The relationship between transportation and climate change is often overlooked despite the fact that the sector contributes significantly to climate-related emissions through the release of particulate matter and CO2. The potential for emission reduction through public transportation is promising, yet the younger generation is frequently neglected. The aim of this study is to learn how to influence youth to make travel decisions in favor of public transit. During my internship with the Seattle Subway foundation, I conducted interviews with six transportation experts from different organizations, including Sound Transit, Transportation Choices Coalition, King County Metro, and the Seattle Department of Transportation, to explore how they engage with young demographics. As a result, six specific recommendations were formulated to tackle how to engage and influence the upcoming generation of youth. Recommendations encompass going beyond traditional methods, fostering a harmonious coexistence of diverse organizational types, community-driven action, equitable knowledge dissemination, avoidance of technical jargon, inclusion of youth in decision-making processes, and providing youth leadership opportunities. Despite this, there remains a disconnect between research and practical application, as only limited inquiry has been undertaken into present-day practices. To close this gap and prioritize the needs of young people, further research must be pursued with a focus on amplifying youth voices and recognizing their valuable contributions. The younger generation holds the key to the future of public transportation and reduced dependence on personal vehicles. There is a responsibility to provide sufficient information and accessibility to public transportation options through targeted outreach strategies.