

*Iowa's*

# BICYCLE AND PEDESTRIAN ENCOURAGEMENT GUIDE



***Iowa's***  
***Bicycle and Pedestrian***  
***Encouragement Guide***

**Developed by**  
**the Iowa Bicycle Coalition**

**for**  
**the Iowa Department of Transportation**  
**Safe Routes to School Program**

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## Acknowledgment

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# Introduction

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The Safe Routes to School Program is designed to enable and encourage children, including those with disabilities to walk and bicycle to school; to make bicycling and walking to school safer and more appealing transportation alternatives; and to facilitate planning, development, and implementation of projects and activities that will improve safety and physical health and reduce traffic, fuel consumption and air pollution in the vicinity of schools. Using alternative transportation programs that are good for the environment are usually less costly and save schools money on expenses such as “hazard” busing.

Since 1969, the number of students walking to school has dropped considerably. <sup>(1)</sup> Parents are driving their children to school each morning which is contributing to 20 to 25 percent of the morning rush hour traffic. <sup>(2)</sup> It is not just because families are building homes farther out of town, but the number of students who live within one mile of the school and walk to school has dropped since 1969 by almost 25 percent. <sup>(3)</sup> Why are parents driving their students to school?

There are three main barriers to parents allowing their child(ren) to walk or bike to school:

- **School Siting:** Mega schools built on the outskirts of towns often on a high-traffic highway.
- **Individual:** Disabilities that may require improved sidewalks.
- **Community:** Unsafe sidewalks or fear of strangers.

According to the Centers for Disease Control and Prevention (2005) parents are driving their child(ren) to school due to <sup>(4)</sup>:

- **Long Distances** -- 62 percent
- **Traffic Danger** -- 30 percent
- **Adverse Weather** -- 19 percent
- **Fear of Crime Danger** -- 12 percent

Some communities may have unsafe conditions, and education and encouragement programming needs to begin as soon as possible. Iowa’s Bicycle and Pedestrian Encouragement Guide has been developed to help break down these barriers to make communities safer and healthier right away.

Safety is only one reason it is so important to begin encouraging walking and bicycling. Iowa's obesity rate has risen from 10 to 14 percent of its population in 1988 to 26.9 percent in 2007. <sup>(5)</sup> Two surveys done by the National Health and Nutrition Examination

Survey (NHANES) <sup>(6)</sup> shows overweight rates in children in the following age groups:

- 2 to 5 year olds have risen from 5 percent to 13.9 percent;
- 6 to 11 year olds have risen from 6.5 percent to 18.8 percent; and
- 12 to 19 year olds have risen from 5 percent to 17.4 percent.

This is a serious problem, and if this trend continues, today's children may be the first generation to have a shorter life expectancy than their parents. <sup>(7)</sup>

Children need at least 60 minutes of physical activity every day of the week. <sup>(8)</sup> Starting a Safe Routes to School program at your school can help the car generation overcome the obesity obstacle by adding physical activity to their daily lives.

Using the encouragement guide is an excellent way to begin your own safe routes to school program. The strategies listed in this guide do not require funding or professionals; whereas, an engineering project could take months or even years to see results. The guide will take you through step-by-step procedures for developing walking and/or bicycling programs, events and contests.

To help build your encouragement activity quickly and successfully the guide also provides useful handout materials, resources, and examples.

In order to include everyone in the enjoyment of walking and bicycling, information is provided for:

- **Schools** – providers of programs, events, contests and safety educators for students at school.
- **Students** – learners of traffic safety and older students who can help lead younger students.
- **Parents** – encourager and reinforcer for the student at home and may volunteer.
- **Community Members** – keep the community safe and may volunteer.

Your school will benefit from this guide, so don't hesitate; start getting to know your community and its people by foot and bicycle. Initiating your safe routes campaign as soon as possible will help Iowa become healthier.

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## Safe Routes to School Workshops

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If your community or school would like a more thorough training on increasing physical activity and decreasing barriers, schedule one of the Iowa Safe Routes to School Workshops. Iowa's Safe Routes to School program offers FREE workshops to help your school and community overcome its current obstacles whether it be poor sidewalks, traffic congestion, or unsafe street conditions. Our instructors are trained by the National Center for Safe Routes to School and have adapted the national curriculum to specifically meet Iowa's needs. To accommodate your community's needs, a variety of options are offered including full-day, half-day, and 1-hour customizable sessions.

### **Full-Day Session**

- Picture-rich presentation covering the five E's (Education, Engineering, Encouragement, Enforcement and Evaluation)
- Hands-on sessions resulting in generation of solutions to problems unique to the school/community
- Walk-about assessing the pedestrian and bicycle facilities at the school site.
- Observation of a school dismissal
- Creation of an Action Plan for the local SRTS task force

### **Half-Day Session**

- Picture-rich presentation covering the five E's
- Hands-on sessions resulting in generation of solutions to problems unique to the school/community
- Creation of an Action Plan for the local SRTS task force

### **Customizable 1-hour Session**

- Customize any part of the full workshop with information about any of the five E's

To host a workshop in your community contact Molly Gable ([molly@iowabicyclecoalition.org](mailto:molly@iowabicyclecoalition.org)) or Mark Wyatt ([mark@iowabicyclecoalition.org](mailto:mark@iowabicyclecoalition.org)) by email or call the Iowa Bicycle Coalition main office at 515-309-2867.

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## Walk and Bicycle Programs

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### A. Off-Campus Programs

Walking and bicycling programs are an excellent activity to get many kids to school using a method that is fun, social, and physically healthy for the kids and good for the environment. The programs included are a Walking School Bus, Bicycle Train, and Park and Walk or Bicycle. Each of these programs can be run informally with a group of parents and children going to school together or formally with scheduled Volunteer Supervisors, maps, and stops.

**Chapter 1: Walking School Bus**

**Chapter 2: Bicycle Train**

**Chapter 3: Park and Walk or Bicycle**

### B. On-Campus Programs

On-Campus Programs provide students with an equal opportunity to walk and bicycle. They allow for time for fun physical activity at the beginning of the day or after school during after-school programs. If time or the distance to school are concerns, these are perfect alternatives.

**Chapter 4: Morning Mile**

**Chapter 5: After-School Club**



## **Walking School Bus**

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**Objective:**

A Walking School Bus works the same as a normal gas guzzling bus only it is fun, social, and physically active! There is an agreed-upon starting location for the walking school bus and a route along which more children and parents are picked up on the way at pre-determined “bus stops.”

**Materials:**

- Figure 1-1: Walking School Bus Coordination Tasks
- Figure 1-2: Walking School Bus Program Parent Information Letter
- Figure 1-3: Walking School Bus Kick-Off Meeting Invitation
- Figure 1-4: Walking School Bus Regulations, Rules, and Violation Procedures
- Figure 1-5: Walking School Bus Participant List
- Figure 1-6: Walking School Bus Stop Schedule
- Figure 1-7: Walking School Bus Driver Schedules
- Figure 1-8: Walking School Bus Staff Contact List

**Suggested steps for a formal Walking School Bus:**

**1. Gather Information and Identify a Need**

Use surveys and have conversations with parents, teachers, and neighbors to determine if a program is what your school needs. Surveys can give numbers and facts that help develop your argument for the program’s existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

**2. Get Organized**

**a. Designate a Coordinator**

The Coordinator should be enthusiastic about walking to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**b. Network with School, Parents, Community Members, and Law Enforcement**

Communicate early about:

- 1) The need
- 2) The program
- 3) Initial concerns and fears of parents

- 4) Volunteer supervision
- 5) Basic locations of children
- 6) Contacts of school administration, parents, and community members
- 7) What time most kids arrive at school and are dismissed
- 8) Emergency and severe or adverse weather plans

Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your program by increasing policing during the walking school bus time.

### **3. Start Planning**

#### **a. Find Locations of Children**

Find out from which neighborhoods the children are coming. Highlight the higher density areas; these make for good “stops.” Contact the district office or the main office at the school to obtain a map or aerial photo of the school's neighborhoods and district.

#### **b. Starting Point and Route**

Base the route on the neighborhood locations for the majority of children. Have the route start at an agreed-upon location, either a parking lot or farthest out home in the walking school bus. Students can be dropped off at the starting point if they live beyond the walking school bus boundaries. If your bus has students dropped off at the beginning of the walking school bus route or at one of the stops along the way, the location should:

- 1) Be safe
- 2) Be visible
- 3) Have parking
- 4) Have good lighting (could be dark, depending on time of year)

Contact owner of parking lot or area used for parking/drop-off

**Note Example:** Church parking lot or entrance to housing development

#### **c. Walk the Route**

The Coordinator and Supervisors should walk the route well in advance of the first day of the walking school bus. This will eliminate route confusion on the first day and help the Supervisors identify back-up routes in case of sidewalk detours due to hazards. Keep in mind when walking the route:

- 1) Back-up routes: for an emergency change of route due to hazards or time
- 2) Time the route: from the start to end, checking watch frequently to obtain a schedule for stops
- 3) Identify stops
- 4) Look for walking hazards and tricky spots (see “Safety Concerns” beginning on page 124)

#### **d. Choose “Bus Stops” Along the Route**

A walking school bus stop should have easy access for drop off and pick up, be visible and have a set time to be at the walk stop (allow some extra time for late kids or slower kids on the bus to make it).

#### **e. Map Route Area**

Highlight walk stops, route, start and end points including walk stop times on the map.

**f. Develop Rules and Regulations**

Develop rules and regulations for walking school bus. Include plans for:

- 1) Eligibility
- 2) Late starts
- 3) Cancellations (snow/ice days)
- 4) Sick days
- 5) No shows
- 6) Emergencies
- 7) Severe or adverse weather conditions (thunder/lightning, tornado, blizzard)
- 8) Violations of rules and regulations

Educate students, parents, neighbors, school, and supervisors about the rules, and have students and Drivers sign a safety pledge. This ensures that everyone has knowledge of the rules and regulations and pledges to abide by them.

**g. Find “Drivers”**

The “Driver” (volunteer supervisor) for the program can be a parent, guardian, teacher, neighbor, etc. For adequate adult supervision, the Centers for Disease Control and Prevention recommend:

- 1) One adult per three children for ages 4 to 6.
- 2) One adult per six children for older elementary children ages 7 to 9.
- 3) Fewer adults may be necessary for children ages 10 and older.

**Note:** For more information on Driver Training, see “Safety Concerns” beginning on page 124.

Make a schedule using these ideas:

- 1) Same Driver every day
- 2) A different Driver every day of the week
- 3) Each Driver takes one day of the month, each month

**h. Make a Contact List**

Include:

- 1) Program Coordinator
- 2) Principal/Main Office of School
- 3) Drivers
- 4) Parent(s)/Guardian(s) of children participating

**4. Execute Program**

**a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail, include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet should include:

- 1) What is a Walking School Bus?
- 2) Rules and Regulations
- 3) Map: the starting point, route, and stops
- 4) Time of start and stops

- 5) Driver schedule
- 6) Contact list, including the Coordinator, Principal, Drivers, and Parents/Guardians of children participating
- 7) RSVP to let Coordinator know at which stop each child will be waiting

**b. Use Signage**

Make unique and high-visibility signs for “stops” and routes. Have them out each morning during the program. This can promote the program and will alert motor vehicle drivers to be aware of increased child traffic in that area.

**Additional Resources:**

1. Active Living Resources. How to Organize a Walking/Cycling School Bus. [www.activelivingresources.org/assets/walking\\_school\\_bus\\_gfg.pdf](http://www.activelivingresources.org/assets/walking_school_bus_gfg.pdf)
2. Centers for Disease Control and Prevention. Walking School Bus. Resource Materials. [www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm](http://www.cdc.gov/nccdphp/dnpa/kidswalk/resources.htm)
3. Hub for Action on School Transportation Emissions (HASTE). Walking School Bus/Bicycle Train. [www.hastebc.org/walking-school-busbicycletrain](http://www.hastebc.org/walking-school-busbicycletrain)
4. iwalk. International Walk to School in the USA. Walking School Bus. [www.walktoschool.org/eventideas/walking-school-bus.cfm](http://www.walktoschool.org/eventideas/walking-school-bus.cfm)
5. Marin County Safe Routes to Schools. School Pool Guidebook. 2008. [www.saferoutestoschools.org/Forms/SchoolPoolGuide2008.pdf](http://www.saferoutestoschools.org/Forms/SchoolPoolGuide2008.pdf)
6. National Center for Safe Routes to School. Walking School Bus Guide. [www.saferoutesinfo.org/guide/walking\\_school\\_bus/index.cfm](http://www.saferoutesinfo.org/guide/walking_school_bus/index.cfm)
7. National Center for Safe Routes to School. Walking School Bus and Bicycle Train. [www.saferoutesinfo.org/guide/encouragement/walking\\_school\\_bus\\_or\\_bicycle\\_train.cfm](http://www.saferoutesinfo.org/guide/encouragement/walking_school_bus_or_bicycle_train.cfm)
8. Ped Net. Walking School Bus Guide. [www.pednet.org/programs/walking-school-bus.asp](http://www.pednet.org/programs/walking-school-bus.asp)
9. Pennsylvania Advocates for Nutrition and Activity (PANA). Penn State College of Medicine. Partnered with Penn DOT. Walking School Bus Guide. 2008. [www.panaonline.org/programs/khz/actionkits/wsb/resources.php](http://www.panaonline.org/programs/khz/actionkits/wsb/resources.php)
10. Starting a Walking School Bus. Pedestrian and Bicyclist Information Center. [www.walkingschoolbus.org/](http://www.walkingschoolbus.org/)
11. Walking School Bus. New Zealand. [www.walkingschoolbus.org](http://www.walkingschoolbus.org)  
[www.panaonline.org/programs/khz/actionkits/wsb/establish.php](http://www.panaonline.org/programs/khz/actionkits/wsb/establish.php)
12. National Center for Safe Routes to School. Encouragement Guide. Walking School Bus/Bicycle Train. p. 5-12. [www.saferoutesinfo.org/guide/pdf/SRTS-Guide\\_Encouragement.pdf](http://www.saferoutesinfo.org/guide/pdf/SRTS-Guide_Encouragement.pdf)

**Examples:**

1. Green Star Inc. Newsletter. Anchorage's Walking School Bus Program. [www.greenstarinc.org/walkingschoolbus.php#Anchor-How-11481](http://www.greenstarinc.org/walkingschoolbus.php#Anchor-How-11481)
2. Indiana Area School District. Walking School Bus. [www.iasd.cc/Walking%20School%20Bus.htm](http://www.iasd.cc/Walking%20School%20Bus.htm)
3. Ped Net. Pedestrian and Pedaling Network. Columbia, MO.

[www.pednet.org/programs/wsb-registration.asp](http://www.pednet.org/programs/wsb-registration.asp)

Figure 1-1: Walking School Bus Coordination Tasks

## **Walking School Bus Coordination Tasks**

- Network with:
  - School
  - Parents
  - Community Members
  - Law Enforcement
- Find Locations of Students' Homes/Neighborhoods
- Choose a Starting Point and Route
- Walk/Bike Route
- Choose Stops
- Create a Map of Route Area highlighting:
  - Route
  - Stops
  - Times
- Find Drivers
- Develop Rules and Regulations and Educate Students, Parents, Community Members, and Drivers about them
- Make Contact Lists:
  - Participants and Parents
  - Staff
- Make a Newsletter Packet and distribute to Parents, Drivers, School Administration, and Law Enforcement

*Figure 1-2: Walking School Bus Program Parent Information Letter*

*Date*

*Name of Recipient*  
*Street Address*  
*City, State Zip*

Dear Mr. and/or Ms. *(Last Name)*,

*(School Name)* is kicking off its Walking School Bus program. This program will help decrease safety hazards and traffic congestion during drop-off and pick-up times in and around the school zone. A Walking School Bus program is a fantastic way to keep your child(ren) healthy and social. A Walking School Bus has at least one adult "Driver" (trained volunteer supervisor) who walks along a set route to and from the school. Along this route, school children can be picked up at designated "bus stops."

Interested parents are invited to the Kick-Off meeting on *(Date)*, from *(Time)*, at *(Place)*. At this time we will discuss more about this program and how parents can be involved. Please fill out the enclosed reply card. Return the reply card by *(Date)* to:

*(Name, Address; School Main Office)*

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions, please contact me directly by phone at *(Phone Number)* or email at *(Email Address)*. Thank you.

