



WALK n ROLL

Traveling Together for a Sustainable Future!

Weekly Scanning Program



School trip reduction program



Street Smarts

School Assemblies

MS Blender Events

TRANSPAC community
events

Free Helmet Program

National Bike to School Day-
May 2025

International Walk to School
Day-Oct 2025

<https://streetsmartsdiablo.org/events/>

Walk N Roll

Individualized school car
trip reduction program

511 Contra Costa

Big Win on Transit

Ebike rebate

Bike To Work

Winter Walk Challenge

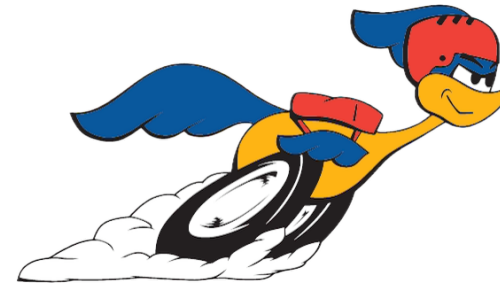
Pass2Class

Summer Bike Challenge

SchoolPool

<https://511contracosta.org/newsletter/>

What is Walk N Roll?



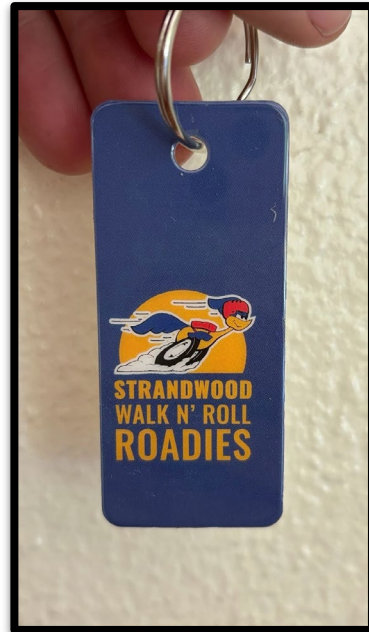
A customized encouragement program to encourage active transportation and carpool at elementary schools



What is the program?



All students receive a Scan Tag that affixes to a backpack



How does it work?

Parents can choose to individualize their student's Scan Tag

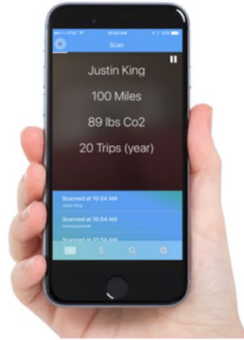


Active4.me HOME YOUR SCHOOL FEATURES FREE TRIAL PRICING SUPPORT LOGIN

You just hit 100 miles!

The Scanning app provides the student with immediate feedback and gives you real time access to data for one school or a whole district.

Available on the App Store



Justin King
100 Miles
89 lbs Co2
20 Trips (year)


••

Encouragement & Evaluation

How it works.

We provide the tools to help implement, encourage and evaluate your active transportation program. Each student is given an id tag that is scanned with our [free app](#) on program days. This scan captures the students trip, distance and mode. The optional parent notification (Text, Phone, or Email) can be sent in real-time. The system can grow with your needs from one day a month, to a daily program. Data reports/exports are available at the district, school, classroom and student level.

