



METROPOLITAN  
TRANSPORTATION  
COMMISSION



# GUIDEBOOK

Version 2. 11/15

## Introduction to the Golden Sneaker Award

### Table of Contents

|  |    |
|--|----|
| Step #1: Establish a Coordinator   | 4  |
| Step #2: Make a Golden Sneaker Award                                     | 5  |
| Step #3: Award Decisions   | 6  |
| ..... - Establish a Way to Count the Kids Walking & Biking               | 7  |
| Step #4: Getting the Word Out – Promoting the Golden Sneaker Competition | 8  |
| Step #4: Getting the Word Out – Banners & Posters                        | 9  |
| Loudspeaker Announcements  | 10 |
| Newsletter Announcements   | 11 |
| Sample Tally Sheet for Calculating Golden Sneaker Award Winners          | 12 |
| Sample Tally Sheet for Teacher Counts in the Classrooms                  | 13 |
| Student Sign in Log  | 14 |
| Want Safe Routes to Your School?   | 19 |

The Golden Sneaker Award is a challenge between classes that rewards the class with the greatest percentage of students who walk or bike to school in a given winning period. The event organizers can determine the length of a winning period. Winning periods can be shorter than the whole length of the challenge so that more than one class can win i.e. month or week for the winning period & a year, semester & month for the challenge period.

The class with the most participation wins the Golden Sneaker Award & gets to display their award throughout the winning period. The class can also receive a party, or another special classroom activity.

## Steps for the Coordinator's To Do List

### Step #1

- Establish a Coordinator
- Get approval from school administration to do the challenge

### Step #2

- Make the Golden Sneaker Award

### Step #3

- Decide what the duration and frequency of the challenge will be (weekly for one month, monthly for one year, a combination?)
- Inform the school, the PTA and SRTS of the challenge
- Meet with PTA or SRTS Parent Team about financing the reward parties for the winning classroom

### Step #4

- Decide upon method for counting students
- Photocopy the required numbers of materials for conducting counts of children who walked and biked to school

### Step #5

- Announce challenge to students and teacher

### Step #6

- On designated days, distribute and/or collect classroom counts
- Tally participation #'s for each class
- Announce Golden Sneaker winner for that time period
- Coordinate reward party with PTA or SRTS Parent Team

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

### Supplies

- Contest instructions with monthly tracking chart
- Program flyers, posters
- Golden Sneaker Award

### More Help & Tools

See page 5 for tips on how to make a Golden Sneaker Award

Downloadable versions of the sample tally sheets are available on our website in the Downloadable Resources Section at: [www.SonomaSafeRoutes.org](http://www.SonomaSafeRoutes.org)

- **An Award Coordinator:** This can be one or more parents who take charge of the award, tally up the counts, & distribute the award each period. Or interested teachers & student groups can also take charge of the award program
- **Principal:** Set up a short meeting with your principal to inform them of the program & obtain permission. **Ask the principal or school secretary to put the Golden Sneaker Award information on the official school calendar & bulletin calendar.**
- **Parent Group:** Work with your PTA . They are a great resource for communicating the events to parents & are great volunteers. You can also request donations for the grand prize(s).
- **Volunteers:** Recruit volunteers to help with the counts and promoting the program around the school.

## Step #2: Make a Golden Sneaker Award

### Reward Power!

This challenge fosters teamwork as a classroom. A simple handmade Golden Sneaker can be a powerful reward to encourage children to walk & bike to school. It is inexpensive to make & can be used year after year.

### Creative Power!

This method is suggested by a team leader, but as long as you can figure out a way to mount a painted sneaker on a post, you're "golden"!



### • Materials

- A large sneaker
- 4 by 4 post a foot long
- Two boards, one thick 1'2", one thin ¼"
- Four 2" large screws
- Drill
- Gold spray paint

### • Instructions

- Place one end of the foot long 4 by 4 post onto the thick board & create a pedestal & bolt the pieces together
- Place the thin flat board on top of the thick board & attach
- Drill two holes in the sneaker & the flat thin board & fasten bolt to the shoe from underneath
- Spray paint the whole thing
- Add a plaque

## Step # 3 Award Decisions

### Award Power!

Decide when & how often you are going to “award” the golden sneaker – you can do it once a month, once a week for a month or two, on random days throughout the year, etc. It’s up to you.

Also, as a group decide what kind of party the winning class will have.



