

Bike & Roll to School Week Organizer Toolkit

Dear Bike & Roll to School Week Organizer,

This toolkit will help you plan a fun and successful Bike & Roll to School Week event. A successful event needs at least one parent, staff person, or teacher at the school who assumes a key organizing role and brings the community together to make the event fun for all. The Principal's approval is important to encourage the event and to ensure the safety of the students. Organizers are encouraged to reach out for volunteers and form a team that may include PTA leaders, teachers, 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 celebration, and promote biking and rolling to school all week. With this flexibility, over 100 San Francisco schools and thousands of 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!

If you're receiving this toolkit, you've probably already registered your school — THANK YOU! If you registered by the deadline, you'll receive resources and student incentive prizes for your school! (Please keep in mind: some supplies of student prizes may be limited!)

More resources for San Francisco's Bike & Roll to School Week are available at www.sfbike.org/bikeandrollsf.

David Gajer
Youth and Families Program Coordinator
SF Safe Routes to School
david@sfbike.org

SAN FRANCISCO BIKE & ROLL TO SCHOOL WEEK

CONTENTS

- I. [Fact Sheet](#)
- II. Five Key Steps to Organizing Your Event: R.A.P.I.D.
 - [Recruit](#) others and get organized
 - [Advertise](#) and promote at your school
 - [Plan](#) an event appropriate to your school
 - [Involve](#) many people, from students to the wider community
 - [Deliver!](#) Bike & Roll and have a fun event!
- III. [A Typical Schedule](#)
 - I. [Organizer Report:](#) to be submitted after the event online at <https://sfbike.org/bikeandrollsf/> or by clicking the hyperlink



FACT SHEET

WHAT IS BIKE & ROLL TO SCHOOL WEEK?

- A San Francisco-wide event that gives students, parents and caregivers, school staff, and community members an opportunity to raise the visibility of biking and rolling — wheelchair, scooter, skates or skateboards — and work together to make our communities safer and more enjoyable.
- A 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, environmentally conscious, and healthy students.
- You'd like to bring more order to your school drop off/pick up zone.
- Encouraging your school community to try biking and rolling in the morning can lead to a daily habit that reduces stress and promotes 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 for all ages, and biking as everyday transportation increasing the joy and quality time that families can find in biking together.

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 the SF Safe Routes to School program.
- 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.
- The potential to win great prizes!



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

1. Recruit others and get organized

- [Sign up your school!](#) We'll put you in touch with others at your school who have also expressed interest.
- Talk to your principal, parents, PTA, crossing guards, yard volunteers — anyone who might want to help with a morning event — and sign them up to help out.
- Reach out to any families who are already biking to school.
- Choose one or more of the days during the week to celebrate.
- Recruit volunteers
- Plan the basic event outline and assign key roles. See step 3 for some important roles.
- Follow up: start the communications chain, spread the word, and stay connected.

2. Advertise and Promote at your school

1. By registering, your school will get posters, postcards, incentives, and receive updates and information from SF Safe Routes to School.
2. Get the word out to parents, students, and staff. Don't forget to translate to other languages used by school families! Feel free to draw from our materials and website for messaging in multiple languages.
 - Calendars: school website, bulletin boards, PTA news, etc.
 - Announcements: morning assembly, Public Address system, PTA & other community meetings, classroom reminders
 - Parent Pockets/weekly folder: provide info about your celebration 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, in art class, or at after school programs.
 - Emails: get on the listserv, class e-blasts. Ask the principal to include it in their message.
3. Advertise in your community:
 - Put up posters in nearby businesses. Let us know if you need more!
 - Contact neighborhood groups to support the event.