Sincerely,

*Name, Title*  
*School*  
*Street Address*  
*City, State Zip*  
*Phone Number*  
*Fax Number*

Figure 1-3: Walking School Bus Kick-Off Meeting Invitation

## YOU'RE INVITED!

**What:** Walking Program Kick-Off Meeting

**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**Food and Refreshments Donated/Provided by:**

\_\_\_\_\_

Cut along dashed line and return bottom section by     (Date)     to: (Name, Address;  
School Main Office)

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### RSVP For Walking School Bus Kick-Off Meeting

Parent(s) Name(s)	
Student(s) Name(s) & Grade(s)	
Phone Number	
Email	
Street Address	

**Please Check One:**

- YES, I am interested in the program and will be attending the Kick-Off Meeting
- YES, I am interested in the program, but will NOT be able to attend the Kick-Off Meeting
- NO, I am not interested in the program and will not be attending the Kick-Off Meeting



Figure 1-4: Walking School Bus Regulations, Rules, and Violation Procedures

## **Walking School Bus Route Regulations**

1. **Eligibility:** Students eligible for transportation must use the bus stop closest to their home, unless special permission has been given in advance by the Walking School Bus Coordinator.
2. **Switching Buses:** Students must ride on their assigned bus unless they present a note to the Driver (adult supervisor) from their parent/guardian that has been initialed by the Principal or his/her designee, or the parent/guardian has called the Coordinator a day in advance.
3. **Bus Running Late:** If the Walking School Bus is running late, the Driver will notify the school.
4. **School Cancellations or Severe or Adverse Weather:** The Walking School Bus recognizes parents as the final decisionmaker on whether their child(ren) walks to school. It also encourages walking even in the rain, snow, and cold; however, to keep it safe, will not run on days of school cancellations and/or severe or adverse weather such as severe thunder, lightning, snow, ice and cold conditions. Call the school office or Walking School Bus Coordinator to obtain official cancellation information.

## **Walking School Bus Rules**

In order to get to and from school safely, please read and follow these rules.

1. Be at your stop 5 minutes in advance.
2. Respect, listen, and follow the directions given by the Drivers. Their primary concern is safety.
3. Walk between the Drivers.
4. Treat others the way you would like to be treated, by exercising good manners, caution, and consideration for others.
5. Respect private property and the environment around us; don't litter or trespass.
6. Walk on the sidewalk or designated pathway.
7. Students must not have anything in their possession that may cause injury to one another.
8. Students must follow pedestrian safety rules.

## **Walking School Bus Violation Procedures**

All students are expected to behave on the Walking School Bus and abide by the bus rules. Students who behave in an unruly and/or unsafe manner on the bus or at the stops may receive the following disciplinary actions in order:

1. Warning will be given to the student, and parent/guardian will be notified.
2. Suspension of bus privileges, and parent/guardian will be notified.
3. Revocation of bus privileges, and parent/guardian will be notified.

Figure 1-5: Walking School Bus Participant List

**Walking School Bus Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>	<b>Stop #</b>

Figure 1-6: Walking School Bus Stop Schedule

**Walking School Bus Stop Schedule**

<b>Stop #</b>	<b>Bus Stop Location</b>	<b>AM Pick-Up Time</b>	<b>PM Drop-Off Time</b>	<b>Number of Students at Stop</b>
<b>1</b>				
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>6</b>				

Figure 1-7: Walking School Bus Driver Schedules

### Daily Driver Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Driver					
Afternoon Driver					

### Weekly Driver Schedule

(MONTH)	Week 1	Week 2	Week 3	Week 4	Week 5
Morning Driver					
Afternoon Driver					

### Monthly Driver Schedule

(SEMESTER)	Month 1	Month 2	Month 3	Month 4	Month 5
Morning Driver					
Afternoon Driver					

Figure 1-8: Walking School Bus Staff Contact List

**Walking School Bus Staff Contact List**

<b>Position</b>	<b>Name</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>
<b>Coordinator</b>				
<b>Main School Office</b>				
<b>Driver #1</b>				
<b>Driver #2</b>				
<b>Driver #3</b>				
<b>Driver #4</b>				
<b>Driver #5</b>				
<b>Sub Driver #1</b>				
<b>Sub Driver #2</b>				
<b>Sub Driver #3</b>				

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## Bicycle Train

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**Objective:**

A Bicycle Train is similar to a Walking School Bus only you are on your bike and not your feet. Each child and supervisor rides his or her bicycle, including wearing a properly fitted helmet. The idea of the Bicycle Train, is the same as a normal train. There is a starting point and a specific route along which you pick up more children and parents along the way to school.

**Materials:**

- Figure 2-1: Bicycle Train Coordination Tasks
- Figure 2-2: Bicycle Train Program Parent Information Letter
- Figure 2-3: Bicycle Train Kick-Off Meeting Invitation
- Figure 2-4: Bicycle Train Regulations, Rules, and Violation Procedures
- Figure 2-5: Bicycle Train Participant List
- Figure 2-6: Bicycle Train Stop Schedules
- Figure 2-7: Bicycle Train Driver Schedule
- Figure 2-8: Bicycle Train Staff Contact List

**Suggested steps for a formal Bicycle Train:**

**1. Gather Information and Identify a Need**

Use Surveys, conversation with parents and teachers, and neighbors to determine if a program is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

**2. Get Organized**

**a. Designate a Coordinator**

The Coordinator should be enthusiastic about bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**b. Network with School, Parents, Community Members, and Law Enforcement**

Communicate early about:

- 1) The need
- 2) The program
- 3) Initial concerns and fears of parents

4) Volunteer supervision (see “Recruiting Volunteers” beginning on page 127)

5) Basic locations of children

6) Contacts of school administration, parents, and community members

7) What time most kids get to school and are dismissed

8) Emergency and severe or adverse weather plans

Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your program by increasing policing and with possible street blocking during the bicycle train time.

### **3. Start Planning**

#### **a. Find Locations of Children**

Find out from which neighborhoods the children are coming. Highlight the higher density areas; these make for good “train stops.” Contact the district office or the main office at the school to obtain a map or aerial photo of the school's neighborhoods and district.

#### **b. Starting Point and Route**

Base the route on the neighborhood locations for the majority of children. Have the route start at an agreed-upon location, either a parking lot or the farthest out home in the bicycle train. Students can be dropped off at the starting point if they live beyond the walking school bus boundaries. If your bus has students dropped off at the beginning of the walking school bus route or at one of the stops along the way, the location should:

1) Be safe

2) Be visible

3) Have parking

4) Have good lighting (could be dark depending on time of year)

5) Contact owner of parking lot or area used for parking/drop-off

**Note Example:** Church parking lot or entrance to housing development

#### **c. Ride the Route**

Coordinator and Supervisors should ride the route themselves well in advance before the first day of the bicycle train. This will eliminate route confusion on the first day and help the Supervisors identify back-up routes in case of sidewalk detours due to hazards. Keep in mind when riding the route:

1) Back-up routes: for an emergency change of route due to hazards or time.

2) Time the route: from the start to end, checking watch frequently to obtain a schedule for stops.

3) Identify stops

4) Look for riding hazards and tricky spots (see “Safety Concerns” beginning on page 124)

#### **d. Choose “Train Stops” Along the Route**

A bicycle train stop should have easy access for drop off and pick up, be visible and have a set time to be at the walk/bike stop (allow some extra time for late kids or slower kids on the train to make it).

**e. Map Route Area**

Highlight bike stops, route, start and end points including bike stop times on the map.

**f. Develop Rules and Regulations**

Develop rules and regulations for the bicycle train. Include plans for:

- 1) Train Size: keep small because the pace is faster and there is more skill required than walking so more supervision is advised.
- 2) Eligibility
- 3) Late starts
- 4) Cancellations (snow/ice days)
- 5) Sick days
- 6) No shows
- 7) Emergency
- 8) Severe or adverse weather conditions (thunder/lightning, tornado, blizzards)
- 9) Violations of rules and regulations

Educate students, parents, neighbors, school, and Supervisors about them and have students and Drivers sign a safety pledge. This ensures that everyone has knowledge of the rules and regulations and pledges to abide them.

**g. Find “Drivers”**

The “Driver” (volunteer supervisor) for the program can be a parent, guardian, teacher, neighbor, etc. For adequate adult supervision, the Centers for Disease Control and Prevention recommend:

- 1) One adult per three children for ages 4 to 6.
- 2) One adult per six children for older elementary children ages 7 to 9.
- 3) Fewer adults may be necessary for children ages 10 and older.

**Note:** For more information on Driver Training, see “Safety Concerns” beginning on page 124.

Make a schedule using these ideas:

- 1) Same Driver every day
- 2) A different Driver every day of the week
- 3) Each Driver takes one day of the month, each month

**h. Make a Contact List**

Include:

- 1) Program Coordinator
- 2) Principal/Main Office of School
- 3) Drivers
- 4) Parent(s)/Guardian(s) of children participating

**4. Execute Program**

**a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail or include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be



monitoring. The Newsletter Packet should include:

- 1) What is a Bicycle Train?
- 2) Rules and Regulations
- 3) Map: the starting point, route, and stops
- 4) Time of start and stops
- 5) Driver schedule
- 6) Contact list, including Coordinator, Principal, Drivers, and Parents/Guardians of children participating
- 7) RSVP to let Coordinator know at which stop each child will be waiting

**b. Use Signage**

Make unique high-visibility signs for “stops” and routes. Have them out each morning during the program. This can promote the program and will alert motor vehicle drivers to be aware of increased child traffic in that area.

**Additional Resources:**

1. Active Living Resources. How to Organize a Walking/Cycling School Bus. [www.activelivingresources.org/assets/walking\\_school\\_bus\\_gfg.pdf](http://www.activelivingresources.org/assets/walking_school_bus_gfg.pdf)
2. Hub for Action on School Transportation Emissions (HASTE). Walking School Bus/Bicycle Train. [www.hastebc.org/walking-school-busbicycletrain](http://www.hastebc.org/walking-school-busbicycletrain)
3. Marin County Safe Routes to Schools. School Pool Guidebook. 2008. [www.saferoutestoschools.org/Forms/SchoolPoolGuide2008.pdf](http://www.saferoutestoschools.org/Forms/SchoolPoolGuide2008.pdf)
4. National Center for Safe Routes to School. Walking School Bus and Bicycle Train. [www.saferoutesinfo.org/guide/encouragement/walking\\_school\\_bus\\_or\\_bicycle\\_train.cfm](http://www.saferoutesinfo.org/guide/encouragement/walking_school_bus_or_bicycle_train.cfm)
5. National Center for Safe Routes to School. Encouragement Guide. Walking School Bus/Bicycle Train. p. 5-12. [www.saferoutesinfo.org/guide/pdf/SRTS-Guide\\_Encouragement.pdf](http://www.saferoutesinfo.org/guide/pdf/SRTS-Guide_Encouragement.pdf)

Figure 2-1: Bicycle Train Coordination Tasks

## **Bicycle Train Coordination Tasks**

- Network with:
  - School
  - Parents
  - Community Members
  - Law Enforcement
- Find Locations of Students' Homes/Neighborhoods
- Choose a Starting Point and Route
- Walk/Bike Route
- Choose Stops
- Create a Map of Route Area highlighting:
  - Route
  - Stops
  - Times
- Find Drivers
- Develop Rules and Regulations and Educate Students, Parents, Community Members, and Drivers about them
- Make Contact Lists:
  - Participants and Parents
  - Staff
- Make a Newsletter Packet and distribute to Parents, Drivers, School Administration, and Law Enforcement

*Figure 2-2: Bicycle Train Program Parent Information Letter*

*Date*

*Name of Recipient*

*Street Address*

*City, State Zip*

Dear Mr. and/or Ms. (Last Name),

(School Name) is kicking off its Bicycle Train program. This program will help decrease safety hazards and traffic congestion during drop-off and pick-up times in and around the school zone. A Bicycle Train is a fantastic way to keep your child(ren) healthy and social. Each child and supervisor rides his or her bicycle, including wearing a properly fitted helmet. The idea of the Bicycle Train is the same as a real train. There is a starting point and a specific route along which children and parents are picked up on the way to school. It's largely for older students and requires more skills and adult supervision.

Interested parents are invited to the Kick-Off meeting on (Date), from (Time), at (Place). At this time we will discuss more about the program and how parents can be involved. Please fill out the enclosed reply card. Return the reply card by (Date) to:

*(Name, Address; School Main Office)*

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions please contact me directly by phone at (Phone Number) or email at (Email Address). Thank you.

Sincerely,

*Name, Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

Figure 2-3: Bicycle Train Kick-Off Meeting Invitation

## YOU'RE INVITED!

**What:** Bicycle Train Kick-Off Meeting

**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**Food and Refreshments donated/provided by:**

\_\_\_\_\_

Cut along dashed line and return bottom section by     (Date)     to:  
(Name, Address; School Main Office)

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### RSVP For Bicycle Train Kick-Off Meeting

Parent(s) Name(s)	
Student(s) Name(s) & Grade(s)	
Phone Number	
Email	
Address	

**Please Check One:**

- YES, I am interested in the program and will be attending the Kick-Off Meeting
- YES, I am interested in the program but will NOT be able to attend the Kick-Off Meeting
- NO, I am not interested in the program and will not be attending the Kick-Off Meeting

Figure 2-4: Bicycle Train Regulations, Rules, and Violation Procedures

## **Bicycle Train Regulations**

1. **Eligibility:** Students eligible for transportation must use the train stop closest to their home, unless special permission has been given in advance by the Bicycle Train Coordinator.
2. **Switching Trains:** Students must ride on their assigned train unless they present a note to the Driver (adult supervisor) from their parent/guardian that has been initialed by the Principal or his/her designee, or the parent/guardian has called the Coordinator a day in advance.
3. **Bus Running Late:** If the Bicycle Train is running late, the Driver will notify the school.
4. **School Cancellations or Severe or Adverse Weather:** The bicycle train recognizes parents as the final decisionmakers maker on whether their child(ren) bicycles to school. The train also encourages bicycling even in the rain, snow, and cold. **On days of school cancellations and/or severe or adverse weather conditions such as severe thunder, lightning, snow, ice, and cold conditions, the train will not run.** Call the school office or Bicycle Train Coordinator to obtain official cancellation information.

## **Bicycle Train Rules**

In order to get to and from school safely please read and follow these rules.

1. Respect, listen, and follow the directions given by the Drivers. Their primary concern is safety.
2. Be at your stop 5 minutes in advance.
3. Ride between the Drivers.
4. Treat others the way you would like to be treated, by exercising good manners, caution, and consideration for others.
5. Respect private property and the environment around us; don't litter or trespass.
6. Ride on the sidewalk or designated pathway.
7. Students must not have anything in their possession that may cause injury to one another.
8. Students must follow bicycle safety rules.

## **Bicycle Train Violation Procedures**

All students are expected to behave on the Bicycle Train and abide by the train rules. Students who behave in an unruly and/or unsafe manner on the train or at the stops may receive the following disciplinary actions in order:

1. Warning will be given to the student, and parent/guardian will be notified.
2. Suspension of train privileges, and parent/guardian will be notified.
3. Revocation of train privileges, and parent/guardian will be notified.

Figure 2-5: Bicycle Train Participant List

**Bicycle Train Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>	<b>Stop #</b>

Figure 2-6: Bicycle Train Stop Schedule

**Bicycle Train Stop Schedule**

<b>Stop #</b>	<b>Train Stop Location</b>	<b>AM Pick-Up Time</b>	<b>PM Drop-Off Time</b>	<b>Number of Students at Stop</b>
<b>1</b>				
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>6</b>				

Figure 2-7: Bicycle Train Driver Schedules

### Daily Driver Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Driver					
Afternoon Driver					

### Weekly Driver Schedule

(MONTH)	Week 1	Week 2	Week 3	Week 4	Week 5
Morning Driver					
Afternoon Driver					

### Monthly Driver Schedule

(SEMESTER)	Month 1	Month 2	Month 3	Month 4	Month 5
Morning Driver					
Afternoon Driver					



Figure 2-8: Bicycle Train Staff Contact List

**Bicycle Train Staff Contact List**

<b>Position</b>	<b>Name</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>
<b>Coordinator</b>				
<b>Main School Office</b>				
<b>Driver #1</b>				
<b>Driver #2</b>				
<b>Driver #3</b>				
<b>Driver #4</b>				
<b>Driver #5</b>				
<b>Sub Driver #1</b>				
<b>Sub Driver #2</b>				
<b>Sub Driver #3</b>				

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## Park and Walk or Bicycle

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**Objective:**

The Park and Walk or Bicycle program is an encouragement activity that allows kids who don't live within walking or biking distance to the school the opportunity to join in. There needs to be a safe and easily accessible location where parents are able to drop off their children or park their car and walk or bike on pre-determined safe routes to school. This program works well in conjunction with a Walking School Bus or Bicycle Train. Parents can be involved by parking and walking with their child to school. Park and Walk or Bicycle can be done in a less formal manner, where parents drop off and pick up their children to walk or bicycle with a group, or parents park and then walk or bicycle with their children all on their own. The program can be more formal by having Volunteer Supervisors walk or bicycle with a group of children dropped off by a certain time.

**Materials:**

- Figure 3-1: Park and Walk Coordination Tasks
- Figure 3-2: Park and Walk Program Parent Information Letter
- Figure 3-3: Park and Walk Kick-Off Meeting Invitation
- Figure 3-4: Park and Walk Participant List (formal)
- Figure 3-5: Park and Walk Driver Schedules (formal)
- Figure 3-6: Park and Walk Staff Contact List

**Suggested steps for a formal Park and Walk or Bicycle:**

**1. Gather Information and Identify a Need**

Use surveys, conversation with parents and teachers, and neighbors to determine if a program is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

**2. Get Organized**

**a. Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**b. Network with School, Parents, Community Members, and Law Enforcement**

Communicate early about:

- 1) The need
- 2) The program
- 3) Concerns and fears of parents
- 4) Volunteer supervision (formal program)
- 5) Basic locations of children
- 6) Contacts of school administration, parents, and community members
- 7) What time most kids get to school and are dismissed
- 8) Emergency and severe or adverse weather plans

Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your program by increasing policing and with possible street blocking during the park and walk or bicycle time.

