

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

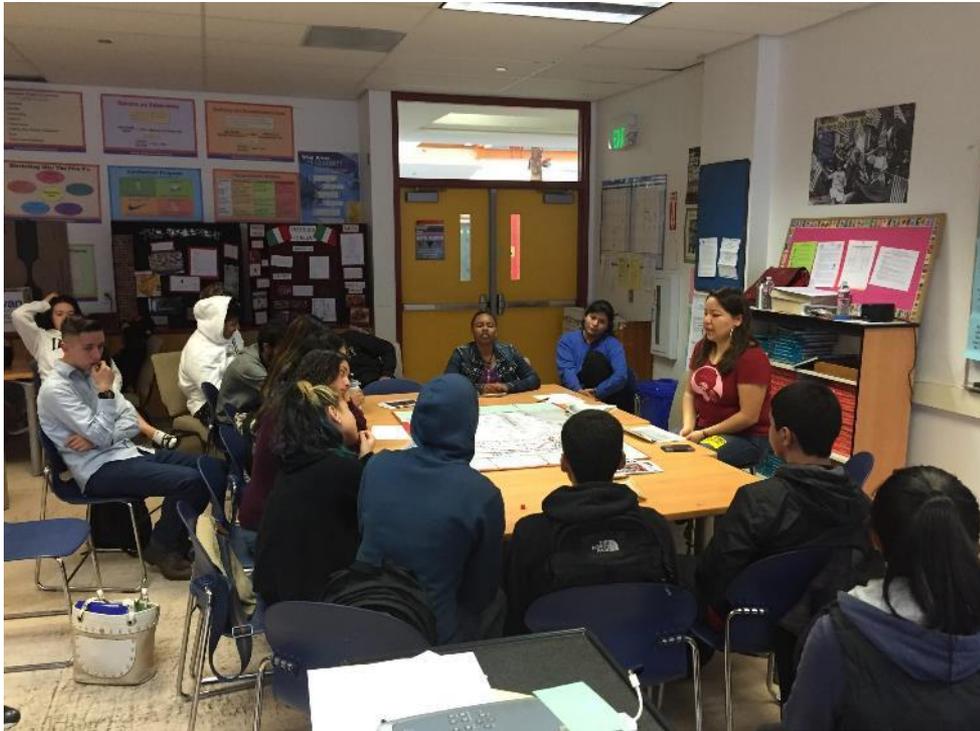
Climate Justice Youth Academy



- 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

Guidebook 2: Equity



- **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**

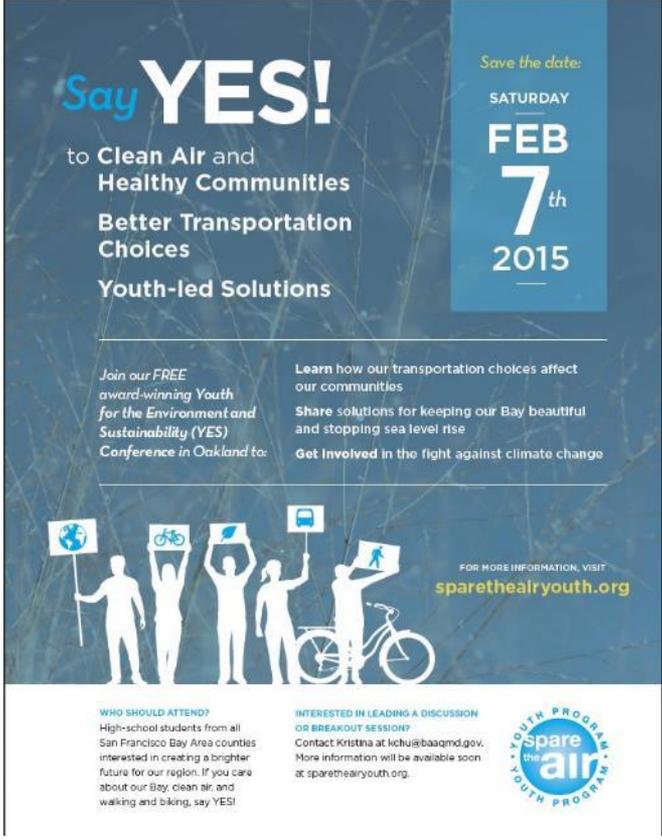
Program Overview

- 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



Say YES!
to Clean Air and Healthy Communities
Better Transportation Choices
Youth-led Solutions

