

# **YES Conference**

**Youth for the Environment and Sustainability**

## **2016 Outreach Toolkit**

Note: The electronic version of the toolkit includes fliers, graphics, photos and video and is available at: <http://bit.ly/1RraPnl>.

## Sample Tweets (to be used up to January 8, 2016)

Youth leaders: have solutions to fight climate change? Register to present at the 2016YESConference: <http://bit.ly/1M8Hdae>. #YESconf16

Does your school encourage biking/walking/carpooling? Share ideas. Present at the 2016YESConference: <http://bit.ly/1M8Hdae>. #YESconf16

Students: have solutions to fight pollution? Register to present at the 2016YESConference: <http://bit.ly/1M8Hdae>. #YESconf16

Share ideas. Share solutions. Present at the Youth for the Environment and Sustainability Conference: <http://bit.ly/1M8Hdae>. #YESconf16

## Sample Tweets (to be used up to January 30, 2016)

Say YES to clean air and a healthy #SFBay! Attend the FREE YES Conference Jan 30, 2016. Register at <http://bit.ly/1M8Hdae>. #YESconf16

Say YES to healthy transportation options! Attend the FREE YES Conference Jan 30, 2016. Register at <http://bit.ly/1M8Hdae>. #YESconf16

Say YES to youth-led climate solutions! Attend the YES Conference Jan 30, 2016. It's FREE. Register at <http://bit.ly/1M8Hdae>. #YESconf16

## Sample Facebook Posts (to be used up to January 8, 2016)

Do you want to share your work with your peers? Need some public speaking practice? Sign up to present at the next YES Conference on Jan 30! Register to lead a panel session, individual presentation or an interactive activity and showcase your AWESOME work to other students from around the SF Bay! #YESconf16

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

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The award-winning Youth for the Environment and Sustainability (YES) Conference brings students together to discuss youth-led solutions to climate change and air pollution. Register to lead a panel session, individual presentation or an interactive activity and showcase your AWESOME work to other students from around the SF Bay! #YESconf16

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

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Is your school a leader in encouraging walking, biking and carpooling? Share your experience with students from all over the SF Bay Area. Register to lead a panel session, individual presentation or an interactive activity at the 2016 Youth for the Environment and Sustainability (YES) Conference. #YESconf16

<http://www.sparetheairyouth.org/call-presentationssession-proposals>

## Sample Facebook Posts (to be used up to January 30, 2016)

The next YES Conference is scheduled for Saturday, January 30, 2016 at UC Berkeley's Lawrence Hall of Science. The conference is FREE and open to students from all over the SF Bay. #YESconf16. Get all the info here:

<http://www.sparetheairyouth.org/2016-yes-conference/>

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Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school. #YESconf16

Upload image of flyer or use this link: <http://www.sparetheairyouth.org/2016-yes-conference/>

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Attention SF Bay students! Do you have ideas for keeping our region free of pollution? Do you have solutions to fight climate change? Register for the 2016 YES Conference. Join your peers at this award-winning conference:

Upload image of flyer or use this link: <http://www.sparetheairyouth.org/2016-yes-conference/>

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Join students from around the San Francisco Bay Area to discuss transportation issues, learn how your decisions can impact climate change and share ways of encouraging others to walk, bike, take transit or carpool to school. #YESconf16. Check out a recap of the inaugural conference:

[https://youtu.be/nODEbbmcYNI?list=PLKctWCO0ug4h\\_7-Mum5rdcjR0hnk5w-yP](https://youtu.be/nODEbbmcYNI?list=PLKctWCO0ug4h_7-Mum5rdcjR0hnk5w-yP)

# Newsletter Announcement

**Note about photographs:** If using photographs included in the electronic toolkit, please credit photos to the appropriate author (which is noted in the folder name).

## Short

### **2016 YES Conference Date Announced**

On Saturday, January 30, 2016, students will have the opportunity to exchange ideas, participate in workshops and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities. Students are strongly encouraged to present and showcase their work at the conference by registering to become a presenter.

The 2016 YES Conference will be held at UC Berkeley's Lawrence Hall of Science (1 Centennial Drive, Berkeley, 94720). The conference is free and open to students from all nine San Francisco Bay Area counties. Breakfast and lunch will be provided and free shuttles are available from the North and South Bays. For complete conference information and to register, visit <http://www.sparetheairyouth.org/2016-yes-conference/>.

## Long

### **Students Invited to Attend Award-Winning Sustainability Conference**

Students from throughout the nine Bay Area counties will come together to discuss transportation, clean air, climate change and a healthy San Francisco Bay Area at the second Youth for the Environment and Sustainability (YES) Conference, scheduled for January 30, 2016, at UC Berkeley's Lawrence Hall of Science (1 Centennial Drive, Berkeley, 94720). The free day-long regional conference will bring together middle- and high-school students who are passionate about alternative transportation and are spearheading efforts in their communities to reduce pollution and congestion.

Conference organizers are encouraging students to [register for the event](#) as well as to get involved with development of content by signing up to present their own school or community efforts. Students, teen leaders, teachers and youth advisors can [submit proposals](#) to make a presentation, lead or participate in a panel discussion or guide an interactive session.

The 2016 gathering builds on the 2013 and 2015 conferences, which [received the 2014 Breathe California Award](#) in the Public Awareness category.

At the upcoming January 30 conference, students will have the opportunity to exchange ideas, participate in workshops, and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities. Participants will learn how they can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet.

There is no cost to attend the conference and breakfast and lunch will be provided. Parents and teachers are welcome. Students must have their parents' permission to attend. For complete conference details and to register, visit <http://www.sparetheairyouth.org/2016-yes-conference/>. Conference updates and related sustainability opportunities and resources are being posted to the [Youth for the Environment and Sustainability Facebook page](#).

