



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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Agenda Item 2d

## *Memorandum*

TO: Administration Committee

DATE: July 3, 2013

FR: Executive Director

RE: Spare the Air Youth Project Recommendations

In December 2009, MTC programmed \$80 million to implement the Climate Initiatives Program, a multi-faceted program aimed at reducing transportation-related emissions and vehicle miles traveled (VMT), while also informing the region as to the most effective strategies to reduce emissions. Of the \$80 million, \$2.1 million was set aside to implement local projects under the Spare the Air Youth Program. Of this amount, \$300,000 was used to fund eight pilot projects to determine the relative effectiveness of different approaches to educating youth about how transportation choices affect GHG emissions. This memorandum provides staff's recommendations for awarding the remaining \$1.8 million for Phase 2 project implementation.

The Phase 1 projects were evaluated by the Spare the Air Youth Technical Advisory Committee, which includes representatives from Safe Routes to School county programs, Safe Routes Creative Grant recipients and industry experts. As a result of this evaluation, the Advisory Committee identified five project categories, listed below, which were included in the call for projects for Phase 2:

- 1) Youth Ambassador Program;
- 2) Traveling Exhibits on Climate Change and Transportation;
- 3) Family Bicycling Workshops;
- 4) Transit Education; and
- 5) Other Innovative Projects (this could be new concepts not previously considered or existing programs that require additional funding).

### **Project Selection Process**

Staff conducted a two-step competitive process to select projects for Phase 2 implementation. MTC and BAAQMD issued a call for projects on April 25, 2013 and received 23 letters of interest. Each letter outlined a proposed project, including an estimated budget and greenhouse gas emission reduction goal. An evaluation committee composed of staff from MTC, BAAQMD and Alta Planning + Design, the program's lead consultant, reviewed the Letters of Interest to identify applicants with the most promising projects that should be invited to submit a more detailed proposal. The full list of the 23 applicants and the results of this first round of review are provided in Attachment A.

The evaluation committee qualitatively evaluated proposals against the following criteria:

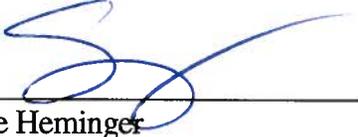
- Ability to meet the goals of the Spare the Air Youth Program
- Regional reach and/or regional applicability
- Ability to leverage existing funding through a local match
- Ability to fill the objectives identified by the project categories
- Clarity and comprehensiveness of proposal

- Cost effectiveness – note that applicants were strongly encouraged to provide a match from a non-federal fund source and to share costs with multiple partners.

The Evaluation Committee selected eight of the highest-rated projects to advance to the second round and requested each to submit a more detailed proposal. Upon evaluating the detailed proposals, the evaluation committee is recommending a slate of projects for Phase 2.

### **Recommendation**

MTC and BAAQMD staff released the call for projects on April 25, 2013, and received 23 letters by the due date of May 17, 2013. The Evaluation Committee selected eight proposals to advance to Step 2 (Request for Detailed Proposals). Based on the evaluation of the detailed proposals, the Evaluation Committee is recommending seven projects for funding, as summarized in Attachment B. The Evaluation Committee also recommends that the remaining \$200,000 be reserved for scope modifications that during project implementation. Once approved by this committee, each project sponsor will coordinate with Alta Planning+ Design to complete the projects by mid-2015.



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Steve Heminger

SH:UV

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## Attachment A

	<b>Lead Agency/Partners</b>	<b>Project Category/Description</b>	<b>Proposed Locations</b>	<b>Funding Amount</b>
1	Lead: Aquarium of the Bay; Partners: Gulf of Farallones National Marine, the Bay Institute	Traveling Exhibit on Climate Change; educate youth on impacts of climate change on the bay, including transportation-related behavioral impacts, Climate Change science and sea-level rise education	Bay Area-wide	\$300K
2	Lead: Local Motion	Bay Area Bikemobile; bicycle education and repair vehicle to visit Bay Area schools and event locations. Based on successful Alameda County Bikemobile implemented in 2010.	Bay Area-wide	\$500K
3	Lead: City of Morgan Hill	Ambassador Program/Go Green Fridays; encourage green commute in Morgan Hill schools on Fridays. If successful, may expand after one year.	City of Morgan Hill	\$70K
4	Leads: POWER, PODER	Transit Education to low-income youth in both English and Spanish. Will support the SFMTA Free Transit Pass by providing Clipper training.	San Francisco and Richmond	\$150K
5	Lead: San Francisco Bicycle Coalition; Partners: East Bay Bicycle Coalition, Marin County Bicycle Coalition, Napa County Bicycle Coalition, Silicon Valley Bicycle Coalition, Sonoma County Bicycle Coalition	Family Bicycling Program, providing family bicycling workshops in all Bay Area counties.	Bay Area-wide	\$200K
6	Lead: TAM; Partners: City of Petaluma and NCTPA	Transit Education and Clipper to middle and high school-aged youth	Marin, Napa and Sonoma Counties	\$150K
7	Lead: YMCA of San Francisco (includes Presidio Community YMCA, Peninsula Family YMCA, Marin YMCA); Partner: Sonoma County Family YMCA	Youth Ambassador Program; bicycling workshops and repair to low income communities.	Marin, San Francisco, San Mateo and Sonoma Counties	\$250K
			<b>TOTAL</b>	<b>\$1.6 million</b>