



The Mission

Reduce Traffic Congestion

Improve Air Quality

Promote Alternatives to Driving Alone



BART



**Bike
E-Bike
Walk**



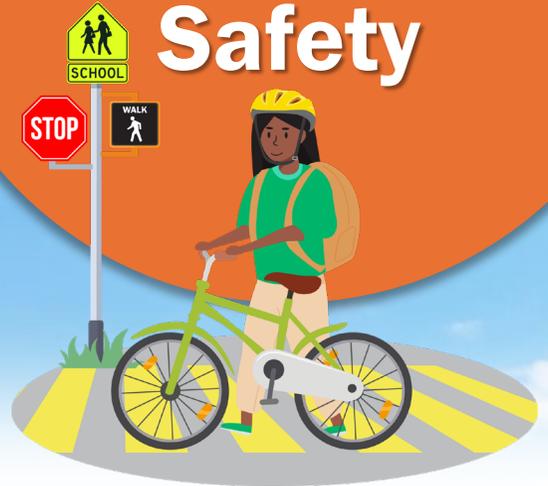
Bus



Rideshare



**School Trip
Reduction &
Safety**





POWERED BY
CCTA



Funding Sources, provided by CCTA

Local 1/2 Cent Sales Tax Measure J

Allocated to the four Subregions according to the Jobs-Housing formula for local projects / programs within the regions:
WCCTC | SWAT | TRANSPLAN | TRANSPAC

One Bay Area Grant (OBAG 3)

Funds countywide Safe Routes to Schools programming



Bay Area Air District: Transportation Fund for Clean Air (TFCA)

Funds countywide and subregional incentive programs

TFCA Project #1

TFCA Project #2

TFCA Project #3

Countywide TFCFA Funding: 511 Contra Costa TDM program



TFCFA Project #1

Countywide TDM Program funded by TFCFA

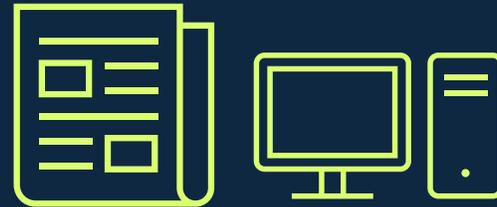
Big Win on Transit

Summer Bike Challenge

Winter Walk Challenge

Bike to Wherever Days

SchoolPool



Brand & Communications

Monthly Newsletter

35,692 subscribers, 41% open rate

Subscribe: 511cc.org/newsletter

Website & Social Media

Customer Service

Countywide TDM Programs funded by WCCTC, SWAT, or MJ17

VanPool

SWAT - TFCFA, countywide

Guaranteed Ride Home
WCCTAC - TFCFA, countywide

E-Bike Rebates
MJ17, countywide

Countywide TFCFA Funding: 511 Contra Costa TDM program



CCTA



TFCFA Project #1



“So exciting!!!! I have been logging my trips for weeks and it finally happened :). Thank you so much!!!”
Weekly Winner:
Anne F., Martinez

Pilot Year Goal: 1,200 participants
Actual: 1,300 participants

Cities with Highest Participation:
Concord: 149
Walnut Creek: 144

29% of participants live in TRANSPAC
15 of 36 winners live in TRANSPAC

TFCFA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.
CE Maximum: \$150,000 / Ton | **FY 25 Program CE (expected): <\$100,000 / Ton**

Countywide TFCFA Funding: 511 Contra Costa TDM program



TFCFA Project #1

SUMMER BIKE CHALLENGE 2025

Explore your town from the seat of a bike!



Noncompetitive | All Ages | Bike at your own pace
June-August

2025:
2,670 participants
860 photos submitted

winter walk challenge



2025:
1,853 participants
3,316 photos submitted



BIKE TO WHEREVER DAYS 2025



Sponsored 40 Stations

New 2025 promotion:
“Bike to a Station
Win a Vacation”

SchoolPool

Youth Carpool



Carpool to School
for a chance to win a

\$250 Target
Shopping Spree

10 Winners!



250 carpools registered
Open until Oct 15, 2025

TFCFA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.

CE Maximum: \$150,000 / Ton | **FY 25 Program CE (expected): <\$100,000 / Ton**

Countywide TFCFA Funding: 511 Contra Costa Pass2Class



CCTA



TFCFA Project #2

Countywide
TDM Program
funded by TFCFA

Pass2Class



**962 TRANSPAC students received a
County Connection flash passes in 2025**

TFCFA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.

CE Maximum: \$150,000 / Ton | **FY 25 Program CE (expected): \$100,000 / Ton**

2026 Countywide TFCA Funding Programs & 511 Contra Costa Brand



2026 TFCA = Projects 1 + 2



Countywide TDM Commute & School Incentives + 511CC Brand

	Incentives	Expenses	Labor	TFCA TOTALS
511 Contra Costa Brand				
Website hosting and management, social media hosting and management, monthly e-newsletter and management, phone and email systems, Bike Mapper, AWS, surveying	\$ -	\$ 123,985	\$ 104,220	\$ 228,205
Year-round TDM Incentive				
Big Win on Transit: Weekly & Spare the Air Incentive	\$ 28,929	\$ 35,240	\$ 98,897	\$ 163,066
Seasonal TDM Incentives and Promotional Campaigns				
Pass2Class, Summer Bike Challenge, Winter Walk Challenge, SchoolPool Carpool, Bike to Work Day, National and regional TDM campaigns	\$ 186,180	\$ 10,026	\$ 185,760	\$ 381,966
				\$ 773,237

TFCA Budget: \$773,237

FY 26 TFCA Cost Effectiveness expected: \$100K / Ton

Subregional TFCFA Funding: 511 Contra Costa TDM program



CCTA



TFCFA Project #3

Community Event Participation by 511 Contra Costa in TRANSPAC



- National Night Out, Pleasant Hill
- National Night Out, Walnut Creek
- Pleasant Hill Library's Tinkers & Thinkers
- Concord Police Department's Bike Rodeo
- Pleasant Hill Earth Day Free Bicycle Repair Booth
- Diablo Valley College Earth Day
- Downtown Concord (Swift Plaza) Earth Day
- Walnut Creek Library Explorer Station
- Contra Costa County Office of Education Benefits Fair
- Bike Family Fest



POWERED BY
CCTA



Funding Sources, provided by CCTA

Local ½ Cent Sales Tax Measure J

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Bay Area Air District: Transportation Fund for Clean Air (TFCA)

Funds countywide and subregional incentive programs

OABG3 Funding: Street Smarts Contra Costa



Elementary School Safety Assemblies

Middle School Blender Bike Events

School Year 2025-26: Mr. Beeps & Heads Up! Safety Assemblies

- August 20, 2025 – Marsh Creek Elementary (Brentwood)
- August 22, 2025 – Brentwood Elementary (Brentwood)
- August 28, 2025 – Meadow Homes Elementary (Concord)
- September 9, 2025- Morello Park Elementary (Martinez)
- September 11, 2025- Belshaw Elementary (Antioch)
- September 17, 2025 – Murwood Elementary (Walnut Creek)
- September 19, 2025 – Discovery Bay Elementary (Discovery Bay)
- September 22, 2025- Fair Oaks Elementary (Pleasant Hill)
- September 29, 2025- Silverwood Elementary (Concord)
- October 2, 2025- Turner Elementary (Antioch)
- October 13, 2025- Parkside Elementary (Pittsburg)
- October 17, 2025 – Hidden Valley Elementary (Martinez)
- October 21, 2025- Sutter Elementary (Antioch)
- October 23, 2025- Jack London Elementary (Antioch)
- October 27, 2025- Oakley Elementary (Oakley)
- October 29, 2025 – Walnut Heights Elementary (Walnut Creek)
- November 4, 2025 – Springhill Elementary (Lafayette)
- November 6, 2025 – Ron Nunn Elementary (Brentwood)
- November 10, 2025 – Ayers Elementary (Concord)
- November 12, 2025 – Del Rey Elementary (Orinda)
- November 14, 2025 – Mt. Diablo Elementary (Clayton)
- November 18, 2025 – Holbrook Language Academy (Concord)
- December 1, 2025 – Laurel Elementary School (Oakley)
- December 3, 2025- Timber Point Elementary (Discovery Bay)
- December 5, 2025- Westwood Elementary (Concord)
- December 15, 2025- Mt. Diablo High School – Special Ed (Concord)
- January 13, 2026- Gregory Gardens Elementary (Pleasant Hill)
- January 14, 2026 – Loma Vista Elementary (Brentwood)
- January 21, 2026 – Glorietta Elementary (Orinda)
- February 10, 2026 – Los Medanos Elementary (Pittsburg)
- March 6, 2026- Pleasant Hill Elementary (Pleasant Hill)

School Year 2025-26: Walk & Roll "Blender Bike" Middle School Events

- August 26, 2025 – Diablo View Middle School (Clayton)
- September 3, 2025 – Foothill Middle School (Walnut Creek)
- September 23, 2025 – Adams Middle School (Brentwood)
- October 1, 2025 – Walnut Creek Intermediate (Walnut Creek)
- October 15, 2025 – El Dorado Middle School (Concord)
- November 20, 2025 – Edna Hill Middle School (Brentwood)
- April 28, 2026 – Antioch Middle School (Antioch)



BACK TO SCHOOL

TRAFFIC SAFETY | Walking & Biking

Be Predictable

- ❖ STOP at stop signs & red lights
- ❖ Bike on the right-hand side
- ❖ Use hand signals

Be Visible

- ❖ Wear bright, reflective clothing
- ❖ Use bike lights

Be Aware

- ❖ Eyes up & phones away
- ❖ Choose the safest route
- ❖ Go with a buddy
- ❖ Helmets required on bikes, scooters & skateboards
- ❖ E-Scooters: Minimum age is 16

Cross safely

- ❖ Use crosswalks
- ❖ Stop, look & listen
- ❖ Look left, right, left again
- ❖ Eye contact with drivers

Drive Patiently

- ❖ Obey speed limits
- ❖ Stop for pedestrians
- ❖ Avoid red zones
- ❖ Put phones away
- ❖ No U-turns or passing
- ❖ Carpool
- ❖ Leave early
- ❖ Pull over, kids exit curbside



WALK Ñ ROLL

Traveling Together for a Sustainable Future!



