

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

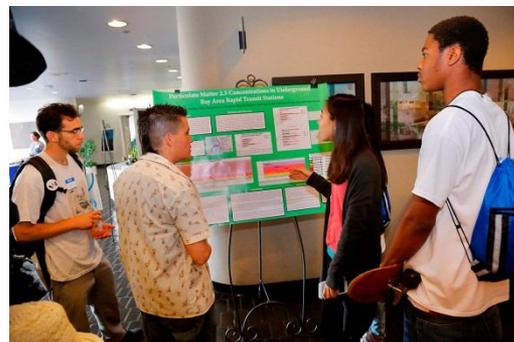


Photo Booth



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



Project Name	Lead Agency	Locations	Funding
Clean Air, Bright Futures	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



The Aquarium of the Bay

BayMobile – Bringing the Bay Your Way!

Blair Bazdarich – K-12 Outreach Coordinator



Naming Contest

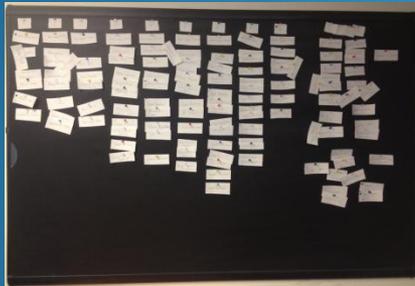
Van Acquisition – Chevy Express 2500

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

Teachers

Bay Area K-12 Programs

Teacher Resources

Purchase Aquarium Tickets		
Adults	\$21.00	0
Children (Ages 4-12 years)	\$12.00	0
Seniors (Ages 62+)	\$12.00	0
Family Rate (2 adults + 2 children)	\$64.00	0
One 3D Film	\$2.00	0
Two 3D Films	\$8.00	0

[GO TO CART](#) [VIEW CART](#)

MORE TICKET OPTIONS >

Special Events

Daily Presentations

FULL CALENDAR >

Outreach Programs

The BayMobile – Bringing the Bay Your Way!

Can't get your class to the Aquarium? Now the Aquarium can come to you! Using our Mobile Bay Lab, students will experiment with the science of climate change and meet some of the Aquarium of the Bay's animal ambassadors. Each program will conclude with an interactive conversation about what students can do for themselves and the animal they met to make a positive impact for the future. All courses meet the best Department Science Standards, and are taught by our talented education staff members who are well-versed in classroom management and education best practices.

Check out the course descriptions below, and navigate back here in January to access our BayMobile Reservation Form. Reservations must be made at least three weeks prior to the desired visit date.

Please choose from the following based on grade and topic of study:

- Kindergarten - Grade 1, Our Future's So Bright Students will observe how humans have affected the balance of natural cycles on Earth, and then explore through play how new inventions, such as solar power and other alternative energy options, give us all the opportunity to return benefits to our environment.
- Grade 2: Water You Gonna Do? Students will interact with and learn about the three phases of water, explore how the rising global temperatures changes the water in our planet, and discuss the effects of rising sea level on our habitats and people.
- Grade 3: And the Survivor Is... Students will discover how the greenhouse effect works and explore how animal and plant species adapt to a changing environment, identifying the winners and losers in our rapidly warming planet.
- Grades 4-5: It's Tough to Be a Plenopod! Students will measure and observe changing chemistry in an ocean-like environment, explore the complex food web, and discuss potential solutions to slow that change.
- Grades 6-7: The Basics of Ocean Acidification Students will dive into ocean chemistry and become ocean scientists, using multimedia and ball-and-stick style molecular models to watch changing ocean chemistry in action.
- Grades 7-8: Big Feet? Let's Shrink our Carbon Footprint! Students will be introduced to the basics of climate change, the greenhouse effect, and their impact on local habitats. They will then calculate and analyze their own personal carbon footprint, thereby discovering what they can do to make a positive impact on the planet.
- Grades 9-12: Ocean Acidification: Have you got Chemistry? Students will collect data to see what happens to ocean water when carbon dioxide is introduced and explore the chemistry behind ocean acidification. They will then discover how the changing ocean chemistry is affecting ocean habitats, animals, and humans, and what we can do individually and as a community to reverse the chemical change.
- Grades 9-12: Climate Change 101 Let's delve into the basics of climate change: how do we know the earth is warming? What do scientists have to say? What does it mean to be a "theory"? Students will learn how the greenhouse effect works, and discover how it is affecting an animal ambassador and various biomes, including our own. The program will conclude with an interactive discussion of why we care and what we can all do – big and small – to make a positive difference.

