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TRANSPORTATION
COMMISSION

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 Measure BB sales tax, and regional, state, and federal funds.



A GUIDE TO SETTING UP ONGOING

Walk and Roll to School Days





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Event Description

What Are Ongoing Walk and Roll to School Days?

Ongoing Walk and Roll to School Days are regularly-scheduled events to encourage students, parents, and the school community to get to school by using active (walking, biking, skating, etc.) or shared (bus, transit, carpooling) transportation.

It's up to you how big or small you want your event to be. Even simply stating that every Wednesday is a Walking Wednesday goes a long way to give students something to look forward to AND reinforce the Safe Routes to Schools message all year long.

The Safe Routes team is always here to support you! We can meet with you to plan an event that works for your school and provide fun monthly themes, templates, and other resources to help keep your event fun and fresh.

The purpose of this toolkit is to help you organize and implement fun and successful Ongoing Walk and Roll to School Days. Keep reading for details and helpful planning tips!



Why Celebrate Walking and Rolling to School?

Encouraging active and shared transportation — such as walking, biking, carpooling, or riding the bus — can have long-lasting benefits for your students and your school:

- » **Safety.** Ongoing Walk and Roll events increase the visibility of walking and biking in a community, which increases safety and teaches students and their families about safe behaviors when walking and biking to school.
- » **Environment.** Using active or shared transportation reduces the number of vehicles on the road and, in turn, decreases greenhouse gas emissions.

» **Student Health.** Walking and biking to school is an easy way to incorporate physical activity and outdoor time into a student's daily routine.

» **Congestion.** More students walking and biking means less traffic congestion around your school for those who do need to travel by car.

Walking School Buses and Bike Trains make great ongoing events!

A **Walking School Bus** is a group of families living in the same neighborhood who form a walking group to take children in their area to and/or from school. Parents or “drivers” take turns walking along a set route to and from school, picking up children from designated “bus stops” along the way. Parents can determine route schedules that work for them.

Walking School Buses are best suited for elementary school students.

Like walking school buses, **Bike Trains** are groups of parents and kids who ride together from the same neighborhood along a designated route. From one or two friends or families biking together, to a route with multiple “stations” where



more riders join in, bike trains can be a great way to instill a love of bicycling while developing life-long safety skills.

[Click here to learn more about how you can start a Walking School Bus or Bike Train!](#)

Event Promotion and Timeline

Your event can be customized to the needs and characteristics of your school, and the event can be as large or small as you would like and can also grow over time.

More planning resources, flyer templates, and printable materials can be found in the Resources section on the [Ongoing Walk and Roll webpage](#).



Quick Tips

Here are some tips to make your Walk and Roll to School Day a success:

- Pick a day to hold your event, and be consistent with the day of week that you hold your event
- Choose a consistent location to hold your event to greet walkers and bikers as they arrive to school
- Promote in your school's newsletter, bulletin board, marquee, classroom flyer, parent letter, morning announcement, etc.
- Use the SR2S monthly themes or activities on the [Ongoing Walk and Roll webpage](#) and offer occasional giveaways as encouragement
- Recruit other parent volunteers to help out the morning of your event and/or reach out to your School Site Council or PTA

Suggested Timeline for a Successful Walk and Roll to School Day

Depending on your school community, organizing a successful event can take as little as one week! Here are the steps you can take to organize a Walk and Roll to School Day event at your school.

Day 1: Choose an event, date, and location, and seek principal's approval.

1. If necessary, obtain the school principal's approval for your event.
2. Decide on an ongoing event that makes sense for your school and will encourage the most participation. Ideas for ongoing events include Walk and Roll to School Day, Bike to School Day, Hike to School Day, Walking Wednesdays, Fitness Fridays, or Scoot to School Day. School spirit days or Coffee with the Principal mornings are great to align with your Walk and Roll Day. More ideas for monthly themes and activities can be found on the [Ongoing Walk and Roll webpage](#).
3. Decide the location of the event. Choose an entrance used by walkers and bicyclists for the activity so students will likely pass by.

Day 2: Advertise the event

A big part of having a successful Walk and Roll to School Day is promotion. Your students and parents need to know about the event in order to participate,

and sample text and posters for you to use in promoting the event can be found on the [Ongoing Walk and Roll webpage](#).

