

spare the air
Youth Program

12-Year Retrospective

Spare the Air Youth
Jan 25, 2023

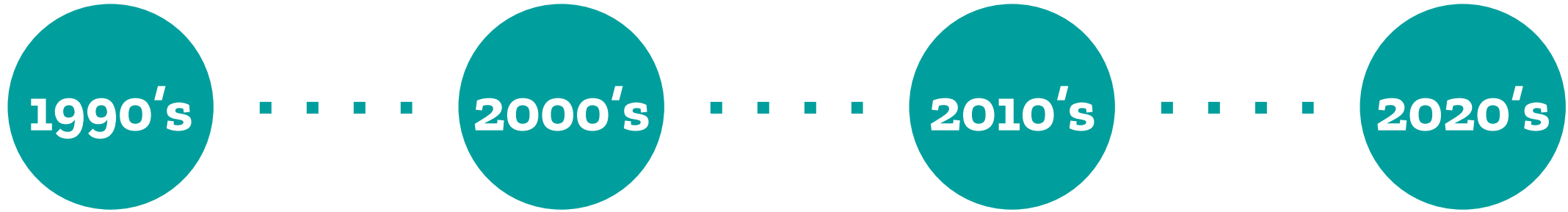
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Spare the Air Youth

We collaborate with organizations around the San Francisco Bay Area to encourage youth and their families to walk, bicycle, carpool, and take transit.





1998 - Marin SR2S established as federal pilot

2005 - Congress established national SRTS program

2006 - Alameda Co SR2S began

2009 - San Francisco SRTS began

2010 - MTC est. Regional School & Youth Outreach Program through Climate Initiatives (CMAQ)

2012 - MAP-21 ended dedicated SRTS funding; Caltrans est. ATP w/SRTS dedicated \$\$

2020 - shift to online, Pandemic Working Groups
2024 and beyond - ???

MTC's Climate Initiatives Program

Goals:

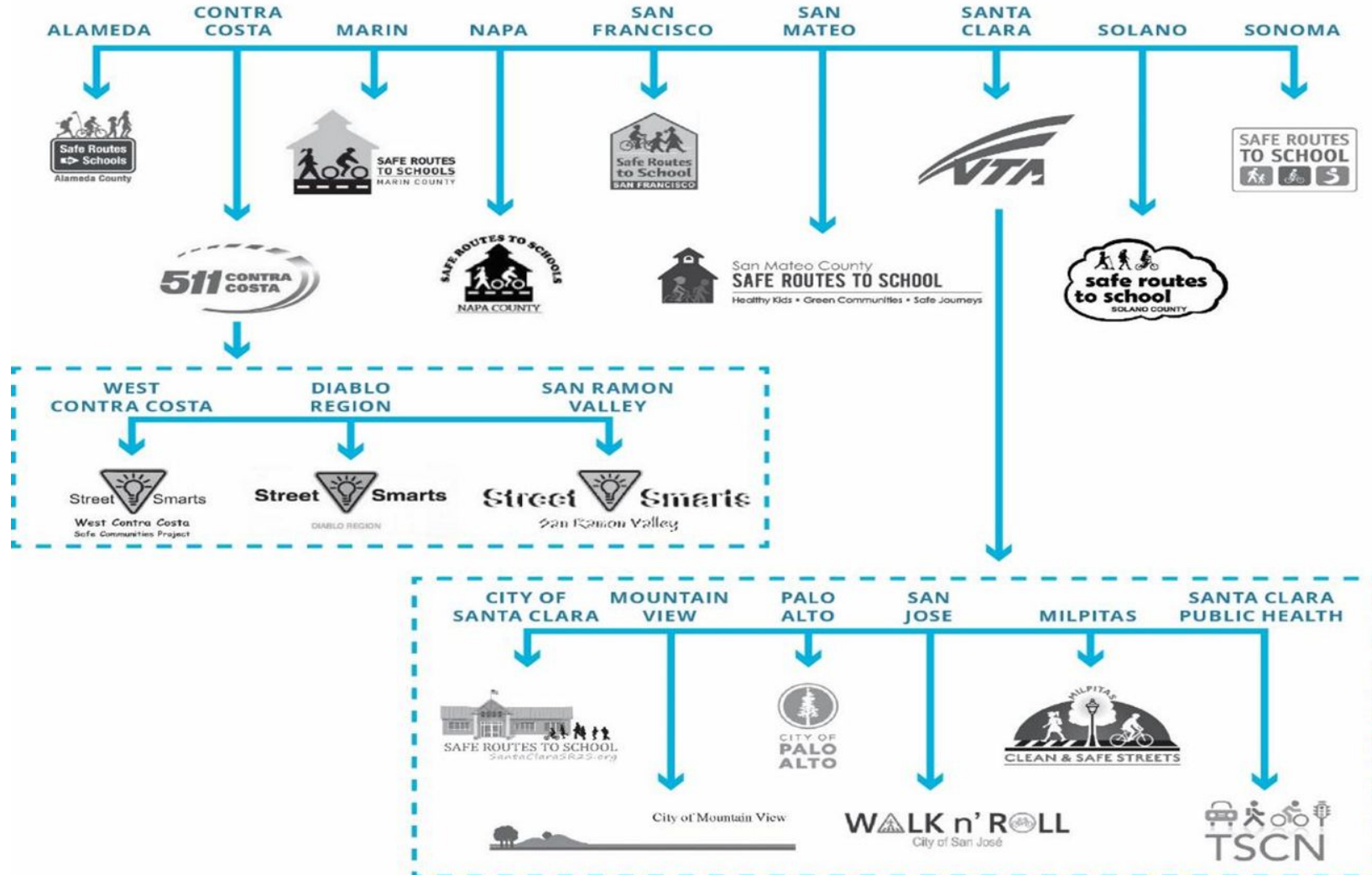
to reduce the transportation sector's carbon footprint.