Outreach Cities Spring 2014

Alameda

- Alameda
- Oakland
- Albany
- Berkeley
- Fremont
- Emeryville

Berkeley

- Traver
- Mt Diablo
- Corte Madera
- Larkspur
- Sausalito
- Sausalito

San Mateo

- Daly City
- South San Francisco
- San Bruno
- Pacific
- Millbrae
- Redwood
- Burlingame
- Corte

San Francisco

BayMobile

Outreach Educator Position

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

Pop-up exhibit design

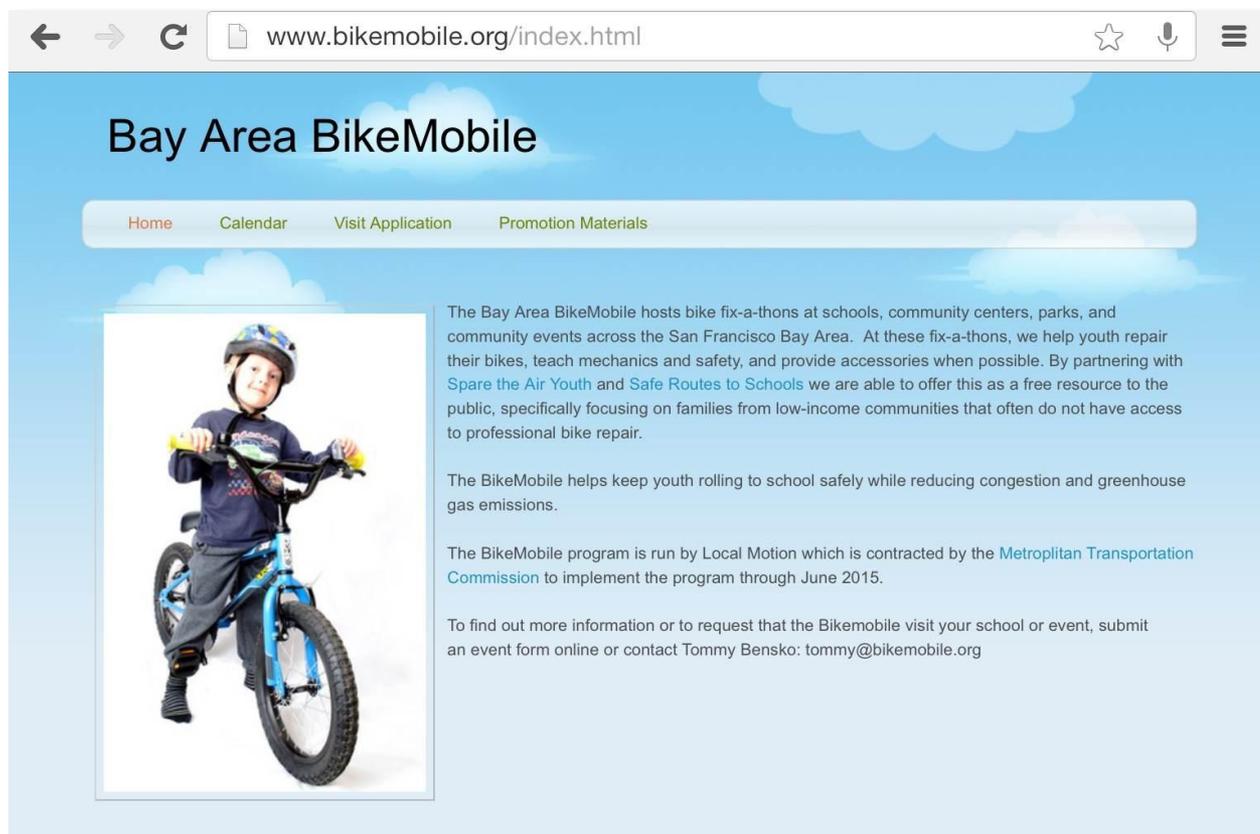
- Identified a product, communications team designing backdrop, canopy, and table cover
- Will match van wrap and flyers somewhat



