

Get more information about the BTA's Walk+ Bike Challenge at www.walknbike.org!



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Incentives (available to the first 130 schools to register)

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OREGON WALK +BIKE TO SCHOOL

Coordinator Letter

March 1, 2011

Dear Walk+Bike Challenge Coordinator,

Thank you so much for choosing to participate in the 2011 Walk + Bike Challenge! In this packet, you will find many resources to help you start planning and organizing a successful event. Additionally, the first 130 schools to register will receive a package of incentive prizes including temporary tattoos, award ribbons and stickers. For even more information and inspiration, visit the website at www.walknbike.org.

What's new for this year: We have updated and improved the online trip tracking tool so it's easier than ever for coordinators to track trips weekly and compare progress to other schools. Every school that logs trips each week will be entered in a weekly prize drawing to win extra prizes from Nutcase, Columbia, and more.

Please note that logging your trips every week is optional, but all coordinators are required to submit their schools' final Challenge results and to complete a program evaluation survey at the end of the month.

Final Challenge results must be submitted online or received by mail by June 3rd at 5:00 pm to qualify for the grand prizes. Your participation in the final report and evaluation is critical for the continued success of the program. Please do not hesitate to call or email with any questions.

Winning schools will be recognized at the final Challenge celebration and awards ceremony in Portland in early June. *Details coming soon.* We encourage communities outside of Portland to organize their own celebration locally, too.

Thank you again for leading the Walk+Bike Challenge at your school this year. Again, please call or email with any questions. Have a great month!

The Bicycle Transportation Alliance

Contact:

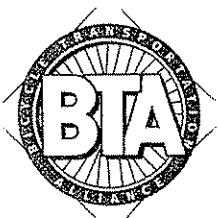
Margaux Mennesson

Bicycle Transportation Alliance

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www.walknbike.org



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Walk+Bike Challenge Month Best Practices

These ideas are what we have found to work for many participating schools. However, some schools use different and creative ways to track active trips. Use these tips, apply them when appropriate, and track those trips in whatever way works best for you! Make sure you turn your school's results in by June 3rd at 5pm, using www.walknbike.org.

How to kick off your Walk+Bike Challenge Month with a bang:

Start off Walk+Bike Challenge month with a coordinated Walk+Bike Day! Read through **5 Steps to Organizing a Successful Event** for more information.

How to Use the Walk+Bike Challenge Scorecard and Results Tally Sheet:

• Signing up Students

It's easy using the **Walk+Bike Scorecard**. Copy the scorecard, double-sided, and give to participating students. You can also write the data collection day, time, and location on the scorecard before you copy it for better communication. Here are some suggestions.

- Leave the scorecards in a designated place in the office and encourage students to pick them up prior to May. Use morning announcements, in-class announcements, and posters to announce the scorecard location.
- Before school or at lunch host a table for students to pick up scorecards prior to May.
- Have classroom teachers pass out scorecards to students that are interested.
- Have gym teachers pass out scorecards and allot some time to filling them out.
- Just hand them out the first day of the challenge.

• Tallying Results

Once a week use the **Results Tally Sheet** to collect information from students recorded on their scorecard. Hand out small incentive items to students that walked or biked that week (optional). Use morning announcements, posters, in-class announcements, and notations on the scorecard to designate the day, time, and location that you will collect information. Here are some suggestions:

- Before school or during lunch period, host a table for students to come up and get prizes and for you to collect information.
- Pick up scorecards each Friday from classrooms and tally up the scores.
- Have a weekly drop box in the office to collect scorecards. Tally up information and then return the scorecards to the students' classrooms.
- Enlist teachers to help tally and update you with results.

How to recruit volunteers:

Teachers, administrators, neighborhood groups, parent volunteers, PTA, safety patrol, student leadership groups, entire classes of students (5th-8th grade recommended) all make fantastic volunteers. Invite individuals to help by sharing your vision. Work with teachers to offer students extra credit. Get on the agenda at a staff meeting, PTA (PTV) meeting, and/or neighborhood association meeting. Partner with neighborhood groups who have a shared goal. Organize and promote a volunteer appreciation party after the event.

