



GUIDEBOOK

Version 2. 11/15



Introduction to the Frequent Walk & Roll Program

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The Safe Routes to School program promotes walking & bicycling as part of your school's culture.

The FWR program is a way to encourage frequent walking and bicycling over a period of one or more months. Students get a FWR card, and on every day they walk to or from school, they mark one ★ on the card per day. When a student accrues 10 marked ★, their completed card is entered into a raffle, & they get a new card in exchange. This cycle continues until the end of the program, when all cards are turned in & the raffle for prizes is held. The suggested length of time to run the program is 6 weeks, however, a school can organize the program for any time period, depending on how it is implemented.

This handbook has all the tools you need to organize a Frequent Walk • Roll (FWR) Program. There are ideas for teachers & parents; as well as sample documents, & safety tips you can use to educate your community about walking & bicycling regularly.

Steps for the Coordinator's To Do List

Step #1

- ☐ Inform the school administration & the PTA of the program.
- ☐ Determine the duration of the program & amount of Frequent Walk• Roll (FWR) cards you will need

Step #2

- ☐ Determine incentives (such as raffle or other incentive) & obtain funding or donations

Step #3

- ☐ Develop & photocopy parent letters
- ☐ Obtain or print FWR cards
- ☐ Communicate to teachers the process & location for handing out & turning in FWR cards.
- ☐ Make a raffle box for completed cards

Step #4

- ☐ Create & hang posters promoting program
- ☐ Publish program announcement in school newsletter
- ☐ Distribute parent letters & cards to students

Step #5

- ☐ Check in with classes mid program (or periodically) to remind them to keep track of their stars
- ☐ Ask Principal to make loudspeaker announcements to encourage children to participate

Step # 6

- ☐ Make sure all the FWR cards have been turned in at end of program, before raffle is conducted
- ☐ Coordinate raffle & distributing prizes to student(s)

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

Support Power

To have a successful Frequent Walk and Roll Program you need support from administration, school staff, teachers, parents and students.



- **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 Frequent Walk • Roll (FWR) program information on the official school calendar, & list serve.**
- **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 incentive prize(s).
- **Volunteers:** Recruit volunteers to distribute the teacher & parent letters & the FWR cards to the teacher's mailboxes or classrooms, & promote the program around the school.

Step #2: Suggestions for Coordinating Donations

People Power!

At least one donation (prize) volunteer:

Make donations happen.

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

Donation Letter Template Available

An electronic version of the Frequent Walk• Roll donation request letter is available in the Frequent Walk/Roll Card page of our website at:

www.sonomasaferoutes.org

- **An Prize Coordinator:** This can be one or more parents who take charge of obtaining the incentive(s). Interested teachers and student groups can also take charge of the incentive/prize program.
- **Request Donations:** The group or the prize coordinator requests donations or raises the funds to obtain a grand prize and/or other prizes.
- **Prizes through Safe Routes to School:** A limited number of incentive prizes may be available to eligible schools through the Sonoma County Safe Routes to School program, as funding permits. Contact saferoutes@bikesonoma.org or 707-545-0153 for more information about becoming an eligible school.

Step #3: Prepare the Materials for the Frequent Walk • Roll Program (FWR)

Supplies

- ☐ A letter to teachers explaining the program and thanking them for their role in supporting it.
- ☐ Letter to the parents with instructions for the program
- ☐ A supply of enough FWR cards for the duration of the program (for a 6 week program, a good estimate is 3x the enrolled # of students)
- ☐ Program flyers & posters
- ☐ Grand Prize(s) for the Participants i.e. T-shirts, a Bike or Bikes, Gift Cards, Certificates, etc

Parent Letter Template Available

An electronic version of the Frequent Walk• Roll parent letter is available on the Frequent Walk/Roll page of our website at:
www.sonomasaferoutes.org

• **Teacher Packets:** Prepare & distribute a packet to each teacher. Sample letters and cards are included at the end of the guidebook. *The Sonoma County Safe Routes to School program can provide a number of eligible schools with a supply of Frequent Walk • Roll Cards for up to a 6 week program, as funding permits.* The packet contains these three items:

- 1. One letter to teacher explaining the FWR Program
- 2. Letters to each parent in class explaining the FWR
- 3. A supply of FWR cards for their students.

