

Spare the Air Youth



Technical Advisory Committee Meeting #15
September 16, 2015



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

YBIKE



Marin Transit

Goals:

- Increase public transit awareness and use at TAM and Redwood High Schools.
- Continue promotion of “Zero” Period Bus at Terra Linda HS.



Marin Transit

Methods:

- Partner with Student Leadership or Environmental Clubs.
- Conduct attitudinal surveys.
- Present benefits to 9th and 10th grade classes.
- Host Transit Race.



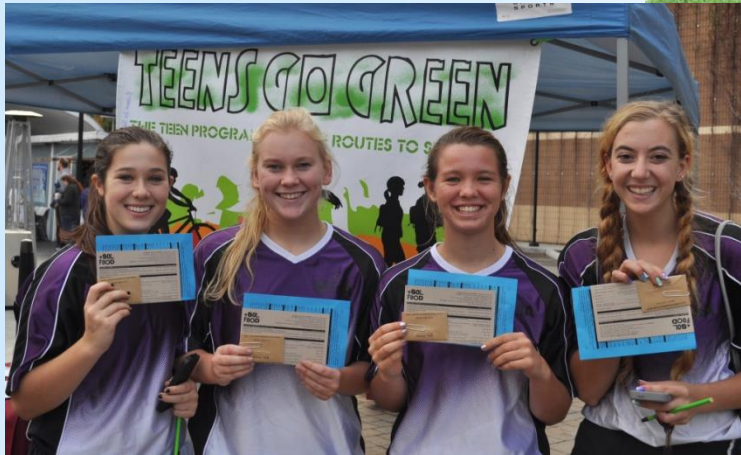
Marin Transit

Anticipated Results:

- Outreach to an estimated 1,000 students.
- Establish “zero” period bus route at Terra Linda HS.
- Demonstrate attitudinal shift.
- Evaluate additional transit needs at schools.



Marin Transit



SATURDAY, DECEMBER 6, 11 a.m. to 2 p.m.

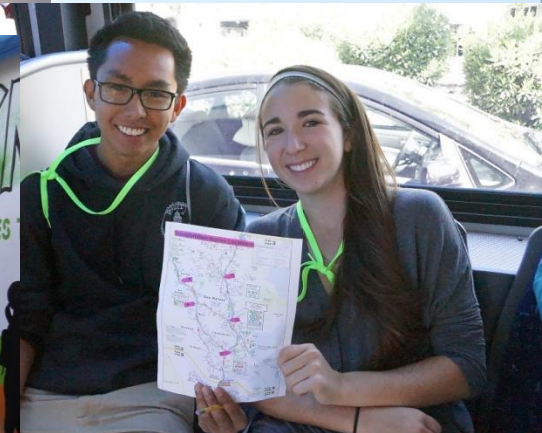
Transportation Nation



Join TLHS Students in an AMAZING BUS RACE starting from Northgate Mall

Form your team of 3 to 4 students. Register week of December 1.

WIN a GoPro!



Video Students After Race

MTC-STAY Family Biking Workshops Summer 2015



Family Biking Workshop Providers	Workshops 78 contracted +4 for July-October
2.1 Bike East Bay	8 of 8 workshops
2.2 Marin County Bicycle Coalition	8 of 8 workshops
2.3 Napa County Bicycle Coalition	14 of 20 workshops
2.4 SF Bicycle Coalition	13 of 12 workshops
2.5 Silicon Valley Bicycle Coalition	20 of 20 workshops
2.6 Sonoma County Bicycle Coalition	12 of 12 workshops



Overview

- 1 year and 6 months
- 240 visits
- 5600 repairs
- 50% increase in ridership
- 100+ bikes given away
- Bike Shop Guide













Aquarium of the Bay

BayMobile – Bringing the Bay Your Way!
Jeff Shreiber – Institutional Giving Officer
Daniel Elkin – k-12 Outreach Coordinator



Summer 2015
Program Statistics
Future of the BayMobile
The EcoCenter

Summer with the BayMobile

- Community Events
- Teacher Workshops
- SF Public Libraries & Summer Camps
- BayModel & EcoCenter
- Reached thousands of students and teachers around the Bay



BayMobile Running Totals

Statistics for programs executed during the 2014/2015 school year

- 145 trips, 495 programs, reaching approximately 12,874 students
- We have passed our initial goal of 450 programs for the school year

Statistics for all BayMobile programs

- 201 trips, 662 programs, reaching approximately 17,343 students



Special Events:

- 78 trips, 134 programs, reaching approximately 7,350 people.

The Future of the BayMobile

- Booked through the new year
- Over 70 requests since reservations opened on August 20th
- More events in the Fall, including BASF and Bioneers
- New schedule
- Expanding team and curriculum



spare the air OUR FUTURE'S SO BRIGHT

KINDERGARTEN-1ST GRADE

THEME: What makes the air in our world so clean? We have a variety of gases in our atmosphere that help us breathe. Some are good for us, but some are bad. One of the bad gases is called Carbon Dioxide, or CO₂. These gases are like a blanket, trapping in heat from the sun. This keeps the Earth's climate just right for all living things. However, with the addition of more CO₂ from driving our cars or burning coal for electricity, we're thickening the heat-trapping blanket. As this blanket becomes thicker it's almost like the Earth has a fever—it makes the atmosphere too warm for everything to thrive.

Most of the CO₂ in the atmosphere is due to technologies that have helped make life better for us: the video game, the laptop, the microwave, the toaster, and more. Almost all of these technologies use electricity, and most electricity comes from sources that give out carbon CO₂, including energy in a wonderful invention that has allowed us to power our homes and businesses: the coal power plant. Renewable energy like solar energy are coming to the forefront and becoming more widely available, and eventually, they may provide all of our electricity. We can create a more sustainable way of living.

AQUARIUM OF THE BAY
aquariumofthebay.org

WHAT DID YOU LEARN? Make a story about what you learned when the Bay Mobile visited your school.

FIRST	NEXT	THEN	FINALLY

The EcoCenter

- Bayview-Hunters Point
- Environmental education, public outreach, and community building
- A model for green living, sustainable resource use, and environmental justice
- New program inspired by BayMobile



Pilot Programs:

- Sept. 16 at EcoCenter
- Sept. 23 at Boys & Girls Club
- Sept. 30 at Bayview Opera House