Save the date:
SATURDAY
FEB 7th
2015

Join our *FREE* award-winning Youth for the Environment and Sustainability (YES) Conference in Oakland to:

- Learn how our transportation choices affect our communities
- Share solutions for keeping our Bay beautiful and stopping sea level rise
- Get Involved in the fight against climate change

FOR MORE INFORMATION, VISIT
sparetheyouth.org

WHO SHOULD ATTEND?
High-school students from all San Francisco Bay Area counties interested in creating a brighter future for our region. If you care about our Bay, clean air, and walking and biking, say YES!

INTERESTED IN LEADING A DISCUSSION OR BREAKOUT SESSION?
Contact Kristina at kchui@baaqmd.gov. More information will be available soon at sparetheyouth.org.



Keynote Speakers

- Nick Laskowski, Adult Speaker, San Jose Bike Party



- Sereh Almeyda, Student Speaker, Windsor High School





YES Conference

Youth for the Environment and Sustainability



DATE: Saturday, February 7, 2015
TIME: 10:00 a.m. to 3:00 p.m.
LOCATION: Joseph P. Bort MetroCenter, 101 8th Street, Oakland (by the Lake Merritt BART station)

AGENDA

9:30 am	Registration @ MetroCenter Lobby <ul style="list-style-type: none"> • Poster Making • Icebreakers
10:30 am	Opening Welcome @ Auditorium <ul style="list-style-type: none"> • Greeting and Announcements, Jasper Starfire Thelin, Master of Ceremonies • Welcoming Remarks, Amy Rein Worth, Chair, MTC & Councilmember, City of Orinda
10:40 am	Keynote Speaker @ Auditorium <ul style="list-style-type: none"> • Nick Laskowski, Co-Founder, San Jose Bike Party
10:50 – 11:35 am	Workshops — Session 1 <ul style="list-style-type: none"> • Games and Activities to Engage Youth in Your Program, Napa County Office of Education @ Auditorium • Youth Advisory Board, Center for Climate Protection @ CR-171 • Climate Change and the Bay, BayMobile @ Ground Floor Parking Lot • Transportation Nation: The Amazing Transit Race, Marisa School of Environmental Leadership, Terra Linda High School with Safe Routes to School @ Fishbowl, 3rd floor
11:40 am – 12:45pm	Lunch @ Cafeteria Patio (weather permitting) <ul style="list-style-type: none"> • Climate Change Video Loop • Photo Booth, Two Dudes & A Booth • Bike Blender, YBike • Bay Area Bike Mobile, Local Motion
12:50 – 1:35 pm	Workshops — Session 2 <ul style="list-style-type: none"> • The Game of Life: Public Transit, Bikes and Cars — Our Impact on the Environment, Causa Justa Just Cause @ Auditorium • Teen Impact on Safe Routes to Schools, Alameda County Safe Routes to Schools Youth Task Force @ CR-171 • Bike Repair Workshop, Bay Area Bike Mobile @ Ground Parking Lot • #YOUTHACTION: A Community Organizing Toolkit for Young Activists, Bike East Bay & MTC @ Fishbowl, 3rd floor
1:40 – 2:25 pm	Workshops — Session 3 <ul style="list-style-type: none"> • ECO2school, Center for Climate Protection @ Auditorium • Golden Sneaker Building, San Francisco Bicycle Coalition @ CR-171 • Bike Repair Workshop, Bay Area Bike Mobile @ Ground Parking Lot • #YOUTHACTION: A Community Organizing Toolkit for Young Activists, Bike East Bay & MTC @ Fishbowl, 3rd floor
2:30 pm	Youth Keynote Speaker @ Auditorium <ul style="list-style-type: none"> • Sereh Almeyda, SAY, Social Advocates for Youth
2:45 pm	Raffle Prize Drawings & Closing @ Auditorium