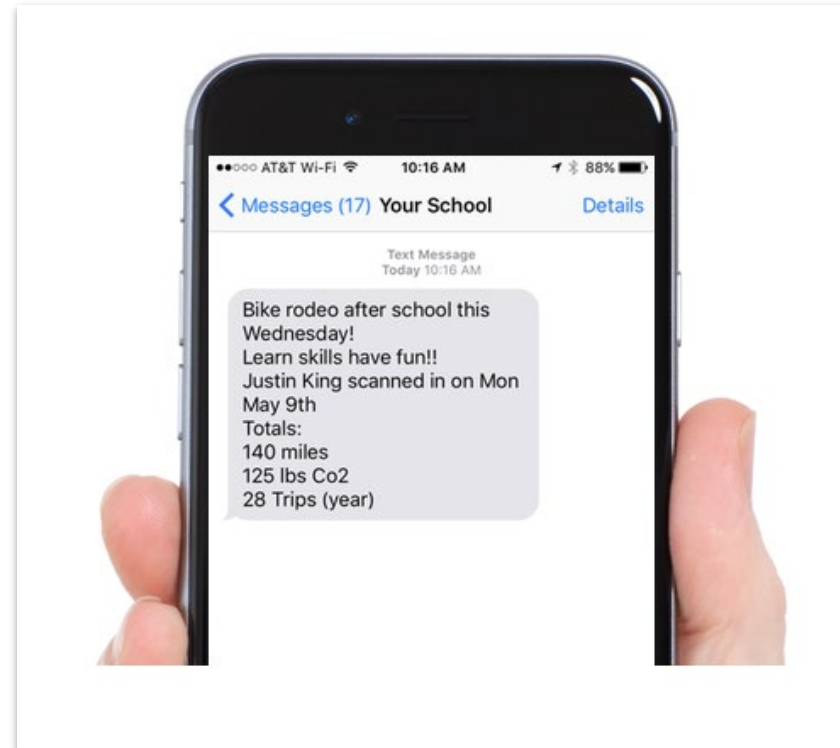
Every school is unique which is why we've created an assortment of tools you can mix and match to create your perfect program.



Available on the App Store

How does it work?

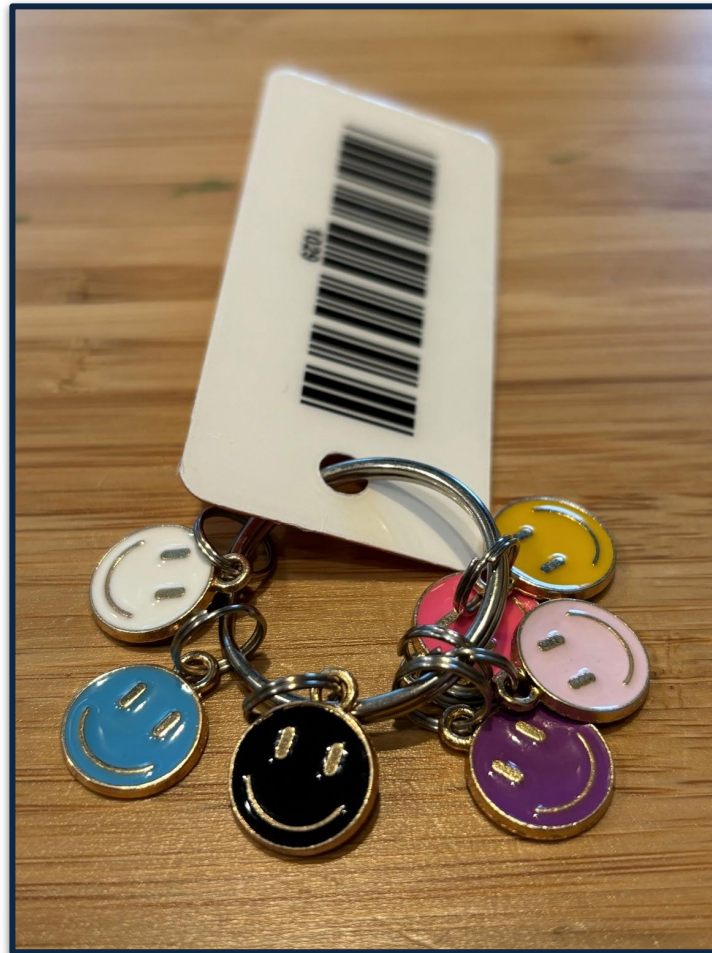
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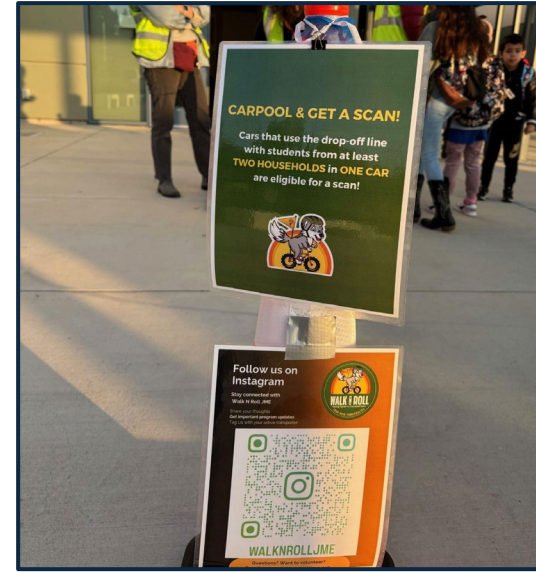
Incentives



