Regional School and Youth Outreach Program

Welcome & Introductions

Overview of Program Progress

Translations

• Received approximately 60 requests to date
• Languages
  - Range from Chinese and Spanish to Khmer and Tagalog
• Submit your request to Leslie Lara (llara@mtc.ca.gov)
• Guidelines
  - Preferably, text-only in Word
  - Please do not send PDFs, if possible
  - Please allow up to two weeks for turnaround of documents longer than two pages, longer if multiple languages
  - Documents with graphics may take up to three weeks, longer if multiple languages
  - Translation into any language is available

Incentives:
School Year 2012-13

• Received 19 requests through the online application
• Spent approximately $35,000
• Items purchased included:
  - Bells
  - Bikes
  - Gift Cards
  - Lights
  - Locks
  - Pencils
  - Helmets
  - Repair Kits
• Please let us know when you hold events to distribute the items

Incentives:
School Year 2013-14

• Develop awarding criteria
• $50,000 available for next school year
• Possible items for next year:
  - Bells
  - Helmets
  - Pencils
  - Repair Kits
• Online application will be available in January 2013
• Items will be distributed at June 2013 TAC meeting
• Suggestions/Feedback?
Spare the air youth Website Launch

www.sparetheairyouth.com

Programs Database - Coming Soon!

Round 2 Pilot Programs Update

- Peer-to-peer education
- Family program
- Transit & Trails

Peer-to-Peer Program: Bike Shop After School Program

- Mission High School bike shop
  - Bike maintenance
  - Earn-a-bike 10 sessions
  - Volunteer work
- Results
  - 70 students visited
  - 14 students participated in earn-a-bike program

Peer-to-Peer Program: Youth Bike Ambassador

- 8 students applied for 5 positions
- $12/hour
- Training
- 8 events
  - Sunday Streets
  - Bike rodeos
  - Helmet fittings

Peer-to-Peer Program: Evaluation

- 14 earn-a-bike students
  - 22% improvement in Ybike pre- & post-test
  - 90 hours of volunteer work
- 5 Youth Bike Ambassadors
  - Job training experience
- Next Steps
Family Cycling Programs

Free Family Biking Workshop Series
- Marin County Bicycle Coalition
- Classes
  - Intro to Family Bicycling
  - Family Bicycling Rodeo
  - Riding as a Family
  - Family Fun Ride

Family Cycling Programs: Intro to Family Bicycling

Family Cycling Programs:
- Summary of existing family cycling programs
- Suggested lesson plans from pilot
- Marketing materials
- Sample lessons & other resources

Transit & Trails
- Bay Area Open Space Council
  - Workshops
  - Video
  - Trails Challenge

Transit & Trails: Workshops
- With Contra Costa Spare the Air Resources Team
- May 2012
- Built relationships with youth providers
  - Monument Community Partnership
  - El Sobrante Boys & Girls Club
Technical Advisory Committee Meeting #6
October 30, 2012

Transit & Trails: Video
- What's Around You?
- Involved youth
  - East Oakland Boxing Association
  - El Sobrante Boys & Girls Club
- 7,700 views on YouTube
- Promoted on Golden Gate National Parks Conservancy

Transit & Trails: Trails Challenge
- Encourages young people to go outside using public transit
- Partnerships
  - National Park Service
  - Golden Gate National Parks Conservancy
  - REI
  - TransForm

Transit & Trails: Evaluation
- El Sobrante Boys & Girls Club
  - Staff trained leaders on website
  - Guided hike to Point Pinole
  - 7 trips, 200 kids
  - Staff & family hike

Transit & Trails: Evaluation
- Website improvements
  - Encourage stories
  - Track emissions prevented

Transit & Trails: Next Steps
- More outreach/education to youth groups (workshops, site visits, videos)
- Regional Challenge, making it fun/easy to get outside without a car
- Expand the Alt ride
- Transit & Trails embedded on youth organization websites

Pilot Program Evaluation
- Filling gaps
- Geographic reach
- Equity
- Cost
- Build on ongoing efforts
- Measureable performance objectives:
  - GHG/VMT reductions
  - Improves awareness
  - Teaches skills

Metropolitan Transportation Commission
Climate Initiatives School and Youth Outreach Program
**Phase II Project Ideas**

- SchoolPool Tool and Trip Tracking
- Youth Transportation Summit
- Marketing campaign
- Workshops & white papers on SR2S topics
- Mobile climate change education
- BikeMobile
- Earn-a-bike programs
- Peer-to-Peer programs
- Family programs
- Walking School Bus
- Transit Program

**Youth Transportation Summit**

- **Purpose**
  - Youth from around the Bay Area gather to share their experiences and efforts around transportation issues.
- **May 2012**
- **Call for Subcommittee**
- **Youth committee**

**Next Steps**

- **Phase II Call for Projects early 2013**
  - Projects will last 2013 - 2014
  - We will define project categories, with one ‘wild card’
  - Encourage coordination between groups
- **Next Meeting: Tuesday, January 15th, 2013**