



Walk and Roll

Parent Volunteer Guidebook

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It's as easy as 1-2-3

- 1) Promote program
- 2) Host events
- 3) Celebrate success!

**Volunteers typically “work”
only 2 hours
per month**

**Safe Routes to Schools
provides all the materials to
advertise and host your
events**

SAFE ROUTES VOLUNTEERS

Thank you for volunteering to represent our program at your school!

Safe Routes to Schools is committed to helping kids in Marin County develop healthy, earth-friendly habits for getting to and from school. We work closely with volunteers like you to encourage green travel – walking, biking, carpooling, riding the bus.

Our volunteers are instrumental in helping to increase the numbers of walkers, bikers and carpoolers in Marin County.

We recommend having two or more volunteers per school to team up and have fun promoting our program. This could be you and another parent, teacher or school staff member. You can also engage student groups like leadership or the green team – they often LOVE being part of the action at the morning welcome table.



Safe Routes to Schools fosters community, builds lasting memories, and promotes a higher quality of life for families.

THE SIX E'S OF SRTS



Equity: Providing equitable access to healthy and safe travel to and from school for all students.



Education: Teaching children and parents traffic laws and safety skills for bicycling and walking.



Encouragement: Sparking families interest in walking and biking to school with events and activities.



Engineering: Creating physical improvement to infrastructure (e.g. sidewalks, crosswalks, bike lanes, traffic signals) along routes to schools



Enforcement: Providing Crossing Guards and Street Smarts programs to deter unsafe behavior of drivers, pedestrians and cyclists



Evaluation: Evaluating the effectiveness of programs through student and parent surveys and school feedback.

WALK AND ROLL WEDNESDAYS - ENCOURAGEMENT

Your primary role as the Safe Routes to Schools Volunteer is to organize and make popular our Walk and Roll Wednesdays campaign at your school.

Our collective goal is to make green travel—like walking (parking and walking), biking, carpooling, riding the bus—a **regular habit** for students. By reducing traffic congestion around schools, safety is increased for all students arriving or departing.

To meet this goal, students are encouraged to travel green **at least ONE DAY EVERY WEEK**. “Walk and Roll Wednesday” is messaging aimed to encourage this weekly day of action for all students at your school.

The Welcome Table that you will host **one morning per month** is to award students “going green” to school. It’s a day of celebration so have fun, be creative and share your joy for a healthy lifestyle with children.



GETTING STARTED

A. Get Approval and Promote the Program

- If you haven't already, inform your principal that you are the parent volunteer for Safe Routes to Schools and will be hosting Walk and Roll Wednesdays
- Send a short email (or schedule a meeting) before school starts asking for your principal's support:
 - To help promote Walk and Roll Wednesdays at orientation days, Back to School nights and in their teacher/staff meetings. ***A Principal's enthusiasm for Safe Routes is key to your success.*** SRTS staff can also help explain all services including safety education, crossing guards, and help with safety concerns.
- Contact your PTA President early to seek possible funding for healthy snacks or other small prizes to add to your welcome table.



B. Choose a Welcome Table Location

- Pick a high visibility area to set up a Welcome Table to greet students and encourage participation: drop-off circles and bike racks are typically popular locations.
- Consider multiple entrances—larger schools may need more than one table.

C. Build Your Volunteer Team – and increase your Safe Routes' visibility

Recruit a few helpers (including kids or student leaders) to run the table once a month.

- Ask your PTA or Parent Club for help recruiting like-minded volunteers – it's an easy, one-hour per month job –and parents can dash off to work afterwards
- Spread the word verbally - seek families already walking or biking – perhaps they will ask neighborhood friends to go together and “organically” form a walking/biking school bus
- Consider using WhatsApp to stay connected with volunteers and to engage other parents by building a network of interested families.

Find templates and tools in the Appendix of the guide.