to help the Bay Area meet emissions-reduction targets set by state law and improve the health and vibrancy of the region for all its residents.

MTC has invested over \$100 million for innovative solutions to reducing transportation-related greenhouse gas (GHG) emissions, including:

- Commuter benefits program
- Carpooling and vanpooling programs
- Car sharing programs
- Spare the Air Youth & Safe Routes to Schools programs
- Activities to promote the adoption of electric vehicles
- Programs to encourage people to change individual travel behavior from driving alone to using sustainable modes

SRTS in the Bay (circa 2016)



Phase I: 2010-11

*Regional School and Youth
Outreach Program (RYSOP)*



Regional Activities

- 2011 Workshops
- Technical Advisory Committee
- Rebranded as Spare the Air Youth
- Helmets & incentives
- Best Practices & existing Bay Area efforts
- Identified Early Promise Candidates



WORKSHOPS

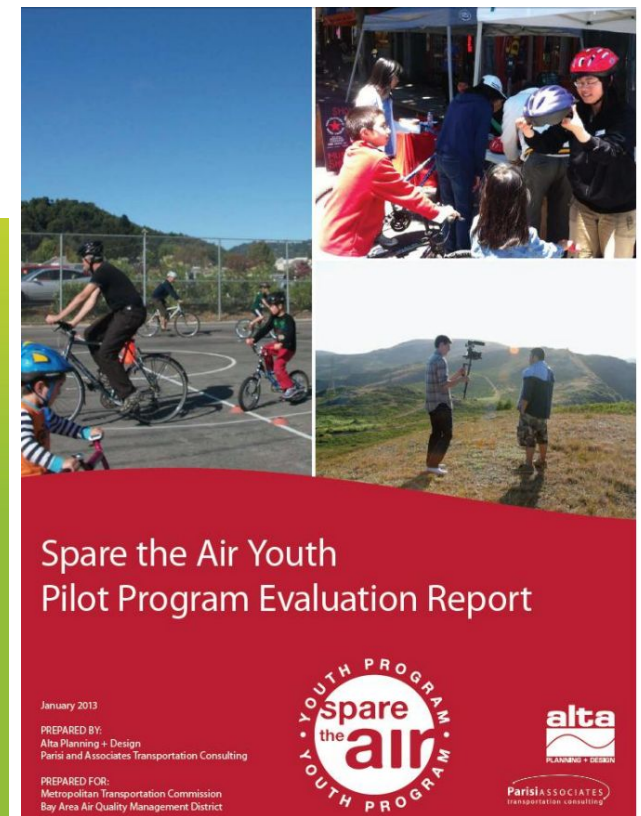
Regional School & Youth Outreach Program to Encourage Walking, Cycling & Transit Use

