Safe Routes to Schools
Alameda County

Fall 2018/Winter 2019

ALAMEDA County Transportation Commission

METROPOLITAN TRANSPORTATION COMMISSION

Cocoa for Carpools Toolkit

The Alameda County Safe Routes to Schools Program is funded by the Alameda County Transportation Commission. Your transportation dollars at work!

What is this Event?

Cocoa for Carpools is an event organized and led by high school students that encourages students, parents, and the school community to carpool to school or work. On the day of the event, each carpooler receives a 'thank you' cup of hot cocoa when they arrive to school or work.

Cocoa for Carpools is typically held in the winter (November-February) approximately 30 minutes before school or work begins. Schools can hold the event for as many days as they want during this time. Some schools hold the event once; others do so once a month or once a week.

Event Goals

Around schools it can...

- Reduce traffic congestion
- Reduce air pollution
- Make streets safer near the schools

Within the school community it can...

- Build a sense of community
- Encourage sustainable transportation where options for walking, biking, or riding public transit may not be available

What's inside this toolkit?

- How to host an event
- What's needed for your event
- A planning timeline
- Event tools

How to Host an Event

How do you get started or build on past years' events?

Whether you're new to Cocoa for Carpools or it's a tradition at your school, we have many tools available to help make your event a success! Depending on your resources and the amount of time you have to plan, you may choose to hold an event that is simple or elaborate. Even a small event can inspire a successful year of walking and biking.

At a minimum, you'll want to promote your event to students and parents and coordinate with staff. We ask that you also keep track of how people arrive at school that day by carpool to help us record the success of this event and improve it in future years. Keep reading for details and helpful planning tips.

How does it work?

During the event, volunteers hand out tickets to students, teachers, staff, and others who carpool to school or work. The carpoolers redeem their tickets for a cup of hot cocoa at the welcome table staffed by student volunteers.

The volunteers may hand out the tickets near the entrance of the school or work site or the parking lot, as long as it is in a safe location. The welcome table may also be at the entrance of the school or work site or in a more central location (such as a school quad).

What will the event coordinator (or a volunteer) need to do?

Before the event:

- Set a date (with school administration approval)
- Promote the event
- Reach out to businesses to seek donations or equipment rental (such as hot water or cambros)
- Organize volunteers to pass out tickets, prepare and distribute the hot cocoa
- Coordinating supplies (see supply list on next page)

During the event:

- Set up a welcome table
- Coordinating volunteers
- Oversee the event

What's Needed for Your Event?

Materials you will receive

The Alameda County Safe Routes to School program will provide giveaways and incentives to support your school's program.

Supplies provided or organized by event coordinator

Promotional materials such as posters and flyers

Hot Cocoa Supplies

- Hot cocoa packets
- Hot water
- Cambro/thermos to store and pour hot water
- Cups
- Mixing sticks

Welcome Table Materials

- Table(s)
- Chair(s)
- Welcoming sign
- Decorations (optional)
- Music (optional)
- Napkins
- Lids (optional)
- Cup sleeves (optional)

Additional Supplies

- Tickets (e.g., raffle tickets)
- Box to hold tickets
- Tally Sheet (at end of toolkit)
- Photo waiver (at end of toolkit)*
- Pens
- Camera

* A photo waiver is needed if a photo is taken of a student under the age of 18.

Planning Timeline

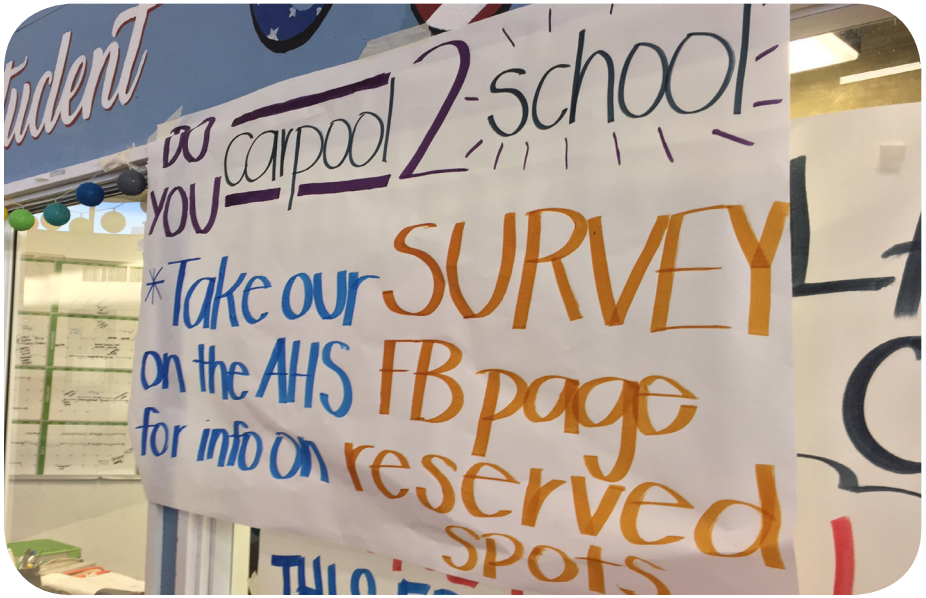
Here's a suggested timeline to help you plan and promote your Cocoa for Carpools event. Adjust the timeline for your school's event.

