



What is a Team Leader?

Congratulations! By deciding to become a Team Leader you are joining a world-wide movement to get the next generation back on their feet again. We help to create Safe Routes to Schools through engineering, education and enforcement. We then promote *Green Ways to School* – walking, biking, carpooling or taking the bus.

HERE IS WHAT YOU DO:

LIAISON

As a Team Leader you will be our primary contact between your school and the Safe Routes to Schools program. We'll rely on you to let us know the safety issues at your school. From time to time, we may need your assistance in communicating with the school administration and in helping to recruit volunteers to assist you in implementing our program.

ORGANIZER

Your primary task is to organize fun events, contests and other means of promoting *Green Ways to Schools*. This will include overseeing your school's regular Walk and Roll to School Day. We encourage you to plug into an existing school group such as the Green Team, Student Council or PTA.

PROMOTER

You promote the Safe Routes to Schools program in your school through your school communication networks and via the assistance of **Laura Kelly**, our Safe Routes to Schools' Team Leader Liaison (415) 456-3469 ext. 2#.

PROMOTING GREEN WAYS TO SCHOOL

1. Establish a weekly Walk and Roll to School Day
2. Promote SchoolPooling – encourage parents to find neighborhood partners, organize Walking and Biking Groups
3. Add an incentive
4. Continual promotion through school communications

SCHOOL COMMUNICATIONS

- Newsletter
- Principal e-blast
- Web site links
- Backpack mail
- Announcements
- Phone trees
- Emails lists
- Word of mouth

HERE IS WHAT WE DO:

CONTESTS AND EVENTS

Safe Routes to Schools supplies promotional and contest materials, small prize incentives to giveaway, and organizing instructions regarding how to establish a regular Walk and Roll to School Day.

SCHOOLPOOL

We provide an on-line matching system for parents to find others in their neighborhood to carpool, walk or bike together to and from school.

CLASSROOM LESSONS

Safe Routes to Schools has a comprehensive education program that provides classroom lessons and assemblies on pedestrian and bicycle safety, as well as Earth Day lessons in the spring. The Team Leader has no role in scheduling classes. Safe Routes to Schools scheduler, **Peggy Clark**, contacts your PE teachers to schedule classes. Peggy will notify you when our Wheels in Motion bicycle training program will take place at your school's campus.

TASK FORCES

Your school will be invited to join a Safe Routes to Schools Task Force which will prepare a travel plan for your school. Through this process you will evaluate the walking and biking conditions for your school. Our team includes a licensed traffic engineer, who will develop concepts that stem from the teamwork of the community.

ONGOING SUPPORT

Safe Routes to Schools publishes a bi-annual newsletter, monthly e-newsletters and hosts three Team Leader meetings a year (fall, winter and spring). We create posters, newsletter items, and other promotional materials for you to access. We also assist you throughout the year with the implementation of the program.

YOUR PRIMARY CONTACTS:

WENDI KALLINS, *Program Director*
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LAURA KELLY, *Project Coordinator, volunteers*
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