



The Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission (alamedactc.org) and is funded with Alameda County's local sales tax Measure B, regional, state and federal funds.



2020 Bike to School Day Toolkit

Alameda County Transportation Commission

Table of Contents

“How To” for Champions/Contest Coordinators	1
Event Description	1
Event Benefits	1
Additional Resources	1
Event Timeline	2
4 Weeks Prior to Event	2
1-2 Weeks Prior to Event.....	2
1 Day Before Event.....	3
Day of Event.....	3
Additional Resources	4
Newsletter Text (English)	4
Newsletter Text (Spanish)	6
Above and Beyond Ideas	8
Bike to School Day Participation Reporting Sheet	9
Photo Waiver	10



Bike to School Day Toolkit

“How To” for Champions and Event Coordinators

Bike to School Day is Thursday, May 14, 2020.

Event Description

May is National Bike Month! To celebrate, the Alameda County Safe Routes to Schools (SR2S) Program partners with schools to organize Bike to School Day at over 100 schools throughout Alameda County.

Bike to School Day includes a set of activities designed to encourage more students to bike or roll to school. In addition to coordinating Bike Trains, schools host an at-school event that typically starts 30 minutes before school begins. During this time, students are greeted by encouraging smiles and a giveaway if they arrived to school on a bike, scooter, skateboard, etc. Events during or after school can be held instead of, or in addition to, the event before school.

Event Benefits

- » Decrease traffic congestion around your school
- » Increase opportunities for physical activity
- » Encourage rolling to school
- » Reduce pollution
- » Build a sense of community

Additional Resources

The Alameda County SR2S Program offers an *Educator Guide* with classroom activities and pedestrian-and bicycle-themed lessons that are aligned with common core standards. Electronic copies of the *Educator Guide* can be found here: alamedacountysr2s.org/plan-an-event/educators-guide. The guide includes the following lessons:

- » **Grades K-1:** Use Your Head Before Your Feet; Be Safe on Your Feet; Walking Makes Sense; This is the Way We Go to School; Using People Power
- » **Grades 2-3:** Intersections Galore; Walk Around the Block; Active Travel Choices; Pollution Solutions; Green Heroes
- » **Grades 4-5:** School Safety Audit; My Safe Route to School; Green House in a Bottle; What's in Our Air?; Let's Carpool!
- » **Grades 6-8:** Go Green Classroom Curriculum

You can also set up an Energizer Station to encourage biking and rolling to school and celebrate those who do! See page 8 for more details.



Event Timeline: What Will You (or a Volunteer) Need to Do?



4 Weeks Prior to Event

- » Schedule a meeting with the school principal to ensure their support for Bike to School Day.
- » Register your school for Bike to School Day at tinyurl.com/AlamedaBTSD2020.
- » Work with your SR2S Coordinator to be sure that all students and families feel included.
- » Present Bike to School Day information to the PTA/SSC at an April meeting and start recruiting volunteers!
- » Attend a SR2S Task Force Meeting to review the timeline for the event, get updates from your district, and collect the free materials for your event. Please visit alamedacountysr2s.org/plan-an-event/bike-to-school-day for more information on Task Force dates, times, and locations.
- » Coordinate an “Above and Beyond” bike activity to help make Bike to School Day at your school come alive. (This is optional; see page 8 for ideas.)

2 Weeks Prior to Event

- » Post 8.5 x 11 promotional posters in each classroom (these are available at alamedacountysr2s.org/plan-an-event/bike-to-school-day).
- » Post 11 x 17 promotional posters around schools (these are available at alamedacountysr2s.org/plan-an-event/bike-to-school-day).
- » Promote your event via newsletter, parent letter, morning announcements, etc. Sample text is available on pages 4 and 5 of this toolkit.



This icon denotes opportunities for volunteers to help.

1 Week Prior to Event

- » Confirm the availability of volunteers that will be working at the welcome table.
- » Make sure the school custodian can open school early and provide a table and chairs.
- » Print out safety flyers or banners that you will give away to parents. These are available under “Activities” at alamedacountysr2s.org/plan-an-event/bike-to-school-day.
- » Gather all giveaways and any other materials you will need for the event.

