



Spare the Air Youth

Behavior, Energy & Climate Change Conference
Sacramento, California
November 2013

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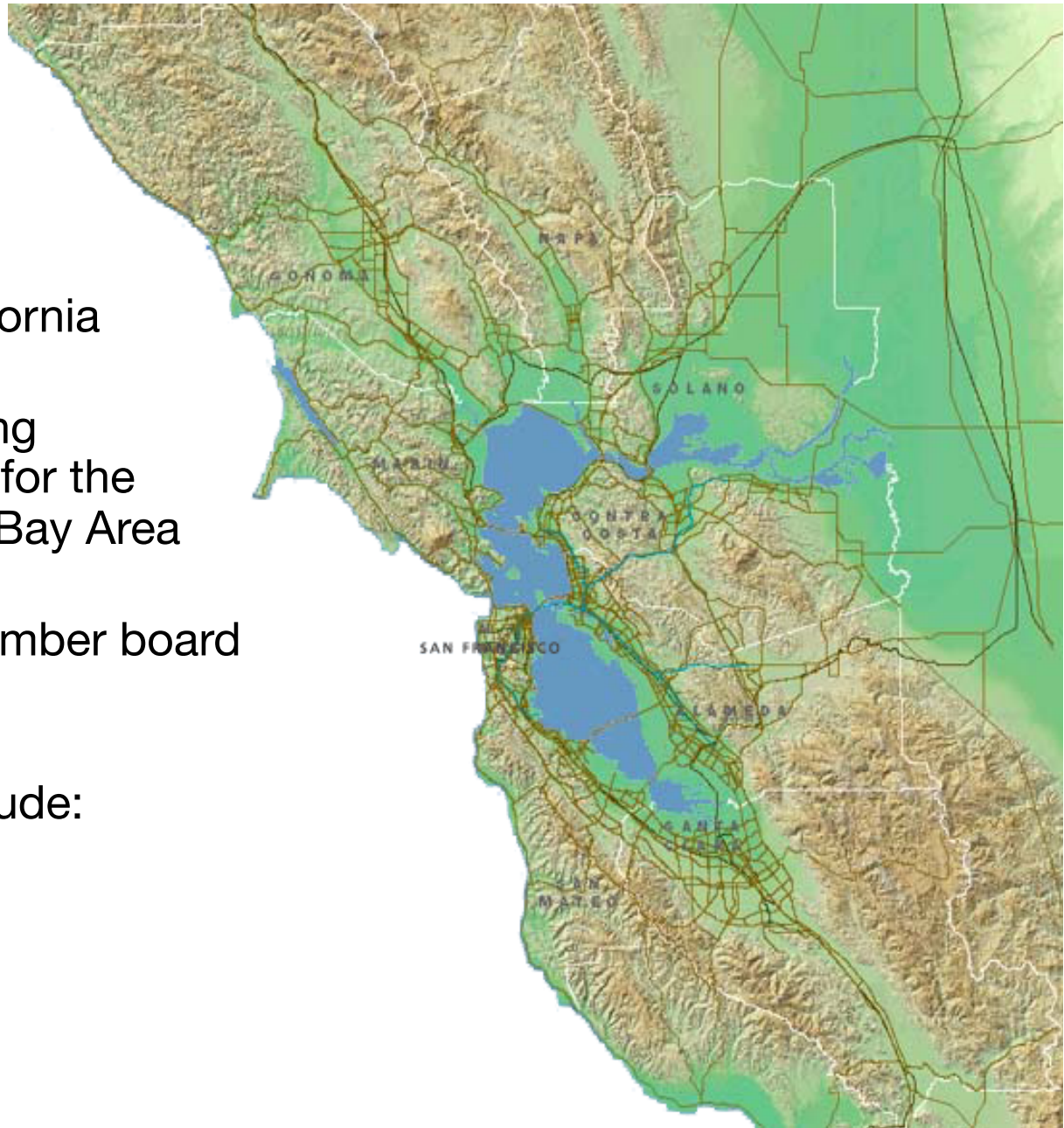


Background



Metropolitan Transportation Commission

- Created by the California Legislature in 1970
- Metropolitan Planning Organization (MPO) for the nine San Francisco Bay Area counties
- Governed by 21-member board of primarily local elected officials
- Responsibilities include:
 - Planning
 - Funding
 - Coordination
 - Operations
 - Advocacy



Regional Transportation Plan

- Road map that guides region's transportation development over a 25-year period
- Plan constrained to revenues reasonably available to region
- Updated every four years
- Extensive public outreach and consultation with various stakeholders
- Transportation projects must be consistent with RTP to receive federal, state or regional funding



AB 32

- Establishes regulatory and market mechanisms to achieve greenhouse gas (GHG) emissions reductions
- Sets GHG emissions limits for 2020 at 1990 level



