



Spare the Air Youth

TECHNICAL ADVISORY MEETING

February 20, 2019



*Spare the Air Youth
is a Climate
Initiatives Program*



POLICY AND FUNDING UPDATES



- MTC Updates
Anderson, MTC
- Statewide Policy Updates
Marty Martinez, SRTS National Partnership



*Spare the Air Youth
is a Climate
Initiatives Program*





2019 YES SUMMITS

YOUTH FOR THE ENVIRONMENT & SUSTAINABILITY



*Spare the Air Youth
is a Climate
Initiatives Program*





2019-20 HIGH SCHOOL GRANT UPDATE



*Spare the Air Youth
is a Climate
Initiatives Program*



2019-20 GRANT TIMELINE



- February 22nd – Comments due
- Week of Feb 25th - Grant parameters and materials finalized
- March 1st – Grant application open
- May 1st – Call for project ends
- May 15th – Grant awards announced via email
- August – Kick-off meeting
- June 30th, 2020 – Funds must be used



*Spare the Air Youth
is a Climate
Initiatives Program*



UPDATES FROM 2018-19 GRANT



- \$90,000 of funding, grants can vary from 6-10K
- One application (with input from all members of leadership team)
- Statement of support from school administration
- Updated grant guidelines and questions to emphasize student leadership as part of project
- Clarification about data collection expectations



*Spare the Air Youth
is a Climate
Initiatives Program*





EVALUATION BEYOND MODE SPLIT

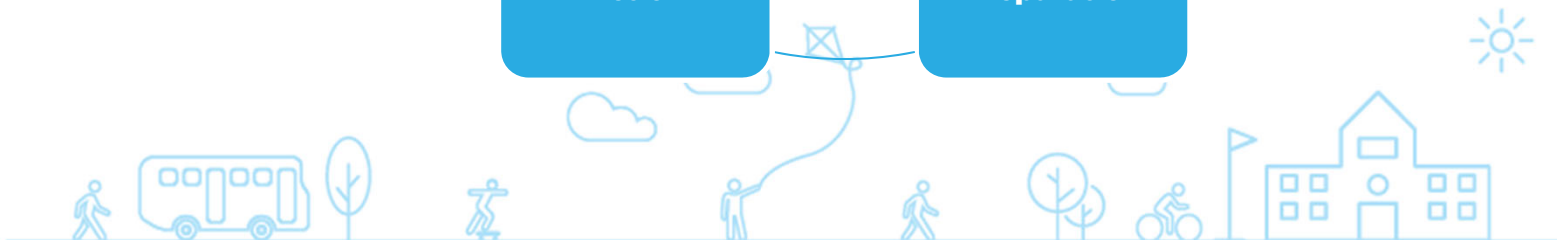
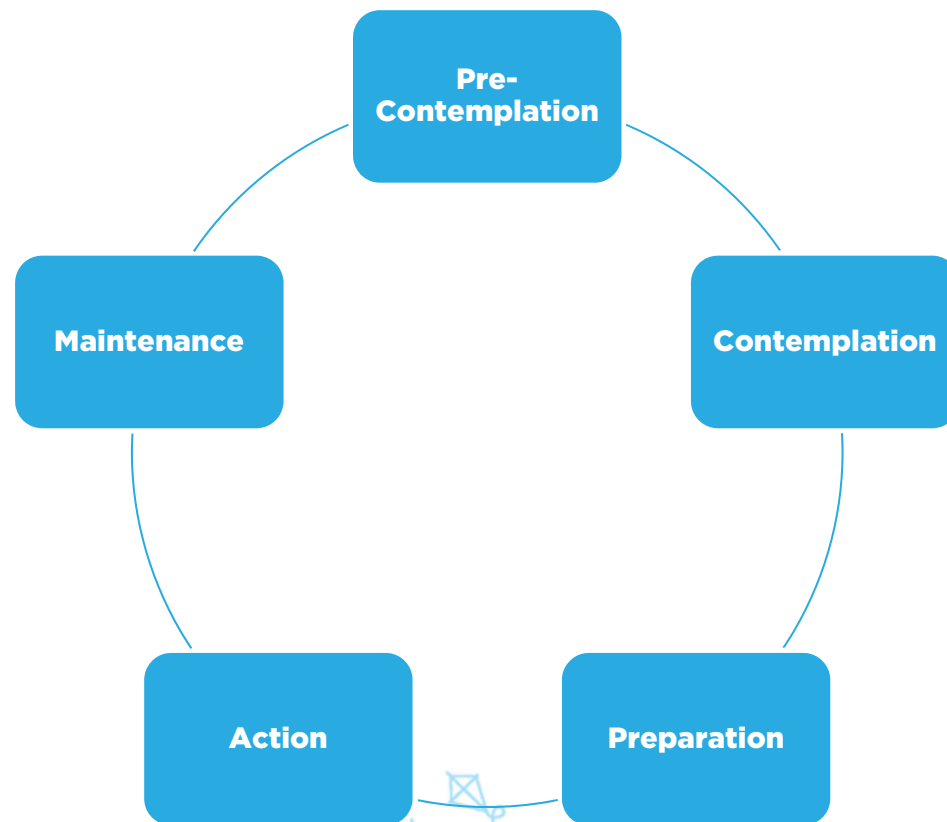


