



# Spare the Air Youth

TECHNICAL ADVISORY MEETING

January 24, 2018



*Spare the Air Youth  
is a Climate  
Initiatives Program*





# FUNDING/POLICY UPDATES

- Update on ATP Non-infrastructure Category  
*Karl Anderson & Kenneth Kao, MTC*
- Next Plan Public Participation Plan  
*Ursula Vogler, MTC*



Spare the Air Youth  
is a Climate  
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**MTC**

# **Public Participation Plan 2018**

Spare the Air Youth TAC

January 24, 2018

# Public Participation Plan Overview

- As the Bay Area's MPO, MTC adopts a Public Participation Plan (PPP) under federal and state law
- Includes guiding principles and information on how to get involved or request information from MTC
- Outlines MTC's engagement process for the regional transportation planning process, among other things

# Sustainable Communities Strategy and the PPP

- SB 375 requires a plan to involve the public in the development of the region's Sustainable Communities Strategy (SCS), which integrates transportation and land-use planning
- Appendix A of the PPP outlines the specific engagement process for the SCS
- Plan Bay Area 2040 outreach strategies:
  - Advisory committees
  - Local government engagement
  - Open houses, workshops, housing forum
  - Multi-lingual focus groups with community-based organizations
  - Targeted mailings
  - Strong web and social media presence (including interactive game)
  - News media campaign

# Enhance Engagement Efforts

- Next Plan, MTC and ABAG will engage in a major update, and will want to use new and/or non-traditional outreach methods
- We need your ideas on engagement methods – what works, what doesn't

# Detailed Schedule for Adoption of PPP: June Approval

- February 2018 -- Collect data/input from MTC/ABAG staff, partners, public
- Mid-March 2018 -- Release Draft PPP for 45-day public comment period
- April 13, 2018 – Present Draft PPP to Commission
- June 2018 -- Committee/Commission approval\*

\*If edits to Draft Draft PPP are *significant*, issue revised Draft PPP for second comment period, seek approval July 2018

# Public Participation Plan Survey

- Next: Please begin online survey; we will discuss questions as we go
- Please have mobile devices/laptops ready – we will provide access to wifi
- To access survey, go to:  
[https://www.surveymonkey.com/r/PPP\\_Survey\\_2018](https://www.surveymonkey.com/r/PPP_Survey_2018)



**Q1: How would you like to receive information on MTC's activities/programs? (please check your top three choices in the boxes below)**

- Online at MTC's website
- Video
- Presentation to your group or community
- Displays at your business or special event
- Brochure, flyer or other printed material
- Map, chart or other visual aid
- Staffed booth or kiosk at a public space
- E-news or social media
- Other

Any method to receive information not mentioned?

Discussion

**Q2: What methods would you most likely use to express your views to MTC? (please check your top three choices in the boxes below)**

- Online survey or forum
- Focus group (invitation to a small group discussion)
- Mail-in survey
- E-mail comment
- Letter
- Kiosk at a public space
- Public meeting
- Other

Any methods to express your views not mentioned?

Discussion

**Q3: Would you be interested in participating in online conversations via blogs, Facebook or other social media platforms?**

- Yes
- No
- If no, why?

**Q4: Would you participate in alternate meeting types (e.g., booths at farmer's markets, "pop-up" meetings at malls, etc.)?**

- Yes
- No
- If no, why?

# Q5: Any Ideas for Public Engagement?

Discussion

Questions or Additional Comments?

Thank you!



