Regional School and Youth Outreach Program

Technical Advisory Committee Meeting #3
December 9, 2011

Workshop Agenda
9:00 to 3:00, October 13, 17, & 21

• Introduction
• Breakout Session #1: What are Successful Bay Area Programs?
• Breakout Session #2: Where are the Gaps in Existing Bay Area Programs?
• Breakout Session #3: What Successful Existing or New Programs Should Be Provided?
• Final Discussion & Wrap-Up

Workshop Recap

• 43 Participants:
  - Alameda County SR2S
  - BART
  - Bikemobile
  - City of Oakland
  - City of Richmond
  - Climb-It Challenge
  - Cool Schools eCOmmute Program
  - Cool the Earth
  - Cupertino SR2S
  - Eco Student Bus Pass Program
  - Go Green Schools
  - Marin SR2S
  - Palo Alto SR2S
  - Peace on the Streets Ride On
  - Redwood City 2020
  - Napa SR2S
  - Santa Clara County SR2S
  - SF SR2S
  - SF MVSP
  - San Jose StreetSmarts
  - San Mateo SR2S
  - San Ramon Valley Street Smarts
  - School Transit Ticket Program
  - Sierra Club Environmental Justice
  - Something's In the Air
  - Sonoma County SR2S
  - SR2S Technical Assistance Resource Center
  - STA SR2S
  - STOPWaste.Org
  - West Contra Costa SR2S
  - Y Bike Youth for a Cool Earth

East Bay Workshop

• Oakland
• 23 Participants

North Bay Workshop

• Petaluma
• 11 Participants

Metropolitan Transportation Commission
Climate Initiatives School and Youth Outreach Program
South Bay Workshop

- San Jose
- 12 Participants

Workshop General Takeaways

- Successful Programs
  - Buy-in and involvement from students, parents, administration, teachers, etc.
  - Incentives for participation
  - Programs are engaging, interactive, and participatory
  - Programs market success stories to schools, show added value

- Programmatic Gaps
  - Administrative issues/lack of supporting policy
  - Funding/Resources
  - Marketing
  - Reach
  - Ridematching
  - GHG emissions/VMT reduction tracking

Key Program Categories

- Communication
- Translation Services
- Promotion/Marketing
- Resources
- RideMatching
- Teen Leadership/Ambassador Programs
- Trip Tracking

“Early Promise” Program Updates

- 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

Identification of Additional Programs to Test

- High school program
  Leadership summit, peer-to-peer education, clubs, video contests, etc.

- Family bicycle education/safety program.
  Bicycle and safety education and encouragement for students & parents

MTC Initiatives

- Enhance, improve and promote the SchoolPool Tool
- Offer regional translation services
- Develop regional messages and materials
- Foster partnerships with local businesses for give-aways
- Create promotional tools
TAC Feedback

- Do these programs represent the most important regional school and youth outreach opportunities to encourage walking, bicycling, and transit use?
- Are there other programs or MTC activities that should be considered for Spring 2012 testing or implementation?
- Do the identified programs address existing gaps? Are there areas we missed?

Next Steps

- Identify specific programs for Phase I testing/regional implementation
- Issue Mini-RFPs for Programs
- Next TAC Meeting - March 9, 2011

Information and Resource Sharing:
Sam Shelton, STA