PLAYBOOK

Walk & Bike to School Day

SafeRoutes

Roseville Safe Routes to School

Walk & Bike to School Day Playbook
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Fast Facts About the History of International Walk & Bike to School Day

- 1994 – First Ever Walk to School Week in Britain with just a few schools.
- 1995 – Pedestrian Association of Great Britain organizes its own Walk to School Week to raise awareness.
- 1997 – First Walk to School Day in Chicago & Los Angeles in partnership with Walkable America.
- 1998 – 170,000 Americans in 58 communities join Canada & Great Britain for Walk to School Week.
- 2000 – First ever International Walk to School Day takes place on October 4. It is estimated that 2.5 million walkers participated worldwide.
- 2004 – 36 Countries & 3 million walkers later, Walk to School Day is still going strong!
- TODAY – More than 40 countries and millions of people participating worldwide – too numerous to count! Now, it's YOUR turn…come walk & bike with us!

What's It All About?

Parents, students, teachers, administration, friends & family walk or bike to school together on the same day in October along with millions of students & community members worldwide! Schools are encouraged to hold assemblies, contests, rallies and maybe even serve up some breakfast!

In addition, International Walk to School Day…

- ❑ Brings the School Community Together
- ❑ Promotes Safe Walking & Biking
- ❑ Raises Driver Awareness of Children Walking & Biking
- ❑ Helps Parents & Children Identify Walking & Biking Barriers
- ❑ Supports Ongoing Walking & Biking Programs in the Community
- ❑ Promotes Safe Routes to School Initiatives
- ❑ Inspires Families to Walk & Bike to School More Often
- ❑ Promotes a More Active Lifestyle
- ❑ Is Fun!

Organize Your School's International Walk to School Day

Organizing a Walk to School Day in your community can sound like a daunting task! It doesn't have to be! Use this Playbook to help you "Walk" through the steps of kicking off your own Walk Day at your school!

STEP #1

How Do I Get Started?

<u>Step 1</u> – Get the Right People Together

❑***Principals*** – It is important to get the school principal "on board" with the event. They will be your support and advocate to the PTA & other parent volunteers. They will also help you promote the event to the school wide community through e-mail, newsletters, bulletin boards, classroom & school announcements.

❑***PTA / Parent Volunteers*** – Get "buy-in" from your school's PTA as soon as possible. This event is in direct alignment with the PTA mission of student enrichment. The PTA also has the greatest access to parent volunteers. Looking forward, you can ask the PTA to designate a "Chairperson" position specifically dedicated to Safe Routes to School or Walk to School Day. Once the position is created, it is more likely to be carried on in future years.

❑***Police / Fire Departments*** – Notifying the Police & Fire Departments of the event is an important step for a couple of reasons. 1) You can request extra police "presence" at the major intersections the day of your event. 2) You can also invite a Police Officer of Fireman to conduct a safety assembly (before or after Walk to School Day) and/or simply invite them to attend your event. Ask them to come in full uniform!

❑***City Officials & Local Media (i.e. Mayor, Manager, Traffic Operations, Newspapers, TV)*** – Invite as many City Officials as you can. Inviting the Mayor usually means that local media will show up too. These invitations can get you free advertising to help you further the Walk to School Day tradition and if the Mayor or other official is there, then the cause will seem more "worthy" to some who may not give it much attention.

Organize Your School's International Walk to School Day

Don't be afraid to ask for help! They City of Roseville and your school officials want this community event to be successful and it is with the efforts of everyone involved that will make it great!

STEP #2

How Do I Get Started?

Step 2 – Choose a Date for Your Event & Notify the Right People

❑***Date*** – Choose a date the coincides with the official International Walk to School Day date, if possible. This date can be found at www.WalkToSchool.org . International Walk to School Day is generally held in the month of October.