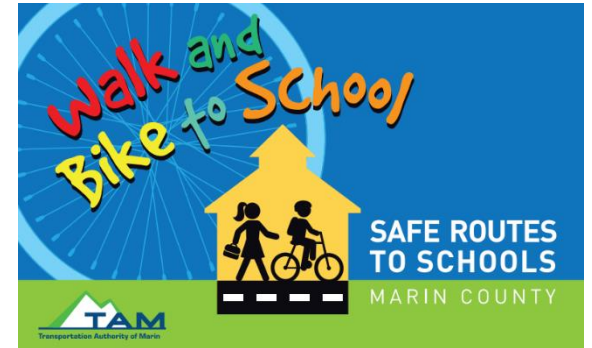
CHECKLIST FOR SETTING UP YOUR WALK AND ROLL WELCOME TABLE

HERE THEY COME! You will need to arrive 45 minutes before school starts, once a month, to set up your Walk and Roll Welcome Table.

Involve kids – they love “being in charge” and handing out prizes to their peers.

Checklist for the Welcome Table:

- ✓ A portable table (the school provides it – check with the office prior to the event day)
- ✓ A Walk and Roll Vinyl banner (provided by Safe Routes)
- ✓ Tape to adhere the banner to the table
- ✓ Incentives or giveaways – (provided by Safe Routes)
- ✓ Raffle tickets and several pencils (optional) – if you do a raffle drawing for additional prizes



Other highly recommended tips for building the buzz around welcome tables:

- ✓ Play music!
- ✓ Invite your principal or another VIP (fire-fighters and police officers are popular with the kids) to help hand out incentives
- ✓ Consider offering a parent social with coffee and goodies (check with your PTA for funds; local businesses often provide donations) See addendum for Safe Routes sample donation letter.



HOW TO GREET STUDENTS AT YOUR WELCOME TABLE

SMILE!

Give kids BIG KUDOS for getting to school on foot or wheels. Many had to wake up earlier to make the effort. Here's what you can enthusiastically say (remember, their parents are often listening and learning as well).

What do you like about Walking (or Rolling) to School?

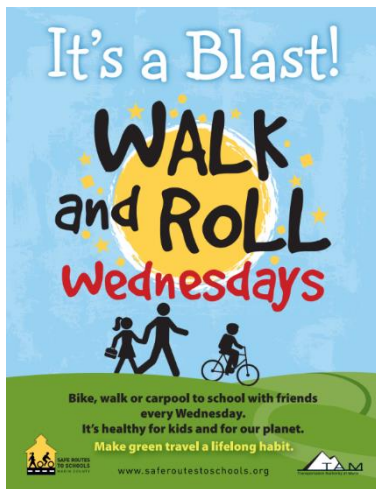
- How did you get to school today? *I'm proud of you!*
- Great job riding your bike today!
- Thank you for walking [parking and walking] – every bit helps reduce traffic
- Thanks for helping the environment
- Great job getting your wiggles out before school starts
- Isn't it fun going with friends?!
- I bet it's really fun walking/rolling with your family
- Keep it up every week! Practice makes perfect!

To reinforce an *intrinsic experience* for kids, help students connect their positive feelings and experiences with the act of walking or rolling to school.

ASK: *What do you like about Walking (or Rolling) to School?*

They say the funniest things! Some of our favorite responses:

"I like wearing my froggy raincoat [in the rain]." "I like smelling the wind."



Travel to School Together! TAM SAFE ROUTES TO SCHOOLS

ADVERTISE THE PROGRAM

Make green travel a routine habit (at least once per week)

“Walk and Roll to school” is more than an event, it transforms lives - *memories are made - community is built - friendships are formed.*

The program’s goal is to get students to walk/roll/carpool at least **once every week**. For some families, once per week is a stretch, but encouraging them to stick to a routine (e.g every Wednesday), will help build the habits and resiliency we want children to have as they mature.

This is how you build a “can do culture” around green transportation.

