





Regional School and Youth Outreach Program



Technical Advisory Committee Meeting #3
December 9, 2011



Introductions

Regional School and Youth Outreach Program December 9, 2011




Workshop Agenda

9:00 to 3:00, October 13, 17, & 21

- Introduction
- Breakout Session #1: What are Successful Bay Area Programs?
- Breakout Session #2: Where are the Gaps in Existing Bay Area Programs?
- Breakout Session #3: What Successful Existing or New Programs Should be Provided?
- Final Discussion & Wrap-Up

Regional School and Youth Outreach Program December 9, 2011



Workshop Recap

- 43 Participants:
 - 511 Contra
 - ACPHD Injury Prevention
 - Alameda County SR2S
 - BART
 - Bikemobile
 - Climb-It Challenge
 - Cool Schools eCO₂mmuteProgram
 - Cool the Earth
 - Cupertino SR2S
 - Eco Student Bus Pass Program
 - Go Green Schools
 - Marin SR2S
 - Palo Alto SR2S
 - Peace on the Streets: Ride On!
 - Redwood City 2020
 - Napa SRTS
- Santa Clara County SR2S
- SR2S Santa Rosa
- San Francisco SR2S
- San José StreetSmarts
- San Mateo SRTS
- San Ramon Valley Street Smarts
- School Transit Ticket Program
- Sierra Club Environmental Justice
- Something's In the Air
- Sonoma County SR2S
- SR2S Technical Assistance Resource Center
- STA SR2S
- StopWaste.Org
- West Contra Costa SR2S
- YBike Youth for a Cool Earth

Regional School and Youth Outreach Program December 9, 2011



East Bay Workshop

- Oakland
- 23 Participants




North Bay Workshop

- Petaluma
- 11 Participants



South Bay Workshop

- San Jose
- 12 Participants



Regional School and Youth Outreach Program December 9, 2011

Workshop General Takeaways

- **Successful Programs**
 - Buy-in and involvement from students, parents, administrators, teachers, etc.
 - Incentives for participation
 - Programs are engaging, interactive, and participatory
 - Programs market success stories to schools, show added value
- **Programmatic Gaps**
 - Administrative issues/Lack of supporting policy
 - Funding/Resources
 - Marketing
 - Reach
 - Ridematching
 - GHG emissions/VMT reduction tracking

Regional School and Youth Outreach Program December 9, 2011

Key Program Categories

- **Communication**
- **Translation Services**
- **Promotion/Marketing**
- **Resources**
- **RideMatching**
- **Teen Leadership/Ambassador Programs**
- **Trip Tracking**

Regional School and Youth Outreach Program December 9, 2011

“Early Promise” Program Updates

- **Youth Ambassador Program**
 - **Implementer:** Cool the Earth
 - **Testing Locations:** Marin & San Francisco Counties
- **Educational Exhibits on Climate Change**
 - **Implementer:** Chabot Space & Science Center
 - **Testing Locations:** Alameda and Contra Costa Counties
- **Technology Promotion**
 - **Implementer:** Matthew Wood & Finger Design
 - **Testing Locations:** Pleasanton, Union City, & Milpitas

Regional School and Youth Outreach Program December 9, 2011

Identification of Additional Programs to Test

- **High school program**
Leadership summit, peer-to-peer education, clubs, video contests, etc.
- **Family bicycle education/safety program.**
Bicycle and safety education and encouragement for students & parents

Regional School and Youth Outreach Program December 9, 2011

MTC Initiatives

- **Enhance, improve and promote the SchoolPool Tool**
- **Offer regional translation services**
- **Develop regional messages and materials**
- **Forster partnerships with local businesses for give-aways**
- **Create promotional tools**

Regional School and Youth Outreach Program December 9, 2011

TAC Feedback

- Do these programs represent the most important regional school and youth outreach opportunities to encourage walking, bicycling, and transit use?
- Are there other programs or MTC activities that should be considered for Spring 2012 testing or implementation?
- Do the identified programs address existing gaps? Are there areas we missed?

Regional School and Youth Outreach Program December 9, 2011

Next Steps

- Identify specific programs for Phase I testing/regional implementation
- Issue Mini-RFPs for Programs
- Next TAC Meeting – March 9, 2011

Regional School and Youth Outreach Program December 9, 2011

Information and Resource Sharing: Sam Shelton, STA

Regional School and Youth Outreach Program December 9, 2011