*Spare the Air Youth
is a Climate
Initiatives Program*



READY OR NOT?

USING BEHAVIOR CHANGE STRATEGIES TO SHIFT TRAVEL BEHAVIOR



Spare the Air Youth
is a Climate
Initiatives Program



HOW AND WHY IS IT USED?



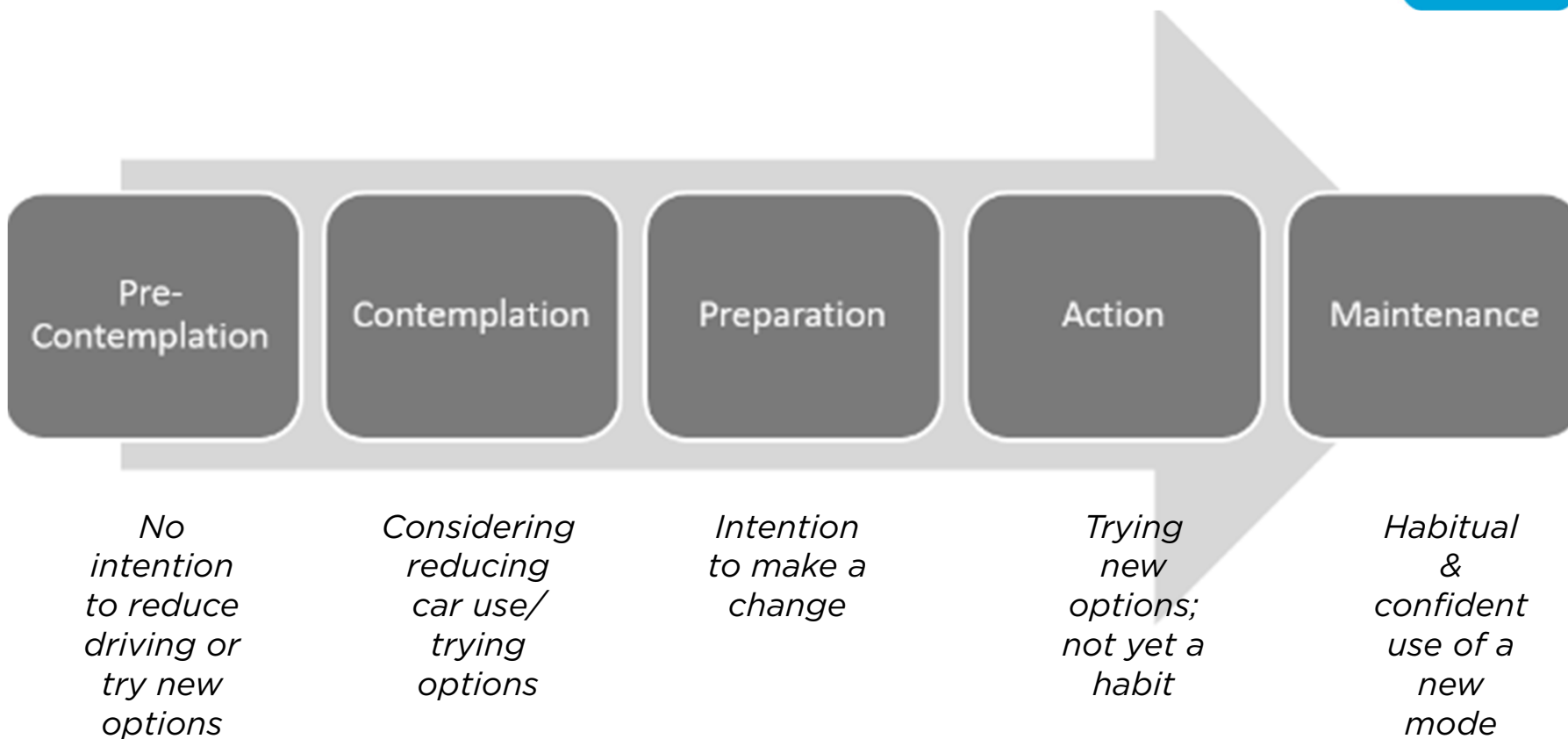
- Understanding readiness
- Targeting interventions to specific stages
- Evaluating movement across stages