BikeMobile – Concept Art



BikeMobile - Website



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

BikeMobile - Calendar

The screenshot shows a web browser window with the URL www.bikemobile.org/calendar.html. The page title is "Bay Area BikeMobile". Below the title is a navigation bar with links for "Home", "Calendar", "Visit Application", and "Promotion Materials". The main content area is titled "BMB Webcal" and shows a calendar for May 2014. The calendar is a grid with days of the week as columns and dates as rows. Events are represented by blue boxes with text labels. The events shown are:

Day	Event
Monday, May 28	Sonoma County
Wednesday, May 30	Sonoma County
Saturday, May 31	San Mateo County
Sunday, May 4	San Mateo
Wednesday, May 7	Sonoma County
Thursday, May 8	Blackout Date
Friday, May 9	Santa Clara County
Thursday, May 15	Blackout Date
Saturday, May 17	Sonoma County
Wednesday, May 21	Santa Clara County
Thursday, May 22	Braly ES, Sunnyval
Wednesday, May 28	Sonoma County

At the bottom of the calendar, it says "Events shown in time zone: Pacific Time" and there is a "Google Calendar" logo.

- 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



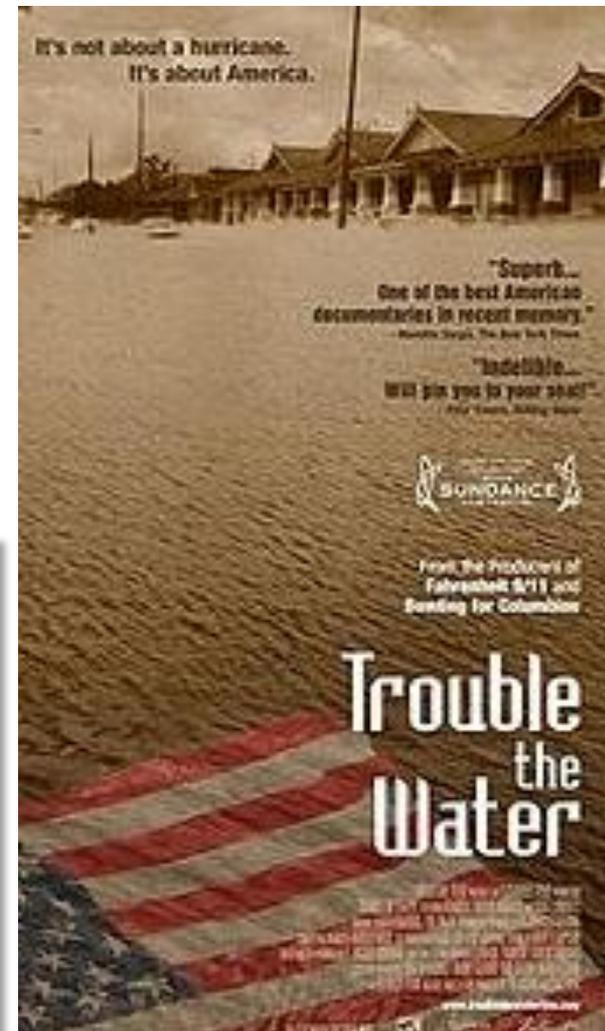
GGF Project Update

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

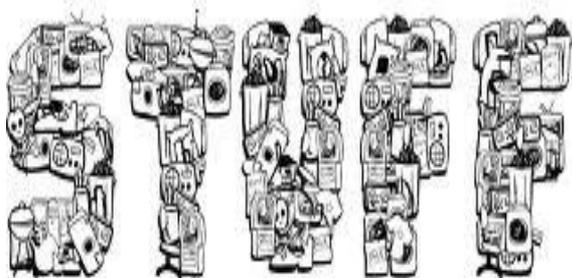
- **Marketing campaign ideas:**
 - a) Create GGF promotional vinyl banners for school sites
 - b) Request principals to include GGF in their PA addresses
 - c) Engage participating schools in creating a promotional banner that can be carried in the July 4th parade