#1 WALK & ROLL WEDNESDAY POSTER IN EVERY CLASSROOM / BANNERS AROUND SCHOOLS

Please hang our Walk and Roll Wednesdays flyers in every classroom in early September. Here are some options of how to do this:

- Ask your principal to distribute the flyers at a staff meeting, or attend yourself, to ask teachers to announce the Walk and Roll Wednesday campaign and monthly events.
- Put the flyers into each teacher’s inbox with a note to please put up the flyers and announce Walk and Roll Wednesdays in their homerooms.
- Deliver the flyers to every classroom during recess. Make a brief presentation to practice Walking and Rolling EVERY Wednesday and monthly event days with prizes

2 ADVERTISE THE “BUDDY UP” CONTEST

The Safe Routes’ **Buddy Up contest** each fall encourages students to travel to school with their friends; there’s safety in numbers while removing cars from the road benefits all. Parents, teachers, and administrators can nominate groups of students walking/biking/carpooling/ride the bus together for a chance to win prizes. Simply, include **these** Buddy Up announcements and links in your school communications. Safe Routes will select winners in early November.

#3 PRINCIPAL “BACK to SCHOOL” ANNOUNCEMENTS

Ask your Principal to get things rolling by sending a message to parents encouraging their families to walk (park and walk), bike or carpool to school **at least once a week**.

The sample letter below can be sent as an e-blast directed to incoming Kindergarten or 1st grade families and/or added to **Back to School communications**. **Back to School night** is also a prime time for announcements.



Our school participates in the Marin County Safe Routes to Schools program, **Walk and Roll Wednesdays**, encouraging all families to walk, bike, carpool or bus to school **at least once a week**. If you live too far or have young children, please drive part way and then walk to help make it safer around campus by reducing traffic.

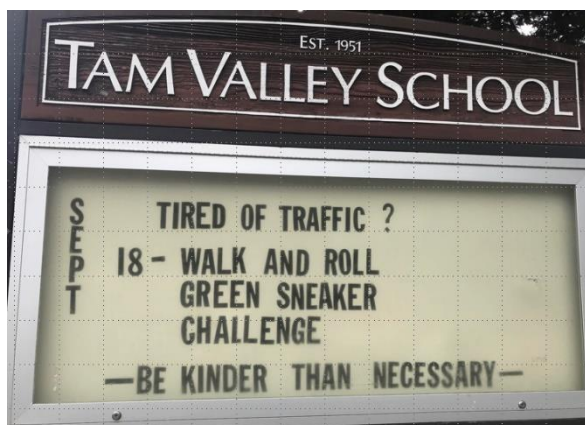
Our mutual goal is to develop students to be inspiring role models, practice good citizenship and develop self-sufficiency during these formative years. Empowering young students gives them future independence and responsibility. Walking and rolling to school is also fun, healthy, and wakes up the brain for learning.

Safe Routes’ **Buddy Up contest** this fall encourages students to travel to school with their friends; there’s safety in numbers while removing cars from the road benefits all. Additionally, we’ll have a *Welcome Table* once a month to give out small prizes for students who walk (park and walk), bike, carpool, or take a bus to school. The first, kick-off Walk and Roll event is Sept. 10.

Together, let’s create healthy, independent students – start by making Walk and Roll Wednesdays a **weekly** habit.

Thank you,

Principal {Green}



#4 EVENT PROMOTIONS

Advertise 2-4 weeks prior to each monthly Walk and Roll Weds. event

written announcements in English and Spanish. Additional materials can be downloaded from the website: saferoutestoschools.org

A. **Flyers and posters** are to be put up in **visible locations** with **blue painters' tape**

Suggestions are:

- ✓ Outside the school office
- ✓ By the bike racks
- ✓ Outside the library
- ✓ Outside MPR/auditorium
- ✓ Anywhere students and parents congregate

The two teacher flyers can be posted in the classroom or outside their classroom doors once, at the beginning of the school year or semester.

B. **Parent Square / Bulletin announcements etc.** Using Safe Routes'

announcements and flyer images, publicize your event **weekly** including one or two days prior to the event. Feel free to customize announcements for your school; it's a great way to advertise meet up locations for park and walk, bike buses and walking school buses.

C. **Social media** – Your school PTA and local parent groups provide great opportunities to advertise events and to give a “shout out” to students and parents who travel routinely to school together.

D. **Marquee** – contact your school office to advertise each event on the school's marquee.

E. **Loud Speaker and Text Announcements:** On Monday or Tuesday before the event, have the office remind students to walk, bike, carpool on Wednesday. If the school provides it, have a text message sent to parents “Walk / Roll / Carpool [bus] to School tomorrow and get a prize at the Walk and Roll Welcome table.”