### **3. Start Planning**

#### **a. Find Locations of Children**

Find out from which neighborhoods the children are coming. Contact the district office or the main office at the school to obtain a map or aerial photo of the school's neighborhoods and district.

#### **b. Starting Point and Route**

Base the route on the neighborhood locations for the majority of children. Have an agreed-upon location for drop off or parking. Base starting location on which direction the majority of morning school traffic is coming. Drop-off location should:

- 1) Be safe
- 2) Be visible
- 3) Have parking
- 4) Have good lighting (could be dark depending on time of year)

Contact owner of parking lot or area used for parking/drop-off.

**Note Example:** Church parking lot or entrance to housing development

#### **c. Walk or Ride the Route**

Coordinator and Supervisors should ride the route themselves well in advance before the first day of the park and walk or bicycle. This will eliminate route confusion on the first day of the program and help the Supervisors to identify back-up routes in case of sidewalk detours due to hazards. Keep in mind when riding the route:

- 1) Back-up routes: for an emergency change of route due to hazards or time.
- 2) Time the route: from the start to end, checking watch frequently to obtain a schedule for stops.
- 3) Look for walking or riding hazards and tricky spots (see "Safety Concerns" beginning on page 124)

#### **d. Map Route Area**

Highlight route and include start and finish points and start and end times on the map.

#### **e. Develop Rules and Regulations**

Develop rules and regulations for the park and walk. Educate students,

parents, neighbors, school, and supervisors about them and have students and Drivers sign a safety pledge. This ensures that everyone has knowledge of the rules and regulations and pledges to abide by them.

**f. Find “Drivers”**

The “Driver” (volunteer supervisor) for the program can be a parent, guardian, teacher, neighbor, etc. For adequate adult supervision, the Centers for Disease Control and Prevention recommend:

- 1) One adult per three children for ages 4 to 6.
- 2) One adult per six children for older elementary children ages 7 to 9.
- 3) Fewer adults may be necessary for children ages 10 and older.

**Note:** For more information on Driver Training, see “Safety Concerns” beginning on page 124.

Make a schedule using these ideas:

- 1) Same Driver every day
- 2) A different Driver every day of the week
- 3) Each Driver takes one day of the month, each month

**g. Make a Contact List**

Include:

- 1) Program Coordinator
- 2) Principal/Main Office of School
- 3) Drivers
- 4) Parent(s)/Guardian(s) of children participating

**4. Execute Program**

**a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail or include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet should include:

- 1) What is a Park and Walk or Bicycle program?
- 2) Map: the starting point and route
- 3) Time frame of start and end
- 4) Driver schedule (formal)
- 5) Contact list, including Coordinator and Principal (for a formal program, include Drivers and Parents/Guardians of children participating)
- 6) RSVP to let Coordinator know who will be participating including Parents/Guardians.

**b. Use Signage**

Make a unique, high-visibility sign to distinguish the starting and ending location. Post park and walk signs along the route. Remember, if they are not permanent, to get them out each morning and afternoon during the program. This can promote the program and will alert motor vehicle drivers to be aware of increased child traffic in that area.

**Additional Resources:**

1. National Center for Safe Routes to School. Encouragement Guide. Park and Walk. [www.saferoutesinfo.org/guide/encouragement/park\\_and\\_walk.cfm](http://www.saferoutesinfo.org/guide/encouragement/park_and_walk.cfm)

Figure 3-1: Park and Walk Coordination Tasks

## **Park and Walk Coordination Tasks**

- Network with:
  - School
  - Parents
  - Community Members
  - Law Enforcement
- Find Locations of Students' Homes/Neighborhoods
- Choose a Starting Point and Route
- Walk/Bike Route
- Create a Map of Route Area highlighting:
  - Route
  - Time Frame
- Find Drivers (formal)
- Develop Rules and Regulations and Educate Students, Parents, Community Members, and Drivers about them
- Make Contact Lists:
  - Participants and Parents (formal)
  - Staff
- Make a Newsletter Packet and distribute to Parents, Drivers, School Administration, and Law Enforcement

*Figure 3-2: Park and Walk Parent Program Kick-Off Information Letter*

*Date*

*Name of Recipient*

*Street Address*

*City, State Zip*

Dear Mr. and/or Ms. *Last Name*,

*(School Name)* is kicking off its Park and Walk or Bicycle program campaign. This program will help decrease safety hazards and traffic congestion during drop-off and pick-up times in and around the school zone. A Park and Walk or Bicycle program is a fantastic way to keep your child(ren) healthy and social. It allows for children who live farther away the chance to walk or bicycle to school. A group of students are dropped-off and picked-up at an agreed-upon location and walk or bike to school together with adult supervision. Meeting locations usually are parking lots where parents can park and walk or bike along with their children.

Interested parents are invited to the Kick-Off meeting on *(Date)*, from *(Time)*, at *(Place)*. At this time we will discuss more about the program and how parents can be involved. Please fill out the enclosed reply card. Return the reply card by *(Date)* to:

*(Name, Address; School Main Office)*

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions, please contact me directly by phone at *(Phone Number)* or email at *(Email Address)*. Thank you.

Sincerely,

*Name, Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

Figure 3-3: Park and Walk Kick-Off Meeting Invitation

## YOU'RE INVITED!

**What:** Park and Walk Kick-Off Meeting

**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**Food and Refreshments donated/provided by:**

\_\_\_\_\_

Cut along dashed line and return bottom section by     (Date)     to: (Name, Address;  
School Main Office)

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### RSVP For Park and Walk Kick-Off Meeting

Parent(s) Name(s)	
Student(s) Name(s) & Grade(s)	
Phone Number	
Email	
Address	

**Please Check One:**

- YES, I am interested in the program, and will be attending the Kick-Off Meeting
- YES, I am interested in the program, but will NOT be able to attend the Kick-Off Meeting
- NO, I am not interested in the program, and will not be attending the Kick-Off Meeting



Figure 3-4: Park and Walk Participant List (formal)

**Park and Walk Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>	<b>Stop #</b>

Figure 3-5: Park and Walk Driver Schedules (formal)

### Daily Driver Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning Driver					
Afternoon Driver					

### Weekly Driver Schedule

(MONTH)	Week 1	Week 2	Week 3	Week 4	Week 5
Morning Driver					
Afternoon Driver					

### Monthly Driver Schedule

(SEMESTER)	Month 1	Month 2	Month 3	Month 4	Month 5
Morning Driver					
Afternoon Driver					

Figure 3-6: Park and Walk Staff Contact List

**Park and Walk Staff Contact List**

<b>Position</b>	<b>Name</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>
<b>Coordinator</b>				
<b>Main School Office</b>				
<b>Driver #1</b>				
<b>Driver #2</b>				
<b>Driver #3</b>				
<b>Driver #4</b>				
<b>Driver #5</b>				
<b>Sub Driver #1</b>				
<b>Sub Driver #2</b>				
<b>Sub Driver #3</b>				

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## Morning Mile

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### Objective:

Many schools have started doing physical activity together at the beginning of each day. The Morning Mile is one of those activities. It is easy to implement, and it helps students to be more productive when school starts. To start a morning mile first you need to mark out a route around the school that is approximately one mile or more in length. The route can be through the surrounding school neighborhood or around the school track. Have students in school/class walk the route at the beginning of the day each morning. This activity provides students with an equal opportunity to walk and be physically active even if parents drive them to school.

### Materials:

Figure 4-1: Morning Mile Coordination Tasks

Figure 4-2: Morning Mile Parent Information Letter

Figure 4-3: Morning Mile Rules and Violation Procedures

Figure 4-4: Morning Mile Adult Volunteer Supervisor Schedules

### Suggested steps for a Morning Mile:

#### 1. Gather Information and Identify a Need

Use surveys, conversation with parents and teachers, and neighbors to determine if a program is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

#### 2. Get Organized

##### a. Designate a Coordinator

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

##### b. Network with School, Parents, Community Members, and Law Enforcement

Communicate early about:

- 1) The need
- 2) The program
- 3) Address concerns and fears of parents
- 4) Volunteer supervision

5) Emergency and severe or adverse weather plans  
Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your program by increasing policing during the Morning Mile.

### **3. Start Planning**

#### **a. Time and Day(s)**

Decide on the time of day and which day(s) you want to have the Morning Mile. If this is a classroom activity, it will be easy to coordinate, but if it is a school-wide program, communicate with the teachers and school administrators.

**Note:** Students at an elementary school in Massachusetts consistently performed a morning mile first thing each morning. The teachers found that the students had increased attentiveness throughout the rest of the morning.<sup>(8)</sup>

#### **b. Starting Point and Route**

Starting route at school and decide on a route that circles around the school area. The route should:

- 1) Be safe (minimize tricky intersections and maximize sidewalk usage)
- 2) Be visible
- 3) Have lighting (could be dark depending on time of year)

#### **c. Walk or Ride the Route**

Coordinator and Supervisors should walk route well in advance before the first day of the morning mile. This will eliminate route confusion on the first day and help the supervisor identify back-up routes in case of sidewalk detours due to hazards. Keep in mind when walking the route:

- 1) Back-up routes: for an emergency change of route due to hazards or time.
- 2) Time the route: from the start to end, checking watch frequently to obtain a schedule for stops.
- 3) Look for walking hazards and tricky spots (see "Safety Concerns" beginning on page 124)

#### **d. Map Route Area**

Highlight route, start and end point including start and end times on the map.

#### **e. Develop Rules and Regulations**

Develop rules and regulations for the morning mile. Educate students, parents, schools, and supervisors about them, and have students and Supervisors sign a safety pledge this ensures that everyone has knowledge of the rules and regulations and pledges to abide them.

#### **f. Find Volunteer Adult Supervisors**

The Volunteer Supervisors for the program can be a parent, guardian, teacher, neighbor, etc. Invite the parents to join in the exercise and walk with their child(ren)'s class each morning. For adequate adult supervision, the Centers for Disease Control and Prevention recommend:

- 1) One adult per three children for ages 4 to 6.
- 2) One adult per six children for older elementary children ages 7 to 9.

- 3) Fewer adults may be necessary for children ages 10 and older.

**Note:** For more information on Adult Volunteer Supervisors, see “Safety Concerns” beginning on page 124.

Make a schedule using these ideas:

- 1) Same Supervisor every day
- 2) A different Supervisor every day of the week
- 3) Each Supervisor takes one day of the month, each month

#### **4. Execute Program**

##### **a. Newsletter Packet**

Distribute final information about the program to teachers and school administration at the weekly teacher meeting and give them packet at least a week before the first day. Inform the parents/guardians about the program using a modified newsletter packet. Use backpack mail or include it in a PTO/PTA meeting. Consider giving the same packet or parent-modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet to teachers should include:

- 1) What is a Morning Mile?
- 2) Map: the starting point and route
- 3) Time frame of start and end
- 4) Supervisors’ Schedule (if outside Supervisors are used)
- 5) Contact list, including Coordinator, Principal, and Supervisors (if used)
- 6) Emergency and severe or adverse weather plans

##### **b. Use Signage**

Make a unique high-visibility sign to distinguish the starting and ending location. Post Morning Mile route signs along the route. Remember, if they are not permanent, to get them out each morning during the program. This can promote the program and will alert motor vehicle drivers to be aware of increased child traffic in that area.

#### **Additional Resources:**

1. National Center for Safe Routes to School. Encouragement Guide. On-campus Walking Activities. p. 5-18. [www.saferoutesinfo.org/guide/pdf/SRTS-Guide\\_Encouragement.pdf](http://www.saferoutesinfo.org/guide/pdf/SRTS-Guide_Encouragement.pdf)

#### **Examples:**

1. National Center for Safe Routes to School. Encouragement Guide Case Study List. Putting it into Practice: Morning Mile. Jenkins Elementary School, Schituate, MA. [www.saferoutesinfo.org/guide/case\\_studies/case\\_study.cfm?CS\\_ID=CS628&CHAPTER\\_ID=C386](http://www.saferoutesinfo.org/guide/case_studies/case_study.cfm?CS_ID=CS628&CHAPTER_ID=C386)

Figure 4-1: Morning Mile Coordination Tasks

## **Morning Mile Coordination Tasks**

- Network with:
  - School
  - Parents
  - Community Members
  - Law Enforcement
- Time and Day(s)
- Choose a Starting Point and Route
- Walk Route
- Create a Map of Route Area highlighting:
  - Route
  - Hazards (tricky crossings, sidewalk damage, no sidewalks)
- Find Supervisors (formal)
- Develop Rules and Regulations and Educate Students, Schools, Parents and Volunteer Supervisors about them
- Make Contact Lists:
  - Staff (Coordinator, Supervisors, school)
- Make Schedule for Supervisors (if outside help is needed)
- Make a Newsletter Packet and distribute to Teachers, Parents, Supervisors, School Administration, and Law Enforcement

*Figure 4-2: Morning Mile Parent Information Letter*

*Date*

*Name of Recipient*

*Street Address*

*City, State Zip*

Dear Mr. and/or Ms. *Last Name*,

*(School Name)* is kicking off its Morning Mile program. The Morning Mile is a fantastic way to keep your child(ren) healthy and social. The program allows for children who live close or far away from school the chance to walk. A safe, planned and adult-supervised mile route around the school is decided upon. Each morning at the beginning of the school day teachers will take their class outside to walk the morning mile.

If parents are interested in participating in the Morning Mile to help supervise the walk, please contact *(Coordinator/School)* directly by phone at *(Phone Number)* or email at *(Email Address)* by *(Date)*. Also parents are more than welcome to join their child(ren) during the morning mile. Please contact *(Coordinator/School)* at least a day in advance so we know to expect you.

We are looking forward to getting this program off the ground. Thank you.

Sincerely,

*Coordinator Name, Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*



*Figure 4-3: Morning Mile Rules and Violation Procedures*

## **Morning Mile Rules**

In order to participate in the Morning Mile safely, please read and follow these rules.

1. Respect, listen, and follow the directions given by the adult Supervisors. Their primary concern is safety.
2. Walk between the adult Supervisors.
3. Treat others the way you would like to be treated, by exercising good manners, caution, and consideration for others.
4. Respect private property and the environment around us, don't litter or trespass.
5. Walk on the sidewalk or designated pathway.
6. Students must not have anything in their possession that may cause injury to one another.
7. Students must follow pedestrian safety rules.

## **Morning Mile Violation Procedures**

All students are expected to behave on the Morning Mile and abide by the rules. Students who behave in an unruly and/or unsafe manner on the Morning Mile may receive the following disciplinary actions in order:

1. Warning will be given to the student, and parent/guardian will be notified.
2. Suspension of morning mile privileges, and parent/guardian will be notified.
3. Revocation of morning mile privileges, and parent/guardian will be notified.

Figure 4-4: Morning Mile Adult Volunteer Supervisor Schedules

**Daily Adult Volunteer Supervisor Schedule**

	Monday	Tuesday	Wednesday	Thursday	Friday
Supervisors					

**Weekly Adult Volunteer Supervisor Schedule**

(MONTH)	Week 1	Week 2	Week 3	Week 4	Week 5
Supervisors					

**Monthly Adult Volunteer Supervisor Schedule**

(SEMESTER)	Month 1	Month 2	Month 3	Month 4	Month 5
Supervisors					

## **After-School Club**

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**Objective:**

An after-school club can be made into a fun outdoor activity for students whose parents work late. The club or program could meet after school every day, week, or month to bike or walk somewhere fun and new and should be supervised. Supervisors could be volunteer adults or trained older students, which can foster leadership skills for the older students and provide positive role models for the younger kids. Clubs help students get the hands-on learning they need to be smart riders and walkers. This program can be incorporated into a Before- or After-School Program.

**Materials:**

- Figure 5-1: After-School Club Participant List
- Figure 5-2: After-School Club Route or Activity Schedule
- Figure 5-3: After-School Club Supervisor Schedules
- Figure 5-4: After-School Club Staff Contact List

**Suggested Steps for After-School Club:**

**1. Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or biking, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**2. Work with the existing After-School Program or open to all students and start a walk or bike club in conjunction with school**

Some kids may not be able to participate after school due to other obligations. Consider a lunch time walk or bike club. Decide what day(s) would work best for the club.

**3. Decide on the age group of the kids**

The age group can vary (K-6). Think about:

- a. Do you want to break them up or make leaders out of older students?
- b. How many students can be involved in program?

**Note:** Typically pedestrian safety is recommended for younger students in grades K-5<sup>th</sup> and bicycling safety for 6<sup>th</sup>-8<sup>th</sup> grades. Usually children do not develop the cognitive ability to cross streets on their own until 3<sup>rd</sup> or 4<sup>th</sup> grade. Most children in kindergarten through 2<sup>nd</sup> grade should be encouraged to always cross with the help of an adult.