Trip charms for every
4th trip, special
charms and weather
charms



Walk N Roll
rolls out
every week
rain or shine

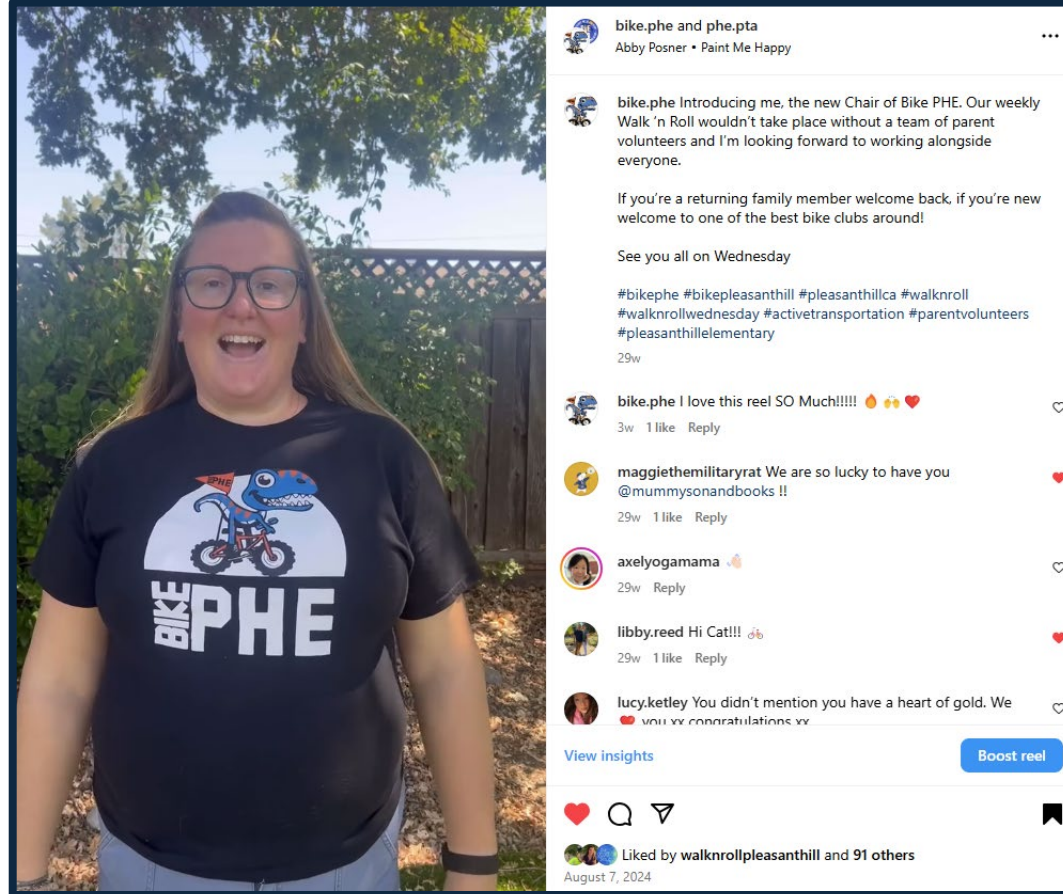
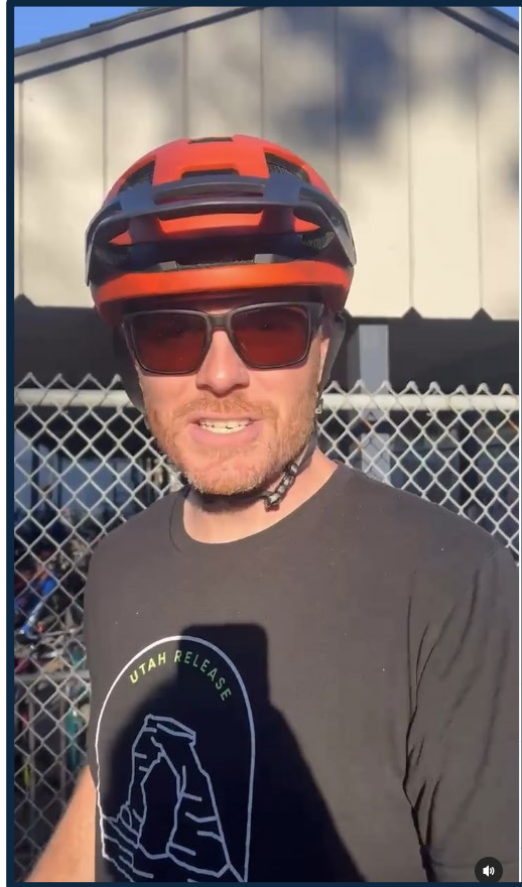




