

## Appendix A: Youth Transportation Plan

# Pueblo Area Council of Governments Youth Engagement Plan

*We're here to move you...*



Transportation and mobility are the literal heartbeat of a thriving city. Access to transportation for young adults, as well as youth-minded transportation planning, should not be overlooked by regional leaders. This Pueblo Area Council of Governments (PACOG) Youth Engagement Plan seeks to identify and address the needs of Pueblo area youth related to transportation access and the opportunities it brings. This plan also seeks to inspire youth to think creatively about transportation planning and its impact on their communities as well as its influence on a healthy and prosperous future. The plan alludes to the sentiment that PACOG Moves Us forward through tangible transportation solutions and, more metaphorically, through the quality of life impacts of improved mobility. Therefore, this Youth Transportation Plan has been titled **PACOG Moves YOUth**, however, when promoted externally through youth outreach and engagement, the tag line should be **PACOG Moves YOU**.

The intended benefits of this plan and its outcomes are far-ranging: whether it's a more mindful community of young volunteers with increased civic involvement, greater employment rates for young people, more time spent valuing and enjoying the great outdoors, higher education rates, reduced crime levels, or increased health benefits from utilizing multimodal transportation. This plan seeks to better position PACOG young adults to move in healthy ways as youth-focused transportation investments help to open doors to their future.

## Plan Objectives

1. Educate youth on regional transportation planning processes
2. Utilize transportation improvement dollars to provide increased opportunities for youth mobility
3. Foster youth engagement and investment in developing local transportation solutions

## Strategies

Meeting the stated objectives will require a multi-pronged approach that should be implemented and advanced over several years. Strategies to meet the plan's identified objectives include:

- Improve viability and access to current transportation options for youth, particularly high school age children, in Pueblo through:
  - Partnerships with ridesharing services to offer discounted trips to specific destinations
  - Involvement of a bike share program with related gift cards/ free passes given for specific travel scenarios
  - Partnerships with existing college campus shuttle services to expand access to destinations for high schoolers

- Institution of a “Kids Ride Free” program on certain strategic local bus routes
  - Explore other similar transportation programs such as [Youth on the Move](#) out of Los Angeles that gives free transit fare to foster and probation youth, the [Orca Opportunity Youth Program](#) out of Seattle, or the [Youth Transit Pass Program](#) of Tempe that allows youth to ride free, and many other similar programs around the country
- Incorporation of an economic and an outdoor/ environmental or cultural enrichment strategy in determining prime destinations for increased transportation options i.e. Pueblo State Park, Pagosa Springs, malls or other areas that typically employ a younger workforce, arts districts/museums, libraries, CSU Pueblo Campus
- Involve youth in planning future transportation projects and expanding their understanding of the process
  - Utilization of the [Y-PLAN](#) model or other established programs such as [Social Enterprise for Learning](#) to develop educational experiences such as:
    - Having students participate in and research/gather input on transportation data like focus groups and surveys
    - Having students attend transportation planning meetings and present ideas
  - Partner with area high schools to form academic, extracurricular clubs related to transportation that include multi-faceted elements such as:
    - Field trips involving transportation-related destinations
    - Guest speakers from the transportation/planning industry at meetings
      - Be forward-thinking and incorporate guest speakers related to emerging technologies to the transportation industry in order to better capture the attention of youth i.e., autonomous vehicles, work of Tesla and others, etc.
      - Ensure highlighted speakers are relatable to students and represent diverse backgrounds, genders and demographics
    - Potential college credit at CSU Pueblo or Pueblo Community College; Potential classes could include:
      - POLSC 102 State and Local Government (CSU Pueblo)
      - American State and Local Govt: SS1 - 21132 - POS 125 - C21 (Pueblo Community College)
    - State and Local Government Semester-long volunteer component such as attendance at transportation public meetings, using transit system to run errands for the elderly, taking shelter dogs for walks on a shared use path like the Pueblo River Trail System, or taking public transportation to do a park clean-up day such as at the Pueblo State Park
      - Volunteer hours could be part of a high school-specific competition against other area high schools, and/or result in extra credit for relevant courses