How to incorporate Walk+Bike Challenge Month into your school's routine:

Announce weekly winners during morning PA announcements, use monthly award assemblies as a platform to announce Walk+Bike activities and highlight



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students' achievements. The **Walk+Bike Challenge Month Posters** are meant to be colored and can be used in a poster contest. Put them up around the school and pass them out to teachers and classrooms for better promotion.

Ideas for incentives and informational materials:

Fill out the **Order Form for ODOT (Oregon Department of Transportation) Materials** as soon as possible to receive some extra incentives and informational materials. Contact local businesses for donations of prizes like gift certificates, or prizes with higher value (bike, helmet, lock, new sneakers, water proof school bag, jackets, scooter, skateboard, sporting equipment, free registration for an active summer camp, etc). Offer to promote the business in flyers and announcements, maybe even have students make an "I support the Walk+Bike Challenge" flyer to put in their front window. Have a weekly drawing or at the end of the event to distribute larger prizes.

"Bike Trains" and Walking "School Busses":

Organize a group of parent volunteers to set up a meeting point and time for a "walking school bus", Usually 1/2 to 1 mile from the school the walking school bus provides exercise and social time for students before school. Students arrive at school wide awake and ready to learn! A bike train is a similar idea but with bikes! Both are an excellent way to get your students excited about Walk+Bike Challenge Month and walking and biking to school. Find more information by going here <http://tinyurl.com/bt8d23>.



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5 Steps to Organizing a Successful Event

The Walk + Bike Challenge is a month-long, friendly competition that can be enhanced by some highlighted events. Such as, kicking off the Challenge with an all school Walk+Bike Day. Below are suggested steps in organizing a specific Walk+Bike Event. At some schools, Walk+Bike Events look like parades of families, many walking and biking, converging at the school at drop off time. The effect is overwhelming. These events typically start small and grow with weekly or monthly repetition.

- 1. Get Organized:** Get an endorsement from the school principal to organize walking school buses and/or bike trains. Determine four or five low-traffic, safe walking and biking routes with meeting places within a quarter mile of the school. Parks and libraries are ideal meeting places because there is usually parking available, but a street corner will work just fine.
- 2. Recruit Volunteers:** Check with the PTA, neighborhood association, student leadership groups (such as safety patrol) and school staff. You will need volunteers to lead families to school along the pre-determined routes, greet students when they arrive at school, pass out incentives (if applicable), and help students record trips on their Walk + Bike Challenge scorecard.
- 3. Get the Word Out:** Include Walk+Bike Event information in your school newsletter, post route maps, meeting times and places around the school. Send a flyer home in backpack mail. In all materials include the date and meeting times and places. Suggest that families can walk or bike to the meeting place, or if they drive they can park near the meeting place and join the group walking to school. Include the media, public officials, and local businesses when getting the word out. Partnering with these folks is good for you and good for them.
- 4. Plan For Safety:** Prior to the event, provide basic pedestrian and bike safety information to adults and students that are walking and biking, especially volunteers leading walks and rides. You can order some safety information by filling out the **Order Form for ODOT Materials**. Contact your local police department to let them know about your event, and if available, ask for extra patrol that day.
- 5. Encourage Good Health:** If food is 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 or bike trip. Avoid empty calorie treats like donuts, pastries, or cookies. Ask local food markets and farmers to provide healthy snacks.



www.walknbike.org



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What to Do After Challenge Month

Here are some suggestions on how to maintain your forward momentum and keep families excited about active transportation! Additional ideas can be found at www.walknbike.org.

Sign up for International Walk+Bike Day! This one day event on October 5, 2011 will seem like a cake walk after all your work on Walk+Bike Challenge Month. More information at www.walknbike.org.

Encourage Active Curricula at Your School or District. There are many curricula available that cover state standards and encourage students to be healthy. Examples and more information at www.walknbike.org.

Start a Monthly or Weekly Walk+Bike Day. See **Organizing a Successful Event**.

Start or Attend a Parent Coffee to help facilitate communication and community. Talk about growing your community by adding walking and biking to school in family groups.

Shape Up Across Oregon is an encouragement program to promote exercise. You can learn more at <http://www.shapeupacrossoregon.org/>.