Days 3-5: Recruit adult volunteers

1. Recruit volunteers to help with event promotion and the morning of the event. Depending on the type of event, you usually need one to two adults. Volunteers are crucial to creating and sustaining a successful Walk and Roll to School Day event. Bring a [volunteer sign-up sheet](#) with you to all of your Walk and Roll to School Day events to help recruit and keep track of parents that are interested in helping in the future.
2. Reach out to school staff (custodian or front office staff) if you want a table at your event. Make sure you know where to get a table and any other necessary supplies that morning.

Day 6: Remind everyone

Make final announcements to remind families about the event. This could include announcements over the loudspeaker and auto-call or emails to parents.

Additional ideas for spreading the word about the event include:

- Send flyers or letters home
- Send an email out via the school email list, if available
- With students, make banners to hang up at your school, or signs to carry on day of event
- Put up posters in highly visible areas (like the front office or cafeteria)
- Include event info in the School Newsletter
- Post info on school website or social media, such as Facebook and/or Instagram pages
- Post event on school marquee, if available
- Call parents, use school phone tree, use school automated phone system, or use school communication tool such as PeachJar or ParentSquare
- Make announcements over the loudspeaker
- Ask parents, teachers, and staff to help promote the event; notify teachers via staff announcements

For sample promotional materials, visit the SR2S Program's [Ongoing Walk and Roll webpage](#).

Day of the event! Hurray! Event day is here! Here are some ways to make your Walk and Roll Day a success—choose what works for you and your school.

1. Organize a greeting table to welcome students as they arrive at school. Consider tracking how many kids walk, bike, scoot, carpool, bus, or drive to school on the big day. Students may participate by placing a sticker dot on “mode” chart to indicate how they got to school. This chart can be used over time to show participation growth and encourage more participation. A sample mode chart can be found on the [Ongoing Walk and Roll webpage](#).

Take pictures and share them on the SR2S Program’s Facebook page (facebook.com/saferoutestoschool), X page (twitter.com/alamedacosr2s), and Instagram page (instagram.com/alamedacosr2s).

Note: If taking photos of students, you will need to have their parents sign photo waiver forms, unless your school has an opt-out policy. This form can be found on the

[Ongoing Walk and Roll webpage](#).

2. Have fun and celebrate your success!

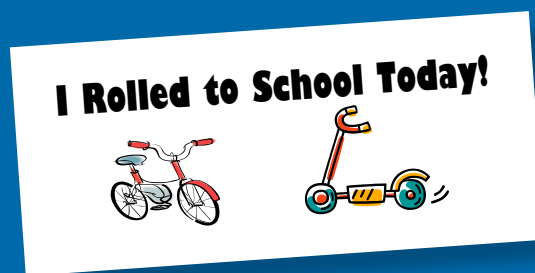
Above & Beyond Ideas

Give away a small reward to participants.

Something as simple as a sticker can go a long way.

Create posters or a banner that will greet students when they arrive at school. Potential phrases include “Thanks for walking,” “It’s Bike to School Day,” “Hike it. Bike it. I like it!” or “It’s cool to walk and bike to school!”

Create a festive environment with music, decorations, sidewalk chalk, etc.



Distribute punch cards to students participating in Walk and Roll to School Day events. After participating in a certain number of events, the students can redeem punches for an item of the organizers’ choice. (Here’s a [punch card template](#) you could use.)

Helpful Materials

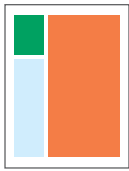
If your school is registered* as a part of the Alameda County Safe Routes to Schools Program, organizers of Ongoing Walk and Roll to School Days will receive:



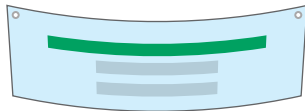
Monthly emails with ideas for next month's ongoing event



Promotional poster template



Monthly newsletter templates for outreach and promotion

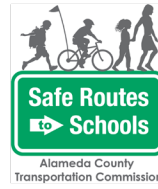


Vinyl banner

Additional resources can be found on the [Ongoing Walk and Roll webpage](#).