**4. Brainstorm Activity Ideas:**

- a. Safety lessons: instead of a ride, do a safety lesson
  - 1) Helmet fitting and the importance of wearing one.
  - 2) Where to ride your bike?

- 3) How to cross traffic?
- 4) Being visible
- 5) Signs and signaling while riding on the street
- b. Special Speakers**
  - 1) Local recreational bike club leader
  - 2) Local bike shop owner
  - 3) Police officer
- c. Bike Routes**
  - 1) Choose routes with a fun destination: swimming pool, ice cream shop, or park
  - 2) Variety: different routes and challenges (crossings, traffic, neighborhood vs. city, street vs. sidewalk).

## **5. Marketing**

Market for after-school bike program or bike club and for Volunteer Supervisors. Distribute newsletters after school to parents (think of branching out to all students and give the newsletter to all parents). Design and post fliers at school and make announcements at After-School Program or over the loudspeaker during morning announcements.

## **6. Recruit Volunteers to help supervise walks or rides and lessons**

## **7. Sign Up Students**

Decide on a certain number of spots for students, and then have students sign up. Organize contact information, obtain emergency contact information. You can do this by including it on a waiver or parent/guardian consent form. Recruit a Coordinator and Volunteers and make a supervisor schedule.

Figure 5-1: After-School Club Participant List

**After-School Club Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>	<b>Stop #</b>

Figure 5-2: After-School Club Route or Activity Schedule

**After-School Club Route or Activity Schedule**

	<b>Day</b>	<b>Supervisor(s)</b>	<b>Route of Walk/Ride or Activity</b>
<b>1</b>			
<b>2</b>			
<b>3</b>			
<b>4</b>			
<b>5</b>			
<b>6</b>			

Figure 5-3: After-School Club Supervisor Schedules

**Daily Supervisor Schedule**

	Monday	Tuesday	Wednesday	Thursday	Friday
Supervisor(s)					

**Weekly Supervisor Schedule**

(MONTH)	Week 1	Week 2	Week 3	Week 4	Week 5
Supervisor(s)					

**Monthly Supervisor Schedule**

(SEMESTER)	Month 1	Month 2	Month 3	Month 4	Month 5
Supervisor(s)					

Figure 5-4: After-School Club Staff Contact List

**After-School Club Staff Contact List**

<b>Position</b>	<b>Name</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>
<b>Coordinator</b>				
<b>Main School Office</b>				
<b>Supervisor #1</b>				
<b>Supervisor #2</b>				
<b>Supervisor #3</b>				
<b>Supervisor #4</b>				
<b>Supervisor #5</b>				
<b>Sub Supervisor #1</b>				
<b>Sub Supervisor #2</b>				
<b>Sub Supervisor #3</b>				



# Walk and Bicycle Events

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Events can attract a lot of people and are a great way to get the media involved to promote and highlight a working community program that is healthy for kids, parents, environment, and community. Events could be a one-time, weekly, or monthly occurrence and are great tools to find out how well a walk/bike program may do at your school. An event can be used as a kick-off celebration for a walk/bike lesson or program at school, or an event can be a specific ongoing walk/bike program. Rewards can be given out to help encourage more children and parents to participate. Ideas for events include the following:

**Chapter 6: Walking Wednesdays**

**Chapter 7: Walk and Roll to School (W.A.R.T.S.) Day**

**Chapter 8: March or Race**

**Chapter 9: School Assembly**

## **Walking Wednesdays**

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**Objective:**

Every Wednesday kids can walk to school with adult supervision. Promote this program by handing out safety gear packages for those who will walk to school on Wednesdays. The packages can include brightly colored bandanas, stickers, shirts, and/or light-up buttons. These not only promote the event but also make the pedestrian more visible to motor vehicle drivers. Orange cones can be set up along the route to increase awareness to motor vehicle drivers that more kids will be walking this day and to highlight the path the students will be walking. Parents can be involved by volunteering to be assigned to a hazard area (street corner, street crossing, or slippery spot) or they can walk with their child(ren) to school. If funding allows, add in a bagel or donut breakfast with juice and coffee at the school. This is a great weekly walking event for kids to spend more time with their parents.

**Materials:**

- Figure 6-1: Walking Wednesdays Coordination Tasks
- Figure 6-2: Walking Wednesdays Supplies Check List
- Figure 6-3: Walking Wednesdays Sign-Up Form
- Figure 6-4: Walking Wednesdays Food and Giveaway Donation Request Letter
- Figure 6-5: Walking Wednesdays Parent Information Letter
- Figure 6-6: Walking Wednesdays Loudspeaker Announcements
- Figure 6-7: Walking Wednesdays Job List
- Figure 6-8: Walking Wednesdays Participant List
- Figure 6-9: Walking Wednesdays Parent Participant Contact List
- Figure 6-10: Walking Wednesdays Budget Form
- Figure 6-11: Walking Wednesdays Flier

**Suggested Steps for Walking Wednesdays:**

**1. Gather Information and Identify a Need**

Use surveys, conversation with parents and teachers, and neighbors to determine if an event is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially finding out who walks, bikes, and why or why not. Print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

**2. Get Organized**

**a) Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or bicycling to

school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**b) Network with School, Parents, Community Members, and Law Enforcement**

Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your event by increasing policing and with possible street blocking during it. Communicate early about:

- 1) The need
- 2) The program
- 3) Concerns and fears of parents
- 4) Volunteer supervision (see “Recruiting Volunteers” beginning on page 127)
- 5) Basic locations of children
- 6) Contacts of school administration, parents, and community members
- 7) What time most kids get to school and are dismissed

**c) Develop a Budget**

After deciding what the school wants to do, then figure out the amount of funding the school needs to do it. Compile a list of anticipated income and expenses for the event. Put money into the budget to survey the students and parents to forecast the amount of participants. If there is a need to fundraise, decide a fundraising strategy and plug it into the budget.

**Note Expense Examples:** Food, beverages, giveaways, fliers/forms, and equipment (orange cones, stop signs, and high-visibility vests), facilities, insurance.

**Note Fundraising Examples:** Entry fees for participants; have each student fundraise money for the school to offset their entry fee and offer prizes for obtaining money in a certain bracket.

**d) Consider committees or individuals for each position:**

- 1) **Communications Committee:** Communicate effectively and efficiently with parents, community members, media, school administration, staff and volunteers about the event through meetings and newsletters.
- 2) **Food and Giveaways Committee:** Come up with the caterer and fun prizes to give away or raffle to participants.
- 3) **Promotion Committee:** Make fliers and banners to post throughout the school and community. Include other promotional areas as well such as loudspeaker announcements and media involvement. Consider inviting a high-profile community member to the event to boost media coverage.
- 4) **Volunteer Committee:** Recruit and schedule Volunteers for the event.
- 5) **Equipment and Facility Coordinators:** Figure out the equipment and facility space needed for event and obtain it, for example, gymnasium space and tables.
- 6) **Budget Committee:** Keep track of expenses and revenues for the event.

**e) Choose a Date and Time for the Event**

The start of the event could be part of a celebration for a special holiday or

grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this event are:

- 1) International Walk to School Day (usually first Wednesday in October)
- 2) International Walk to School Month (October)
- 3) Earth Day
- 4) Trail Day
- 5) Car-Free Day
- 6) Bicycle to Work/School Day
- 7) Bike Month
- 8) Traffic Safety Day

**f) Choose a Start, Route and Finish Line**

**g) Map the Route**

**h) Recruit Volunteers**

**i) Make Contact Lists, Sign-up, and Sign-in Forms**

- 1) Staff
- 2) Participants
- 3) Include a waiver in the sign-up forms

**j) Use Food and Giveaways**

A good incentive for students and parents to participate in the event is to have food, beverages, and giveaways when they reach the school. It is fun for participants because it allows time to socialize and network before school begins. Contact local food vendors for sponsorship or donation of food and drink, otherwise include in the budget. Also turn towards your local bike and athletic shops for fun giveaways, such as bike helmets.

**3. Execute Plan**

**a) Network with Parents, Students, School, and Community Members again with final information**

**b) Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail or include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. The Newsletter Packet should include:

- 1) What are Walking Wednesdays?
- 2) Flier
- 3) Map: the start and finish line and route
- 4) Time of start
- 5) Food and giveaways
- 6) Contact list, including Coordinator, Principal, Volunteers, and Parents/Guardians of children participating
- 7) RSVP with Sign-up Form and Waiver/Consent Form

**Additional Resources:**

1. Active and Safe Routes to School. A Program of Green Communities in Canada. Walk/Wheel on Wednesdays. [www.saferoutestoschool.ca/walkwheelwed.asp](http://www.saferoutestoschool.ca/walkwheelwed.asp)
2. iwalk. International Walk to School in the USA. Event Ideas. [www.walktoschool.org/eventideas/index.cfm](http://www.walktoschool.org/eventideas/index.cfm)
3. San Francisco Walk to School Day Booklet. [www.sfwalktoschool.com/pdf/2008\\_W2SD\\_Toolkit\\_contents.pdf](http://www.sfwalktoschool.com/pdf/2008_W2SD_Toolkit_contents.pdf)

**Examples:**

1. National Center for Safe Routes to School. Encouragement Guide. Using more than one encouragement strategy. [www.saferoutesinfo.org/guide/encouragement/using\\_more\\_than\\_one\\_encouragement\\_strategy.cfm](http://www.saferoutesinfo.org/guide/encouragement/using_more_than_one_encouragement_strategy.cfm)
2. Davidson School District. North Carolina. Walking Wednesdays. [www.ci.davidson.nc.us/index.asp?nid=265](http://www.ci.davidson.nc.us/index.asp?nid=265)

Figure 6-1: Walking Wednesdays Coordination Tasks

## **Walking Wednesdays Coordination Tasks**

- Inform the School Administration and the PTA of the event
- Solicit Funding or Donations of food and treats
- Recruit Volunteers and enter them on your Volunteer list
- Create a Map of the Routes including Start and Finish
- Develop and post banners and signs
- Send event flier to parents through backpack mail
- Post event announcement in the school newsletter
- Create and Distribute Safety Kits: high-visibility stickers, bandannas, shirts, etc.
- Obtain Safety Equipment: signs, orange cones, and high-visibility vests
- Ask Principal to make a loudspeaker announcement and provide script
- Coordinate weekly/monthly welcome tables and Volunteers

Figure 6-2: *Walking Wednesdays Supplies Check List*

### **Walking Wednesdays Supplies Check List**

- Volunteers
- Signs and Banners
- Sign-in Sheets on Clipboards
- Safe Routes to School Table Materials
- Trash Containers
- Table and Chairs
- Food and/or Giveaways
- High-Visibility Safety Equipment
- Balloons (optional)

Figure 6-3: Walking Wednesdays Sign-Up Form

**Walking Wednesdays**  
**DATE**  
**TIME**  
**WHY HOSTING**

Please fill out this form legibly and send back to the address below by

\_\_\_\_\_ **(DATE)** \_\_\_\_\_ :

**XXX Street**  
**City, State Zip**  
**or**  
**Main Office of School**

Name of Student: \_\_\_\_\_

Grade: \_\_\_\_\_

Parent(s)/Guardian(s) Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**\*Please check all that apply:**

- Yes, Parent(s)/Guardian(s) listed above will be participating in the event**
  
- Yes, you can contact Parent(s)/Guardian(s) listed above to help volunteer for event**



*Figure 6-4: Walking Wednesdays Food and Giveaway Donation Request Letter*

*Date*

*Name of Recipient, Title*

*Name of Business*

*Street Address*

*City, State Zip*

Dear Mr./Ms. Last Name,

This year, (School Name) will be hosting Walking Wednesdays on (Date of Event). We are seeking donations of drinks, snacks, and prizes for distribution to students and parents who walk and bike to school. We believe your business will benefit greatly by contributing to our regularly scheduled event, and would like to request a donation from you. We are seeking (use *one of the descriptions below*):

- a week of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)
- a month of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)
- a year-long supply of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)

In exchange for your donation, your business will receive:

- ✓ Recognition in the school's newsletter.
- ✓ Publicity to our entire school population at our event welcome table.

Walking Wednesdays at (Name of School) is setting an example for increasing the number of youth safely walking and biking to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. Add in success statistics for this program from your school or other schools in area.

Thank you in advance for supporting the health and happiness of your community. I will call you next week to answer any questions you may have about this request. You may also contact me directly.

Sincerely,

*Name, Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

*Email Address*

*Figure 6-5: Walking Wednesdays Parent Information Letter*

*Date*

*Name of Recipient*

*Street Address*

*City, State Zip*

Dear Mr. and/or Ms.     *(Last Name)*    ,

*This year,     (School Name)     will be hosting a Walking Wednesdays on     (Date of Event)    . We are inviting you and your children to participate in the event. There will be drinks, snacks, and small prizes for distribution to students and parents who walk and bike to school. We believe you and your child(ren) will benefit greatly by participating in our regularly scheduled event.*

*Using the descriptions of the event at the beginning of this chapter and your own ideas, please insert a description and benefits of the event here. If the program has been going on and you are looking for more participants, use success statistics for this program from your school, or for a new program, search for model schools and success stories from other schools in area.*

Interested parents are invited to sign-up for Walking Wednesdays on the enclosed forms. Please return the forms by     (Date)     to     (Name, Address or Main Office)    . The Kick-Off meeting will be held on     (Date)    , from     (Time)    , at     (Place)    .

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions, please contact me directly by phone or email.  
Thank you.

Sincerely,

*Name*

*Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

*Email Address*

Figure 6-6: Walking Wednesdays Loudspeaker Announcements

## **Walking Wednesdays Loudspeaker Announcements**

“Tomorrow is Walking Wednesday. Stop by the tables located at     (Table Location)     to Sign-in or pick up food and prizes tomorrow morning. Remember to always wear your helmet if you are biking and never walk with strangers. When you walk or bike to school, you can stay healthy and help the environment. Try it tomorrow; you'll like it!”

“Walking Wednesday is tomorrow! Start your day with fresh air and receive a free snack. When you walk or bike to school, you are staying fit and helping to keep our air clean. Grab your helmet, hop on your bike and ride safely. Remember to never walk with a stranger. Pick up some food and a prize at     (Location)    . Try out Walking Wednesday; you'll like it!”

Figure 6-7: Walking Wednesdays Job List

**Walking Wednesdays Job List**

<b>Committee/Job</b>	<b>Name(s)</b>	<b>Phone Number</b>	<b>Email(s)</b>	<b>Dates Working</b>
1. Communicator				
2. Food and Giveaways				
3. Promotion				
4. Equipment and Facility				
5. Budget				
6. Volunteer				

Figure 6-8: Walking Wednesdays Participant List

**Walking Wednesdays Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>

Figure 6-9: Walking Wednesdays Parent Participant Contact List

**Walking Wednesdays Parent Participant Contact List**

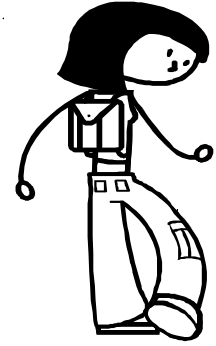
Parent Name	Child(ren) Name(s)	Phone Number	Email	Address

Figure 6-10: Walking Wednesdays Budget Form

**Walking Wednesdays Budget**  
***Date of Event***

<b>Budget Item</b>	<b>Expense</b>	<b>Revenue</b>	<b>Total</b>
Staff			
Facility			
Equipment			
Food & Drinks			
Giveaways			
Promotion			
Insurance			
Fundraising			
Grant			
Donations			
Entry Fee			
School Funds			
<i>(other)</i>			
<b>Total</b>			

Figure 6-11: Walking Wednesdays Flier



Join us at  
[Name of School]  
for  
**Walking  
Wednesdays**  
**(Date)**

**Walking Wednesdays is a (weekly/  
monthly/annual) event held to promote  
safe walking and bicycling to school!**

What are the benefits of kids walking and bicycling (or using a skateboard, skates, scooter, wheelchair or other means to get) to school along safe routes?

1. Daily exercise for kids!
2. Fewer cars dropping off kids at school, which means less congestion, safer streets and better air quality!
3. Parents save gas money!
4. Students spend time with their friends and arrive at school energized and ready to learn!

For more information, call (Coordinator Contact) or visit (School Web site)

For information about how to encourage kids to walk or bike to school every day, please visit the Iowa Safe Routes to School Web site at [www.iowasaferoutes.org](http://www.iowasaferoutes.org).



## **Walk and Roll to School (W.A.R.T.S.) Day**

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**Objectives:**

Walk and Roll to School Day is similar to Walking Wednesdays but not limited to Wednesdays. It also incorporates other alternative modes of commuting such as biking or rollerblading. Walk and Roll to School Day also gives more freedom in deciding when the event will occur -- once a week, month, semester, or year.

