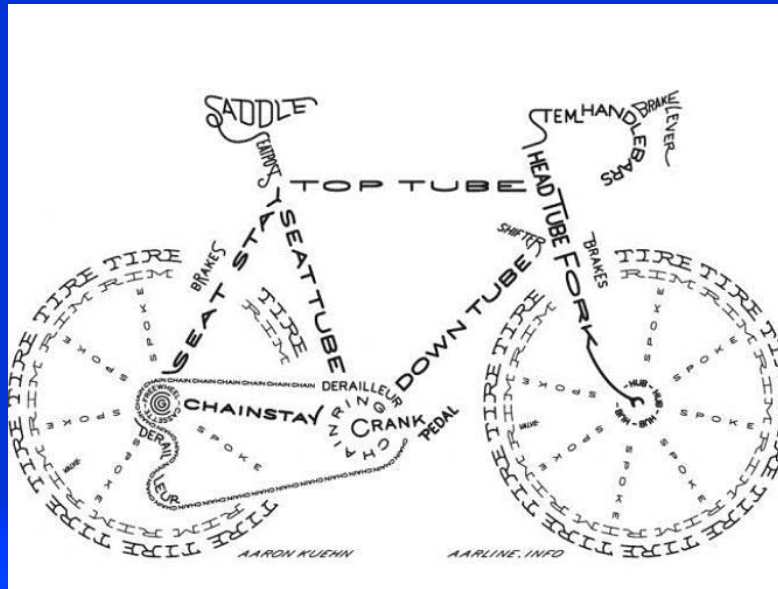


Bike to School Days



METROPOLITAN
TRANSPORTATION
COMMISSION



GUIDEBOOK

Version 1. 2/17

Bike to School Day Goals

To increase the safety & number of children bicycling regularly.

To share the joys of bicycling.

To reduce traffic congestion & speed near schools.

To reclaim neighborhood streets & strengthen the community.

To teach children safe bicycling behavior.

To instill in children self confidence & independence.

To reduce air pollution.

How to for Champions/Coordinators

May is Bike Month! We celebrate Bike to School Day in schools throughout Sonoma County. This is approximately a 30 minute event to be held before, during, or after school (depending on what works best for your school). During these 30 minutes, students will be greeted by your smiles of encouragement and a giveaway if they roll to school on a bike, scooter, skateboard, etc.

Cars are responsible for 50% the Bay Area's greenhouse gas emissions



**Kids all around the world are walking and biking to school
Join them!**

**National Bike to School Day is the second Wednesday in May
(but you can celebrate any day)!**

Timeline

6 weeks before	<ul style="list-style-type: none"> • Make sure your principal has the date on your school's master calendar • Ask for permission to set up a welcome table • Talk to your PTA about ways they can support the event, with volunteers or funding for healthy snacks and/ or prizes • Contact area businesses about donating snacks and/or prizes • Personalize and proof the flyer template for your school's backpack mail • Put a paragraph in the school newsletter, website or listserv to make parents aware of the event & recruit volunteers, see page 17
4 weeks before	<ul style="list-style-type: none"> • Begin volunteer recruitment (2-4 volunteers for day of event) • Optional: Organize bike trains
3 weeks before	<ul style="list-style-type: none"> • Create banners or posters to hang up around the school or to take on the bike train
2 weeks before	<ul style="list-style-type: none"> • Hang banners and posters • Make copies of the flyers and distribute through backpack mail • Provide event information to teachers
1 week before	<ul style="list-style-type: none"> • Make copies and cut the raffle tickets, if using raffle ticket template or purchase raffle tickets, see page 8 and 20 • Send out parent reminders through e-mail, listserv or room parents • Remind school staff, volunteers, and teachers and ask them to remind students • Have all your prizes picked up and organized
Day before (or earlier)	<ul style="list-style-type: none"> • Make loudspeaker announcements , see page 18 • Pass out reminder stickers or flyers • Check in with volunteers • Pick up and prep food donations • Notify teachers and ask them to remind students
Same day	<ul style="list-style-type: none"> • Arrive at least 45 minutes before school starts to set up and direct your volunteers to their posts • Create festive environment with music, decorate table, sidewalk chalk, etc. • Tally #'s of bikers (and walkers) and submit to the Countywide SRTS Program, see page 21 • Have fun and celebrate your success!
Post Event	<ul style="list-style-type: none"> • Thank businesses and volunteers, and announce raffle winner

Step #1: Connect with School Administrators & Arrange for Volunteer Help

Heads Up!