SB 375

- Requires the integration of land use and transportation planning in a Sustainable Communities Strategy (SCS) to reduce emissions from light duty vehicles
- Directs ARB to develop GHG reduction targets for CA's 18 MPOs for 2020 and 2035 -7% and -15% respectively for the Bay Area

Climate Initiatives Program

- Transportation 2035: first RTP to outline GHG emission reduction strategies to comply with state laws
- 3-year, \$80 million program adopted in December 2009
- Program developed by Commission members, representatives from Bay Area transportation agencies, advocates and staff
- Program makes short-term investments that reduce transportation-related emissions and vehicle miles traveled
- Program focuses on evaluation to inform the next Regional Transportation Plan/Sustainable Communities Strategy



Climate Initiatives Program

- Public Outreach and Education Program - \$10 million
 - **Regional School and Youth Outreach Program**
 - Smart Driving Pilots
 - Electric Vehicle Promotion Campaign
- Innovative Grants – \$31 million for 13 grants
 - 4 - Clean Vehicles
 - 4 - Transportation Demand Management (TDM)
 - 4 - Showcase
 - 1 - Parking Management
- Safe Routes to School (SR2S) County Program & Creative Grants - \$17 million
- Program Evaluation - \$2 million



Spare the Air Youth



Spare the Air Youth

- \$3 million over 4 years
- Program implemented in two phases: testing & implementation
- **Phase I:** funded 7 pilot projects totaling approximately \$265,000
- **Phase II:** funded 7 projects totaling \$1.6M
- Program encourages kids and their families to use alternative transportation modes



Spare the Air Youth

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



METROPOLITAN
TRANSPORTATION
COMMISSION



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



Parisi ASSOCIATES
transportation consulting



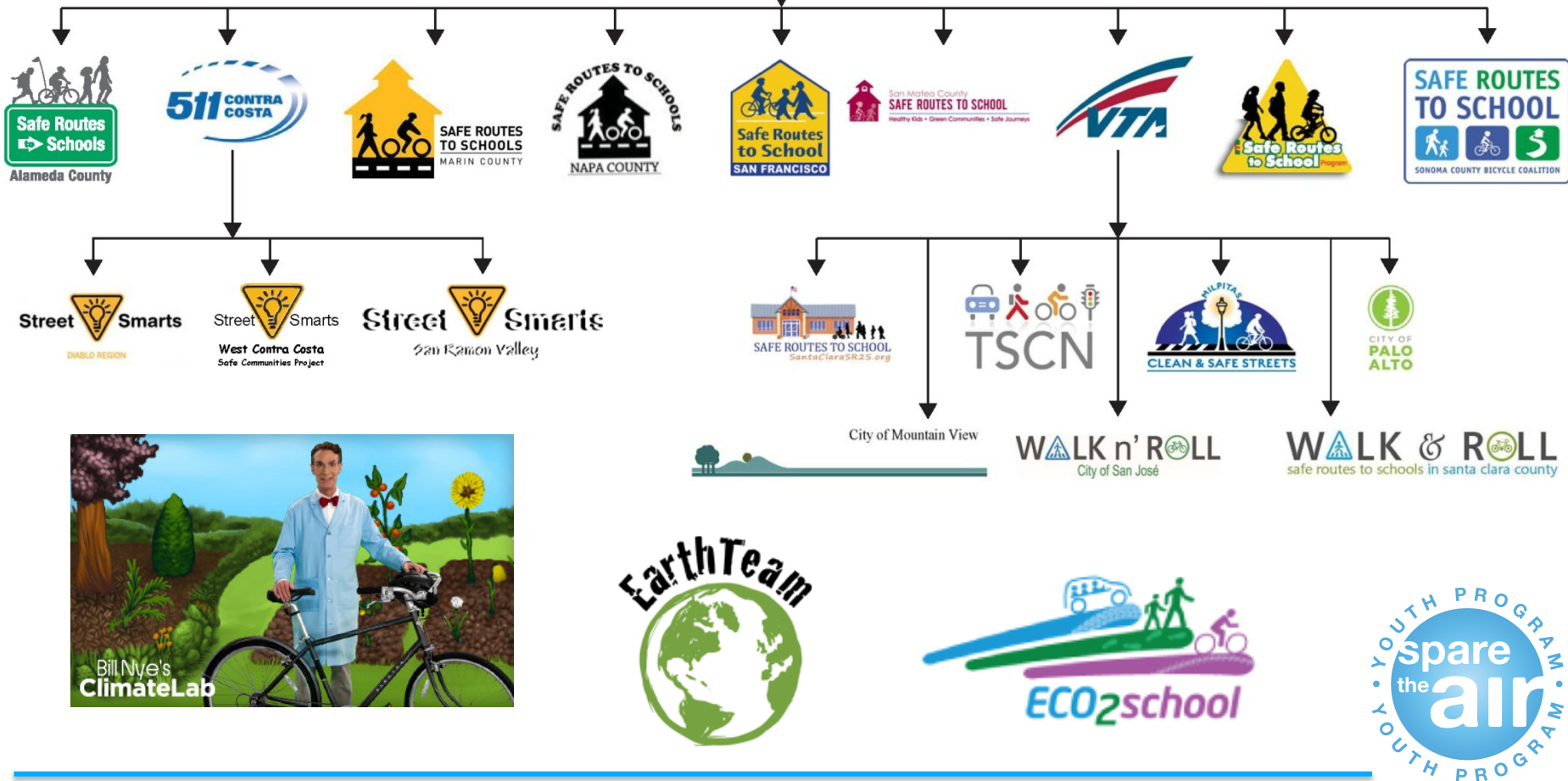
It Starts ...