**Materials:**

- Figure 7-1: Walk and Roll to School Day Coordination Tasks
- Figure 7-2: Walk and Roll to School Day Supplies Check List
- Figure 7-3: Walk and Roll to School Day Sign-Up Form
- Figure 7-4: Walk and Roll to School Day Food and Giveaway Donation Request Letter
- Figure 7-5: Walk and Roll to School Day Parent Information Letter
- Figure 7-6: Walk and Roll to School Day Loudspeaker Announcements
- Figure 7-7: Walk and Roll to School Day Job List
- Figure 7-8: Walk and Roll to School Day Participant List
- Figure 7-9: Walk and Roll to School Day Parent Participant Contact List
- Figure 7-10: Walk and Roll to School Day Budget Form
- Figure 7-11: Walk and Roll to School Day Flier

**Suggested Steps for Walk and Roll to School Day:**

**1. Gather Information and Identify a Need**

Use surveys, conversation with parents and teachers, and neighbors to determine if an event is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

**2. Get Organized**

**a. Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

**b. Network with School, Parents, Community Members, and Law Enforcement**

Hold a meeting, picnic, or coffee, and include local law enforcement. They

can help your event by increasing policing and with possible street blocking during it. Communicate early about:

- 1) The need
- 2) The program
- 3) Concerns and fears of parents
- 4) Volunteer supervision (see “Recruiting Volunteers” beginning on page 127)
- 5) Basic locations of children
- 6) Contacts of school administration, parents, and community members
- 7) What time most kids get to school and are dismissed

**c. Develop a Budget**

After deciding what the school wants to do, then figure out the amount of funding the school needs to do it. Compile a list of anticipated income and expenses for the event. Put money into the budget to survey the students and parents to forecast the amount of participants. If there is a need to fundraise, decide a fundraising strategy and plug it into the budget.

**Note Expense Examples:** Food, beverages, giveaways, fliers/forms, and equipment (orange cones, stop signs, and high-visibility vests), facilities, insurance.

**Note Fundraising Examples:** Entry Fees for participants; have each student fundraise money for the school to offset their entry fee and offer prizes for obtaining money in a certain bracket.

**d. Consider Committees or individuals for each position:**

- 1) **Communications Committee:** Communicate effectively and efficiently with parents, community members, media, school administration, staff and volunteers about the event through meetings and newsletters.
- 2) **Food and Giveaways Committee:** Come up with the caterer and fun prizes to give away or raffle to participants.
- 3) **Promotion Committee:** Make fliers and banners to post throughout the school and community. Include other promotional areas as well such as loudspeaker announcements and media involvement. Consider inviting a high-profile community member to the event to boost media coverage.
- 4) **Volunteer Committee:** Recruit and schedule Volunteers for the event.
- 5) **Equipment and Facility Coordinators:** Figure out the equipment and facility space needed for the event and obtain it, for example, gymnasium space and tables.
- 6) **Budget Committee:** Keep track of expenses and revenues for the event.

**e. Choose a Date and Time for the Event**

The start of the event could be part of a celebration for a special holiday or grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this event are:

- 1) International Walk to School Day (usually first Wednesday in October)
  - 2) International Walk to School Month (October)
  - 3) Earth Day
  - 4) Trail Day
  - 5) Car-Free Day
  - 6) Bicycle to Work/School Day
  - 7) Bike Month
  - 8) Traffic Safety Day
- f. Choose a Start, Route and Finish Line**
  - g. Map the Route**
  - h. Recruit Volunteers**
  - i. Make Contact Lists, Sign-up, and Sign-in Forms**
    - 1) Staff
    - 2) Participants
    - 3) Include a waiver in the sign-up forms
  - j. Use Food and Giveaways**

A good incentive for students and parents to participate in the event is to have food, beverages, and giveaways when they reach the school. It is fun for participants because it allows time to socialize and network before school begins. Contact local food vendors for sponsorship or donation of food and drink, otherwise include in the budget. Also turn towards your local bike and athletic shops for fun giveaways, such as bike helmets.
- 3. Execute Plan**
    - a. Network with Parents, Students, School, and Community Members again with final information**
    - b. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail or include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. The Newsletter Packet should include:

      - 1) What is Walk and Roll to School Day?
      - 2) Flier
      - 3) Map: the start and finish line and route
      - 4) Time of start
      - 5) Food and giveaways
      - 6) Contact list, including coordinator, principal, volunteers, and parents/guardians of children participating
      - 7) RSVP with Sign-up Form and Waiver/Consent Form

**Additional Resources:**

1. iwalk. The official site of International Walk to School. [www.iwalktoschool.org](http://www.iwalktoschool.org)
2. Marin County Safe Routes to Schools. Walk and Roll Guidebook. 2006. [www.saferoutestoschools.org/Forms/WalkandRollGuide2006.pdf](http://www.saferoutestoschools.org/Forms/WalkandRollGuide2006.pdf)
3. New Mexico Safe Routes to School. New Mexico Department of Transportation. Walk and Roll to School Day. [nmshtd.state.nm.us/main.asp?secid=16383](http://nmshtd.state.nm.us/main.asp?secid=16383)

**Examples:**

1. Clean Air Days 2008. Walk and Roll to School Day.  
[www.cleanair.pima.gov/WalkandRollToSchool.html](http://www.cleanair.pima.gov/WalkandRollToSchool.html)
2. Marin County Safe Routes to Schools. Walk and Roll to School Day.  
[www.saferoutestoschools.org/Pressroom/IW2SD2008.shtml](http://www.saferoutestoschools.org/Pressroom/IW2SD2008.shtml)
3. National Center for Safe Routes to School. Putting it into Practice: Monthly Walk and Roll to School Day. Mason Elementary, Duluth, GA. [www.saferoutesinfo.org/guide/case\\_studies/case\\_study.cfm?CS\\_ID=CS631&CHAPTER\\_ID=C386](http://www.saferoutesinfo.org/guide/case_studies/case_study.cfm?CS_ID=CS631&CHAPTER_ID=C386)

Figure 7-1: Walk and Roll to School Day Coordination Tasks

### **Walk and Roll to School Day Coordination Tasks**

- Inform the School Administration and the PTA of the event
- Solicit Funding or Donations of food and treats
- Recruit Volunteers and enter them on your Volunteer list
- Create a Map of the Routes including Start and Finish
- Develop and post banners and signs
- Send event flier to parents through backpack mail
- Post event announcement in the school newsletter
- Create and Distribute Safety Kits: high-visibility stickers, bandannas, shirts, etc.
- Obtain Safety Equipment: signs, orange cones, and high-visibility vests
- Ask Principal to make loudspeaker announcements and provide script
- Coordinate weekly/monthly welcome tables and Volunteers

Figure 7-2: *Walk and Roll to School Day Supplies Check List*

**Walk and Roll to School Day Supplies Check List**

- Volunteers
- Signs and Banners
- Sign-in Sheets on Clipboards
- Safe Routes to School Table Materials
- Trash Containers
- Table and Chairs
- Food and/or Giveaways
- High-Visibility Safety Equipment
- Balloons (optional)

Figure 7-3: Walk and Roll to School Day Sign-Up Form

**Walk and Roll to School Day**  
**DATE**  
**TIME**  
**WHY HOSTING**

Please fill out this form legibly and send back to the address below by

\_\_\_\_\_ **(DATE)** \_\_\_\_\_ :

**XXX Street**  
**City, State Zip**  
**or**  
**Main Office of School**

Name of Student: \_\_\_\_\_

Grade: \_\_\_\_\_

Parent(s)/Guardian(s) Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**\*Please check all that apply:**

- Yes, Parent(s)/Guardian(s) listed above will be participating in the event**
  
- Yes, you can contact Parent(s)/Guardian(s) listed above to help volunteer for the event**

*Figure 7-4: Walk and Roll to School Day Food and Giveaway Donation Request Letter*

*Date*

*Name of Recipient, Title*

*Name of Business*

*Street Address*

*City, State Zip*

Dear Mr./Ms. Last Name,

This year, (School Name) will be hosting Walk and Roll to School Day on (Date of Event). We are seeking donations of drinks, snacks, and prizes for distribution to students and parents who walk and bike to school. We believe your business will benefit greatly by contributing to our regularly scheduled event, and would like to request a donation from you. We are seeking (use *one of the descriptions below*):

- a week of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)
- a month of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)
- a year-long supply of drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)

In exchange for your donation, your business will receive:

- ✓ Recognition in the school's newsletter.
- ✓ Publicity to our entire school population at our event welcome table.

Walk and Roll to School Day at (Name of School) is setting an example for increasing the number of youth safely walking and biking to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. Add in success statistics for this program from your school or other schools in area.

Thank you in advance for supporting the health and happiness of your community. I will call you next week to answer any questions you may have about this request. You may also contact me directly.

Sincerely,

*Name, Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

*Email Address*



*Figure 7-5: Walk and Roll to School Day Parent Information Letter*

*Date*

*Name of Recipient*

*Street Address*

*City, State Zip*

Dear Mr. and/or Ms. Last Name,

This year, (School Name) will be hosting Walk and Roll to School Day on (Date of Event). We are inviting you and your children to participate in the event. There will be drinks, snacks, and small prizes for distribution to students and parents who walk and bike to school. We believe you and your child(ren) will benefit greatly by participating in our regularly scheduled event.

*(Using the descriptions of the event at the beginning of this chapter and your own ideas, please insert a description of and the benefits of the event here. If the program has been going on and you are looking for more participants, use success statistics for this program from your school, or for a new program, search for model schools and success stories from other schools in area.)*

Interested parents are invited to sign up for Walk and Roll to School Day on the enclosed forms. Please return the forms by (Date) to (Name, Address or Main Office). The Kick-Off meeting will be on (Date), from (Time), at (Place).

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions, please contact me directly by phone or email. Thank you.

Sincerely,

*Name*

*Title*

*School*

*Street Address*

*City, State Zip*

*Phone Number*

*Fax Number*

*Email Address*

Figure 7-6: Walk and Roll to School Day Loudspeaker Announcements

## **Walk and Roll to School Day Loudspeaker Announcements**

“Tomorrow is Walk and Roll to School Day. Stop by the tables located at \_\_(Table Location)\_\_ to Sign-in or pick up food and prizes tomorrow morning. Remember to always wear your helmet if you are biking, and never walk with a stranger. When you walk or bike to school, you can stay healthy and help the environment. Try it tomorrow; you'll like it!”

“Walk and Roll to School Day is tomorrow! Start your day with fresh air and receive a free snack. When you walk or bike to school, you are staying fit and helping to keep our air clean. Grab your helmet, hop on your bike and ride safely. Remember to never walk with a stranger. Pick up some food and a prize at \_\_(Location)\_\_. Try out Walk and Roll to School Day; you'll like it!”

Figure 7-7: Walk and Roll to School Day Committee or Individual Job List

**Walk and Roll to School Day Job List**

<b>Committee/Job</b>	<b>Name(s)</b>	<b>Phone Number</b>	<b>Email(s)</b>	<b>Dates Working</b>
<b>1. Communicator</b>				
<b>2. Food and Giveaways</b>				
<b>3. Promotion</b>				
<b>4. Equipment and Facility</b>				
<b>5. Budget</b>				
<b>6. Volunteer</b>				

Figure 7-8: Walk and Roll to School Day Participant List

**Walk and Roll to School Day Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>

Figure 7-9: Walk and Roll to School Day Parent Participant Contact List

**Walk and Roll to School Day Parent Participant Contact List**

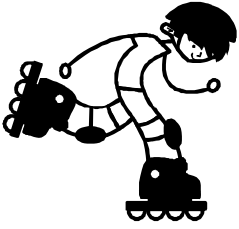
Parent Name	Child(ren) Name(s)	Phone Number	Email	Address

Figure 7-10: Walk and Roll to School Day Budget Form

**Walk and Roll to School Day Budget**  
***Date of Event***

<b>Budget Item</b>	<b>Expense</b>	<b>Revenue</b>	<b>Total</b>
<b>Staff</b>			
<b>Facility</b>			
<b>Equipment</b>			
<b>Food &amp; Drinks</b>			
<b>Giveaways</b>			
<b>Promotion</b>			
<b>Insurance</b>			
<b>Fundraising</b>			
<b>Grant</b>			
<b>Donations</b>			
<b>Entry Fee</b>			
<b>School Funds</b>			
<i>(other)</i>			
<b>Total</b>			

Figure 7-11: Walk and Roll to School Day Event Flier



**Join us at  
[Name of School]  
for**



# **Walk and Roll to School Day (Date)**

**Walk and Roll to School Day is a  
(weekly/monthly/annual) event held to  
promote safe walking and bicycling to  
school!**

**What are the benefits of kids walking and bicycling (or using a skateboard, skates, scooter, wheelchair or other means to get) to school along safe routes?**

- 1. Daily exercise for kids!**
- 2. Fewer cars dropping off kids at school, which means less congestion, safer streets and better air quality!**
- 3. Parents save gas money!**
- 4. Students spend time with their friends and arrive at school energized and ready to learn!**

For more information, call (Coordinator Contact) or visit (School Web site)

For information about how to encourage kids to walk and roll to school every day, please visit the Iowa Safe Routes to School Web site at [www.iowasaferoutes.org](http://www.iowasaferoutes.org).

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## March or Race

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### Objective:

Marches and races are groups of people, any age, walking, running, or biking together for a certain purpose or goal. There is a start and finish line along a designated route. Hosting a March or Race is a fun activity for students, parents, neighbors, and schools to work toward a goal. It is easy to incorporate this with fundraising for the school or an environmental non-profit group, or work toward off-setting your carbon footprint on an individual level or as a school. If your school or class is doing a walk/bike safety unit, this can be used as the grand finale. Have students take responsibility for training for the event and have them make a schedule for walking/biking each week and log their progress. If time is a concern, incorporate training or the march/race into a PE class.

### Materials:

- Figure 8-1: March or Race Coordination Tasks
- Figure 8-2: March or Race Supplies Check List
- Figure 8-3: March or Race Sign-Up Form
- Figure 8-4: March or Race Food and Giveaway Donation Request Letter
- Figure 8-5: March or Race Parent Information Letter
- Figure 8-6: March or Race Loudspeaker Announcements
- Figure 8-7: March or Race Job List
- Figure 8-8: March or Race Participant List
- Figure 8-9: March or Race Parent Participant Contact List
- Figure 8-10: March or Race Budget Form
- Figure 8-11: March or Race Flier

### Suggested Steps for March or Race:

#### 1. Gather Information and Identify a Need

Use surveys, conversation with parents and teachers, and neighbors to determine if an event is what your school needs. Surveys can give numbers and facts that help develop your argument for the program's existence.

**Note:** The National Center for Safe Routes to School has a ready-to-use survey for initially determining who walks, bikes, and why or why not. Just print it out at: [www.saferoutesinfo.org](http://www.saferoutesinfo.org), distribute it in backpack mail, collect completed surveys, send them to the National Center for Safe Routes to School, and they will compile the data and send you the results!

#### 2. Get Organized

##### a. Designate a Coordinator

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.



**b. Network with School, Parents, Community Members, and Law Enforcement**

Hold a meeting, picnic, or coffee, and include local law enforcement. They can help your event by increasing policing and with possible street blocking during it. Communicate early about:

- 1) The need
- 2) The program
- 3) Concerns and fears of parents
- 4) Volunteer supervision (see “Recruiting Volunteers” beginning on page 127)
- 5) Basic locations of children
- 6) Contacts of school administration, parents, and community members
- 7) What time most kids get to school and are dismissed

**c. Develop a Budget**

After deciding what the school wants to do, then figure out the amount of funding the school needs to do it. Compile a list of anticipated income and expenses for the event. Put money into the budget to survey the students and parents to forecast the amount of participants. If there is a need to fundraise, decide a fundraising strategy and plug it into the budget.

**Note Expense Examples:** Food, beverages, giveaways, fliers/forms, and equipment (orange cones, stop signs, and high-visibility vests), facilities, insurance.

**Note Fundraising Examples:** Entry Fees for participants; have each student fundraise money for the school to offset their entry fee and offer prizes for obtaining money in a certain bracket.

**d. Consider Committees or individuals for each position:**

- 1) **Communicator Committee:** Communicate effectively and efficiently with parents, community members, media, school administration, staff and volunteers about the event through meetings and newsletters.
- 2) **Food and Giveaways Committee:** Come up with the caterer and fun prizes to give away or raffle to participants.
- 3) **Promotion Committee:** Make fliers and banners to post throughout the school and community. Include other promotional areas as well such as loudspeaker announcements and media involvement. Consider inviting a high-profile community member to the event to boost media coverage.
- 4) **Volunteer Committee:** Recruit and schedule Volunteers for the event.
- 5) **Equipment and Facility Coordinators:** Figure out the equipment and facility space needed for event and obtain it, for example, gymnasium space and tables.

**Note:** This committee should look into obtaining city permits depending on how formal and large the march or race is.

- 6) **Budget Committee:** Keep track of expenses and revenues for the event.

