Regional School and Youth Outreach Program

Technical Advisory Committee Meeting #1
June 28, 2011

INTRODUCTIONS

PURPOSE OF REGIONAL SCHOOL AND YOUTH OUTREACH PROGRAM
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.

Program Purpose

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

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

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)

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
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

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

TAC Roles and Expectations

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

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

REVIEW OF ONGOING SCHOOL / YOUTH CLIMATE INITIATIVES
Purpose of Programs Review

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

Programs Included in Current Review

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

TAC Input

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

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
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

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)
Next Steps

- Next TAC meeting scheduled for:
  - Friday, September 9, from 1 - 3 p.m. at MTC

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Thank you!