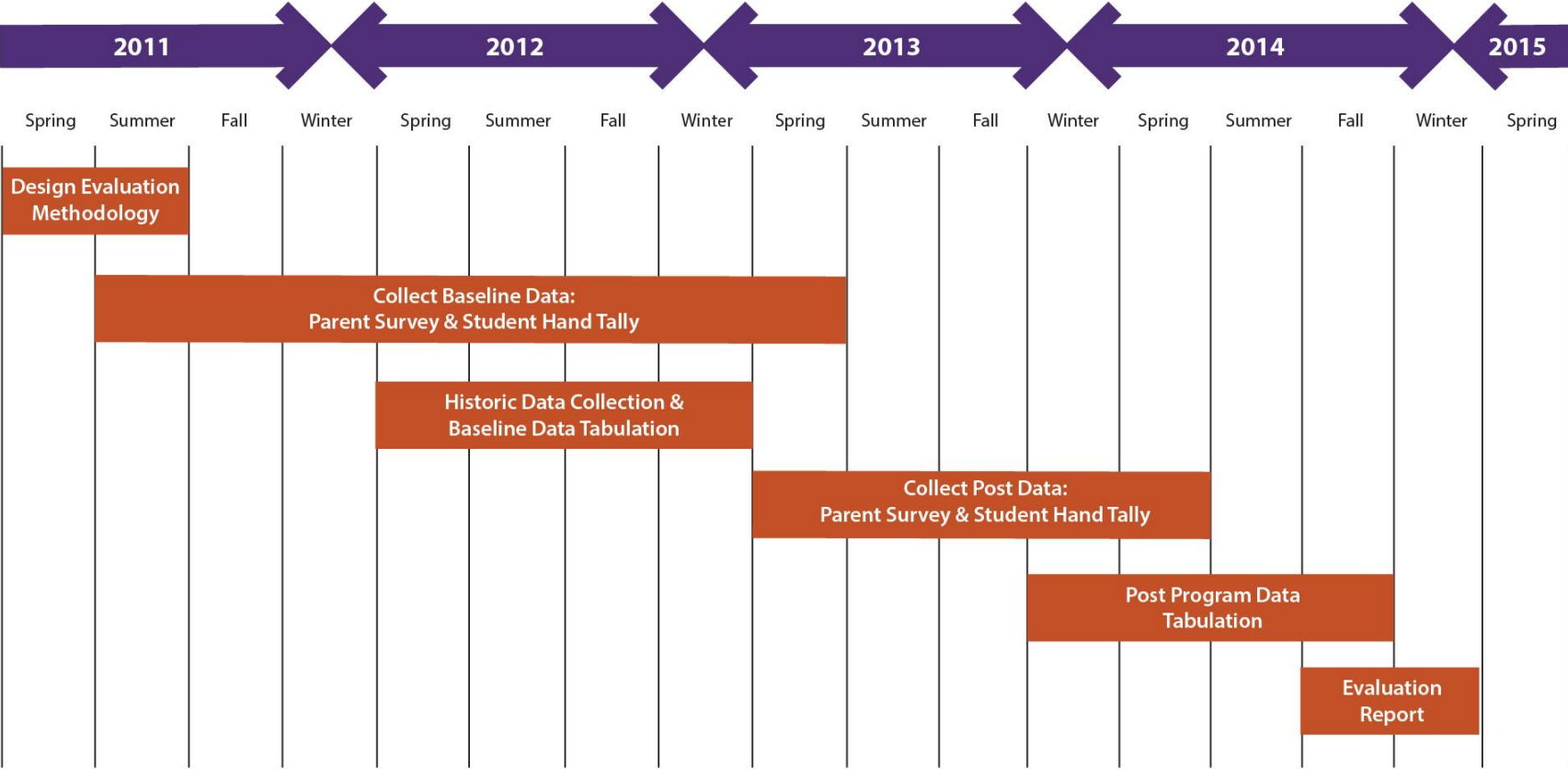
MTC Regional SRTS Evaluation



OneBayArea

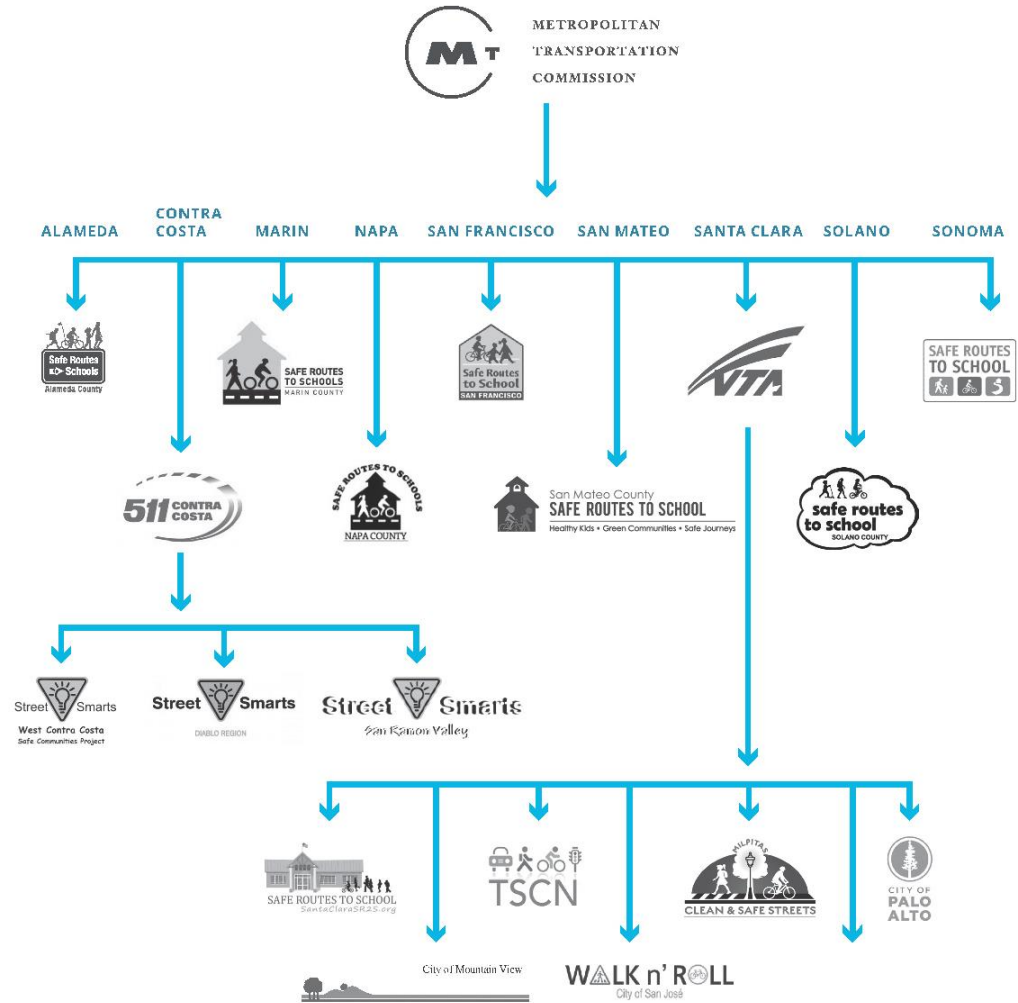


Evaluation Timeline



SRTS Overview

SAFE ROUTES TO SCHOOL IN THE BAY AREA



Regionwide Data Collected

STUDENT HAND TALLIES

1,000,000+ Trips
330 Schools
8 Counties



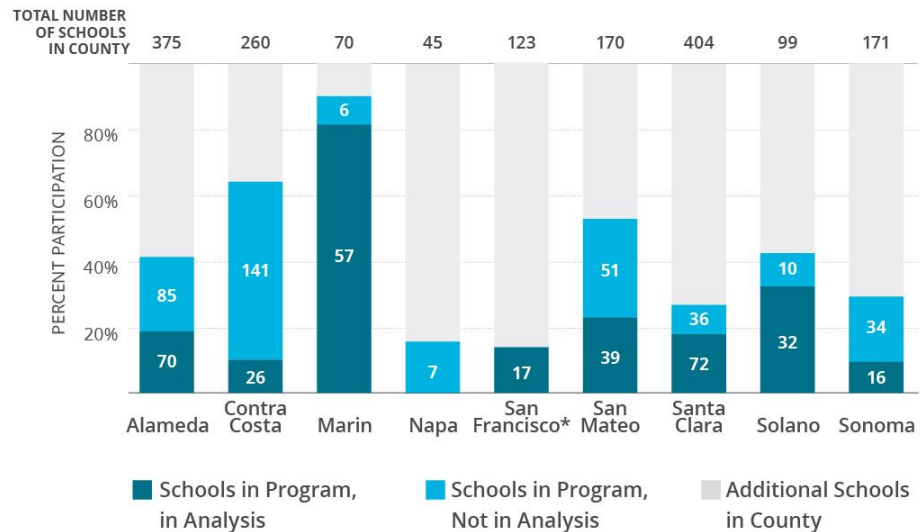
PARENT SURVEYS

23,000 Surveys
107 Schools
5 Counties



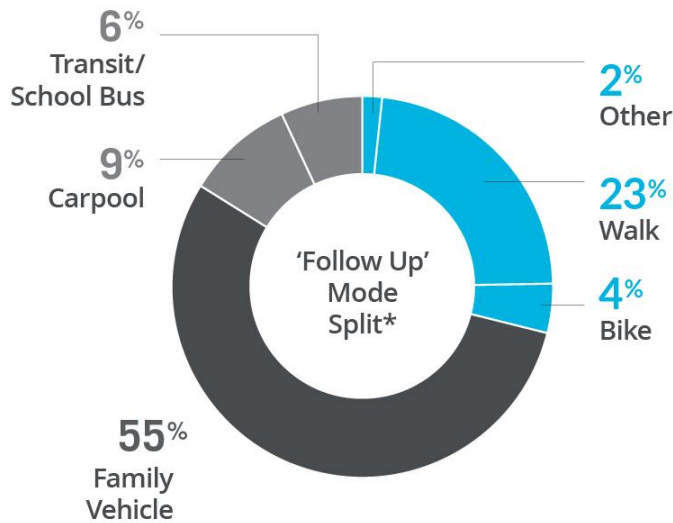
Schools in Analysis AND PARTICIPATING IN SRTS PROGRAMS BY COUNTY

The analysis is based on data from a selection of schools receiving funding in each county.

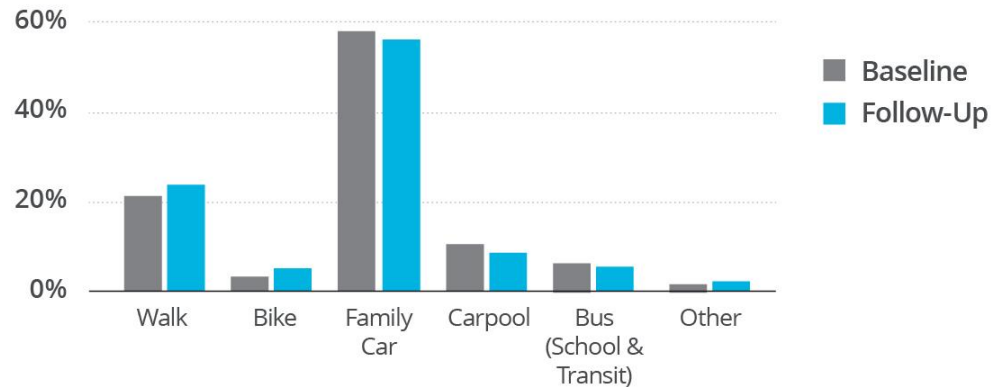


Overall Regional Evaluation Results

CURRENT MODE SPLIT



MODE SHIFT



+3% Walking rate

+14% Biking rate

-2% Use of family vehicle

Statistically significant to 95% confidence interval

Alameda County

BY THE NUMBERS

2006

Program began as a Caltrans grant-funded pilot program at two schools in Oakland.

16

School districts served.