A customized encouragement program to boost Active Transportation (AT) and Carpooling at schools

PROVIDED BY





Provided by CCTA with
TFCA Subregional Funding for **TRANSPAC**



Who's Enrolled?



Pleasant Hill – **Pleasant Hill**
Strandwood – **Pleasant Hill**
Gregory Gardens – **Pleasant Hill**
Valhalla – **Pleasant Hill**
John Muir – **Martinez**
Morello Park – **Martinez**
Mt. Diablo – **Clayton**
Meadow Homes - **Concord**
Silverwood - **Concord**
Ayers - **Concord**
Ygnacio Valley – **Concord**

* *Coming soon!*

How does it work?



All students receive a Scan Tag that affixes to a backpack



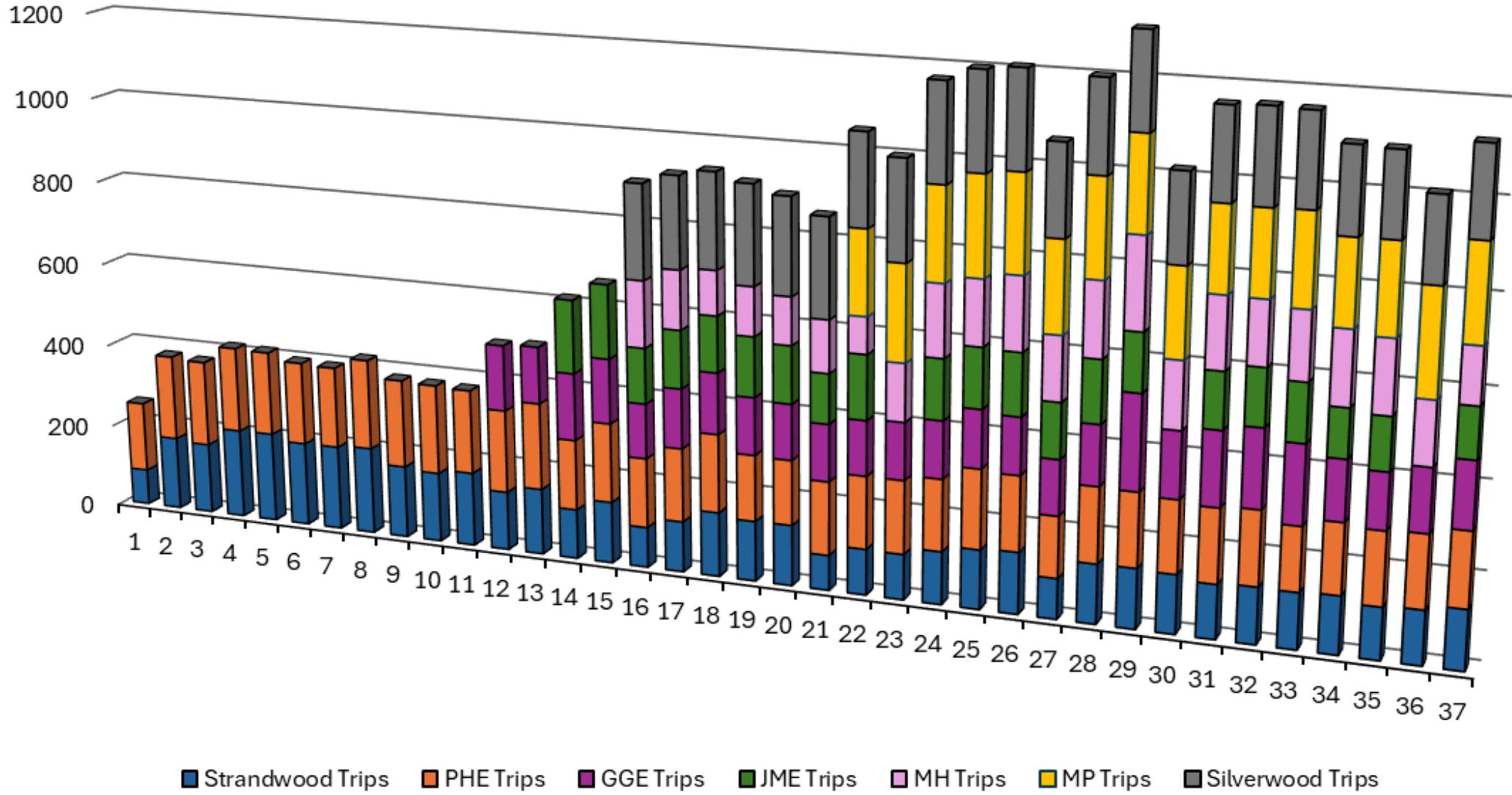
Trip charms for every 4th scan
Special charms and weather charms



Weekly Combined WNR Participation



2024/25 School Year

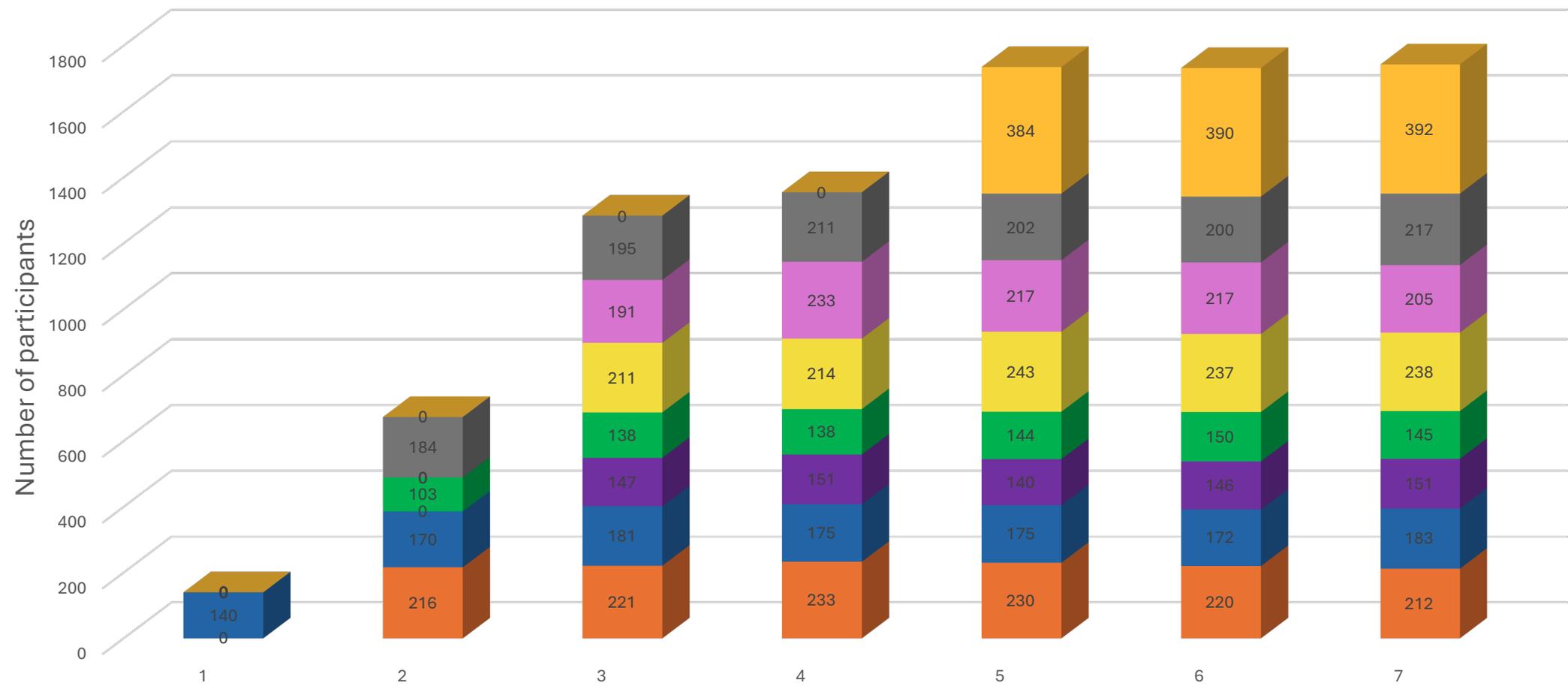




Weekly Combined WNR Participation

Current School Year

Total Participation Transpac Wide 25/26 SY



■ Pleasant Hill ■ Standwood ■ Gregory Gardens ■ John Muir ■ Morello Park ■ Meadow Homes ■ Silverwood ■ Valhalla



Emissions Reduction with Seven Schools Enrolled Transportation Fund for Clean Air (TFCA 2025)

Total Student Participants

2,749
Active
Transport (AT)

67
Carpoolers

1,497
Gallons of
gas saved

\$5,988
Gas savings @
\$4/gallon

Total Travel Savings

Trips & Miles on Walk N Roll Days

30,065
Total Trips

33,164
Miles by AT
and Carpool



Emissions Reduction with Seven Schools Enrolled Transportation Fund for Clean Air (TFCA 2025)

Total School-Year Co2 Emissions Reduced

417
Tons

Calculations include **all**
non-SOV days, not just
scan days.

1.2
Million

Total School-Year Vehicle Miles Reduced

TFCA calculates **Cost Effectiveness (CE)** based on the funding provided for the project.

CE Maximum: \$150,000 / Ton | **FY 25 Program CE (expected): \$141,650 / Ton**



TFCA 2026 – Walk N Roll

Goal: 17 Schools enrolled by 2026

Budget: \$248, 293

FY 26 TFCA Cost Effectiveness on track to be less than \$100K / Ton

Walk N Roll School Trip Reduction

	Incentives	Expenses	Labor	Per School	TOTAL
TRANSPAC					
Walk N Roll Existing Schools	\$ 3,000	\$ 2,245.28	\$ 5,000	7	\$ 71,716.92
Walk N Roll New Schools	\$ 3,000	\$ 4,657.67	\$ 10,000	10	\$ 176,576.70
					\$ 248,293.62

TFCA Funds Provide

- ✓ Active4me App: One year subscription, per school
- ✓ Scan Tags for student backpacks
- ✓ Graphics for marketing
- ✓ Trip Charms - student participation incentives
- ✓ Banner, stickers, storage box, lock, cones, vests, outreach templates
- ✓ [Promotion video](#)
- ✓ Training
- ✓ Staff support
- ✓ Reporting
- ✓ Marketing / recruitment of new schools
- ✓ Website and social media



WALK ROLL

Traveling Together for a Sustainable Future!



