

Spare the Air Youth



Technical Advisory Committee Meeting #7
January 30, 2013

Welcome & Introductions

Spare the Air Youth Website



spare the air youth

Educating and encouraging Bay Area youth and their families to walk, bicycle, carpool, and take transit.

Search

Resources by:
Topic | Language

- Students
- Parents & Teachers
- Program Providers
- Find a Program
- About

New Pages:

- Event Evaluation
- Volunteers



Walk & Roll to School Day

Students throughout the Bay Area are walking and bicycling to school every day! Join the international **Walk & Roll to School Day** movement by participating at your school. Get out your walking shoes and make sure your tires are pumped up for your morning trip to school!

Find out what's happening at your local **Safe Routes to School** program and join in the fun!

About

Spare the Air Youth is a new regional program that aims to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool, and take transit. A part of the **Metropolitan Transportation Commission** (MTC)'s **Climate Initiatives Program** in partnership with the **Bay Area Air Quality Management District**, Spare the Air Youth seeks to find effective ways to reduce greenhouse gas emissions related to transportation while also providing a regional resource for students, parents, teachers and program providers. The program also supports **Bay Area Safe Routes to School** outreach and encouragement efforts.

www.SparetheAirYouth.com

Programs Database



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Educating and encouraging Bay Area youth and their families to walk, bicycle, carpool, and take transit.



Resources by:
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Browse Programs

County

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- Santa Clara
- Solano
- Sonoma
- San Mateo

Topic

- Bicycle Program
- Carpool Program
- Climate Change Program
- Leadership Training
- Parent Involvement
- Pedestrian Program
- Skills Training
- Traffic Safety
- Transit/Bus Program

Format

- Assembly Program

Don't see your program? [Let us know](#) and we'll add it.

Displaying 15 of 43 results

Program	County	Format	Availability	Age Range
"Be Reel" Video Contest	Contra Costa	Contest/Incentive Program, In-Class Curriculum, On-Street Training	Free for select schools, Materials online	Middle School
"It Happens" Safe Driving Campaign	Contra Costa	Assembly Program, In-Class Curriculum, Media Campaign, Website Information/Training	Free, Materials online	High School
511 SchoolPool	All	Walking School Bus/Bike Train, Website Information/Training	Free, Materials online	
511 SchoolPool	All	Walking School Bus/Bike Train	Free, Materials online	Elementary, Middle School, High School, Parent
ACTC Bicycle Safety Certification Program	Alameda	Event, Media Campaign	Free for select schools	Middle School, High School
Air District Speakers Bureau	All	Assembly Program, In-Class Curriculum	Free	Elementary, Middle School, High School



Pilot Program Evaluation

- Youth Ambassador (Cool the Earth)
- Climate Education (Chabot)
- SchoolPool Promotion
- Video Contest (Alameda County SR2S)
- Peer-to-peer bicycle education (Ybike)
- Family program (Marin County Bicycle Coalition)
- Transit Training (Bay Area Open Space Council)



Spare the Air Youth Pilot Program Evaluation Report

January 2013

PREPARED BY:
Alta Planning + Design
Parisi and Associates Transportation Consulting

PREPARED FOR:
Metropolitan Transportation Commission
Bay Area Air Quality Management District



Pilot Program Evaluation

Pilot Program Evaluation • Executive Summary

- Programmatic gaps
- Geographic reach
- Equity
- Cost effectiveness
- Ongoing efforts
- Performance objectives:
 - GHG/VMT reductions
 - Improves youth awareness

Introduction

Spare the Air Youth educates, inspires, and empowers youth and families in the Bay Area to walk, bicycle, carpool, and take transit. Spare the Air Youth is a part of the Metropolitan Transportation Commission's (MTC) Climate Initiatives Program, a regional effort to improve public health and air quality in the Bay Area by reducing harmful emissions from transportation sources.

Spare the Air Youth tested seven pilot programs in from Fall 2011 to Fall 2012. The programs that achieve the program goals of reducing emissions due to transportation and that are most suited for regional application will be implemented in 2013 through 2015.

Spare the Air Youth tested the following seven efforts:

- **Peer-to-Peer Bicycle Program:** YBike taught bicycle repair at a high school bike shop, then hired high school students as summer interns to teach their peers about bicycling.
- **Transit & Trails:** The Bay Area Open Space Council used their Transit & Trails website to connect people to nature by providing transit directions to trailheads and campgrounds.
- **Family Bicycling Workshop:** The Marin County Bicycle Coalition developed a toolkit of events and education to encourage families to bicycle together.
- **Climb-It Challenge:** The Chabot Space & Science Center promoted using alternative transportation to visit the Bill Nye Climate Lab, where visitors learn climate science.
- **SchoolPool Promotion:** Fliers and posters advertising the 511 SchoolPool RideMatching encouraged families to sign up for service and commute together to school.
- **Youth Ambassador Program:** Cool the Earth encouraged students to become climate leaders and to promote alternate transportation with their families and communities.
- **This is How We Roll Video Contest:** Alameda County Safe Routes to School invited high school students to submit short videos to the This is How We Roll Video Contest.