At least 4 weeks before event

- Schedule a meeting with your principal to ensure support for Cocoa for Carpools and to confirm the date(s). Ask for permission to send out information to parents and teachers. Discuss logistics for the event.
- Share date(s) with Alameda County SR2S coordinators.
- Start recruiting volunteers! Present at a staff meeting or to student groups on campus.
- Design and finalizing promotional posters and flyers. These can be handmade or printed. Optional: Contact printing companies for quotes if not printing in-house.
- Optional: Contact local businesses for donoations. For example, Starbucks has donated cambros (either 1- or 2-gallon sized) and hot water.

1 - 2 weeks before event

- Continue to promote your event through backpack mail, newsletter announcements, parent emails, etc. (See the resource section for sample promotional materials.)
- Hang up promotional posters and flyers around your school.
- Promote event via newsletter, parent letter, staff emails, morning announcements, etc.
- Continue to recruit volunteers.
- Check with the administrative and custodial staff for early access to the school building and to arrange for a greeting table (and chairs) will be set up and confirm its location. If applicable – double-check with businesses that may be donating or renting out supplies for the event to ensure everything is in order.



Get the Word Out!

- Send flyers home
- PA announcements
- Make and hang up banners and posters
- Place a blurb in the School Newsletter
- Post event on school marquee if available
- Notify teachers via staff announcements
- Use school email list (if there is one)

1 day before event

- Confirm with volunteers that will be handing out tickets and making cocoa at the welcome table.
- Make sure the school will be opened early by custodian and confirm the earlier request for the welcome table and chairs.
- If applicable – pick up your donated or rented supplies from businesses.

Day of event

- Show up early to set up! You will need to arrive at least 45 minutes before schools starts. Plan to have the welcome table set-up, hot cocoa made, and giveaways ready at least 25 minutes before the bell rings. Students and other carpoolers may show up early and will want to be included in the festivities.
- Have the tally chart ready to track how many people participate.
- Create a festive environment with music, decorate the table, draw on the sidewalk with sidewalk chalk, etc.
- Have boxes ready to store tickets as carpoolers arrive; use the tally sheet at the end of this toolkit to track participation after the event.
- Take pictures — we would love for you to share those on the Alameda County Safe Routes to School Facebook page (facebook.com/saferoutestoschool)!
- **Have fun and celebrate your success!**

Event Tools

Tally Sheet - Cocoa for Carpools Participation

School Name: _____

Event Coordinator Name: _____

Date and Time of Event: _____

Reporting Instructions

» Count the number of tickets collected from the Cocoa for Carpools event and write them in the tally box below.

» Email your numbers (or a photo of this sheet) to your site coordinator at the end of your event. Check here for your site coordinator's name and contact information.

	Number of Carpoolers Based on number of tickets collected
TALLY	卌

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Safe Routes to Schools
Alameda County

Photo Waiver
Cocoa for Carpools

Date: _____

By signing below, I hereby consent to and authorize the use and reproduction by the Alameda County Safe Routes to Schools Program (SR2S) of any and all photographs or video which have been taken of me or my child(ren) at this event and submitted to SR2S. I hereby certify that I am the parent or legal guardian and that I am over 18 years of age. The photographs / video may be used for any purpose authorized by SR2S, including but not limited to: website use, editorial publication, and non-commercial promotional use (e.g. to promote the SR2S program). The photographs / video may not be used for any commercial use or for use by any other entity not named in this agreement.

Parent/Guardian Name	Student Name	Email	Parent/Guardian Signature

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Safe Routes to Schools
Alameda County

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ALAMEDA County Transportation Commission

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www.AlamedaCTC.org

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