WalkNRollToSchool.org

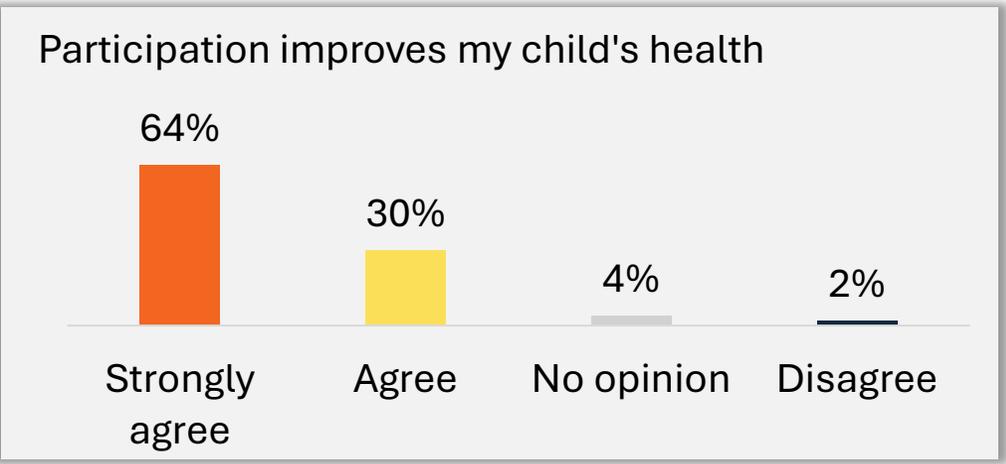
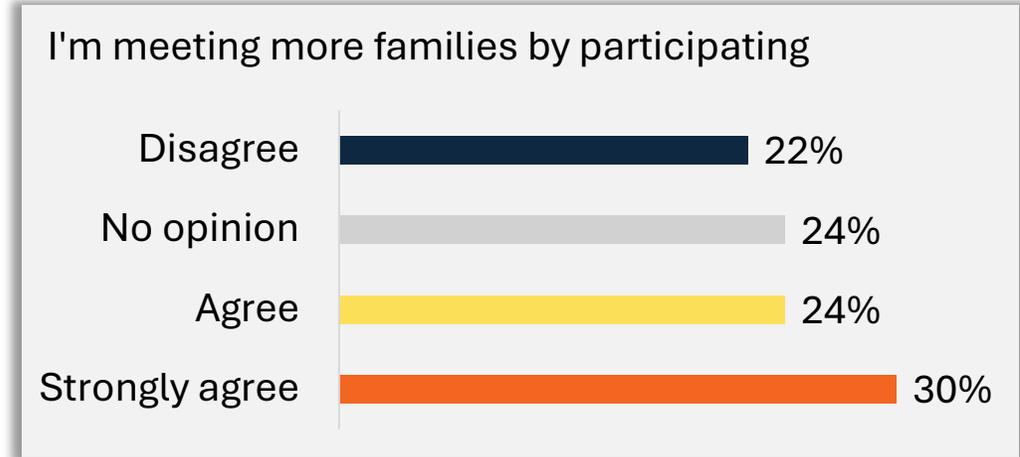
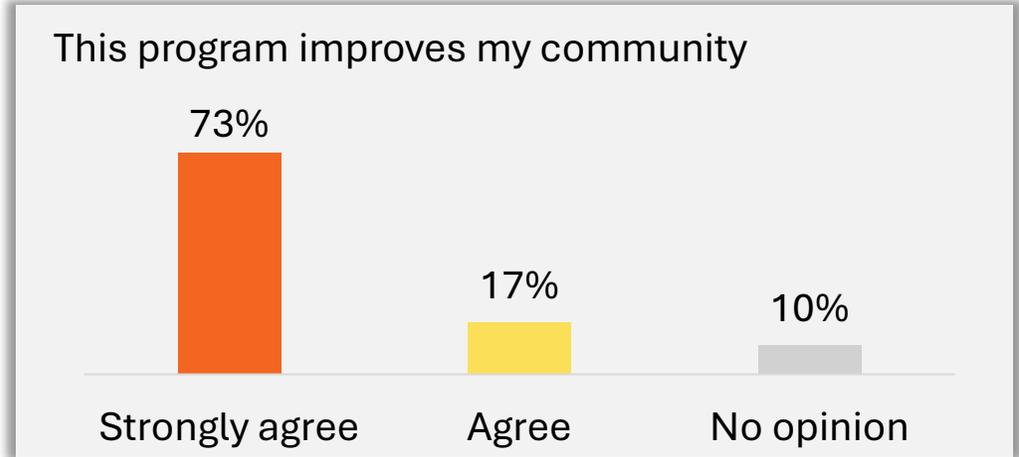
PROVIDED BY



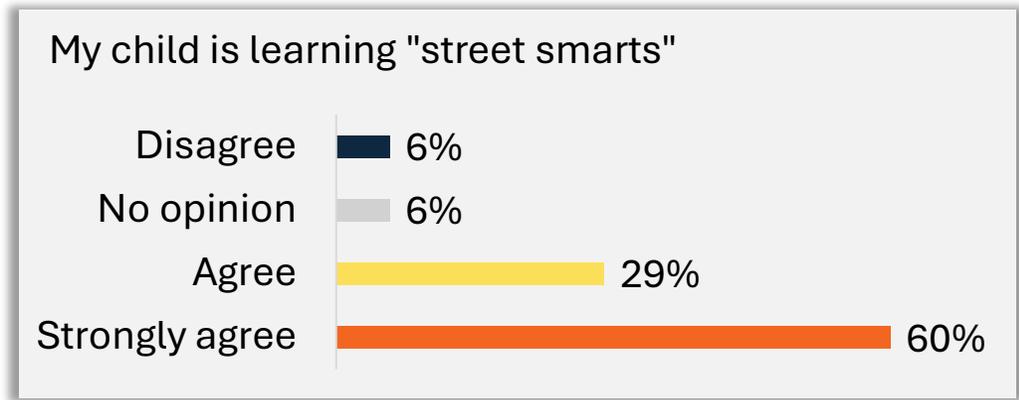
Bay Area
Air District



Parent Survey 24/25



COMMUNITY



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



What kids are saying...

“I love the charms.”

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

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

What parents are saying...

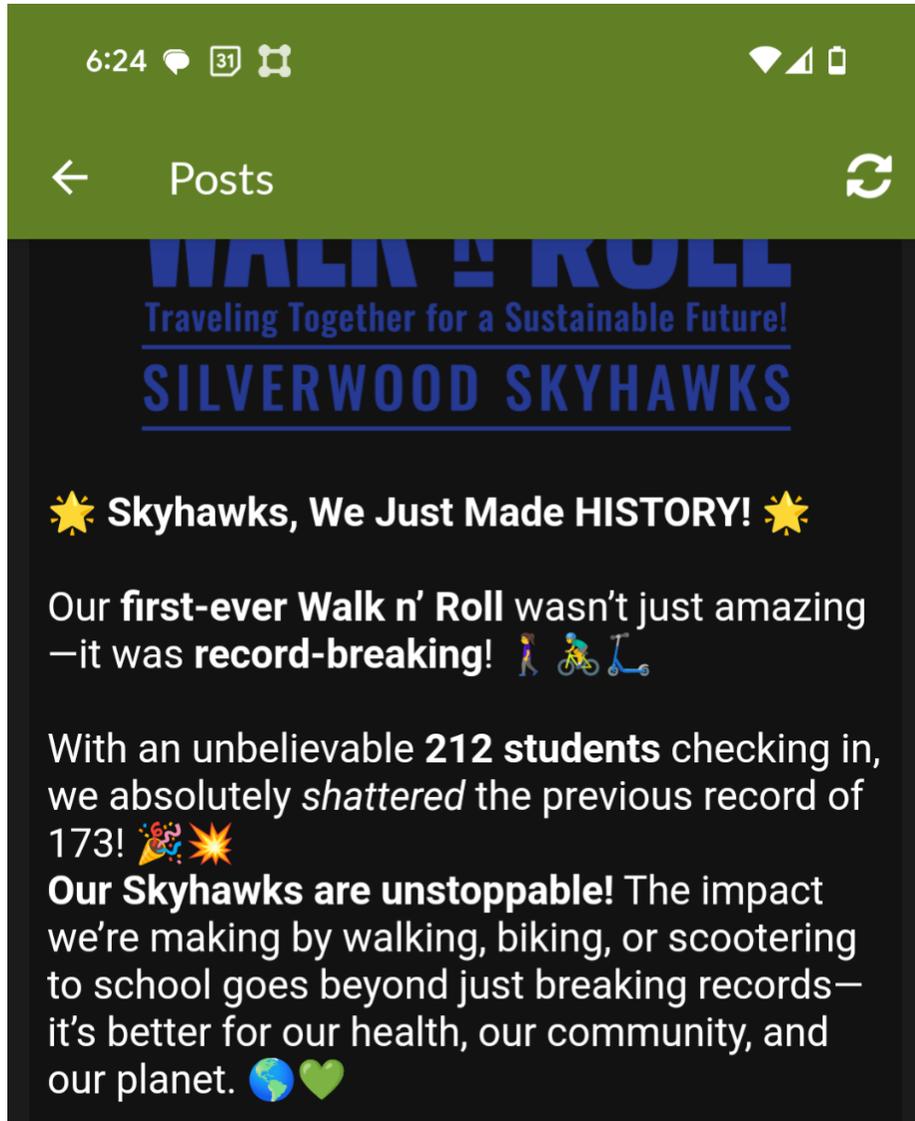
Seeing my kid feel so empowered by riding his bike and having a safe, encouraging place to do so - and the lack of traffic for days where we do have to take the car is an awesome side bonus.

I love teaching my kids about environmentally friendly ways to travel.

Gets my son excited about rolling to school

Cutting down on traffic and health benefits for the kids

What principals are saying...



“Can we do it everyday?”

“Noticeable decrease in school traffic.”