Walk+Bike Across America is a game that a class or school can play. The object of the game is for classes to accumulate miles by tracking the miles students walk and bike to school. Use those miles to travel around the United States visiting as many sites on the map as possible. Each site represents a significant national park, historic site, or key agricultural location with nutritional information that will broaden the students' knowledge of the United States. Learn about the greatness of America while increasing the health of your students and decreasing the traffic around your school.

The Golden Sneaker Award is a program that recognizes classes for using active transportation. Each class tracks the number of trips or miles walked or biked to school (or anywhere). At the end of the month at an awards assembly, the class with the most miles or trips wins and is awarded the Golden Sneaker Award (you can make one with an old sneaker, gold spray paint, a small piece of wood, and a glue gun). Older classes can use the data collection in other areas of class to make hypotheses, charts, graphs, or to calculate the carbon offset.

Informational Resources:

Walking information: http://www.saferoutesinfo.org/resources/education_teachingchildren.cfm,

http://www.saferoutesinfo.org/resources/education_tip-sheets.cfm, <http://www.walkinginfo.org/>

Biking information: <http://www.bicyclinginfo.org/>, <http://www.ibike.org/education/safety-materials.htm>

<http://www.oregon.gov/ODOT/TS/saferoutes.shtml#Brochures> Publications

Safe Routes information: <http://www.saferoutesinfo.org/index.cfm>,

<http://www.saferoutesportland.com/transportation/index.cfm?c=40511>

Engineering information: http://www.saferoutesinfo.org/resources/engineering_tip-sheets.cfm,

<http://www.saferoutesinfo.org/guide/engineering/index.cfm>



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OREGON WALK + BIKE TO SCHOOL

Please join us at the Cirque Du Cycling Mississippi Avenue Street Fair at Grand Central Bakery (714 North Fremont Street) on **Sunday, the 12th of June**, to celebrate Walk+Bike Challenge Month! Festivities begin at 11am with family-friendly games and activities. At 12:15-12:45, we will have the Walk+Bike Challenge Awards Ceremony, and the family-friendly bike ride and walk begins at 1:30pm. Hang out after the Walk+Bike Challenge Party to participate in Cirque Du Cycling evening events that include a community parade and a bike criterion race. For more information about Cirque Du Cycling, check out the website www.cyclingcircus.com. And stay tuned for more Challenge Party details!

If Portland is too far away, feel free to organize your community's own Celebration! Please make sure to mention it during the evaluation process so that we can help promote these statewide events in the future.

www.walknbike.org

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www.walknbike.org

Walk + Bike Challenge Celebration

Sunday, June 12, 2011

Cirque du Cycling Mississippi Avenue Street Fair
Grand Central Bakery (714 North Fremont Street)
Free!

Please join us to celebrate the Walk + Bike Challenge on
Sunday, June 12th.

11:00 am Family-friendly games and activities
12:15-12:45 Walk+Bike Challenge Awards Ceremony
1:30 pm Family-friendly bike ride and walk

Hang out after the Walk+Bike Challenge Party to participate in Cirque Du Cycling evening events that include a community parade and a bike criterion race. For more information about Cirque Du Cycling, check out the website www.cyclingcircus.com. And stay tuned for more Challenge Party details!