Bike to
School Day
is a community event.

Make sure that
everyone in the
community
knows about
your day!

- **Principal:** Principals & school secretaries are your link to teachers & parents. Set up a short meeting with your principal to inform them of Safe Routes to School (SRTS). A SRTS Coordinator can be present at this meeting to discuss the program offerings. Ask the principal to put Bike to School Day on the school calendar.
- **Parent Group:** Work with your PTA . They are a great resource for communicating the events to parents & are great volunteers.
- **Volunteers:** Recruit volunteers to help with donations, and the Welcome Table and promoting the program around the school. Remember to give each of your volunteers something to do. If everyone does a little bit, then no one is burdened with too much to do.
- **Neighborhood groups:** Contact neighborhood groups & places where people gather (churches, & recreational centers) They can assist with volunteers, put up signs on their lawns to build community and increase the visibility of your event.
- **Traffic Safety Officers from the Police Department-** They should know that there will be more kids on the street & could provide extra traffic protection. Sometimes they can provide special attractions like fire trucks & officers on bikes that the younger kids find exciting. SRTS can help you contact their departments for these requests.

Step #2: Getting the Word Out – Publicizing your Bike to School Days

Communication Power!

There are many ways to inform parents, & students about this event. Use all distribution channels that you have at your disposal to get the word out effectively!

Ways to Get the Word Out:

- Put up posters
- Send flyers home
- Banners & signs on the street
- Make signs to carry on Walk • Roll Days
- A blurb in the newsletter
- Phone parents or use phone tree
- Loudspeaker announcements
- Notify teachers
- Use school e-mail listserv or email blasts
- Put out a press release

- **Backpack Mail:** Get permission to include something in backpack mail. Copy the flyers, make piles according to the number of kids in each class, & place them into teacher's boxes.
- **School Newsletter:** Use a sample announcement for your newsletter. Make sure to double check the deadlines for getting something in the newsletter. This is also a good way to recruit volunteers.
- **Loudspeaker Announcements:** This is a great way to inform kids & get them excited about Bike to School Day.
- **School List Serve or Email Blasts:** Easy paperless, & similar to the newsletter
- **Posters:** Hang posters around the school reminding children to walk

Step #2: Getting the Word Out – Banners & Posters

Art + Kids = Fun Power!

Hand made banners & posters give the Bike to School Day a unique feel. When you involve kids in the organizing, they are more likely to participate in the event. This is a great art project that can be done through an after school program or an enthusiastic art or classroom teacher.

Fun Phrases:

Half the wheels, twice the fun!

Save the earth, ride a bike!

Think Globally, bike locally

It's fun to bike to school

Be cool and bike to school

Bike Safe, Bike Smart

Cycling is How I Roll

Grasp Life by the Handlebars

I ♥ Bikes

- **Contact a teacher:** Talk to after school directors or art teachers to organize banner and/or poster making activity.
- **Creating banners & posters:** Use butcher paper for large banners or any size paper for smaller posters
- **Add fun slogans;** including why walking & bicycling is good for you & good for the earth.
- **Making it Last:** For a banner to last all year, we suggest that you duct tape the edges of the paper & punch holes through the tape. This allows you to use rope or string to hang these banners upon a fence.



Step #3: Coordinating Donations – Healthy Snacks

People Power!

Find a Donations Leader:

Make donations happen. Donation requests, follow-up calls to the business, & pick up can be time consuming, so find someone to help.

More Help & Tools

A downloadable version of the sample donation request letter is available on our website at www.SonomaSafeRoutes.org

- **Donation Power:** Getting snacks donations from local businesses is a great way to add to the celebration while letting the broader community know what you're up to. Make sure you have your school foundation's or Safe Routes to School's (SRTS) Federal Tax ID, so donations are tax deductible. Call SRTS at (707)545-0153 to request our tax ID.
- **PTA Connection:** Ask your PTA to put aside some money for the yearly budget to buy healthy snack with. They are often happy to support such a great event.
- **Healthy Snack Suggestions:** fresh fruit, low fat fruit muffins, whole grain crackers, trail mix, granola bars, juice & water!
- **Hand out snacks at the greeting tables:** Kids love free food! Having healthy snacks at the tables is a great way to highlight the link between physical activity & healthy eating. See page 19 for a sample letter to request donations from local stores. An electronic version of our donation request letter is on our website in our Downloadable Resources Section at: www.sonomasaferoutes.org