Save the date, you are invited to register!

THURSDAY OCTOBER 13	East Bay Workshop Oakland	MONDAY OCTOBER 17	North Bay Workshop Petaluma	FRIDAY OCTOBER 21	South Bay Workshop San Jose
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Grantees

- Youth Ambassador (Cool the Earth)
- Climate Education (Chabot)
- SchoolPool Promotion
- Video Contest (Alameda County SR2S)
- Peer-to-peer bicycle education (Ybike)
- Family program (Marin County Bicycle Coalition)
- Transit Training (Bay Area Open Space Council)



Program	Programmatic Gaps	Geographic Reach	Equity	Cost Effectiveness	Ongoing Efforts	Performance Objectives	
						GHG/VMT Reduction	Improves Youth Awareness
Peer-to-Peer Program	●	◐	●	◐	◐	◐	●
Transit & Trails	◐	●	◐	○	●	●	◐
Family Bicycling Workshop	◐	◐	◐	◐	●	○	●
Climb-It Challenge	◐	◐	○	◐	●	○	◐
SchoolPool Promotion	◐	◐	●	○	●	●	◐
Youth Ambassador Program	○	◐	◐	●	◐	○	◐
Video Contest	●	●	○	◐	●	○	◐

Phase I Lessons Learned

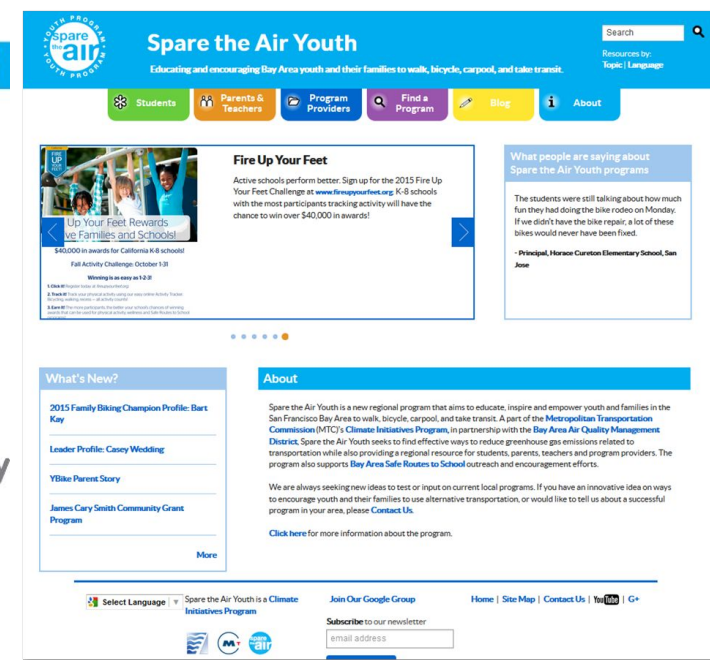
- Support for expanding program reach
 - Translation services
 - Implementation toolkits (outreach materials, checklists, banners, waivers, etc.)
 - Funding for giveaways & food
- Interest in establishing new programs, specifically:
 - Programs encouraging middle & high school students to become climate change leaders
 - Programs encouraging transit use
 - Youth transportation summit

Phase II: 2012-16



Regional Activities

- Spare the Air Youth website
- Youth for the Environment and Sustainability (YES!) Conference (2013, 2015, 2016)
- Guidebooks
- Call for Phase II Projects