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



*Marin Transit Web Tool

SERVICES: LOCAL SERVICE BY SCHOOL

[school map](#) | [marin county K-12 schools](#) | [dominican university](#) | [college of marin](#) | [indian valley campus](#)

school trip planner

Time of Day:	School:	Schedule:	Bell Time:
AM - To School <input type="button" value="v"/>	--- <input type="button" value="v"/>	Choose a school first <input type="button" value="v"/>	<input type="text"/>
Home or Other Origin:	City:		
<input type="text"/>	<input type="text"/> , CA		
<input type="button" value="Plan Trip"/>	Powered by Google Transit		

*Napa Program

WIN PRIZES!

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



Take
the Quiz!

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.

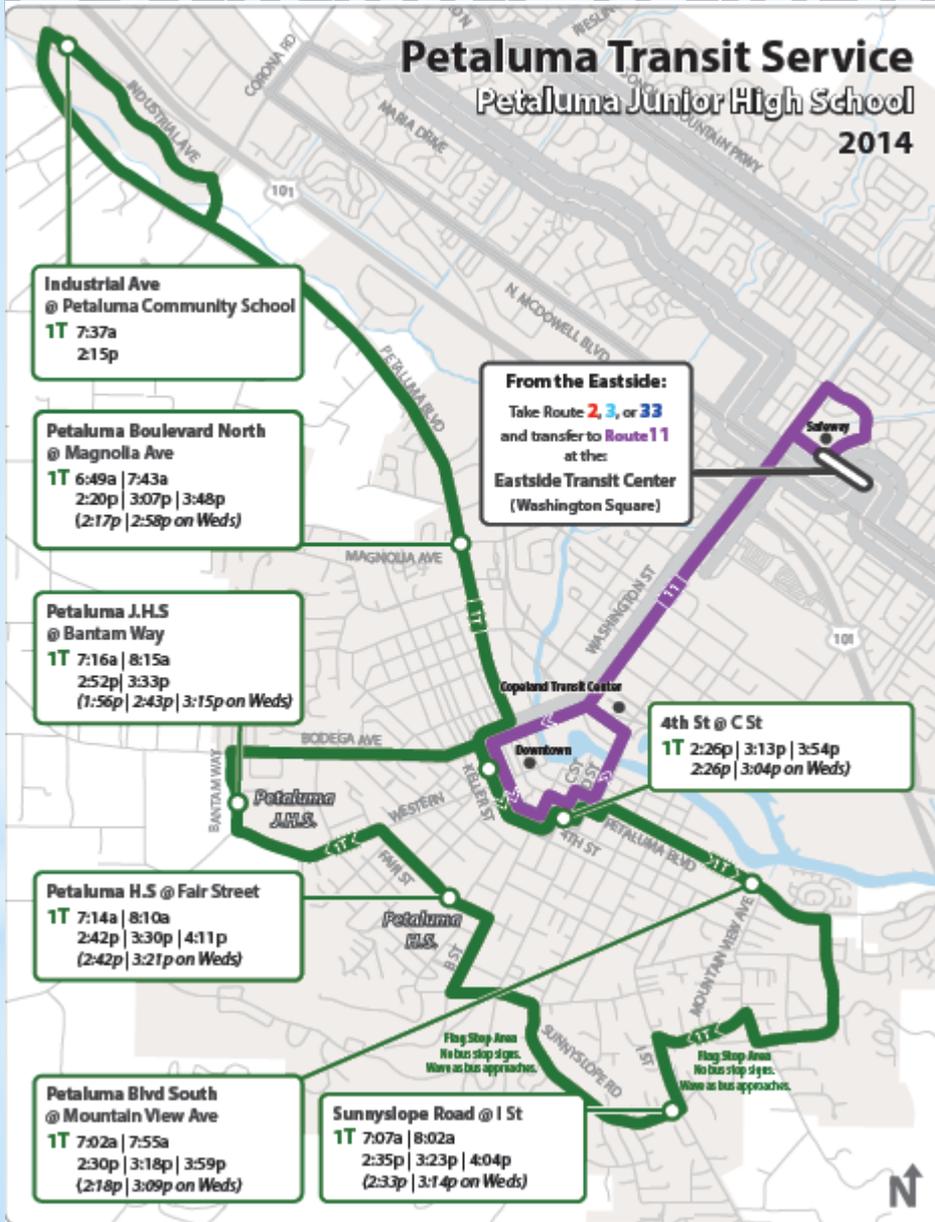
The survey is available from March 1st to March 31st.