The students should start out with one card and a letter to their parents explaining the FWR and how to participate.

Each day a student walks or rolls to or from school they mark one ★ on their card. Cards may be marked by parents, students or teachers, this is a school team choice.

Step #4: Getting the Word Out – Publicizing the Frequent Walk & Roll Program (FWR)

Communication Power!

There are many ways to inform parents, school staff & students about this program. Find out how your school communicates with parents, staff & students, & choose two or three methods that work for you.

Ways to Get the Word Out:

- ☐ Put up posters
- ☐ Send the first letter home, then send other reminder flyers home
- ☐ Get something in the newsletter
- ☐ Phone parents or use phone tree
- ☐ Announcements to the school & to parents at parent meetings
- ☐ Notify teachers
- ☐ Use school e-mail listserv

- **School or Classroom Assemblies:** Make announcements about the upcoming FWR program during a school assembly, or in classrooms, soon before parent letters & cards go home (even that same day is fine).
- **Backpack Mail:** Send home the packet of parent letters & cards through backpack mail.
- **School Newsletter:** Put an announcement in your school newsletter. A sample newsletter announcement is included in this guidebook. *Make sure to verify the deadlines well in advance for getting something in the newsletter. **This may also be a good way to recruit volunteers.***
- **Loudspeaker Announcements:** This is a great way to inform kids & get them excited about the FWR Program. A sample loudspeaker announcement is included in this guidebook.
- **School List Serve:** Easy paperless, & similar to the newsletter
- **Posters:** Hang posters around the school reminding children to walk to school & to mark their cards!

Step #4: Getting the Word Out – Poster Tips

Great Phrases:

START YOUR DAY HEALTHY!
WALK OR ROLL TO SCHOOL!

“WE ♥ WALK & ROLL”

HOW MANY DAYS CAN YOU WALK OR
ROLL TO SCHOOL THIS WEEK?

REDUCE YOUR CARBON FOOTPRINT
WALK OR ROLL TO SCHOOL
WHENEVER YOU CAN

DON'T FORGET TO MARK YOUR
FREQUENT WALK • ROLL CARD
EVERY DAY YOU WALK OR ROLL
TO OR FROM SCHOOL!

BE A FREQUENT WALKER & ROLLER!

FREQUENT WALK & ROLL:
IT'S FUN, IT'S HEALTHY,
LESS TRAFFIC, LESS POLLUTION!

- **Recruit a poster making crew:** Hand made banners or posters are always a great attention getter. This could be a great art project for an after school program or an enthusiastic art or classroom teacher. Talk to after school directors or art teachers to organize poster or banner making activity, or organize one yourself with parents & children you know.
- *When you involve kids in the organizing, they are more likely to participate in the program!*
- **Posters through Safe Routes to School:** The Safe Routes to School program has created a sample 11x17" poster that can be used to promote the FWR program. This poster can be downloaded as a PDF or a modifiable MS Publisher, on the Frequent Walk/Roll page of our website at **www.sonomasaferroutes.org**.
Hard copies of posters may be available to eligible schools through the Sonoma County Safe Routes to School program, as funding permits.

Step #5: Running the Frequent Walk & Roll Program (FWR)



- **Checking in:** check in with the classrooms mid program (or periodically) to remind the students to keep track of their stars and to turn them into the school raffle box when ten stars are filled in
- **Middle of the Program Reminders:** Make, or have the principal make announcements to the classrooms or over the loudspeaker to remind the children fill out their FWR cards on days they walk or roll to school.