# Youth for the Environment and Sustainability (YES) 2018 Conference



STAY TAC Meeting  
January 24, 2018

# YES! Conference 2018

**JOIN HUNDREDS OF YOUTH**  
Organize for climate action · Share ideas, solutions and projects  
Make new friends · Win cool prizes

## YES Conference

YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY 2018

**SATURDAY, FEBRUARY 24th, 2018**      **LANEY COLLEGE, 900 FALLON STREET**

(RIGHT BY LAKE MERRITT BART STATION) IN OAKLAND

**#YESCONFERENCE2018**

**REGISTER NOW AT**  
[sparetheairyouth.org](http://sparetheairyouth.org)

**BE A PRESENTER!**  
Email Raquel Trinidad  
at [rtrinidad@baaqmd.gov](mailto:rtrinidad@baaqmd.gov)  
Deadline: January 3, 2018

The Conference is open to middle school and high school students from the nine Bay Area counties  
ALAMEDA · CONTRA COSTA · MARIN · MARY · SAN FRANCISCO · SAN MATEO · SANTA CLARA · SOLANO · SONOMA

For more information on the YES Conference,  
visit: [sparetheairyouth.org](http://sparetheairyouth.org)

This is a free event. Students are required to have their parents' permission to attend. The YES Conference is sponsored by the Bay Area Air Quality Management District (Air District) and the Metropolitan Transportation Commission (MTC). The Spare the Air Youth Program is a joint-program of the Air District and MTC.

- **Date: Saturday, February 24, 2017, 9 a.m. – 3 p.m.**
- **Location: Laney College, 900 Fallon Street (right by Lake Merritt BART), Oakland**
- **Shuttle service provided to areas of region without easy access to BART**

# YES! Conference Outreach

- Staff currently working with Student Advisory Committee to finalize program
- Targeted outreach includes youth commissions, youth-organizations and science teachers throughout Bay Area
- Approximately 45 session proposals received



# Register Now!

- Visit <http://www.sparetheairyouth.org>
- Click “Register now!”
- Download/sign conference waiver
- Using your EventBrite confirmation number, upload waiver to <http://bit.ly/2gU1POc>
- Or bring your signed waiver to the conference
- That’s it!

# 2018 YES Conference



# Questions?

# Engaging underserved **PEOPLE** In Urban Planning



# Place IT! Goals

- **Build Relationships**
- **New Audiences**
- **Change attitudes**
- **Improve Project Delivery**
- **Reduce costs**
- **Reframe Planning**

# Humanize Planning

- **Communication: Storytelling**
- **Healing**
- **Empathy**
- **Meet people where they are physically, socially and mentally**

**Authentic and Meaningful**



# **Art-Based Planning**

## **Creative & Gentle**

- **Imagine**
- **Construct**
- **Reflect**

**Transformative!**

# Play

- **Relaxes**
- **Self-Facilitation**
- **Inquiry**
- **Experimentation**
- **Fun**

**Photo-type**



# Objects

# Why Objects?

**Objects allow us to think  
beyond words, broaden our  
communication and creative  
options!**

**Ice Breaker: Ask a Simple, Meaningful,  
Reflective Prompt!**



**Not opinions!**

# **15 Minute Ice Breaker**

## **Build Your?**

- **Favorite childhood memory**
- **First time you realized you were different (minority, LGBTQ)**



**Infinite Possibilities**

# Why Build?

- **Unlocks physical Knowledge**
- **Discover attachment to Place**
- **Creates spatial Knowledge**
- **Transforms intangible to Tangible**