FUNDING FOR 2011-2014:

\$3.2 MILLION

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

\$0.5M

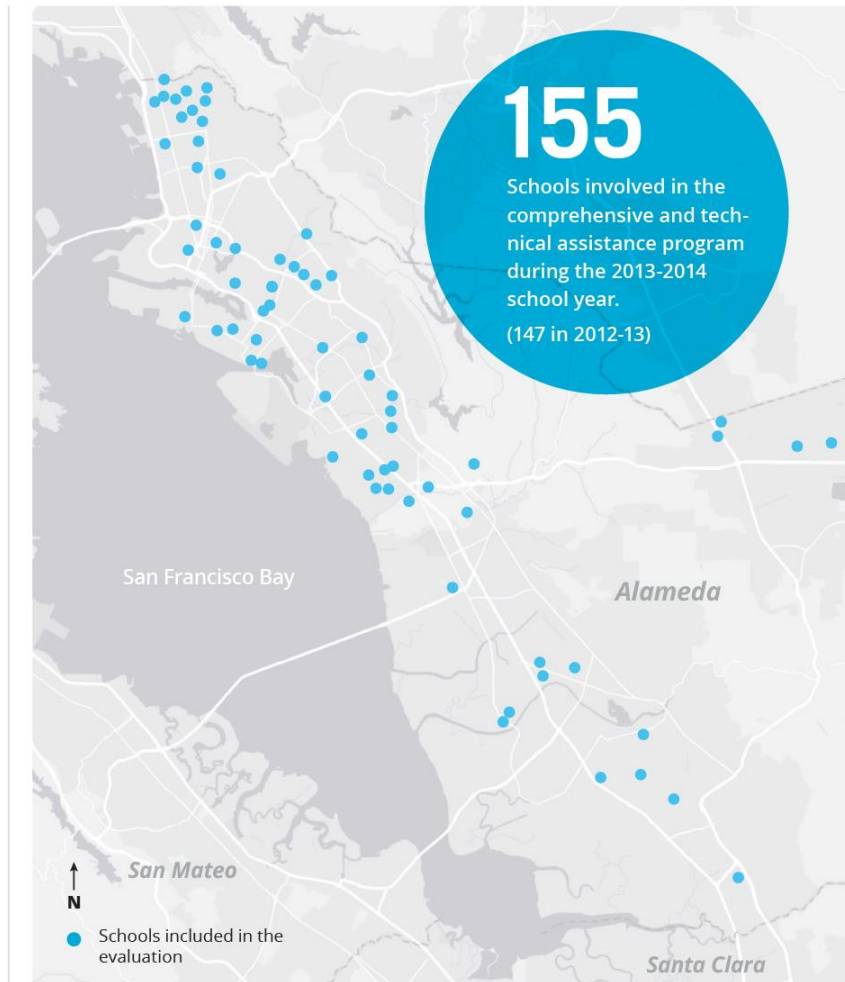
San Leandro Federal Cycle 3 SRTS grant and local Measure B funds.

\$0.5M

Climate Initiatives Creative Grant for BikeMobile.

\$0.27M

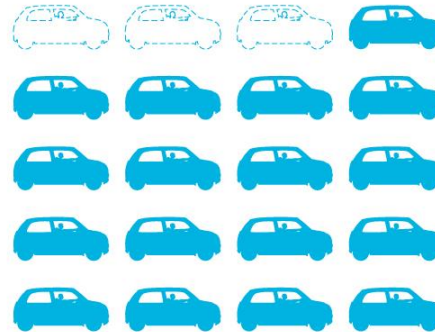
Measure B local transportation sales tax matching funds.



Alameda County

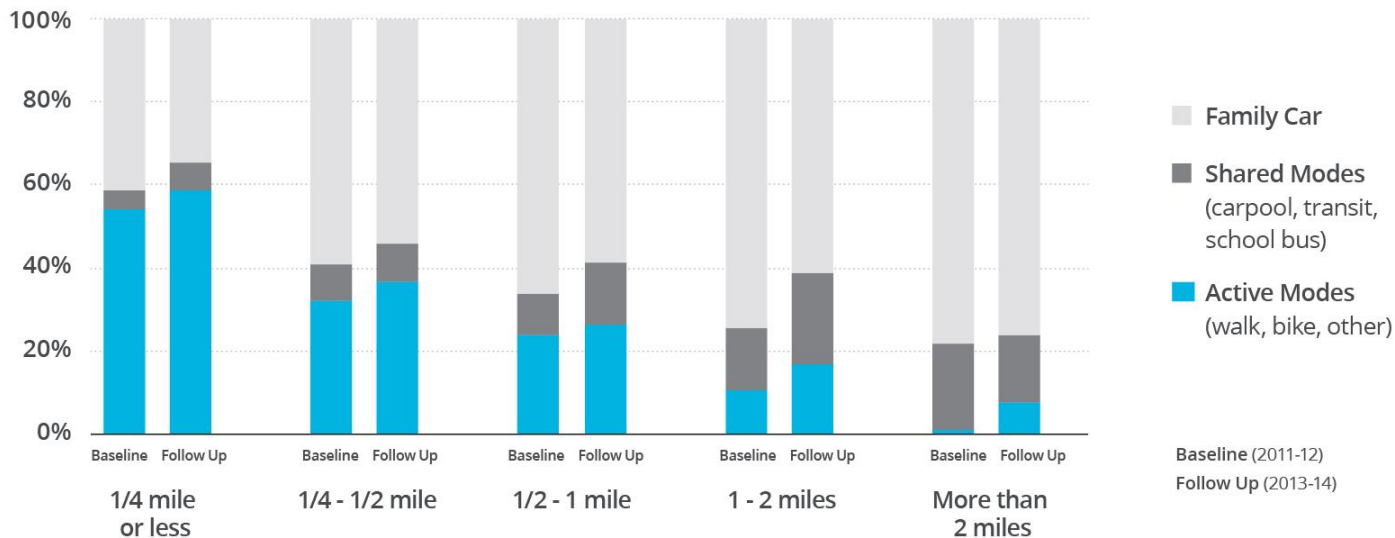


23% MORE STUDENTS BICYCLING TO SCHOOL



16% FEWER TRIPS BY FAMILY VEHICLE among students living within a quarter-mile of school (2% overall).

How Students Traveled to and from School by Distance Family Lives from School



Alameda County

Overall, the program saw a



9% REDUCTION
IN GREENHOUSE
GAS EMISSIONS



AVERAGE PER STUDENT
ANNUAL MILES BIKED



INCREASED
2.8 MILES

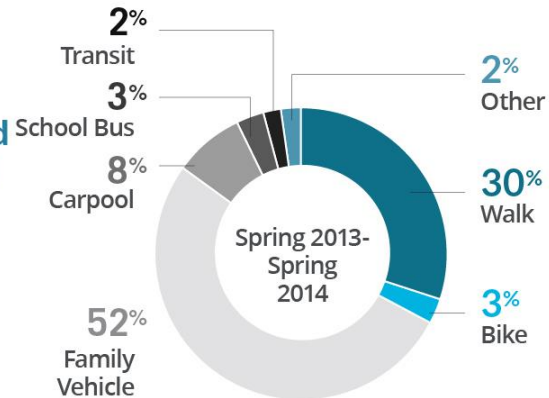


AVERAGE PER STUDENT
ANNUAL MILES DRIVEN
IN THE FAMILY CAR



DECREASED
6.2 MILES

How
Students
Currently
Travel to and
from School



2,208

HOURS OF
PHYSICAL ACTIVITY
INCREASED

due to students shifting
to active modes.

15%

more parents felt
that walking and
biking to school is fun
for their children.

92%

of schools participated
in International
Walk & Roll to School Day.

Contra Costa County

BY THE NUMBERS

3 SAFE ROUTES TO SCHOOL PROGRAMS

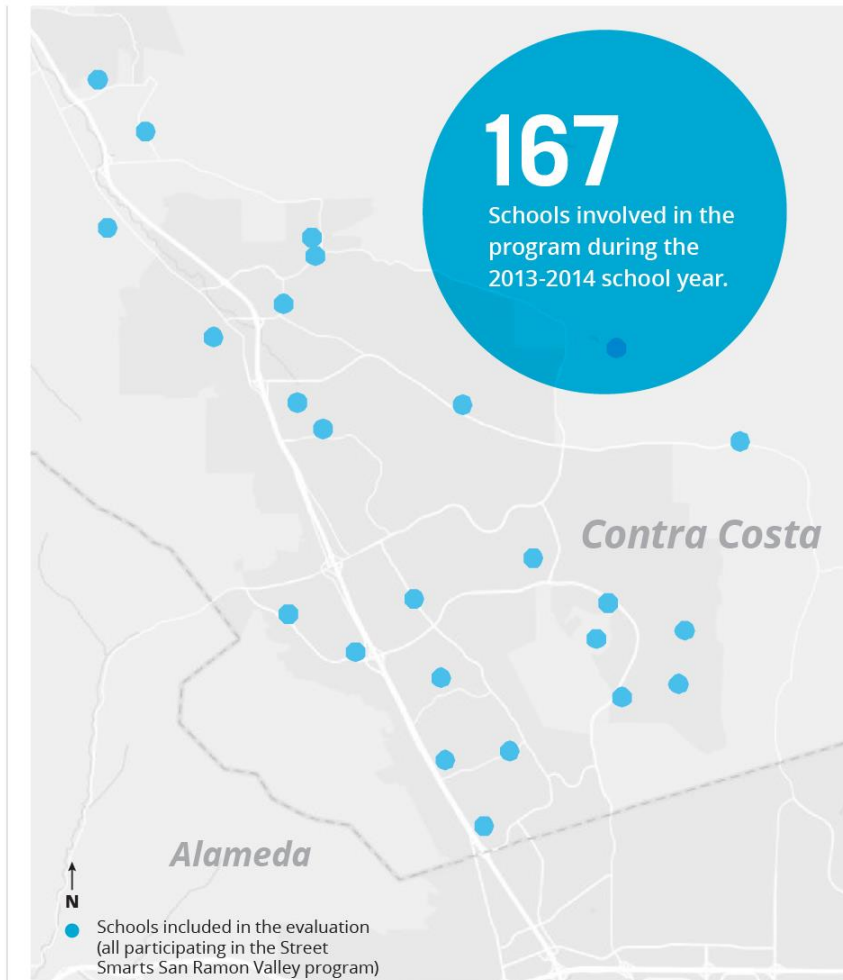
Street Smarts Diablo

covers Central and East County

San Ramon Valley Street Smarts

covers the San Ramon Valley

West Contra Costa Safe Routes to School covers Richmond, Hercules, Pinole, San Pablo, Concord, Pittsburg, and Bay Point