Beloved by School
Leadership,
Students,
& Parents



What are folks saying:



What are kids saying



“It’s fun! I get to hang out with my friends! So many of my friends bike (to school) now who didn’t before.”

“I love the charms.”

“It’s good for the environment to bike to school.”

What are parents saying

“What do you like most about the Walk & Roll program?”

- The focus on active transportation and sustainability
- Seeing my kid feel so empowered by riding his bike and having a safe, encouraging place to do so - and the lack of traffic for days where we do have to take the car is an awesome side bonus.
- Cutting down on traffic and health benefits for the kids
- Gets my son excited about rolling to school
- I love teaching my kids about environmentally friendly ways to travel.
- Community
- Kids walking/biking together, building community
- People doing alternative ways to get to school
- Kids SHOULD feel safe riding bikes to school and this creates awareness and support around that creating a feeling of being safe and supported.
- Encouragement to make a difference (traffic, pollution, personal health).





What are Principals saying



“Can we do it everyday?”

“Noticeable decrease in school traffic.”

“Far fewer kids left after school waiting for rides from parents.”

Who is enrolled?

- Pleasant Hill: Pleasant Hill Elementary School (began 9/21/2022)
- Pleasant Hill: Strandwood Elementary School (began 5/3/2024)
- Pleasant Hill: Gregory Gardens Elementary School (Launched 11/6/24)
- Martinez: John Muir Elementary School (Launched 11/22/24)
- Martinez: Morello Park Elementary School (Launched 2/5/25)
- Concord: Meadow Homes Elementary School (Launched 12/10/24)
- Concord: Silverwood Elementary School (Launched 12/11/24)



Funded by:



Results

2024/25 Summary of Programs at 7 schools to date



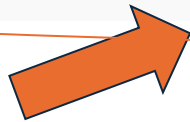
Summary Report 2024-08-09 - 2025-02-26

Toggle column: School - Student - Trips - Av-Trips - Miles - Av-Miles - Cal - Av-Cal - CO2 - Av-CO2 - Gal - Av-Gal - \$Gas - Av-\$Gas