Step #3: Coordinating Donations – Prizes & Raffle Tickets

Greeting Table Prizes

You can have different levels of Prizes

1. A prize for everyone: This can include little trinkets or stickers for everyone who walked or rolled
2. Raffle prizes: you can give raffle tickets out to everyone who walked or rolled & then later raffle off bigger prizes

More Help & Tools

Downloadable versions of the sample donation request letter, stickers, raffle tickets, and Golden Sneaker Award Guidebook are available on our website www.SonomaSafeRoutes.org

- **Small prizes:** Your parent team can work together to raise funds to purchase small giveaways such as pencils, charms for bracelets and key chains, or stickers to give to all the students who walked or rolled that day.
- **Raffle prizes:** More significant raffle prizes can also be given out to a limited number of students – anything from a \$5.00 gift card, to a t-shirt, or something bigger. Use the sample donation letter to request prizes from local businesses for your raffle ticket winners.
- **Raffle Tickets:** Have the kids fill out the raffle tickets. When they are completed, have them put them in a special raffling box.
- **Tallies:** Count the raffle tickets on a class tally sheet to know how many kids walked • rolled to school from each classroom.

Step #4: Coordinating the Greeting Table

Greeting Table Checklist

- Volunteers 2-3
- Trash container
- Tables & chairs
- Welcome Table Box
 - (items may include)
 - Small prizes
 - Raffle Tickets
 - A decorated box for raffle tickets
 - Tally Sheets
 - Pens or pencils
 - Sign-in Sheet for Interested Parent Volunteers
- Healthy Snacks
- Balloons (optional)
- Banner and/or Signs (optional)

People Power!

At least two people at the table is great! Tables can get crowded, multiple volunteers help move the line along.

- **Choose a place for your table(s):** Depending on the size of the school, you may need multiple tables at different entrances to the school. At least one table should be placed in the most popular entrance, making sure not to block the entrance. You can usually borrow tables from your school, inquire with the custodian. You may want to supply chairs for volunteers. You can include safety brochures & sign up sheets for interested parent volunteers on the table.
- **Be festive!:** Some schools have arranged for additional activities to make the day fun and exciting. Ideas include having a bicycle blender activity (kids make their own smoothies by pedaling a bike that powers a blender), or inviting the local bike shop to make bike repairs to students' bikes.
- **Arrive at least 45 minutes before school starts to set up the welcome area!** The table should be ready one half hour before the bell rings.

Ideas for Going the Extra Mile

Bike Train Power!

A Bike Train (BT) is a group of children led by adult volunteers wearing reflective vests or other bright items biking to school together. An adult can pull a wagon carrying the students' backpacks & projects. Parents are glad that there are other responsible adults with the children. What's more, after establishing trust & schedules, adults can take turns leading the group, meaning less morning stress for parents & guardians.

- Provide refreshments for bikers, scooters, or roller skaters. □ Pass out snacks or small giveaways to students who roll to school.
- Decorate helmets with fur, glitter, stickers, or colorful tape.
- Host helmet fittings and pass out safety information for students.
- Ride a “Bike Train” to school with your principal 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 scooters ride around the blacktop to show off their skills while other students cheer.
- Decorate spoke cards with students to put in their wheels. Use contact paper to protect them from the elements.
- Have top-secret Bike Elves leave surprises (ribbons, cards, messages, etc) on bikes before or during the big day.
- Contact SRTS about hosting the Bike Blender, or Bike Education Station

Going the Extra Mile: Stickers

Sticker Power!

Stickers are great for:

- Sending the message home one day before Bike to School Days
- Celebrating each kid's participation in using low or no-pollution ways to get to school.

People Power!

1 Sticker Counter: Keep track of how many stickers of each type (walk, bike...) you start off with & have in the end. This person also counts off the number of reminder stickers that each classroom will need the day before.

