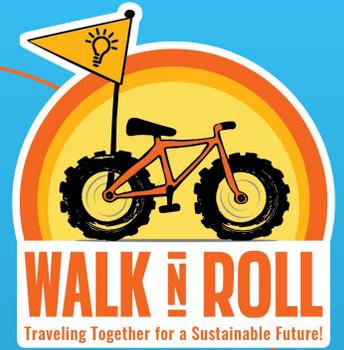


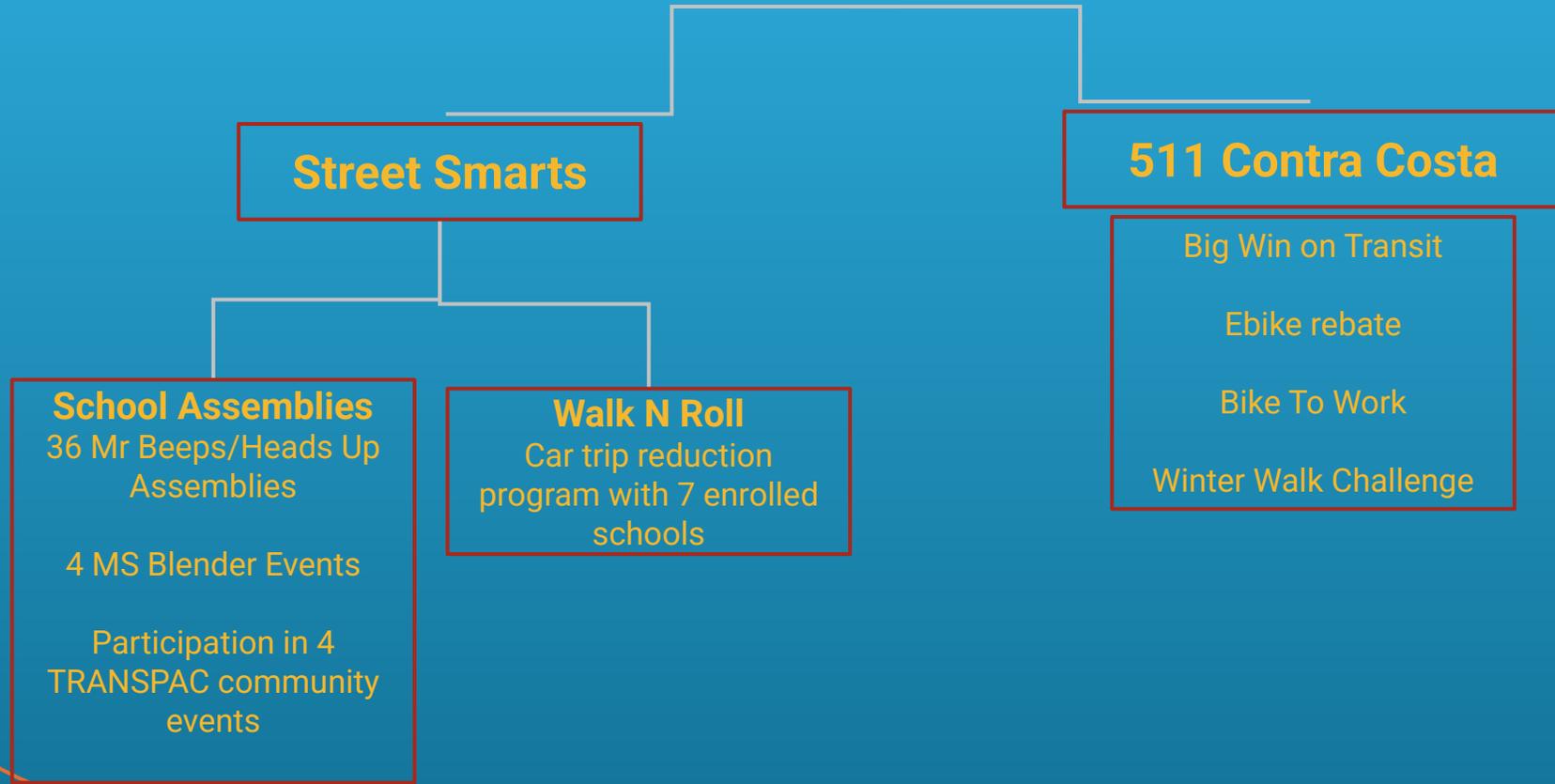
# WALK n ROLL

Traveling Together for a Sustainable Future!  
Weekly Scanning Program





# Cara De Jong



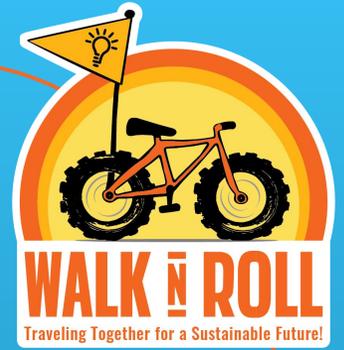


# WALK n ROLL

**Traveling Together for a Sustainable Future!**

School trip reduction program

# What is the program?



# What is the program?

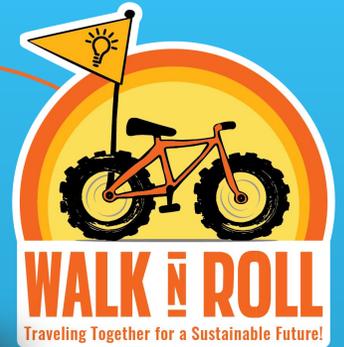


All students receive a Scan Tag that affixes to a backpack



# How does it work?

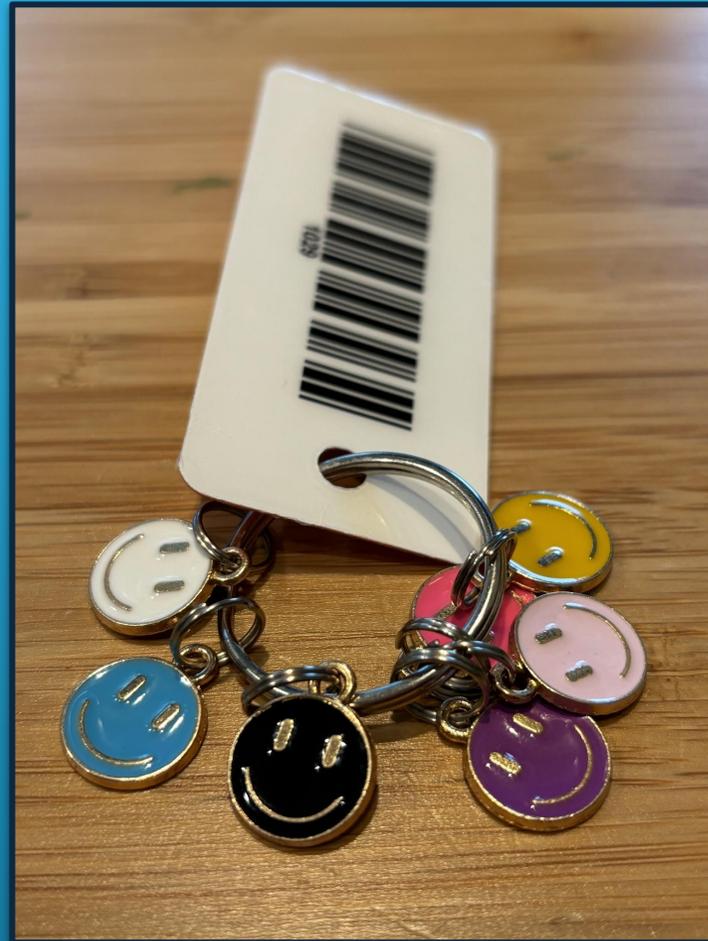
Parents can choose to individualize their student's Scan Tag



A screenshot of the Active4.me website. The top navigation bar includes links for HOME, YOUR SCHOOL, FEATURES, FREE TRIAL, PRICING, SUPPORT, and LOGIN. The main content area shows a mobile app interface with a text message from 'Your School' that reads: 'Bike rodeo after school this Wednesday! Learn skills have fun!! Justin King scanned in on Mon May 9th Totals: 140 miles 125 lbs Co2 28 Trips (year)'. To the left of the phone, there is a section titled 'Encouragement' with the text 'How it works' and 'We provide the program. Each scan captures the student's name (or Email) can be used for a daily program level.' Below this, it says 'Every school is unique which is why we've created an assortment of tools you can mix and match to create your perfect program.'