❑***Notify the Right People*** –

- ✓School Administrator - find out if the date will work for them. If it does not work, that is OK! Find out what date works best for them and hold your event on that date instead.
- ✓Police Department - let them know you are planning a Walk to School Day in your community. Ask them if they would be willing to be a part of it (i.e. Traffic control/enforcement, visit with students at the school etc.).
- ✓City of Roseville Safe Routes to School Team - ask them if they have resources that may be able to help you.
- ✓Adult Crossing Guard (assigned to your school) - to let them know the date of the event.
- ✓City Traffic Engineers – if you have stop lights along the routes to school, the city traffic engineers can extend the crossing times at light controlled intersections.

Organize Your School's International Walk to School Day

Don't try to "go it alone"! Ask parents and members of the immediate community to help you. Many hands make little work!

STEP #3

How Do I Get Started?

<u>Step 3</u> – Build Volunteer Teams

❑***Advertising*** - This team would be responsible for creating and distributing flyers, designing and hanging signs & banners and communicating event details with the school community via PTA Newsletters, E-Mail and/or School Newsletters. This team would also be responsible for creating large buses and large "Walk to School Day" signs that students will carry on their way to school (see photos). Enlist students to help you! They can design signage!

❑***Mapping*** - This team would be responsible for developing a "Route Map". They would start by identifying the most frequently traveled streets and entry points into campus and then work backward from there. The routes should travel through the various surrounding neighborhoods on the "main streets". There needs to be several "Walking Bus Stops" along the way as well. After identifying the "stops", this team would assign "walking bus stop times" to each stop location. This will vary from school to school based on your school start time. You should allow extra time (15 minutes) for the Celebration upon arrival at the school. These maps would be posted on the school website, sent home with students, posted in classrooms and other key locations on campus. If you would like an aerial image of your school boundaries, please contact the City of Roseville Safe Routes to School Team (srenfeld@roseville.ca.us or jcervantes@roseville.ca.us). (See route map sample).

Organize Your School's International Walk to School Day

Don't skip the Celebration Rally! Students, teachers, parents & school officials should all be involved and show support for this great cause!

STEP #3

How Do I Get Started?

<u>Step 3</u> – Build Volunteer Teams (cont.)

❑***Celebration*** - This team would be responsible for creating a program for the Celebration that takes place upon arrival at school! It is best if the school principal or other highly recognizable school figure (vice principal, popular teacher etc) could emcee this event. Invite the Fire Department and Police Department to come to your event. Ask them if you can borrow their mascot costumes and then have one of your volunteers dress up and mingle in the crowd of students. If your school has a mascot, dress them up too! This team would also consist of several smaller "teams" as well. Each team would be responsible for setup and teardown of their areas.

- ✓Food - bananas, fruit snacks, granola bars, water, muffins etc.
- ✓Pictures - there should be several people who are assigned to take photos of your event. These will come in handy when you advertise for the following year and will also be great for your yearbook!
- ✓Giveaways - beach balls, frisbees, key chains, wristbands, pencils, anything you can think of!
- ✓Decorations - balloons, stage props etc.
- ✓Music - create a CD with kid-friendly, upbeat, fast paced music that they can dance to!

Organize Your School's International Walk to School Day

Parent Volunteers are "key" to making this event successful. You need their help to get students to school safely and to make it fun!

STEP #3

How Do I Get Started?

<u>Step 3</u> – Build Volunteer Teams (cont.)

❑***Parent Volunteer Recruiters*** **-** This team would be responsible for recruiting volunteer parents to walk to school with students. They would be assigned a "stop" and a "stop time" closest to their home (these are identified on the route map). This team would prepare a packet of information to distribute to the volunteer parents two days prior to the walk day. The packet would include the route map, important safety rules that will not only help students on the day of Walk to School Day , but will educate them for their continued efforts in traveling to school on foot or by bike, an information sheet with emergency numbers and any incentives that you wish to include (i.e. silicone "Walk to School Day" wristbands, shoelace charms etc.). Label the packets with the parent name so that you know who forgot to pick theirs up!