1 Sticker Printer (if you need extras) This is a great task for someone with a home office.

- **Reminder Stickers:** Sending kids home with a reminder sticker on their shirt the day before a Bike to School Day is a very effective way to make sure families remember the big event. Find out the # of students in each class. Place that # of stickers into the mailboxes of the teachers two days before Walk • Roll Days. Leave a note asking teachers to give the stickers to their kids.
- **Participation Stickers:** Use these stickers the day of the event at the table or at a designated location where students can be “stickered” on the way to the table. It is useful to have 1 or 2 volunteers at designated locations giving out stickers.
- **Different Stickers:** If you have different stickers for walkers and bikers you can use these stickers to count of the number of kids who walked or biked. Save the empty sheets of stickers that have been given away & count them afterwards. Write down the number of kids walking & bicycling on the tally sheet.
- **If you need more stickers:** Check out our website at: www.SonomaSafeRoutes.org

Going the Extra Mile - Tally Poster

Off the Charts!

This is a wall-size graph to mark how students get to school by each placing a dot (different colors represent different ways to get to school). If you post this the day before, it attracts a lot of attention & reminds students & parents to participate in Walk • Roll Days.

People Power!

1 or 2 sticker people:

To be at the greeting table to hand out the right colors for types of travel.

1 poster coordinator:

Helps kids place stickers in the right place on the poster.

WALK	stickers go here
BIKE	*****
CARPPOOL	****
SCHOOL BUS	*****
DRIVE	*
OTHER	*****

• You Will Need:

- ❑ 7 by 5' piece of butcher paper (think wall size)
- ❑ Markers to make display
- ❑ Five colored stickers for WALK, BIKE, CARPOOL, DRIVE, SCHOOL BUS & OTHER. (different colored dots work great!)

• **Make Poster Design:** Have the transportation types listed vertically on the left, & the kids' stickers lining up beside them going right. Colorful pictures make this bulletin board kid friendly! To the left is the set up of this wall-size chart.

• **Suggestion:** *Graphing is a California State Standard for second grade. A second grade class might like to take this on as a graphing project*



• **Give out Stickers to Kids:** 1-2 volunteers will be responsible for giving out color coordinated stickers to kids according to how they get to school. This volunteer will direct the kids to the centrally located posters.

• **Put Stickers on the Poster:** One volunteer should stand by the poster to direct students on where to put their stickers.

Sample promotional blurb for schools celebrating BTS Day (English)

It's time to dust off your bike, pump up the tires, and check the breaks! Bike to School is Day is just around the corner! Join your friends, or make new ones, reach out to your neighbors, form a bike train-- hop on and pedal!

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 the planet. Be part of the solution!

Schools around the county are celebrating Bike to School Days from May (*insert dates of 2nd week of May*). [Name of school] is celebrating Bike to School on [Date].

At [School Name] Safe Routes to Schools Champions will be greeting riders with bright stickers, and high fives! [*Include 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 role model and wear your helmet, too. If you have questions please contact [*SR2S School Champion or Site Coordinator info*] See you at the bike racks!

Name

Sample promotional blurb for schools celebrating BTS Day (Spanish)

¡Día de Ir a la Escuela en Bici!

¡Ha llegado la hora de desempolvar tu bicicleta, inflar las llantas, y revisar los frenos! El Día de Ir a la Escuela en Bici está a la vuelta de la esquina. Únete a tus amigos, has nuevos amigos, invita a tus vecinos, forma un tren de bicis- ¡súbete y pedalea!

Cada año, más y más escuelas se unen a la celebración y diversión de usar el poder del pedal para llegar a, y desde, la escuela. Transportarnos en bici es bueno para nuestra salud, la comunidad, y el planeta. ¡Se parte de la solución!

Escuelas por todo el condado estarán celebrando Días de Ir a la Escuela en Bici del 4 al 15 de Mayo. [Nombre de escuela] celebrara el Día de Ir a la Escuela en Bici el [poner fecha]. En la escuela [poner nombre de la escuela] coordinadores del programa Rutas Seguras estarán recibiendo a los que lleguen en bici con pegatinas (calcomanías), y con porras. [Incluye aquí cualquier regalo u otra información acerca de su evento/escuela].

¡No se olvide que los niños menores de 18 años por ley tienen que usar casco! ¡Sea un buen ejemplo y póngase el casco también! Si tiene alguna pregunta favor de contactar a [poner nombre de Coordinador de Rutas Seguras] ¡Nos vemos en las bicis!

