



Dear Walk + Bike Coordinators,

Thank you for registering your school for Walk + Bike Day 2011! We're happy to offer a variety of promotional materials, incentive prizes, and information for planning a successful event on Tuesday, October 5th.

This official Coordinator Packet contains tips and guidelines on the following topics:

- Five Steps to Organizing a Successful Event
- Steps for Procuring Healthy Food Items
- Four Key Media Messages
- Guidelines for the 5th Annual Poster Contest
- Bike Train and Walking School Bus Guide

Please visit www.walknbike.org for the latest news and updates on Walk + Bike Day in Oregon. We look forward to receiving stories, photos, videos, and reports from schools around the state to share after the event.

Sincerely,

The Bicycle Transportation Alliance and
The Oregon Walk + Bike Committee





Your Walk + Bike Day Box Includes the following:

- 8 Posters
- 1 ODOT Free Publications catalogue
- 1 ODOT order form
- 1 Nutcase Helmet
- 150 Clif Kid Snacks
- 100 pairs shoelaces
- 25 reflective sticker packs
- 200 Walk + Bike stickers





FIVE STEPS TO ORGANIZING A SUCCESSFUL EVENT

1. Get organized. Form a Walk + Bike to School team that includes students, parents, teachers, and community members, such as school or city transportation authorities, law enforcement officers, and local officials. Get an endorsement from the school principal.

Start planning your event:

- Plan your Walking School Bus/ Bike Train routes.
- Walk and bike the routes in advance to determine times.
- Post route maps and times in school newsletter and around school.
- Invite local officials.
- Decide on a school event. Possibilities include:
 - Simple sign-in and draw for prizes
 - Healthy snacks and safety puzzle contest
 - Assembly promoting healthy eating and active living
 - Organize specific walking busses and bike trains

2. Recruit volunteers. Check with the PTA, neighborhood association, and school staff. You will need volunteers to help establish routes, accompany children walking to school, greet students, and help with your school's celebration.

3. Get the word out. Include information in your school newsletter, and distribute Walk + Bike Day flyers to students, parents, your local library, community centers, grocery stores, and other public places.

- Include all students, no matter what their abilities.
- Encourage classroom and school activities.
- Seek community support through endorsements and participation from local officials, donations of prizes from businesses, and local media coverage.

4. Plan for safety. Provide basic pedestrian and bike safety information to adults and students who are walking and biking. Contact your local police department for help on the day of the event. Take advantage of the free publications available from ODOT listed in your catalogue and at <http://www.oregon.gov/ODOT/TS/tsdbrochures.shtml>

5. Good health. If food will be part of the day's event, be sure to provide healthy choices like fresh fruit for a quick, healthy energy boost before or after the walk. Avoid empty calorie treats like donuts, pastries, or cookies.

Take it a Step Further. Make walking and biking to school a daily event.

Access www.walknbike.org and check the Walk + Bike e-newsletter to find ideas for year-round activities and projects. Explore and overcome barriers to walking and biking with parent and student travel and attitude surveys. More tools and links can be found at <http://www.oregon.gov/ODOT/TS/saferoutes.shtml>. And stay in touch. We'll let you know about any programs or grant opportunities to expand your program.





STEPS FOR PROCURING HEALTHY FOOD ITEMS

If food will be part of the day's event, be sure to keep the day focused on health by providing nutritious snack choices. Like last year, schools are encouraged to provide fruit as the primary event snack for students. Mouth-watering fresh fruit in season like pears and apples make an easy-to-grab tasty morning snack. If you are unable to provide fruit or want to supply a variety of snacks, fruit leathers, whole-wheat bagels, and low-fat yogurt can be healthy options. *Be sure to avoid empty calorie treats like donuts, cookies, and pastries.*

Schools are encouraged to ask local grocery stores or food co-ops for donations of fruit or other healthy snacks. Including vendors who are part of the local community increases community involvement and awareness of the event. Most local grocers will be happy to help if they can. Here are a few simple tips for procuring food donations:

1. Call or visit the store and ask to speak to the manager. Explain the event and ask if they are willing to support by donating fresh fruit (or other specific food item).
2. Some stores will ask you to fill out a donation request form, but others will simply request a letter containing the school or organization name, and Tax ID number, the event date, number of people attending, and a brief description of Walk + Bike to School Day activities.
3. Make arrangements with the store regarding when you will pick up the donated items.
4. Give credit to all donors on Walk + Bike materials developed for the school or in the school newsletter.
5. After the event follow-up with a personal thank-you note for the donation. Be sure to include some information about the outcome of the event and how much their donation contributed to making the day a success. If you can, have kids sign a card and include a photo that the store can post on their bulletin board.





FOUR KEY MEDIA MESSAGES

Last year, 202 schools registered for Oregon’s Walk and Bike to School Day. This year our goal is 240, and we think it can happen! With 240 schools throughout Oregon participating on October 5th, expect to see over 30,000 children, parents, teachers and community members walking and biking to (and from) school.

1. To enhance the health of children

Thirty years ago, 50% of students walked or biked to school. Today, only 15% do. Walking or biking to and from school is an excellent way to make physical activity a part of students’ daily routines. Children need at least sixty minutes of physical activity every day to keep them healthy – and many kids in Oregon just don’t get enough! Walking and biking to school can help improve strength and endurance, decrease anxiety and stress, and help maintain weight. Positive experiences walking and biking to school will pave the way for being physically active throughout life.

