

Regional School and Youth Outreach Program



Technical Advisory Committee Meeting #5
June 26, 2012

Welcome & Introductions

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We are now Spare the Air Youth!



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Overview of Program Progress

Regional School and Youth Outreach Program Timeline



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Round 2 Pilot Programs Update

- Peer-to-peer education
- Video contest
- Family program
- Transit and Trails

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Peer-to-Peer Program

- **Implementer:** YBike
- **Location:** San Francisco (Mission High, Lincoln High, Lowell High)
- **Objective:**
To teach bicycling skills, bike maintenance, and presentation skills to high school aged youth who will then educate younger students about how to bike at summer camps and community events.

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Peer-to-Peer Program

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Peer-to-Peer Program

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Video Contest

- Implementer:** Transform
- Location:** Alameda County
Oakland High, Foothill High (Pleasanton), San Lorenzo High, Loggin High (Union City)
- Objective:**
To engage high school youth in developing short videos that will build awareness and encourage their peers to walk, bicycle, carpool, and take transit.

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Video Contest

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Video Contest

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Video Contest

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Family Cycling Programs

- **Implementer:** Bicycle Solutions, Marin County & San Francisco Bicycle Coalitions
- **Location:** Palo Alto, Santa Clara, Marin
- **Objective:**
 - To develop and test education, information and promotion modules with the goals of:
 - Increasing the fraction of parents comfortable with allowing their children to bicycle to school, and
 - Increasing the number of children bicycling to schools.

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Transit and Trails

- **Implementer:** Bay Area Open Space Council
- **Location:** Contra Costa County
- **Objective:**
 - To encourage young people to use low-carbon ways of going outside by:
 - Designing web and printed educational materials
 - Holding workshops
 - Improving site functionality
 - Creating a *Transit and Trails Challenge*

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Update on Other Programs

- SchoolPool Tool and Trip Tracking
- Incentive Program
- Spare the Air Youth Website

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SchoolPool Tool Group

- Updated fliers and posters
- Video instruction for parents
- Written instructions for administrators



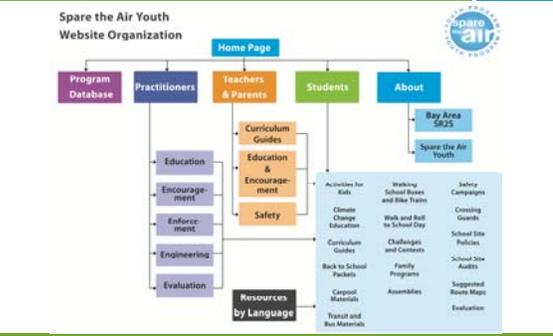
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Incentive Program

- **Spring 2012 Update**
 - 15 Requests, approximately \$46K
 - Only \$25K available
 - Bells, Bicycles, Bike Repair Kits, Helmets, Gift Cards, Pencils
- **Fall 2012**
 - Received \$50K from BAAQMD
 - Develop Guidelines
 - Goal: **Deliver items by late fall 2013**

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Next Steps

- Second round pilot projects: March through August
- Next TAC Meeting - October 30
- Fall 2012 - pilot evaluation and development of specific elements for regional program

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Information and Resource Sharing

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