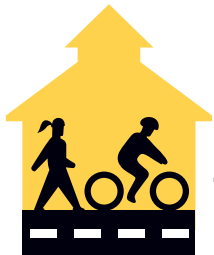


Walk & Roll to School Days



**SAFE ROUTES
TO SCHOOLS**
MARIN COUNTY



GUIDEBOOK
Version 4. 2010

Walk & Roll to School Days

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Walk & Roll to School Days is a program of Safes Routes to Schools, a project of the Transportation Authority of Marin.

Introduction

Walk and Roll to School Days encourage physical fitness through a healthy and active lifestyle and have the following goals:

- To share the joys of walking and biking
- To reduce traffic congestion and speed near schools
- To teach children safe walking and bicycling behavior
- To teach children independence and self-confidence
- To reduce air and water pollution
- To reclaim neighborhood streets



What is a Walk and Roll to School Day?

Walk and Roll to School Days is a great way to encourage the school community to make an effort to get to and from school – without using cars – on a regular basis.

The day is publicized in the school's newsletter and through the PTA. A greeting table with snacks, refreshments and rewards for children is staffed by one or two volunteers on a Walk and Roll to School Day. This welcome table heightens awareness of the ongoing effort to use foot power more, as well as embeds the Safe Routes to Schools program as part of the school's culture.

How to establish a weekly **Walk & Roll to School Day** at your elementary school: 1

A strong sense of school pride is created by participating in a regular Walk and Roll to School Day. The mass effort feels good to all and becomes a contagious cultural force. Decreasing traffic and pollution are the benefits to the community. Regular exercise for children is another benefit of the Safe Routes to Schools' initiative. Children also gain confidence and independence by using their feet to travel to school. It's also a great life-long lesson to walk and bike to get places.



Steps to Creating Walk and Roll to School Days

- 1. Meet with your Principal** to seek approval and decide upon one day of the week to declare as your school's weekly Walk and Roll to School Day. Many schools in Marin County select Wednesdays due to early afternoon releases from elementary schools; Friday is the second most popular day. The goal of a designated day is to encourage families to walk or bike to school once a week, and make it a year-round habit. Younger children can walk or bike with a parent; older elementary school students can walk or bike with a friend.
 - 2. Recruit volunteers** to help staff a welcome table for your regular Walk and Roll to School Day. Your best bet is your PTA or parent association. You can also recruit friends, other walking and biking parents, and place a posting in your school newsletter for volunteers. Be very clear regarding what you are asking for. There are two main jobs:
 - **Tabling** – It's best to have two people at a table to keep each other company and to handle the big onslaught of kids as they arrive at school. You can recruit students as well as parents for this job. It's also a great job for grandparents, neighbors, service clubs or church groups.
 - **Leading walking and biking groups.** There are parents who already walk or bike to school. Ask them if they would be willing to take other kids from their neighborhood as well. See guide for organizing Walking School Buses (see guide on page 7).
- If you find you don't have the volunteer support for a weekly Walk and Roll to School day, you can start with once a month and build the support as you go.

[continued on next page]

How to establish a weekly

Walk & Roll to School Day

at your elementary school: 2



- 3. Organize a schedule** for your volunteers to greet students at the welcome table on your regular Walk and Roll to School Day. Hang the Safe Routes to Schools' banner at the table. Obtain PTA funds for food and refreshments to distribute for the first several months after announcing your regular Walk and Roll to School Day.
- 4. Ask your Principal** to forward an email to all parents as a way to officially declare your school's new Walk and Roll to School Day. Please email and customize Attachment 1. To customize Attachment 1, simply insert the day of the week you have selected as your new Walk and Roll to School Day, and enter the name of your elementary school. The document is then ready to be forwarded mass distributed to all parents via email. It's that simple to do!
- 5. Set-up a meeting** with your school's Student Council. Engage them to work on a publicity campaign to heighten awareness of the new Walk and Roll to School Day. Paint a huge banner which declares the designated day. Print out Attachment 2 Flyer on page 9 and ask the Student Council members to post the flyer in each classroom. Start their creative wheels spinning and let them come up with other clever ways to get the word out.



