"> <li><b>Education:</b> <ul style="list-style-type: none"> <li>• Bike Education: after-school bicycle safety classes and P.E. bike programs (Cycle of Change)</li> <li>• Middle School Assemblies and after school programs at elementary schools that provide information on pedestrian and traffic safety skills (Contra Costa Health Services)</li> <li>• Trainings for teachers and parents: West Contra Costa Unified School District (WCCUSD) conducts advocacy/leadership trainings, while Contra Costa Health Services trains school communities on health and safety issues.</li> <li>• School district to hire substitutes so that teachers may attend SRTS trainings; hoping to pay volunteers who actively participate and assist in organizing SRTS events/activities (Contra Costa Health Services)</li> <li>• Walkability Assessments: evaluate obstacles around schools to establish routes that are safer for walking and bicycling and to help cities apply for infrastructure grants (Contra Costa Health Services)</li> </ul> </li> <li><b>Encouragement:</b> <ul style="list-style-type: none"> <li>• Classroom contests: track walking mileage and provide prizes/giveaways (Contra Costa Health Services)</li> <li>• Walk to School Day events at four elementary schools (Contra Costa Health Services)</li> </ul> </li> </ul>
<b>Year Started:</b>	2009
<b>Number of Schools:</b>	2 elementary, 5 middle, 2 junior high
<b>Funding:</b>	2009-2010: \$500,000 Federal SRTS grant, administered by Contra Costa County Public Works.
<b>Sponsoring Agency:</b>	West Contra Costa Transportation Advisory Committee
<b>Implementing Agency:</b>	Contra Costa County Public Works



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### Task 2: Test and evaluate promising program elements

- Develop list of existing and emerging programs that fit objectives and timeline of RSYOP
- Small-scale testing of the most promising programs during Phase 1 to assess likely success in a regional rollout



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### Task 3: Recommend specific elements for regional implementation

Evaluation emphasizing key program goals:

- Reduction of GHG emissions
- Behavioral change for travel patterns
- Reduction of vehicle miles traveled
- Regional implementation potential (replicable, scalable, geographic diversity)



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### Phase 2: Regional Implementation

- Programs best suited for regional application will be rolled out on a larger scale
- Modified based on lessons learned from initial testing
- Ongoing evaluation

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## Program Timeline

- **Phase 1: Testing and Evaluation**
  - Study and evaluate candidate programs through small-scale testing
  - April 2011 through September 2012
- **Phase 2: Regional Implementation**
  - Regional implementation of selected programs
  - September 2012 through June 2015



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## Outreach and Stakeholders

- **Technical Advisory Committee**
  - School / climate program implementers
    - MTC-funded county SR2S programs
    - Creative Grant recipients
- **Focus Area "Summits" – Fall 2011**
  - Broad audience of stakeholders / experts
  - Proposed topics:
    - Safe Routes to School
    - Climate Change
    - Technology



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## TAC Roles and Expectations

- Information sharing
- Input into programs in your jurisdiction
- Assessing potential new programs and tools for implementation



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## TAC Roles and Expectations

- Identifying program activities that might be candidates to implement on a regional scale
- Outreach and communication to other key stakeholders
- Quarterly meetings



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## Where are we now?

- Information gathering stage
  - TAC initiation
  - Ongoing best practices research
- Develop roadmap of all Bay Area programs
- Identifying promising programs from elsewhere
- Summits held in Fall
- Three "early promise" programs already identified for immediate initial testing

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## REVIEW OF ONGOING SCHOOL / YOUTH CLIMATE INITIATIVES

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### Purpose of Programs Review

- Understand all programs underway in Bay Area
- Information sharing
- Identify model programs for RYSOP inclusion
- Avoid re-creating the wheel!



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### Programs Included in Current Review

- County Safe Routes to School programs
- CMAQ funded efforts
- MTC Creative Grants
- Federal SRTS Non-Infrastructure grants



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### TAC Input

- Draft Programs Summary Handout
  - Work in progress
  - Input / discussion

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**“EARLY PROMISE”  
PROGRAM TESTING**




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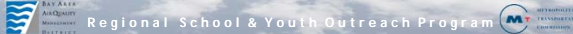
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**Early Promise Program Testing:  
Program #1**

**Youth Ambassador Program**  
*Educate and empower students to become climate leaders who promote alternative transportation in their schools. Promote leadership and emphasize behavior change.*

- Implementer: Cool the Earth
- Testing Locations: Marin County and San Francisco


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**Early Promise Program Testing:  
Program #2**

**Educational Exhibits on Climate Change**  
*Encourage youth to visit transportation-related climate exhibitions that are currently available in the Bay Area through outreach and marketing.*

- Implementer: Chabot Space & Science Center  
Bill Nye Climate Lab
- Testing Locations: Alameda and Contra Costa Counties






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**Early Promise Program Testing:  
Program #3**

Technology Promotion  
*Develop promotional materials for 511 School Pool that will allow schools to market the program to both youth and their parents.*



• **Implementer:** TBD

• **Testing Locations:** Sonoma, Santa Clara, Alameda counties



verb: school - pool where families find others in their neighborhood to carpool, walk or bike together to and from school. Sonoma, Alameda, Contra Costa



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**FOCUS AREA SUMMITS**



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**Focus Area Summits**

- **Topic areas**
  - Safe Routes to School
  - Climate Change
  - Technology
- **Summit Schedule**
  - Dates secured:
    - October 6 (morning)
    - October 7 (afternoon)
    - October 10 (afternoon)

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## Next Steps

- Next TAC meeting scheduled for:
  - Friday, September 9, from 1 - 3 p.m. at MTC
- Contact Information:
  - MTC Project Manager - Ursula Vogler  
[uvogler@mtc.ca.gov](mailto:uvogler@mtc.ca.gov)
  - Alta Planning + Design - Brett Hondorp  
[bhondorp@altaplanning.com](mailto:bhondorp@altaplanning.com)
  - Parisi Associates - David Parisi  
[david@parisi-associates.com](mailto:david@parisi-associates.com)



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# Thank you!



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