Spare the Air Youth

Technical Advisory Committee Meeting #13
March 18, 2015
Climate Justice Youth Academy

- Continued outreach at middle and high schools in San Francisco

- 2 workshops held at John O’Connell High School Health Fest, 2 at June Jordan School of Unity and Liberation
Climate Justice Youth Academy

- CJYA Evaluation & Celebration in January 2015 with PODER and POWER youth cohorts
Climate Justice Youth Academy

Workshops scheduled for February and March: Leonard Flynn Elementary, CARECEN and our first Oakland workshop TBD!
State and Regional Active Transportation Programs

Kenneth Kao, MTC
Communicating with families
- Translate materials (MTC assistance)
- Hire bilingual staff
- Use a variety of media
- Meet people where they are
- Partner with local organizations
- Be flexible!
Guidebook 2: Equity

• Addressing personal safety concerns
  – Host neighborhood watch programs
  – Organize SchoolPools
  – Educate students & parents about bike/ped safety

• Increasing access to active transportation
  – Give students access to bicycles
  – Offer low-cost incentives (stamps, golden sneaker)
  – Provide after-school programs
  – Promote park-and-walks
  – Include students with disabilities
Guidebook 3: Evaluation

- **Student hand tally & parent survey**
  - Admin., data collection, eval.
  - National Center methodology
- **Tracking activities & participation**
  - Event, teacher eval
- **Resources**
  - Simplified tally form
  - Teacher letter
Guidebook 4: Videos

• **Tips for creating videos**
  – Pre-production
    • Storyboarding
    • Equipment
  – Production
    • Sound quality
    • Filming
    • B-Roll
  – Post-production
    • Editing
    • Music
Guidebook 4: Videos

• Video topics – talking points & example videos
  – Preparing to ride
  – Road rules & conduct
  – Types of bike facilities
  – Clothing & equipment
  – Maintenance
  – Crash types & hazard avoidance
  – Riding with your children
  – Climate Change & transportation
  – Health
  – Youth empowerment
  – Parent & guardian awareness
DRAFT Guidebook 5: Parent Champions

- **Implementation**
  - Recruiting parents
  - Training volunteers
  - Retaining champions
  - Maintaining a program

- **Materials for parents**
  - Program promotion & outreach
  - Communicating benefits
  - Traffic safety
  - Activity & event suggestions
Guidebook Videos

• **Already filmed:**
  – Alameda – Walking School Bus
  – Solano – Walking School Bus

• **Scheduled:**
  – Contra Costa – Martinez Safety Fair & bike giveaway
  – San Mateo – East Palo Alto Police FitZone event
  – Sonoma – Walking School Bus at RL Stevens

• **Still need volunteers!**
  – Evaluation – hand tallies, golden sneaker
  – Equity
  – Videos
  – Parent champions
Spare the Air Youth
YES! Conference

Kristina Chu & Yvonna Cázares

Spare the Air Youth Technical Advisory Committee
March 18, 2015
Program Overview

- Spare the Air Youth Program established in 2010
- Joint regional effort led by MTC and the Air District
- Program strives to educate, inspire and empower youth and families to walk, bicycle, carpool and take transit
- Approximately 1.5 million residents under 18 years old
- First YES Conference held in 2013
YES! Conference 2015

- **Date:**
  - Saturday, February 7, 2015
    - 10am – 4pm

- **Location:**
  - Joseph P. Bort Metro Center, Oakland

- **Session Topics:**
  - Transportation alternatives
  - Bike repair
  - School and student-based efforts to reduce driving
  - Advocacy and leadership development
Keynote Speakers

- **Nick Laskowski**, Adult Speaker, San Jose Bike Party

- **Sereh Almeyda**, Student Speaker, Windsor High School
Breakout Sessions
Conference Video

Conference Video: https://www.youtube.com/watch?v=ov89OCNNJHs&feature=youtu.be
YES! Conference Next Steps

Evaluation analysis:

- Evaluations and feedback from volunteers, presenters, and participants

Work with you, STAY TAC members to:

- Set a date for the next conference
- Plan the next programs at the YES conference
- Begin developing greater relationships with youth-serving organizations and schools
Ride the Bus - Youth on Transit, Transit Education Program

promoting public transportation to teens
WIN PRIZES!

