

Bike & Roll to School Week Organizer Toolkit

Dear Bike & Roll to School Day Organizer,



This toolkit will help you plan a fun and successful Bike & Roll to School Day event. A successful Bike & Roll to School event has a parent, staff person or teacher at the school who assumes a key role and brings the community together to make the event fun for all. The Principal's leadership is important to encourage the event and in ensure the safety of the students. Organizers are encouraged reach out for volunteers and form a team that may include PTA leaders, teachers or wellness staff, and the surrounding community.

Why Bike & Roll to School Week? Each school can choose the best day for the school to have its Bike & Roll event, and promote biking and rolling to school all week. With this flexibility, over sixty San Francisco schools and thousands adults and children take part in Bike & Roll to School Week each year. Some schools focus their attention on a single day, while others participate for several days of the week. It's your school's choice!

Please register by the deadline!

- Complete the *School Sign Up Form* at www.sfsaferoutes.org/events.
- Please provide the name, phone number, and e-mail for the school Organizer (e.g. parent, teacher, principal or PTA member), the main point person for your school.
- Some supplies of student prizes are limited!

More resources for San Francisco's Bike & Roll to School Day are available on the SF Safe Routes to School website www.sfsaferoutes.org.

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SAN FRANCISCO BIKE & ROLL TO SCHOOL WEEK

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FACT SHEET

WHAT IS BIKE & ROLL TO SCHOOL WEEK?

- A San Francisco-wide event that gives children, parents, school staff and community members an opportunity to raise visibility of biking and rolling — wheelchair, scooter, skates or skateboards — and work together to make our communities safer and more pleasant.
- A collective bike-and-roll celebration to promote health, safety, physical activity and concern for the environment.

WHY SHOULD YOUR SCHOOL PARTICIPATE?

- You'd like to improve bicycle and pedestrian safety near your school.
- You'd like more physically active and alert students.
- You're concerned that children are at risk of obesity and its related health problems.
- You'd like to bring more order to your school drop off/pick up zone.
- Biking and rolling in the morning can become a habit to reduce stress and promote fun community and family time.
- A special event is a great way to raise visibility of the benefits of fewer car trips.
- San Francisco is experiencing a growth in biking of all ages, and biking as everyday transportation increases enjoyment of our neighborhoods with homes, schools, shops, and parks all in close proximity to each other

WHY PARTICIPATE AS A PARENT OR SCHOOL STAFF VOLUNTEER?

- You'll get to know families and school staff better at your school
- You'll be better informed about safety around your school and safe routes to school
- You'll be part of a fun, educational and healthy event involving the school community
- You'll be part of a growing movement to make the trip to school more fun, healthier, less stressful, and more environmentally friendly
- Studies show that children do better academically when a parent is involved and visible in school activities
- Enter a raffle and win great prizes!

TIPS TO ORGANIZE YOUR EVENT (R.A.P.I.D.)

1. Recruit others and get organized

- Sign up your school as a parent participant or staff member. We'll put you in touch with others at your school you may not have met.
- Talk to your principal, parents, PTA, crossing guards, yard volunteers—anyone who might want to help with a morning event.
- Reach out to any families who are already biking to school.
- Choose a date and plan the basic event outline and assign key roles.
- Get volunteers: remember, every volunteer who signs in has a chance to win a raffle prize.
- Follow up: start the communications chain, spread the word, and stay connected.

2. Advertise and Promote at your school

1. Sign up your school to get posters and to get on the e-list for updates and information from SF Safe Routes to School.
2. Get the word out to parents, students and staff, and don't forget to translate when necessary.
 - Calendars: website, bulletin boards and PTA news and any other place events are posted
 - Announcements: morning assembly, Public Address system, PTA & other community meetings, classroom reminders
 - Parent Pockets/weekly folder: repeat the Bike to School Day news every week and include any events or activities that lead up to the big day
 - Involve students in posters, banners and signs: create your own in classrooms, a banner in art class or after school program.
 - Emails: get on the list serv, class e-blasts. Ask the principal to include it in their message
 - Autodialer: a good reminder the week of the event
3. Advertise in your community:
 - Put up posters in nearby businesses
 - Contact neighborhood groups to reach out and to support the event
 - Put the event in neighborhood news calendars
 - Invite local restaurants, bakeries, or food businesses to sponsor with healthy snacks, juice, coffee and tea for parents at the welcome table

3. Plan an event appropriate to your school

- **Recruit volunteers.** Reach out to veteran bike families to help advise you and lead the bike trains.
- **Assign volunteer roles for the event:**
 - bag assembly party
 - publicity

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- tallying bikers/rollers
- parent sign-in
- welcome table/give away prizes
- bike parking
- snacks
- speaker/s
- photographer
- **Get training** for Bike Trains to lead groups of children, or take an On Road With Your Family class. Go to www.sfbike.org/family for a list of events
- **Learn the Rules of the Road.** Although children under 13 may ride on the sidewalk, a bike train with a group is safer in the streets with an adult at either end of the train. Only the slowest and least confident should ride on the sidewalk with a walking adult or street rider accompanying them.
- **Plan start points, start time, and bike routes.** Pick up to three safe starting points within a mile of school and scope the routes, the traffic, crossings and possible hazards.
- **Plan the welcome table** where the Safe Routes to School giveaways will be distributed: rider bags, stickers for all participants, parent/volunteer sign in, healthy snacks.
- **Plan for bike parking:** You may need an area that can be roped off, or plan for one day to use a secure courtyard or other area. Long cable locks can be used once all bikes are parked. ***Bike pick up at the end of the day needs volunteers as well***
- **Coordinate your welcome assembly.** Work with the principal in advance on timing of any welcome event. Invite student and school leaders to speak. Invite community leaders and media well in advance and plan for their roles. Write a media release if you are inviting press or sponsors.