#4 EVENT PROMOTIONS (continued)

- F. **School Assemblies:** Assemblies are an excellent time to announce Walk and Roll prize winners and advertise the next event. If you and your principal prefer, Green Teams make excellent ambassadors for Walk and Roll Wednesdays as the campaign benefits the environment. Prepare a script and have their teacher help students practice making the announcement.
- G. **Poster Art:** Does your school have a place to hang bright posters to visibly promote walking and rolling to school? Safe Routes offers a free one-hour poster making session for students to paint colorful posters promoting walking and rolling. The posters can also be used by walking groups to lead a parade of students to schools.



Extra Promotion Boosts:

- Post on Next Door – it's a great public reminder to be on the lookout for small walkers & rollers
- Ask local cities to publicize events in their communications (e.g. MV Connect in Mill Valley)
- Ask local newsletters to cover your event – great publicity for your school

A BIG IMPACT – Hang a large “**WALK AND ROLL - PARK AND WALK *TOMORROW***” sign on a A-frame at the drop-off/pick up zone the day before an event. Pass out small flyers to parents/students as they are dropping off or picking up students in the drop off circle. This is an ideal way to promote park and walk or meet-up locations for walking school buses or bike trains.

GOING ABOVE AND BEYOND TO CREATE A GREEN TRAVEL CULTURE

PHOTOS: A picture (or video) is worth a thousand words

Advertise the joy of walking and rolling with photos and videos

Use storytelling with photos of students walking, biking and carpooling to promote green travel and give extra recognition to students. The school office will most likely know if the photo has parent approval to use it in school communications. Add a fun fact, caption or even a student testimonial, asking – “Why do you like [biking] to school?”

Some sample captions:

JOIN THE MOVEMENT! Biking and walking to school (even partway) is a memory your child will never forget. Be part of the fun and help our school to fill up the bike racks! Biking is energizing and really fun once your child gets into the habit.

Did you know, studies show that students who walk and roll to school do better learning. Let’s fuel brain power, not car power. Park and walk partway if the journey from home is too long.

GET YOUR WIGGLES OUT before school starts. It’s good for you and for the planet too!

SET ALARM CLOCKS 10 MINUTES EARLY. Parking and Walking a short distance to school helps us relieve traffic congestion. Every bit helps keep kids safe.

SAY HELLO TO OUR CROSSING GUARD! Every morning, [Mr. / Ms. Fan-Favorite] gets up early to help us cross the street. Park and Walk from [Happy street] for a chance to meet our friend, the Crossing Guard.



PARK AND WALK: Every bit helps reduce traffic and increases safety around schools

Park and Walk helps reticent families overcome barriers

Park and Walk helps parents overcome common barriers to walking and rolling: too far, too much to carry, safety, little kids, and heading to work are all common parent objections. Pick a location 10 minutes away for starters, less for smaller kids. **How long does it typically take for a 3rd to 5th grader to walk half a mile? Answer: 10 to 15 minutes.**

Libraries, churches and some business parking lots may be suggested locations – check with owners or managers first if you plan to promote it regularly. Remind families to “set alarms 10 minutes early” – 10 minutes is doable for most families in order to join in the fun, get recognition and win incentives. **Safe Routes to Schools can help you run a dedicated Park and Walk Contest. Information is available on the Safe Routes website [here](#).**

I, _____
(Student name)

proudly pledge to Park and Walk which is good for me and good for the earth.
 Every step I take matters. I create safer streets, cleaner air, and I feel great!

I, _____
(Parent/Guardian name)

will support my student to Park and Walk,
 building habits and skills for health and safety.

Rancho Riders in Novato won the Buddy Up Contest in 2023. They continued riding the bus daily. Watch Marin's [video](#) of parent "bike bus drivers" to learn how to form your own.



WALKING SCHOOL BUSES & BIKE TRAINS (BUSES)

Walking School Buses and Bike Trains help build and sustain active travel.

WALKING SCHOOL BUS

A Walking School Bus is a group of neighbors who walk to school picking up kids along the way or meeting at a set location. The rule of thumb is to have one adult for six children. Be sure a large group has an adult at the front and one at the rear as well.