*Spare the Air Youth
is a Climate
Initiatives Program*



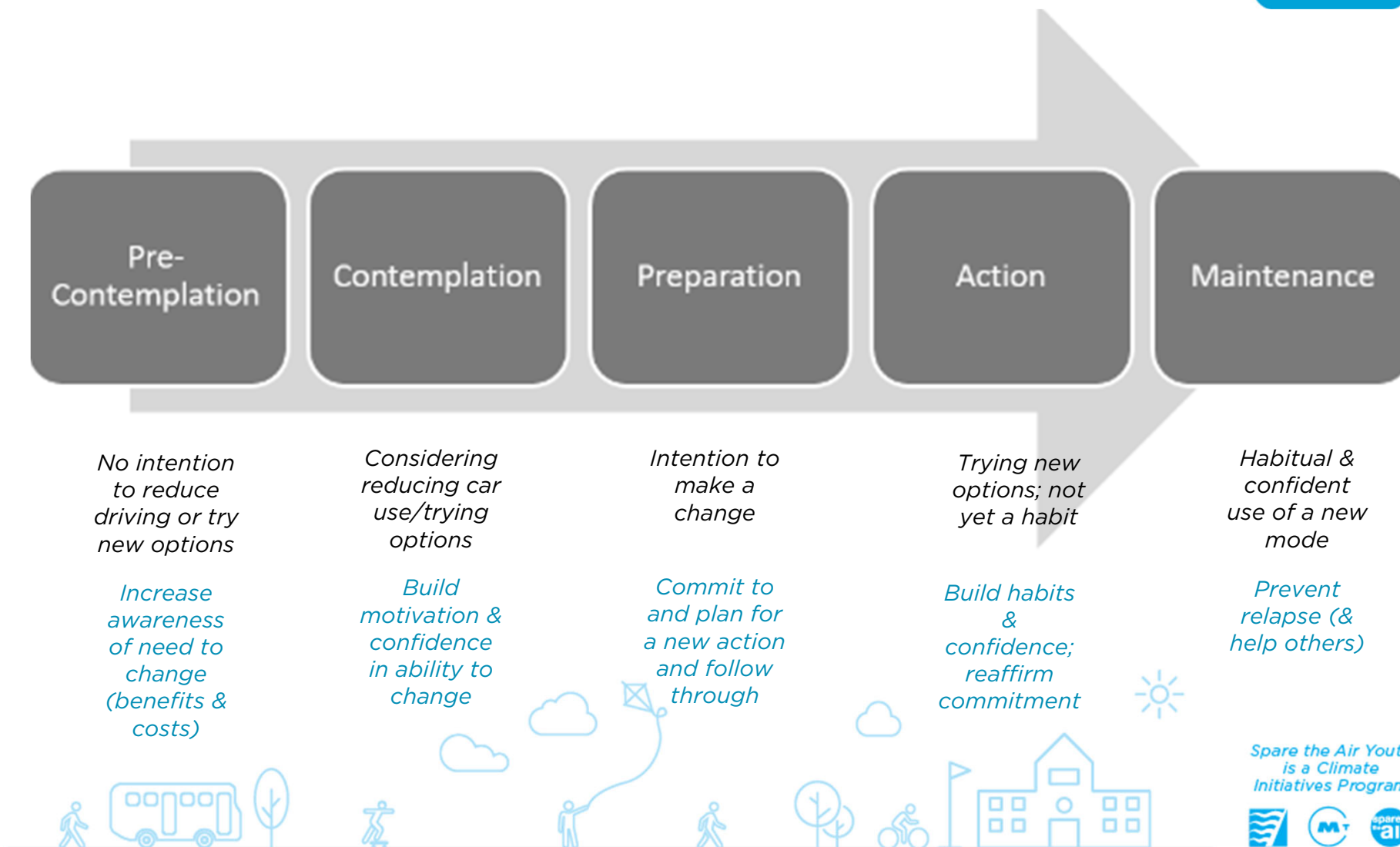
THE STAGES OF CHANGE



Spare the Air Youth
is a Climate
Initiatives Program



THE STAGES OF CHANGE



Spare the Air Youth
is a Climate
Initiatives Program



BEHAVIOR CHANGE PROGRAMS

WORK FLOW DIAGRAM

RECRUIT
PARTICIPANT*

Segment participant into
Stage of Change (SOC)**

PRECONTEMPLATION

CONTEMPLATION

PREPARATION

ACTION

MAINTENANCE

Add participant's email
to Precontemplation
email list

Send educational
materials to
precontemplation
group email list

Send follow-up summary

Schedule coaching session
(15 min)

Conduct coaching session (MI)
(15 min)

- Validate SOC
- Develop customized action plan with the participant
- Identify small steps the participant can start taking

Add participant's email
to Action/Maintenance
email list

- Send email(s) with information about preventing relapse, support, help with barriers, etc.
- Invite them to share their story to help others (similar to what we do with the car-free track of In Motion)

ALAMEDA COUNTY SR2S ANNUAL REPORT & EVALUATION



Alameda
County
Safe Routes
to Schools
Program

2017-2018 Year-End Report



*Healthy
Kids, Safer
Streets, Strong
Communities*



METROPOLITAN
TRANSPORTATION
COMMISSION

BAY AREA AIR QUALITY
MANAGEMENT DISTRICT

ALAMEDA COUNTY TRANSPORTATION COMMISSION

*Spare the Air Youth
is a Climate
Initiatives Program*



DATA COLLECTION METHODS



QUANTITATIVE

- Annual student hand tallies
- Participant surveys
- Activity & participation tracking
- SRTS Champion surveys
- School Administrator surveys
- Parent surveys
- Safety impact assessment
- Equity analysis

QUALITATIVE

- Participant testimonials
- Survey open-ended responses
- Site Coordinator feedback



*Spare the Air Youth
is a Climate
Initiatives Program*



PROGRAM ELEMENT SUMMARIES



Walk and Roll Assemblies

WHAT IS IT?

Rock the Block: A Walk and Roll Musical and Step Up Crew: A Street Smart Concert are musical assemblies that focus on street safety concepts and promote active and green transportation. Rock the Block is designed for elementary schools and Step Up is for middle schools.

IN PARTNERSHIP WITH



TEACHERS SAY...



FOUND ROCK THE BLOCK VERY FUN FOR THEIR STUDENTS!



FOUND ROCK THE BLOCK VERY INFORMATIVE FOR THEIR STUDENTS!

"Loved the show. My class was 100% engaged! Thank you."