**e. Choose a Date and Time for the Event**

The start of the event could be part of a celebration for a special holiday or grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage

and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this event are:

- 1) International Walk to School Day (usually the first Wednesday in October)
- 2) International Walk to School Month (October)
- 3) Earth Day
- 4) Trail Day
- 5) Car-Free Day
- 6) Bicycle to Work/School Day
- 7) Bike Month
- 8) Traffic Safety Day

f. **Choose a Start, Route and Finish Line**

g. **Map the Route**

h. **Recruit Volunteers**

i. **Make Contact Lists, Sign-up, and Sign-in Forms**

- 1) Staff
- 2) Participants
- 3) Include a waiver in the sign-up forms

j. **Use Food and Giveaway**

A good incentive for students and parents to participate in the event is to have food, beverages, and giveaways when they reach the school. It is fun for participants because it allows time to socialize and network before school begins. Contact local food vendors for sponsorship or donation of food and drink, otherwise include in the budget. Also turn towards your local bike and athletic shops for fun giveaways, such as bike helmets.

**3. Execute Plan**

a. **Network with Parents, Students, School, and Community Members again with final information**

b. **Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail or include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. The Newsletter Packet should include:

- 4) What is a March or Race?
- 5) Flier
- 6) Map: the start and finish line and route
- 7) Time of start
- 8) Food and Giveaways
- 9) Contact list, including Coordinator, Principal, Volunteers, and Parents/Guardians of children participating
- 10) RSVP with Sign-up Form and Waiver/Consent Form

**Additional Resources:**

1. Hoffman, David; Knaup, Sue; Steele, Kristen. Thunderhead Alliance Guide to Fundraising Rides. Thunderhead Alliance. 1<sup>st</sup> Edition. 2008.
2. Walk/Run Across America. [www.ontrackdesigns.com/seeusrun/index.htm](http://www.ontrackdesigns.com/seeusrun/index.htm)

Figure 8-1: March or Race Coordination Tasks

### **March or Race Coordination Tasks**

- Inform the School Administration and the PTA of the event
- Solicit Funding or Donations of food and treats
- Obtain City Permits for March or Race
- Recruit Volunteers and enter them on your Volunteer list
- Create a Map of the Routes including Start and Finish
- Develop and post banners and signs
  - Signs for Posting at School
  - Banners for Start and Finish Lines
- Send event flier to parents through backpack mail
- Post event announcement in the school newsletter
- Create and Distribute Safety Kits: high-visibility stickers, bandannas, shirts, etc.
- Obtain Safety Equipment: signs, orange cones, and high-visibility vests
- Ask Principal to make a loudspeaker announcements and provide script
  - Coordinate weekly/monthly welcome tables and Volunteers

Figure 8-2: March or Race Supplies Check List

### **March or Race Supplies Check List**

- Volunteers
- Signs and Banners
- Sign-in Sheets on Clipboards
- Safe Routes to School Table Materials
- Trash Containers
- Table and Chairs
- Food and/or Giveaways
- High-Visibility Safety Equipment
- Balloons (optional)

Figure 8-3: March or Race Sign-Up Form

**March or Race  
DATE  
TIME  
WHY HOSTING**

**Please fill out this form legibly and send back to the address below by**

**\_\_\_\_\_ (DATE) \_\_\_\_\_:**

**XXX Street  
City, State Zip  
or  
Main Office of School**

**Name of Student:** \_\_\_\_\_

**Grade:** \_\_\_\_\_

**Parent(s)/Guardian(s) Name(s):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**\*Please check all that apply:**

- Yes, Parent(s)/Guardian(s) listed above will be participating in the event**
- Yes, you may contact Parent(s)/Guardian(s) listed above to help volunteer for the event**

Figure 8-4: March or Race Food and Giveaway Donation Request Letter

Date

Name of Recipient, Title

Name of Business

Street Address

City, State Zip

Dear Mr./Ms. Last Name,

This year, (School Name) will be hosting a March or Race on (Date of Event). We are seeking donations of drinks, snacks, and small prizes for distribution to students and parents who participate. We believe your business will benefit greatly by contributing to our regularly scheduled event, and would like to request a donation from you. We are seeking (use *one of the descriptions below*):

- Drinks and snacks (XX cans/bottles of \_\_\_\_\_ and XX cookies/apples/etc.)
- Prizes (examples: helmets, t-shirts)

In exchange for your donation, your business will receive:

- ✓ Recognition in the school's newsletter.
- ✓ Publicity on our event welcome table to our entire school population.

The (March or Race) at (Name of School) is setting an example for increasing the number of youth safely walking and biking to school by integrating health, fitness, traffic relief, environmental awareness and safety under one program. Add in success statistics for this program from your school or other schools in area.

Thank you in advance for supporting the health and happiness of your community. I will call you next week to answer any questions you may have about this request. You may also contact me directly.

Sincerely,

Name

Title

School

Street Address

City, State Zip

Phone Number

Fax Number

Email Address

Figure 8-5: March or Race Parent Information Letter

Date

Name of Recipient

Street Address

City, State Zip

Dear Mr. and/or Ms. Last Name,

*This year, (School Name) will be hosting a (March or Race) on (Date of Event). We are inviting you and your children to participate in the event. There will be drinks, snacks, and small prizes for distribution to students and parents who walk and bike to school. We believe you and your child(ren) will benefit greatly by participating in our regularly scheduled event.*

*Using the descriptions of the event at the beginning of this chapter and your own ideas please Insert a description and benefits of the Event here. If the program has been going on and you are looking for more participants use success statistics for this program from your school or for a new program search for model schools and success stories from other schools in area.*

Interested parents are invited to sign-up for the (March or Race) on the enclosed forms. Please return the forms by (Date) to (Name, Address or Main Office). The Kick-Off meeting will be held on (Date), from (Time), at (Place).

We are looking forward to bringing the parents together and getting this program off the ground. If you have any questions, please contact me directly by phone or email. Thank you.

Sincerely,

Name, Title

School

Street Address

City, State Zip

Phone Number

Fax Number

Email Address

Figure 8-6: March or Race Loudspeaker Announcements

## **March or Race Loudspeaker Announcements**

“Tomorrow is March or Race. Stop by the tables located at (Table Location) to Sign-in or pick up food and prizes tomorrow morning. Remember, always wear your helmet if you are biking and never walk with strangers. When you walk or bike to school, you can stay healthy and help the environment. Try it tomorrow; you'll like it!”

“March or Race is tomorrow! Start your day with fresh air and receive a free snack. When you walk or bike to school, you are staying fit and helping to keep our air clean. Grab your helmet, hop on your bike and ride safely. Remember to never walk with a stranger. Pick up some food and a prize at (Location). Try out March or Race, you'll like it!”



Figure 8-7: March or Race Job List

**March or Race Job List**

<b>Committee/Job</b>	<b>Name(s)</b>	<b>Phone Number</b>	<b>Email(s)</b>	<b>Dates Working</b>
<b>1. Communicator</b>				
<b>2. Food and Giveaways</b>				
<b>3. Promotion</b>				
<b>4. Equipment and Facility</b>				
<b>5. Budget</b>				
<b>6. Volunteer</b>				

Figure 8-8: March or Race Participant List

**March or Race Participant List**

<b>Student Name</b>	<b>Parent(s) Name(s)</b>	<b>Phone Number</b>	<b>Email</b>	<b>Address</b>

Figure 8-9: March or Race Parent Participant Contact List

**March or Race Parent Participant Contact List**

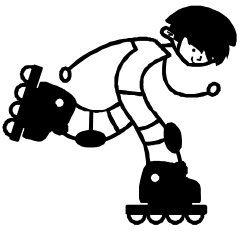


Figure 8-10: March or Race Budget Form

**March or Race Budget**  
***Date of Event***

<b>Budget Item</b>	<b>Expense</b>	<b>Revenue</b>	<b>Total</b>
Staff			
Facility			
Equipment			
Food & Drinks			
Giveaways			
Promotion			
Insurance			
Fundraising			
Grant			
Donations			
Entry Fee			
School Funds			
<i>(other)</i>			
<b>Total</b>			

Figure 8-11: March or Race Flier



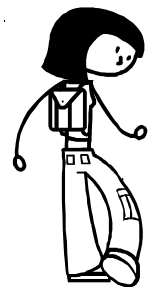
Join us at  
[Name of School]  
for



**(March or Race)**



**(Date)**



**(March or Race) is a (weekly/monthly/annual) event held to promote safe walking and bicycling to school!**

What are the benefits of kids walking and bicycling (or using a skateboard, skates, scooter, wheelchair or other means to get) to school along safe routes?

- 1) Daily exercise for kids!
- 2) Fewer cars dropping off kids at school, which means less congestion, safer streets and better air quality!
- 3) Parents save gas money!
- 4) Students spend time with their friends and arrive at school energized and ready to learn!

For more information, call (Coordinator Contact) or visit (School Web site)

For information about how to encourage kids to walk and bike to school every day, please visit the Iowa Safe Routes to School Web site at [www.iowasaferoutes.org](http://www.iowasaferoutes.org).

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## School Assembly

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### Objective:

School assemblies are a fantastic tool for reaching a lot of kids at different age levels all at once, in a short period of time and keeping it exciting. You can be very creative when putting together an assembly; for example, make up skits with fun characters using the teachers as the actors. A huge plus is how excited students can be for it, but there is not a lot of retention, so make sure there are follow-up activities such as safety lessons in and out of the classroom, bike rides, or walks. Assemblies can be used with another encouragement activity such as a walk or bicycle contest to keep the students engaged and excited about it.

### Materials:

Figure 9-1: Assembly Skit Characters

Figure 9-2: Assembly Script for Pedestrian Safety

Figure 9-3: Assembly Script for Bicycle Safety

### Suggested Steps for a School Assembly:

#### 1. Identify a Need

Use an assembly to kick-off a pedestrian or bicycling safety lesson. If time is a constraint, an assembly can be a quick and easy way to hit on main safety points to the whole school and keep the students engaged. Assemblies can be done in sequence, focusing on a certain safety element at each individual one.

#### 2. Get Organized

##### a. Designate a Coordinator

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

##### b. Decide on the 4 W's and How

###### 1) What:

What lesson does the school want to get across to students? Pedestrian and bicycle safety? Certain aspects such as crossing streets safely, when and where to walk, reading signs, and being seen?

###### 2) Who:

Deciding who the audience is will impact the messages at each assembly. Is it a variety of students from K-6 grades where the school would want to incorporate both pedestrian and bicycle safety or K-2 graders who will benefit from a pedestrian oriented presentation? Also who will be involved in the assembly? Do you need teacher or parent

volunteers to help with skits or lessons?

**Note:** Pedestrian safety is recommended for younger students in grades K-5 and bicycling safety for grades 6-8. Children typically do not develop the cognitive ability to cross streets on their own until 3<sup>rd</sup> or 4<sup>th</sup> grade. Most children in kindergarten through 2<sup>nd</sup> grade should be encouraged to always cross with the help of an adult.

**3) When:**

Decide on a date and time for the assembly. It may be during an already-planned traffic safety program or a contest grand finale.

**4) Where:**

Where do you want to hold the assembly? If it is nice outside, consider an outdoor presentation. It gets the students out of the classroom and school.

**5) How:**

How do you want the assembly to run? Include skits with fun characters using teachers and parents that are dressed up in funny costumes. Keep the program interactive with games the students can participate in and questions that students can answer.

**6) Perform the Assembly!**

To help the assembly run smoothly, the Coordinator should communicate early and continuously about the assembly and each person's job. Make an organized agenda for the assembly and give one to each of the teachers and parents involved. The Coordinator should be directing the assembly as it happens and be easily accessible.

**Examples:**

1. Wheels of Freestyle. Red Ribbon Week. Bicycle Safety.  
[www.redribbonweekassemblies.com](http://www.redribbonweekassemblies.com)

Figure 9-1: Assembly Skit Characters

Character	Costume	Description
<b>Dr. Dark</b>	<ul style="list-style-type: none"> <li>- Dark cape</li> <li>- Dark clothing</li> <li>- Dark make-up</li> <li>- No helmet</li> <li>- Poorly maintained bike with no lights or reflectors</li> </ul>	Bad example of how students should act when they are pedestrians or cyclists. S/he doesn't pay attention to sidewalks, signs, and rides/walks the wrong way in traffic.
<b>Sally Super Safe or Super Safe Steve</b>	<ul style="list-style-type: none"> <li>- Reflective vest</li> <li>- Bright colors</li> <li>- Bike helmet</li> <li>- Well-maintained bike with reflectors and lights</li> </ul>	S/he follows the rules and regulations of the road, wears her/his helmet when riding a bicycle, walks the right way in traffic, and follows signage.



Figure 9-2: Assembly Script for Pedestrian Safety

## Assembly Script for Pedestrian Safety

### Materials

- Car simulator (cardboard cutouts) (3+)
- Sports ball
- Visuals of Crosswalks (enlarged pictures, chalk on the cement)
- Tape (yellow and white)
- 2 - Stop signs
- 2 - Reflective vests
- WALK/DON'T WALK pedestrian crossing signals
- Traffic light
- 2 - Whistles

### Set up

- **Street:** Use the tape to mark off streets and sidewalks on gym floor or use chalk outside. Crosswalk: Use white paper rectangular cutouts and tape them on the floor for visualizing a crosswalk or use chalk on cement outside.
- **Crossing Guard:** Have a teacher or volunteer use the high-visibility vest, stop sign, and whistle.
- **Traffic Light:** Make a traffic light with a rectangular box, cut out the three holes and fill them with transparent green, yellow, and red saran wrap. Have volunteer hide behind it and hold flashlight on correct colors for the skit.
- **Cars:** Cut out car simulators from cardboard. Have teachers or volunteers hold cars from behind and move them according to the topic and action.

Topic	Actions / Visuals	Narration/Voice (Sally/Steve)
<b>Where to walk</b>	Walking on sidewalks	When walking, use sidewalks where they are available.
	On the street	If there are no sidewalks, and you are using the streets, walk as far to the <u>left</u> as is safe and <u>face</u> oncoming traffic, so you can see cars coming toward you.
<b>Where to Cross</b>	Walk toward crosswalk area	Always cross at marked crosswalks.
	Show crosswalk ladder markings and pedestrian crossing sign	A crosswalk has white ladder markings on the street and a pedestrian crosswalk sign. Crosswalk markings alert motor vehicle drivers this is where there will be walkers.
<b>How to Cross</b>	Stop at curb edge	Always stop at the curb edge before crossing a street.

	Turn head left, right, and left	Look left, right, then left again when checking for traffic.
	Walk across the street, continuing to look left and right.	If there is traffic, wait for it to clear and look left, right, and left again. Only when there are no cars, and it is safe, walk across the street continue to look left and right as you cross.
<b>Crossing Between Cars</b>	Stop at curb before going between parked cars.	When crossing between parked cars, stop at the curb before walking between the parked cars.
	Look at driver's seat of parked cars.	Check that no one is in the driver's seat of parked cars. <b>Drivers don't always look for you!</b>
	Move slowly between cars and stop at edge of parked cars and peek out before going into street.	When safe, slowly move to the edge of the parked cars. Do not walk out into traffic yet.
	Look left, right, and left and walk across the street.	Do regular crossing steps: stop, peek out and look left, right, and left. When there are no cars coming, and it's safe, then walk across the street.
<b>Busy Street Crossing</b>	Walk up to a busy street crossing	If there is a lot of traffic, and you feel unsafe crossing the street, do not cross, find a crosswalk with a traffic light.
	Traffic light intersection	Traffic light crossings usually include a pedestrian WALK light. The pedestrian walk light alerts the pedestrian and drivers that it is the walker's turn to cross, but remember it doesn't mean it is safe.
	Look left, right, and left	Always go through regular crossing steps.
	Look in front and behind	Also look in front and behind you for turning traffic.

	<p>Walk across intersection, while looking left and right continuously.</p>	<p>Continue looking left and right while crossing. <b>The signal does not give the final decision when it is safe to cross, it is up to you!</b> Same for stop sign crossings or uncontrolled intersection crossings. <b>Even with a crossing guard, look for yourself as well, don't let anyone make the decision for you!</b></p>
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Figure 9-3: Assembly Script for Bicycle Safety

## Assembly Script for Bicycle Safety

### Materials:

- Helmet
- Tire pressure gauge
- Tire pump
- Bicycle
- Sidewalk chalk (white and yellow)
- Floor tape (electrical, white and yellow)
- Stop sign
- Car simulators

### Set up:

- **Street:** Use the tape to mark off streets and sidewalks on gym floor or use chalk outside. Crosswalk: Use white paper rectangular cutouts and tape them on the floor for visualizing a crosswalk or use chalk on cement outside.
- **Stop Sign:** Make one from cardboard or purchase one.
- **Traffic Light:** Make a traffic light with a rectangular box, cut out the three holes and fill them with transparent green, yellow, and red saran wrap. Have volunteer hide behind it and hold flashlight on correct colors for the skit.
- **Cars:** Cut out car simulators from cardboard. Have teachers or volunteers hold cars from behind and move them according to the topic and action.