Phase II Grantees

- BayMobile (Aquarium of the Bay)
- BikeMobile (Local Motion)
- ECO2School (Center for Climate Protection & SVBC)
- Family Biking Workshops (SFBC with BEB, MCBC, NCBC, SVBC, & SCBC)
- Go Green Fridays (Morgan Hill)
- Climate Justice Youth Academy (POWER/PODER)
- Youth Bike Ambassadors (YBike)
- Youth on Transit (TAM/MCBC)



Phase II Accomplishments

- 30,000 students reached
- 22% average mode shift
- More than 7,000 bicycles repaired
- More teachers talked about climate change and transportation
- Middle school students learned bicycle safety
- Students used transit for more trips
- Youth leaders were trained in facilitation

Because of your exciting program our children are more aware of what they and their families can do in their daily lives to help the environment and themselves in the future.

– Teacher, San Francisco

Phase III: 2017-23



Regional Activities

- Quarterly TAC meetings & High School Working Group
- Equity Workshop
- Translations
- New website, fresh photos
- YES! Conference (2018, planned for March 2020)
- Plan Bay Area 2050 Youth Engagement



Youth for the Environment and Sustainability - YES

575 followers • 423 following

[Sign Up](#)

Following

[Message](#)

Grantees

- Family Biking Workshops (6 bike coalitions)
- Bay Area Bike Mobile
- High School Grants
 - Bike Concord/ Bike East Bay
 - Cycles of Change
 - San Francisco Transit Riders
 - Daily Acts
 - Marin County Coalition (MCBC)
 - Napa County Bicycle Coalition (NCBC)
 - Safe Moves
 - San Jose California Walks



Covid Impacts

- Online meetings
- Flexibility in Grant Delivery
- Videography training
- Regional Working Groups
 - Slow Streets and Engineering Improvements
 - Walk and Roll to School 2020
 - Virtual Education Strategies
 - Grants and Funding Support
 - Data Collection and Evaluation

Remember THE BASICS



FOLLOW WALKING RULES

- Always stop at the curb's edge
- Look left, right, and behind before crossing at corners
- Follow traffic signals
- Always stop at the curb's edge
- Use (preferably wide, less popular) paths and sidewalks, where provided



FOLLOW BIKING RULES

- Wear a helmet
- Ride on the right side with traffic

SAN MATEO COUNTY OFFICE OF EDUCATION

WALK AND BIKE WITH YOUR FAMILY while social distancing

The County of San Mateo Public Health Department has been releasing periodic updates on how to keep your family safe and help guard against the spread of COVID-19. They recommend that families engage in outdoor recreation and exercise, but try to stay within their immediate neighborhood. Stay up to date: smchealth.org/coronavirus