- Teacher whose class participated in Rock the Block

ROCK THE BLOCK

34 15,400

SCHOOLS VISITED

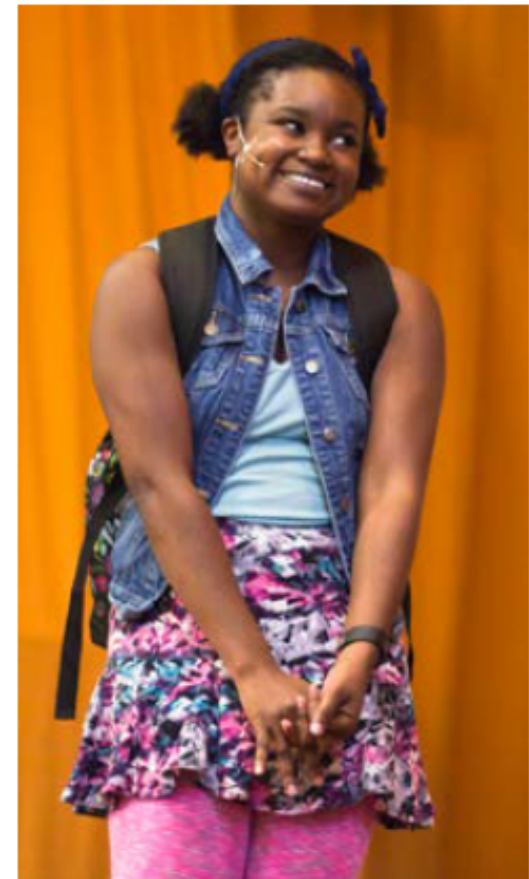
STUDENTS SERVED

STEP UP CREW

3 1,000

SCHOOLS VISITED

STUDENTS SERVED



Rock the Block performer teaches students how to safely walk to school.

PROGRAM ELEMENT SUMMARIES



Alameda County BikeMobile

WHAT IS IT?

The BikeMobile is a mobile bike shop that travels to schools and events throughout Alameda County to provide free bicycle repair services and training on basic bicycle repair, bike mechanics, safety tips, and bike visits at schools, as well as community events.

DELIVERED BY



AUDIENCE

All grades

PARTICIPANTS SAY...

 **100%**
found BikeMobile fun!

26% 
Couldn't repair their own bike before the BikeMobile visit.

60%    
Would like to bike more often after the BikeMobile visit (31% already bike everyday).



A group of students joined the BikeMobile team for the entire workshop. They learned about maintenance, how to fix flats, change tires, and adjust brakes. Two of the older students were quiet at first, but opened up after working on bikes together. They talked about how they enjoyed the freedom of being able to ride around their neighborhood how they help other kids in their community with maintaining their bikes, too. The BikeMobile team was happy to teach them some new skills they would be put to good use for themselves and others.

120
VISITS TO
SCHOOLS

28
VISITS TO
COMMUNITYWIDE
EVENTS

2,636
BIKES REPAIRED

4,250
PARTICIPANTS

SCHOOL DISTRICT REPORTS



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM DISTRICT REPORT

Alameda Unified School District

AUSD



District Profile

District Enrollment: **11,299***

Schools Enrolled in the Alameda County SR2S Program: **64%**

Schools Participating in Access Safe Routes Pilot: **1**

School Safety Assessments Completed to Date: **7**

SR2S Task Force: **Alameda**

Average Task Force Meeting Participants: **6**

School Champions: **11 Parent(s), 0 Student(s), 3 Staff, 0 Other(s)**

Schools Participating in Student Transit Pass Program: **0**



Demographics

Title One Schools: **32%**

71% of school population identifies as non-white or Hispanic

28% of students qualify for free/reduced-price meals

Enrolled Schools

- Alameda High
- Amelia Earhart Elementary
- Bay Farm Elementary
- Edison Elementary
- Frank Otis Elementary
- Franklin Elementary
- Henry Haight Elementary
- Lincoln Middle School
- Maya Lin School
- Nea Community Learning Center
- Ruby Bridges Elementary
- The Academy of Alameda Middle
- William G. Paden Elementary
- Wood Middle School



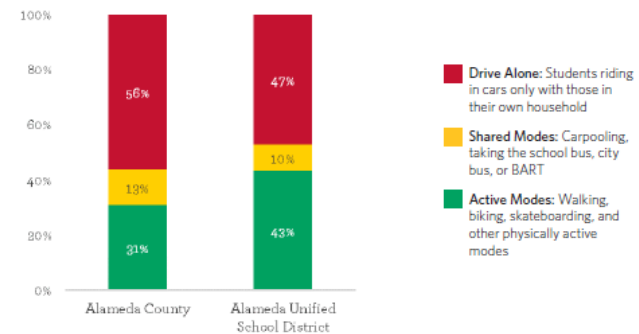
*District-wide student enrollment from California Department of Education. Enrollment by School 2017-18



The Alameda County Safe Routes to School Program is funded by the Alameda County Transportation Commission. Your transportation dollars at work!

ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM DISTRICT REPORT

2017-2018 Mode Split



Data sources: Student Travel Hand Tallies, stakeholder surveys, US Census.