- 6. Publish Attachment 3** in your school newsletter anytime after your first Walk and Roll to School Day. Email Attachment 3 to your school's newsletter editor.
- 7. Monitor the program** by recruiting a volunteer to count how many students are walking and biking. Chart progress each week using a graph format and post in your school's administration office. Walking and biking to school is really fun once your school gets into the habit!
- 8. Consider implementing** one of the Safe Routes to Schools incentive contests to boost participation.

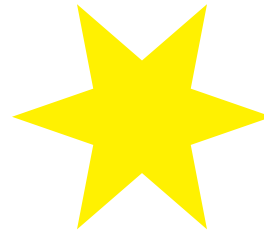
Words of Wisdom from a Team Leader

"We put out a call for parents who would be willing to man our Wednesday Walk and Roll to School Day table. We usually have about 10 volunteers a year, meaning that one person hosts a table every 10 weeks, which isn't bad.

We ask that the volunteer bring snacks to give to participants, preferably not cookies or sweets. The parent sets up an old card table in our playground from 8:00 to 8:30 AM, and kids who walk, roll or now carpool are eligible for a treat and a thanks. We try to use this presence to publicize Safe Routes to Schools more. During contests, the table acts as the pick-up point for prizes, supplies and information. We post a big, yellow Safe Routes to Schools banner over the table to make ourselves really visible.

I have suggested that the new team at Manor try to get fifth graders to run the table. My thought is that the students may be better able to encourage more kids to participate."

- Deirdra Rogers,
Manor School Team Leader 2000–2005



Publicity

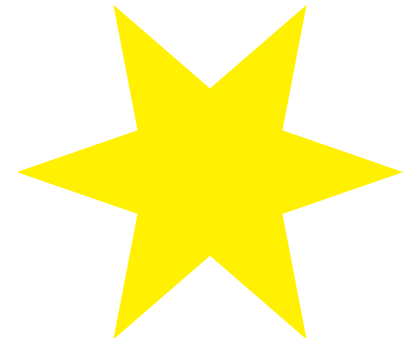
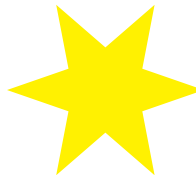
Students can be informed of this event in many ways. Suggested strategies include posting regular notices in the newsletter, sending a note home to parents at the beginning of the year, providing regular school-wide announcements through both the principal and the teachers, and posting colorful banners and signs around school.

Great Ideas

During their weekly Walk and Roll to School Days, the Tam Valley School Team provided small cutout of vans, footprints and bicycle wheels at the sign-in table. Each week the students signed their name on the cutouts and at the end of the month they hung up all the cutouts.

Snacks and Rewards

The greeting tables offer a wonderful incentive for kids to walk and roll to school because they are stocked with snacks and/or rewards. How you provide these items is up to you, and it's best to start by developing a list of the foods and rewards you'd like to distribute throughout the event's duration. Some suggestions include: ask the school administration and/or the PTA to purchase the items, raise funds from parents to purchase the items, solicit donations from local businesses, and bake or purchase treats yourself.



Setting up Walking School Buses and Bike Trains

Parents are often more willing to allow their children to participate in walking and biking to school if they know there are other responsible adults accompanying their children, or if their child is part of a group. You can help parents find others in their neighborhood by:

- Setting up a SchoolPool program at your school (see SchoolPool package)
- Finding neighborhood leaders who are willing to organize Walking School Buses or Bike Trains
- Setting up a staging area where children can meet and walk together to school



Walking School Bus

A Walking School Bus is a group of children led by adult volunteers who walk to school together. Often they wear retro-reflective vests or other items with high visibility. Sometimes the adult pulls a wagon carrying the students' backpacks and projects. Recruit parent volunteers to accompany the children. There should be at least two adults, one at the front of the group and one at the rear. With a large number of children, more adults are needed because the kids can get spread out, there are more heads to keep track of, and there could be more instruction needed depending on the children's ages. For details on organizing Walking School Buses see the SchoolPool Guide at <http://www.saferoutestoschools.org/Forms/SchoolPoolGuide2008.pdf> under Frequently Asked Questions.

