

MEETING MINUTES

Spare the Air Youth Program

Meeting Title: Spare the Air Youth Technical Advisory Committee Meeting #17
Date: March 16, 2016
Location: Claremont 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:

- Sarah Fitzgerald, STA
- Marty Martinez, Safe Routes to School National Partnership

1. Welcome and Introductions (10 minutes)
2. California Active Transportation Program (ATP) Cycle 3 Update (10 minutes)
- Kevin Mulder, MTC
 - Kevin provided an update on ATP Cycle 3 applications for the state and region. There is \$120 million statewide and \$20 million for the MTC region. MTC will copy the State application and add a few additional questions, applications will be concurrent. The application will be back up to 10 points for disadvantaged communities section.
 - The MTC application will use 60 points from state, remaining 40 points using CBTP to make more consistent with region.
 - Encouraging smaller projects is another change – 20% of regional funds for projects \$1 million or under. If the target is not met, but scores within 5 points of cutoff, it will be added
 - Due date scheduled for mid-June
 - There was a question about changes to non-infrastructure funding. There is no major changes, but new pilot programs starting up are the focus. The funding is not mean to fund ongoing activities continuously. It should be a new school or a new program to receive funding.
 - ATP focuses on sustainability. Applications should show ability for ongoing funding as well
 - NI and I compete against each other and fill out same forms
 - Past successful applications are available online
3. Youth for the Environment and Sustainability (YES) Conference (10 minutes)
– Yvonna Cazares, *Air District*
 - There were more registrants than attendees, but 250 did attend. This was higher than previous years.
 - Presentations to youth advisory councils were important in getting students there, along with program participants.
 - Next year, we may not be able to use MTC building, but it could be at CAL or Stanford.
 - More breakouts would have been helpful, need to seek more presenters (60 this year, some combined).

- At the conference there were three choices per session, with up to 80 students each. Some of the student presenters were unprepared for that.
- From evaluations, students left feeling empowered and that climate change is a strong pull for their involvement.
- Hannah said she has more in depth evaluation if anyone would like to see it.
- Comments about next year include prioritizing transit accessibility.

4. Updates from Phase II Grant Projects (40 minutes)

a. ECO2School, *Center for Climate Protection*

- The Amazing Transit Race increases awareness while providing an educational experience for students. MCBC is working with three schools this year, two of which are new: TAM, Redwood High and Drake High.
- ECO2School is a new grantee, working with SVBC to develop a regional model and discussing lessons learned
- It involves in-class education, Designing for Change, which involves design thinking workshops aligned with common core. This has reached 2,098 students so far this year. Also recently held a Cocoa for Carpools event.
- The group has also been organizing an annual Green Teen local conference.

b. Transit Education, *TAM and Marin County Bicycle Coalition*

- Marin County Transit Race – Redwood High was scheduled for last weekend but cancelled due to rain. Drake High is scheduled for next week.
- Drake High held the event last year and weren't planning to do it again this year, but seniors wanted to take it on as final project. They are presenting to other 9th/10th grade students in advance of the race next weekend. Students also presented to administration.
- Lessons learned: Leadership/ASB is best to work through at high schools, in partnership with clubs that focus on environmental issues. The advantage is that Leadership/ASB students interact with others and go around to do classroom presentations throughout the school, promoting events/activities.
- Also looking into an app geared for scavenger hunts, but the app is expensive

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

- There have been 65 trips and 5,000 students educated this year. There were just over 20,000 students in total that received programming/education
- Recent visits were made to Marin ELLC pathways, Expanding Horizons, San Mateo Resource Fair, and the YES Conference
- MTC funds should last through May 2016, then the Aquarium will start charging for trips during summer. Pricing will depend on the distance of the trip. Also looking for grants for next school year.

d. BikeMobile, *Local Motion*

- At the YES conference, BikeMobile staff piloted a workshop style format, including fix a flat and a mystery fix bike.
- 340 visits are anticipated through June 2016. The initial goal was 280-300. 8,000 repairs are anticipated. The goal was 6,600.
- 120 bikes have been donated so far. All donations were unanticipated. Staff will repair and give bikes away during events.

- Under the current budget, all is allocated. There will be no new events unless someone cancels. Staff is currently looking for matching funds. The cost will vary depending on mechanics/location.
- Sarah at STA said they are working on funds for 20 events. SMCOE is working on being listed as vendor for future visits.

5. Grantee Evaluation (40 minutes)

- James Choe and Eliot Rose, *ICF*

- ICF described the approach and high level findings. There are individual reports with project specific information available.
- MTC is working on finalizing reports and then will send them out.
- The evaluation process included the following: grantees submitted data and participated in interviews.
- If projects started earlier or later than anticipated, it affected the evaluation process. There had to be a cutoff time which was May 2015.
- It was difficult to capture behavior change in this time period, but it is possible to capture some findings and lessons learned.
- Metrics: outreach (engagement and knowledge), travel behavior (mode shift and VMT), qualitative (interviews).
- Outreach – grantees provided data, it varied by what the grantee wanted to ask. ICF did work with grantees on questions to some degree. Some TAC members would like additional help with program evaluation and developing questionnaires. ICF focused on quantifiable measures. Hannah indicated she could potentially help. Ernesto, SVBC, suggested asking local municipalities.
- Comments included considering adding level of intensity – low, medium, high to future evaluations involving program activities.
- Some grantees would like the raw data back from the evaluation to provide to others as they continue to seek funding
- Qualitative findings were based on interviews. Themes included leveraging partners and other programs. Challenges were also working with multiple partners; great opportunity to impact youth
- Lessons learned were mostly grant program administration and the importance of existing relationships
- Reports will be ready hopefully by end of March. There will be a draft for review, then will incorporate edits and finalize

6. Information Sharing and Upcoming Events (10 minutes)

- Next STAY TAC meeting will be at the MTC San Francisco office