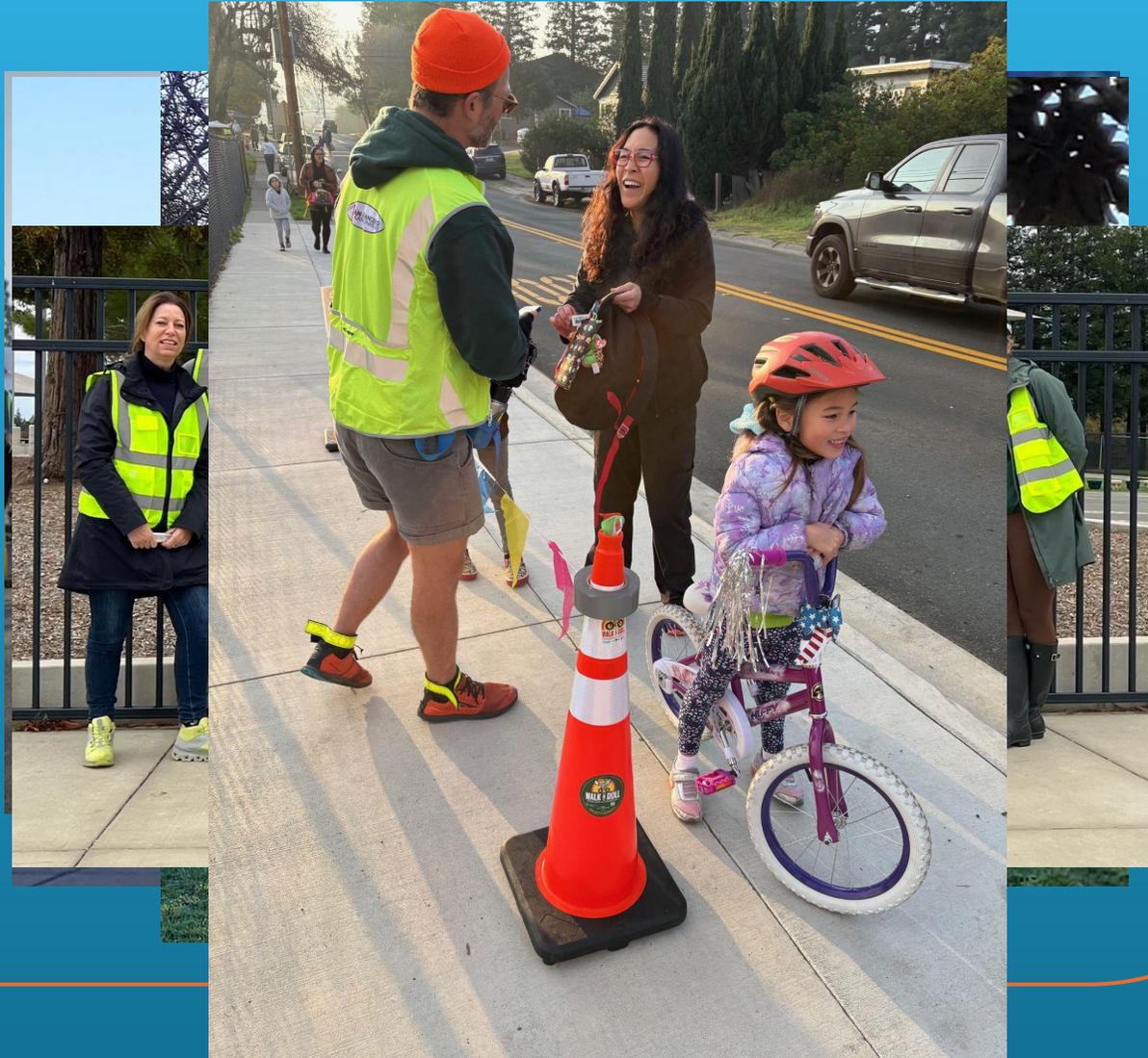
# Incentives

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



# Start the program

Walk N Roll rolls out every week rain or shine



# 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:



CONTRA COSTA  
transportation  
authority



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# School's part: collect volunteers