- Identify stakeholders
- Outreach
 - Regional Practitioner Workshops (Fall 2011)
 - Technical Advisory Committee
- Identify programs, needs & gaps
- Implementation
 - Phase I
 - Phase II

<p>OCTOBER THURSDAY 13</p> <p>East Bay Workshop Oakland</p> <p>9:00 a.m. to 3:00 p.m. County of Alameda Training and Education Center, Suite 400 125 12th Street, Oakland</p>	<p>OCTOBER MONDAY 17</p> <p>North Bay Workshop Petaluma</p> <p>9:00 a.m. to 3:00 p.m. Petaluma Community Center Conference Room 2 320 North McDowell Blvd., Petaluma</p>	<p>OCTOBER FRIDAY 21</p> <p>South Bay Workshop San Jose</p> <p>9:00 a.m. to 3:00 p.m. VTA River Oaks Campus Auditorium 3331 North First Street, San Jose</p>
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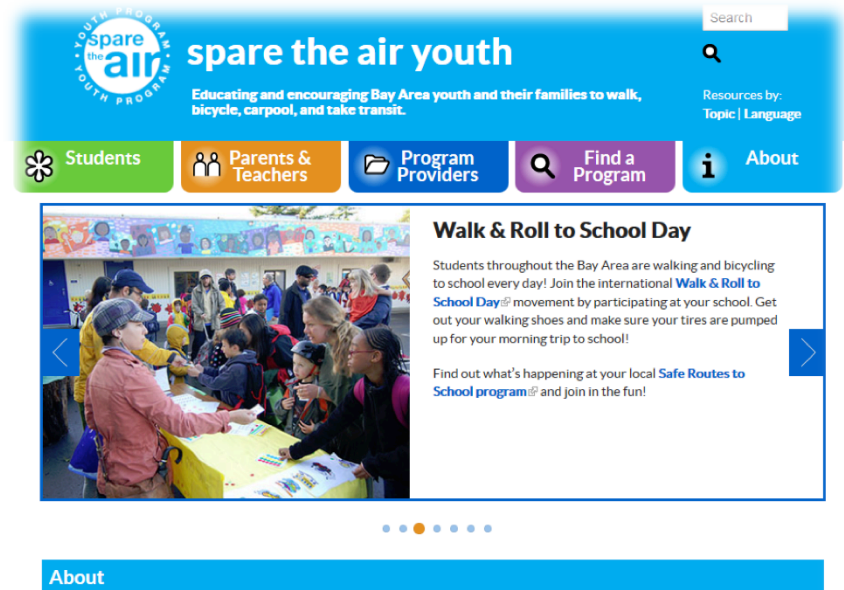
Program Inventory ...



Filling the gap ...

- Regional Assistance
 - Spare the Air Youth Incentive Program
 - Translation Services
 - sparetheairyouth.org
 - Youth for the Environment & Sustainability (YES) Conference

YES



spare the air youth
Educating and encouraging Bay Area youth and their families to walk, bicycle, carpool, and take transit.

Search

Resources by:
Topic | Language

Students Parents & Teachers Program Providers Find a Program About

Walk & Roll to School Day

Students throughout the Bay Area are walking and bicycling to school every day! Join the international **Walk & Roll to School Day** movement by participating at your school. Get out your walking shoes and make sure your tires are pumped up for your morning trip to school!

Find out what's happening at your local **Safe Routes to School program** and join in the fun!

About

Spare the Air Youth is a new regional program that aims to educate, inspire and empower youth and families in the San Francisco Bay Area to walk, bicycle, carpool, and take transit. A part of the **Metropolitan Transportation Commission** (MTC)'s **Climate Initiatives Program**, in partnership with the **Bay Area Air Quality Management District**, Spare the Air Youth seeks to find effective ways to reduce greenhouse gas emissions related to transportation while also providing a regional resource for students, parents, teachers and program providers. The program also supports **Bay Area Safe Routes to School** outreach and encouragement efforts.