Nombre

Sample Loudspeaker Announcements

Loudspeaker Announcements

“Don’t forget! Tomorrow, (*Enter Day and Date*) is Bike to School Day. Stop by the tables located at _____ to pick up food & prizes tomorrow morning. Bike with a friend, its always more fun & safer to ride with a buddy! “

Anuncios de Alta Voz

“¡No Olviden! Mañana, (*Entre el día y la fecha*) es día de rodar a la escuela. Pase por las mesas ubicados en (lugar) para recibir comida y premios mañana por la mañana. ¡Roda con un amigo, es mas divertido y mas seguro para rodar con un amigo! “

Donation Letter

Call SRTS to request our tax ID

Manager's Name

Name of Business

Street address

Town, CA zip

Date

Dear (Manager's Name or Donation Coordinator):

The Safe Routes to School program at (name of school) will be hosting a Bike (or walk) to School Day on (list every day of your school's event). At the end of the program, students who have walked or biked to school will get to participate in a raffle for fun prizes. We are seeking donations from the community for our Bike to School Day events. A contribution from (insert name of business here) would make a great difference in ensuring that our celebration of health, physical activity, and community is a success. We are seeking (insert number and description of donations or prizes). However, we appreciate any donation you can make!

The Sonoma County Safe Routes to School program supports communities in building and using safer routes to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. We appreciate your support in improving the health and safety of families in our community! Your donation is tax deductible. The tax ID number of our Safe Routes to School host organization, the Sonoma County Bicycle Coalition is XX-XXXXXXX.

Thank you in advance for contributing to our Bike & Walk program. I will call you next week to answer any questions you have about this request. You may also contact me at (insert your phone number) or (insert your email address).

Sincerely,

(insert your name)

Sample Raffle Ticket

DRAWING TICKET

I WALKED OR ROLLED TO SCHOOL TODAY!

Name: _____

Homeroom teacher: _____

Grade (circle) K 1 2 3 4 5 6 7 8

I walked

I rolled (biked, scootered, unicycled, etc)

We love to Walk & Roll!

There are 8 raffle tickets per each 8.5 x 11" sheet of paper

Safety Tips for Parents

Here are 10 tips to prepare your kids, so that they can move safely through the world:

Protect & teach your children. Protect your children & teach them the skills they need to be safe & strong. Learn about the tough issues children face today, which may not be the same as those you faced when growing up.

Prepare -don't scare- your children. Share your feelings with other adults rather than your children. Teach your children the skills they need rather than what they should be afraid of. Give them real information. Help them see themselves as good decision makers who act safely and so not get hurt.

Use mistakes as teachable moments to explain safety when you are with your children. Help your children to deal with the problems and people they may meet. Don't talk to strangers, for example is an unclear lesson. We all talk to strangers all the time. Instead model being friendly but distant. Talk to your child about the difference between being friendly and making a friend. You can give a friendly wave but you should never follow a person you don't know anywhere. Talk to your children about safe adults. People you know in your neighborhood or people like police and firefighters who are trained to help.

Help your children say, "No!" We need to teach our children that they have the right to say, "No!" to anyone who is acting odd, even if that person is an authority figure. This means we must teach them how to say, "No!" to a strange offer, to a bully, & even to us. Safe & strong kids know how & when to protect themselves.

Teach your children to recognize, trust, themselves & act on their instincts. Help your children respond quickly if they have a gut feeling that something is not right. Tell them to trust their inner alarm more than what they see or hear. Their built-in warning system is never wrong & should guide their next steps.

Children need to hear and practice new safety skills many times to learn them. Suggest ideas for acting safely when they play outdoors, walk to school, are in the park or go to the store. Every moment can be a teachable moment. Let your conversation about safety be ongoing.

For younger children (K-2nd) you can help them learn safety rules by turning them into rhymes, making up songs and drawing pictures together. See the Safe Routes to School Supplemental Curriculum for songs and jump rope rhymes.

For older children (3rd and up) expand your discussion to include different scenarios and listen to the solutions they come up with. Talk about the pros and cons of different solutions. This helps your children see themselves as good decision makers while giving them tools to make good decisions.

Track the safety skills your children are learning. This will help you make smarter choices about how much supervision your children need, when to grant more freedom, when to say, "No," & when to give them more practice while you are with them. It is best to teach a little bit at a time & repeat the lessons & practice sessions. This process makes it simpler for your children to learn, recall, & use new, safety skills.