4. Involve the whole community

- **Rollers count too!** Your school may have more students who scooter, skateboard or skate to school. Not everyone can bike: find a way to include others in the fun
- **Acknowledge those who share transportation or walk.** Students who may not be able to bike should enjoy the day: offer snacks or a welcoming activity so the whole school can enjoy the success of the day.
- **Community means everyone:** grandparents, neighbors and neighborhood merchants can help too. Alert the crossing guards, parent drop-off volunteers, early-care and after school workers
- **Request support from your police department** two weeks in advance, and DPT and the MTA..
- **Involve the students in projects** to promote the event and invite teachers to discuss transportation and health. Use the resources at sfsaferoutes.org
- **Communicate clearly with volunteers with schedule and roles.** Communicate repeatedly and encourage the volunteers. Be ready to ask for and accept help on the day of the event.

5. Deliver! Have a great day!

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- **Track your success.** Give every participant (adult and child) stickers you receive in the Day of Event packet. Count the number of sticker sheets that were used.
- **Make sure all adults sign in** and have a chance to win the parent raffle or a school award for volunteers.
- **Take pictures and share them with Safe Routes to School!** Find out from your principal about photo release policy before you share photos
- **Report your numbers to Safe Routes to School.** Fill in the evaluation form and participation count form in your Day of the Event kit or online. All Organizers will be entered in a raffle for a gift certificate.

REQUEST STUDENT GIVEAWAYS

Go to www.sfsaferoutes.org/events

PARENT VOLUNTEER SIGN UP

SF Safe Routes to School (SRTS) promotes safe and active walking and biking to and from school all year round. Parent volunteers may also lead or participate in regular **Walking School Buses** or **Bike Trains**. A walking school bus or bicycle train is a parent or caregiver-initiated group of children walking or bicycling to school with one or more adults. The SRTS Partnership offers training workshops on how to lead both. When you sign up as a parent volunteer you are eligible for prizes. Make sure your volunteers sign in today!

Contact Nancy Buffum nancy@sfbike.org or 415.431-2453 x314



HAVE A GREAT BIKE & ROLL TO SCHOOL DAY!

Day of event instructions & sample schedule

PLEASE!

- Make sure every student and every adult who bikes to school gets an “I Rolled to School Today” sticker – and wears it proudly!
- Save the blank sticker sheets: count participation by subtraction: how many stickers left?
- Count student AND adult participants and helpers. If possible count bikers separate from overall participation.
- Make sure every student who bikes or rolls to school gets a rider bag, or item from it (if you have many more riders than bags). Students who walk, take the bus or transit get gift items outside the bags if enough are available.
- Have all adults sign-in and give their contact information. All parents will be entered in the Parent Participant Raffle, receive information about Safe Routes to School.
- Please return a copy of the sign in sheets with the evaluation in the enclosed a stamped self addressed envelope, fax forms to Nancy Buffum 415.431.2468, or email a PDF to nancy@sfbike.org
- USE THE FEEDBACK FORM (reverse) form to report on your event
- Nominate parent and teacher Bike to School Champions on the same form.

HAPPY BIKE & ROLL TO SCHOOL DAY!

Sample Timeline

50 minutes before school

Bike Train with biking guests gathers at start point

50 minutes before school

Volunteers set up welcome tables with rider bags, other stickers, parent sign in (student sign in for middle and high school), snacks or refreshments. Set up parking area. Distribute any vests.

40 minutes before school

Bike train departs for school (Additional riders may join the route at designated spots. Others will bike directly to school).

30 minutes before school

Students begin to arrive. Recruit more helpers from early arrivals!

10 Minutes before school

Bike train arrives

Principal and other speakers begin welcome event, cheers, thank yous

School starts

No more prizes! Take down the table.

Afternoon: when school lets out.

Volunteers come 15 minutes early to help return bikes, open the corral. Make arrangements for aftercare workers to release remaining bikes.

Please return page 2 evaluation, along with all sign in forms, to:
SF Bike to School Day, 1720 Market Street, San Francisco, CA 94103
nancy@sfbike.org Fax 415.431.2468 ☺ www.sfsaferoutes.org

Organizer Evaluation-SF Bike& Roll to School Day

Thank you for your part in celebrating family cycling at school. Please tell us about your experience.
ORGANIZER Name:

Email address:

School Name:

School Address:

Event date/s:

Total number of students that rode their bikes, rolled other ways?

Total student participation (if walkers & bus riders also counted)

Total number of adults (staff or parents riding or walking with "Bike Trains", volunteering or helping out at the school)

Total number of routes to school.

From 1 to 10 - Rate the success of the event at your school. (1 is really bad, 10 is amazing)

From 1 to 10 - Rate the usefulness of organizing materials/support from the SF Bike to School Day Organizing Committee/Website

Did you request a police escort for your event?

Yes and they escorted our ride; Yes and they did not escort our ride; No

Name any community leaders who participated (Neighborhood merchants, District Supervisor, School Board representative, etc)

What was wonderful or successful about your event?

What new ideas do you have for organizing Bike to School events at your school?

What could we have done better to make your school's event more successful?

A champion teacher or biking family at my school:

Name/s

What makes him/her/them outstanding?

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