Contra Costa County

FUNDING FOR 2011-2014:

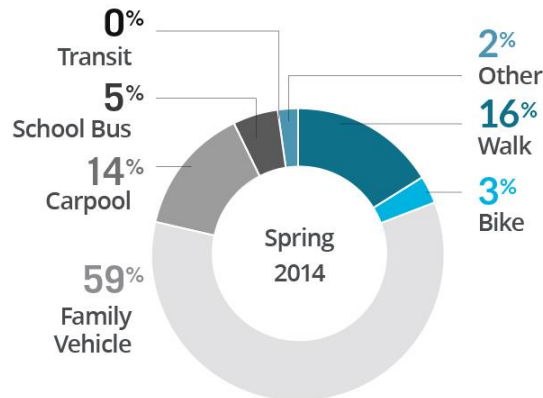
\$2.5 MILLION

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

\$10,000 Each

from City of San Ramon, Town of Danville, Contra Costa County, and San Ramon Unified School District

How Students Currently Travel to and from School



33% MORE STUDENTS RIDING THE SCHOOL BUS TO SCHOOL

between 2011 and 2014

Marin County

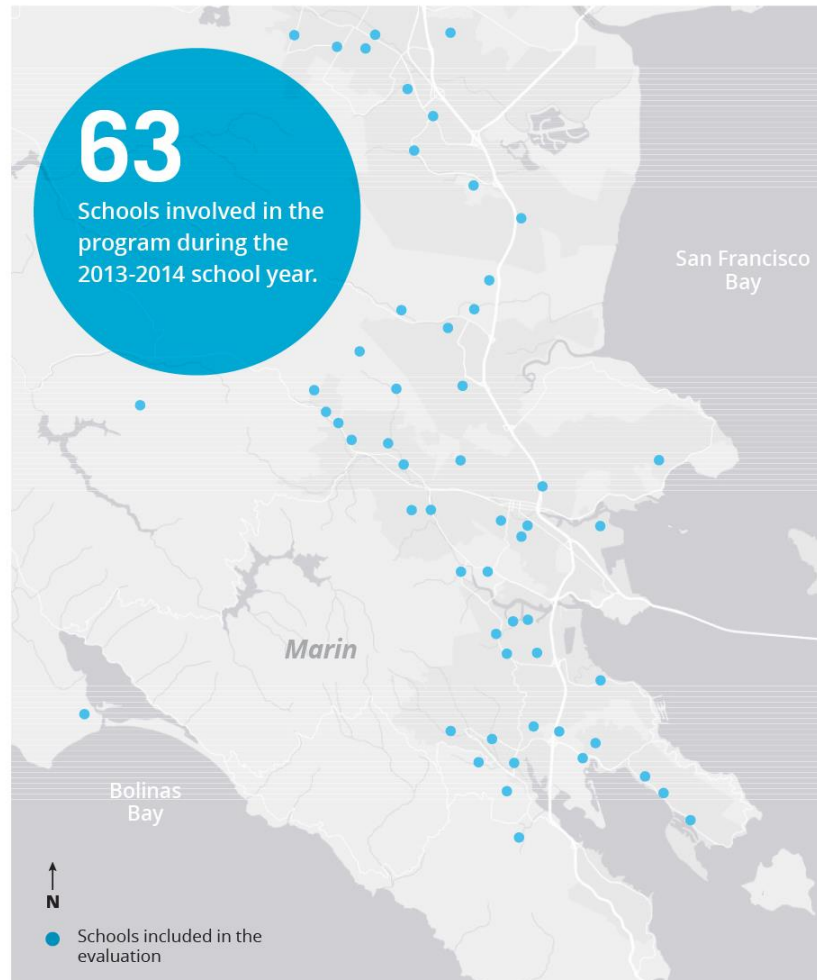
BY THE NUMBERS

2000

First funded by the National Highway Traffic Safety Administration to develop a national model Safe Routes to School program.

14

School districts served.



Marin County

FUNDING FOR 2011-2014:

\$475,000

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

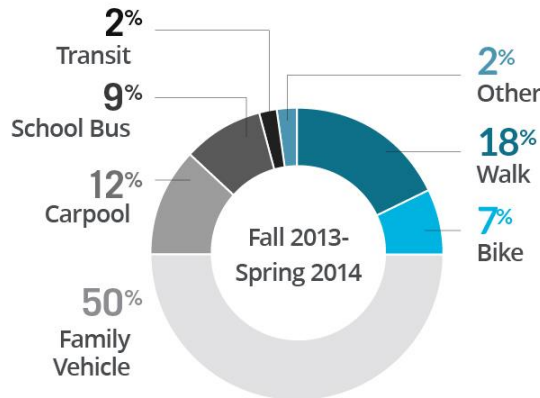
\$500,000

Annual Measure A sales tax funding for non-infrastructure programs

\$383,000

MTC SRTS Creative Grant for Green Ways to School program

How Students Currently Travel to and from School



20%

MORE STUDENTS BICYCLING TO SCHOOL

San Francisco

BY THE NUMBERS

2009 9 PARTNERS

Program began at five schools in San Francisco, funded by a Caltrans grant.

- San Francisco Department of Public Health
- San Francisco County Transportation Authority
- Shape Up San Francisco
- San Francisco Bicycle Coalition
- San Francisco Unified School District
- San Francisco Department of the Environment
- San Francisco Municipal Transportation Agency
- YBike
- Walk San Francisco

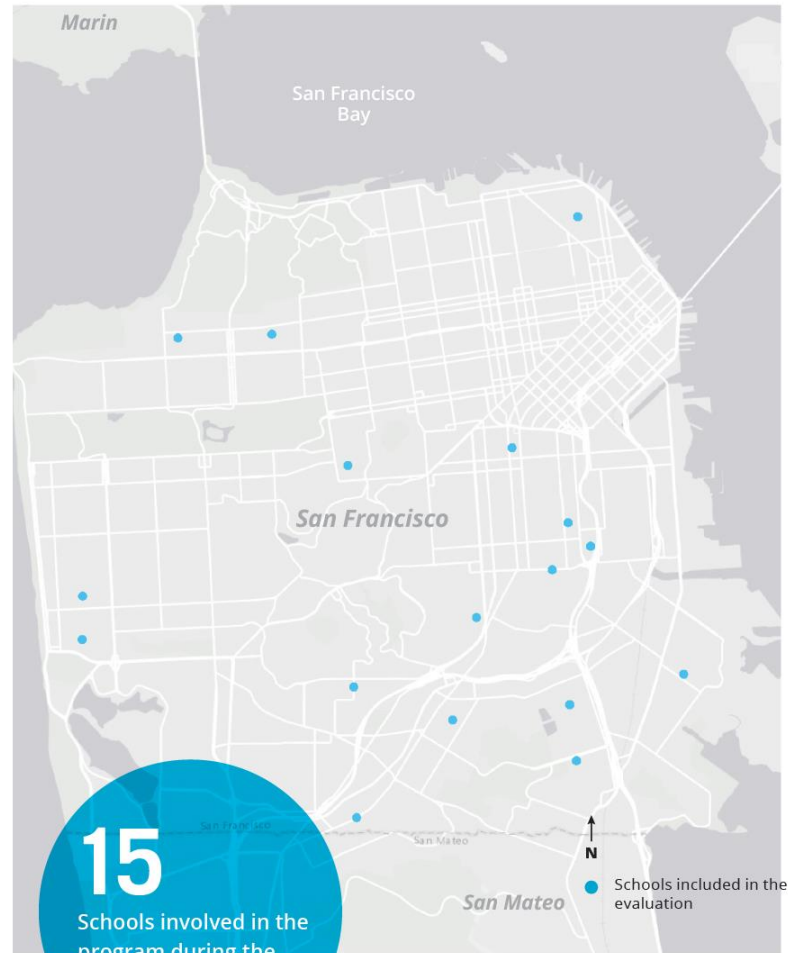
FUNDING FOR 2011-2014:

