WHAT DOES "SUSTAINABLE" MEAN TO YOU?

#walk2ride

- Walking to work/school
- Not using what we don't have
- Only using things that are sustainable

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Spare the Air Youth
Behavior, Energy & Climate Change Conference
Sacramento, California
November 2013
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.
It Starts …

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