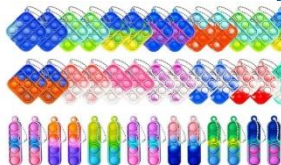
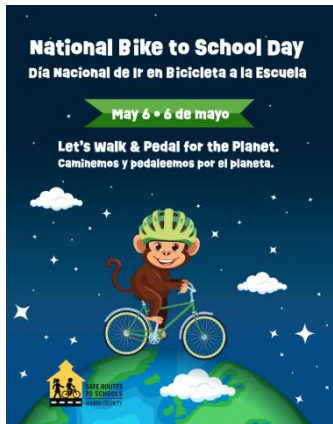
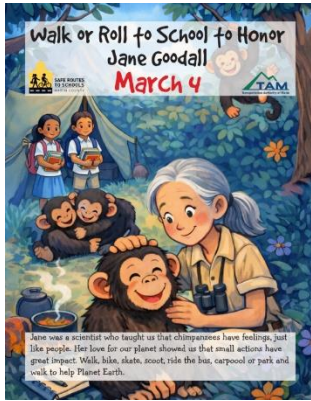
BIKE TRAINS / BIKE BUS

Have you heard about Portland's inspiring Coach Balto and his popular Bike Bus?

Coach Balto, a PE teacher, started with a small group of students and built a huge bike bus movement which has gone viral on social media. How did he do it?

Bike Buses (also known as Bike Trains) are nothing new in Marin County. Parents have organically formed these for years by rallying neighborhood families to travel to school together. They are not as world famous as Coach Balto's, but they do exist and are relatively easy to form. Marin Safe Routes to Schools' parents explain how to form Bike Trains in this [video](#). The National Safe Routes to Schools' [The Wheels on the Bike Go Round and Round](#) provides in depth information about how to form them.

Coach Balto's secret: **Routine** – families know that the bus leaves at the same time from the same place once per week. He blasts music and posts a video of the ride on Instagram, promoting the next event. Music may compromise safety if children cannot hear directions while riding on the street, but it sure adds fun!



FALL 2025 – 2026 CALENDAR

Feb 2026

Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Mar 2026

Sun	Mon	Tue	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
18	20	21	22	23	24	25
26	27	28	29	30		

May 2026

Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

[Link to resources on website](#)

Feb. 4 Walk and Roll Day

February: Advertise March 4 event (2-3 times)

Feb 12: Parent Volunteer Mtg – 10:30-12:30

Winter Break – no school

March 4: Walk and Roll Day

March 2 & 3: Send text message to parents and announce to students on school loud speaker

March: Advertise April Walk and Roll event and/or Spring “Planet Together” contest (3 to 4 announcements)

April 1: Walk and Roll Day (optional – Earth seeds)

Spring Break – no school

April 13 & 14 - Text (Parents) and Loud Speaker Announcements (Students) - Spring Contest

April 15, 22, 29, May 6 (Contest – Distribute cards)

Advertise both Planet Together Contest & National Bike to School Day & Bike Hero Contest

May 6: National Bike to School Day (CONTEST CARDS COLLECTED – RAFFLE FOR SCOOTER)

Send Text / Loud Speaker Announcements one to two days before National Bike to School (remind kids to return contest cards)

May 7 – May 30: Advertise Bike Hero Contest

Monica's Schools:

Novato School District

Bahia Vista

Bodega Elem.

Coleman Elem.

Laurel Dell Elem.

Tomales Elem.

Venetia Valley Elem.

West Marin Elem.

Caitlin's Schools:

Kentfield School District

Mill Valley School District

Miller Creek School District

Ross School District

Ross Valley School District

Tiburon School District

Glenwood Elem.

Lagunitas Elem.

Marin Primary

Vallecito Elem.

Middle and High Schools:

Lou Goodwin: Lou@marinbike.org

MEET YOUR SUPPORT TEAM

We can help! Along with hearing about your successes, we can help you brainstorm solutions to challenges you may be facing as you implement Safe Routes to School.

