

Green Ways to School



Frequently Asked Questions

1. What are the elements of the Green Ways to School Campaign?

The campaign consists of three elements:

1. ***The Green Ways Challenge*** – This county-wide school competition will reward the school that succeeds in increasing the most green ways to school by the end of the 2009-2010 school year with awards of \$500 - \$2000 with the top performing school winning \$2000 and other categories of winners ranging from \$500 - \$1000. The award will be presented on Walk to School Day October 6, 2010
2. ***The SchoolPool program*** – This online trip matching referral service at www.SchoolPoolMarin.org allows parents to sign up online and then receive match lists by e-mail of other parents in their school to carpool, walk, bike together or find bus buddies for their children. Parents can list a phone no. or e-mail as their preferred contact number for other parents. First 500 registrants receive a \$5 Jamba Juice card incentive. Site is also in Spanish and Chinese and materials available in Spanish. **You can also sign up more than one child.**
- 3.. ***The Intra-school contests*** – these are contests within individual schools that allow students to compete as classes or as teams to win cash awards. They consist of:
 - a. *Go for the Green* – the elementary school contest that has children put leaves on a tree poster for every time they take a green way to school. This contest runs from March 15 through April 9th. The winning classroom will get a \$100 cash award.
 - b. *Teens Go Green challenges* for middle and high schools run through our Teens Go Green Clubs.

2. What if parents already walk or bike and don't need a SchoolPool. How can they get credit for their school?

Parents can sign onto the SchoolPoolMarin.org site even if they don't need a SchoolPool at this time. There is a sign up on the site for the Green Ways Challenge. Click on the middle, green button at the bottom of the cover page to register. They will be asked their travel to school modes for a typical week.

3. How is the Green Ways Challenge winner determined?

- a. Safe Routes to Schools conducts *student surveys* every fall and spring which asks students how they got to school within a specific week. We will use the surveys to determine which school has increased the most green trips from the time they entered the SR2S program until spring 2010.
- b. We will then give extra credit for the number of students that participated in the intra school contests.

c. Finally we will give schools credit for the number of people who signed up on the *SchoolPool Marin site*.

4. What Does Safe Routes to Schools provide for the campaign?

Safe Routes to Schools provides the SchoolPool Marin system, banners for every school, contest materials for those schools that choose to participate in the contest, posters and periodic promotional messages to be passed along using the school communications systems – either as e-blasts, in newsletters or as backpack mail.

5. How can schools help to promote the Green Ways to School campaign?

Safe Routes to Schools will be sending out periodic notices to encourage parents to participate. Messages are sent to school principals to be placed in their regular newsletters, or other communication with parents. Team leaders are sent messages to reinforce the principal's message – these can also go into the newsletter or be distributed to room parents or through PTA communications. **It is very important to only pass along the messages and not the instructions.**

These messages need to be short and succinct to ensure that parents will actually read them and placed where they get the most attention

(If your principal has not yet sent out the announcement, let us know and we will send it to them again.)

6. How can I get more information?

For SchoolPool –Deborah at info@schoolpoolmarin.org

For supplies – Peggy@marinbike.org

For general assistance – laura@marinbike.org or wendi@marinbike.org

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