Day of Event

- » Arrive early to set up and prepare for the Bike to School Day event. Set up usually takes around 20 minutes, depending on materials you plan to give out.
- » Create a festive environment with music, a decorated table, sidewalk chalk, etc.
- » Take pictures to post on the Alameda County SR2S Program Facebook page (facebook.com/saferoutestoschool) and website. A photo waiver is at the end of this toolkit.
- » Count the number of bicyclists and rollers as they arrive at your school OR count the number of bikes, scooters, and skateboards at your school’s bike racks on the day of the event.
- » Share the numbers with the SR2S Program by 11 a.m. on the day of your event. There are two ways to report the participation numbers:
 1. Complete the following form: tinyurl.com/BTSDnumbers2020
 2. Email Sean Mullen at smullen@alamedacountysr2s.org
- » **Have fun and celebrate your success!**



Additional Resources

Sample School Newsletter Text (English)

Template for Schools Celebrating on May 14

Bike To School Day is May 14!

It's time to dust off your bike, pump up the tires, and check the brakes. Bike to School Day on **May 14** is just around the corner! Each year, more and more schools join the celebration and fun of using pedal power to get to and from school. Bike commuting is good for our health, the community, and you can be part of the solution! Join your friends, or make new ones, reach out to your neighbors, form a bike train—just be sure to hop on and pedal!

With thousands of riders pedaling on Bike to School and Work Day, it's one of the best days to try out cycling with your family. There's safety in numbers, and Energizer Stations will be in place to congratulate your efforts and help give a boost to your day! Treats and goodies await you at **[Insert the address of the Energizer Station nearest your school. Ask your Site Coordinator for the location if you don't know it.]**

At **[Insert School Name]** Safe Routes to Schools Champions will greet riders with bright stickers and high fives! **[Insert any giveaways and other particulars to your school].**

For more information, visit alamedacountysr2s.org/plan-an-event/bike-to-school-day. There is a lot going on, and it only begins with your journey to school or work.

Don't forget, children under 18 must wear a helmet. It's the law! Be a "roll" model and wear your helmet, too! If you have questions please contact **[Insert your school's SR2S School Champion or Site Coordinator info]**.

See you at the bike racks!



Sample School Newsletter Text (English)

Template for Schools Celebrating another day other than May 14

Bike To School Day!

It's time to dust off your bike, pump up the tires, and check the brakes. Bike to School Day is just around the corner! Each year, more and more schools join the celebration and fun of using pedal power to get to and from school. Bike commuting is good for our health, the community, and you can be part of the solution! Join your friends, or make new ones, reach out to your neighbors, form a bike train—just be sure to hop on and pedal!

Schools around the county are celebrating Bike to School Days in May. **[Insert Name of Your School]** is celebrating Bike to School Day on **[Insert Date]**.

At **[Your School Name]** Safe Routes to Schools Champions will greet riders with bright stickers and high fives!

For more information, visit alamedacountysr2s.org/plan-an-event/bike-to-school-day.

[Insert any other giveaways and other particulars about the event at your school].

Don't forget, children under 18 must wear a helmet. It's the law! Be a "roll" model and wear your helmet, too. If you have questions please contact **[Insert your school's SR2S School Champion or Site Coordinator info]**.

See you at the bike racks!



Sample School Newsletter Text (Spanish)

Texto para el boletín informativo para escuelas que celebrarán el Día de Ir en Bici a la Escuela el 14 de mayo

Día de Ir en Bici a la Escuela

Es hora de limpiar tu bici, echarle aire a las llantas, y revisarle los frenos. El Día de Ir en Bici a la Escuela es el **14 de mayo**. ¡Únete a tus amigos o haz amigos nuevos, invita a tus vecinos, forma un tren de bicis, súbete y pedalea! Cada año más y más escuelas forman parte de la celebración y la diversión de usar el poder de los pedales para viajar a la escuela. Viajar en bici es bueno para tu salud, la comunidad, y el planeta. ¡Forma parte de la solución!