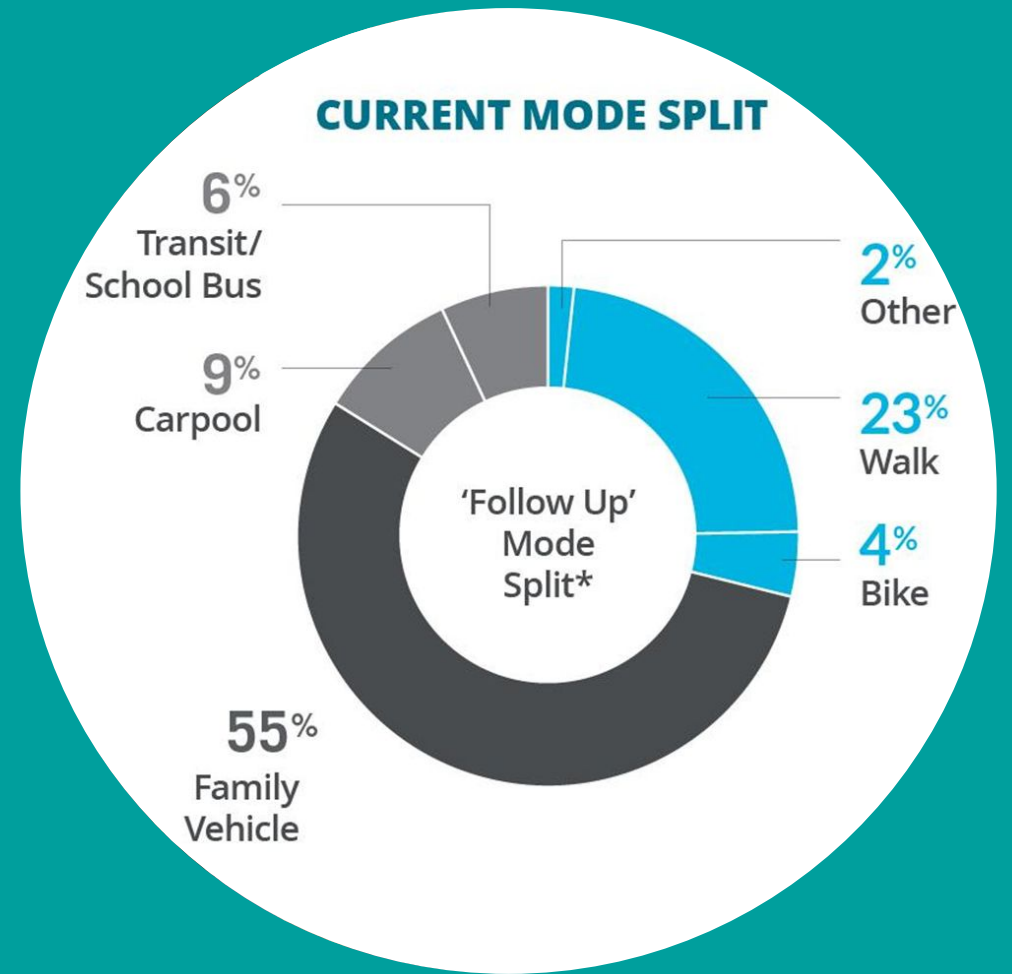
What does SIX FEET LOOK LIKE?



Lessons Learned

- Promoting walking + biking among youth isn't just for the school commute!
- COVID changes & equity focus requires new approaches to evaluation
- Need to rethink approach to high school programming
- Working group provides valuable space for discussions

Regional Safe Routes to School Evaluation



Regional SRTS Evaluation

Goals:

1. Evaluate impacts of Regional SRTS-funded programs, including GHG emissions
2. Identify key successes and findings from Regional SRTS-funded programs