**Participants realize they are the experts of their our environments!**





# Chinese Youth



**Build your favorite Childhood Memory**

**Latinas**





**Housing: Build your first memory of shelter, or belongings**

**When was the first time you realized you were different?**



**Gays, Lesbians**

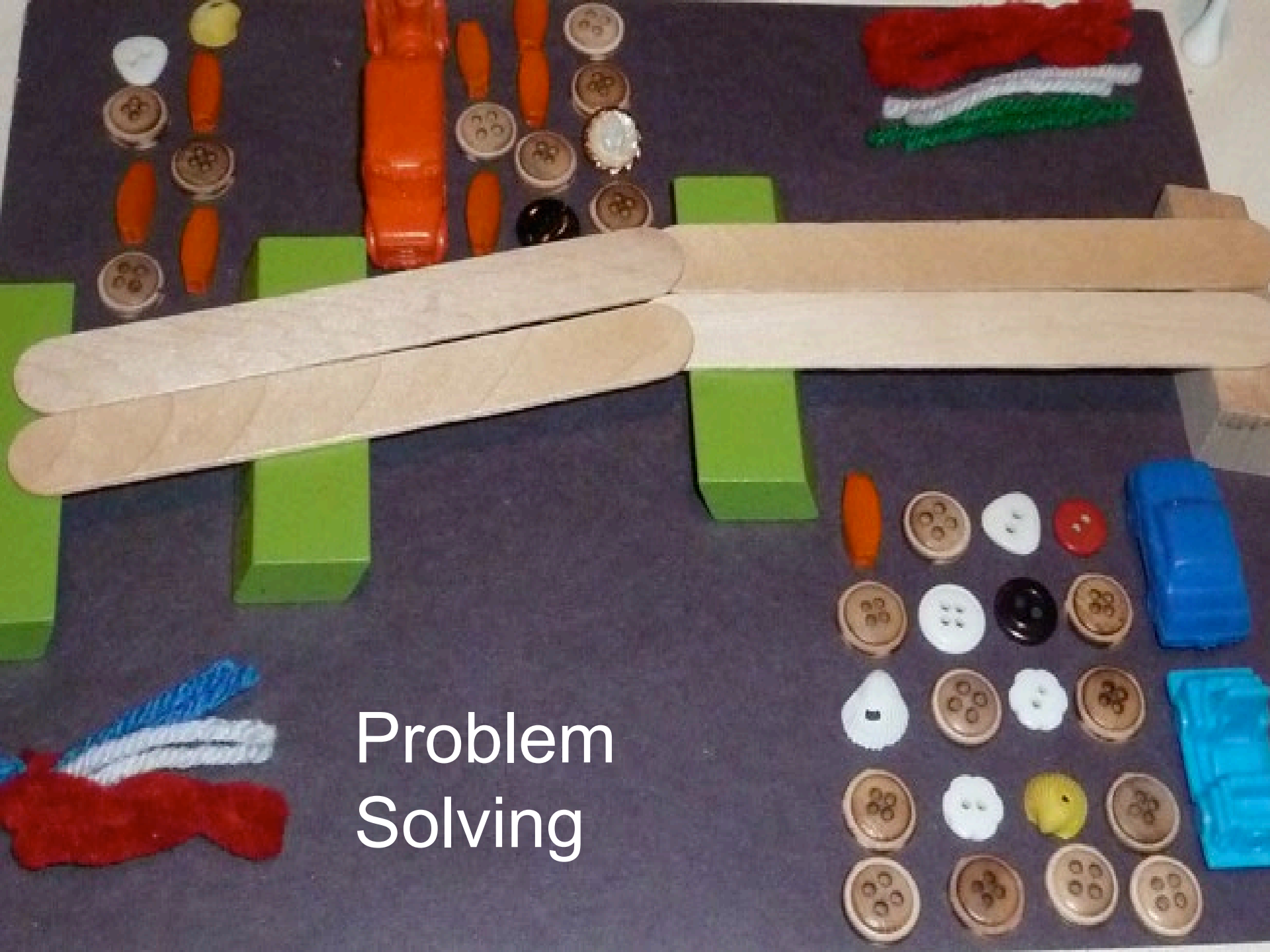
**UCLA: When was the first time you realized you were Latino?**





**Tell Your Story in a Minute**

# Problem Solving





“In 6<sup>th</sup> Grade I didn’t  
want to play football  
so I went into the  
bathroom and cried. I  
saw my tears and  
wanted to cut off my  
eyelashes”  
Minneapolis



**Embrace Pain**

# Erasing Barriers Between People



- Pool
- School
- Stores
- Native American Museum
- Common Area
- Garden for e
- Water Rec
- Approach
- Fire
- Boys and Girls Club
- Place to look for Jobs
- Crosswalks