- Put the event in neighborhood news calendars.
- Invite local restaurants, bakeries, or food businesses to sponsor 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 walking, biking, and other involved families to help organize
- **Assign volunteer roles for the event:**
 - publicity
 - bike or walk train leaders
 - tallying bikers/rollers
 - parent sign-in
 - welcome table/give away prizes/snacks
 - bike parking (if needed)
 - public speaker(s)
 - photographer
- **Learn the Rules of the Road.** Although children under 13 may ride on the sidewalk, a bike train — a group of students riding together on the streets with at least an adult at the front and back, and preferably more riding between students and traffic — is safer. 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, convenient starting points within a mile of school and scope the routes, traffic during commute hours, crossings and possible hazards.
- **Plan the welcome table** where the Safe Routes to School giveaways will be distributed: rewards for all participants, parent/volunteer sign in, etc.
- **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 or other school staff in advance on the timing of any welcome event. If you can, invite student and school leaders to speak — and let us know if you need assistance! Invite



community leaders (including district supervisors and school board members) 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 and walkers count too!** Your school may have more students who scooter, skateboard or skate to school. Not everyone can (or has to) bike: find a way to include others in the fun.
- **Acknowledge those who carpool, walk, use mobility-assistance devices, or take buses/transit.** 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
- **Involve students** by inviting teachers to discuss transportation and health in their classes.
- **Communicate schedule and roles with volunteers clearly.** 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!

- **Track your success.** Besides a traditional sign-in sheet, giving every participant (adult and child) a participation sticker, provided in the organizer packet, can serve as another way to count your participants. Just count the number of stickers that were handed out total.
- **Make sure all adults sign in** and have a chance to win the parent drawing. This includes a chance to win a brand new Cleary bicycle!
- **Take pictures and share them with Safe Routes to School!** Email to one of the program coordinators below, or post on social media (be sure to tag: #bikeandrollsf and @sfbike). Find out from your principal about your school's photo release policy before you share photos.
- **Report your numbers to Safe Routes to School.** Fill in the evaluation form [here](#).

KEEP THE MOMENTUM GOING!

SF Safe Routes to School (SRTS) promotes safe and active walking and biking to and from school all year round. After your celebration, parents may be inspired to lead or participate in regular **Walking School Buses** or **Bike Trains**. At elementary schools, a



SAN FRANCISCO BIKE & ROLL TO SCHOOL WEEK

walking school bus or bike 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.

Contact David Gajer (david@sfbike.org) if you'd like to support organizing one at your school.



A TYPICAL SCHEDULE

This schedule is just an example — feel free to be creative and organize your day in the way that best matches your school!

3-4 weeks before

- Recruit volunteers and supporters from the school community
- Begin spreading the word with posters, emails, announcements, etc.
- Invite community leaders to come support students.

2 weeks before

- Scout bike train meetup locations and routes to the school.
- Coordinate to have your school supplies dropped off at your school or come pick them up at the SF Bicycle Coalition offices (1720 Market Street, at Valencia Street)

1 week before

- Confirm all preparations for the day, including reminding volunteers, reminding speakers, choosing bike parking areas, etc.
- Send final reminders for your school's participation day to the entire school community.

THE BIG DAY (assuming a 9am start time)

- **8:00am:** Parent volunteers arrive at the school and check in
 - Start setting up a welcome table, PA system (if using), etc.
- **8:30am:** Parent leaders and students arrive at the designated meetup points for bike trains.
 - At the school, conduct a sound check with the PA system (if using).
- **8:35am:** Bike trains leave meetup points, traveling their routes to the school.
- **8:40am:** All set-up and preparations are completed at the school; everyone awaits arrival of bike trains
- **8:45-8:55am:** Bike trains arrive to great cheering and celebration
 - Participating students pick up incentive prizes and snacks at the check-in table; parent leaders check in as well.
 - Students park bikes in designated areas
- **8:55am:** Brief remarks from the principal, community leaders, etc., congratulating students for biking and rolling
- **9:00am:** School starts! Students report to their classes while parent volunteers clean up.
 - Bike champion (lead organizer) collects all tally information and sign-in sheets.

Afterwards

- Fill out and submit an evaluation.
- Thank everyone who helped out.
- Look for opportunities to keep the momentum going!