Only one survey/entry per person. VOID WHERE PROHIBITED, NO PURCHASE NECESSARY.
Must be at least 15 years of age and a resident of California to enter. Official rules may be obtained
from www.nctpa.net or at 625 Burnell Street, Napa, CA 94559.

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and conditions are applied to gift cards. Target is not a participating partner in or sponsor of this offer.*

* Petaluma Transit Map



The Great Race

SATURDAY, 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



<https://www.youtube.com/watch?v=GS6DU4eUVnA>

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















Like Us
BAY AREA
BIKE MOBILE







YBike

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

- YBIKE PROGRAM EXPANSION – YEAR 2
- SAN MATEO – PENINSULA FAMILY YMCA
- MARIN- NOVATO YMCA





FOR YOUTH DEVELOPMENT®
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FOR SOCIAL RESPONSIBILITY

Peninsula Family YMCA San Mateo



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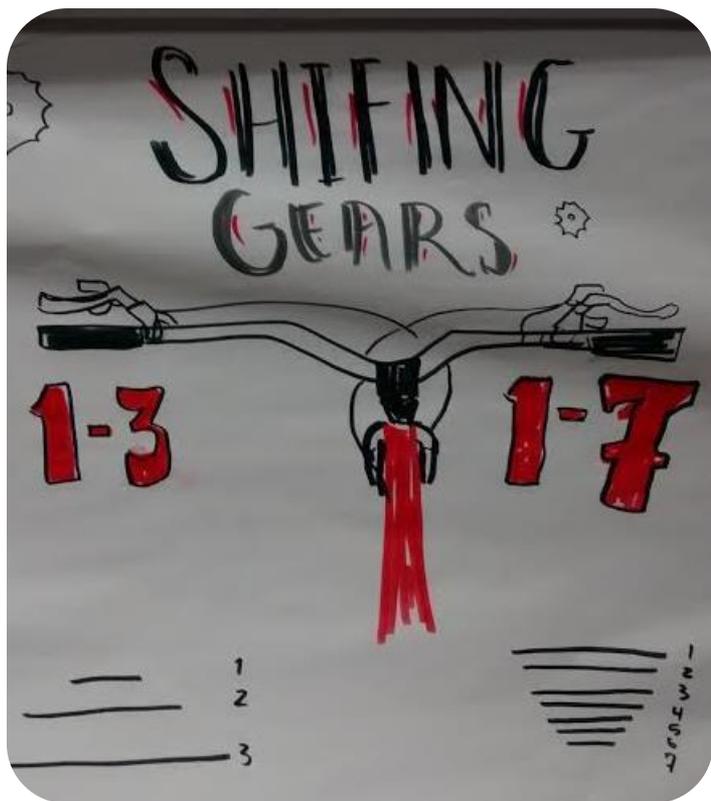
Current Programs

