Spare the Air Youth

Technical Advisory Committee Meeting #9
January 15, 2014
Welcome & Introductions
Youth for the Environment and Sustainability (YES) Summit

Kristina Chu
Public Information Officer
Air District
Youth Transportation Summit

- Saturday, November 2, 2013 from 10 a.m. – 4 p.m.
- Location: Joseph P. Bort MetroCenter Auditorium, Oakland, CA
- Website: www.sparetheairyouth.org/summit2013
Keynote Speakers

• **Jasmine Jolly**, freshman at Windsor High School in Santa Rosa

• **Simon Dunne**, Manager of Corporate Social Responsibility at Specialized Bicycles
ACE Presentation

• Alliance for Climate Education
  – Educated attendees about the science behind climate change
  – National leader in high school climate science education
Breakout Sessions

- Go Green Assembly Presentation
- Strategies to Encourage Active and Shared Transportation
- Leadership Training
- Bike Repair Workshop
- Student Driven Efforts
- Green Careers
- The Importance of Advocacy
Summit Video
Summit Planning Committee

- Danelle Carey, Solano SRTS
- Matt Dove, YBike
- Jasmine Jolly, Windsor High
- Amy Jolly, ECO2School
- Wendi Kallins, MCBC
- Alissa Kronovet, Alameda SRTS
- Ernesto Lizaola, SVBC
- José Luis Martinez, EarthTeam
- Marty Martinez, SRTS National Partnership
- Doug Strewblow, EarthTeam
- Tonya Veitch, Santa Clara SRTS
Youth Transportation Summit

Questions?
## Phase II Grant Program

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Lead Agency</th>
<th>Locations</th>
<th>Funding</th>
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<tr>
<td>Clean Air, Bright Futures</td>
<td>Aquarium of the Bay</td>
<td>Regional</td>
<td>$300K</td>
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<td>BikeMobile</td>
<td>Local Motion</td>
<td>Regional</td>
<td>$480K</td>
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<tr>
<td>Go Green Fridays</td>
<td>City of Morgan Hill</td>
<td>Morgan Hill</td>
<td>$70K</td>
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<tr>
<td>Climate Justice Youth Academy</td>
<td>POWER</td>
<td>San Francisco &amp; Richmond</td>
<td>$150K</td>
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<td>Family Bicycling Program</td>
<td>SFBC, with other bicycle coalitions</td>
<td>Regional</td>
<td>$200K</td>
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<td>Transit Education</td>
<td>TAM</td>
<td>Marin, Napa, Sonoma</td>
<td>$150K</td>
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<td>Youth Ambassador</td>
<td>YBike</td>
<td>Marin, San Francisco, San Mateo, Sonoma</td>
<td>$250K</td>
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The Aquarium of the Bay
BayMobile – Bringing the Bay Your Way!
Blair Bazdarich – K-12 Outreach Coordinator

Naming Contest
Van Acquisition – Chevy Express 2500
Van Wrap Design – in progress
BayMobile

Outreach Page on Website with course offerings
- Aligned with NGSS & current standards

Lesson plans
- 6 of 8 written

Demo prototyping
Outreach Educator Position

- Posted
- Interviews (Internal and External) in progress
- Recruiting 4-5 total

Pop-up exhibit design

- Identified a product, communications team designing backdrop, canopy, and table cover
- Will match van wrap and flyers somewhat
BikeMobile - Website

- Online application form
- Soon to come:
  - Outreach materials
  - Photos
  - Stories
BikeMobile - Calendar

- Continuously updated for reviewing date availability
- Currently, we have 25 events booked
Go Green Fridays

• Encourages parents and students to value ‘greener forms of commuting’

• Three elements:
  – school specific outreach
  – communitywide outreach
  – data collection & eval.

• Fridays February-May ‘14

• 5 public, private and charter schools will participate
Go Green Fridays

- Evaluation: 2 hand tallies and 1 parent survey
- Morgan Hill’s Youth Action Council will help determine youth participation
- A marketing campaign will be conducted at schools and in the community
GGF Project Update

• Hired Project staff
• Solidified support of MHUSD
• Began meetings with principals (5 this week alone!)
• Created hand tally form

• Marketing campaign ideas:
  a) Create GGF promotional vinyl banners for school sites
  b) Request principals to include GGF in their PA addresses
  c) Engage participating schools in creating a promotional banner that can be carried in the July 4th parade
Climate Justice Youth Academy

In Fall 2013, CJYA focused on recruiting youth leaders, group building & political education workshops about climate change, environmental justice & public transit.

