

Frequent Rider Miles Award



GUIDEBOOK
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TABLE OF CONTENTS

Introduction.....	3
How to Organize the Contest	4
Ideas for Publicizing the Contest	5
Instructions for Parents and Students.....	6
Instructions for Teachers.....	7
Contest Announcements	8
Checklists	9
Contest Participation Card	10
Poster	11
Contest Sponsors.....	12
Safe Routes To Schools Programs.....	13



The Frequent Rider Mile program and this guidebook was developed by Marin County Safe Routes to Schools, a project of the Transportation Authority of Marin

Introduction



Frequent Rider Miles (FRM) is an annual contest held every spring. The contest asks students to keep track of each time they walk, bike, carpool, or ride the bus to and from school. Every time a student accumulates 5 points, they receive both an instant reward from a "grab bag" and when they get 10 points they get a raffle ticket, and get their name entered into a raffle to win a new bike. At the end of the contest, a drawing is held to select the prize winners. The contest is set up to run for four weeks starting at the beginning of April. However, each school can organize the contest for any length of time that they feel is appropriate.

The Basics

Once you have obtained permission from your principal for running the contest, recruit volunteers to help you out. Volunteers can help you distribute and check the cards, and promote the contest. Each student should receive a card and instructions on how to play the contest. Be sure to provide teachers with instructions as well. A sample is included with this guidebook. Every time a child walks, bikes, carpools or rides the bus to school they mark a / ; for going home they mark it with a \ so that both ways makes an X. Each slash is one point and an X is two points. Once a week establish a set time and place where students can have their cards checked and get their rewards. Set up a date and time at the end of the contest to hold the raffle. This can be at an assembly or a special gathering during recess or lunch. Be sure to publish the names of the contest winners in your school's newsletter.

How to Organize the Contest

Promotion

Start announcing the contest at least two to three weeks prior to the start of the contest with posters and announcements. One week prior to the contest, distribute cards to the students with instructions on how to play. This can be done through backpack mail or by sending a volunteer to each classroom to explain the contest. The contest can also be explained to the whole school during a regular scheduled assembly. Be sure to promote the contest throughout the duration using the school newsletter, eblasts, teacher or loudspeaker announcements, or other means available at your school. You can also set up a bulletin board that promotes the contest, walking and biking; announces the participants, and showcases the prizes.

Participating in the Contest

Be sure that the students understand how to fill out the cards and what restrictions apply. A carpool must be two or more families sharing driving, not a large family traveling together.

Schedule a set time and place when children can have their cards checked and receive their grab bag prizes. Weekly check-ins are recommended for the duration of the contest. Include the days, time and location(s) of the weekly check-ins when you advertise the contest, so students fully understand how to participate.

Set up a time at the end of the contest to hold the raffle. This can be at an assembly or a special gathering during recess or lunch. Be sure to publish the names of the contest winners.

Check-in

Good places to set up your check-in table are:

- At your weekly walk and bike to school table.
- At your school office, if you have a willing staff person.
- At a designated location during lunch time.

The check-in process is easy; just follow these simple steps:

- Arrange for at least two volunteers per check-in table. More volunteers are recommended if you have a large number of students participating.
- Provide your volunteers with the following materials: Pens, stapler, raffle tickets, grab bag rewards, special rewards, extra FRM participation cards.
- Check their card to see if they got 5 points. If they have 10 points they get a raffle ticket and a special reward. Every week if they get at least 5 points they get a grab bag reward. Every additional 10 points gets another raffle ticket with more chances to win.
- Use the stars at the bottom of the card to keep track – you can fill in the stars, use stickers or a hole punch. (You'll need to help the younger kids.)
- Staple a raffle ticket to their card and enter them in the raffle by having them write their name on the backside of the matching numbered raffle ticket. (You'll need to help the younger kids.)



- **Every 5 points – grab bag**
- **Every 10 points – raffle ticket**

Providing Extra Incentives

For Frequent Riders:

Students who walk every day can get a special reward. You can solicit extra prizes by using PTA funds or asking local businesses to donate. Sort these prizes and reserve the more desirable rewards for students who put in extra effort. This gives kids the added incentive to walk and bike more often. You can also provide extra rewards for the student who walk or biked the farthest, or for those who who never walked before.

For Those Who Can't Walk or Bike To School

You can also create special tasks for children who really cannot participate because of where they live, disabilities or because of before and after school care. Have them create a poster or write an essay that encourages more walking and biking and let them choose a reward. Put these up on the bulletin board. You can also have them volunteer at the table checking cards and let them choose a grab bag item.