\$500,000

Cycle 1 RSRTS non-infrastructure funding from MTC's Climate Initiatives Program

\$90,000

Local match



San Francisco

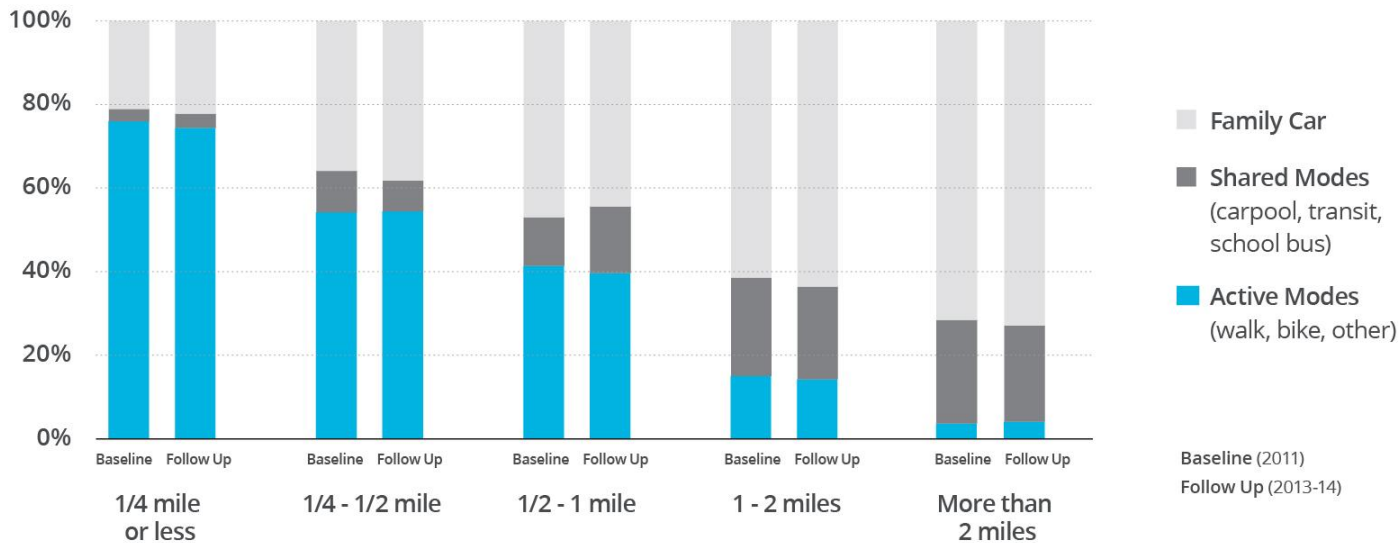


13% MORE STUDENTS BICYCLING TO SCHOOL between 2011 and 2014



37% INCREASE IN SHARED MODES among students living between a half-mile and a mile of school (carpool, school bus, and transit).

How Students Traveled to and from School by Distance Family Lives from School



San Francisco

Overall, between 2011 and 2014
the program saw a



0.2% REDUCTION
IN GREENHOUSE
GAS EMISSIONS



AVERAGE PER STUDENT
ANNUAL MILES BIKED



INCREASED
0.9 MILES

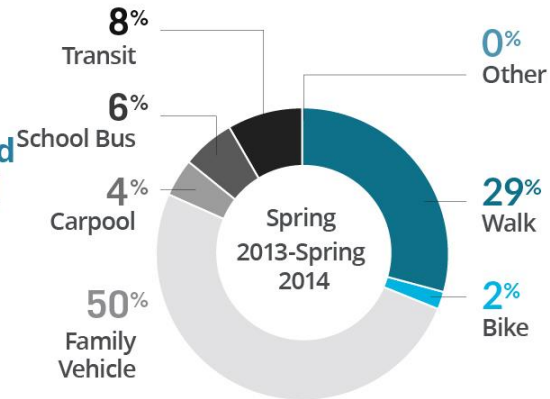


AVERAGE PER STUDENT
ANNUAL MILES DRIVEN
IN THE FAMILY CAR



DECREASED
0.6 MILES

How
Students
Currently
Travel to and
from School



5.8 Average number of Safe
Routes to School programs
offered at each school.*

17 Schools participated in
Bike Safety Lessons.

12 Schools participated in
Walking School Bus and
Walk & Roll programs.

San Mateo County

BY THE NUMBERS

2011

Began Countywide Safe Routes to School program providing outreach, education, and encouragement activities and performing walkability/bikeability audits at school sites.

17

School districts out of 23 served via Safe Routes to School coordinators (2012-13 school year).

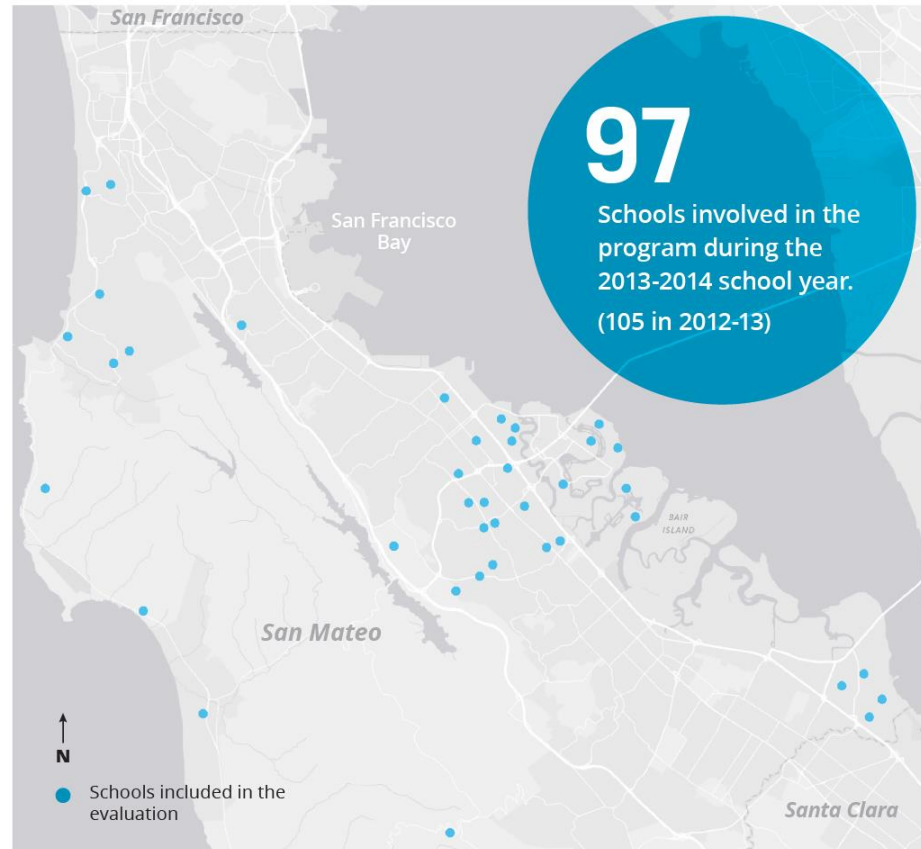
FUNDING FOR CYCLE 1:

\$1.4 MILLION

RSRTS funding from MTC's Climate Initiatives Program (2011-12 to 2012-13)

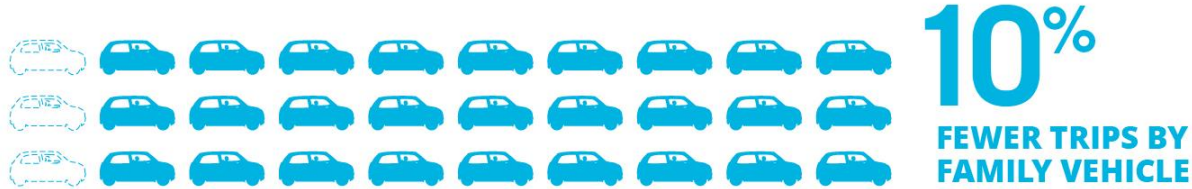
\$571,000

C/CAG Measure M funds



San Mateo County

TRANSPORTATION CHANGES BETWEEN 2012 AND 2014:

