

MEETING MINUTES

Spare the Air Youth Program

Meeting Title: Spare the Air Youth Technical Advisory Committee Meeting #16
Date: December 3, 2015
Location: Fishbowl Conference Room, MTC Headquarters
Notes by: Hannah Day-Kapell, Alta Planning + Design

The red text below is meeting minutes; the text in black is the original agenda items.

Attending on the phone:

- Ernesto Lizaola, SVBC
- Anne, SVBC

1. Welcome and Introductions (10 minutes)
2. Youth for the Environment and Sustainability (YES) Conference (20 minutes)
–Yvonna Cazares, *Air District* and Connor Clausen, *MTC*
 - Yvonna provided an update about the conference to be held on January 30th at Lawrence Hall of Science. To date, 80 students have registered and presentations have been made to at least 15 youth advisory boards or commissions around the Bay Area. Capacity for the conference is 300, and organizers are aiming for 250.
 - Connor presented prizes/incentives and announced that a bike (via gift certificate) will be a large prize, a Microsoft Surface or iPad for presenting is also being considered. There will be four main awards with plaques.
 - Hannah indicated that every student will get a swag bag, but the team wants to incentivize presentations and award the best ones. There were also be some raffles to encourage students to stay all day.
 - Hannah asked the TAC for feedback regarding plaques/certificates. Nora suggested that a paper certificate would be more useful than plaque. A gift card as a reward would also work. A letter may be provided to all speakers with paper certificate. The group indicated that presenting a school with the plaque could be good and also provide an opportunity for press releases announcing the plaque being given to the school.
 - Wendi suggested a certificate from congressman or state senator. Conference organizers will market certificates when asking for presentations.
 - The group discussed how plaques would be awarded and indicated that a student vote wouldn't work because the school with most students represented would most likely win and not every student hears all presentations.
 - Other discussion was about getting students to interact with others in their own county at the conference. Ideas included carving out 20 minutes of time toward the end of the conference or having students coordinate during lunch.
 - A question was asked about whether the focus is on careers or projects now occurring in high school. Hannah indicated that there was a career panel in the past, but it wasn't very successful. There is potential to make it more interactive with a focus on young professionals and/or internships.

- Gwen suggested Anna Garfink, a student who was involved with program for 8 years and is now working in San Francisco on a related project after finishing college.
- Other comments regarding the conference included a roundtable format being more desirable for students and more down time during the conference. Organizing a tour of the UC Berkeley campus after the conference ends was also suggested.
- Shuttle stops will be posted up on website next week. If others bring a school bus of students, they can drive right up to Lawrence Hall and park.
- Current registrations show some counties more represented than others. Napa has no registered students. Organizers can send out current registration numbers by county so the group is aware and can target their contacts to participate.
- There will be no adult speakers this year, but several youth speakers. Izzy Rader will be master of ceremonies. To date there have only been three session proposals submitted. The deadline is December 8th and a reminder will be sent out. Proposals will continue to be accepted after the deadline. If a group knows they're going to submit a proposal, but will not meet the deadline, they should email Hannah to let her know.

3. Updates from Phase II Grant Projects (50 minutes)

- a. Youth Ambassador Program, *YBike*
 - Susie announced that staff had been hired to co-lead programs, and that there was a late start because of hiring issues she mentioned during the last TAC meeting.
 - The last STAY funded club going on at El Granada Elementary School with 4th and 5th graders. Students are leading rides to their neighborhood and back. There is a wide range of knowledge levels and more skilled students are helping others learn.
 - A new after school program is kicking off in January in Daly City. It's the first program there as Daly City had been a gap in programming and is a hot spot for collisions.
 - San Mateo/Foster City has a fee for service agreement set up and will start next year. Susie also mentioned they're hoping to serve South San Francisco next year as well, which is a gap in areas served.
 - Since this funding ending, YBike is looking to do more fee for service contracts with districts that have SRTS funds, as well as seeking their own funding.
- b. Transit Education, *TAM and Marin County Bicycle Coalition*
 - The Amazing Transit Race increases awareness while providing an educational experience for students. MCBC is working with 3 schools this year, 2 of which are new: TAM, Redwood High and Drake High.
 - TAM has few clubs and is focused on academics, so it can be difficult to organize at the school. Gwen met with the principal, but there was turnover in that position, making it difficult to make inroads. She had two students interested and went to present to the school's ASB class, which is very interested. The event will be held in the spring rather than the fall as originally planned.
 - Lessons learned from the program include the need for teacher support and training ASB classes.
 - The group indicated that Petaluma and Alameda County are also considering holding similar events.
- c. Family Bicycling Program, *San Francisco Bicycle Coalition*
 - Nancy presented about lessons learned from the program, indicating that smaller organizations should have a more modest first year. Napa started slow but has been

successful. There were six bike coalitions involved and all have done at least nine workshops.

- Nancy also mentioned that the number of people served depends on how the coalition presents the workshop and this was left up to each county. Bike trains are small and intensive, while rodeos are larger and serve more people at once, for example.

d. BikeMobile, *Local Motion*

- Tommy announced that the BikeMobile is hoping to stay busier in the winter and visits have been successful. An unintended part of running the BikeMobile has been bike donations received. BikeMobile staff have been fixing up donated bikes and giving them away.
- Tommy also mentioned a class teaching students about bike repair at Trinity in the south bay.
- The BikeMobile should have funding through June, and a question was asked about past June. The group suggested seeking major donors and sponsorships to provide future funding.

e. Clean Air Bright Futures, *Aquarium of the Bay*

- Aquarium staff have been doing teacher resource fairs to get the word out and the programs are fully booked for this year. They are also doing fewer trips per week to stretch out funding and should be able to go through school year. Staff have spoken to 25,000 people and 95 trips to schools are planned this year.
- The BayMobile will focus more on middle and high schools this year as last year was primarily focused on elementary schools.
- There is a revamped curriculum and they're working with the Marin Pathway program and trying to group with others as well. The idea is to spend more time with students in an interactive capacity and less time talking at them.
- Gwen asked about lessons Aquarium staff tell high school students. Staff talk about transportation, public transit, carpool, and electricity, and empower them to write letters, consider this as a potential career path, and the importance of voting, among others.
- Hannah reminded the group that all curricula is on the Aquarium's website and STAY website.

f. Eco2School, *Center for Climate Protection*

- Hannah announced Eco2School as a new STAY grantee. Amy Jolly presented that Eco2School is working with 6 schools and during walk and roll to school days, they calculate emissions savings. This year 3.5 tons were saved. Working with campus green clubs and stats classes provides a great opportunity for the program.
- Eco2School works with students to train them on how to talk about the program and staff is developing an Eco2School in a box to help make the program more replicable, based on what is working well.
- As part of the STAY grant, CCP will be working with SVBC at two schools, and renewing the high school advisory group. The idea is to be replicable.
- Hannah mentioned that the high school advisory group will probably be after TAC meetings so that attendees can consolidate travel.
- Amy also mentioned the recent Green Teen conference that included 12 schools and 10 community organizations that were brought together to talk about it. It will be discussed at the YES conference with roundtables facilitated by student experts.

4. Information Sharing and Upcoming Events (10 minutes)

- There will be a nighttime bike ride in the Presidio 12/19 at 5:30pm
- Alameda County high schools in the Tri-Valley won an award for their Cocoa for Carpools from the first ever Tri-Valley Air Quality Impact Award
- Cocoa for Carpools events are happening this month around the Bay Area, including Marin County, Sonoma County, and Alameda County.