

Spare the Air Youth



Technical Advisory Committee Meeting #8
August 21, 2013



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



METROPOLITAN
TRANSPORTATION
COMMISSION

Welcome & Introductions



Spare the Air Youth

August 21, 2013

Incentives Update



CMAQ Eligibility Guidance for Incentives Under the Regional SRTS Program

— *Craig Goldblatt, MTC*



Incentives Update



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.



Incentives Update



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.



Incentives Update



Spare the Air Youth Incentives Program

Spare the Air Youth Incentive Program Distribution*				
County	Total School Enrollment (K-12)	Percentage	Total Possible Funding	Maximum Funding Available per County
Region			\$40,000	
Alameda	239,163	21.464%	\$8,585	\$8,585
Contra Costa**	183,230	16.444%	\$6,578	\$6,578
Marin	35,260	3.164%	\$1,266	\$2,000
Napa	23,406	2.101%	\$840	\$2,000
San Francisco**	80,177	7.000%	\$2,800	\$2,800
San Mateo	106,160	9.527%	\$3,811	\$3,811
Santa Clara**	300,064	26.929%	\$10,772	\$10,772
Solano	69,972	6.280%	\$2,512	\$2,512
Sonoma	76,836	6.896%	\$2,758	\$2,758
TOTAL	1,114,268	100%	\$39,922	\$41,816

*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.**



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



Phase II Grant Program



Project Name	Lead Agency	Locations	Funding
Traveling Exhibit on Climate Change	Aquarium of the Bay	Regional	\$300K
BikeMobile	Local Motion	Regional	\$480K
Go Green Fridays	City of Morgan Hill	Morgan Hill	\$70K
Climate Justice Youth Academy	POWER	San Francisco & Richmond	\$150K
Family Bicycling Program	SFBC, with other bicycle coalitions	Regional	\$200K
Transit Education	TAM	Marin, Napa, Sonoma	\$150K
Youth Ambassador	YBike	Marin, San Francisco, San Mateo, Sonoma	\$250K



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



Spare the Air Youth

Youth Transportation Summit

A promotional poster for the 'Spare the Air Youth Program' 'YES CONFERENCE: Youth for the Environment and Sustainability'. The poster features a green bus, a purple car, and a person on a bicycle. Speech bubbles encourage saying 'YES' to biking, taking transit, carpooling, and walking. The conference details are: Saturday, November 2, 2013, 10 am - 4 pm, at the Joseph P. Bort MetroCenter Auditorium, 101 8th Street, Oakland. The poster lists opportunities to participate in discussions, learn about community action, show off efforts, and attend interactive presentations. It also lists attendees: Bay Area Youth Leaders, Green Team Members, Safe Routes to School participants, and all students interested in transportation, climate change, and a sustainable future. A starburst graphic indicates 'RAFFLE PRIZES, FOOD & FUN!'. The website for more information and registration is <http://www.sparetheairyouth.com/summit2013>.

- Summit Website www.sparetheairyouth.org/summit2013
- Summit – Saturday, November 2, 2013 from 10am – 4pm
- Registration



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)