Take the Youth on Transit Quiz and you could win a $100 TARGET GiftCard.

Go to: www.surveymonkey.com/s/YouthonTransit

The Youth on Transit Quiz is a project of VINE Transit and supported by Spare the Air Youth.

The survey is available from March 1st to March 31st.

* Napa Program
The Great Race

Saturdays, December 6, 11 a.m. to 2 p.m.

Transportation Nation

Join TLHS Students in an AMAZING BUS RACE starting from Northgate Mall

Form your team of 3 to 4 students. Register week of December 1.

WIN a GoPro!
Get on Board
The Winners
Family Bicycling Workshops

San Francisco Bicycle Coalition

Bike East Bay
Marin County Bicycle Coalition
Napa County Bicycle Coalition
Silicon Valley Bicycle Coalition
Sonoma County Bicycle Coalition

sfbike.org
• YBIKE PROGRAM EXPANSION – YEAR 2
• SAN MATEO – PENINSULA FAMILY YMCA
• MARIN- NOVATO YMCA
Peninsula Family YMCA
San Mateo
Current Programs

- BAYSIDE STEM
- CUNHA
- EL GRANADA
Upcoming Programs

• BOWDITCH
• LIPMAN
San Mateo Program Sites
2014-2015 San Mateo Program Sites
All changes saved in Drive

- ASP Sites
  - Individual styles
    - Manual F. Cunha Intermedia...
    - The Bayside S.T.E.M. Academy
    - EL GRANADA ELEMENTARY...
    - Natalie Lipman Middle School
    - Bowditch Middle School
    - Borel Middle School

- Pacifica SD PE Rodeos
  - Individual styles
    - Ocean Shore School
    - Ortega School
    - Cabrillo School
    - Vallemar Elementary School
    - Sunset Ridge Elementary School

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY
Other Upcoming Events

Foster city bike “Roadeo”
April 11th

Healthy Kids Day at Peninsula Family Y
April 26th

Fee for Service Roadeo in Brisbane School District

Biking summer camps in June!
Novato YMCA
Marin County
Current Programs

• HAMILTON ES
• DAVIDSON MS
Aquarium of the Bay
BayMobile – Bringing the Bay Your Way!
Carrie Chen – Director of Education & Conservation

Execution of Programs for 2014-2015 School Year
Staff Training and Program Management
Program Marketing, Outreach and Teacher Resources
BayMobile 2014-2015 School Year

Statistics for programs executed as of 3/17/2014:
• 88 trips, 302 programs, reaching approximately 8,000 students

Registrations processed for the school year:
• 145 trips, 474 programs, reaching approximately 13,000 students
• With a sizeable waiting list, we should have no trouble reaching our goal of 450 programs, even if some cancellations occur.

Totals for Year 1:
• 85 trips, 246 programs, reaching 5,500 young minds
• Projected 240 programs – goal met!
Staff Training

- One full day training at Rodeo Beach in the north bay, exploring climate change education, teaching strategies, the history and projected impacts of the SF Bay, and lots of team building
- Based on feedback from staff, more focus on classroom management and public speaking this training session.
- Some of the topics were delegated to more senior staff on the team for presentation and discussion

Material and Procedural Streamlining

- New organizational system for program supplies
- Checklists for materials, pack-up procedures, emergency procedures, contact lists, and teacher agreement list created and instated
TWiT NYE Bash
• Two staff went live on the air at This Week in Tech’s New Year’s Eve broadcast and did a 20 minute segment on the BayMobile
• Approximately 50,000 viewers

Teacher Workshop at STEM Conference in San Mateo
• 13 teachers attended, lots of good feedback

Calendar for STAY Website
• Complete and up-to-date

Teacher Activity Guides
• 5 (soon to be 6) activity guides up on Aquarium website for free download.
• K-8 lessons covered; high school resources already on our website support the BayMobile programs very well.
Information Sharing & Upcoming Events