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

This is only the beginning! Let's keep the momentum rolling (literally!) and aim even higher. A huge THANK YOU to all our students, families, and supporters who made this day unforgettable. You are the heart and soul of our success! 💙🌟

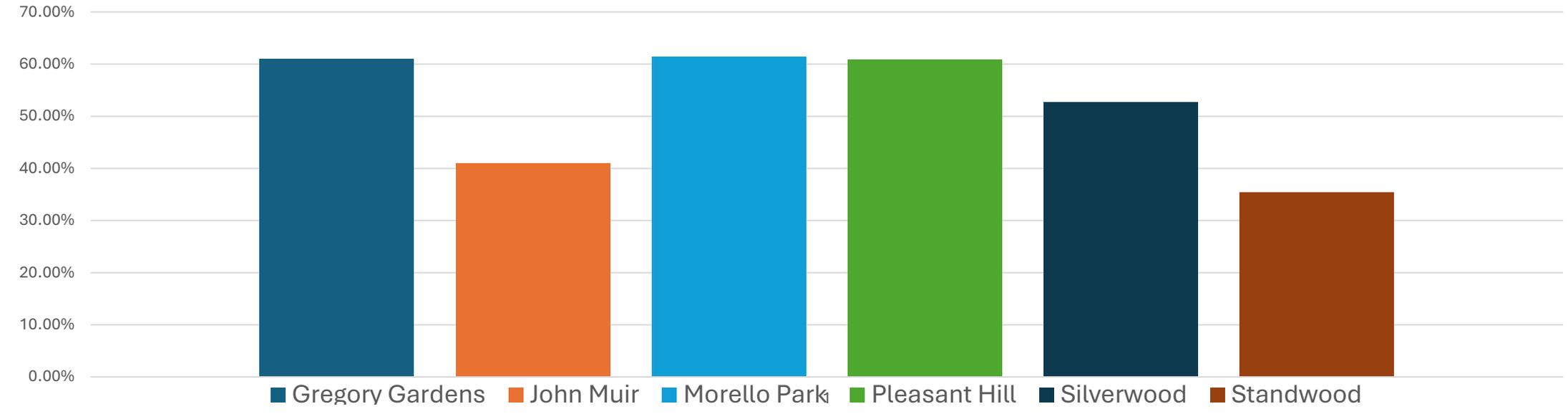
Let's keep soaring, Skyhawks—together, the sky's the limit! 🚀