2017-2018 Activities at Participating Schools

- Pedestrian Rodeo
- Rock the Block Assembly
- Step Up Crew Assembly
- Walking School Bus
- Bike Rodeo
- Drive Your Bike
- Alameda County BikeMobile Visit
- Bike to School Day
- International Walk and Roll to School Day
- Golden Sneaker Contest
- Ongoing Walk and Roll Events



SCHOOL REPORTS



ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM SCHOOL SNAPSHOT

Albany Middle

Albany City Unified School District



School Profile

Participating since **Fall 2010**

Type: **Intermediate/Middle/Junior High**

Enrollment: **880 ***

Charter School: **No**

Enrolled in Access Safe Routes Pilot: **Not Enrolled**

Site Assessment Completed: **February 2017**

School Champions: **1 Parent(s), 1 Staff**



Demographics

Title One School: **No**

64% of school population identifies as non-white or Hispanic

19% of students qualify for free/reduced-price meals

2017-2018 Activities

- Bike to School Day
- International Walk and Roll to School Day
- Golden Sneaker Contest

2016-2017 Activities

- International Walk and Roll to School Day
- Golden Sneaker Contest
- Bike to School Day
- Walking School Bus
- Drive Your Bike



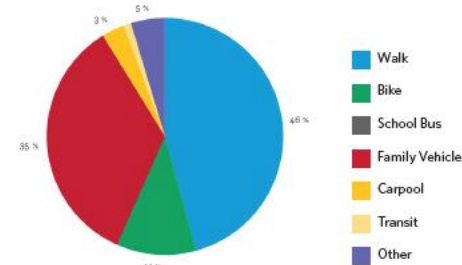
*Source: California Department of Education, Enrollment by School 2017-18.



The Alameda County Safe Routes to School Program is funded by the Alameda County Transportation Commission. Your transportation dollars at work!