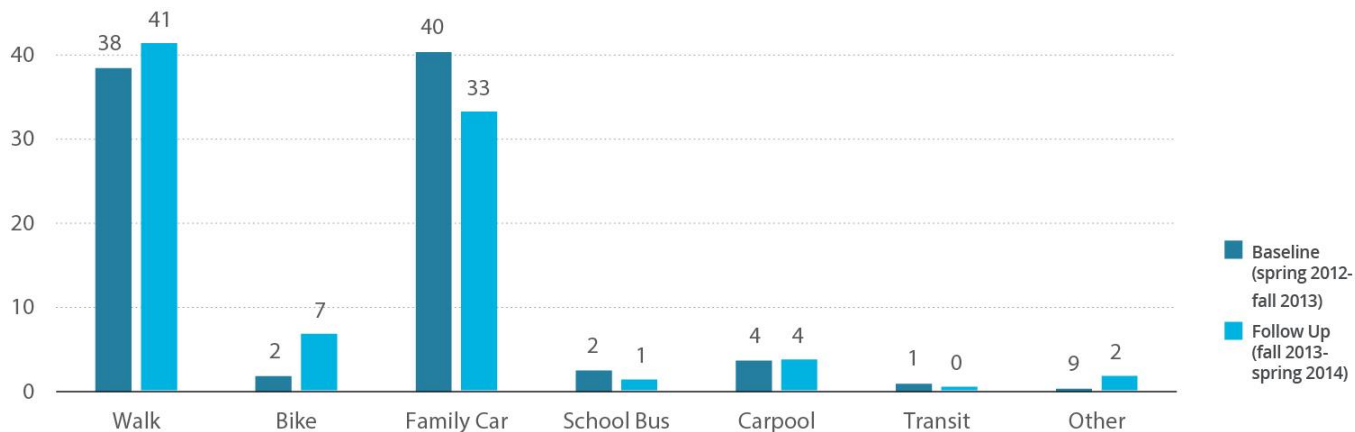


27% MORE STUDENTS
WALKING
TO SCHOOL



142% MORE STUDENTS
BICYCLING
TO SCHOOL

Change in Average Per-Student Annual Miles Traveled



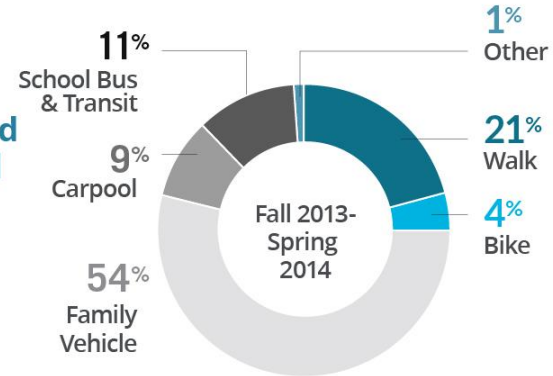
San Mateo County

Overall, between 2012 and 2014
the program saw a



17% REDUCTION
IN GREENHOUSE
GAS EMISSIONS

How
Students
Currently
Travel to and
from School



AVERAGE PER STUDENT
ANNUAL MILES BIKED



INCREASED
4.8 MILES



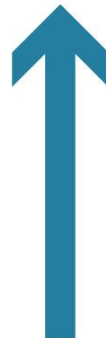
AVERAGE PER STUDENT
ANNUAL MILES DRIVEN
IN THE FAMILY CAR



DECREASED
7.2 MILES



Due to students shifting
to active modes,



**PHYSICAL
ACTIVITY
INCREASED**
**15,865
HOURS**

Santa Clara County

BY THE NUMBERS

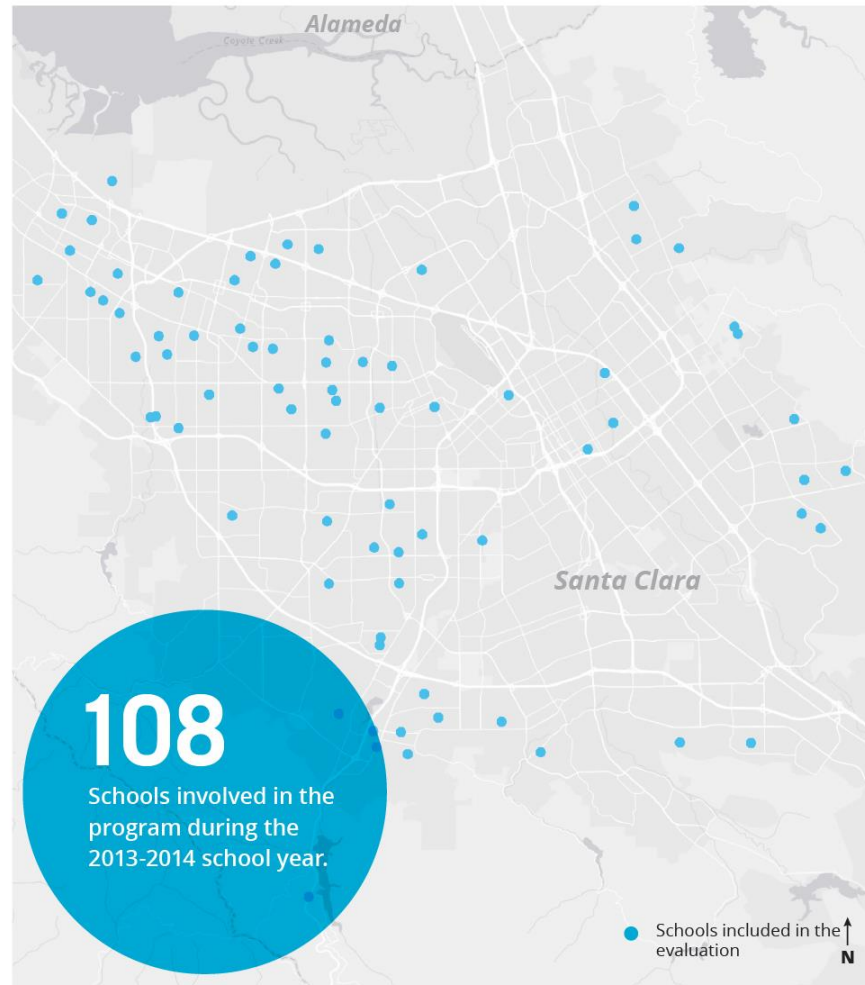
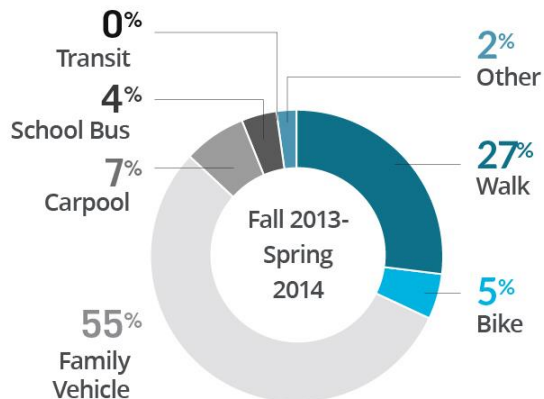
5 Safe Routes to School Programs supported by Regional SRTS funding.

FUNDING FOR 2011-2014:

\$4.04 MILLION

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

HOW STUDENTS CURRENTLY TRAVEL TO AND FROM SCHOOL



Santa Clara County

Overall, the program saw a



AVERAGE PER STUDENT
ANNUAL MILES WALKED



INCREASED
5.7 MILES



11% REDUCTION
IN GREENHOUSE
GAS EMISSIONS



AVERAGE PER STUDENT
ANNUAL MILES DRIVEN
IN THE FAMILY CAR



DECREASED
6.2 MILES

6%

more parents felt
that walking and
biking to school is fun
for their children.

6%

more parents felt
that walking and
biking to school is
something they wish
they did more often



90,755

HOURS OF PHYSICAL ACTIVITY

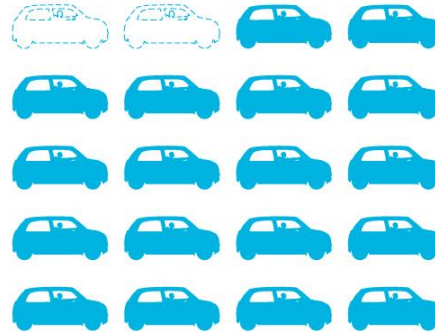


INCREASED
due to students shifting
to active modes.

Santa Clara County

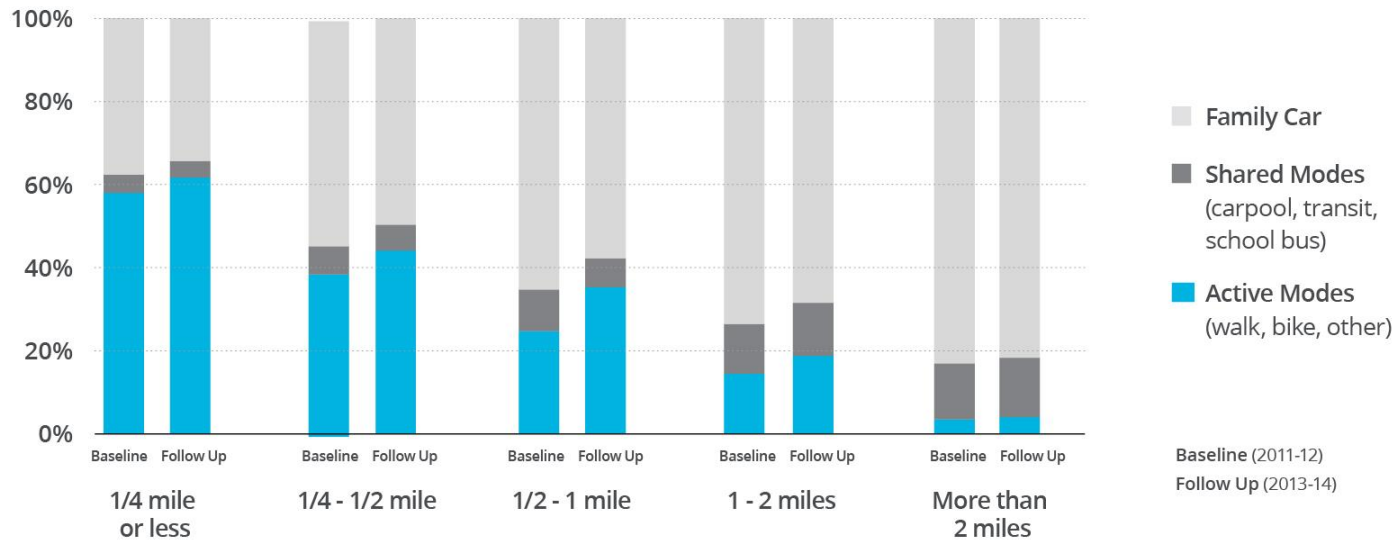


4% MORE STUDENTS WALKING TO SCHOOL



11%
FEWER TRIPS BY FAMILY VEHICLE
 among students living within a half-mile to a mile of school (2% overall).