- Decide what the duration and frequency of the challenge will be (weekly for one month, monthly for one year, daily for one week, a combination?)
- Inform the school, the PTA and SRTS of the challenge – optional: request that PTA finance a reward party for the winning classroom
- Meet with PTA or SRTS Parent Team about financing the reward parties for the winning classroom

### Step #3: Establish a Way to Count the Kids Walking & Biking

- **Here are Suggested Methods:**
- **Tally Sheet:** Hand out the “Golden Sneaker Tally Sheet” to all teachers on ANY random day, & have teachers do a quick hand raise of the # of kids who walked/biked on that day, & then turn the sheet into the office (or wherever the coordinator says to turn it in). (See page 13).
- **Raffle Tickets:** If you are doing weekly or monthly walk/roll days with corresponding raffles, use raffle tickets & teacher tally form & award Golden Sneaker on Walk/Roll Days where raffle tickets are given. (See sample tally form on page 12)
- **Classroom Counts:** Have student council or parent volunteers visit classrooms on random days & do counts of walkers & rollers, like they would do on “spirit days”. See page 12 for a sample teacher count sheet.
- **Other Ways:** Keep track in classrooms in other ways, such as creating charts for each classroom where kids can mark whether they walked/biked when they enter the classroom each morning, & the coordinator can collect charts each month (this is the most time consuming way, but this also gives you more information about daily modes of travel). (See sample class travel log on page 14).



## Step #4: Getting the Word Out – Promoting the Golden Sneaker Competition

### Communication Power!

**Alert the students & staff:** The competition is here! There are many ways to inform parents, school staff & students about this competition. Find out how your school communicates with parents, staff & students.

### Ways to Get the Word Out:

- Put up posters
- Send flyers home
- Banners & signs around the school
- Get something in the newsletter
- Phone parents or use phone tree
- Loudspeaker announcements
- Notify teachers
- Use school e-mail blasts

- **School/Classroom Assemblies:** Make announcements in a school or classroom assembly, at the beginning of the year (for a year long contest) or at the beginning of the spring semester (for a month(s) long competition).
- **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 walking regularly for the competition. Make different announcements during the beginning, middle & end of the competition
- **School List Serve or Email blasts:** Easy paperless, & similar to the newsletter
- **Posters:** Hang posters around the school reminding children to walk to school to win the Golden Sneaker award!



## Step #4: Getting the Word Out – Banners & Posters

### Great Phrases:

“GOLDEN SNEAKER AWARD  
COMPETITION”

“WE GO THE HEALTHY WAY:  
WALK & ROLL TO SCHOOL:”

“JOIN THE PARADE:  
IT’S FUN TO WALK TO SCHOOL!”

“WHICH CLASS CAN WALK OR  
BIKE THE MOST?”

“WHO WILL WIN THE GOLDEN  
SNEAKER AWARD?”

“COMPETE FOR THE GOLDEN  
FEET”

“BE COOL AND WALK TO  
SCHOOL”

“WE ♥ WALK & ROLL”

- **Contact a teacher:** Talk to after school directors or art teachers to organize banner/poster making activity.

- **Creating banners & posters:** Use butcher paper for a banner or any size paper for a poster

- **Give Clear Instructions such as:**

- Stay within the lines of the bubble letters

- If you are finished coloring your word or banner, you can add fun sayings; including why walking & biking 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.

## Loudspeaker Announcements

- **Beginning of Contest:** Next week we begin our Golden Sneaker Award challenge. Each homeroom will compete to have the highest percentage of students who walk or roll to school. The winning homeroom will get the Golden Sneaker Award. So lace up those shoes & let's see how many cars we can leave at home.
- **During the Contest:** Are you walking and rolling to school. Grade \_\_\_\_ (*number*) is holding the lead in the Golden Sneaker Award, but grade \_\_\_\_ (*number*) is not far behind. Everyone wins when more of us walk and roll to school. Keep up the good work!
- **End of Contest Reminder:** Golden Sneaker Award Tally Sheets are due today in the office. Make sure you turn in your sheet for a chance to win the Golden Sneaker!
- **Winners Announcement:** Congratulations to Homerooms \_\_\_\_\_ (*name winners*) for capturing the Golden Sneaker Award. Your class can enjoy the \_\_\_\_\_ (*insert type*) party that you all won next month. We thank you for making decisions that reduce traffic and pollution around our school.

## Newsletter Announcements

This year, homerooms can chose to participate in a challenge that awards students who walk and roll to school. The class will receive a point for each time a student walks, bikes, carools (or takes the bus) to get to school. At the (insert duration period – end of the month, week, etc), the homeroom with the most points will get to display the Golden Sneaker Award in their classroom. **Start a healthy habit now and have fun!**



## Sample Tally Sheet for Teacher Counts in the Classrooms



# Golden Sneaker Award Tally Sheet

Please turn in your count to \_\_\_\_\_ by the end of the school day so we are able to calculate the winning classroom!