Monica Leifer, Bilingual Volunteer Coordinator: Monica@marinbike.org

- ✓ Event and marketing support
- ✓ Spanish translations
- ✓ Graphic design for customization of flyers
- ✓ Assistance with school communications and press releases
- ✓ Assistance with VIP (e.g. public official recruitment) for events

Caitlin Russo – Volunteer Coordinator Caitlin@marinbike.org

- ✓ Event and marketing support
- ✓ Volunteer recruitment
- ✓ Student engagement
- ✓ Bicycle and Pedestrian Safety Instructor

Gwen Froh, Program Director Gwen@marinbike.org

- ✓ School Policies – support to Principals
- ✓ Safety Concerns – connect to resources
- ✓ Education: ped/bike/e-bike classes for students and families
- ✓ Additional Support – Route Maps; Surveys; Park and Walk

SAMPLE ANNOUNCEMENTS – PARENTS AND KIDS

Be creative and have fun. Testimonials and photos help tailor the promotion to your school.

(General - PARENTS)

GET YOUR WIGGLES OUT – Walk and Roll to School. Kids need exercise in the morning to help be alert for a day of learning. Set alarms 10 minutes early every Wednesday to walk, bike, or scoot to school. If you live too far, park and walk partway to school. Every bit helps reduce traffic congestion while promoting healthy habits for children.

MAKE WALK AND ROLL WEDNESDAYS A WEEKLY HABIT. Help your child practice safe rolling or strolling to school at least once per week (e.g. Wednesdays). It's fun and builds independence while teaching safety skills for crossing the street or riding in traffic.

SET ALARM CLOCKS 10 MINUTES – to walk (park and walk) and roll to school. Build safe travel practices with your student. Create fond memories, independence and resiliency for safely navigating the streets as they get older. To get started, try it once a week – *Walk and Roll Wednesdays*.

MAKE FOND MEMORIES – once a week, set your alarm clocks 10 minutes early to walk (park and walk) and roll to school. Make Walk and Roll Wednesdays a weekly habit with fond memories.

TIME TRAVEL - get out in front of traffic congestion – walk (park and walk) and roll past the long traffic lines at school. Get your steps in while saving time. It's healthy for families and the earth.

MAKE GREEN TRAVEL A ROUTINE – Walk (Park and Walk), Roll, Carpool at least once every week (ideally Wednesdays) – to create a regular habit with your student. It's easy once you make it a routine. Plus, you'll stress less wondering if you're going to be late stuck in traffic.

STRESS LESS, WALK & ROLL MORE – Have you even been stressed over being late to school because you are stuck in traffic? Walk and Rolling, even partway to school, helps you be on-time.

PARK AND WALK -Live too far from school or have young toddlers in tow? Try driving partway, then parking and walking the rest of the way (park and walk). Every bit helps reduce traffic congestion and increase safety around our school. Plus, you'll get a chance to meet other families — fond memories and friendships are formed by using foot-power.

REDUCE OUR TRAFFIC UP TO 20% - If every family that currently drives would walk, park and walk, or roll ONCE PER WEEK, our traffic congestion in the drop off zone would decrease by about 20%, That would save time, reduce stress and make our campus free from chaos. Join our *Walk and Roll Wednesdays movement* and walk/roll/carpool at least once every week.

HELP US REDUCE TRAFFIC IN THE DROP OFF ZONE – too many cars, too much stress about getting to school on time, not enough safety for students' arrivals. You can help by parking remotely and walking a short distance to school -- .25 or .5 miles away is recommended. Fond memories will be created for your growing student who will one day, not wish to hold hands with you.



PRACTICE PEDAL POWER – every Wednesday. Join the movement to travel green to school by foot or wheels. It's good for strong bones and healthy bodies. And it's fun.

(Advertising events): KIDS AND PARENTS (BULLETIN AND LOUD SPEAKER ANNOUNCEMENTS)

PUT YOUR BEST FOOT FORWARD to walk – bike – carpool or bus to school for Walk and Roll Wednesdays on [date]. If you live too far, you can drive, park and walk partway to school. Come to the welcome table by the bike rack to get a prize.

IT'S "WHEELIE" FUN TO WALK AND ROLL – our [school mascot] says it's Wheelie Fun to walk and roll and you can get a prize too. Come to the Walk and Roll welcome table on [date] to pick up a [prize.]