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



Climate Justice Youth Academy

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



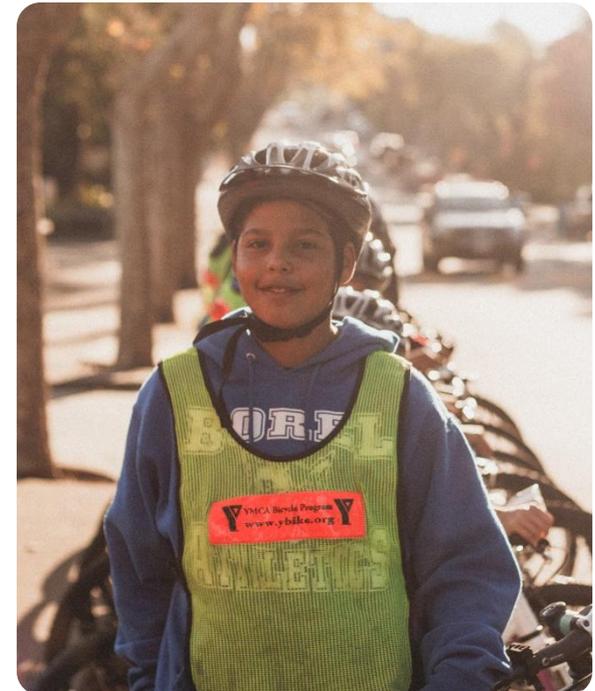


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

– 2/4/2014-5/27/2014

4. LIPMAN M.S., BRISBANE

– 2/12/2014-5/28/2014

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

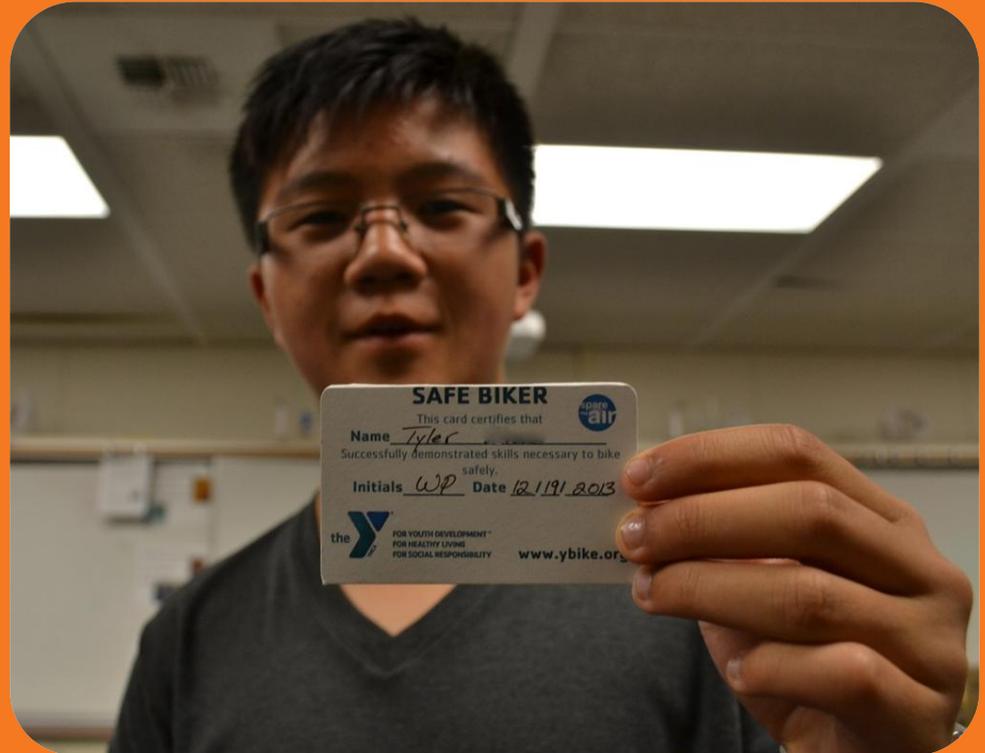
3. ADMINISTRATION & PROGRAM SUPPLIES

- Allocating storage space on site
- Communication
- San Mateo bike maps no longer in print



THANK YOU

Winston Parsons
650.294.2627
wparsons@ymcasf.net
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



Family Bicycling Handbook



Produced by the Marin County Bicycle Coalition
for the Spare the Air Youth Program

2013

Guidebook Contents & Format

- Purpose & background
- Logistics & safety considerations
- Outreach materials
- Helpful resources



The screenshot shows the 'Spare the Air Youth' website interface. At the top, there is a blue header with the logo and the text 'spare the air youth' and 'Educating and encouraging Bay Area youth and their families to walk, bicycle, carpool, and take transit.' A search bar is located in the top right corner. Below the header is a navigation menu with buttons for 'Students', 'Parents & Teachers', 'Program Providers', 'Find a Program', and 'About'. The main content area features a green banner for 'Walking School Bus Guidebook'. Below the banner is a paragraph of placeholder text. A sidebar on the left contains a list of menu items: 'Getting Started', 'Logistics', 'Outreach', 'Tips & Tricks', and 'Downloads'. The main content area also includes a section titled 'How to use this guidebook' with links for 'Students', 'Parents & Teachers', and 'Program Providers'. A photograph of a family walking across a crosswalk is shown on the right side of the content area. At the bottom, there is a footer with a language selection dropdown, the text 'Spare the Air Youth is a Climate Initiatives Program', and links for 'Home', 'Site Map', and 'Contact Us'. Logos for the Bay Area Air Quality Management District and the Metropolitan Transportation Commission are also present in the footer.