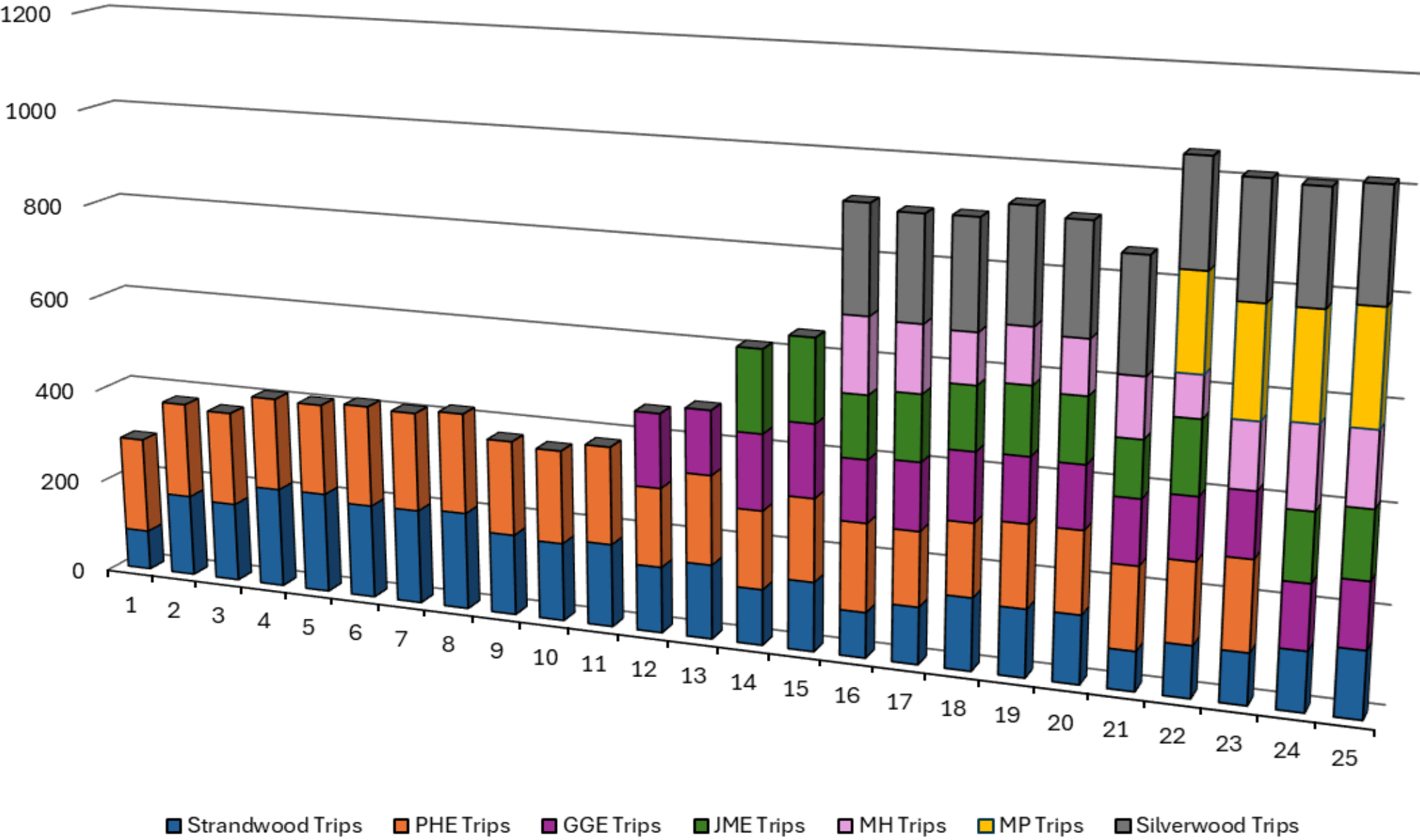
25 records per page

Search:

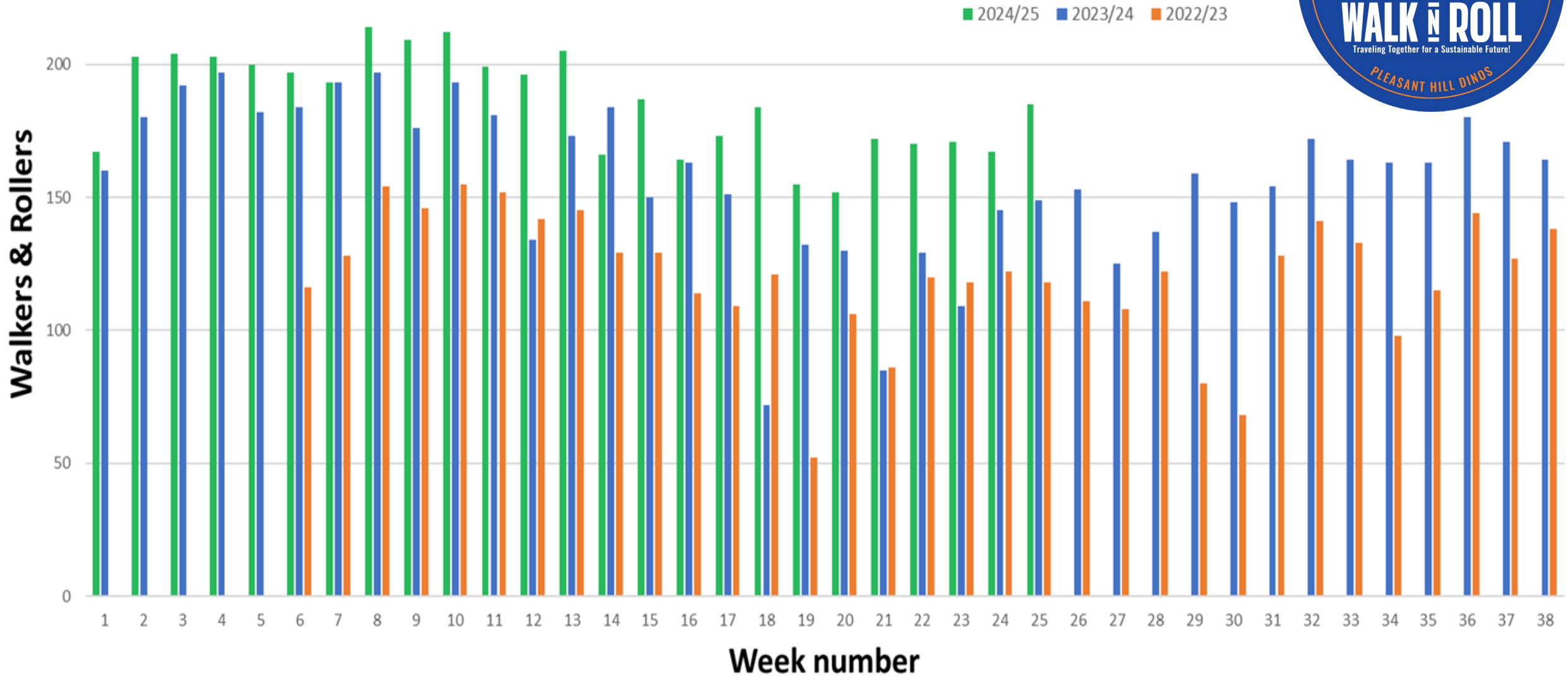
School	Students	Trips	Av-Trips	Miles	Av-Miles	Cal	Av-Cal	CO2	Av-CO2	Gal	Av-Gal	\$Gas	Av-\$Gas
Gregory Gardens Elementary	248	1,940	7.82	2,346.35	9.46	93,854	378	1.03 tons	8 lbs	106.68	0.43	\$528.07	\$2.13
John Muir Elementary	278	1,422	5.12	1,911.26	6.88	76,450	275	1,686 lbs	6 lbs	86.92	0.31	\$395.47	\$1.42
Meadow Homes Elementary School	359	1,282	3.57	1,258.73	3.51	50,349	140	1,111 lbs	3 lbs	57.26	0.16	\$186.14	\$0.52
Morello Park Elementary School	304	867	2.85	863.79	2.84	34,552	114	762 lbs	3 lbs	39.26	0.13	\$127.60	\$0.42
Pleasant Hill Elementary	317	4,648	14.66	6,400.25	20.19	256,010	808	2.82 tons	18 lbs	290.98	0.92	\$1,440.34	\$4.54
Silverwood Elementary School	354	2,241	6.33	2,888.31	8.16	115,532	326	1.27 tons	7 lbs	131.35	0.37	\$518.81	\$1.47
Strandwood Walk and Roll Roadies	370	3,591	9.71	1,957.20	5.29	78,288	212	1,581 lbs	4 lbs	81.47	0.22	\$387.02	\$1.05
Total	2,230	15,991	7.17	17,625.89	7.90	705,035	316	7.70 tons	7 lbs	793.94	0.36	\$3,583.46	\$1.61