Bike Train

A Bike Train is the same thing, only on bikes. Bike Trains are better suited for older students who are comfortable riding; they also require more adult volunteers per child. Adults can pull a trailer to carry backpacks and projects.

Staging Areas

Staging areas are for students who live too far from school to walk all the way from home. Use a church parking lot or a shopping center that is approximately ¼ mile from the school. Announce the staging areas and the time of departure in your announcements for your Walk and Roll to School Day.

Attachment 1

Please include Safe Routes to Schools' logo in the contents of your email.



Principal Eblast to Parent Community (Wednesday example)

_____ (Your school's name here) _____ is declaring every Wednesday to be our regular Walk and Roll to School. On that day we are asking parent to choose a Green Way to School. Older students can walk or bike with a friend; younger children will need to walk or bike with you or another parent who is willing to take them. If you live far away, then park ¼ mile a way from the school, and then walk the rest. We have identified meeting locations away from the school for families to gather and walk/bike together, or possibly drop off your child to meet a friend or another parent. Carpooling with a neighbor every Wednesday is another viable option. Our school goal is to decrease traffic and pollution in our community by reducing car trips. (NOTE: if your school has bus service include it here)

Walking and biking to school is energizing and really fun once your child gets into the habit. Fresh air in the morning wakes up your child's brain and makes them more alert for school. Teaching your child to use their feet to get places builds confidence and keeps them physically fit.

Stay tuned for Safe Routes to Schools' new SchoolPool Trip-Matching program where you can find others to walk, bike, or carpool together.

Thank you for your support in our school-wide effort to decrease car trips by cycling, walking and carpooling to school every Wednesday. For more information, please contact our Safe Routes to Schools' representative, _____ parent Team Leader here and phone number goes here _____.

WEDNESDAY IS Walk & Roll to School Day!



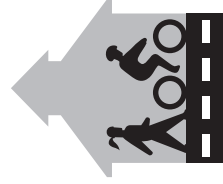
Please wake up early and use your FEET to get to school
EVERY Wednesday this school year:

- Walk or bike with friends and other families
 - Drive and walk part way if you live far away
 - Meeting location(s) at 8:00 on Wednesday morning are:
-
-

- Organize a carpool with a neighbor and alternate every other Wednesday

Let's all decrease traffic and pollution around our school by walking and biking together. Safe Routes to Schools and our PTA will have a welcome table set-up every Wednesday with food and drink for students who have biked, walked, or arrived by carpool or bus to school.

Biking and walking to school is energizing and fun once you get into the habit!



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TO SCHOOLS
MARIN COUNTY



www.tam.ca.gov

Attachment 3

Please include Safe Routes to Schools' logo.



School Newsletter

It's official. Wednesday is our regular Walk and Roll to School at _____! This past Wednesday we had more than ____ bikers and ____ walkers who were greeted by parents at our welcome table with drinks and snacks. We would like to thank the students who made an effort to get to school using their feet, as well as those families that took the time to organize a carpool because they live too far to walk and/or bike on Wednesday.

Are you driving your child to school on Wednesday? Please consider setting your alarm clocks early every Wednesday to make an effort to have your child walk or bike to school. Older students can walk with a friend; younger children will need to walk with you or another parent who is willing to take them.

If you live far away, then park ¼ mile a way and walk the rest. We have also established 8:00 a.m. meeting locations on Wednesday for parents and children to walk together at: _____

Carpooling with a neighbor every Wednesday is another viable option which helps to decrease traffic and pollution in our community.

Walking and biking to school is energizing and really fun once your child gets into the habit. Fresh air in the morning wakes up your child's brain and makes them more alert for school. Teaching your child to use their feet to get places builds confidence and keeps them physically fit.

Thank you for your support in our school-wide effort to decrease traffic and pollution by cycling, walking and carpooling to school every Wednesday. If you are interested in leading a walking group or bike train in your neighborhood, then please contact: (insert Safe Routes to Schools' Team Leader name and phone number).

SAFE ROUTES TO SCHOOLS PROGRAMS



SchoolPoolMarin.org



Safes Routes to Schools is a project of the Transportation Authority of Marin.