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FALL ANNOUNCEMENTS

Back to School event – September 10 (and Buddy Up Challenge)

(2 TO 3 WEEKS BEFORE EVENT)

Put your **BEST FOOT FORWARD THIS YEAR** – Walk, Bike, and Carpool, to school EVERY Wednesday. The first, kick-off Walk and Roll Wednesday event will be on September 10. All students who walk (drive, then park and walk partway to school), bike, scooter, carpool or take the bus to school that day will be given a prize at the welcome table located [specified the location -e.g. in front of school].

Kids who **BUDDY UP** this fall to walk (park and walk), bike, scooter, carpool, or ride the bus to school with friends - can be NOMINATED for a chance to win the Buddy Up Challenge for a \$50.00 gift card. Habits are more likely to form with students who travel in groups of 2 or more to school. Plus, there's safety in numbers. The Buddy Up Challenge goes until October 31, so there's time for families to get a Buddy group going.

(1 WEEK BEFORE EVENT)

Tie your laces and get ready to **WALK AND ROLL Back to School**. All who walk (park and walk .25 to .5 mile / 10 to 15 mins.), bike, carpool, or ride the bus to school on September 10 can come to the welcome table for a prize and to enter to win a raffle drawing. Carpoolers count – that's when you travel with one or more families to take cars off the road. Create fond memories this fall.

Kids who **BUDDY UP** this fall to walk (park and walk), bike, scoot, carpool, or ride the bus to school with friends - can be NOMINATED for a chance to win the Buddy Up Challenge for a \$50.00 gift card. Habits are more likely to form for students who travel in groups of 2 or more to school. Plus, there's safety in numbers. The Buddy Up Challenge goes until October 31, so there's still time for kids to get a Buddy group going.

(WEEK OF EVENT – Monday/Tues.) - School announcement to kids

WALK AND ROLL DAY is this Wednesday. Lace up those sneakers and walk, bike, scooter, carpool or ride the bus to school to get your prize at the Welcome Table. The Welcome Table will be [location]. If you live too far, have your parent drive then park and walk a few blocks to school. Every little bit helps save our planet. Join the fun this Wednesday!

FALL ANNOUNCEMENTS

International Walk and Roll to School Day – i-Walk – Oct. 8

(2 TO 3 WEEKS BEFORE EVENT)

PRACTICE YOUR FOOT AND PEDAL POWER every Wednesday to gear up for International Walk and Roll Day on October 8. Create a daily or weekly routine to go green. Set alarms 10 minutes early to make walking (park and walking), scootering, biking, or carpooling a kid-friendly, morning habit. Then come celebrate with the rest of the school on October 8th for the largest Walk and Roll event at our school, in Marin and in the world. [Optional: meet at {location} at time to join the fire truck escort]

(1 WEEK BEFORE EVENT)

PUT YOUR BEST FOOT FORWARD for International Walk and Roll to School Day on October 8. All can join! Everyone who walks, bikes, scooters, parks and walks or carpools to school can get a prize. Carpooling is when you travel with another family, not just your own brother or sister. It's good for your body and the Earth. Come to the welcome table [location] to get a prize before school starts. [Optional: meet at {location} at time to join the fire truck escort]

(WEEK OF EVENT)

Join students around the world for International Walk and Roll to School Day THIS Wednesday, October 8. Prizes will be given at the Safe Routes Welcome table before school starts for all who walk, bike, park and walk partway, and carpool to school. Set alarms 10 minutes early to get up and join the fun with friends and family.

Need Spanish translations? Contact Monica@marinbike.org



Addendum

1. Donation Letter (Encouragement/Parent Toolkit)
2. Principal Back to School Announcements (please share with your Principal)
3. Volunteer Sign-Up Sheet
4. Volunteer “Job Description” (to help with recruitment)

Donation Letter:



Dear Manager,

Our local schools, in partnership with Safe Routes to Schools, will be encouraging walking, biking, and carpooling throughout the 2025-2026 school year. Our actions will help to reduce traffic and make our streets safer while promoting eco-friendly transportation alternatives.