Ideas for Publicizing the Contest

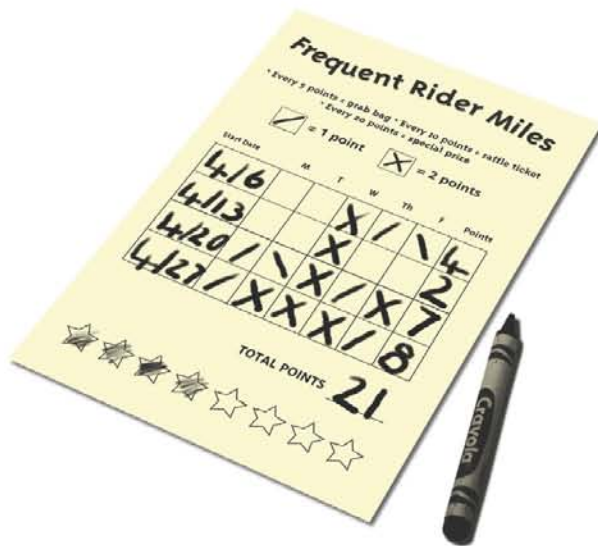


It is most effective to use all these methods simultaneously.

- 1.** Provide teachers with information about the contest. It has been proven important to provide teachers with the correct contest information and ensure that they fully understand how it works, to avoid teachers misinforming their students about it. Attached (see page 7) is an instruction sheet for you to distribute to teachers.
- 2.** Piggyback your contest announcement with an upcoming school-wide assembly scheduled for March. Or, schedule a Pedal Power assembly at no cost through Safe Routes to Schools. Use our assembly as a kick-off for your contest.

Please schedule in January for a Pedal Power assembly..
- 3.** Assign volunteers (especially parents who walk or bike with their children to school) to go to each class and explain the contest and answer questions. Younger children will need extra help learning how to fill out their card. Advise them to have their parents fill out the card with them.
- 4.** Advertise the contest in your weekly school newsletter. You can use newsletter announcements to both publicize the contest and to announce the names of the winners. Use the flyer template to send out flyers to promote the contest and give students specific instructions on where to turn in their card.
- 5.** Post the contest posters on walls and bulletin boards. Use the same bulletin boards to advertise the names of the students who have won prizes. Create a display somewhere in the school that publicizes the contest and shows the prizes that students can win.
- 6.** Provide the school office with weekly loudspeaker announcements that remind kids to participate and to turn in their cards. Change the announcements from week to week by adding in the names of students who are being very active in the contest or name the prizes to be raffled off at the contest's end.

Instructions for Parents and Students



Included with this letter is a Frequent Rider Mile (FRM) contest participation card. This contest will occur for a period of four weeks, from _____ to _____. During this time period, students will be rewarded for walking, biking, carpooling and bussing to school.

If you follow these simple steps you and your child will be able to enjoy the fresh air and memorable times of getting to school together, and be eligible for some great prizes!

1. Walk, bike, carpool or bus to school.
2. Place a forward slash “ / ” in the box for that day on their card.
This slash is worth **one** point.
3. If you walk, bike, carpool or bus home from school, put a backward slash “ \ ” in the box.
This slash is worth **one** point. Thus a complete “**X**” represents travel both ways in one day, and is worth **two** points.
4. Bring your card into your school’s weekly scheduled FRM card check-ins for a volunteer to check your card.
Here’s how you win:
 - If you get 5 points – you can pick from the grab bag
 - Every 10 points – you get a raffle ticket
5. The parent should sign the card and turn it in at the end of the contest.
6. With every raffle ticket, your child has a chance to win a gift certificate for a new bicycle, which will be custom built to ensure a proper fit for the winner

REMEMBER:

1. Use crosswalks when walking to school.
2. Wear your helmet when bicycling to school.

Instructions for Teachers

The Frequent Rider Miles (FRM) contest will be starting next week. This sheet contains a description of the contest and frequently asked questions (FAQs) to help you answer any questions your students may have.

Description

The FRM contest rewards children who come to school by walking, biking, by carpool or bus. Every time a child walks, bikes, carpools, or takes the bus to school they put a forward slash “ / ” in the box for that day on their card; each slash is worth one point. A child who walks, bikes, carpools or takes the bus home from school puts a backward slash “ \ ” in the box; each slash is also worth one point. Thus a complete “ X ” represents travel both ways in one day, and is worth two points.

During the days, times and at the locations at your school noted below, volunteers will be manning a table where students can get their FRM cards checked. Those with 5 points get a reward from the grab bag. Those who have accumulated 10 points get a raffle ticket for every 10 points.

Date(s):

Location(s):

Start Time:

End Time:

FREQUENTLY ASKED QUESTIONS

Where do I turn in my raffle ticket?

Tickets are turned in at _____

What can I win?



- Every 5 points – grab bag
- Every 10 points – raffle ticket

I lost my card.

Where can I get a new one?

The school office will have more cards or will provide you with the name of the Safe Routes to Schools parent volunteer who can replace the lost one.

What counts as a carpool?

A carpool is considered driving to school with a fellow student who is not related to you, or in other words, two or more families who share driving kids to school.

What if a child cannot participate?

Students who live too far away or must come early to school may have other ways they can participate. Check with your contest organizer and find out what opportunities are available to earn points.