- BAYSIDE STEM
- CUNHA
- EL GRANADA





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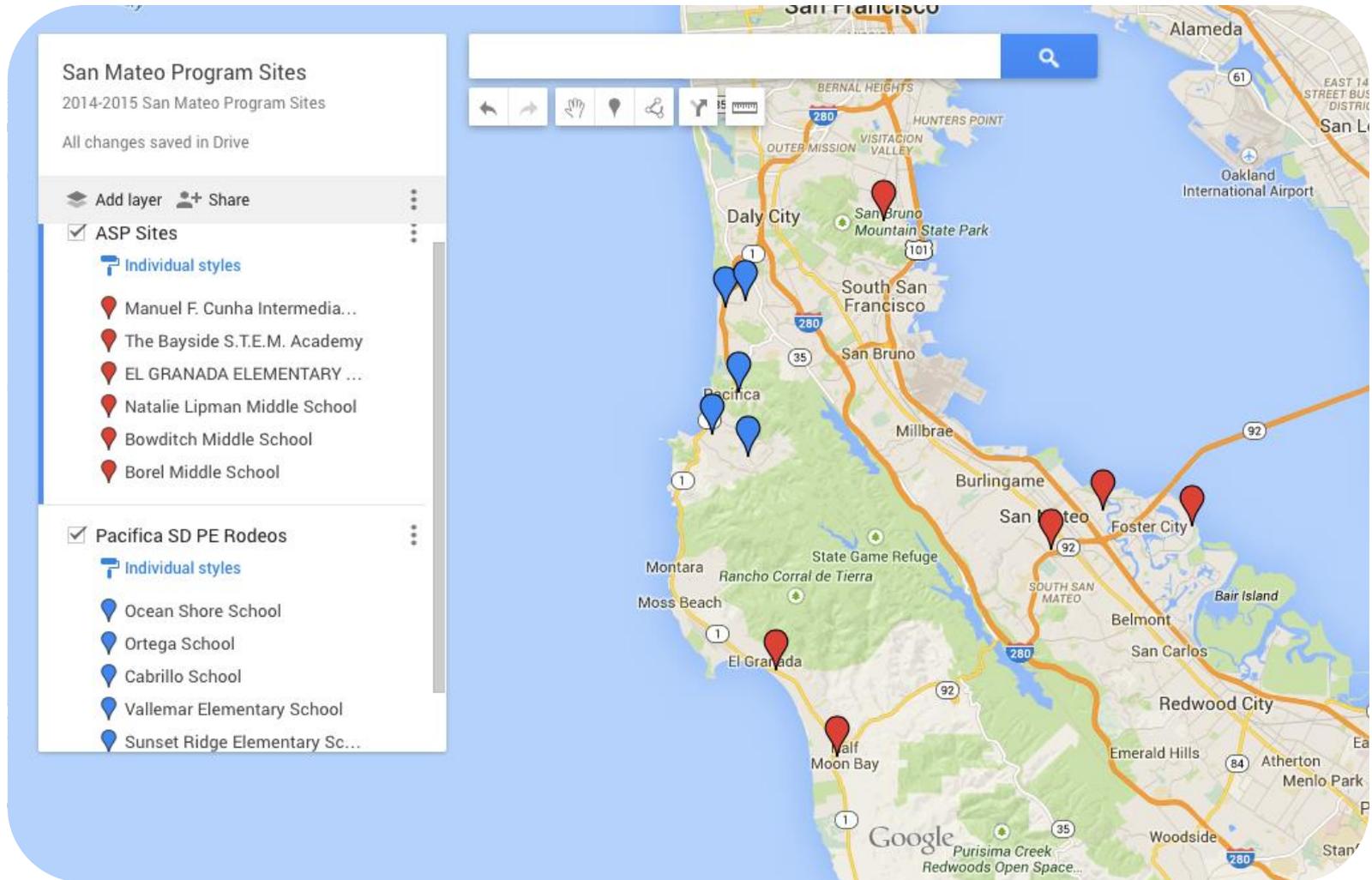
Upcoming Programs

- BOWDITCH
- LIPMAN





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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!**





