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# WALK & ROLL SPRING CHALLENGE 2018

## Volunteer Guidebook



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## What is the Walk & Roll to School Challenge?

The Walk & Roll Challenge (**WRC**) is a green travel initiative to reduce school traffic by encouraging children and their families to walk, bike and carpool. The **WRC** starts on the first day of spring and ends on National Bike to School Day, which is Wednesday May 9, 2018. Prior to the start date, all students receive from their teacher a colorful **WRC** card to keep in their backpack pouch. The cards are large-in-size so that kids will not misplace them. If a child receives four or more “hole punches” then their card is entered into a fun raffle prize drawing on National Bike to School Day.



Back side of backpack card:



Parent volunteers for Safe Routes to Schools will host welcome tables on six punch card dates. If a child lives far away, then it is recommended that the parent “park and walk” partway to school on a **WRC** green travel date. Another suggestion is for parents to outreach and carpool with a classmate or neighbor.

## 2018 Welcome Table Dates

All elementary schools need to select **six** welcome table dates to “hole punch” student backpack cards. Dates should be publicized on all master calendars, websites and in your school newsletter.

You can select any dates that work best for your volunteers. However, if possible, here are the **countywide** recommended dates:

March 21 – First day of Spring  
March 28  
April 4  
April 25  
May 2  
May 9 – National Bike to School Day

On the first day of the **WRC**, invite your Principal to greet families at your parent volunteer “meet and greet” table.



## Practicing the Safest Route to School



Not all parents are comfortable letting their child walk to school alone. Determining when a child is street-savvy to cross is a common parent concern. Some children are less attentive and don't always look both ways before crossing. Some intersections do not have crossing guards, while others are nonthreatening. The sooner a parent begins "leading the way" by practicing pedestrian skills with their child, the sooner the child will be ready.

A primary goal of the **WRC** is for parents to teach their child the best walking and/or biking route from their neighborhood on the six **WRC** dates. The **WRC** is offered to all students; however, the playful and colorful nature graphics are designed to attract the attention of K-3 students to get them excited to participate. Throughout the **WRC**, encouraging neighborhoods to travel green together with young children will be heavily promoted.

The **WRC** highly encourages parent(s) to take the time to mark on their family calendar, the six designated punch card dates. Two **WRC** dates will be in March, two in April, and two in May. A flyer with dates will be forwarded to parents in early March. Another goal of our Spring Challenge is to make the **WRC** days a fun and social event. Parent volunteers will host “meet and greet” tables on the scheduled punch card dates.

### **WRC GOALS:**

- Inspire children to make walking and biking to school a habit at a young age
- Encourage being outside and enjoying nature in route to school
- Motivate parents to practice walking and/or biking to school with their child on the six designated **WRC** punch card dates
- Reduce school traffic congestion
- Prompt elementary schools to create “Park and Walk” maps for families that live far away from campus and/or organize carpools



## Signature banner



All elementary schools are provided with a colorful banner to be displayed at your **WRC** welcome table. On the first day of the **WRC**, children sign the banner as a **pledge** to use their feet to get to school as often as possible. The banner is to be displayed on scheduled **WRC** welcome table date to inspire green travel.

Parent volunteers should arrive 20 minutes early on “hole punch” scheduled days and make arrangements to have a table set-up at a highly visible campus location. Place the banner and two black sharpies on the table. Safe Routes to Schools is providing two hole punchers which create a star design after punched.

When students arrive at the table please ask:

**“How did you arrive to school today?”**

If a child responds that they arrived by foot, bike, carpool or bus, then their card is punched. If they did not travel green, a volunteer can still punch their card if they promise to travel green another day of the week. Volunteers are “easy graders” when it comes to punching cards and encouraging children to walk, bike and scooter.

## Backpack card distribution to all students

**The best way to distribute WRC student cards is to attend a teacher staff meeting in early March.** Please talk with your Principal and schedule a date as soon as possible.

At the teacher staff meeting:

- Please provide a two-minute **WRC** overview
- Distribute the spring backpack cards and parent flyers to all teachers

Two alternative ways to distribute backpack cards are:

1. Talk with your front office administrator about placing **WRC** cards and parent flyers in every teacher's inbox
2. Hand deliver **WRC** cards and flyers to teacher classrooms



# How to Publicize Our Spring Challenge 2018

## FLYER

- Publish our flyer in your school newsletter **twice** before March 21, 2018
- Post a hard copy of our flyer in your school's main front office window, school library and multi-purpose room

## MASTER CALENDAR

Publish the start date and the six **WRC** welcome table "hole punch" dates on your school's master calendar.

## SOCIAL MEDIA

Taking and publishing photos of families walking together is a great way to create neighborhood enthusiasm. If your school engages in social media, then post group photos of kids scootering, walking and biking to school.



## Kid Raffle Prizes



Safe Routes to Schools is providing four raffle prizes:

1. Bicycle bell (recommended for K-2 students)
2. Polar Bear (recommended for K-2 students)
3. Target giftcard (recommended for 3<sup>rd</sup>, 4<sup>th</sup> 5<sup>th</sup> grade)
4. Drawstring athletic bags (recommended for 3<sup>rd</sup>, 4<sup>th</sup> 5<sup>th</sup> grade)

Students place their backpack cards in a raffle box on the last day of the WRC. Here are a few suggestions how to deliver prizes to winners:

1. Deliver the prize on National Bike to School Day to the student's classroom.
2. Attend a school-wide assembly and ask your Principal to announce the winners. Students can pick up their prize after school in the front office.
3. Announce the winner using your school's public announcement system.

Thank you to all of our volunteer parent leaders at Marin County elementary schools for helping to support our mission to create a biking and walking culture. We are grateful for your program support and for making fond childhood memories.



For more information about hosting our new Spring Challenge at your elementary school or organizing a National Bike to School Day special event, please e-mail [laura@marinbike.org](mailto:laura@marinbike.org) or call Laura Kelly, Marketing and Outreach Manager, Safe Routes to Schools (415) 272-6939.