

Spare the Air Youth

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Behavior, Energy & Climate Change Conference
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Climate Initiatives Program

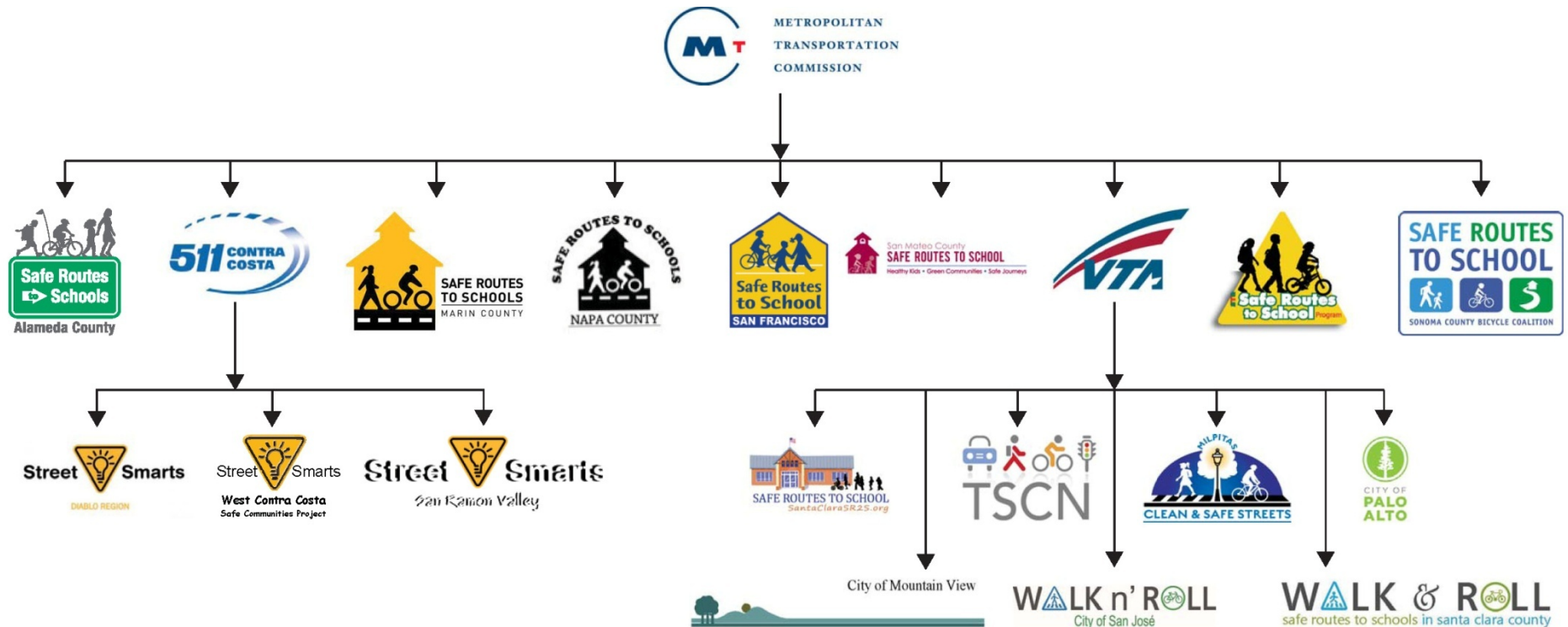
- \$80 M program



METROPOLITAN
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- Elements:
 - Public Education/Outreach (\$10 M)
 - Tools to encourage smart driving & emissions reductions
 - **Spare the Air Youth** (\$2.85 M)
 - Safe Routes to Schools (\$17 M)
 - Innovative Grants (\$33 M)
 - Program Evaluation (\$4 M)

Safe Routes to School in the Bay Area



- 15 programs in 9 counties
- Varying levels of program engagement

Program Purpose

Educate, inspire and empower youth and their families to make transportation-related behavior changes that reduce GHG emissions and vehicle miles traveled.



Outreach and Stakeholders

- **Technical Advisory Committee**
School / climate program implementers
 - Practitioner Workshops (Fall 2011)
 - Quarterly Meetings



Regional Assistance

- Program Inventory
- Incentives
- Translations
- Website
- Pilot Programs

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." To the right of the header is a search bar and a dropdown menu for "Resources by: Topic | Language". Below the header is a navigation bar with five buttons: "Students" (green), "Parents & Teachers" (orange), "Program Providers" (blue), "Find a Program" (purple), and "About" (blue). The main content area features a featured article titled "Walk & Roll to School Day" with a photo of students at a table. Below the article is an "About" section with a blue background. At the bottom of the page, there is a footer with a language selector, a note about the program being part of the Metropolitan Transportation Commission's Climate Initiatives Program, and navigation links for Home, Site Map, and Contact Us. Logos for Alta Planning + Design, MTC, and Spare the Air are also present.

Pilot Programs

- Youth Ambassador Program
- Educational Exhibits
- SchoolPool Promotion
- Video Contest
- Peer-to-Peer Program
- Family Bicycling Program
- Transit & Trails



Pilot Evaluation

- Phase II regional implementation
- Evaluation
 - GHG emissions
 - Vehicle miles traveled
 - Behavioral change for travel patterns
 - Regional implementation potential (replicable, scalable, geographic diversity)



Next Steps: Phase II

- Programs 2013-2015
 - Continued Regional Assistance
 - Youth Transportation Summit
 - Marketing Materials
 - Call for Projects
 - Program Evaluation



October is International Walk to School Month!

Celebrate by walking to school on **Wednesday, October 3rd**. Join the international Walk and Roll to School movement by participating at your school!

It is easy and fun to participate:

- Select a walking or biking route in advance
- Walk or bike with younger students
- Contact your neighbors and form a group
- Sign up to carpool at www.schoolpool.511.org
- Park a few blocks from school and walk the rest of the way

To find out what Walk and Roll to School Day activities are happening at your school, visit www.sparetheairyouth.org. The website has resources to help you hold your own events and contests, learn about air quality and transportation issues, and connect with other programs.

About Spare the Air Youth

The Metropolitan Transportation Commission and the Air Quality Management District are pleased to announce the new **spare the air youth program**. Spare the air youth is part of MTC's Climate Initiatives Program, a regional program that seeks to improve public health and air quality in the Bay Area by reducing harmful emissions from transportation sources.



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To learn more, visit sparetheairyouth.org

 BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Thank You!

www.SpareTheAirYouth.org

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