THE STORY OF... WITH ANNIE LEONARD
Climate Justice Youth Academy

We rode buses together and participated in advocacy events promoting Free Muni for Youth
We held 3 retreats, including one at Alcatraz Island over Thanksgiving Weekend. The retreats included group building, leadership development activities and political education.
Family Bicycling Program

SF Richmond District Bicycle Safety Event, Nov 16
Family Bicycling Program

SF Richmond District Bicycle Safety Event, Nov 16
Ride the Bus
Youth on Transit

Marin County, Napa and Petaluma
Ride the Bus: Marketing and Training Tools

- Web and Mobile Sites
- Social Media
- Youth on Transit Flyers
- Video
Ride the Bus: Incentive Programs

• Student Passes
• Transit Use
• Clipper Cards
• The Great Race
BETTER ON BIKES

YBIKE PROGRAM EXPANSION – YEAR 1
SAN MATEO – PENINSULA FAMILY YMCA

February 10, 2014
HIGHLIGHTS

- Staff Hired & trained
- Successful programs at 2 middle schools, + 2 more in the works
- Roughly 19 “rides” led
- Purchased a cargo van
- Exploring new places
- Participated in Walk 2 School Day
- Killer Bike shop & shed
- Bike club participants goals & take-aways, students teaching peers
- Partnered with a local business
- Future partnership with City of San Mateo
- Received donations of bicycles
- Dialogue with other potential funders
STAFF

1. COORDINATOR: WINSTON PARSONS
   • LCI #3462

2. PROGRAM STAFF: ANDREW SLOANE
   • TS 101, YMCA Trainings Complete
BIKE CLUB PROGRAMS

1. BOWDITCH M.S., FOSTER CITY
   - 10/9/2013 – 2/5/2014
     • Dirt jumps, bike repair, Belmont Bike/ped bridge, Seal Dog Park

2. BOREL M.S., SAN MATEO
   - 10/3/2013– 12/19/2013, potential expansion
     • CuriOdyssey, Talbots, Nutrition, Transportation/environmental awareness lessons
     • Site staff joined us

3. EL GRANADA ELEM., EL GRANADA

4. LIPMAN M.S., BRISBANE
PARTNERSHIPS

Talbots Cyclery

- Approached Talbots as a field trip to a local bike shop
- Asked for donation – and they delivered!

San Mateo County Office of Education

- Wellness Summit
- Program supplies

City of San Mateo

- Video/PSA
CHALLENGES

1. ANNEX ENROLLMENT
   - Lower after-school program enrollment than typical in SF

2. TRAFFIC & URBAN DESIGN
   - Impatient drivers
   - Highway barriers and traffic volumes

3. ADMINISTRATION & PROGRAM SUPPLIES
   - Allocating storage space on site
   - Communication
   - San Mateo bike maps no longer in print
THANK YOU

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YMCA OF SAN FRANCISCO
www.ybike.org/peninsula
www.facebook.com/YBikeSF
Guidebooks & Videos

• **Guidebook purpose:**
  - Assist in implementing program elements

• **Video purpose:**
  - Provide support for the materials and broadly explain the topic area
Guidebook Contents & Format

• Purpose & background

• Logistics & safety considerations

• Outreach materials

• Helpful resources
Guidebook Topics

- Walking School buses & bike trains
- Safe Routes to School Champions
- Carpool encouragement
- Climate/Green Clubs
- Transit Education
- Bike Swaps/Bike Fitting
- Walk audits
- Suggested route maps
- Back to school/orientation
- Evaluation
- Others?
Media Outreach Goals

• Share information and resources to help program providers implement programs and conduct outreach

• Increase website traffic to www.SpareTheAirYouth.org

• Promote the YES conference
Potential Media Platforms

- **Blog/E-news**
  - Updates on regional efforts
  - Information about upcoming events
  - Highlights from successful events or activities
  - Hosted on SpareTheAirYouth.org

- **YouTube**
  - Guidebook videos
  - Existing videos from local programs

- **Success Stories/Profiles**
California’s
Active Transportation Program
Update
Kenny Kao, MTC