PARENT SURVEYS

23,000 Surveys

107 Schools

5 Counties



STUDENT HAND TALLIES

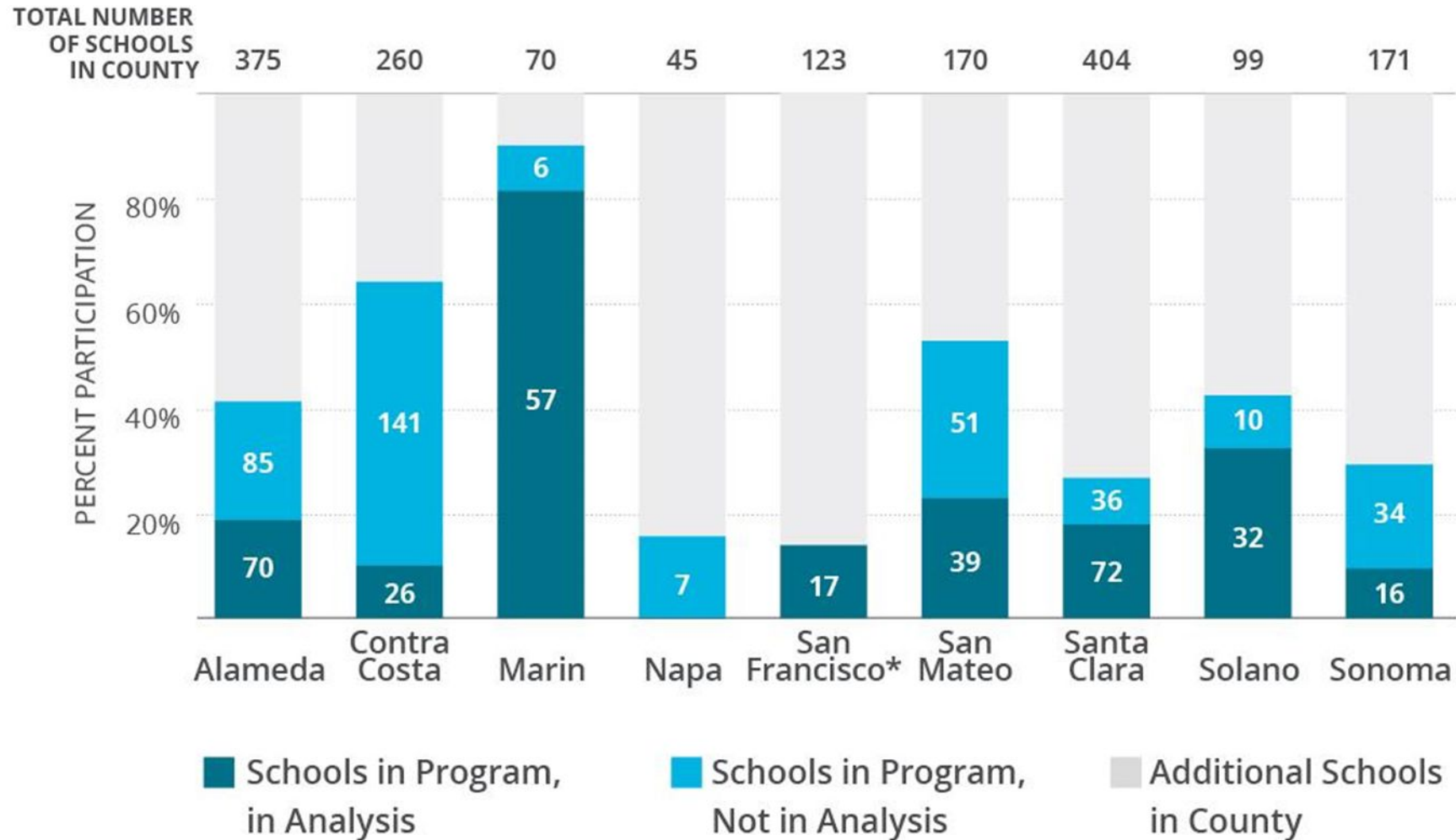
1,000,000+ Trips

330 Schools

8 Counties



Schools in Analysis



RSRTS Evaluation Lessons Learned

- SRTS:
 - increases active transportation use
 - increases physical activity in youth
 - decreases emissions from vehicles
- Mode shift occurs quickly but is difficult to maintain
- Recurring activities have the greatest impacts
- Countywide programs are most effective & efficient



In the **first two years** of offering SRTS programs, schools show a

31% INCREASE

in active modes (walking, biking, and other),
with an average of **13% increase thereafter.**



spare the air
Youth Program

Thank you for being
a part of this
community!

Re-envisioning the Spare the Air Youth Program



Priorities for the future

Agency Priorities

- Increased coordination across all internal (MTC) and external (local jurisdictions) transportation demand management (TDM) programs.
- Re-focus on transportation-related greenhouse gas (GHG) emissions reductions.
- Support implementation of Plan Bay Area 2050 strategies T2, T7, T8, T9 and EN9.
- Address federal performance requirements.

Program Priorities

- Support implementation of best practices and evaluation recommendations.
- Explore continued implementation of regional efforts with demonstrated GHG reductions.
- Support high-school programming expansion.

Next Steps

Work Plan

- Re-assess gaps/needs in regional and local programming.
- Explore opportunities for continued regional leadership.
- Re-examine/re-imagine regional high school programming (YES Conference and HS mini-grants program).

Timeline

Needs Assessment — Jan-Mar 2023

Staff Recommendations — Mar 2023

Procurement — Apr-Jun 2023

Phase IV Start — July 2023