



YOUR SAFE ROUTES TO SCHOOL WALK & ROLL PROGRAM 2026-27

Our 2026-27 Encouragement Program encourages students to walk & roll to school (or anywhere), while learning about safety and the benefits of walking and rolling to their health, the environment, and more. **Choose one day per month – or at LEAST 5 engagements per year – as “Walk & Roll to School Day”**

Each month we will provide you with an easy-to-use & share “Walk/Roll Encouragement Kit” to enable you to accomplish this goal. The monthly encouragement kits* will include (all in English/Spanish):

- An Electronic Promotional flyer and other electronic infographics of varying shapes/sizes (JPEG, PDF) (*for October & May we will also provide hard copies of posters*)
- Social Media/Newsletter themed educational message
- Walk & Roll Challenge Activity for students (English/Spanish). Some Challenge activities provide students with an opportunity to win a prize from Safe Routes to School, and some are simply intended to supplement SRTS encouragement/education programming.

Essential Promotion:

- Publish your Walk and Roll Day(s) on your master calendar
- Distribute Challenges to teachers and solicit their support to promote, make announcements re: Challenges & Walk/Roll Days in their classrooms
- Share Monthly Challenge and Walk/Roll Day info in school emails, social media, and/or website
- Mention Walk/Roll days (or list on calendar) in every school newsletter
- Hang SRTS-provided posters in classroom(s) or around school
- Hang SRTS-provided banner in a high visibility location
- Make classroom and Facebook announcements the day before the monthly Walk/Roll event
- Do an email blast or robo-call reminder a day or two before the monthly Walk/Roll event
- Put welcome table in high-visibility location(s), give out incentives and/or snacks or beverages to students who walk/roll

“Extra” promotion for optimal event & program success:

- Get kids “extra” excited about participating by drumming up competition via the Golden Sneaker Awards
- Have a school assembly before the first Walk/Roll Day where you make a big deal of the monthly events and announce your intention to “Go Green” with walk & roll.
- Share photos of students walking/bicycling to school on Facebook or elsewhere
- Include “inspiring stories” of families who walk/bike/carpool in a school newsletter or Facebook
- Train welcome table greeters (parents or kids) to positively acknowledge student efforts. Some things they can say: Great job for riding your bike to school, Keep walking to school every day, How did you get to school today? Is there a friend you want to invite next time?, We’re trying to get the entire school to travel green every Wednesday, keep it up every week!
- Send event flyer home in backpack mail in advance of event (particularly if you have a difficult time reaching parents via electronic methods)
- Get students involved in the Walk/Roll Day: Helping with table, making posters to promote an event or events, etc. (ask SRTS to support this effort with a designated group of students)

Walk/Roll Themes, Challenges & Prizes 2026-27

Month	Theme & Challenge	Countywide Prize Opportunity for Students Participating in Challenge (<i>prizes are subject to change</i>)
September	Walk & Roll Back to School “Buddy Travel Challenge”	3 “Buddy Travel Meet Ups” will be selected to receive a \$50.00 gift card and will be highlighted in our communications
October	International Walk & Roll to School Month Challenge: Make a Safety or Walk/Roll Day Promotional poster	A supply of promotional items (pencils, stickers, pencil sharpeners, mini-notebooks) provided for sites who register for IWalk/Roll Day with Sonoma County SRTS Poster Challenge is a supplementary activity only, no countywide prize drawing
November	Ruby Bridges Walk to School Day Challenge: Be Thankful for Safety Champions (<i>students write thank-you cards to their crossing guard or other safety-officer</i>)	A supply of promotional items provided for sites who register for Ruby Bridges Walk to School Day with AAA/Ruby Bridges Foundation Be Thankful for Safety Champions is a supplementary activity only, no countywide prize drawing for students. However, we will be providing schools/students to nominate a crossing guard who will be acknowledged/highlighted in our communications.
December	Wacky Winter Walk & Roll Challenge: Scavenger Hunt	Prize drawing for a Wacky Winter hat (# of hats distributed TBD)
January	Wacky Winter continued...	
February	Walk & Roll for our HeARTS Challenge: Walk & Roll for our HeARTS Art contest for calendar	15 artists will be selected and featured in a printed calendar and will receive a \$30.00 gift card to Riley Street Art Supply & copies of calendar for their family, teacher(s), and Principal
March	Spring Go Green! Transportation Walk & Roll Day & Challenge	Drawing for fun items each month amongst kids/families who submit their online challenge report (TBD)
April	Continue with Spring Go Green! Transportation Walk & Roll Day & Challenge	Drawing for fun items each month amongst kids/families who submit their online challenge report (TBD)
May	Bike Month Bike to School Day	A supply of promotional items provided for sites who register for Bike to School Day with Sonoma County SRTS

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