Pilot Program Evaluation

Program	Programmatic Gaps	Geographic Reach	Equity	Cost Effectiveness	Ongoing Efforts	Performance Objectives	
						GHG/VMT Reduction	Improves Youth Awareness
Peer-to-Peer Program	●	◐	●	◐	◐	◐	●
Transit & Trails	◐	●	◐	○	●	●	◐
Family Bicycling Workshop	◐	◐	◐	◐	●	○	●
Climb-It Challenge	◐	◐	○	◐	●	○	◐
SchoolPool Promotion	◐	◐	●	○	●	●	◐
Youth Ambassador Program	○	◐	◐	●	◐	○	◐
Video Contest	●	●	○	◐	●	○	◐

Peer-to-Peer Program Evaluation

- **Key Takeaways**
 - Good job training opportunity
 - Logistical challenges
 - Target underserved groups
- **Next Steps:**
 - Pursue regional grants for high school bike shops
 - MTC High School Internship program to host interns



Transit Training Evaluation

- **Key Takeaways**

- People did not take initiative to post about their trips
- Need for hands-on training and field trip to promote independent transit trips



- **Next Steps:**

- Hold additional workshops
- Work with transit agencies to develop guidelines for riding transit with youth



Family Bicycling Workshop Evaluation

- **Key Takeaways**

- Addresses parents' concerns
- Complements traditional in-school model
- Requires substantial coordination



- **Next Steps:**

- Provide regional training and support for programs
- Make handbook available online



Climate Education Evaluation

- **Key Takeaways**

- Promotes the Bill Nye Climate Lab
- School Challenge required substantial staff time & resources
- With discounts, admission may still be too expensive for families



- **Next Steps:**

- Support climate change education at the Center
- Pursue alternative climate change education in classrooms



SchoolPool Promotion Evaluation

- **Key Takeaways**

- Promotes existing 511 SchoolPool
- Requires more sign-ups to be effective
- Parent concerns still a major barrier
- Consider strategies tested in Marin, San Francisco, Palo Alto

- **Next Steps:**

- Evaluate SchoolPool and successful RideMatching programs in the Bay Area and throughout the country to determine next steps for 511 SchoolPool



Youth Ambassador Program Evaluation

- **Key Takeaways**

- Established effective program
- Transportation actions challenging
- Middle school students too young for ambassador actions

- **Next Steps:**

- Support existing model
- Seek alternative means of engaging youth ambassadors around transportation issues



Save Gas

720 lbs!

Reduce the amount of fuel you use by **15%** by driving 55 mph instead of 65 mph.

Car engines are most fuel efficient at 55 mph or under. For every 1 mph driven over 55 mph, the average **car loses 2%** in fuel economy.

Drive 55 and make your gas last!



Video Contest Evaluation

• Key Takeaways

- Final celebration an opportunity for students to share projects
- Lack of interest in PSA format
- Requires staff assistance with videos

• Next Steps:

- Hold final celebrations to celebrate and share efforts
- Gather & promote videos online, such as via YouTube

walk, bike, carpool,
ride the bus, and...

This is How We Roll

Video Contest

Create a public service announcement (PSA) that educates and encourages your friends, family and community to walk, bike, carpool, and/or use the bus.

Contest Details

- 1. Form a team**
10 people maximum, everyone must be a high school student in Alameda County.
- 2. Create your PSA**
Convince your peers to use active or shared transportation. Follow submission guidelines.
- 3. Submit your video**
Due May 15th, 2012 no later than 4:00 p.m.
- 4. Vote for your favorite PSA**
YouTube @ youtube.com/howwerollcontest/ or Facebook @ facebook.com/howwerollcontest
- 5. Celebrate!**
Join us on June 7, 2012 to view films, award prizes, and more!



Great Prizes!

Grand Prize	\$1000
Viewer's Choice Prize	\$500
Judge's Prize	\$500

Prizes will be split evenly between team members.
Video advisors of winning teams will receive a Video Production Kit.

For more information visit the Safe Routes website: www.alamedacountysr2s.org
Or contact Alissa Kronovet: 510.740.3150 x329 or akronovet@transformca.org



Safe Routes
to Schools



TRANSFORM
ALAMEDA COUNTY

Pilot Program Key Takeaways



- **Currently unmet program needs**
 - Transit guidelines and promotion
 - Family bicycling workshop series implementation
 - Climate change classroom education

Spare the Air Youth Phase II



- **\$2.2 Million to be programmed in 2013-June 2015**
- **Spare the Air Youth Phase II Elements:**
 - Continue implementing ongoing programs
 - New regional efforts
 - Spare the Air Youth Grants

Phase II Ongoing Projects

- Translation Services
- Incentive program
- Quarterly TAC meetings
- Website updates and content
- Program oversight and evaluation

