

## **AGENDA ITEM 6**



**Walk and Roll to School** – 511 Contra Costa launched the Walk & Roll 2 School program at Dallas Ranch Middle School in Antioch. The month-long promotion was kicked off October 7th with 1500 Dallas Ranch students participating in the International Walk and Bicycle to School Day. The goal of the campaign is to educate students and parents about the transportation alternatives to and from school in order to reduce traffic congestion near schools and to thereby improve air quality. Students completed a baseline travel survey and then kept track of subsequent trips for the entire month. An assembly is scheduled for November 9th to announce and recognize the students and the class with the greatest number of trips (including walking, skating, skateboarding, or cycling to school).

The Walk and Roll 2 School program is one of 511 Contra Costa’s school-related transportation programs. This is the first “launch” of the program. Now that staff has developed a toolkit for the program, all elementary and middle schools in central and east county will be contacted to encourage participation in the spring of 2010.

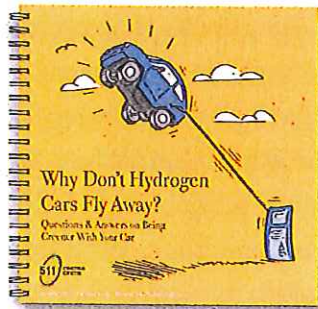
**Midday Pilot Holiday Shuttle** - Contra Costa Centre Association began their 12-passenger van service to Walnut Creek Tuesdays and Wednesdays and to Pleasant Hill on Thursdays and Fridays. The service operates from 11:00 a.m. to 2:00 p.m. and will operate through the end of December 2009.



The midday holiday shuttle is targeted to the workforce population at Contra Costa Centre who use mass transit, carpool, vanpool or cycle to work and are left with few choices for midday shopping, lunch or errands. To encourage participation and use of the shuttles, 511 Contra Costa staff is making random appearances at the

shuttle stops with offers of free BART tickets and other rewards for taking the shuttles. This has increased ridership and added goodwill.





**Why Don't Hydrogen Cars Fly Away?** – This booklet has been printed and is now being distributed to the Contra Costa libraries and schools. Target audience is 4-6<sup>th</sup> graders. This will be incorporated into the comprehensive Safe Routes 2 Schools Program developed for Central and East County schools as an educational element of the Bike/Ped program. The book will also be available to read on-line.

**Going Green: 31 Carbon-Reducing Activities** - This activity wheel is an educational tool to encourage children and families to become aware of ways to reduce the number of car trips and vehicle miles traveled in any given month. This will be distributed through the libraries, schools and at community events. The wheel is available on-line.



**Check it out!**

*Air quality, brought to you by your iPhone*



**iSmog iPhone Application** – Since the iSmog application was launched October 8, 2009 the response has been good with over 171 downloads (144 in the U.S.) and with agencies across the country asking about the technology and how to replicate the application in their areas, including New York State DOT and its 511 Program, Delaware, Colorado, Washington and Georgia. The alerts also include the wintertime “Don’t Burn Tonight” notifications. A press release was sent to all regional and local media outlets.