Step #6: Wrapping up the Frequent Walk & Roll Program (FWR)

Donation Letter Template Available

An electronic version of the Frequent Walk • Roll cards four to a sheet is available on the Frequent Walk/Roll card page of our website at www.sonomasaferoutes.org

- **Frequent Walk • Roll Cards:** When the kids fill out all ten stars on their cards have the teachers put the cards in a special collection box in a school central location i.e. school office.
- **End of the Program Incentive:** Set up a date & time at the end of the program to hold an incentive, such as a raffle or a end of program activity for students who turn in completed cards. This can be at an assembly or a special gathering during recess or lunch. Before the incentive make sure all of the FWR cards are collected. Be sure to publish the name of the program winners in your school's newsletter. Note: Pulling cards for raffle prizes can also be done throughout the program, depending on the length of the program.

Conducting the Program: Frequently Asked Questions

- 1) **Who should mark the STARS on the cards?** The parent letter we provide suggests that parents initial the cards. However, some schools have decided to allow children mark their own cards in the classrooms, with teacher reminders each day. Individual teachers also may choose to establish their own system for having children mark their cards, while other teachers may require cards to be marked by parents.
- 2) **Don't kids cheat?** We have found that generally, kids are honest, and the few that are not do not detract from the overall goal of the program. However, to minimize temptation to cheat, we strongly suggest that children turn their completed cards directly into their teachers, rather than to a box in the office, and that teachers then give them their new card at that time.
- 3) **How should cards be distributed and collected?** The best system is for teachers to distribute & collect the cards. As mentioned above, to keep kids honest, when a child fills out all ten stars on their cards, they should turn them in directly to their teacher, who then gives their student a new card, and the cycle continues for the duration of the program. Generally, this system requires little effort by the teacher and has been well received in pilot SRTS schools.
- 4) **What does the teacher do with the cards that are turned in?** A raffle box can be set up in the office, and teachers can send cards down to the office periodically during the program, making sure that all cards are turned in by the last day of the program.
- 5) **What about kids who take the bus or cannot walk or bike for other reasons?** It is up to an individual school to modify the program to be more inclusive if they wish. Some schools have chosen to allow children who take the bus to walk at recess or lunchtime, and have their teacher or yard duty initial the card. Other schools have chosen to allow kids who cannot walk or bike at least 10 times during the course of the program to walk or bike for 15 minutes outside of the school day, and have their card initialed by a parent.
- 6) **How do I conduct the end of program raffle?** Set up a date and time at the end of the program to hold the raffle. This can be at an assembly or a special gathering during recess or lunch, or even just over the loudspeaker. Be sure to publish the name of the program winners in your school's newsletter!

English Sample Letter to Parents

(Spanish version available in the Frequent Walk/Roll page of the SRTS Website)

Dear Parent or Guardian,

Today, your child received a Frequent Walk• Roll card from their teacher. The Frequent Walk• Roll program begins on *Date* and continues until *Date*. During this time period, students will be rewarded for walking and rolling (going by bike, scooter, skate, skateboard) to or from school, either from home or from any other meeting point(s).

At the end of the school year, participating children will have a chance to win a *Grand Prize* and other prizes!

If you follow these simple steps, you and your child will be able to enjoy the fresh air and the health benefits of walking or rolling, and you will help alleviate the traffic near the school that is causing problems for our school community, the environment, and the health and safety of our children.

Walk or roll to or from school, either from home or from another designated meeting point.

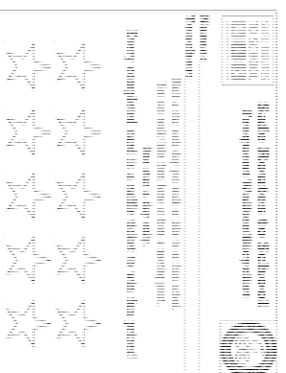
Each day your child walks or rolls to OR from school, mark one of the stars on your child's Frequent Walk• Roll card.

Initial only ONE star per day, even if a child walks or rolls BOTH to AND from school that day.

When your child has walked or rolled to (or from) school on 10 days, all the stars should be marked, and your child should turn their card into their teacher, or to the *designated point*. They will then receive a new card.

All completed cards are raffle tickets for the *prize* raffle at the end of the year.

Below is an image of the card your child received today. If you child did not bring one home, please request one from their teacher or from the school office.



Thank-you for your cooperation!