#SkyhawkPride #WalkNRoll #RecordBreakers
#SkyhawkStrong

Habits Are Building

2025/26 School Year

Percentage Achieving Charms on First Availability



Bike Racks Are Filling

511 Contra Costa purchases new bike racks for schools
(Fund source: MJ)



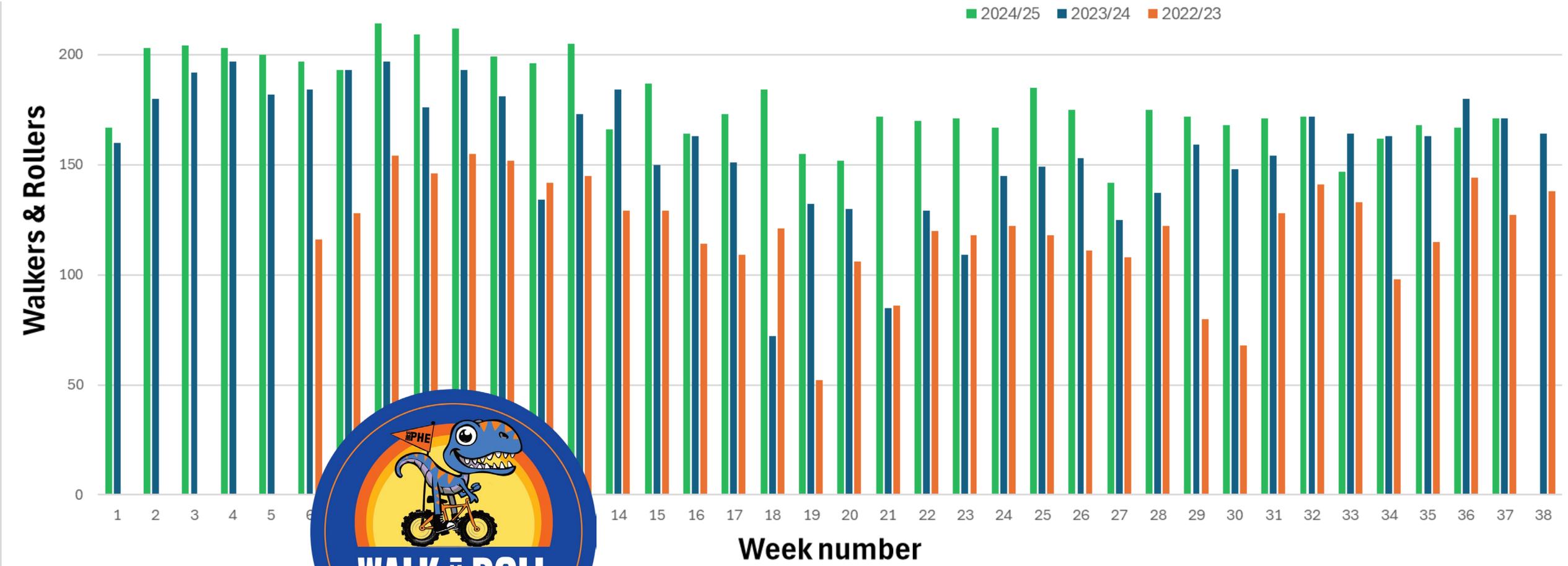
Year on Year Participation Increases



24/25 SY average participation: 180

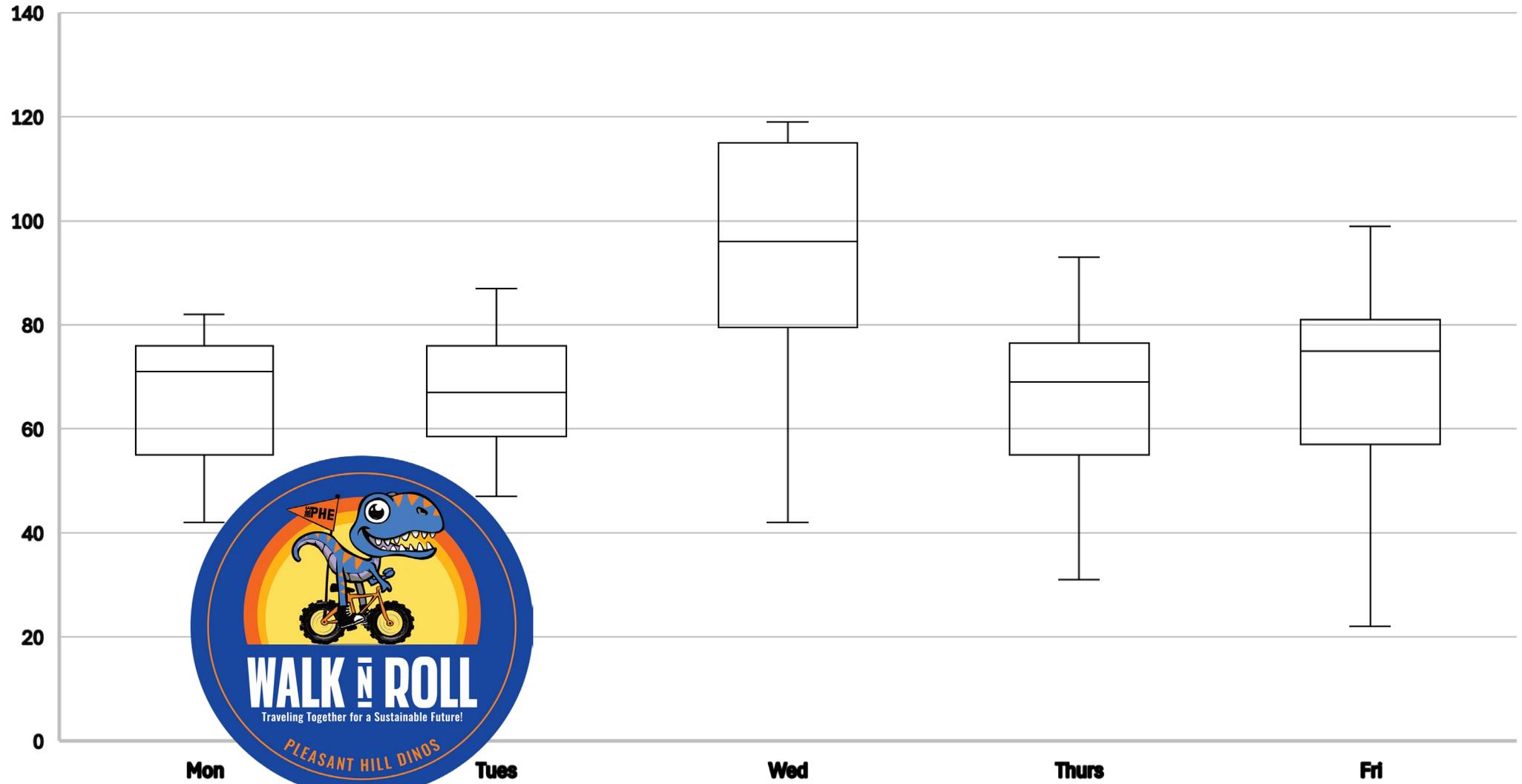
23/24 SY average participation: 160

22/23 SY average participation: 120



Daily Increases

24/25 BIKE AND SCOOTER COUNT AT PHE



Strandwood

Students
