

RHDG

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RHDG Selected As Lead for MTC's Regional Climate Change Program

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Riezebos Holzbaur Group (RHDG) was selected by the Metropolitan Transportation Commission (MTC) to lead their climate change Public Outreach Initiative, aimed at reducing transportation-related Green House Gas (GHG) emissions. A major component of MTC's \$80-million Climate Initiatives Program, the Public Outreach Initiative will focus on creating measurable, transportation-behavior changes by engaging the public in a series of pilot programs.

"The Bay Area is recognized as a region with unparalleled natural beauty and environmental sensibility," said Yvo Riezebos, RHDG's Executive Creative Director. "As an agency we are truly inspired to be a part of an outreach program that goes beyond advertising and seeks to develop tangible resources that help residents make smarter transportation choices that can protect our region for generations to come."

The primary source of GHGs in the Bay Area is the use of personal vehicles. As a result, the Climate Initiatives Program is comprised of four distinct transportation-focused initiatives that include Safe Routes to School Infrastructure Improvements and Grants, Innovative Grants, Youth Education and Public Outreach. Collectively, these initiatives will reduce GHG emissions by providing residents with programs, tools and resources that make alternative approaches to Bay Area transportation more convenient, affordable and enjoyable! RHDG will develop a unifying brand for the overarching Climate Initiatives Program as well as specific public outreach campaigns. For more information about MTC, please visit www.mtc.ca.gov.