How Students Traveled to and from School by Distance Family Lives from School



Solano County

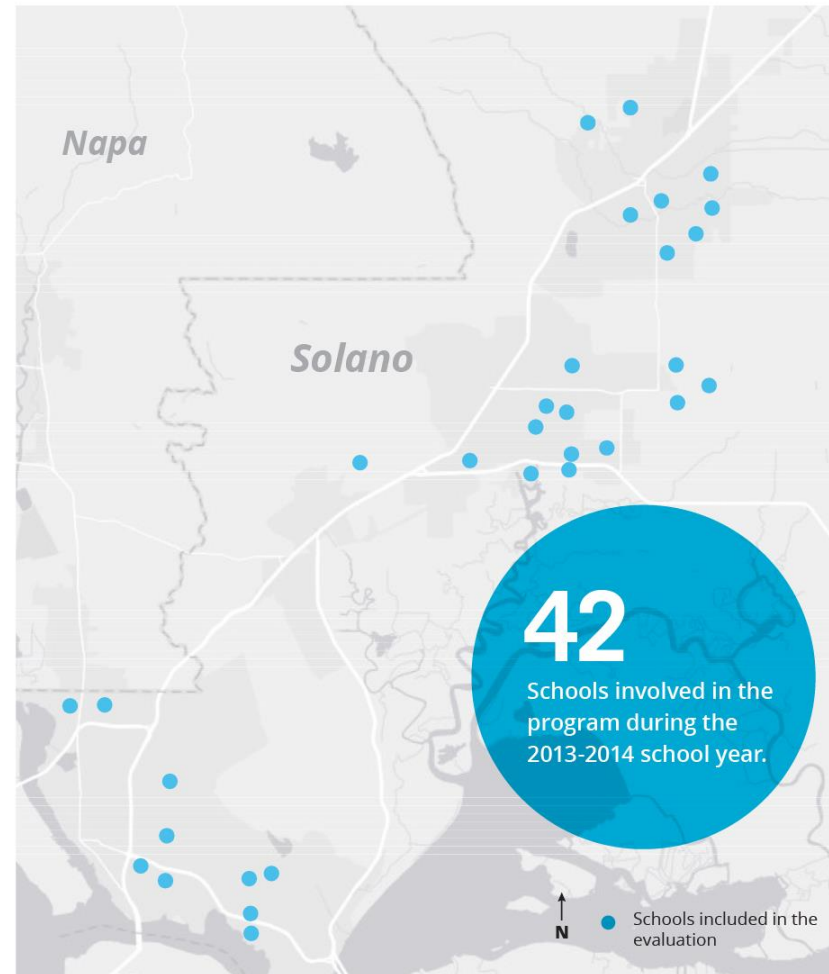
BY THE NUMBERS

2008

Program began as a Caltrans grant-funded infrastructure and non-infrastructure program.

7

School districts served.



Solano County

FUNDING FOR 2011-2014:

\$942,000

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

\$250,000

MTC SRTS Creative Grant for Mapping project.

\$500,000

Federal SRTS grant for walking school bus program.

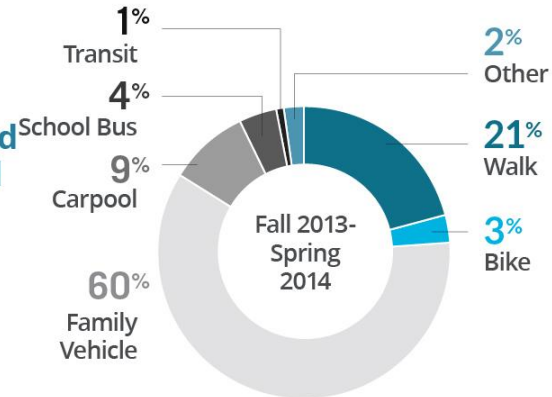


6%

MORE STUDENTS WALKING TO SCHOOL

between 2011 and 2014

How Students Currently Travel to and from School



Sonoma County

BY THE NUMBERS

2007 **11**

First program was funded in Sebastopol through a Federal Safe Routes to School grant.

School districts served.

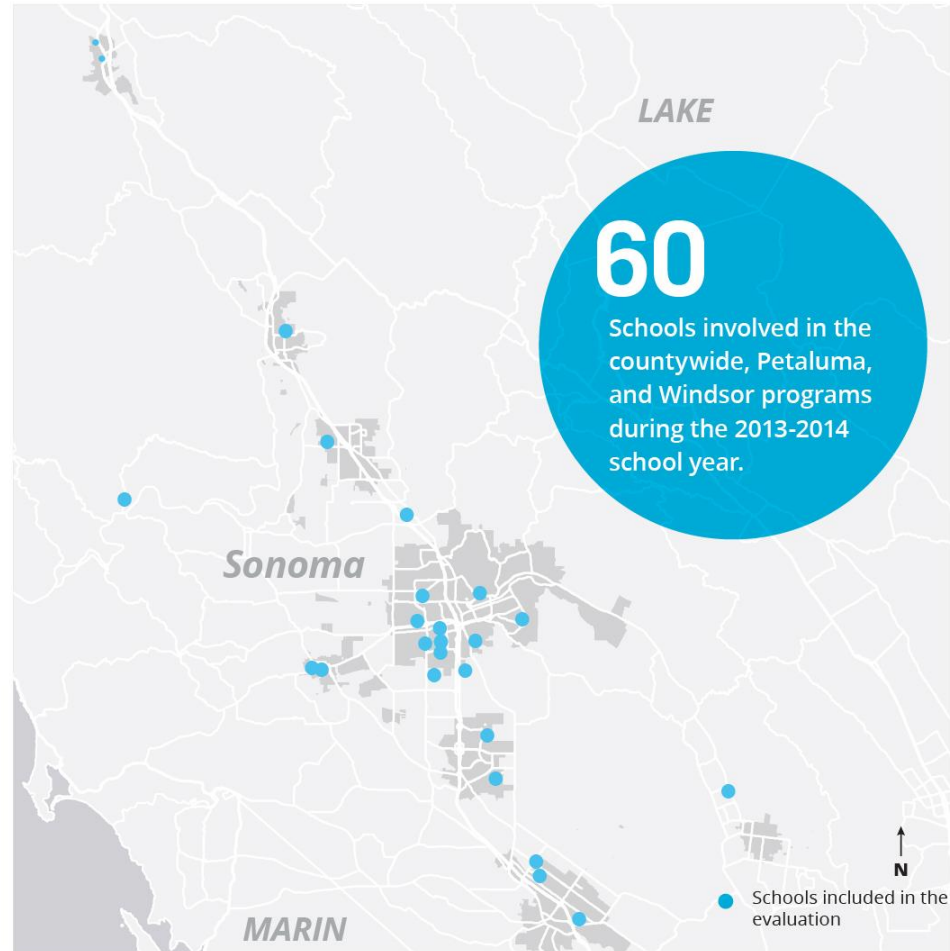
FUNDING FOR 2011-2014:

\$1.03 MILLION

Cycle 1 RSRTS funding from MTC's Climate Initiatives Program

\$130,000 Federal SRTS grant for City of Petaluma

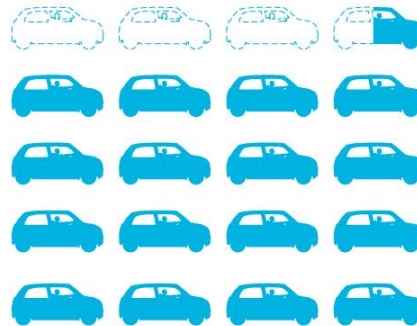
\$310,000 Federal SRTS grant for Town of Windsor



Sonoma County

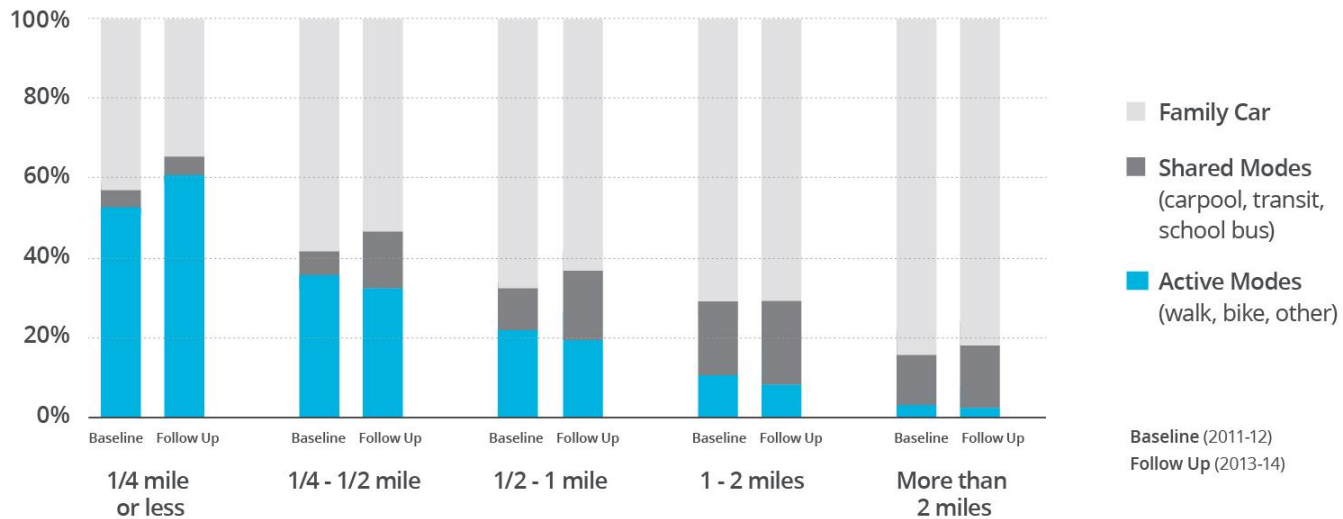


30% MORE STUDENTS WALKING TO SCHOOL
between 2011 and 2014



17%
FEWER TRIPS BY FAMILY VEHICLE
among students living within a quarter-mile of school (4% overall).

How Students Traveled to and from School by Distance Family Lives from School



Sonoma County

Overall, the program saw a



AVERAGE PER STUDENT ANNUAL MILES BIKED



INCREASED
1.7 MILES



AVERAGE PER STUDENT ANNUAL MILES DRIVEN IN THE FAMILY CAR



DECREASED
3.4 MILES

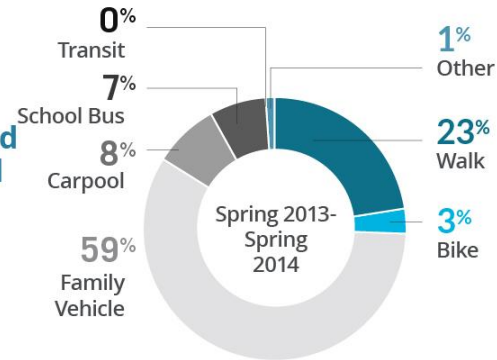


2,702 HOURS



OF PHYSICAL ACTIVITY
INCREASED
due to students shifting to active modes.