To encourage this, we will be hosting contests and weekly welcome tables with incentives for students to participate. Would you please donate a gift certificate from your establishment to be used as a raffle prize?

Safe Routes to Schools is currently working with 50 schools and 20,000 students throughout Marin with a goal of reducing Marin's carbon footprint and improving health through everyday physical activity.

All in-kind donations are fully tax deductible. Safe Routes to Schools is a program of the Transportation Authority of Marin and implemented by the Marin County Bike Coalition, a 501(c)(3), id#68-0419394.

Donations from contributors like you help students realize that our community supports their actions to make a difference. Thank you in advance for your consideration and generosity.

Sincerely,

Your name

School

Your phone number

Principal Back to School Announcement

(Sample) Principal Back to School Orientation / Back to School Nights

(ask your Principal to read this)

“I want to encourage all of us to help students make safe, smart choices about how they get to and from school. Walking, biking, carpooling, and public transit (bus) are great ways for students to stay active, reduce traffic, and protect our environment. A short trip on foot, scooter or bike will help kids get their wiggles out for a day of learning while building their independence.

If you must drive, go slowly and be on the lookout for young children.”



Dear Families,

As we kick off a new school year, we invite you to join in making our daily journeys to school healthier, safer, and more connected. Walking, biking, and carpooling not only reduce traffic and improve safety around the school campus—they also give students a chance to start the day energized, focused, and ready to learn.

Every step, pedal, and shared ride makes a difference. Fewer cars mean cleaner air, safer streets, and a calmer drop-off experience for everyone. It's also a great opportunity to connect with neighbors, make new friends, and teach our children independence and healthy habits that last a lifetime.

Please join **Walk and Roll Wednesdays** – by walking, biking, carpooling or riding the bus **at least once every week**. If you live too far or have toddlers in tow, park and then walk partway to school. Every bit counts.

Safe Routes to Schools' **Buddy Up contest** encourages students to travel to school with their friends; there's safety in numbers, while removing cars from the road benefits all. The first, kick-off, **Walk and Roll Wednesday event is September 10**. Prizes for students who walk (park and walk), bike, carpool, or take a bus to school will be awarded monthly on Walk and Roll days.

Your student's safety comes first! Please take time to practice your student's route to school and review the rules that keep biking and walking safe. This includes helmet use, safe street crossings, and understanding local traffic laws. **In Marin, students must be 16 or older to ride a Class 2 throttle e-bike, a Class 3 e-bike or an e-scooter. For their safety—and to avoid legal and financial responsibility in the event of a crash—please do not allow your student to ride them.**

Let's set the tone for the year by making active and shared travel part of our school culture. Whether you walk with your child, encourage them to bike, or team up with other families for carpools, you are helping create a safer, stronger community.

Here's to a year of learning, growth, and great journeys—together!

Warm regards,

[Principal's Name]

[School Name]

Gwen Froh

Program Director

Marin Safe Routes to Schools

gwen@marinbike.org

Parent Volunteer Sign-Up Sheet

[illegible]

Volunteer Job Description



SAFE ROUTES TO SCHOOLS MARIN COUNTY

Announcement for Newsletter / Bulletin

Becoming a Safe Routes Volunteer is ***extremely fun and rewarding!*** We make it easy for you with “step by step” guidance and ongoing support. Be part of the community of families who have fostered the joy of walking and rolling to school for 25 years!

As a **Walk and Roll Wednesday** volunteer you will:

- Make it fun and safer for students to walk and bike to and from school
- Improve student health, academic performance, and lower school absenteeism
- Be a part of Marin’s vision to reduce vehicle emissions

What’s Involved? There are several opportunities, big and small to get involved. Most importantly, this is a “job” you can do with your kids and other parents. ***“Volunteering with Safe Routes to Schools is one of the most rewarding jobs ever,” according to parent volunteers!***

- **Host a “welcome table” to hand out incentives to walkers & rollers. Watch them smile!**
- **Start a Walking School Bus or Bike Train. Our team can get you started.**
- **Attend Task Force zoom meetings to address safety concerns (crosswalks, sidewalks, bike lanes, etc.) along routes to schools.**

Bring the joy of walking and rolling to your school community.