Safe Routes to School Parent Team

Sample Frequent Walk • Roll Card



Safe Routes to School Frequent Walker • Roller



Name: _____

Teacher: _____

Mark a star each day you walk • roll to or from school.

You can walk • roll from home or from a meeting point.

One star a day only.

Every completed card is a raffle ticket to win fun prizes!



There are 4 cards per each 8.5 x 11 page
(available on the Frequent Walk/Roll page of the SRTS website)

Frequent Walk • Roll English Donation Request Letter

(Electronic Spanish version available on the Frequent Walk/Roll page of the SRTS Website)

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 Frequent Walk and Roll Program from (if the school's program duration). 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 Frequent Walk and Roll to School Program raffle. 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. I 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 12-3456789.

Thank you in advance for contributing to our Safe Routes to School 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)

School Newsletter Sample Text

- **Introducing the Program Text for Newsletter:** Celebrate Spring by trying out a new habit. Choose freedom from vehicular drop-off line stress, share some healthy time with your child, and reduce your carbon footprint. Join the fun of the Frequent Walk and Roll program, and walk or roll to school as often as you can. For the next number of weeks, students will mark a star on their Frequent Walk and Roll Cards for getting to school in healthy ways. Make sure your child fills out the Frequent Walk and Roll cards to be eligible to win prizes, i.e. a gift certificate for a new bike! Please read the letter of instructions that come with the cards so that your child understands how to participate in the program. For more information on volunteering for Safe Routes to School, or if you have any questions please call name and phone number and or email address.
- **Middle of the Program Text:** How many Frequent Walk and Roll Cards have you filled out? Have you rolled or walked to school recently? If you have, fill out the stars on your card and turn them into your teacher when you have 10 stars filled out, so that you are eligible to win some great prizes including: a new bike! If you have questions, please call name and phone number.
- **Final Week of Program Text:** This is the last week of the Frequent Walk and Roll program. You still have a chance to enter the raffle to win a new bike. REMEMBER TO TURN YOUR CARDS INTO YOUR TEACHER BY insert date. Thanks so much for participating. We hope that you have enjoyed your trips walking to and from school. Stay tuned for the winners of the raffle prizes.
- **Prize Winners Text for Newsletter:** We are pleased to announce the winners of the Frequent Walk • Roll program. They are: list names of students and their prizes. Congratulations to everyone that participated and contributed to improving our health and reducing our carbon footprint!. *Note: Some team leaders list all the names of the kids who participated and the amount of ★'s they collected as well.* For more information about volunteering for Safe Routes to School, please call name and phone number and email address.

Loudspeaker Announcements

- **Beginning of the Program Announcement** (*for classroom or loudspeaker*): Join the fun of the Frequent Walk and Roll program, and walk or roll to school as often as you can. For the next *number of* weeks, you will mark a star on this Frequent Walk and Roll Card for getting to school in healthy ways. Make sure you fill out the Frequent Walk and Roll cards to be eligible to win prizes, i.e. *a gift certificate for a new bike!* Please give the letter that come with the cards to your parents and read it with them so that you and your parents understand how to participate in the program.
- **Middle of the Program Announcement:** Have you been biking or walking to school recently? Are you keeping track of your Frequent Walk • Roll stars on your cards you got in the backpack mail from your teachers? You can be entered to win *a grand prize!* Remember to turn in your cards to the raffling box located in _____ when all ten stars are filled out. The more days you walk or roll to school, the more stars you fill the better your chances are to win the grand prize!
- **Last Day of Program Announcement :** Turn in your filled out Frequent Walk and Roll program cards 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 School. Thanks to everyone for reducing traffic at our school and reducing pollution in our neighborhoods.
- **Prize Winners Announcement (for optional assembly):** We are pleased to announce the winners of the Frequent Walk • Roll program. They are: (*list names of students and their prizes*). Congratulations to everyone that participated and contributed to improving our health and reducing our carbon footprint!.