- Design competitions presented to local leaders aimed at solving transportation issues
  - Nurture opportunities to grow transportation-related professionals through offering high school students internships/work study – possibly for early college credit at transportation organizations or city planning offices. This could also include hosting:
    - Career Days at high schools
    - Disseminating information to guidance counselors on area Job Fairs related to transportation
  - Involve younger students to support early thinking related to transportation planning through hosting an elementary school-level coloring contest and a middle school-level drawing/art competition

### Tactics

All young adult engagement strategies and the specific tactics used to execute these strategies need to be explored and developed **together** with young adults. It is pivotal that young adults/participants feel empowered with opportunities for creativity and ownership of any initiatives deployed. This youth engagement plan will require plan champions in multiple civic organizations and departments as well as partnerships with local organizations and businesses. Fostering consistent, passionate leaders to dedicate the time and energy to a successful, multi-year initiative will be a key component of the initiative's success. Tactics to achieve the listed strategies include:

- Make clear and specific asks for youth to be involved in all Pueblo planning processes for instance participating in the PACOG 2045 Long Range Transportation Plan's MetroQuest survey
- Create a youth-focused survey that explores transportation solutions and/or programs and initiatives that would be of interest/they would participate in
- Develop a short inspiring/fun video with a youth organization/group to excite others to get involved; post videos to social media and include in school presentations
- Explore youth champions to promote transportation initiatives through social media posts on Instagram, Facebook, TikTok and Snapchat
  - Brainstorm social media campaigns with young adults; encourage establishing local hashtags and stories that highlight how transportation "moves me"
  - Consider "social media takeovers" where young adults are allowed to post using the PACOG/Pueblo social media accounts for a day
- Create social media competitions that challenge participants to use various mobility options for a week, etc.; determined winners could win an impressive prize
- Develop messaging around strategic destinations such as the mall or state park to inspire young adults to seek out these destinations for recreation, employment or enrichment activities
  - Local destination tours could be identified and promoted with passport-style incentives for participants; each stop could encourage and selfie and hashtag to promote through social media, etc.

- Reserve and allocate city funds to implement youth-led ideas related to transportation improvements on an annual basis; share successes within the youth community organizations and work to achieve media coverage and present to local leadership (City Council, Mayor, etc.)
- Identify and onboard local transportation planners/city leaders to meet with youth and help implement youth initiatives (i.e. Kids Ride Free, etc.)
- Identify celebrity-style influencers who would be willing to be a spokesperson and/or promote youth-focused transportation programs
- Visit schools to present related initiatives – align with school leadership and identify interested subject-related teachers (i.e. social studies, civics, government, etc.), for school-related initiatives such as sponsoring the extracurricular club
- Look for partnerships to distribute established program messaging with these potential sources:
  - Local School System
  - CSU Pueblo (see also university-led transportation classes/programs/initiatives to partner with)
  - Pueblo Community College
  - Thunderbowl stadium
  - Pueblo State Park
  - Fourmile Falls/Pagosa Springs
  - San Isabel National Forest
  - Gypsy Javas Coffee Shop
  - Mesa Drive-In Movie Theater
  - Colorado State Fair
  - Mineral Palace Park
  - Boys & Girls Club Pueblo
  - Pueblo Tigers Hockey
  - Southern Colorado Youth Development
  - Pueblo Youth Project
  - Impact Youth Initiative
  - Making Change Happen
  - Pueblo Rangers Youth Soccer
  - Denver-based engineers or other Subject Matter Experts
  - Pueblo Mall

## Metrics

The measurable benefits of implementing a multi-year youth transportation engagement strategy will be far-ranging: from a more mindful community of young adults and civic leaders to higher education and employment rates for young adults. Early metrics that can be used to measure the success of this plan’s strategies include:

- Number of successful partnerships with businesses/destinations such as rideshare companies or the state park
- Number of student volunteer hours in altruistic component of clubs such as the attendance at planning meetings or errands for the elderly
- Number of new youth transportation initiatives successfully enacted into city processes such as “Kids Ride Free”
- Number of users of the improved youth-transportation programs such as “Kids Ride Free”
- Number of school club sign ups/participation levels



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- Number of survey responses that youth participated in and those collected by youth in club activities
- Level of city support (measured through funding and engagement in the youth programs)
- Social media reach/engagement on related posts