Contest Announcements



NEWSLETTER ANNOUNCEMENTS

Introducing the Contest

Celebrate spring by trying out a new habit. Choose freedom from vehicular drop-off line stress and share some healthy time with your child. Join the fun of the Frequent Rider Miles contest and win prizes for walking, biking, bussing and carpooling to school.

For the next four weeks, students will be rewarded at school for getting to school in healthy ways. Safe Routes to Schools will reward children who commute in these ways. Make sure your child fills out the Frequent Rider Mile cards to make them eligible to win prizes – including a gift certificate for a new bike! Please read the instructions that come with the cards so that your child understands how to participate in the contest.

Further Information

For more information on volunteering for Safe Routes to Schools, or if you have any questions please call _____ (provide your name and phone number and/or email address).

Middle of the Contest Announcement

How many Frequent Rider Mile points have you collected? Have you biked, walked, bussed or carpoled recently? If you have, you are eligible to win some great prizes including a new bike! Remember to fill out the Frequent Rider Miles cards you received and bring them in on the weekly scheduled Frequent Rider Mile card check-in days. The tables are located at _____ (location) on _____ (day(s)) with rewards for those who participate. If you have questions, please call _____ (provide name and phone number).

Final Week of Contest Announcement

This is the last week of the Frequent Rider Mile contest. You still have a chance to win more prizes and get into the raffle to win a new bike. **REMEMBER TO TURN YOUR CARDS INTO THE OFFICE BY FRIDAY** at _____ (time).

Thanks so much for participating. We hope that you have enjoyed your trips to and from school. Stay tuned for the winners of the raffle prizes.

Prize Winners Announcement

We are pleased to announce the winners of the Frequent Rider Mile contest. They are: _____ (list names of students and their prizes. Some team leaders list all the names of the kids that participated and the amount of points they collected as well).

Thanks to everyone that participated. Stay

safe, have fun! For more information on volunteering for Safe Routes to Schools, please call _____ (provide name and phone number and email address).



LOUDSPEAKER ANNOUNCEMENTS

Middle of the Contest Announcement

Have you been biking, walking, bussing or carpooling to school recently? Are you keeping track of your Frequent Rider Miles contest points on the cards you received? You can win prizes when you accumulate just 5 points! Remember to bring your card in on _____ (day(s)). The tables are located at _____ (location) between _____ and _____ (times).

Last Day of Contest Announcement

Bring in your Frequent Rider Mile contest cards tomorrow and drop them off at _____ (location of drop off). This is your last chance to join the raffle to win a gift certificate for a new bike from Safe Routes to Schools. Thanks to everyone for reducing traffic at our school and reducing pollution in Marin.

Checklists



Check-In Table Supplies

- Volunteers - two or three
- Tables – one close to the bike rack
- Seats – two or three
- Raffle tickets
- Pens
- Stapler
- Grab bag of prizes
- Extra cards and instruction sheets

Contest Coordination Tasks

- Get permission from the school administration and inform the PTA of the contest, and start/end dates
- Photocopy instruction sheets for the teachers and inform them of the contest
- Recruit volunteers and assign tasks
- Pick up grab bag prizes, cards and contest posters from SR2S staff
- Post banners and posters
- Post contest announcement in the school newsletter
- Distribute FRM cards and instructions
- Ask Principal to make loudspeaker announcements and provide script
- Coordinate card check-in days
- Coordinate collection of FRM cards on contest's last day
- Tally participation numbers for each student
- Host raffle prize drawing and/or assembly



Name _____

Grade _____

Phone / Email _____

Parent's signature _____

How to Play FREQUENT RIDER MILES

1. Write the date at the beginning of each week.
2. Every day you walk, bike, carpool* or take the bus to school, put a **/** in the box for that day of the week
3. Every day you walk, bike, carpool* or take the bus home, put a **** in the box for that day of the week.
4. Thus, if you walk, bike, carpool* or take the bus both ways you'll put an **X** in the box for that day of the week.
5. Bring your card to the check-in table every week.

This is how you win:

- Every 5 points – you can pick from the grab bag.
 - Every 10 points – you get a raffle ticket
6. Continue to use your card, follow steps 1–5 again for more rewards and chances to win a new bike.
 7. Keep filling in your card until the end of the contest.
 8. Be sure to have your parent's signature on your card.

*A carpool is two or more families sharing a ride to school

Frequent Rider Miles

• Every 5 points = grab bag • Every 10 points = raffle ticket



= 1 point



= 2 points

Start Date	M	T	W	Th	F	Points

TOTAL POINTS _____



SAFE ROUTES TO SCHOOLS CONTEST

Frequent Rider Miles

Play and Win a New Bike!

Keep track of when you Walk / Bike / Carpool / Bus to school.
Accumulate points and win! Here's how:

- Every 5 points – you pick from the grab bag
- Every 10 points – you get a raffle ticket



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