Frequent Walk • Roll Sample Poster

(Electronic PDF and Publisher version available in the Frequent Walk/Roll page of the SRTS Website)

Frequent Walk • Roll Program

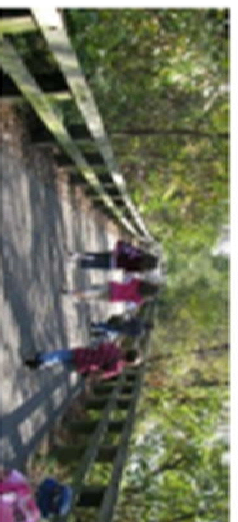
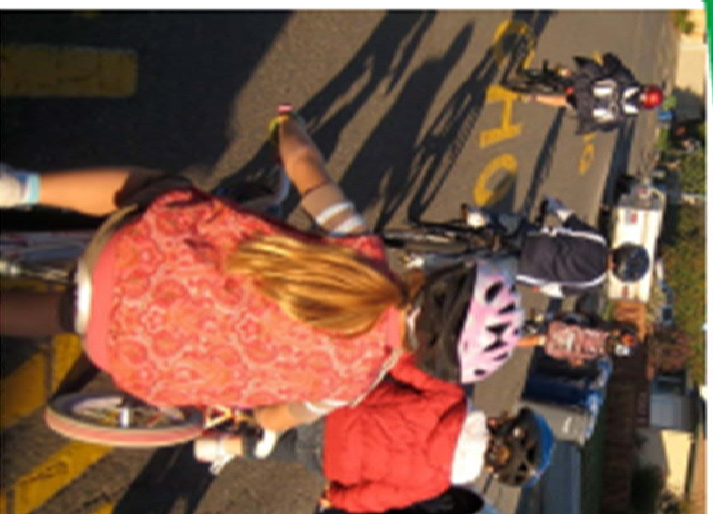


STEP ONE: ★
Walk or Roll
to or from school

STEP TWO:
Mark ONE of the stars
for every day
you walk or roll
to or from school

STEP THREE:
Turn in completed
card as a raffle ticket

STEP FOUR ★
Get a chance
to WIN a bike
or other prizes!



Get healthy,

have fun, reduce
traffic, and protect
the environment!

Going the Extra Mile: Establish Walking School Buses

Walking School Bus Power!

A Walking School Bus (WSB) is a group of children led by adult volunteers wearing reflective vests or other bright items walking 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 & that there is a big group. What's more, after establishing trust & schedules, adults can take turns leading the group, meaning less morning stress for parents & guardians.