Combined Car Trips Saved by Week



Year on year participation increases



Strandwood to date



Strandwood Walk and Roll Roadies *dashboard*

Students
476

Days
25

Trips
3,729

Daily Trips



Gregory Gardens to date



Gregory Gardens Elementary *dashboard*

Students	Days	Trips
252	14	1,937

Daily Trips



John Muir Elementary to date



John Muir Elementary *dashboard*

Students	Days	Trips
296	11	1,561

Daily Trips



Meadow Homes to date



Meadow Homes Elementary School *dashboard*

Students	Days	Trips
407	10	1,282

Daily Trips



Silverwood to date



Silverwood Elementary School *dashboard*

Students	Days	Trips
347	11	2,236

Daily Trips



Morello Park to date



Morello Park Elementary School *dashboard*

Students	Days	Trips
324	4	867

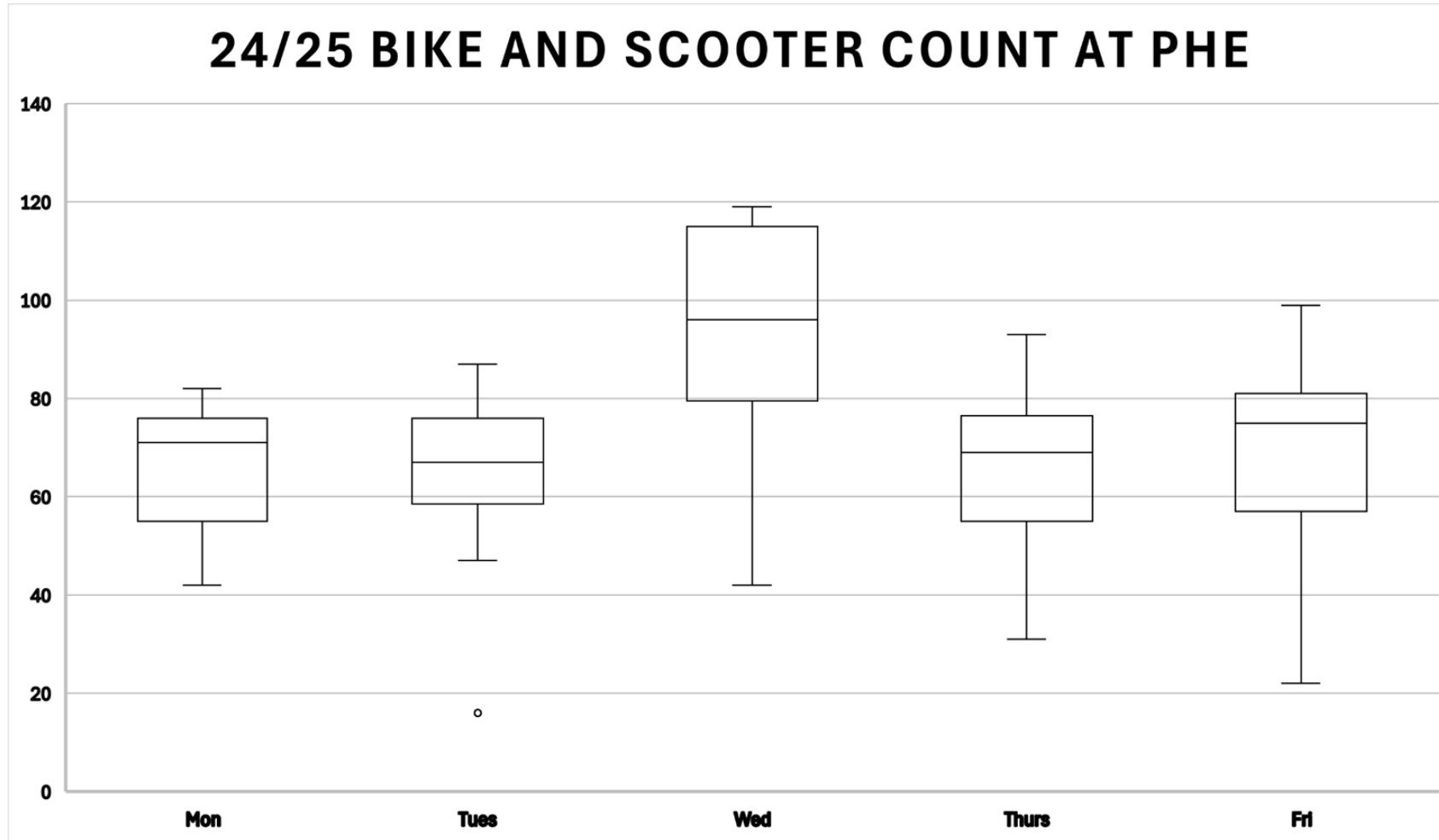
Daily Trips



The entire week is effected



24/25 BIKE AND SCOOTER COUNT AT PHE



School's part: collect volunteers



Need 1 coordinator and 2
scanners to begin

We offer guidance and best
practice advice



School's part: count bikes/scooters



School's part: promote



It's Free

Provided by Street Smarts Diablo, **at no cost to schools:**

- Active4me App: One Year Subscription Service