ALBANY MIDDLE | ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM

2017-2018 Mode Split



Changes in Travel Behavior

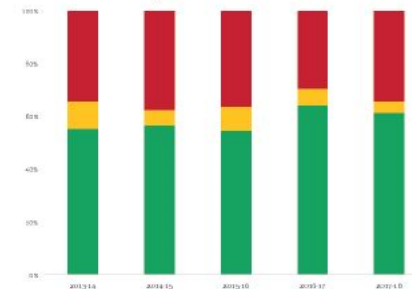
From 2013-14 to 2017-18

+6% active transportation trips

-6% shared trips

+0% drive-alone trips

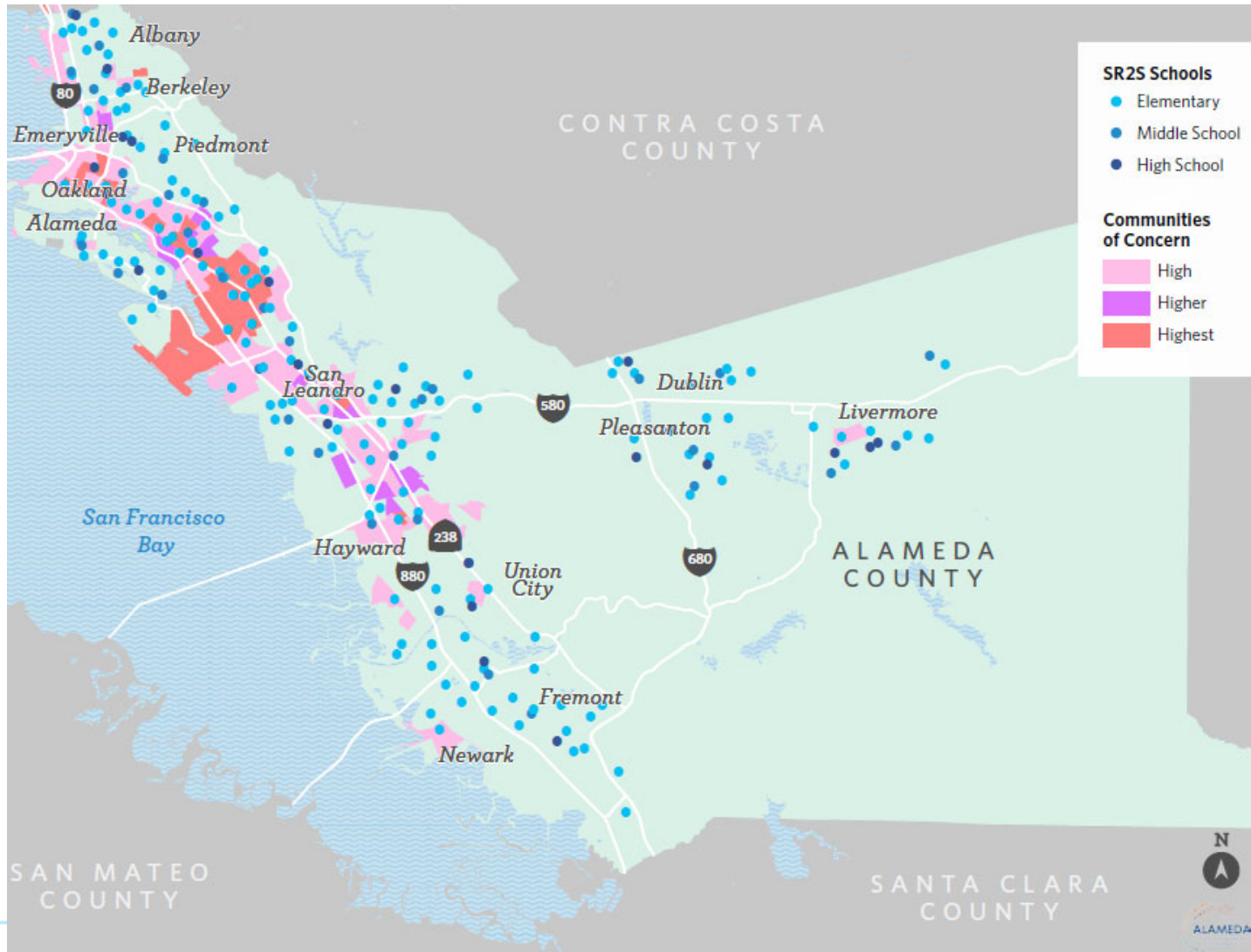
Historic Mode Split



Data sources: Student Travel Hand Tallies, stakeholder surveys, US Census.



ACCESS SAFE ROUTES PILOT FOCUS GROUP EVALUATION



Spare the Air Youth
is a Climate
Initiatives Program



MARIN REPORT CARD



SAFE ROUTES TO SCHOOLS REPORT CARD

Neil Cummins Elementary School Fall 2017 to Spring 2018

Student Travel Modes

Travel Mode	Baseline
Active Green Trips	28%
Green Trips	45%
first year in program	2001

Travel Mode	Current Year	Score	Max
Active Green Trips	54%	22	20
Green Trips	62%	23	30
Total Points		45	50

Travel Mode	Net Increase	Score	Max
Active Green Trips	93%	9	10
Green Trips	38%	4	10
Total Points		13	20



EMERALD GREEN

Ranking: Emerald Green

85 / 100

Score Max

Principal Patty Flynn-Elliott
Team Leader Megan Acedo

SR2S School Since 2001

Ranking	Score
Green	50
Forest Green	60