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Novato YMCA Marin County



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Current Programs

- HAMILTON ES
- DAVIDSON MS



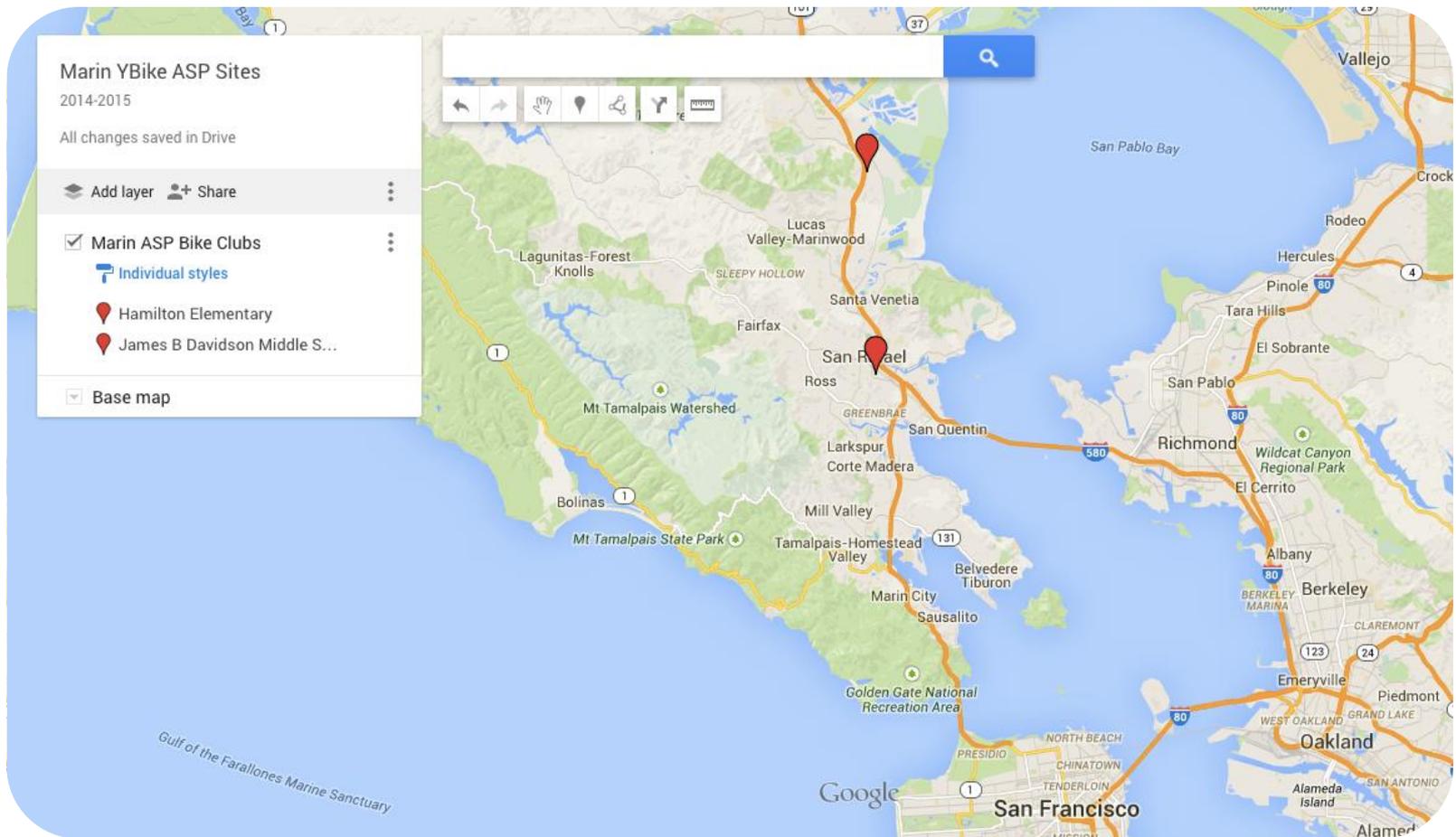


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Aquarium of the Bay

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

Running totals:

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 and Program Management

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

BayMobile Program Marketing, Outreach, and Supplemental Materials

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

Teacher Workshop at STEM Conference in San Mateo

- Approximately 50,000 viewers
- 13 teachers attended, lots of good feedback

Calendar for STAY Website

- Complete and up-to-date



WHAT DID YOU LEARN?

Make a story about what you learned when the Bay Mobile visited your school.

FIRST	NEXT	THEN	FINALLY

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