Con miles de ciclistas pedaleando el Día de Ir en Bici a la Escuela, es uno de los días mejores para viajar en bici con tu familia—hay seguridad en grupo. Las Estaciones Energizantes estarán listas para celebrar tus esfuerzos y darle un aliento a tu día. Premios y sorpresas estarán listos para ti en **[Escriba aquí la ubicación de la Estación Energizante más cercana a su escuela. Pregúntele a su coordinador de Rutas Seguras a las Escuelas si no sabe dónde estará].**

En **[escriba aquí el nombre de su escuela]** los campeones del programa Rutas Seguras a lass Escuelas darán la bienvenida a los ciclistas con calcomanías y divertidas porras. **[Escriba la información particular de su escuela en este espacio.]**

Después de dejar a sus hijos puede continuar su viaje al trabajo. Para más información visite alamedacountysr2s.org/plan-an-event/bike-to-school-day. Habrá muchos eventos y todo comienza con su viaje a la escuela/el trabajo.

¡No olviden! Los niños menores de 18 deben utilizar casco. ¡Es la ley! Sea un modelo a seguir y también utilice su casco. Si tiene preguntas póngase en contacto con **[escriba el nombre del coordinador de Rutas Seguras a las Escuelas de su escuela aquí].**

¡Nos vemos en la bici!



Sample School Newsletter Text (Spanish)

Texto para el boletín informativo para escuelas celebrando otro día que no sea el 14 de mayo

Día de Ir en Bici a la Escuela

Es hora de limpiar tu bici, echarle aire a las llantas, y revisarle los frenos. Ya casi es el Día de Ir en Bici a la Escuela. ¡Únete a tus amigos o haz amigos nuevos, invita a tus vecinos, forma un tren de bicis, súbete y pedalea! Cada año más y más escuelas forman parte de la celebración y la diversión de usar el poder de los pedales para viajar a la escuela. Viajar en bici es bueno para tu salud, la comunidad, y el planeta. ¡Forma parte de la solución!

Las escuelas del condado celebrarán el Día de Ir en Bici a la Escuela en mayo. **[Escriba aquí el nombre de su escuela]** celebrará el Día de Ir en Bici a la Escuela el **[escriba aquí la fecha].**

En **[escriba aquí el nombre de su escuela]** los campeones del programa Rutas Seguras a las Escuelas darán la bienvenida a los ciclistas con calcomanías y divertidas porras.

Para más información visite alamedacountysr2s.org/plan-an-event/bike-to-school-day.

[Escriba la información particular de su escuela en este espacio.]

¡No olviden! Los niños menores de 18 deben utilizar casco. ¡Es la ley! Sea un modelo a seguir y también utilice su casco. Si tiene preguntas póngase en contacto con **[escriba el nombre del coordinador de Rutas Seguras a las Escuelas de su escuela aquí].**

¡Nos vemos en la bici!



Above and Beyond Ideas

Your event can be as simple or robust as you like. Here are some suggested “above and beyond” activities to get you rolling.

Set up a Bike to School Day welcome table or Energizer Station outside the front entrance of your school or by the bike racks and:

- » Provide refreshments for bikers, scooters, or skaters.
- » Offer healthy snacks or small giveaways to students who roll to school.
- » Decorate helmets with glitter, stickers, or colorful tape.
- » Host helmet fittings and pass out helmet safety information for students.
- » Decorate spoke cards with students to put in their bike’s wheels. Use contact paper to protect the cards from the weather.

Other Activities

- » Ride to school with principals or teachers. Select a meeting point and time for a group ride to school in the morning.
- » Have a parade at lunch time where proud bikers and rollers ride around the blacktop to show off their skills while other students cheer.
- » Have top-secret Bike Elves leave surprises (ribbons, cards, messages, etc.) on bikes before or during the big day.
- » Talk to your Site Coordinator about hosting the BikeMobile, Bike Blender, or Bike Trivia Wheel during the day. For more information, visit alamedacountysr2s.org/plan-an-event/activities-and-resources and click on “Encouragement Activities.”

Bike to School Day Participation Reporting Sheet

Bike to School Day Participation

Champion Name: _____ School: _____ Date: _____

Reporting Instructions:

- » Count the number of bicyclists and rollers as they arrive at your school OR count the number of bikes, scooters, and skateboards at your school’s racks on the day of the event.
- » Share the numbers with the Alameda County Safe Routes to Schools Program by 11 a.m. on the day of your event. There are two ways to report the participation numbers:
 - » Complete the following form: tinyurl.com/BTSDnumbers2020
 - » Email Sean Mullen at smullen@alamedacountysr2s.org

	Bike	Scooter	Skateboard
Tally			



Photo Waiver

Bike to School Day

Date: _____

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

