Spare the Air Youth

Technical Advisory Committee Meeting #8
August 21, 2013
Welcome & Introductions
Incentives Update

CMAQ Eligibility Guidance for Incentives Under the Regional SRTS Program
— Craig Goldblatt, MTC
Spare the Air Youth Incentives Program
— Leslie Lara, MTC

• **GOAL**: teach and encourage youth to shift their travel mode away from single-occupant automobile trips, encourage other modes — such as walking, bicycling, riding public transit, carpooling, etc. — and reward their mode shift.

• Only SRTS program implementers within the nine Bay Area counties are eligible to apply.
Spare the Air Youth Incentives Program

How it works:

1. Send Leslie an e-mail.
2. Purchase your incentives.
3. Submit your original receipts for reimbursement.
### Spare the Air Youth Incentives Program Distribution*

<table>
<thead>
<tr>
<th>County</th>
<th>Total School Enrollment (K-12)</th>
<th>Percentage</th>
<th>Total Possible Funding</th>
<th>Maximum Funding Available per County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alameda</td>
<td>239,163</td>
<td>21.464%</td>
<td>$8,585</td>
<td>$8,585</td>
</tr>
<tr>
<td>Contra Costa**</td>
<td>183,230</td>
<td>16.444%</td>
<td>$6,578</td>
<td>$6,578</td>
</tr>
<tr>
<td>Marin</td>
<td>35,260</td>
<td>3.164%</td>
<td>$1,266</td>
<td>$2,000</td>
</tr>
<tr>
<td>Napa</td>
<td>23,406</td>
<td>2.101%</td>
<td>$840</td>
<td>$2,000</td>
</tr>
<tr>
<td>San Francisco**</td>
<td>80,177</td>
<td>7.000%</td>
<td>$2,800</td>
<td>$2,800</td>
</tr>
<tr>
<td>Santa Clara**</td>
<td>300,064</td>
<td>26.929%</td>
<td>$10,772</td>
<td>$10,772</td>
</tr>
<tr>
<td>Solano</td>
<td>69,972</td>
<td>6.280%</td>
<td>$2,512</td>
<td>$2,512</td>
</tr>
<tr>
<td>Sonoma</td>
<td>76,836</td>
<td>6.896%</td>
<td>$2,758</td>
<td>$2,758</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1,114,268</td>
<td>100%</td>
<td>$39,922</td>
<td>$41,816</td>
</tr>
</tbody>
</table>

*Based on Cycle 2 SRTS County Distribution for FY12-13 through FY15-16  
** Multiple Implementers
Phase II Grant Program

- **Two-Stage Process**
  - Letter of Interest
  - Formal Proposal

- **Project Categories**
  - Youth Ambassador Program
  - Traveling Exhibits on Climate Change and Transportation
  - Family Bicycling Workshops
  - Transit Education
  - Other Innovative Projects

Spare the Air Youth
Regional Competitive Grant Call for Projects

Letters of Interest Due: Friday, May 17, 2013 by 5 p.m.

August 21, 2013
Phase II Grant Program

- **23 Letters of Interest**

- **Evaluation Criteria:**
  - Ability to meet the goals of the Spare the Air Program
  - Regional reach and/or regional applicability
  - Ability to leverage existing funding through a local match
  - Ability to fulfill the objectives identified by the project categories
  - Clarity and comprehensiveness of proposal
  - Cost effectiveness

- **8 projects invited to submit full proposals**
<table>
<thead>
<tr>
<th>Project Name</th>
<th>Lead Agency</th>
<th>Locations</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traveling Exhibit on Climate Change</td>
<td>Aquarium of the Bay</td>
<td>Regional</td>
<td>$300K</td>
</tr>
<tr>
<td>BikeMobile</td>
<td>Local Motion</td>
<td>Regional</td>
<td>$480K</td>
</tr>
<tr>
<td>Go Green Fridays</td>
<td>City of Morgan Hill</td>
<td>Morgan Hill</td>
<td>$70K</td>
</tr>
<tr>
<td>Climate Justice Youth Academy</td>
<td>POWER</td>
<td>San Francisco &amp; Richmond</td>
<td>$150K</td>
</tr>
<tr>
<td>Family Bicycling Program</td>
<td>SFBC, with other bicycle coalitions</td>
<td>Regional</td>
<td>$200K</td>
</tr>
<tr>
<td>Transit Education</td>
<td>TAM</td>
<td>Marin, Napa, Sonoma</td>
<td>$150K</td>
</tr>
<tr>
<td>Youth Ambassador</td>
<td>YBike</td>
<td>Marin, San Francisco, San Mateo, Sonoma</td>
<td>$250K</td>
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</tbody>
</table>
Clean Air Bright Futures

Expands the Aquarium of the Bay’s climate change curriculum to:

- Engage students with animals
- Bring programs to schools that can’t come to the site
- Influence attitudes toward climate change and public transportation

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BikeMobile

- Free bike repair & education
- 8 new counties
- 130-140 visits/year

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Go Green Fridays

City of Morgan Hill program to encourage the use of green modes on Fridays

• Communitywide Marketing
• School Specific Outreach
• Evaluation and Diffusion to Other Communities (if successful in Phase I)
Climate Justice Youth Academy

Collaboration between POWER & PODER

- Promote transit with Free Muni for Youth & Clipper
- Train youth in transit, economic justice, & GHG impacts
- Youth leaders create & lead peer workshops to encourage transit use & access

Spare the Air Youth
Family Bicycling Program

Partnership of 6 Bike Coalitions in 7 counties

- Create a "Mobile Display" of Family Biking resources
- Hold workshops to teach families how to bike together
- Reach diverse populations
Transit Education

Marin, Petaluma and Napa

- “Hands-on” transit experience
- Video with students about how to ride a bus
- Youth on Transit flyers
- Enhancements to agencies’ websites, Facebook, YouTube
- “Transit Incentive” program
- Napa Countywide SR2S Clipper incentive program
Youth Ambassador Program

Presidio Community YMCA, Peninsula Family YMCA, Marin YMCA

- Bring Ybike after school program to San Mateo County (year 1) and Marin County (year 2)
- Assist students with “Youth Ambassador” programs
Youth Transportation Summit

- Summit Website: [www.sparetheairyouth.org/summit2013](http://www.sparetheairyouth.org/summit2013)

- Summit - Saturday, November 2, 2013 from 10am - 4pm

- Registration

Spare the Air Youth

August 21, 2013
Youth Transportation Summit

- **Session topics**
  - Organizing skills
  - Education and skill building
  - Advocacy
  - Youth-driven efforts
  - Communication tools and strategies
  - Addressing safety concerns
  - Strategies to encourage youth to use active/shared transportation
  - Linking climate change and transportation issues
  - Other
Youth Transportation Summit

• **Session Formats:**
  - Group presentation (20 mins, 2+ people)
  - Individual presentation (15 mins, 1 person)
  - Interactive activity (mobile workshop, training session, etc)
  - Networking activity (presentation or lunch activity)
  - Poster session (displayed during breaks)
General Discussion

- Upcoming events

- Program information sharing