472

Days
37

Trips
5,276

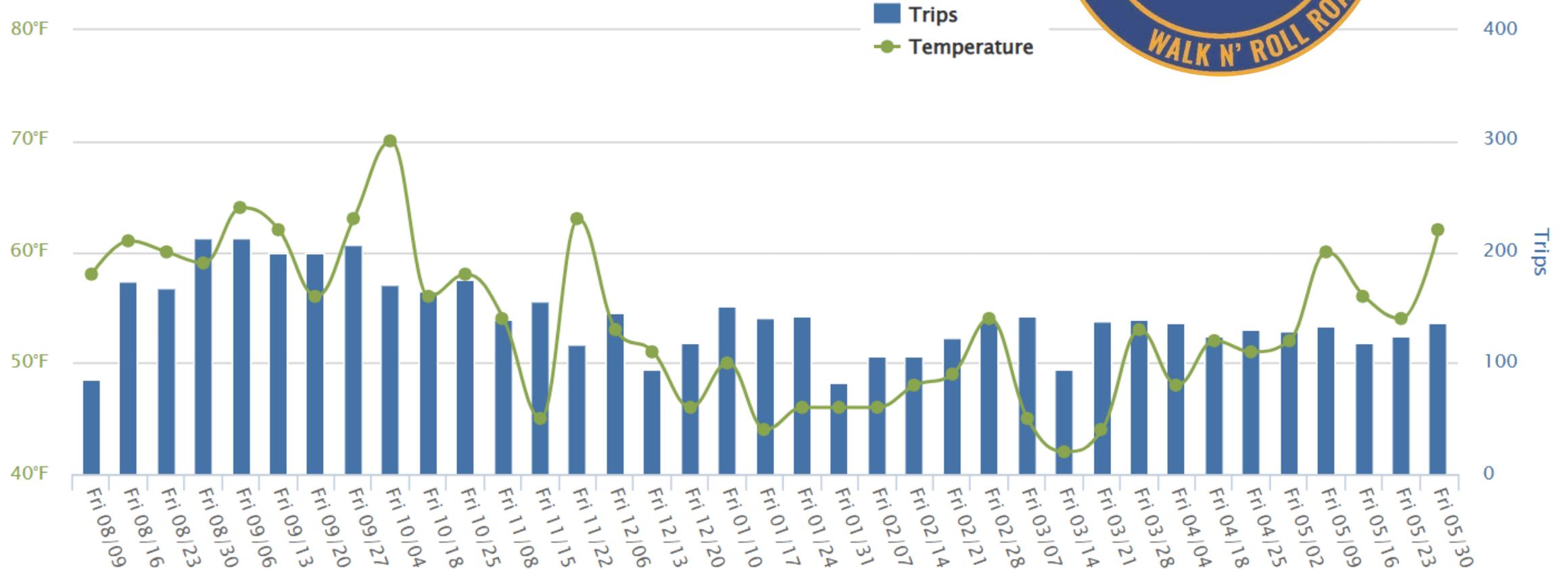


24/25 SY average participation: 143



Daily Trips

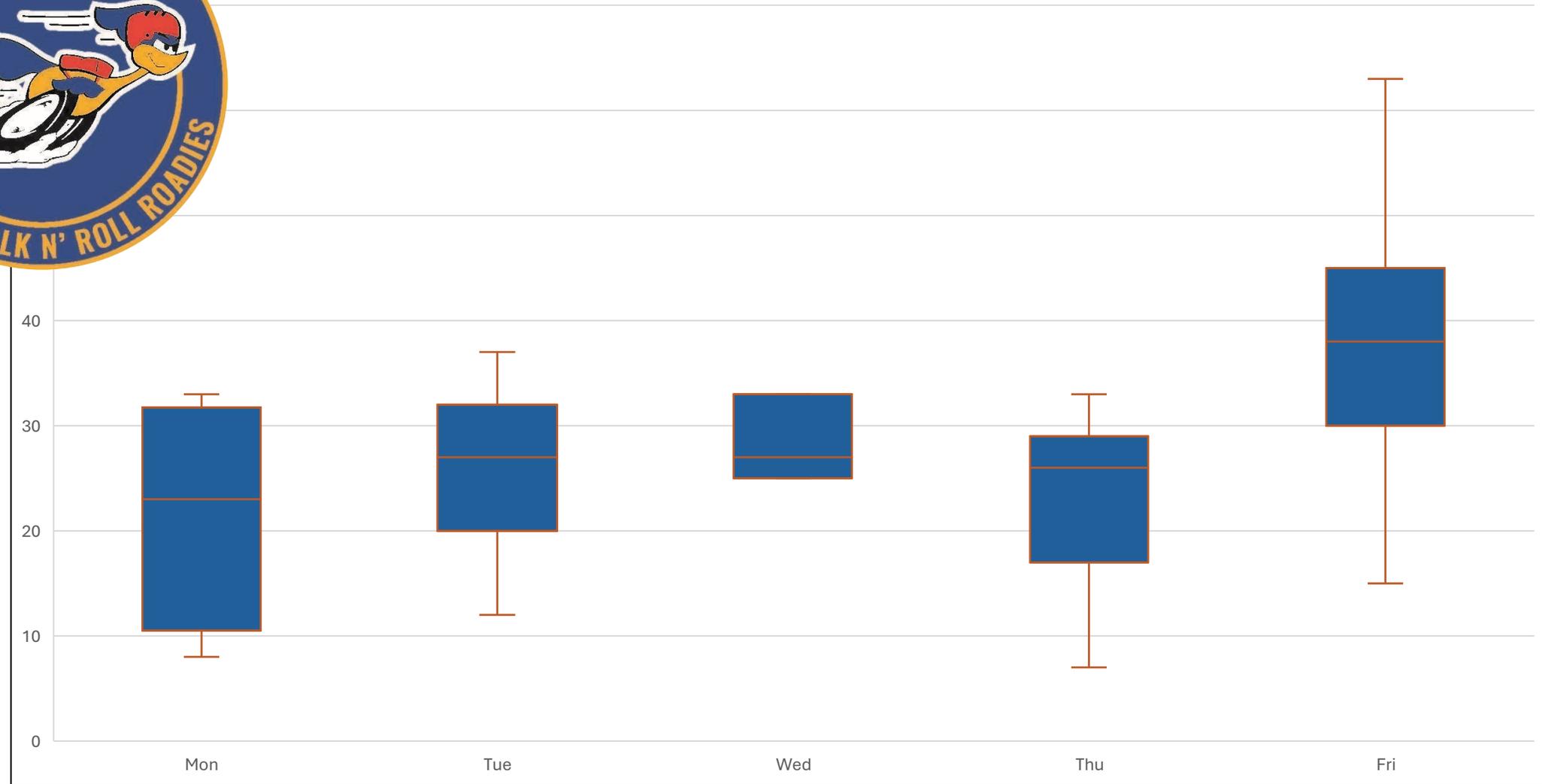
Trips Per Days



Strandwood



24/25 Strandwood Bike and Scooter Count

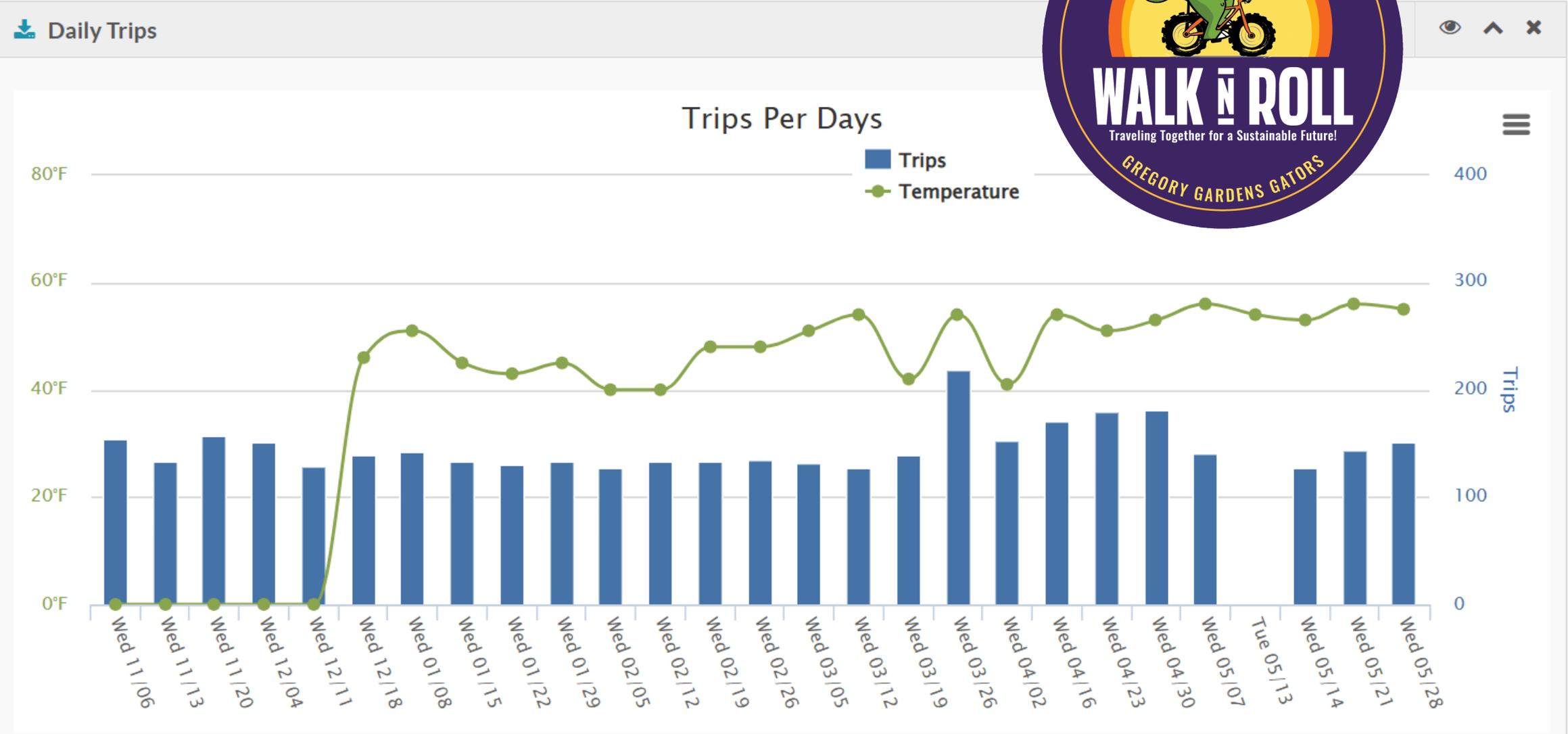


Gregory Gardens

Students **341** Days **27** Trips **3,806**



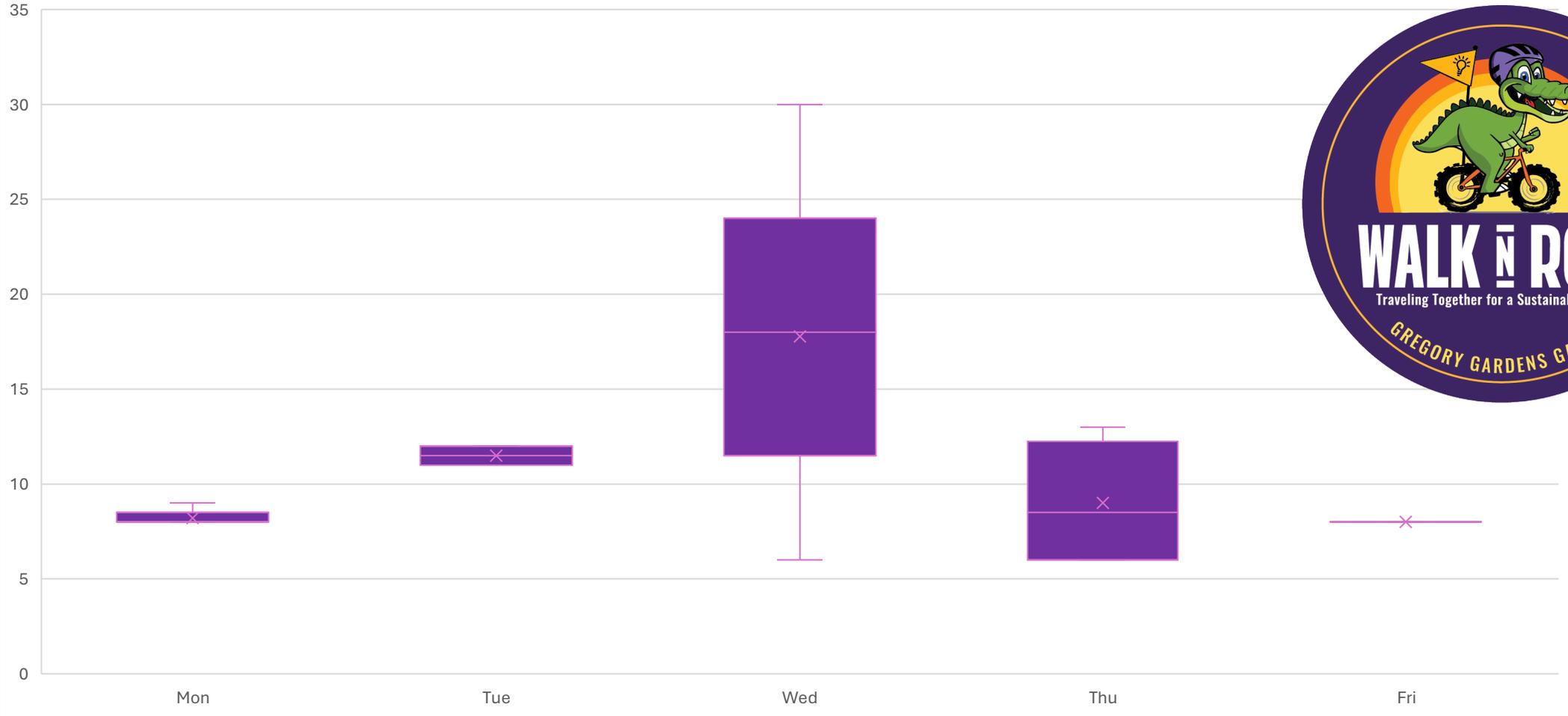
24/25 SY average participation: 146



Gregory Gardens



24/25 Gregory Gardens Bike and Scooter Count



John Muir

Students 295 | Days 21 | Trips 2,850