Implementation — Phase I

- Climb-It-Challenge (Climate Education)
- SchoolPool Promotion
- Youth Ambassador Program
- Peer-to-Peer Bicycle Program
- Transit & Trails (Transit Education)
- Family Bicycling Workshop
- “This is How We Roll” Video Contest



Free*
Family Biking Workshop Series

- Learn to ride with your children
- Give your children freedom and healthy habits
- Learn the rules of the road

DATE

LOCATION

This series of two-hour workshops will teach your family how to safely navigate streets with proper equipment and behavior. The workshops can be taken individually or as a series.

Intro to Family Bicycling – Test your skills with a few simple drills

Family Bike Rules – Practice riding off-street!

Riding as a Family – Learn and practice more advanced skills

Family Fun Ride – Enjoy a fun ride for the whole family

Advanced registration is required. To register, contact Registration@airmiami.org

air



Phase I Evaluation



- Evaluation
 - GHG emissions
 - Vehicle miles traveled
 - Travel patterns & transportation behavior change
 - Regional implementation potential (replicable, scalable, geographic diversity)

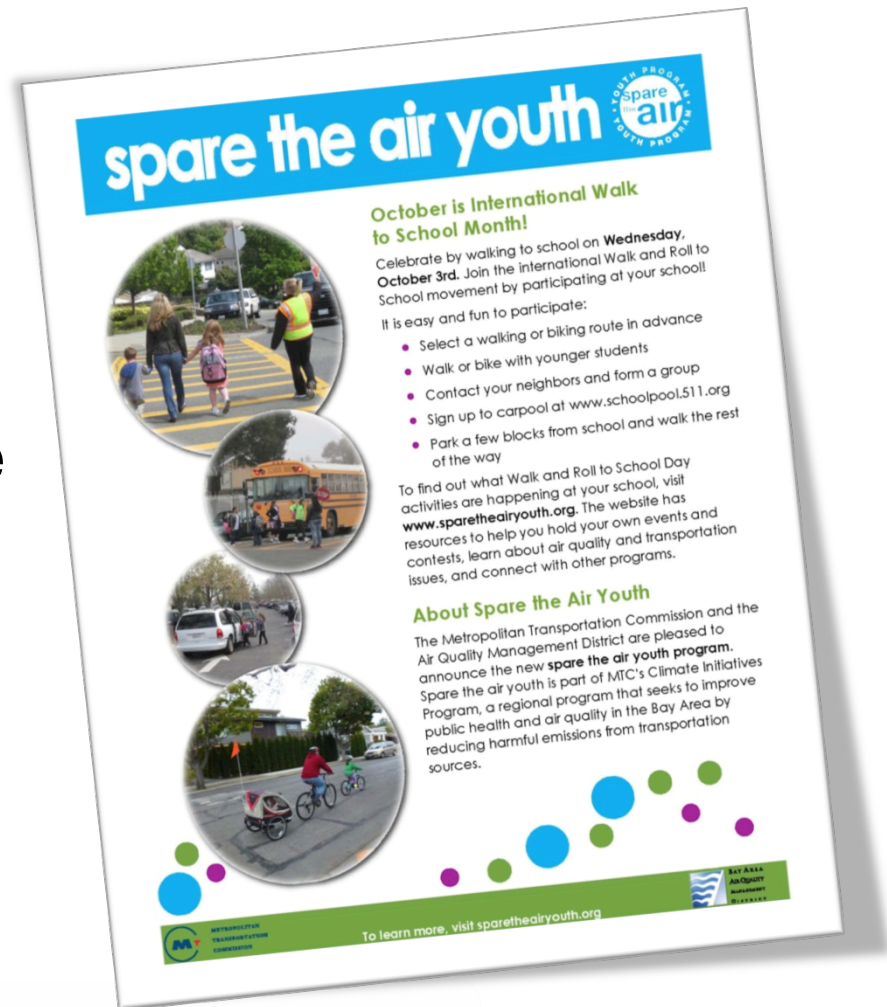


Phase II

- Continue Regional Assistance
- Annual YES Conference
- Outreach & Marketing Campaign
- Develop Educational Videos & Handbooks
- Phase II Program Grants
- Evaluation

YES Conference
Youth for the Environment and Sustainability

YOUTH FOR THE ENVIRONMENT AND SUSTAINABILITY



Phase II Program Grants

- Traveling Climate Change Exhibit (Aquarium of the Bay)
- Bay Area BikeMobile (Local Motion)
- Go Green Fridays (City of Morgan Hill)
- Transit Education: Urban (POWER & PODER)
- Family Bicycling Program (SFBC)
- Transit Education: Suburban (TAM)
- Youth Ambassador Program (YBike)



Phase II



Thank You!

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www.SparetheAirYouth.org