❑***Incentives*** **-** This team would be responsible for obtaining incentives from area businesses to give to students upon arrival at school (i.e. ice cream gift certificates, pizza gift certificates, passes for recreational activities etc.) This team would also be responsible for researching and purchasing any other incentives you wish to give to students (i.e. silicone "Walk to School Day" wristbands, shoelace charms, logo'd pencils, pens, beach balls etc.) You do not have to spend money to have incentives. Most businesses will give you gift certificates as a donation. If you have no budget for incentives then get creative. Extra recess, longer lunch, movie day, walk to the park and more!

Organize Your School's International Walk to School Day

Stay organized and plan ahead. Timelines will help you not have to "cram" at the last minute!

STEP #4

How Do I Get Started?

<u>Step 4</u> – Build Your Timelines

❑***Advertising Dates*** – Start advertising at least one month prior to your event and then increase advertising as the event approaches.

- ✓Use the School & PTA Newsletters and the School Marquee (if the school has one).
- ✓Send a school wide "Save the Date" email to parent volunteers and teachers.
- ✓Send flyers & route maps home with students 1-2 weeks prior to the event and give them a "Reminder Sticker" to wear home the day before (see sample).
- ✓Notify the media & any community/neighborhood watch group. Ask your local newspaper (The Roseville Press Tribune and it's partners) to do an op-ed piece on your event.

❑***Walking Parent Volunteer Meeting*** – You will need to give the parent walkers their packets at least 2 days prior to Walk to School Day.

❑***Celebration Timeline*** – What will the morning look like? Make a plan and stick to it. Does the school administrator want students to class on time or can they be 15 minutes late so they can enjoy breakfast, music and a rally? 15-25 minutes should be plenty of time for students and volunteers to socialize, eat and participate in rally activities/games.

Organize Your School's International Walk to School Day

Don't try and re-invent the wheel! Feel free to use these resources and "tweak" them to fit your school!

Resources

- ❑Checklists & Job Descriptions
  - ✓Walk to School Day Checklist with Timeline (Link – Publisher)
  - ✓Walk to School Day Volunteer Job Descriptions (Link – Publisher)

- ❑Samples
  - ✓Map
  - ✓Donation Letter (Link – Word)
  - ✓Games to Play While You Walk (Link – Various)
  - ✓Media Release (Link – Word)

- ❑Ready-Made Forms & Documents
  - ✓Flyers (Fill In Form Link - .pdf)
  - ✓Posters (Fill In Form Link - .pdf)
  - ✓Reminder Stickers (Link - Word)
  - ✓Volunteer Name Tags (Link - Word)
  - ✓Route Leader Tracking Form (Link – Excel)
  - ✓Leader Information Page (Link – Word)
  - ✓Surveys (Link – Word)

- ❑Signage
  - ✓Walking School Bus (Link - .pdf)
  - ✓Walking School Bus Stop Sign (Link - .pdf)

- ❑Student Safety Reminders
  - ✓Assemblies
    - Walking Safely Near Traffic Curriculum - by Grade Level (Link – PowerPoint)
    - International Walk to School Day (Link – PowerPoint)
  - ✓Helmet Fit (Link - .pdf)

Organize Your School's International Walk to School Day

These resources are here to help you pull off a successful event! If you every have any questions, please feel free to call us anytime!

Resources

- Other Website Links
  - ✓ Walkability / Bikeability Checklists (NCSRTS Walkability Checklist AND NCSRTS Bikeability Checklist)
  - ✓ Parent Survey of Walking / Biking to School (Parent Survey)
  - ✓ Student Arrival & Departure Tally Sheet (Student Travel Tally)
  - ✓ Center's for Disease Control (CDC) Walk to School Presentation (CDC Presentation)
  - ✓ iWalk Website (www.iWalkToSchool.org)