*If your school is not registered for the SR2S Program, please contact info@alamedacountysr2s.org or visit alamedacountysr2s.org/register.





alamedacountysr2s.org

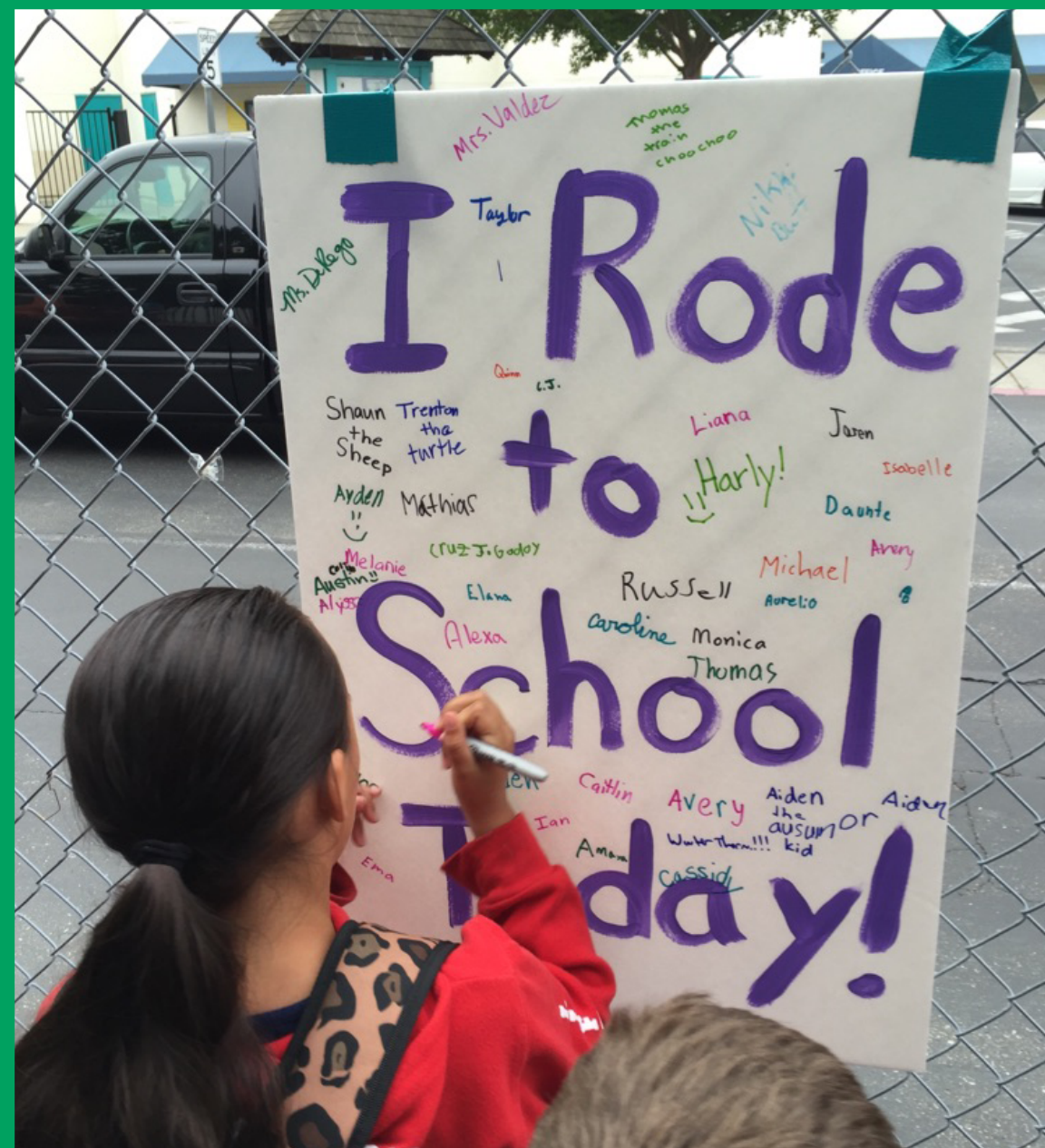


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I Rode

to

School

Today!

Mrs. Valdez
Taylor
Mrs. DeBago
Shaun Trenton the Sheep
Arden Mathias
Melanie (Ruz J. Gadoy)
Austin Alyssa
Elana
Alexa
Russell
Caroline Monica Thomas
Michael Aurelio
Liana
Jaren Isabelle
Daunte
Harly!
Avery
Aiden the AUSTON kid
Cassidy
Ian
Aman
Emma