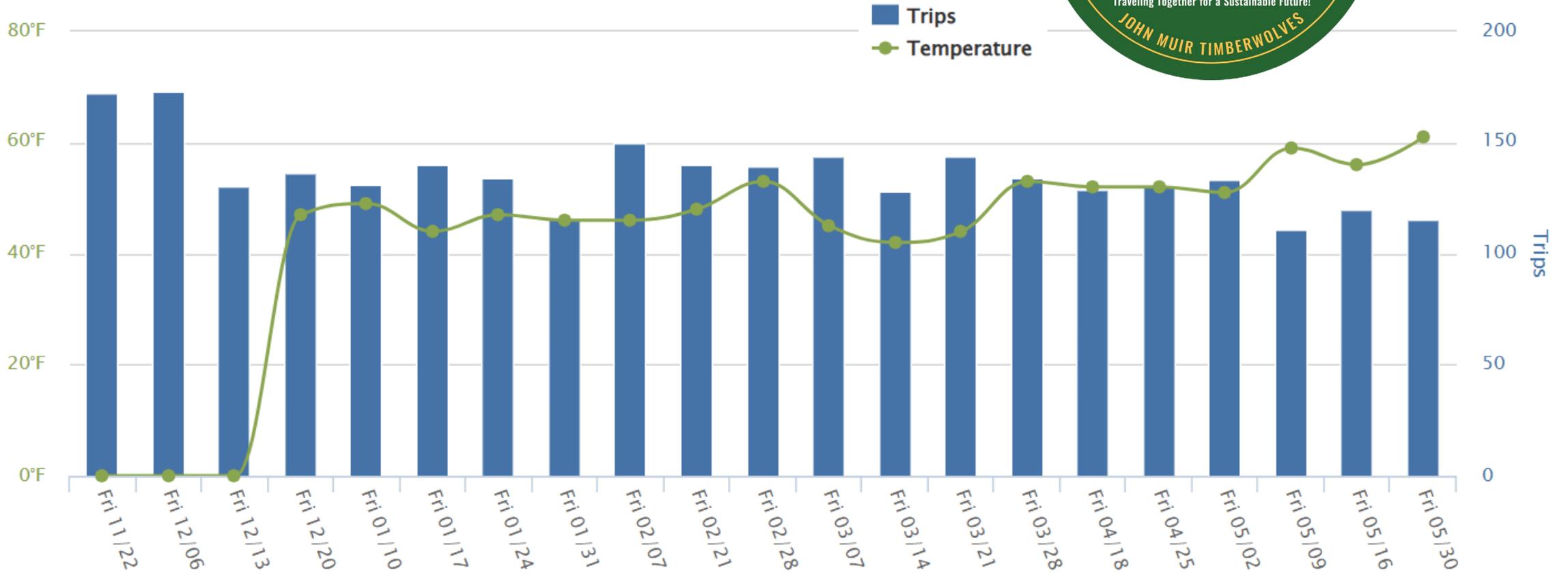


24/25 SY average participation: 136



↓ Daily Trips

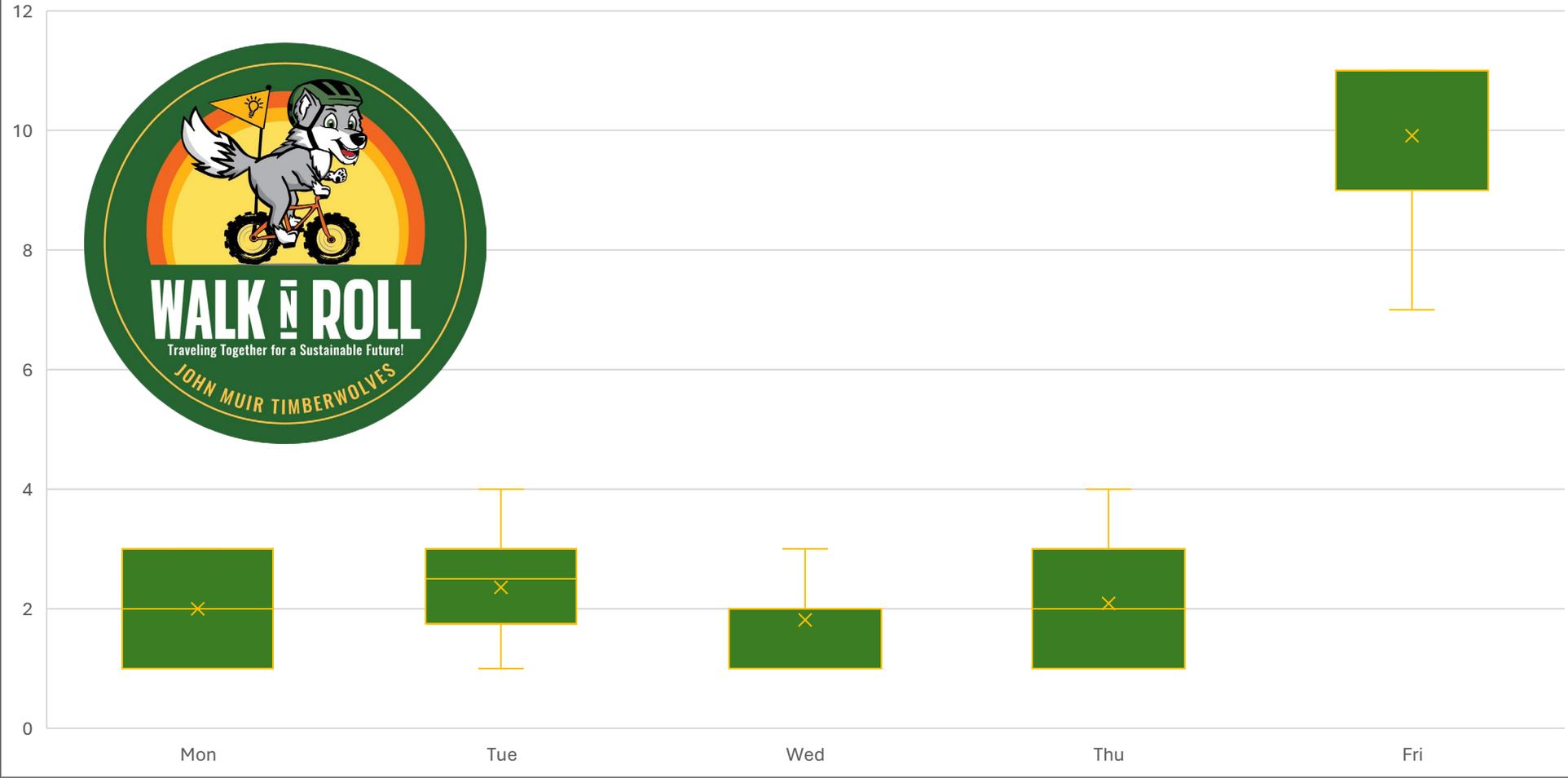
Trips Per Days



John Muir



24/25 John Muir Elementary Bike and Scooter Count



Meadow Homes

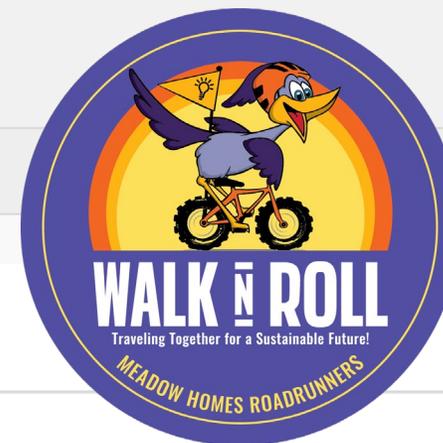
Students
295

Days
21

Trips
2,850

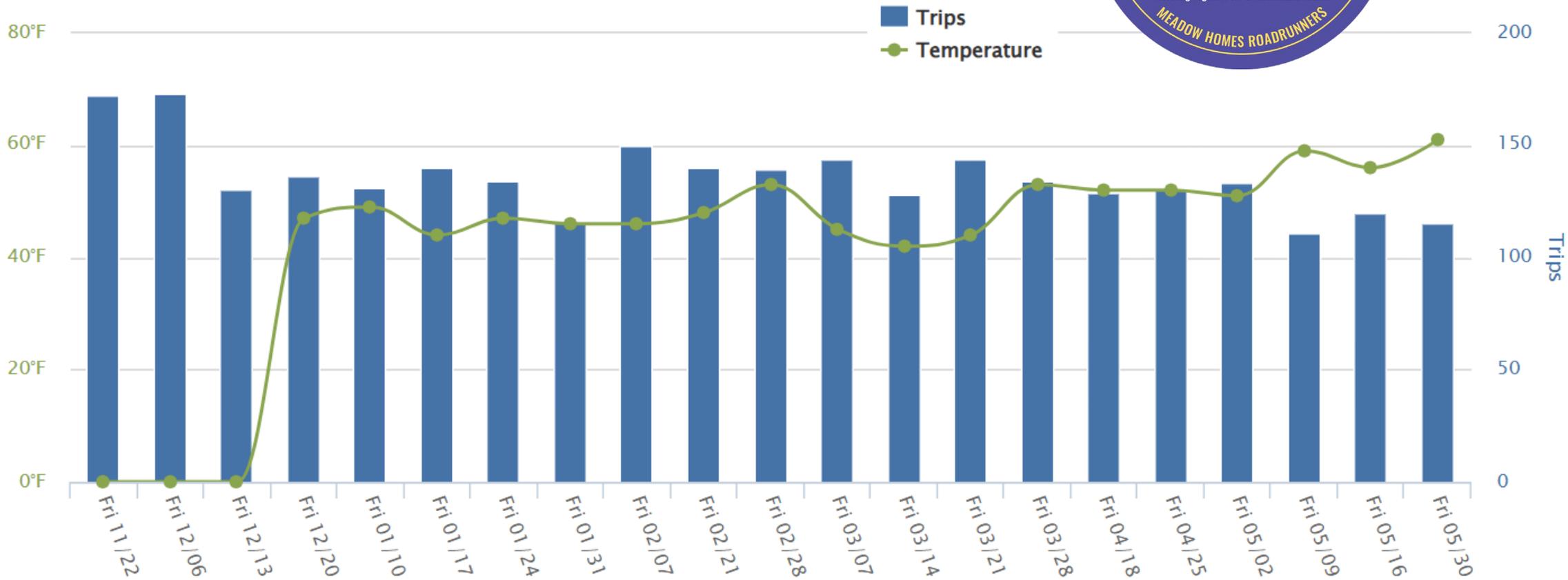


24/25 SY average participation: 143



↓ Daily Trips

Trips Per Days



Silverwood

Students
375

Days
23

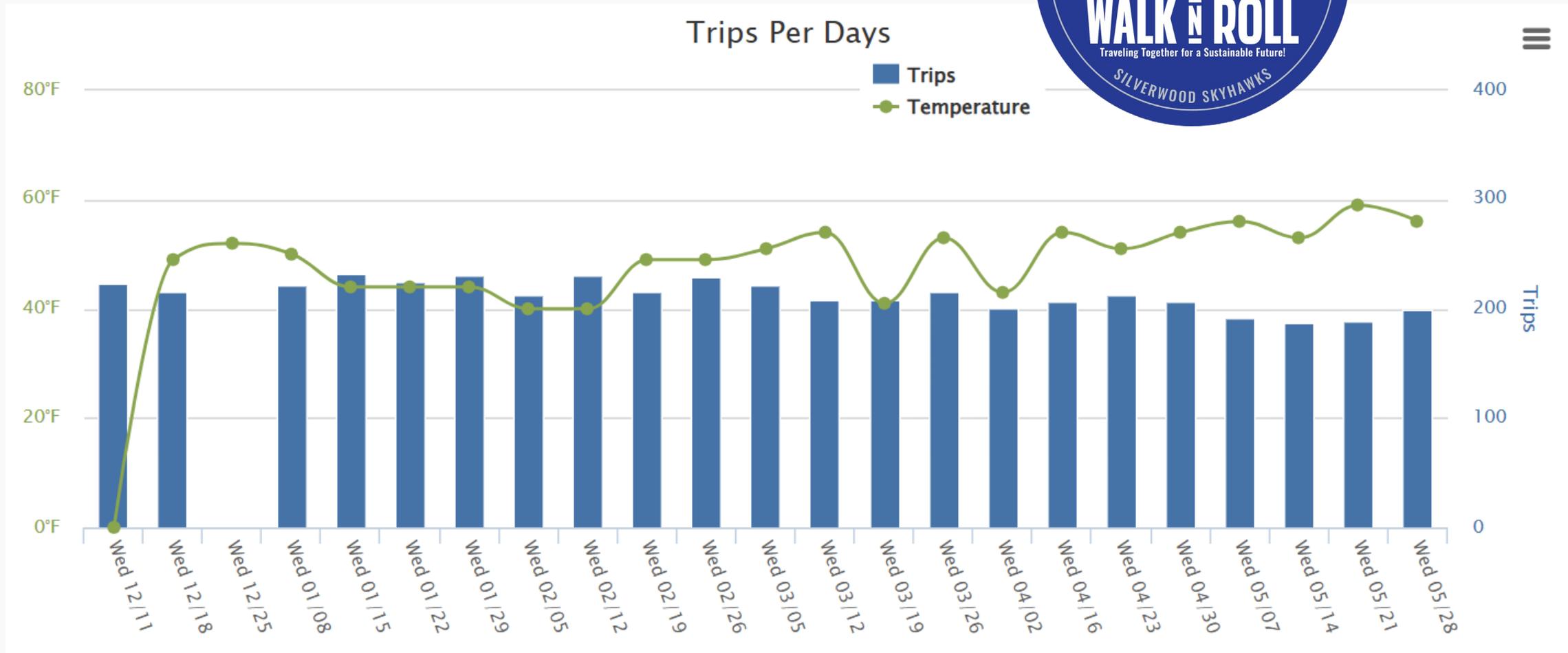
Trips
4,685



24/25 SY average participation: 213