- Scan Tags for student backpacks
- Graphic design
- Trip Charms - Student Participation Incentives
- Banner, stickers, storage box, lock, cones, vests, outreach templates
- [Promotion video](#)
- Training
- Staff support
- Reporting

Funded by the Contra Costa Transportation Authority and the Bay Area Air District's Transportation Fund for Clean Air



Example items to help Launch



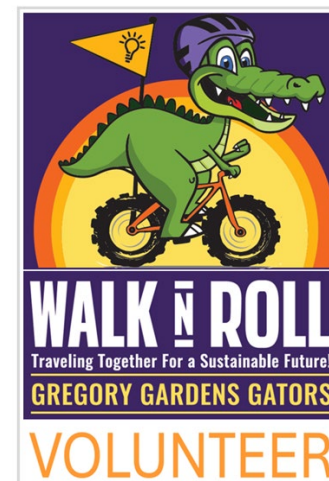
Scan Tags



Stickers



Banner



Lanyards



Charms

How do we start?

- Use the interest survey to send to the school community
- Confirm Walk 'n Roll coordinator
- Sign school agreement by Coordinator, Principal and PTA President
- 5 weeks to launch (Create mascot, printed assets, volunteer training, video production)



Barriers to Starting



Initial concerns from leadership on volunteer bandwidth

Parent concern about safety on the road for all

Parent disinterest in participating in walking or rolling to school

How Transpac Board can Help



Spread the word about the program to your local schools

cara@streetsmartsdiablo.org

Questions



cara@streetsmartsdiablo.org



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