Need 1 coordinator and 2  
scanners to begin

We offer guidance and best  
practice advice

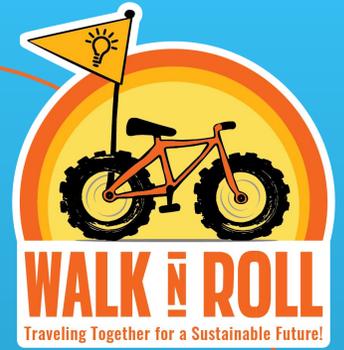


# School's part: count bikes



# School's part: promote

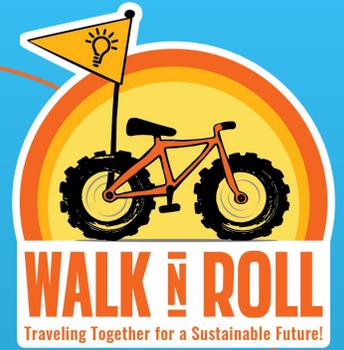




# Results

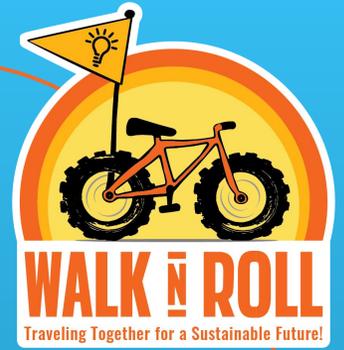
# Results

## 2024/25 Summary of Programs at 7 schools

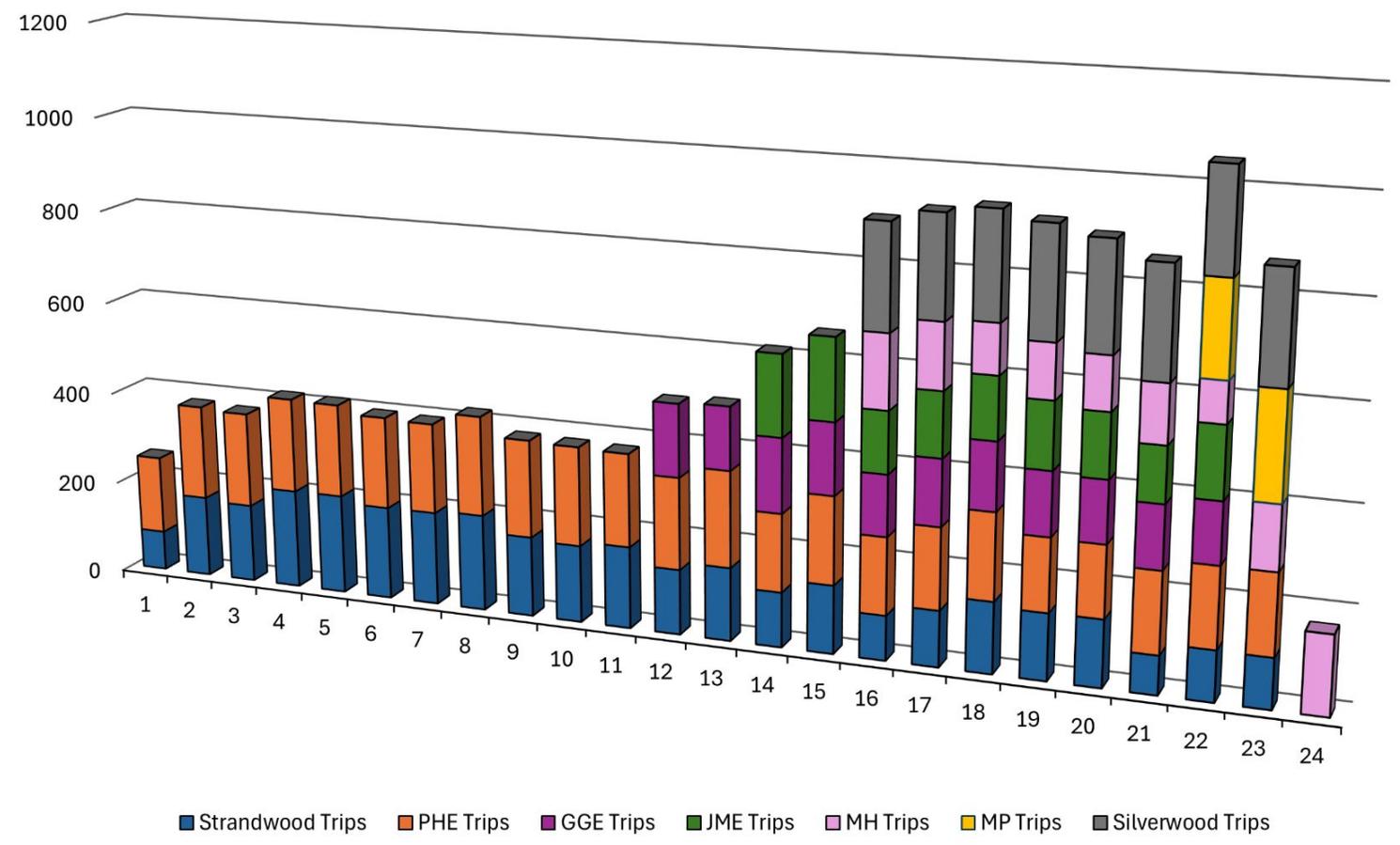


School	Students	Trips	Av-Trips	Miles	Av-Miles	Cal	Av-Cal	CO2	Av-CO2	Gal	Av-Gal
Gregory Gardens Elementary	240	1,672	6.97	2,017.81	8.41	80,712	336	1,780 lbs	7 lbs	91.74	0.38
John Muir Elementary	269	1,282	4.77	1,749.62	6.50	69,985	260	1,544 lbs	6 lbs	79.57	0.30
Meadow Homes Elementary School	343	1,131	3.30	1,109.77	3.24	44,391	129	979 lbs	3 lbs	50.49	0.15
Morello Park Elementary School	262	419	1.60	415.98	1.59	16,639	64	367 lbs	1 lbs	18.91	0.07
Pleasant Hill Elementary	315	4,296	13.64	5,935.29	18.84	237,412	754	2.62 tons	17 lbs	269.84	0.86
Silverwood Elementary School	348	1,794	5.16	2,296.23	6.60	91,849	264	1.01 tons	6 lbs	104.43	0.30
Strandwood Walk and Roll Roadies	370	3,468	9.37	1,890.85	5.11	75,634	204	1,527 lbs	4 lbs	78.71	0.21
<b>Total</b>	<b>2,147</b>	<b>14,062</b>	<b>6.55</b>	<b>15,415.55</b>	<b>7.18</b>	<b>616,622</b>	<b>287</b>	<b>6.73 tons</b>	<b>6 lbs</b>	<b>693.69</b>	<b>0.32</b>