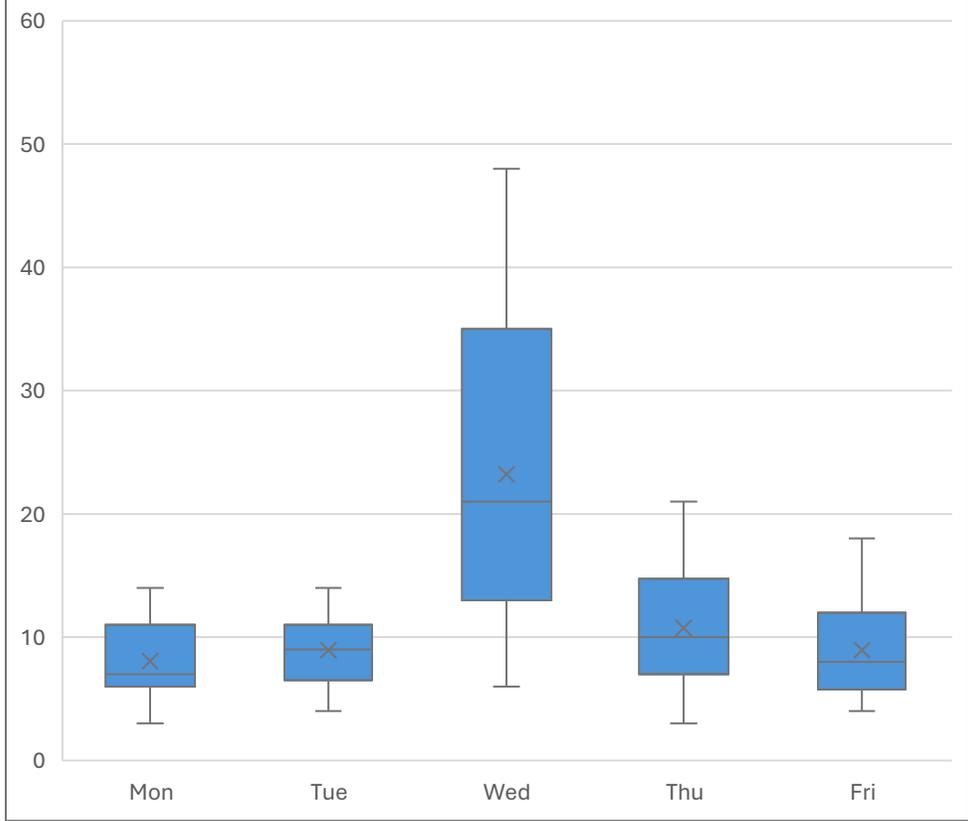
↓ Daily Trips



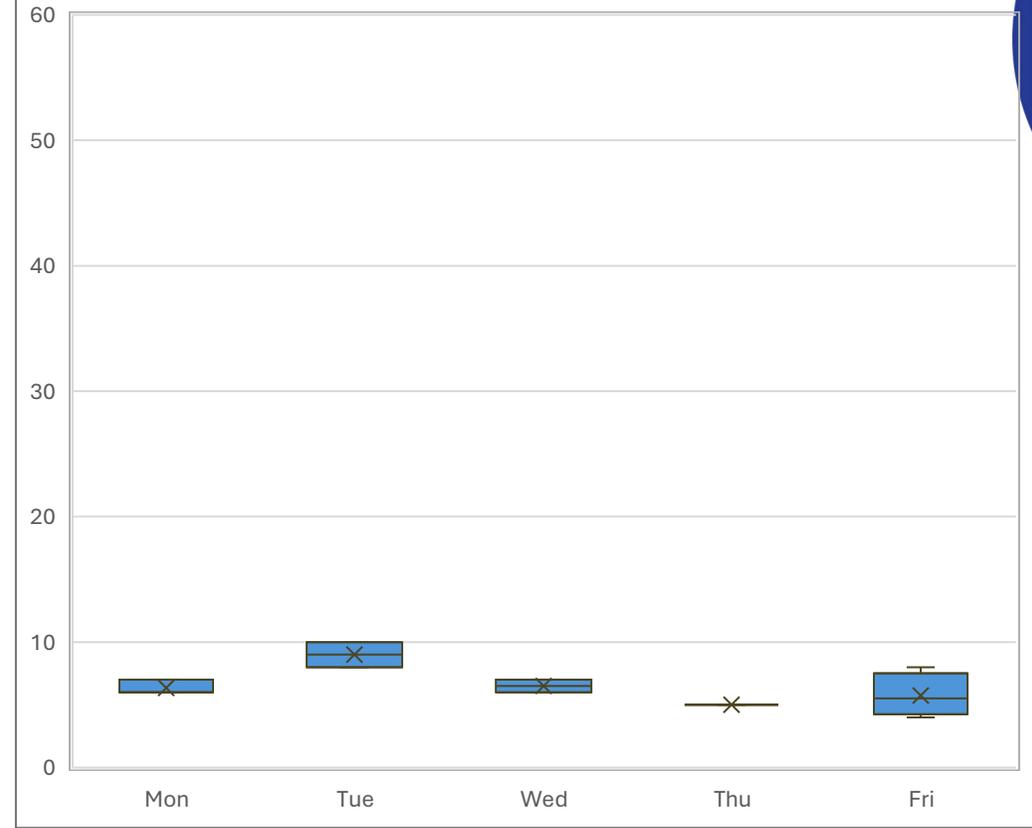
Silverwood



24/25 Silverwood Bike & Scooter Count



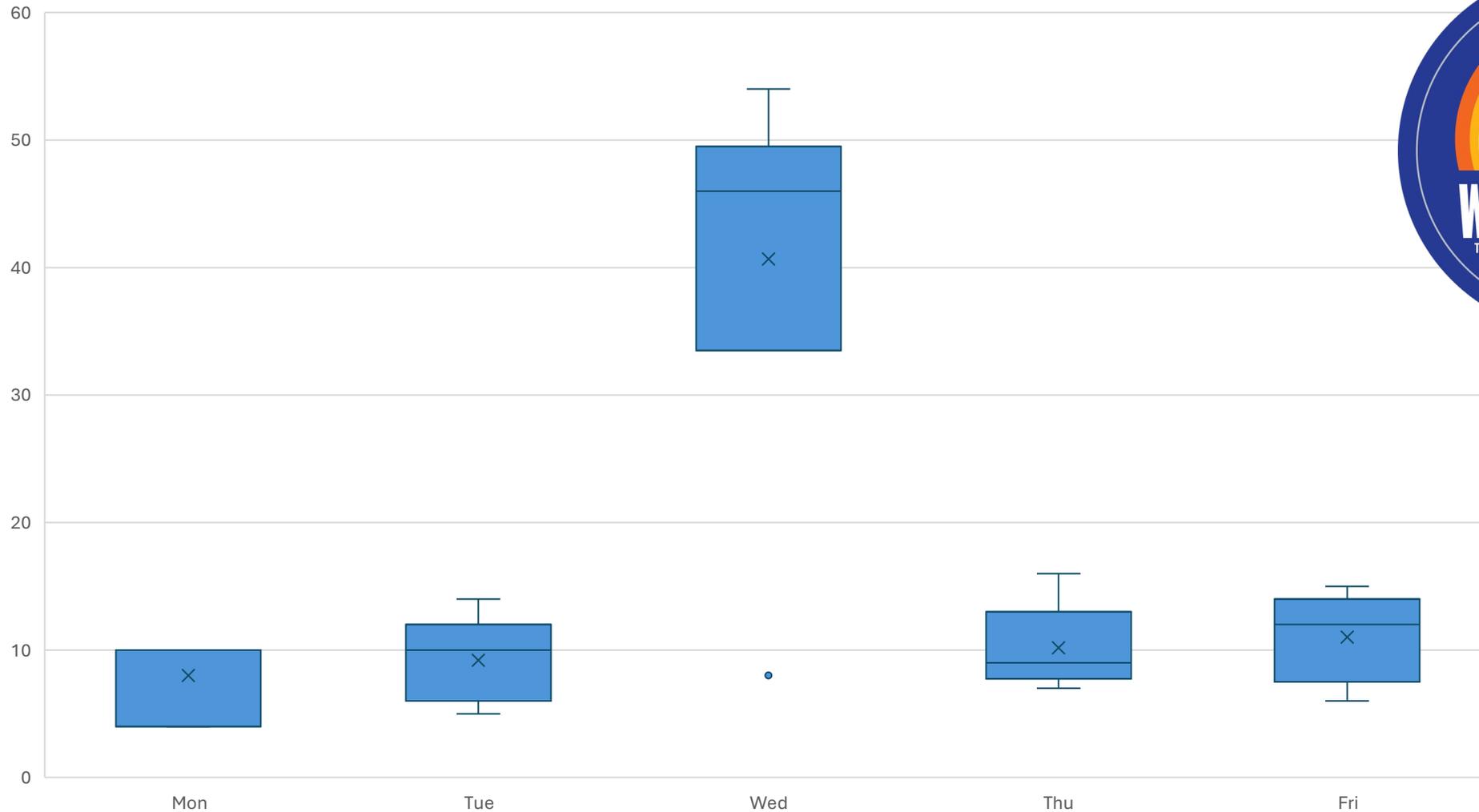
Silverwood Bike & Scooter Count Pre-Walk N Roll



Silverwood



25/26 Silverwood Bike and Scooter Count



Morello Park

Students
375

Days
23

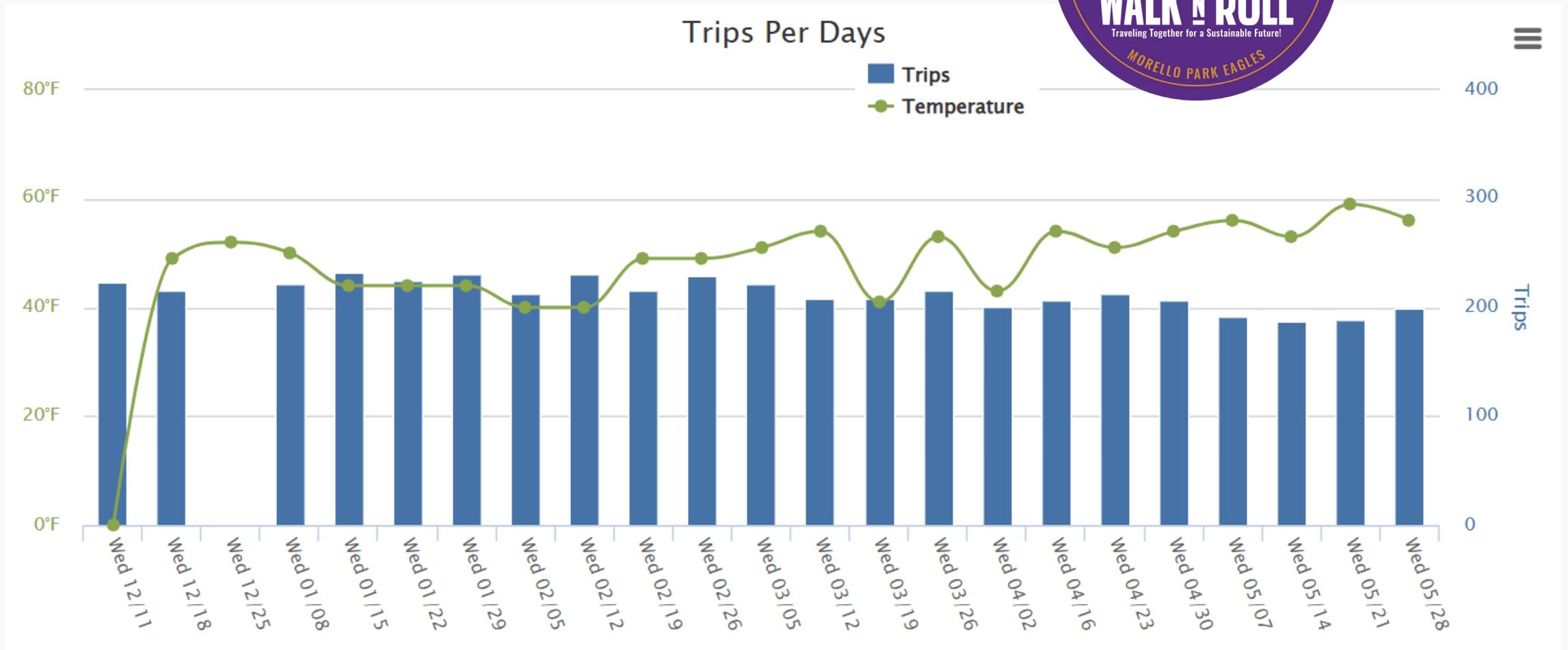
Trips
4,685



24/25 SY average participation: 231



Daily Trips



TFCA 2026

FY 26 TFCA Cost Effectiveness on track to be **less than \$100K / Ton**

TOTAL PARTICIPATION TRANSPAC WIDE 25/26 SY