Deep Green	70
Emerald Green	80

Green Trip Factors

Encouragement Activities			Educational Activities			District Participation			Specialty Activities		
Activity	Score	Max	Activity	Score	Max	Activity	Score	Max	Activity	Score	Max
Walk	2	2	Bike / Ped Classes	8	8	Task Force	9	9	Assembly	1	5
Walk and Roll	8	8				SR2S Friendly Policies	5	5	Poster Art		3
2 yearly challenges	8	8							Active 4 Me		7
Bike to School Day	2	2							Campaign	8	8
Schoolyard	5	5							Student Engagement	5	5
									Family Biking Class		3
									Bike Field Trips		5
Total Points	25	25		8	8		14	14		14	36
Participation Score	10	10		10	10		5	5		2	5

Spare the Air Youth
Climate
Program



BENEFITS OF SRTS



Health

- Physical health
- Mental health

Safety

- Traffic safety
- Personal Safety

Environment

- Congestion reduction
- Air quality

Equity

Academic performance

- Attitudes & behaviors
- Youth independence
- Absenteeism

Social

- Economic/social mixing
- Parental mobility/time-saving
- Family time



*Spare the Air Youth
is a Climate
Initiatives Program*





INFORMATION SHARING



*Spare the Air Youth
is a Climate
Initiatives Program*