Media Campaign

- **Objective:**
 - To promote SR2S and increase awareness of Spare the Air Youth by publicizing successes and by sending people to the website.
- **Program Elements:**
 - Success stories for press releases, newspapers, e-news, websites
 - Profiles of families who ride
 - YouTube channel
 - Safe Routes to School baseline evaluation report



FAMILY BIKING PROFILE

Calm mornings from regular biking.

kristin, October 25th, 2012



Videos and Guidebooks

- **Objective:**
 - To develop resources that support and help implement SR2S activities.
- **Program Elements:**
 - **Videos** about program benefits will be targeted to parents, teachers, and elected officials to encourage participation
 - **Guidebooks** will help program providers, teachers, and parents implement activities and events.

Team Leader Toolkit



Safe Routes to Schools has collected PDF and Word documents to help Team Leaders get off to a great start with programs and promotions.



Videos and Guidebooks

- **Potential Guidebook topics:**

- Why walk, bike, take transit, or carpool
- Walking school buses and bike trains
- Family bike rides
- SchoolPool Tool
- Walk audits
- Climate/Green Clubs
- Transit education
- Bike swaps and fitting
- Walk audits/walking route maps
- Back to school information



Youth Transportation Summit



- **Objective:**

- To bring high school students together to showcase their transportation efforts, to build momentum for high school programs, and to engage program providers around high school transportation issues.

- **Program Elements:**

- Planning Subcommittee
- Tentative date: Saturday, Nov 2nd, 2013
- Call for presentations Summer 2013
- Keynote speaker: TBD
- Youth poster sessions

Spare the Air Youth Internship



- **Objective:**

- To educate high school students about bicycle advocacy and Safe Routes to School work through a summertime internship program with their local bicycle coalition.

- **Program Elements:**

- Interns hired through MTC's High School Internship program
- Develop activities/expectations with bicycle coalition staff
- Coordinate group activities with all interns and staff

SchoolPool Tool Enhancements

- **Objective:**

- To support MTC's 511 SchoolPool and evaluate the tool, considering program effectiveness, outreach strategies, and potential enhancements, if needed, for further success encouraging non-single student car trips.

- **Program Elements:**

- Continued coordination
- Evaluation, including user survey
- Research effective strategies in other communities
- Consider enhancements to SchoolPool model

Proposed Spare the Air Youth Grant Program



- **BikeMobile Expansion**
- **High School Bike Shops**
- **Mobile Classroom/Exhibit**
- **Family Bicycling Workshops**
- **Transit Training and/or Outreach**
- **Wild Card Category**

BikeMobile Expansion

- **Objective:**
 - To expand the successful Alameda County BikeMobile program to bring bicycle repair and bike safety instruction to students around the Bay Area at their schools and in their communities.
- **Program Elements:**
 - Procurement and customization of vehicles
 - Development, planning, and coordination
 - Direct service teaching and fixing



High School Bike Shops

- **Objective:**
 - To increase high school students' knowledge of bicycle repair and bicycle safety, and to encourage bicycling at schools.
- **Program Elements:**
 - Curriculum guidance
 - Micro grants for bike shop setup and teacher incentives
 - Ongoing coordination and guidance



Mobile Classroom/Exhibit

- **Objective:**
 - To develop a climate change and transportation curriculum to bring the curriculum to classes throughout the Bay Area.
- **Program Elements:**
 - Curriculum development
 - Vehicle procurement
 - Offer curriculum at schools

Family Bicycling Workshops

- **Objective:**
 - To increase parents' comfort with allowing their children to bicycle and to encourage families to bicycle together.

- **Program Elements:**
 - Program provider training and assistance
 - Workshop implementation

Free*

Family Biking Workshop Series

- Learn to ride with your children
- Give your children freedom and healthy habits
- Learn the rules of the road

DATE

LOCATION

This series of two-hour workshops will teach your family how to safely navigate streets with proper equipment and behavior. The workshops can be taken individually or as a series:

Intro to Family Bicycling – Test your skills with a few simple drills

Family Bike Rodeo – Practice riding off-street

Riding as a Family – Learn and practice more advanced skills

Family Fun Ride – Enjoy a fun ride for the whole family



*Advance registration is required. To register, contact Peggy@marinbike.org.




Transit Education

- **Objective:**
 - To educate middle/high school students about how to use transit safely.
- **Program Elements:**
 - TBD

Wildcard Category

- **Objective:**
 - To allow programs to propose new innovative efforts to reduce emissions due to youth transportation and to educate and encourage youth and their families to use alternatives to driving alone.
- **Program Elements:**
 - TBD

Next Steps for Phase II Projects

- Phase II: 2013 – 2015
- Obtain input on proposed grant ideas from TAC by Friday, February 8
- Working group to create program budget, selection process and timeline
- Review with MTC and (potentially) Air District Executive Office
- Request approval from MTC Programming and Allocations Committee