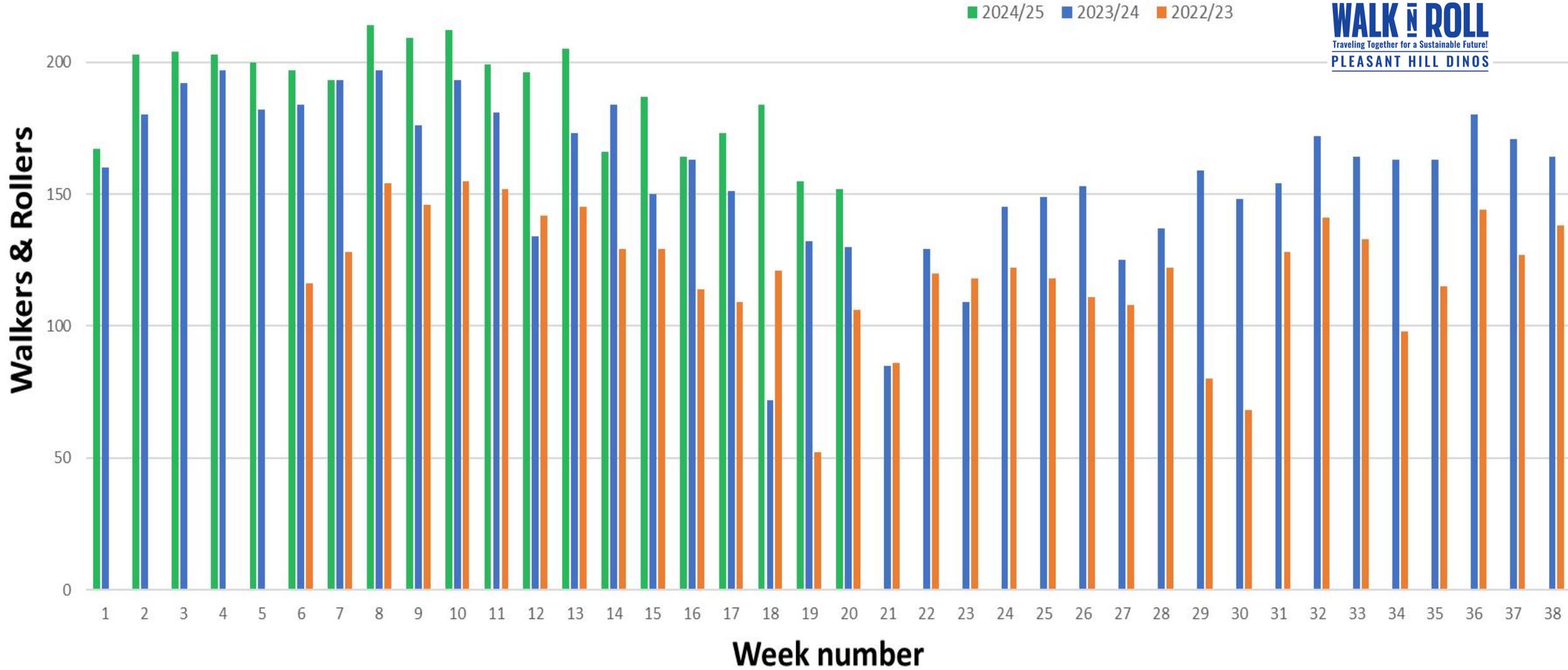
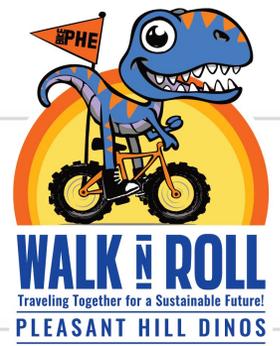