# Mother and Daughters bonding through planning



**Empathy**



**Bonding through storytelling**

**Give the Community  
their Power**





**Realization: “I didn’t know what I know until I built it”**

# **Validate**

- **Who are we!**
- **Where do we come from?**
- **What do we have in Common?**

**Now we are ready to collaborate!**



# Part Two: Collaboration



# **Collaboration (15 Mins.)**

- **How our ideas impact each other!**
- **Power of Diversity (age, race, income)**
- **Self-Facilitation**
- **Generate Innovation**

**Stronger Together!**

# Collaborative Prompts:

## Place-Based

- Street
- City
- Bike
- Pedestrian
- Park
- Housing

## Issue-Based

- Health
- Economic  
Development
- Sustainability
- Equity
- Gender



**1-2 minute team presentation**

# Planning Storytelling:

- Pick a date/time and tell us what you are doing?
- The model/plan has life

**Gives the Plan Life**



**Improve Senior Mobility**



**Safe Passages for Women In Oakland**



**Improve the Streets of Boyle Heights**

# Phoenix: Light Rail Station for folks with Disabilities

## Disabilities

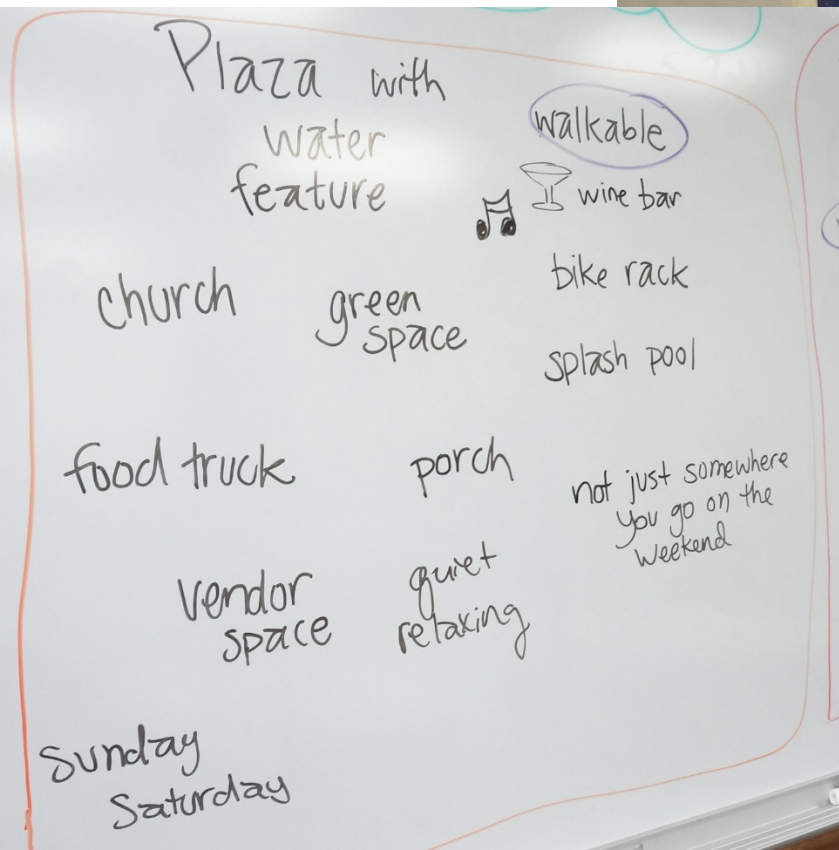






**CONCORD PED AND BIKE PLAN**

# Empathy! Build Your Ideal Latino Community in South St. Paul



# GAY UTOPIA



## **Synthesis Group Activity:**

- **Interpret what was Built/Said**
- **List ideas**
- **Common Themes**

**Collaboration Creates  
Innovation**

# Documentation Notes



# **New Media Documentation**

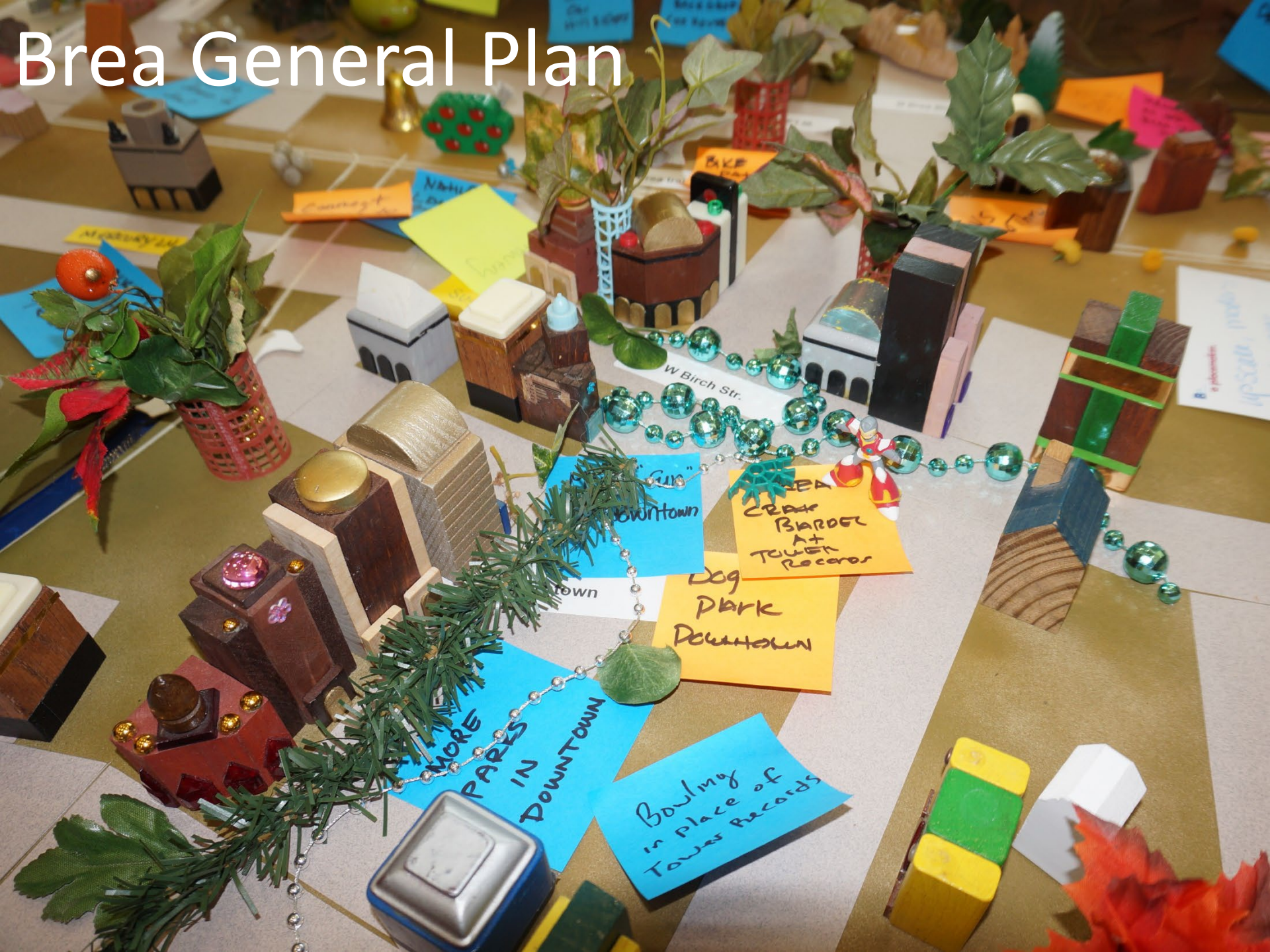
- **Articles/Blogs**
- **Videos: YouTube/Video**
- **Twitter/Instagram**

# Envisioning Communities through Interactive Models



Open House

# Brea General Plan



"Sun"  
Downtown

BREA  
CREEK  
BARREL  
AT  
TOWER  
RECORDS

Dog  
Park  
Downtown

MORE  
PARKS  
IN  
DOWNTOWN

Bowling  
in place of  
Tower Records

W Birch Str.