More Help & Tools

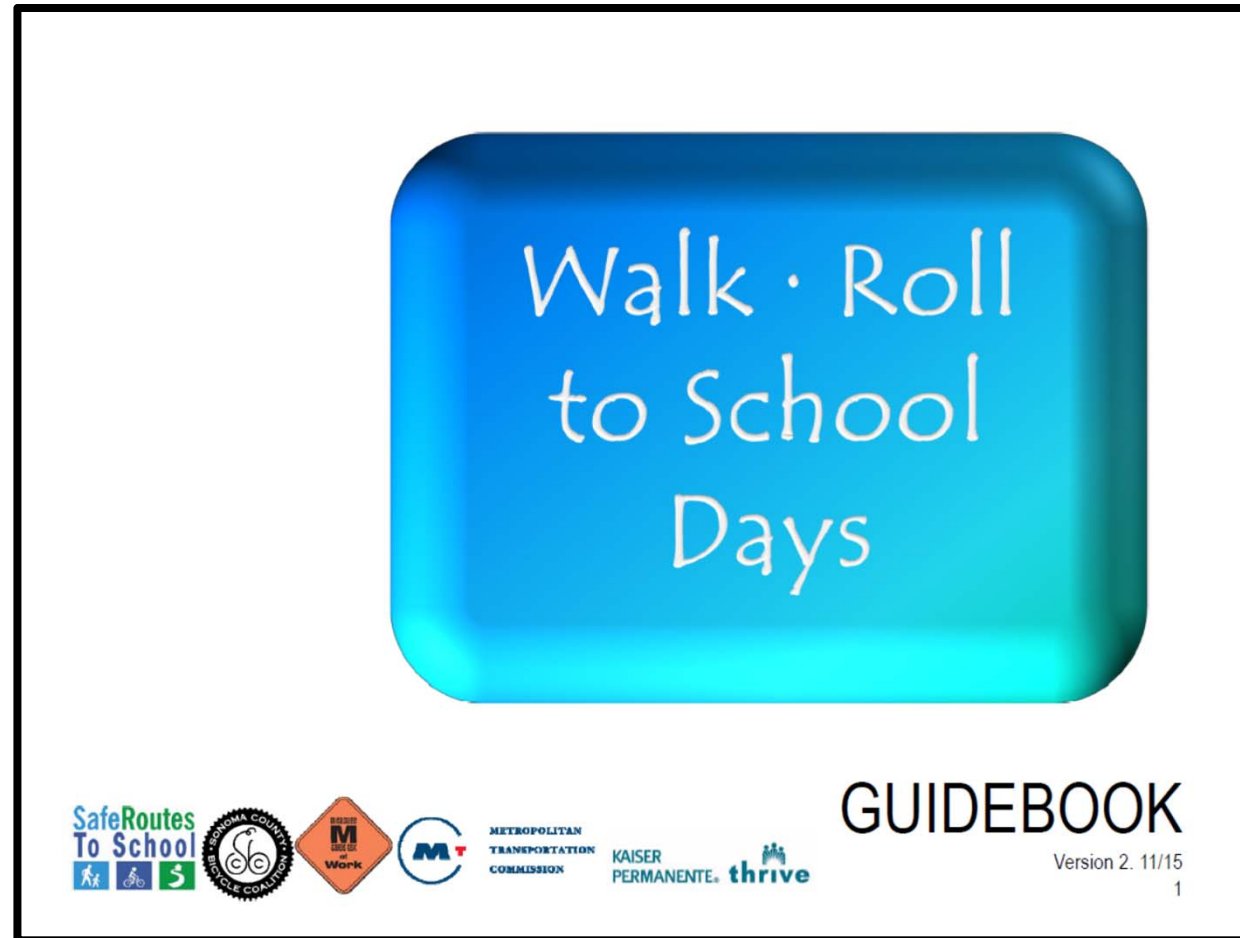
Our program can help you make blown-up maps of your school area. We provide safety training & materials like safety vests & first aid kits to help make your "active school buses" more visible & safe! If you're interested, please contact:

saferoutes@bikesonoma.org

- **Find neighborhood leaders:** This parent must know a safe route to school & be willing to show up at an assigned time on Walk & Roll to School Days to lead parents & kids on the route to school.
- **Form Groups:** You will need 1-2 parents per group, one at the front of the group & one at the rear. With a large number of children, more adults are needed for supervision.
- **Pick a Meeting Point:** Set up a meeting point to meet & walk together to school. Church parking lots or shopping centers that are approx ¼ mile from the school make great meeting points.
- **Pick a Route:** The route between the school & the meeting point should be along a safe area with the most sidewalks & crosswalks. There can be more than one meeting point per route.
- **Advertise Route:** Publicize the meeting point & time in the Walk & Roll promotional materials
- **Make signs:** Make signs & hold them while walking along the route.

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

- **Walk and Roll to School Day:** hold regular walk and roll to school days. Coordinate walking groups and a welcome table for the children who walk and bike to school.
- See Walk & Roll to School Days Guidebook
- Available on the Walk/Roll Days page 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



Going the Extra Mile – 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.
- See Golden Sneaker Award Guidebook
- Available on the Golden Sneaker page of 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.

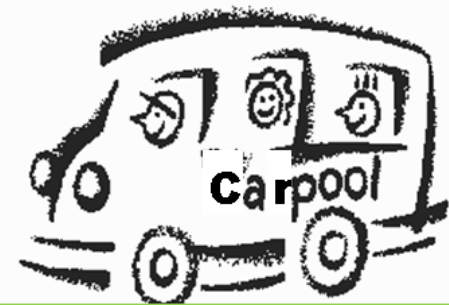


Tips: Basic Bicycling Safety

- 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 carpools



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!



METROPOLITAN
TRANSPORTATION
COMMISSION

KAISER
PERMANENTE® **thrive**

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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