Topic	Actions/Visuals	Narration/Voice
Helmet	Show helmet	Before an accident happens, use your head and put on a helmet! Your helmet is the single most important piece of bicycle safety equipment.
	Show a CPSC approval stamp on the overhead.	A good helmet has an approval stamp of CPSC.
	Show the outer layer to everyone. Knock on the top to hear the hard shell.	A good helmet has a hard and smooth outer layer with no cracks or dents to protect the head from the ground and sharp objects.
	Put on the helmet and shake your head “yes” and “no”. Show adjusting helmet to fit. Use your fingers to make sure it is level and the straps are	When fitting your helmet to your head use the yes/no and two-finger rule. Without attaching the chin strap, put the helmet on and shake your head yes and no. The helmet should

	adjusted properly.	stay on your head and not wiggle. If it does wiggle, then adjust the strap to make it smaller. If it's too tight, adjust the straps to make it bigger. The helmet should fit two finger widths under your forehead to your eyebrows and be level. Once the helmet is on and fits snugly, then check the ear straps; they should dangle 1-2 finger lengths from your ear; adjust the strap if they do not. If it is all safe and fitted, attach the chin strap. It should not dangle more than two finger widths under your chin.
	Put your helmet on and smile!	Now your helmet is ready, so let's move to the bike!
<b>Pre-Ride Check</b>	Have a bike ready for check-up.	Before jumping on your bike for a ride, give your bike a check-up.
	Biker stops and checks helmet.	First make sure you have a good helmet!
	Then check to see if the headset moves freely; if not, show them how to fix it.	Next, turn the headset from side to side to see that it turns freely.
	Show the audience a tire gauge and check tire pressure, visualizing where they can find the tire pressure on the tire.	Check your tire pressure using a gauge; your air pressure should be the same as what is written on your bike tire.
	Check your brakes; get on the bike and start to ride.	Check your brakes by pressing back on your pedals or pressing the levers on your handle bars; you should be able to come to a complete stop easily.
	Add on to playing the helmet game with who can do the pre-ride check the fastest and have it done correctly!	If all is in good working order then you're ready to get on your bike!

<b>Where to Ride</b>	Move to the “street” and use the cars to show traffic flow.	To ride safely on your bike you need to know where to ride. Many of us have been riding on the sidewalks with our bikes. Bikes are made for the road, and it is important we know where to ride to keep us the safest.
	Using bike, show riding in the proper location with the flow of traffic.	First of all, a bike is faster than a walker. Because of this, bikes are supposed to move with regular car traffic, so ride with the flow of traffic.
	Using bike, ride to the right.	Ride as far to the right side of the street as is safe.
	Check their knowledge, have the biker bike in different locations on the street and the students should be able to give correct answers on whether or not it is the right place to ride.	
<b>Signals</b>	Have a bike and car simulators ready and make an intersection	If you need to turn left or right on your bike, there are hand signals you use to alert drivers where you are going to go, just like a turn signal on a car.
	Right hand turning signals	To turn right have your right arm straight out pointing right or have your left arm bent at the elbow with hand pointing up.
	Left hand turning signals	For a left turn have your left arm straight out pointing left or have your right arm bent at the elbow with hand pointing up.
	Scan for traffic in all directions and turn.	Don't forget to signal your turn and continuously scan for traffic behind, in front and to the sides before you get to the intersection. When it is clear in all directions, signal again and turn right.
<b>Change Lanes</b>	Use car simulators for traffic. Signal in direction of lane change.	Signal your direction for changing lanes with your arm signals.

	Scan for traffic (use car simulators).	After signaling, quickly scan for traffic in the direction you wish to go. If there is no traffic or there's enough time to move, signal again and quickly move to the lane. If there is traffic, make sure the driver of the car behind you knows you are there and can see that you are signaling. They should let you in and yield but may not, so be careful!
	Students should be able to tell biker how to do it and when it is safe.	
<b>Hazards</b>	Biker should bike around the gym or outside area being used and have hazards set up for biker to scan for and go around.	When riding your bike on the road or on the sidewalk, not only should you continuously scan for traffic but also hazards such as cracks, pot holes, and construction zones. Being alert of what is around you is the best way to prevent an accident and be safe!

## Walk and Bicycle Contests

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Contests can encourage children to either begin to walk and/or bicycle to school or to increase their current amount of physical activity by making it fun and rewarding. These can be included in PE lessons or in a regular classroom or school setting.

**Chapter 10: Mileage Club**

**Chapter 11: The Golden Sneaker Award**

**Chapter 12: Frequent Walkers/Riders Punch Card**



## Mileage Club

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### Objective:

Children track the amount of miles walked or biked in order to obtain a small gift or a chance to win a prize after a certain mileage goal is reached. A mileage club contest can be done at a few different levels. These include on an individual basis:

1. Every child logs miles walked or bicycled and has a chance to win a prize.
2. Classroom Competition: each classroom's collective miles are compared against other classes.
3. Competition Among Schools

Prizes for such competitions can be a variety of different items such as trophies, medals, certificates, or drawings. Be creative and think outside the box to extend to the hard-to-reach children. Prizes can be helmets, pizza parties, ice cream coupons, reflectors, or bike lights. Also make the prizes relevant to age; if the students are older they may need a “cool” prize such as an iPod for motivation. This encouragement activity establishes walking or bicycling as a healthy and fun habit. Students can build responsibility by logging their individual miles every day and putting together weekly walk or bicycle plans which will help to build these good habits as a natural part of their daily lives.

### Materials:

Figure 10-1: Individual Mileage Club Weekly Tally Form

Figure 10-2: Classroom Mileage Club Tally Form

Figure 10-3: Mileage Club Parent Information Letter

### Suggested Steps for a Mileage Club Contest:

#### 1. Identify a Need

#### 2. Get Organized

##### a. Designate a Coordinator

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

##### b. Network with School and Parents

All teachers need to be informed about the contest and its rules. Bring it up at weekly teacher meetings. It is easy to reach parents by putting an informative newsletter into each student's backpack mail. Inform parents about the contest and the benefits of walking or bicycling to school (health, environmental, prizes). Parents are going to be the final decisionmakers on whether their child walks or bicycles to school. It is important

to have open communication with them and to do it early so the parents can start planning the type of transportation, route, and carpool. Communicate early about:

- 1) The need
- 2) The contest
- 3) Rules and regulations
- 4) Estimated start and end date

**c. Choose a Date for the Start and End of The Contest**

The start of this contest could be part of a celebration for a special holiday or grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this contest are:

- 1) International Walk to School Day (usually first Wednesday in October)
- 2) International Walk to School Month (October)
- 3) Earth Day
- 4) Trail Day
- 5) Car-Free Day
- 6) Bicycle to Work/School Day
- 7) Bike Month
- 8) Traffic Safety Day

**d. Develop and Teach Rules of the Contest to All Teachers, Parents, and Students**

Pair this section with traffic safety education for pedestrians and cyclists. For teachers, the rules and regulations can be discussed at the weekly teacher meetings, parents can be notified through backpack mail, and students through an announcement in class.

**e. Map Out Safe Routes to School**

The map should include pedestrian or bicycle routes with arrows around the school area. Add in safe crosswalks, sidewalks, bike lanes, stop lights and signs. The Coordinator should walk and ride around the school area and community prior to making the maps and get a good idea of what the students will be walking and riding through.

**f. Get Students, Teachers, and Parents Excited About the Contest**

Hold an interactive assembly with games and skits before and during the contest. Ask parents and teachers to play roles or just come and watch. Use assemblies as a learning tool where students can learn safety tips and road rules for pedestrians and bicyclists. Make brightly colored fliers to highlight the contest and put information about the contest in the morning and afternoon announcements.

**Note:** Continue with all of these tools to keep students engaged throughout the duration of the contest. For example, use loudspeaker reminders for the contest and let the students know what cool prizes they could possibly win individually or as a class. Every week announce over the loudspeaker the classes and/or students in the top running to help increase competition.

**g. Obtain Individual Student and Classroom Progress Forms**

Use the forms provided or come up with your own. Each student should plan and track their mileage for each day during the week and turn in the form at the end of the day on Friday. Keep each student's form in a designated area of the classroom and allow for time to add up their mileage. Students may lose forms if allowed to take home.

### **3. Execute Program**

#### **a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail, include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Feel free to use the provided parent information letter. Since you can modify this contest to fit your own needs and wants, be sure to update the letter to fit your specific contest. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet should include:

- 1) What is a Mileage Club?
- 2) When are the start and end dates of the contest?
- 3) Rules and regulations
- 4) Safe Routes to School Map
- 5) Prizes involved
- 6) Contact information for the school and coordinator

#### **Additional Resources:**

1. National Center for Safe Routes to School. Encouragement Guide. Mileage Clubs and Contests.  
[www.saferoutesinfo.org/guide/encouragement/mileage\\_clubs\\_and\\_contests.cfm](http://www.saferoutesinfo.org/guide/encouragement/mileage_clubs_and_contests.cfm)
2. Fitness Finders. Shaping Americas Youth. Mileage Clubs.  
[www.fitnessfinders.net/](http://www.fitnessfinders.net/)

#### **Examples:**

1. KidsRunning.com. Presented by "Runner's World." [www.kidsrunning.com/school/parentsday.html](http://www.kidsrunning.com/school/parentsday.html)

Figure 10-1: Individual Mileage Club Weekly Tally Form

## Individual Mileage Club Weekly Tally Form

Student Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Teacher: \_\_\_\_\_

Week of Contest: \_\_\_\_\_

Fill in miles walked and/or biked each day under the day of the week you did it. At the end of the week fill in the total number of miles walked or biked and turn in your finished form to your teacher and obtain a new one.

Monday	Tuesday	Wednesday	Thursday	Friday	Week Total

Figure 10-2: Classroom Mileage Club Tally Form

## Classroom Mileage Club Tally Form

Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Dates of Contest: \_\_\_\_\_

Collect the students' individual weekly mileage club tally forms at the end of each week. Add together the mileages for each student walking and biking to come up with a class total. At the end of each month total that month's mileage. Submit form to main office for classroom winners to be tallied and announced.

	Mileage		
Week	Walked	Biked	Weekly Total
1			
2			
3			
4			
		<b>Contest Total</b>	

*Figure 10-3: Mileage Club Parent Information Letter*

*Date*

*First Last Name*

*Address*

*City, State Zip*

Dear Mr. and/or Ms. (*Last Name*),

This year, (School Name) is planning to start a Mileage Club. A Mileage Club is a competition between classrooms rewarding the class with the highest number of miles using alternative transportation: walking, bicycling, or carpooling to the school. This club contest hopes to decrease traffic congestion and harmful car pollutants in and around the school zone and establish alternative transportation as a healthy, social and fun habit. Each day the student will track the number of miles traveled on their tally form, add up the miles at the end of the week and turn in the form on Friday to their teacher. Their teacher will add up each week's miles. The class with the highest number of miles by the last Friday of the month wins the contest.

The Mileage Club allows each student to participate individually while also working toward a team goal. It builds responsibility and accountability by each student planning ahead to use alternative transportation and by keeping track of their own miles traveled every day making these good habits become a natural part of their daily lives.

The starting date for the first Mileage Club contest is the first Monday of (Month) and will run until the last Friday of (Month). We encourage parents to be involved in this contest by helping their child plan their routes to school and accompanying them on their walk or ride. Also, if your child is unable to walk or bicycle, talk with other parents in your neighborhood or on your route to school about carpooling.

Thanks for your time. If you have any questions or comments, please feel free to contact me directly at (Coordinator's contact info). We are looking forward to getting this contest walkin' and rollin'!

*Name of Coordinator*

*Contact Information*

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## The Golden Sneaker Award

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### Objective:

The Golden Sneaker Award is a competition between classrooms rewarding the class with the highest number of miles walked or bicycled to school, or the class with the highest number of students walking and bicycling to school. Either the individual student can track their mileage during the week, and on Friday the class compiles the miles traveled by foot or bike, and the class with the most miles wins the Golden Sneaker. Or the teacher can keep track of how many students walked or bicycled to school each day, and the class with the highest number of students walking or bicycling at the end of the week wins the Golden Sneaker. This can also start on the first Monday of the month and end on the last Friday of the month. This activity allows each student to participate individually while also working toward a team goal. If there are students who are unable to walk or bicycle to school because of distance or road hazards, carpooling or mass transit can be added as an option. This encouragement activity establishes walking or bicycling as a healthy and fun habit. Students can build responsibility and accountability by planning ahead to walk, bicycle, or carpool every day which will help to build these good habits as a natural part of their daily lives.

### Materials:

Figure 11-1: Classroom Golden Sneaker Award Tally Form

Figure 11-2: How to Make a Golden Sneaker Award

Figure 11-3: Golden Sneaker Award Parent Information Letter

### Suggested Steps for a Golden Sneaker Award Contest:

1. **Identify a Need**

2. **Get Organized**

- a. **Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

- b. **Network with School and Parents**

All teachers need to be informed about the contest and its rules. Bring it up at weekly teacher meetings. It is easy to reach parents by putting an informative newsletter into each student's backpack mail. Inform parents about the contest and the benefits of walking or bicycling to school (health, environmental, prizes). Parents are going to be the final decisionmakers on whether their child walks or bicycles to school. It is important to have open communication with them and to do it early so the parents can start planning the type of transportation, route, and carpool.

Communicate early about:

- 1) The need
- 2) The contest
- 3) Rules and regulations
- 4) Estimated start and end date

**c. Choose Dates for the Start and End of the Contest**

The start of this contest could be part of a celebration for a special holiday or grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this contest are:

- 1) International Walk to School Day (usually first Wednesday in October)
- 2) International Walk to School Month (October)
- 3) Earth Day
- 4) Trail Day
- 5) Car-Free Day
- 6) Bicycle to Work/School Day
- 7) Bike Month
- 8) Traffic Safety Day

**d. Develop and Teach Rules of the Contest to All Teachers, Parents, and Students**

Pair this section with traffic safety education for pedestrians and cyclists. For teachers, the rules and regulations can be discussed at the weekly teacher meetings, parents can be notified through backpack mail, and students through an announcement in class.

**e. Map Out Safe Routes to School**

The map should include pedestrian or bicycle routes with arrows around the school area. Add in safe crosswalks, sidewalks, bike lanes, stop lights and signs. The Coordinator should walk and ride around the school area and community prior to making the maps and get a good idea of what the students will be walking and riding through.

**f. Get Students, Teachers, and Parents Excited About the Contest**

Hold an interactive assembly with games and skits before and during the contest. Ask parents and teachers to play roles or just come and watch. Use assemblies as a learning tool where students can learn safety tips and road rules for pedestrians and bicyclists. Make brightly colored fliers to highlight the contest and put information about the contest in the morning and afternoon announcements.

**Note:** Continue with all of these tools to keep students engaged throughout the duration of the contest. For example, use loudspeaker reminders for the contest and let the students know what cool prizes they could possibly win individually or as a class. Every week announce over the loudspeaker the classes and/or students in the top running to help increase competition.

**g. Obtain Individual Student and Classroom Progress Forms**



Use the forms provided or come up with your own. Each student should plan and track their mileage for each day during the week and turn in the form at the end of the day on Friday. Keep each student's form in a designated area of the classroom and allow for time to add up their mileage. Students may lose forms if allowed to take home.

**h. Make a Golden Sneaker Award**

See instructions in Figure 11-2.

**3. Execute Program**

**a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail, include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Feel free to use the provided parent information letter. Since you can modify this contest to fit your own needs and wants, be sure to update the letter to fit your specific contest. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet should include:

- 1) When are the start and end dates of the contest?
- 2) Rules and regulations
- 3) Safe Routes to School Map
- 4) Prizes involved
- 5) Contact information for the school and coordinator

**Additional Resources:**

1. Marin County Safe Routes to Schools. Golden Sneaker Award Guidebook. 2006. [www.saferoutestoschools.org/Forms/GoldenSneakerGuide2006.pdf](http://www.saferoutestoschools.org/Forms/GoldenSneakerGuide2006.pdf)

Figure 11-1: Classroom Golden Sneaker Award Tally Form

## Classroom Golden Sneaker Award Tally Form

Teacher: \_\_\_\_\_ Grade: \_\_\_\_\_

Dates of Contest: \_\_\_\_\_

**Add together the number of students who used alternative transportation methods that are good for themselves and the environment to come up with a class total. At the end of each month add up each week's total. Submit form to main office at the end of the contest for the classes to be tallied and a winner to be announced.**

Week #	Walked	Biked	Bussed	Carpooled	Weekly Total
1					
2					
3					
4					
<b>Grand Total</b>					

Figure 11-2: How to Make a Golden Sneaker Award

## **How to Make a Golden Sneaker Award**

### **Materials:**

- ✓ Size 14 (or larger) sneaker
- ✓ One-foot length of 4 x 4 post
- ✓ Two flat boards or one flat board and preferably something recessed, like a fence cap
- ✓ 4 – 2” bolts or large screws
- ✓ Drill
- ✓ Gold spray paint

### **Instructions:**

- 1) Obtain a very large sneaker
- 2) Cut the 4 x 4 post into a one-foot length
- 3) Place one end of the post onto the fence cap so it stands straight up and creates a pedestal; bolt pieces together
- 4) Place flat board on top of 4 x 4 and attach
- 5) Drill 2 holes in the sneaker and the flat board and fasten bolt to the shoe from underneath
- 6) Spray paint the whole thing
- 7) Add a plaque

*Figure 11-3: The Golden Sneaker Award Parent Information Letter*

*Date*

*First Last Name*

*Address*

*City, State Zip*

Dear Mr. and/or Ms. (Last Name),

This year, (School Name) is planning to start The Golden Sneaker Award. The Golden Sneaker Award is a competition between classrooms rewarding the class with the highest number of students using alternative transportation such as walking, bicycling, or carpooling to school. Through this contest we hope to decrease traffic congestion and harmful car pollutants in and around the school zone and establish alternative transportation as a healthy, social and fun habit. Each day the teacher will track the number of students who used an alternative transportation method to get to school that day. The class with the highest number of students who participated by the last Friday of the month wins the Golden Sneaker.

