



The 11th Hour Project Launches *Just Transit* To Transform Transportation In Fresno and Long Beach

Innovative Campaign Seek Solutions That Make California's Cities Cleaner and More Connected

[FOR IMMEDIATE RELEASE]

SAN FRANCISCO, November 8, 2016: The 11th Hour Project, a program of The Schmidt Family Foundation, launches its Just Transit challenge today for the second consecutive year. Designed in collaboration with key stakeholders in California, the challenge aims to reduce emissions in the cities of Fresno and Long Beach while increasing equitable and efficient transit opportunities.

Just Transit is seeking innovative solutions for a prize total of up to \$400,000. Anyone with a solution can apply — from civil engineers to community coordinators, transit entrepreneurs to transit enthusiasts, urban planners to university students.

This year's focus is on Fresno and Long Beach because of their diverse and ever-evolving community needs. Fresno continues to expand and requires new modes of transit to ensure neither its rural or urban residents are left behind. Meanwhile, Long Beach has its fair share of mobility options but the city's infrastructure is aging and alternatives are crucial.

"Transportation is central to our lives," said Jamie Dean, Program Director at The 11th Hour Project. "Transforming the transportation sector is critical if we want to make our communities healthier, the air we breathe clear, and meet our climate goals."

The announcement of Just Transit builds upon a successful pilot in San Francisco in 2015. The application period is open October 27, 2016 through December 16, 2016. Following a judging process, winners will be announced in February 2017. Applications and eligibility criteria can be found at www.justtransit.org.

ABOUT THE 11TH HOUR PROJECT

A program of The Schmidt Family Foundation, The 11th Hour Project promotes a fuller understanding of the impact of human activity within the web of interdependent living systems. We connect organizations with good information on how to develop a more responsible relationship with the world's water, energy, and food resources. The 11th Hour Project is committed to transitioning off of fossil fuels and promoting the adoption of 100% renewable energy coupled with clean transportation solutions. www.11thhourproject.org

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