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?

Videos



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



METROPOLITAN
TRANSPORTATION
COMMISSION



Spare the Air Youth

January 15, 2014

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

The screenshot displays the homepage of the Spare the Air Youth website. At the top, there is a blue header with the logo and the text "spare the air youth" and "Educating and encouraging Bay Area youth and their families to walk, bicycle, carpool, and take transit." Below the header is a navigation bar with buttons for "Students", "Parents & Teachers", "Program Providers", "Find a Program", and "About". The main content area features a large banner for the "SchoolPool Tool" with a colorful illustration of three children and the text "Now that's cool!". To the right of the illustration, there is a description of the tool and a sign-up prompt. Below the banner, there is a "What's New?" section with links to a walking school bus guidebook, a January blog post, and social media links. To the right of this section is an "About" section with a detailed description of the program. At the bottom of the page, there is a footer with a language selector, a link to the Spare the Air Youth Climate Initiatives Program, and navigation links for "Home", "Site Map", and "Contact Us".

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**



Safe Routes to School in California shared a link.
October 2

This week between October 1 and October 9, Fire Up Your Feet is providing \$350 Challenge Awards to the school with the most minutes of activity, and are offering \$25,000 in awards to more than 42 schools for the month.

Students, parents, teachers and schools Register at www.fireupyourfeet.org



Home | Fire Up Your Feet
www.fireupyourfeet.org

Fire Up Your Feet proudest students and school inspire our children to help you walk more

Meet Judy Chow
Posted on [July 11, 2013](#) by [SRTS Admin](#)

Like · Comment · Share



Meet Judy Chow

California's *Active Transportation Program* Update

Kenny Kao, MTC