The YES Conference is part of the Spare the Air Youth program and is sponsored by the [Metropolitan Transportation Commission](#) (MTC) and the [Bay Area Air Quality Management District](#) (BAAQMD). MTC is the Bay Area's regional transportation planning, coordinating and financing agency. BAAQMD is the agency responsible for protecting air quality in the nine-county Bay Area.

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## **Youth Conference to Promote Student Leadership in Sustainability**

Bay Area youth aren't waiting to take charge of their future. On Saturday, January 30, 2016, they'll be demonstrating their leadership and advocacy at the Youth for the Environment and Sustainability Conference in Berkeley. Dubbed the "YES Conference," this day-long program will promote sustainable transportation options, as well as climate change solutions developed by the youth themselves. Middle and high school students from across the nine-county San Francisco Bay Area will join teachers, parents and community leaders to discuss how students can help lead local efforts to reduce pollution, decrease congestion and improve street safety.

The Metropolitan Transportation commission (MTC) and the Bay Area Air Quality Management District (BAAQMD) created the YES Conference as part of their Spare the Air Youth Program, recognizing that the under-18 crowd could dramatically impact climate change by adopting cleaner transportation habits. Because car travel, including daily school trips, is a major source of pollution in the Bay Area, students' efforts to promote bike, transit, and carpool "can go a long way towards improving air quality," says BAAQMD Executive Officer Jack Broadbent.

The YES Conference is a "regional forum that gathers youth from around the Bay Area to talk about transportation and climate change issues in their communities," said MTC's Public Information Officer Leslie Lara, who has been on the YES Conference planning committee since its inception. A similar conference in New York City focuses exclusively on bicycling, while the National Safe Routes to Schools conference "is more for the practitioners than for kids," Lara said. The YES Conference, by contrast, is specifically intended to foster collaboration between students who live in very different communities so they can learn from each other. As such, the YES Conference aims to promote youth advocacy, communication and leadership skills along with healthy and sustainable transportation habits.

YES Conference participants will discuss the link between transportation and climate change, exchange community engagement and safety strategies, and learn practical skills like bike mechanics. Youth will also get to experience all the elements of a professional conference including poster sessions, keynote speakers, a choice of break-out sessions and complimentary breakfast and lunch with their peers, all at the University of California Berkeley's Lawrence Hall of Science.

Students are encouraged to start practicing sustainable transportation strategies even before they arrive on site. Shuttles will be provided between the Hall of Science and the Downtown Berkeley BART station, which is served by several bus routes as well. Participants from the North Bay and the South Bay are encouraged to catch a ride on one of the free YES Conference shuttle buses.

Detailed shuttle bus information for the YES Conference is available at: <http://www.sparetheairyouth.org/2016-yes-conference/>. Participants under 18 years of age must have parent/guardian permission to attend.

## E-mail Blast Invitation

### **Subject: Students Are Invited to Join Their Peers at Award-Winning Youth Conference**

Do you walk, bike, bus or carpool to school? Are you interested in improving the environment? Do you want to make a difference in your community? If your answers is **YES**, join the 2016 YES Conference!

The Bay Area Air Quality Management District and the Metropolitan Transportation Commission invite you to the award-winning:

### **Youth for the Environment and Sustainability Conference, YES!**

Students interested in transportation and climate change issues, clean air and a healthy environment are invited to the 2016 YES Conference. [Click here to register.](#)

<b>Who?</b>	Students from throughout the nine counties of the San Francisco Bay Area
<b>What?</b>	Attend the Youth for the Environment and Sustainability Conference, YES!
<b>When?</b>	Saturday, January 30, 2016 at 10 a.m.
<b>Where?</b>	University of California Berkeley's Lawrence Hall of Science 1 Centennial Drive, Berkeley, 94720
<b>Why?</b>	<b>It's FREE!</b>

On Saturday, January 30, 2016, middle- and high-school students from around the nine-county Bay Area will gather to exchange ideas, participate in workshops and share stories from their schools and communities about how youth can lead the way in promoting safe and healthy communities.

### **Breakfast and lunch will be provided.**

**Free shuttles available from Berkeley BART, the North Bay and the South Bay.**

**There will be games, raffle prizes, giveaways and fun!**

Learn how you can take advantage of alternatives like bicycling, walking, public transit and neighborhood carpooling to promote stronger communities and a cleaner planet. The YES Conference will educate, inspire and empower students to change transportation habits to reduce driving and promote clean air and physical activity. With a mix of poster sessions, games, workshops and inspiring speakers of all ages, students will have the opportunity to:

- Hear about innovative school projects other students have worked on;
- Learn how make a difference in their local communities; and
- Have fun!

Parents and teachers are welcome! For more information and to register, visit:

<http://www.sparetheairyouth.org/2016-yes-conference/>. Students must have their parents' permission to attend.

The YES Conference is part of the Spare the Air Youth program and is sponsored by MTC and BAAQMD. MTC is the Bay Area's regional transportation planning, coordinating and financing agency. BAAQMD is the agency responsible for protecting air quality in the nine-county Bay Area.

## Important Links

**Conference Web Page:** <http://www.sparetheairyouth.org/2016-yes-conference/>

**Registration to Attend:** <https://www.eventbrite.com/e/youth-for-the-environment-and-sustainability-yes-conference-tickets-18945956867>

**Registration to Present:** <http://www.sparetheairyouth.org/call-presentationssession-proposals>

**Facebook Page:** <https://www.facebook.com/YouthfortheEnvironmentandSustainability>

**Instagram:** <https://instagram.com/yesconference/>

**Conference Hashtag:** #YESconf16