




## Regional School and Youth Outreach Program




Technical Advisory Committee Meeting #4  
March 9, 2011



## Welcome & Introductions

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## Early Promise Pilot Programs

- Youth Ambassador Program
- Educational Exhibits on Climate Change
- Technology Promotion

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## Youth Ambassador Program

**Implementer:** Cool the Earth

**Dates:** July 2011 - March 2012



**Schools Participating:**  
Wade Thomas Elem, San Anselmo  
Loma Verde Elem, Novato  
Sanchez Elem & Monroe Elem, San Francisco

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## Youth Ambassador Program

- **Goal:**  
To educate and empower students to become climate leaders who promote alternate transportation in their schools, with their peers, their families, and their communities
- **Components:**  
Assembly  
Action Coupons  
Trading Cards  
Action spotlights & presentations



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## Youth Ambassador - Results

- **1,307 coupons returned from 1,473 students (0.89 coupons per student)**
  - Wade Thomas: 2.06
  - Sanchez Elem: 0.57
  - Monroe: 0.71
  - Loma Verde Elem: 0.39

Popular Coupons	Unpopular Coupons
Reusable waterbottle (116)	Every action counts (23)
Shorter shower (97)	Join Club Koda (31)
No waste lunch (94)	Pedal off pounds (37)
Lighten your footprint to school (79)	Beat the traffic (38)
Combine errands (66)	Lose the rack (41)

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### Youth Ambassador - Evaluation

- Ambassador element challenging for younger students
- Transportation actions have potential but are longer-term goals
- Program engages students about climate change primarily through student actions

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### Educational Exhibits on Climate Change

- **Implementer:** Chabot Space & Science Center
- **Dates:** July – Dec 2012
- **Target Area:** Alameda & Contra Costa Counties



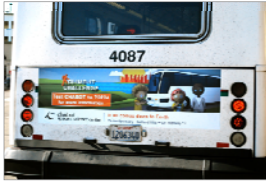
CLIMB-IT CHALLENGE  
 SAVE EMISSIONS WHILE YOU SAVE ON ADMISSION!  
 Hop into a FREE shuttle or jump into a carpool and you'll save \$2 OFF General Admission to Chabot Space & Science Center, home of Bill Nye's Climate Lab.  
 FREE Shuttle from the Fruitvale BART Station 10:30, 11:00, and 12:00  
 Save the Planet and Save Some Change.  
 Register, Register!!  
 Register online at [www.chabot.edu/transportation](http://www.chabot.edu/transportation) from 7-8:00pm  
 Let's find the carpool and take the shuttle and save some money and the planet and the world in the process of doing so. Save some time on the way and save some money on the way.

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### Educational Exhibits on Climate Change

- **Goal:**  
To encourage youth to use an alternative mode of transportation to visit transportation-related climate exhibitions that are currently available
- **Components:**
  - R.A.R.E. Cards
  - Saturday Activities
  - School Challenge
  - Discover & Go Library Pass
  - Transit Marketing




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### Educational Exhibits - Results

- **R.A.R.E. Cards**
  - 24% of attendees used alternative modes
  - 105 carpool vehicles
  - 0 bikers, 1 hiker, 4 shuttle
- **School Challenge**
  - 70 students participated
  - 40% walking increase



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### Educational Exhibits - Results

- **Discover & Go Library Pass**
  - 168 passes checked out
  - 10 passes redeemed
- **Transit Marketing**
  - Text messaging: 130 people viewed landing page
  - QR code: 15 people viewed landing page

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### Educational Exhibits - Evaluation

- R.A.R.E. cards successfully encouraged visitors to carpool, resulting in measurable emissions reduction
- School challenge engaged students but data collection sporadic
- Text messaging campaign more successful than QR codes

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## Technology Promotion

- Implementer:** Matthew Wood & Finger Design
- Dates:**
  - Material preparation: August 2011 - March 2012
  - Promotion: Spring 2012
- Target Areas:** Pleasanton, Union City, & Milpitas



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## Technology Promotion

- Goal:** To promote technology tools (e.g. 511 School Pool, trip tracker) to youth and their parents and encourage usage
- Components:**
  - Website "skins"
  - School posters & fliers
  - E-mail blasts
  - Toolbox of resources

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## Technology Promotion



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## Additional Pilot Programs for Spring/Summer 2012

- High school**
  - Peer-to-peer education
  - Video contest
- Transportation education/safety**
  - Family program
  - Transit program (TBD)

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## Peer-to-Peer Program

- Implementer:** YBike
- Location:** San Francisco (Mission High, Lincoln High, Lowell High)
- Objective:** To teach bicycling skills, bike maintenance, and presentation skills to high school aged youth who will then educate younger students about how to bike at summer camps and community events.

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## Video Contest

- Implementer:** TransForm
- Location:** Alameda County (Oakland High, Foothill High (Pleasanton), San Lorenzo High, Login High (Union City))
- Objective:** To engage high school youth in developing short videos that will build awareness and encourage their peers to walk, bicycle, carpool, and take transit.

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## Family Cycling Programs

- **Implementer:** Bicycle Solutions, Marin County & San Francisco Bicycle Coalitions
- **Location:** Palo Alto, City of Santa Clara, Marin County
- **Objective:**  
To develop and test education, information and promotion modules with the goals of:
  - Increasing the fraction of parents comfortable with allowing their children to bicycle to school, and
  - Increasing the number of children bicycling to schools.

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## Other Programs for Regional Implementation

- **SchoolPool Tool and Trip Tracking**
- **Youth Sustainable Transportation Summit**
- **Regional Messages & Materials**
- **Incentive Program**

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## SchoolPool Tool and Trip Tracking

- **Objective:**
  - Update the SchoolPool Tool with trip tracking and benefits information
  - Develop a strategy and materials to reduce barriers to parents using the system
- **Timeline:** Ongoing



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## Youth Sustainable Transportation Summit

- **Objective:**  
Bring students and practitioners together to talk about issues related to walking, bicycling, carpooling, and taking transit
- **Timeline:** Spring or Fall 2013

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## Regional Messages & Materials

- **Objective:**  
Develop a website, written, and other materials in multiple languages, including a database of existing program contacts
- **Timeline:** Fall 2012

**What messages and materials do you need?**

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## Incentive Program

- **Objective:**  
Identify opportunities for large-scale donations and purchasing for program give-aways
- **Timeline:** Fall 2012
- **What types of give-aways and incentives would you like?**

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**Next Steps**

- Second round pilot projects: March through August
- Next TAC Meeting – July 9, 2011
- Fall 2012 – pilot evaluation and development of specific elements for regional program

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**Information and Resource Sharing:  
Marin 10-Year Evaluation**

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