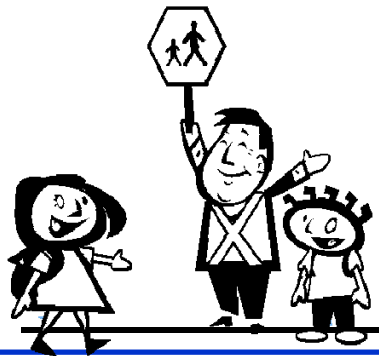
Fight the urge to ground your children for life when they do not practice safety when they should. Instead, discuss the gaps in their thinking — or your teaching. Then, supply the missing pieces. Ask them to tell you what they would change next time & practice with them so they have the chance to show what they have learned.

Notice when your child learns, recalls and chooses safe behavior. When you see even a little bit of the desired actions let your children know that they are on their way to being safe strong kids. Keep sharing the goal that your children show good behavior and use good judgment so you can trust them to make intelligent choices in a wide variety of situations.

Adapted from Paula Statman, M.S.S.W., Director of KidWISE Institute, author of *Raising Careful Kids in a Crazy World* & designer of the *Best Feet Forward* workshops

Tips: Walking Safety

- STOP, LOOK, & LISTEN at every edge, or curb.
- Look LEFT, RIGHT, LEFT & only go when there are no cars.
- Cross at crosswalks or corners. Avoid crossing between parked cars and in the middle of blocks.
- Watch for cars pulling in & out of driveways.
- Make good decisions by taking walks with your parents outside of school & practice making decisions like when & where it is safe to cross.
- Remember: even with a light or a crossing guard you still need to make the decisions of when it is safe to cross.

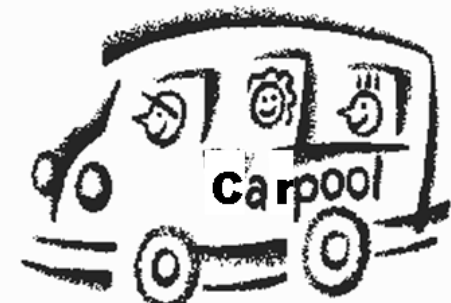


Tips: Basic Bicycling Safety

- Always wear a helmet.
- Check your bike before you ride: ABC check = air, brakes & chain.
- Check for correct fit on your bike. A person's leg should nearly extend with a slight bend when pedal is at the bottom.
- Ride in a straight line & keep control of your bike.
- Avoid the "door zone" if riding on the street.
- Learn & use appropriate hand signals.
- Practice skills like stopping suddenly, scanning behind you on a blacktop or parking lot before riding on the road.
- Bikes are a vehicle, so ride like a vehicle! Ride on the right, pay attention to traffic signals & stay off sidewalks as much as possible.

Tips: Driving in School Zones

- Drive slowly & carefully.
- Do not double park, wait to pull to the curb.
- Do not drop off in the red zone, its red for a reason.
- Drop off on the school-side of the street so your child doesn't have to cross the street.
- Avoid backing up. Young kids are small & hard to see.
- Consider the Park & Walk option, park a few blocks from the school & walk the rest of the way.
- Form a carpool! Figure out which families live in your neighborhood & contact them to form a carpool.



Going the Extra Mile – About the Frequent Walk • Roll Program

- **Frequent Walk • Roll Program:** This program is a way to encourage frequent walking and bicycling over a period of one or more months.
- See Frequent Walk • Roll Program Guidebook
- Available on the SRTS Website



Going the Extra Mile – About the Pollution Punch Card Program

- **Pollution Punch Card Program:** This program is a way to “boost” a regular Walk/Roll Day program by incentivizing kids to get their cards punched weekly for an end-of-program incentive.
- See Pollution Punch Card Program Guidebook
- Available on the SRTS Website



Going the Extra Mile – About the Golden Sneaker Award

- **Golden Sneaker Award:** hold a competition between classes to see who got the most walkers/bikers. Use raffle tickets to do counts, or get counts through teachers. The class with the most participation is awarded the Golden Sneaker Award.
- See Golden Sneaker Award Guidebook:
- Available in the Golden Sneaker section of the SRTS Website



Want Safe Routes to Your School?

Sonoma County Safe Routes to School provides trainings, resources, & customized support at no cost.
We work together with schools, parents, & the local community to give kids
an active, healthy start to the school day!



For more information on what we can offer to your school & your community, contact us at:

Sonoma County Safe Routes to School
P.O. Box 3088
Santa Rosa, CA 95402
(707) 545-0153 or saferoutes@bikesonoma.org

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