The Golden Sneaker Award allows each student to participate individually while also working toward a team goal. It builds responsibility and accountability by each student planning ahead to walk, bicycle, or carpool every day and making these good habits become a natural part of their daily lives.

The starting date for the First Golden Sneaker Award is the first Monday of (Month) and will run until the last Friday of (Month). We encourage parents to be involved in this contest by helping their child to plan their routes to school and accompanying them on their walk or ride. Also, if your child is unable to walk or bicycle, talk with other parents in your neighborhood or on your route to school about carpooling.

Thanks for your time. If you have any questions or comments, please feel free to contact me directly (Coordinator's contact info). We are looking forward to getting this contest walkin' and rollin'!

*Name of Coordinator*

*Contact Information*

## **Frequent Walkers/Riders Punch Card**

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**Objective:**

This encouragement activity establishes walking or bicycling as a healthy and fun habit. Students can build responsibility and organizational skills by planning ahead to walk or bicycle every day which helps to integrate these good habits as a natural part of their daily lives. Each student is independent and accountable for themselves; however this can be used in conjunction with other contests to be built into one, such as a Mileage Club, in which each individual is eligible for a prize as well as the class with the highest number of miles walked or bicycled getting a prize. All you do is create a 10-to-20 punch card that each student can easily keep in or on their bag. Every time the student walks or bicycles to school punch the card. When the punch card is filled, the student's card can be put in a raffle and they are given a new card. The student can be put in as many times as they fill up cards before raffle. Hold a punch card design contest by allowing students to design cards in class increase participation in this contest by using a new student design for each new raffle or semester. If students are unable to walk, start a Walk or Bicycle program such as a bicycle train or a park and walk program, or allow time to walk around the school or track before/after/during school. Add in carpooling to be punched if children are unable to walk or bicycle due to distance.

**Materials:**

Figure 12-1: Frequent Walkers/Riders Parent Information Letter

**Suggested Steps for Frequent Walkers/Riders Contest**

- 1. Identify a Need**
- 2. Get Organized**

- a. Designate a Coordinator**

The Coordinator should be enthusiastic about walking and/or bicycling to school, be organized and responsible and have excellent communication skills. The Coordinator could be a teacher, school administrator, parent, or community member.

- b. Network with School and Parents**

All teachers need to be informed about the contest and its rules. Bring it up at weekly teacher meetings. It is easy to reach parents by putting an informative newsletter into each student's backpack mail. Inform parents about the contest and the benefits of walking or bicycling to school (health, environmental, prizes). Parents are going to be the final decisionmakers on whether their child walks or bicycles to school. It is important to have open communication with them and to do it early so the parents can start planning the type of transportation, route, and carpool.

Communicate early about:

- 1) The need
- 2) The contest
- 3) Rules and regulations
- 4) Estimated start and end date
- 5) Volunteering opportunities (card punchers)

**c. Choose Dates for the Start and End of the Contest**

The start of this contest could be part of a celebration for a special holiday or grand finale to a traffic, bike, or walk safety lesson program. Come up with a motto that is catchy, such as “Be Seen, Be Safe.” Media coverage and high-profile persons will be drawn to participate and cover this event if it is tied to a cause. Good ideas of when to kick off this contest are:

- 1) International Walk to School Day (usually first Wednesday in October)
- 2) International Walk to School Month (October)
- 3) Earth Day
- 4) Trail Day
- 5) Car-Free Day
- 6) Bicycle to Work/School Day
- 7) Bike Month
- 8) Traffic Safety Day

**d. Develop and Teach Rules of the Contest to All Teachers, Parents, and Students**

Pair this section with traffic safety education for pedestrians and cyclists. For teachers, the rules and regulations can be discussed at weekly teacher meetings, parents can be notified through backpack mail, and students through an announcement in class.

**Note:** You may want to include carpooling as a way to earn a punch. This brings in students who may not have any option but to be driven because of time, safety, and distance.

**e. Map Out Safe Routes to School**

The map should include pedestrian or bicycle routes with arrows around the school area. Add in safe crosswalks, sidewalks, bike lanes, stop lights and signs. The Coordinator should walk and ride around the school area and community prior to making the maps and get a good idea of what the students will be walking and riding through.

**f. Design Punch Cards**

Have the students take ownership of the contest by holding a punch card design competition. Outline that the punch card will be used for walkers and bicyclers to help reduce congestion and pollution around the school area, and to increase physical activity that is fun and competitive.

Laminate the cards to keep them nice longer and have the cards be connected to school bags so they aren't as easily lost. Keep a couple of good card designs on hand and switch it up every month or semester.

**g. Find Punchers**

Have volunteers punch the cards each time a student walks or bicycles to

school. Volunteers could be older students, teachers, parents, or community members. They should be located in the same spot every day they punch so the students know where to find them. Have a booth with small prizes, and when the student fills up the punch card allow them to put their name in a raffle for something bigger and cool, like a helmet!

**Note:** Add a twist by having punchers out on random days. The students will have to walk or bicycle every day because they won't know when cards will get punched.

#### **h. Get Students, Teachers, and Parents Excited About the Contest**

Hold an interactive assembly with games and skits before and during the contest. Ask parents and teachers to play roles or just come and watch. Use assemblies as a learning tool where students can learn safety tips and road rules for pedestrians and bicyclists. Make brightly colored fliers to highlight the contest, put pictures of the cards on the fliers and put information about the contest in the morning and afternoon announcements.

**Note:** Continue with all of these tools to keep students engaged throughout the duration of the contest. For example, use loudspeaker reminders for the contest, and let the students know what cool prizes they could possibly win individually or as a class. Every week announce over the loudspeaker the classes and/or students in the top running to help increase competition.

### **3. Execute Program**

#### **a. Newsletter Packet**

Distribute final information about the program to parents/guardians in a newsletter packet at least a week before the first day. You can use backpack mail, include it in a PTO/PTA meeting, or schedule a separate kick-off meeting. Feel free to use the provided parent information letter. Since you can modify this contest to fit your own needs and wants, be sure to update the letter to fit your specific contest. Consider giving the same or a modified version of the packet to local law enforcement so they know when and where to be monitoring. The Newsletter Packet should include:

- 1) What is a Frequent Walker/Rider contest?
- 2) When are the start and end dates of the contest?
- 3) Rules and regulations
- 4) Safe Routes to School Map
- 5) Prizes involved
- 6) Contact information for the school and coordinator

#### **Additional Resources:**

1. Marin County Safe Routes to Schools. Frequent Rider Miles Award Guidebook. [www.saferoutestoschools.org/Forms/FRMGuide2006.pdf](http://www.saferoutestoschools.org/Forms/FRMGuide2006.pdf)
2. Marin County Safe Route to Schools. Pollution Punchcard Guidebook. 2006. [www.saferoutestoschools.org/Forms/PollutionGuide2006.pdf](http://www.saferoutestoschools.org/Forms/PollutionGuide2006.pdf)

*Figure 12-1: Frequent Walker/Rider Parent Information Letter*

*Date*

*First Last Name*

*Address*

*City, State Zip*

Dear Mr. and/or Ms. *(Last Name)*,

This year,     *(School Name)*     is planning to start a Frequent Walkers/Riders contest. The contest hopes to decrease traffic congestion and harmful car emissions in and around the school zone and establish walking and bicycling as a healthy, fun, and social habit. Students can build responsibility and organizational skills by planning ahead to walk or bicycle every day, which helps to integrate these good habits as a natural part of their daily lives. Each student is independent and accountable for themselves to participate in this contest.

Students participating will be given a punch card they can easily keep in or on their school bag. Every time your child walks or bicycles to school, they will receive a punch on their card. When the punch card is filled, the student's card can be put in a raffle, and they are given a new card. The more your child walks or bicycles to school the more chances s/he will have to fill up his or her card and put their name into a drawing for cool prizes such as a bicycle helmet or lights for their bikes. If your child is unable to walk or bicycle to school because of distance or road hazards, punches will be given out to students who carpool.

The starting date for this contest is \_\_\_\_\_ and will run until \_\_\_\_\_. We encourage parents to be involved with this contest by helping their child to plan their routes to school and accompanying them on their walk or ride. Also, if your children are unable to walk or bicycle, talk with other parents in your neighborhood or on your routes to school about carpooling.

Thanks for your time. If you have any questions or comments, please feel free to contact me directly at *(Coordinator's contact info)*. We are looking forward to getting this contest walkin' and rollin'!

*Name of Coordinator*

*Contact Information*



## Additional Resources

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It may be difficult to address safety concerns and find volunteers to assist with programs, events, or contests. This section of the guide is included to help make it easier to deal with these issues and find the information you need to be successful in your safe routes efforts.

**Chapter 13: Safety Concerns**

**Chapter 14: Recruiting Volunteers**

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## Safety Concerns

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For each program, event, or contest there are going to be safety concerns to address. It is important to address them in the beginning to prevent unnecessary hazards and accidents. It shows the parents that the school is organized and credible. Not every concern may be tended to, but a degree of safety and responsibility needs to be taken by the organizers.

### 1. Routes and Starting Locations

- a. When choosing routes for a program, event, or contest, take time to ride it or walk it in advance. Some things to identify along the routes are:

Bicycle:

- Slippery Spots (Mud and Water)
- Uneven sidewalks
- Busy Intersections
- Sharp Turns
- Steep Hills

Walk:

- Crosswalks
- Sidewalk Cracks
- No Sidewalk
- Busy Areas
- Busy Intersections

- b. When choosing a route also consider:

- 1) Where the group will walk?
- 2) Where the group will cross streets?
- 3) How drivers generally behave along the route?
- 4) How the neighborhood feels?

- c. Starting locations for programs or events should:

- 1) Have good lighting; depending on the time of year, it may be dark when students are walking or bicycling.
- 2) Be visible and easy to spot when driving by. Motor vehicle drivers can be aware of a group gathering.
- 3) Use crossing guards; train Supervisors and “Drivers” in traffic safety including crossing guard training.

### 2. Visibility

- a. Provide high-visibility safety bundles to students and Supervisors including:
- 1) Reflective stickers and spoke sliders
  - 2) Bright clothing (vests, bandanas, shirts and hats).
  - 3) Use signage when possible
- b. Make and use walk and bike program stop signs.
- c. Use orange cones for events or programs along highly used routes.
- d. Equip Supervisors with stop signs.

### 3. Education

- a. Volunteer Supervisors and children should:
- 1) Always look for cars.
  - 2) Choose the safest routes to walk with the fewest and safest streets to

cross. Avoid crossing busy or high-speed roads whenever possible.

- 3) Walk along the street safely:
  - Use sidewalks or paths.
  - If there are no sidewalks or paths, walk as far from the cars as possible and face traffic.
  - Watch for cars turning or pulling out of driveways.
- 4) Cross-at signalized intersections whenever possible.
  - Obey traffic signs and signals.
  - Remember that just because it is your turn to cross does not mean that it is safe to cross. Do not trust that cars will obey the rules or that turning cars will see you.
  - Look for yourself to see if cars are coming. Look left, right and left and then behind you and in front of you for turning cars.
- 5) If you must cross the street at mid block:
  - Stop at the curb and look left, right and left again for traffic.
  - Wait until no traffic is coming and begin crossing. Keep looking for traffic until you have finished crossing.
- 6) If you must cross between parked cars:
  - Stop at the curb and look left, right and left again for traffic.
  - Wait until no traffic is coming and begin crossing. Keep looking for traffic until you have finished crossing.

#### **4. Liability**

- a. Waivers and Consent Forms
  - 1) Check with state regulations since laws and regulations differ by state
  - 2) Use an attorney to help draw one up
- b. Insurance
  - 1) Check school's insurance policy; the programs may be covered under the policy as a field trip
  - 2) Check with insurance agent for school
- c. Keep a record of precautionary measures taken to make activity safe.
  - 1) Be specific
  - 2) Type it out; have it organized and ready

#### **5. Programming for Age or Grade Levels**

- a. Pedestrian safety is recommended for younger students K-5<sup>th</sup> grades and bicycling safety for 6<sup>th</sup>-8<sup>th</sup> grades.
- b. Children typically do not develop the cognitive ability to cross streets on their own until 3<sup>rd</sup> or 4<sup>th</sup> grade. Most children in kindergarten through 2<sup>nd</sup> grade should be encouraged to always cross with the help of an adult.

#### **6. Stranger Danger**

Some parents or guardians do not allow their children to walk or bicycle to school because they are afraid of child abduction. This concern can be alleviated with adult supervision. Parent meetings that inform parents or guardians of precautions being taken up front can also alleviate concerns.

**Additional Resources:**

1. Iowa Safe Routes to School. Parent, Teacher, Community, and Student Pedestrian and Bicycling Education.  
[www.iowasaferoutes.org/RESOURCES.html](http://www.iowasaferoutes.org/RESOURCES.html)
2. Iowa Safe Routes to School. Safety Freebies.  
[www.iowadot.gov/iowabikes/freebies.htm](http://www.iowadot.gov/iowabikes/freebies.htm)
3. National Center for Safe Routes to School. Adult School Crossing Guard Guidelines. [www.saferoutesinfo.org/guide/crossing\\_guard/index.cfm](http://www.saferoutesinfo.org/guide/crossing_guard/index.cfm)
4. National Center for Safe Routes to School. Walking School Bus Guide. Addressing Safety.  
[www.saferoutesinfo.org/guide/walking\\_school\\_bus/addressing\\_safety.cfm](http://www.saferoutesinfo.org/guide/walking_school_bus/addressing_safety.cfm)
5. National Center for Safe Routes to School. Education.  
[www.saferoutesinfo.org/guide/education/index.cfm](http://www.saferoutesinfo.org/guide/education/index.cfm)
6. Pennsylvania Advocates for Nutrition and Activity (PANA). Penn State College of Medicine. Partnered with Penn DOT. Walking School Bus Guide. Parent Consent Template.  
[www.panaonline.org/programs/khz/actionkits/wsb/establish.php](http://www.panaonline.org/programs/khz/actionkits/wsb/establish.php)

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## **Recruiting Volunteers**

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It's hard to start a program or hold an event without a support group of volunteers ready and willing to be involved. Networking with the school, parents, and community members is an outstanding way to begin the process of recruiting volunteers. Good places to recruit volunteers are:

1. When asking for support for the school and programs
2. When identifying interested families
3. During back-to-school night
4. Parent-Teacher Conferences
5. PTO/PTA Meetings
6. Schedule a Kick-off Picnic for the program or event
7. During school arrival and drop-off
8. School newsletter or local newspaper
9. Backpack mail home to parents
10. Word of mouth, through parents, teachers, and school administration
11. Ask PE teacher, school counselor/social worker and nurse for ideas
12. Provide volunteers with incentives such as gift cards
13. Contact local community groups, such as senior citizen groups

When reaching out to potential Volunteers it is important to:

1. Be Enthusiastic
  - Show your own interest and support for the program/event
2. Explain Program/Event
3. Establish a Need
  - Use parent surveys to find out how many children are walking/biking to school, why children are not biking, and how far away children live from school.
4. Have Facts Ready
  - Research walking and biking
  - Develop examples: Find out what other schools are doing to increase walking and biking and why they are successful.
  - Look up health studies on childhood obesity.
  - Historical numbers on walking and bicycling.

It's important to educate and train the Volunteer Supervisors on traffic safety for pedestrians and cyclists so they can help educate the children. See "Safety Concerns" beginning on page 124.

**\*\*Note:** When selecting volunteers, some programs specifically sponsored by schools, require a background check for each potential volunteer. Often the school district will have a system in place that can be used.

**Additional Resources:**

1. Safe Routes to School National Partnership. Walking School Bus. Volunteer Information Booklet. [www.sustainableschools.act.gov.au/ data/assets/word\\_doc/0008/27278/volunteers\\_handbook.doc](http://www.sustainableschools.act.gov.au/data/assets/word_doc/0008/27278/volunteers_handbook.doc)
2. AAA Foundation for Traffic Safety. Between the Lines: Crossing Guard Training Video. [www.aaafoundation.org/products/index.cfm?button=item-detail&ID=404&storeid=1](http://www.aaafoundation.org/products/index.cfm?button=item-detail&ID=404&storeid=1)

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2. National Center for Safe Routes to School. [www.saferoutesinfo.org](http://www.saferoutesinfo.org)
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[www.cdc.gov/nccdphp/dnpa/obesity/trend/maps/index.htm](http://www.cdc.gov/nccdphp/dnpa/obesity/trend/maps/index.htm)
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