# Reimagine the Bronx River



# Plaza Latina Market



*Maie ka activities*

- 1. Maie ka activities
- 2. Maie ka activities
- 3. Maie ka activities
- 4. Maie ka activities
- 5. Maie ka activities

DISEÑA SU  
PARQUE  
IDEAL

DESIGN  
YOUR IDEAL  
PARK

# San Francisco: Reimagine Columbus Avenue



# Application: Creating a Park in Tijuana



# Women transforming Pershing Square





# Planning in Rural Mexico

# Teaching Children



# ELA Station Area Planning







Planning along the River

# Data Collection

- **Planners provide the quantitative data**
- **Participants provide the qualitative experience**

**Comprehensive Outreach**

# Individual Benefits

- Why planning/place matters to you?
- Targets new audiences (**youth, women, LGBTQ, and Immigrants**)
- Integrates Planning into the everyday fabric of communities
- Inspires Participation

# **Community Benefits**

- **Increase Planning Capacity**
- **Build Trust**
- **Underscore Values**
- **Create Leadership**
- **Self Determination**

Place IT!  
500 Workshops  
90 Interactive Models  
8,000 participants

**San Jose Day of the Dead**

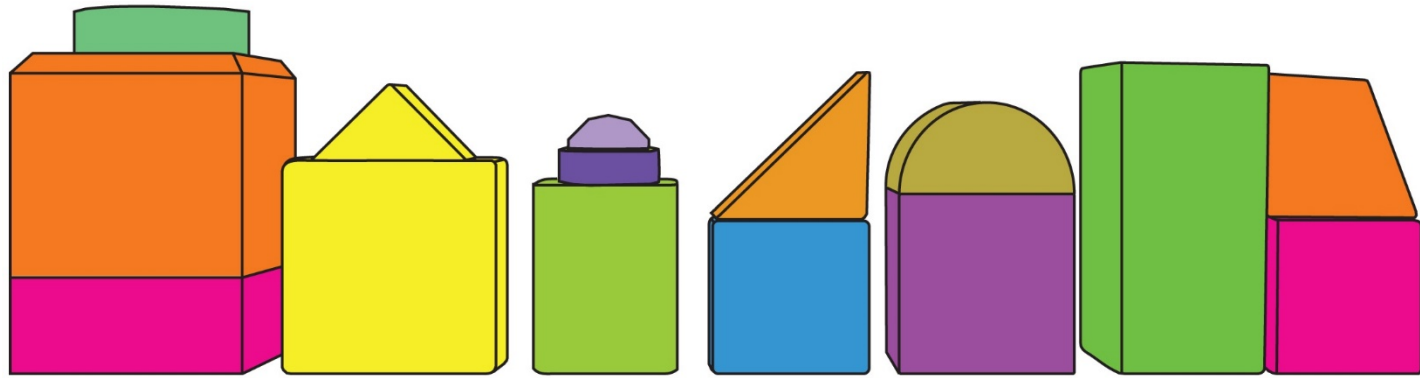


# Projects:

- Eugene: Latino Access to Parks
- LA City: Mobility Plan
- Bakersfield: High Speed Rail
- NYC Health Department
- Ontario: Street Guild lines
- Charlotte: Homelessness
- SF Mission District Urban Design\*

# **Clients:**

- **Women**
- **Men of Color**
- **Non-Planners**



**P L A C E I T !**  
**INTERACTIVE PLANNING**

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**[www.placeit.org](http://www.placeit.org)**



# INFORMATION SHARING