# Combined Car Trips Saved by Week



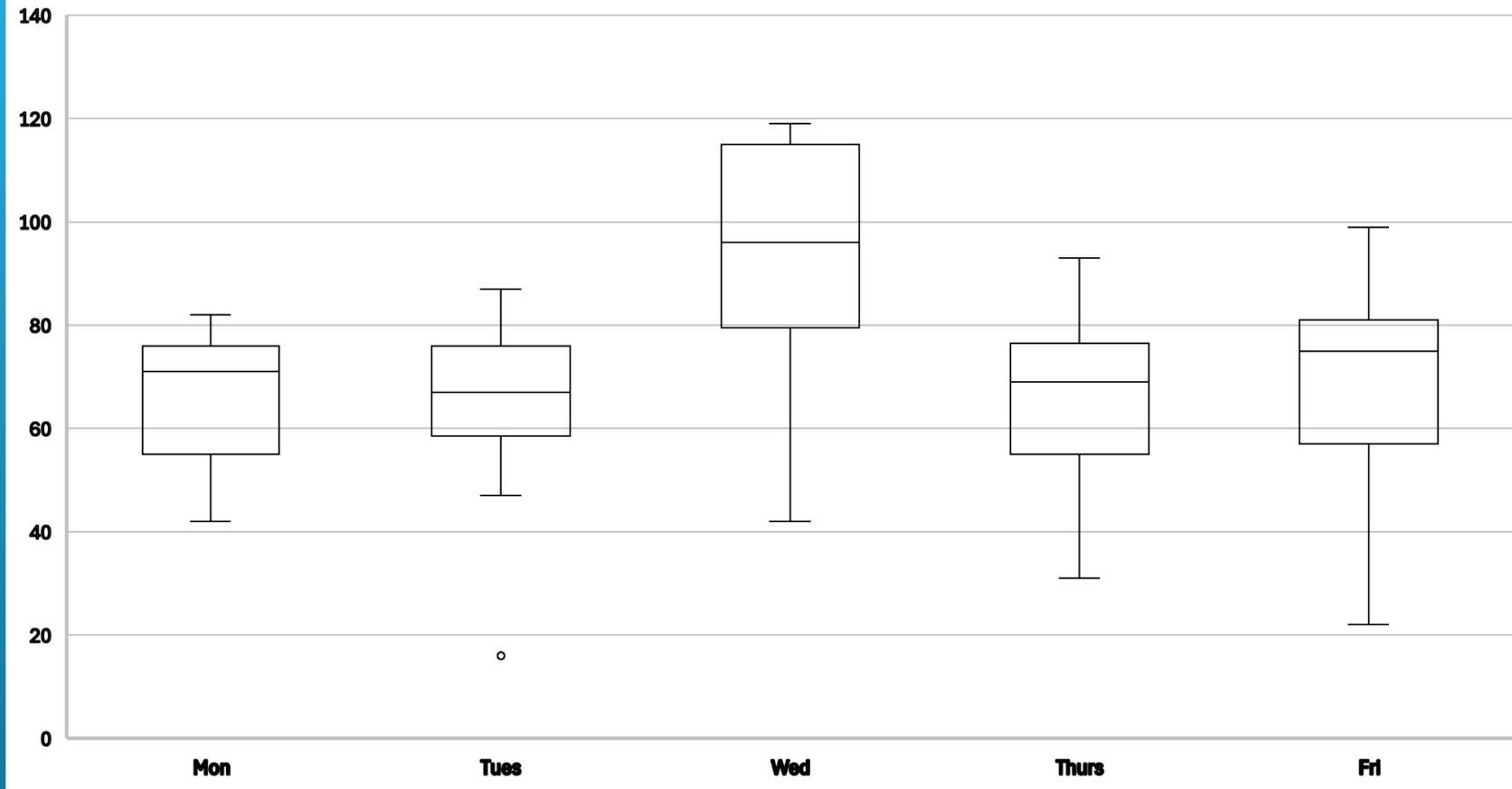
# Year on year participation increases



# The entire week is effected



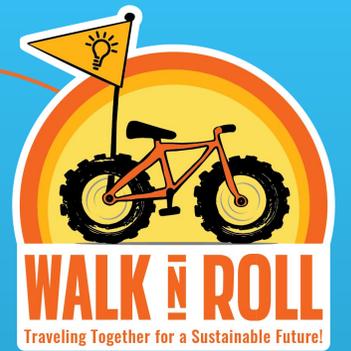
## 24/25 BIKE AND SCOOTER COUNT AT PHE



# 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?”

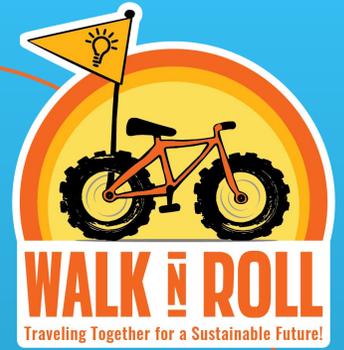
“Noticeable decrease in school traffic.”

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

# 511 Activities



- Winter Walk Challenge: 2000 participants
- Big Win on Transit: incentive to ride Bart, Bus, Ferry
  - freeway billboard campaign begins March 3rd
  - Promotional materials were sent to each city in January
  - Contact Kirsten Riker with questions  
([kriker@511contracosta.org](mailto:kriker@511contracosta.org))



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