How Students Currently Travel to and from School



6% REDUCTION
IN GREENHOUSE GAS EMISSIONS

7%

more parents felt that walking and biking to school is fun for their children.

32%

more parents felt that walking and biking to school is something they wish they did more often.

Lessons Learned and Key Successes

PARTICIPATING STUDENTS
WALKED ALMOST

200,000
MORE MILES



AND BIKED ALMOST

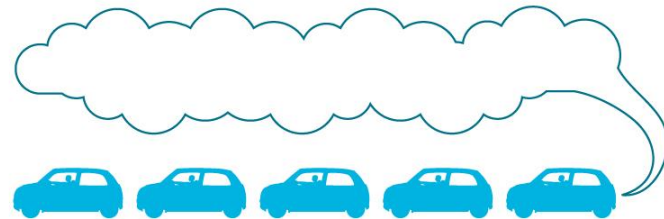
150,000
MORE MILES
ANNUALLY



ON AVERAGE, PER-STUDENT ANNUAL
MILES DRIVEN IN THE FAMILY CAR



DECREASED
6.2 MILES



10.7% *On average, trips 1 mile
or less from school saw a*
REDUCTION
IN GREENHOUSE GAS EMISSIONS

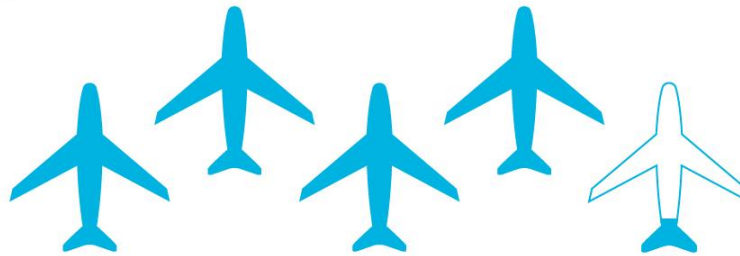
Lessons Learned and Key Successes

**SRTS AT ALL SCHOOLS COULD
REDUCE AS MUCH AS**

of greenhouse gas emissions from
transportation due to school trips.
That's the weight of

1,900 TONS

**4.2 JUMBO
JETS***

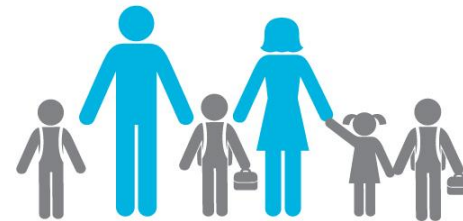


In the **first two years** of offering SRTS programs,
schools show a

31% INCREASE

in active modes (walking, biking, and other),
with an average of **13% increase thereafter.**

Activities that resulted in
INCREASING ACTIVE TRANSPORTATION:



FREQUENT WALK AND ROLL programs
WALKING SCHOOL BUSES
BIKE TRAIN programs

Spare the Air Youth YES! Conference



Yvonna Cázares
Bay Area Air Quality Management District



The What, Why and How of Fire Up Your Feet Earn Awards to Support Healthy, Active Students and Schools

Fire Up Your Feet Fall Activity Challenge – Spare the Air Youth TAC Meeting
Rosie Mesterhazy, Fire Up Your Feet Manager, Safe Routes to School National Partnership
Sept. 16, 2015

About Me

ROSIE MESTERHAZY
FIRE UP YOUR FEET MANAGER

rosie@saferoutespartnership.org
510.465.2087



I manage Fire Up Your Feet in Northern California, Colorado, Metro Atlanta and Wisconsin and work to engage families, schools, and PTAs in creating active schools nationwide. I lead programmatic implementation of Fire Up Your Feet within school communities, assist with developing program resources, and train partners and volunteers.

I've been moving with the Safe Routes to School program for almost 10 years! I live in Oakland and walk, bike and BART everywhere. I'm still a proud owner of NO car, and am looking forward to buying a cargo bike that I can take my son Jonathan on rides with once he is old enough.



Safe Routes
to School
National
Partnership



About the National Partnership

We are a nonprofit organization that improves the quality of life for kids and communities by promoting **active, healthy lifestyles** and safe infrastructure that **supports bicycling and walking.**

What is Fire Up Your Feet?

- Fire Up Your Feet is an awards-based program of the Safe Routes to School National Partnership aimed at encouraging families, students and schools to create active lifestyles. Kaiser Permanente is a sponsor and the National PTA is our family engagement partner.
- Fire Up Your Feet offers yearly fall and spring Activity Challenges.
- Fire Up Your Feet Awards are unrestricted funds that directly support a school-based health and wellness initiative of the school's choice.
- Awards are given to schools with the highest number of students, plus parents, guardians, and school staff tracking one or more physical activities during the Challenge, divided by total school enrollment.



Fall Activity Challenge: Oct. 1-31

Why Fire Up Your Feet

- Everyone can contribute to winning awards.
- Involves entire school community on health discussions.
- Added incentive for any activity.
- More than \$41,000 in awards available to 50+ CA K-8 schools this fall.
- 75% of participants reported an increase in physical activity during the Challenge.



What does success look like?

This challenge increased student awareness about their activity level and the importance of being active as part of a healthy lifestyle. In our society filled with childhood obesity, educating children on how to take care of their bodies is of utmost importance!

-Jefferson Elementary, Sonoma



FIRE UP YOUR FEET AT CHERRYLAND ELEMENTARY SCHOOL

Exp: Davis Student Leadership Club

As a service project, students reach out to middle and elementary schools to encourage participation in the Fire Up Your Feet Activity Challenge.

Club leader learns about Fire Up Your Feet from parent leader.

Club downloads the Fire Up Your Feet group tracking toolkit, then shares the opportunity with local PE teachers to encourage participation.

Paper trackers distributed to PE teachers at participating schools, who distribute them to students.

Students return completed paper trackers and opt-out forms (if there are any) to PE teachers

Leadership group collects forms and logs them into the Fire Up Your Feet online tracker.

Example outreach

**UP
YOUR
FEET!**

Activity Challenge Information and Student Opt-Out Form

This form is not required by Fire Up Your Feet to participate in the Activity Challenge

Dear Parents and Guardians,

Your family is invited to participate in our school's Fire Up Your Feet Activity Challenge. The Challenge is a friendly and healthy "competition" that encourage families, students and schools to work together to create active lifestyles that keep families healthy and help kids improve academic performance. Fire Up Your Feet is a core program of the Safe Routes to School National Partnersip, the family engagement partner for the National PTA and funded in large part by Kaiser Permanente.

Schools with the most family and school staff participation have the chance to win a portion of more than \$100,000 in awards being offered nationally!

During the Activity Challenge, your child may fill out an activity log (similar to a reading log), or a teacher or school staff member may log your child's activity each week. Examples of activity may include walking or biking to school, recess, PE class or other sports or outdoor activities. As a parent, you can track your own activity either online or using a paper tracker as well. If you are using a paper tracker, your school may collect your activity log and enter the information into your school's online account.

Fire Up Your Feet may collect some information about your child including name, school, and type of physical activity completed during the month. This information will be entered online by school designee and used to calculate your school's eligibility for a Fire Up Your Feet Challenge Award. Any personally identifiable information will not be shared with any individuals or parties outside of Fire Up Your Feet.

As a parent, you also have the option of registering online and tracking your child's activity through your personal account. If you wish to sign up and track your child's activity rather than having the school track for your child, go to www.fireupyourfeet.org to register. Note: If your child's activity is being tracked at school please do not also track their activity at home as adding them at home will create a duplicate entry.

OPT-OUT INDICATOR

Returning this signed form to the school indicates a request that your child **NOT** participate in the Fire Up Your Feet Activity Challenge.

Student Name: _____ Date: _____

Parent/Guardian Signature: _____

More information about the Fire Up Your Feet privacy policy is available at fireupyourfeet.org/privacy-policy



California
**FIRE
UP
YOUR
FEET!**

Fire Up Your Feet Rewards Active Families and Schools!

\$41,000 in awards for California K-8 schools!

Fall Activity Challenge: October 1-31

Winning is as easy as 1-2-3!

- 1. Click it!** Register today at fireupyourfeet.org.
- 2. Track it!** Track your physical activity using our easy online Activity Tracker. Bicycling, walking, recess – all activity counts!

FIRE
UP
YOUR
FEET!

Now let's try it! fireupyourfeet.org

FIRE
UP
YOUR
FEET!

PROMOTE
RESOURCES

TRACK
GET MOVING

AWARDS
PROCESS

ABOUT NEWS FUNDRAISING CONTACT US LOG IN

REGISTER / INSCRIBETE



MOVING YOU

The Fire Up Your Feet Program helps encourage families, students and schools to work together and create active lifestyles which inspire our children to be healthy and physically active. Everything is here to help you walk more, play more, and find the joy of being physically active as a family and in your school.

LEARN MORE >



A photograph of two young children, a girl and a boy, climbing a rope structure. The girl on the left is wearing a pink shirt and has a wide smile. The boy on the right is wearing a red shirt and is also smiling. They are both holding onto thick white ropes. The background is a blurred green, suggesting an outdoor setting.

**FIRE
UP
YOUR
FEET!**

Next Steps

- Register and track one activity for yourself at www.fireupyourfeet.org/user/register
- Obtain school permission
- Develop a strategy
- Promote the Challenge using communication tools

Thank You! Questions?

Information Sharing & Upcoming Events