

Bike & Roll to School Week Organizer Toolkit

Dear Bike & Roll to School Week Student Organizer,

This toolkit will help you plan a fun and successful Bike & Roll to School Week event. A successful event has you, the student(s) of your school, assuming key roles in bringing your community together to make the event fun for all.

The support of your school staff is also important to encourage the event and to ensure its safety. As organizers you are encouraged to reach out for volunteers and form a team that may include student groups, teachers, and/or 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

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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 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 to create a more physically active, environmentally conscious student body.
- Encouraging your school community to try biking and rolling 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 and the different ways of getting to and from school
- San Francisco is experiencing a growth in biking for all ages, and biking as everyday transportation as students find the freedom and independence that can be found through bike riding.

WHY PARTICIPATE AS A STUDENT LEADER?

- You'll get to know your fellow students and school community better!
- You can create a really fun event!
- It can be a great organizational experience to highlight when applying to college or jobs.
- You'll be part of a growing movement to make the trip to school more fun, healthier, less stressful, and more environmentally friendly.
- You'll receive incentives for participating!



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 fellow students, teachers, principal, parents, crossing guards— anyone who might want to help with the event — and sign them up to help out.
- Reach out to any students who are already biking (or may want to bike or roll) 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.
- 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, social media images, 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 students and their families! Feel free to draw from our materials and website for messaging in multiple languages.
 - Calendars: school website, bulletin boards, PTA news, etc.
 - School Announcements: morning assembly, PA system, classroom reminders
 - Involve your fellow students in posters, banners and signs: create your own in classrooms, in art class, or at after school programs.
 - Social Media/Emails: post on instagram, tiktok, facebook, school listserv and class e-blasts.
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.
 - Social media blasts are key!
 - 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 otherwise involved students and teachers to help organize
- **Assign volunteer roles for the event:**
 - publicity and outreach
 - bike and/or walk leaders
 - student sign-in/ tallying bikers and walkers
 - welcome table/give away prizes/snacks
- **Snap a picture and make a post!** Take a pic or video on the day of your school's celebration, showing how you bike, roll, or walk to school, and share it on Instagram using the hashtag #sfbikeandroll. Tag us at @sfbike so we can reshare, too!
- **Plan start points, start time, and bike routes.** If you are helping with planning a group to ride to school together, pick up to three safe starting points within a mile of school and scope the routes, the traffic, crossings and possible hazards.
- **Encourage safe riding.** Not sure what that means? Check out sfbike.org/rotr for more info.
- **Plan the welcome table** where the Safe Routes to School giveaways will be distributed: prizes for participants, sign in sheets, music etc.
- **Plan for bike parking:** If there are a lot more bikers than normal, 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!***

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:** neighbors and neighborhood merchants can help too. Alert the crossing guards, parents, after school programs, etc. (where appropriate).
- **Involve students leading up to the event** 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.** One way to do this besides a traditional sign-in sheet, is by giving every participant 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. That said, if all the stickers are given away (or a few students don't want a sticker) it is still best practice to have a sign-in sheet as a backup.
- **Take pictures and share them with Safe Routes to School!** Email to dgajer@sfbike.org or post on social media (be sure to tag: #bikeandrollsf and @sfbike). Find out about your school's photo release policy before you share photos.
- **Report your numbers to Safe Routes to School.** Fill in the evaluation and participation form [here](#).

KEEP THE MOMENTUM GOING!

SF Safe Routes to School (SRTS) promotes safe and active walking, biking, and access to public transportation to and from school all year round. After your celebration, your classmates may be inspired to lead or participate in more regular bike rides to or from school. The SRTS Partnership offers training workshops on how to regularly organize both. Please don't hesitate to reach out!

Contact David Gajer (david@sfbike.org) if you'd like organizing support.



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

- Begin spreading the word with posters, emails, social media, announcements, etc.
- Invite other students and staff to come support

2 weeks before

- 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:** Volunteers arrive at the school and check in
 - Start setting up a welcome table, PA system (if using), etc.
- **8:30am:** Students begin to arrive at the designated meetup points or at school directly
- **8:35am:** Group rides leave meetup points, traveling their routes to the school.
- **8:40am:** All setting up and preparations are completed at the school
- **8:45-8:55am:** Group rides arrive
 - Participating students pick up incentive prizes and snacks at the check-in table;
 - Students park bikes in designated areas
- **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 the evaluation form [here](#) to send to Safe Routes to School.
- Thank everyone who helped out.
- Look for opportunities to keep the momentum going!