Teacher:

Grade:

Number of students present today: \_\_\_\_\_

Total number of students who walked or biked to school today: \_\_\_\_\_

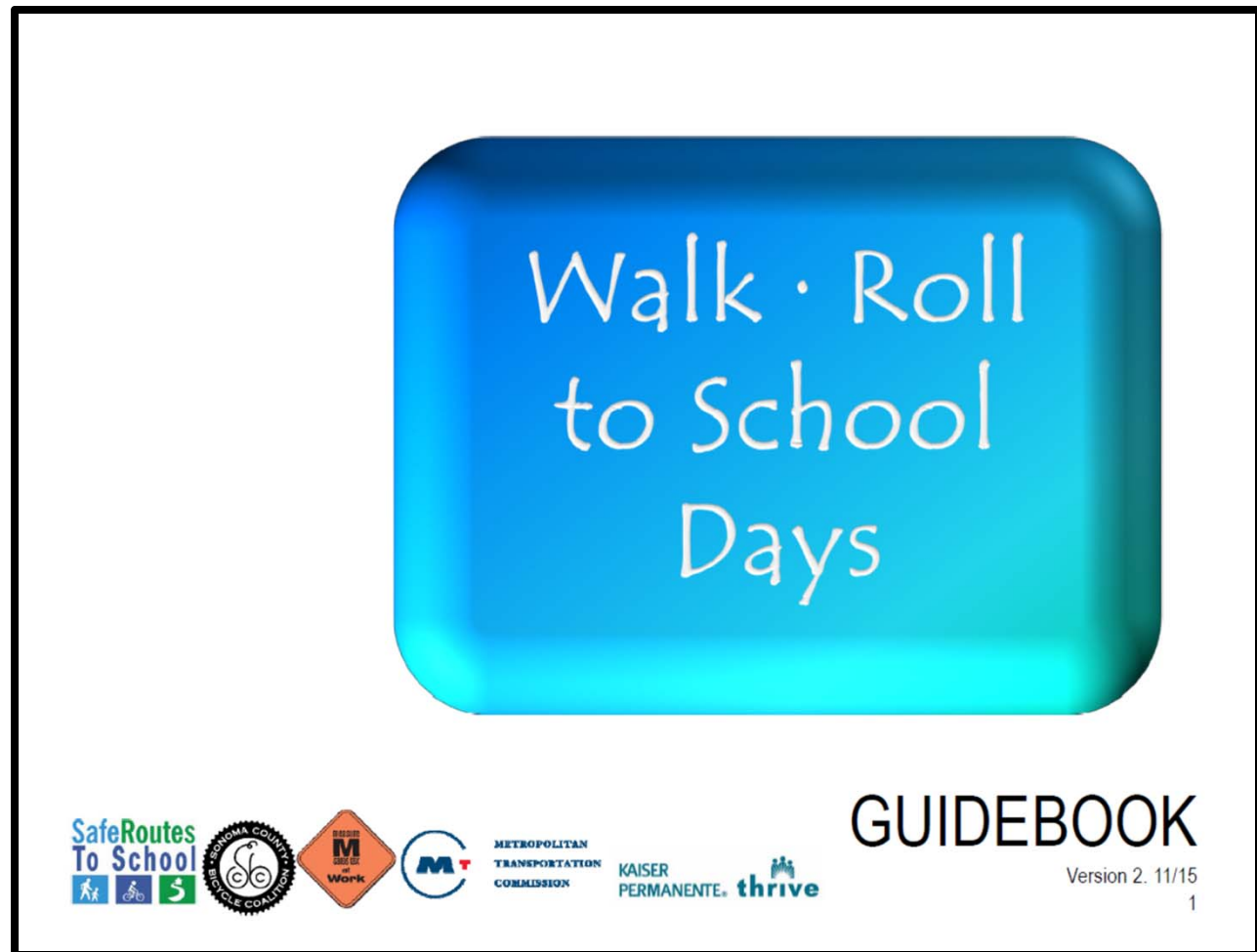
**Thank you for supporting Walking and Rolling to School!**

There are two tally sheets per 8.5" by 11" page



## Going the Extra Mile – Regular Walk and Roll To School Days

- **Walk and Roll to School Day:** hold a competition between classes to see who got the most walkers & bikers. Use raffle tickets to do counts, or get counts through teachers.
- See Walk & Roll to School Days Guidebook
- Available in the Downloadable Resources Section of the SRTS Website





## Going the Extra Mile – 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 in the Downloadable Resources Section of 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



## 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.

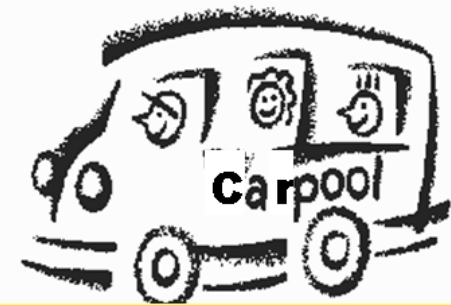


## Tips: Basic Bicycling Safety

- 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.



# 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 and end 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](mailto:saferoutes@bikesonoma.org)

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