2. To improve the health of the community

Studies show that 20-30% of morning traffic is parents driving their kids to school. More walking and biking reduces this congestion and associated pollution around schools. It can also encourage parents to walk and bike to school and throughout the community with their kids.

3. To create permanent, safe walking and biking routes

Well-maintained routes designed for walking and biking calm traffic and reduce collisions. Walking and biking to school creates driver awareness in school zones. This increases safety for all!

4. To improve neighborhood livability

Studies show that more people walking and biking in a neighborhood makes people feel safer and better about their community. It helps make public streets safer and less congested, encourages community interaction, and attracts people to commercial, civic and recreational areas.

For more about media, including guidelines for writing an op-ed, visit walknbike.org





5th ANNUAL OREGON WALK + BIKE TO SCHOOL DAY KID'S POSTER CONTEST

Check it out: this year's Walk + Bike to School Day Poster is the winning poster from 2010!

We invite schools to encourage their students to participate in the 5th Annual Poster Contest. Entries will be considered for use for next year's Oregon Walk + Bike to School Day poster. The poster is full color and is mailed to all participating schools and other organizations to advertise this international event. Please read the instructions carefully so you can give your budding artists their first big shot at widespread artistic acclaim!

1. The poster contest is open to any school-age child. It is **not** required for Walk + Day activity participation.
2. The theme of the poster is "I Walk and Bike to School because...". Allow your students to be creative but please: *no motor vehicles in the art and no date on the poster, and all depictions of youth on bikes, scooters, or skateboards should include helmets.*
3. Posters should be completed on 8.5 x 11 white paper only. Use full color and any media to create the poster including paint, markers, crayons, pencil, etc. Please do not glue or tape any items to the poster.
4. Posters should be completed by Walk + Bike to School Day, October 5th. If you choose to hang the posters in your school, please affix tape to the back of the poster, not over the corners of the front or covering the art in any way. Please do not hang posters with push-pins or any items that will leave a mark on the art.
5. Student AND school information should be written on the **back** of the poster by the teacher or contest coordinator. Please include:
6. Student's name and grade; teacher's name; school name and address; poster title; brief statement describing the poster (in the student's words)
7. After the event, collect the posters and mail them to the address below. **Posters should be received no later than October 21, 2011 to be considered eligible the contest.**
8. Postage fees will not be reimbursed. Posters will not be returned to entrants and will become the property of the Bicycle Transportation Alliance.
9. **PLEASE, DO NOT FOLD OR ROLL THE POSTERS TO MAIL THEM.**

MAIL TO:

**Margaux Mennesson
Bicycle Transportation Alliance
618 NW Glisan St, Suite 401
Portland, OR 97209
Questions? (503) 226-0676 x 28**





What is a Bike Train? What is a Walking School Bus?

A bike train is a moving community of people celebrating traveling to school together on two wheels. A Walking School Bus is the same thing, but on foot.

A Bike Train or Walking School Bus follows a prearranged route to school with meet up points along the way. They can run daily, weekly, monthly, yearly, or whenever you feel like it.

What makes a Bike Train or Walking School Bus great?

There is no wrong way to do a Bike Train or Walking School Bus! If you already bike or walk to school, you just need to invite some people to join you!

There are only ways to make it better. There are no size requirements or hoops to go through beforehand. There have been Bikes Trains that are just one family and there have been Bike Trains that are over 100 families.

A Bike Train or Walking School Bus is an open invitation for people to participate in a community based on one thing; you ride a bike or walk to school.

What could make my Bike Train better?

- Ask the principal or teachers to join the train
- Use a bike trailer to carry backpacks (take turns hauling them)
- Use zip ties to acknowledge achievements such as every ten times someone rides to school, for riding in the rain, in cold temperatures, for hauling backpacks...
- Make cards and tie them to kid's bikes thanking them for riding to school
- Make route signs and have a parent put them along the route so people know where the stops are
- Put a map of the route in the school entryway
- Have a bike pannier bucket building party
- Decorate your bike
- Compete against other schools: make a Golden Bike award
 - In Portland, the school with the most reported Bike Train riders gets the Golden Bike for one month (report to <http://www.biketrainpdx.org>)
- Organize fun group activities afterschool, like a ride to a park or food





What could make my Walking School Bus better?

- Ask the principal or teachers to join the bus
- Collect stickers in a walking passport to acknowledge achievements such as walking ten times, walking in the rain, walking in cold temperatures...
- Make route signs and have a parent put them along the route so people know where the stops are
- Put a map of the route in the school entryway
- Decorate backpacks
- Compete against other classrooms or schools: make a Golden Sneaker
- Within a school, award the Golden Sneaker to the classroom with the most Walking School Bus students for each month.

Why do we need a Bike Train or Walking School Bus?

These are both excellent ways for students to travel to school safely. But there are other benefits, too, such as increasing physical activity, improving pedestrian and cycling skills, and decreasing congestion around schools.

Some parents say they don't have time in the morning to walk or bike with their child to school, but time spent with kids while walking or biking is of a higher quality than that in the car and is much safer for all school children!

Resources for more information:

	Oregon Walk+Bike to School http://www.walknbike.org
	Bike Trains PDX http://www.biketrainspdx.org
	Portland Bureau of Transportation – Walking School Bus http://www.portlandonline.com/transportation/index.cf
	The Bicycle Transportation Alliance http://www.btaoregon.org