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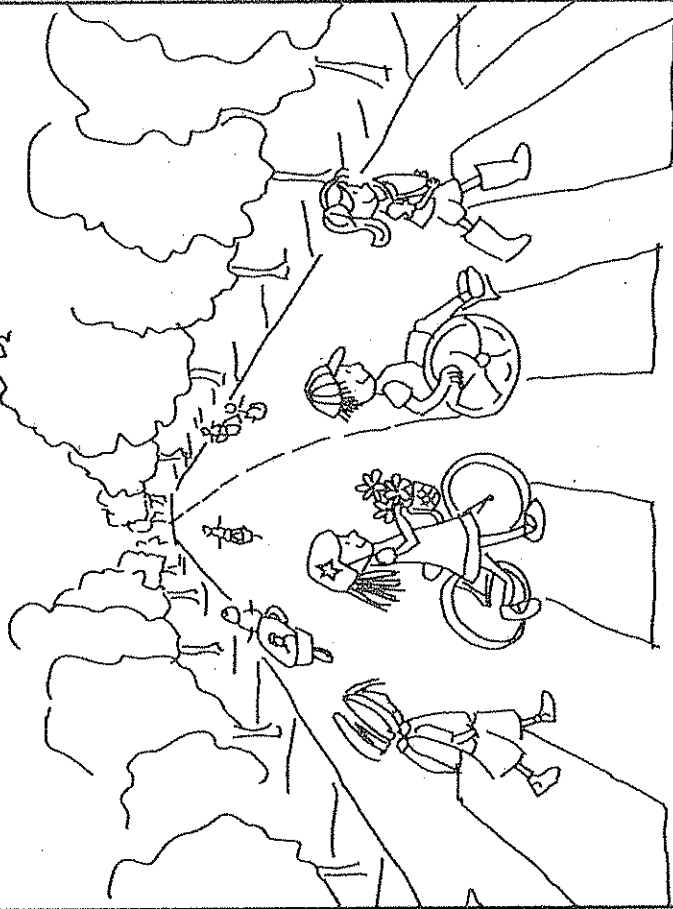
THANK YOU TO OUR GENEROUS SPONSORS:



www.walknbike.org

For more information about Walk + Bike Challenge contact
Margaux Mennesson at BTA: margaux@bta4bikes.org or (503) 226-0676 x28

WALK+BIKE CHALLENGE



May 1 - May 31

Walk, bike, skate, scooter
or roll to school and win the Challenge!

COLOR YOUR SCORECARD AND KEEP IT ALL MONTH!

NAME _____

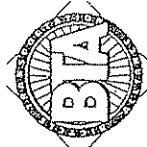
GRADE _____

TEACHER/CLASS _____
















SCHOOL _____
















1. TRACK YOUR TRIPS ON THIS SCORECARD
2. WALK, BIKE, SKATE OR SCOOTER AS MANY DAYS AS YOU CAN IN MAY
3. TURN IN YOUR SCORECARD AT THE END OF THE MONTH FOR PRIZES
















**WALK
+BIKE**
OR GO TO WALK + BIKE TO SCHOOL









How did you get to school each day this month?

Monday	Tuesday	Wednesday	Thursday	Friday
				
				
				

Monday	Tuesday	Wednesday	Thursday	Friday
				
				
				

Monday	Tuesday	Wednesday	Thursday	Friday
				
				
				




Monday	Tuesday
	
	
	




Color or circle the shoe for walking to school.

Color or circle the bicycle for biking to school.

Color or circle the skateboard for skateboarding, scootering, rollerblading and all other active ways of getting to school.

How do you usually get to and from school each day? (circle one)

 WALK
  BIKE
  SKATEBOARD, SCOOTER OR ROLLERBLADE
 _____ OTHER

 CAR/CARPPOOL
  SCHOOL BUS
  PUBLIC TRANSIT

Was this your first time walking or biking to school?

YES NO (COLOR YES OR NO)

Did an adult walk or bicycle with you?

YES NO (COLOR YES OR NO)

Will you keep walking or biking to school?

YES NO (COLOR YES OR NO)

What was your favorite part of walking or biking to school this month?

Save this Scorecard to turn in at the end of the month!

WALK + BIKE



Get more information about the BTA's Walk+ Bike Challenge at www.walknbike.org!



4 Simple Media Messages

Use these Media Messages to concisely answer questions like "Why is Walk+Bike Challenge Month important?" and "Why is your school participating?"

1. To enhance the health of families.

Walking or biking to and from school is an excellent way to add physical activity into your daily routine. Kids 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 like walking and biking to school will pave the way for being physically active throughout life.

2. To improve the health of the community.

Walking and biking to school reduces traffic pollution and congestion. It can also encourage parents to walk and bike to school 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 helps create driver awareness in school zones, which increases safety for all.

4. To improve neighborhood livability for everyone.

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



Get more information about the BTA's Walk+ Bike Challenge at www.walknbike.org!



Sample Op Ed

Offer an Opinion Editorial to community newspapers, school newsletters and regional newspapers as an explanation of what Walk+Bike Challenge Month is and why it is important. Please update to reflect your community's specific challenges, successes, and needs.

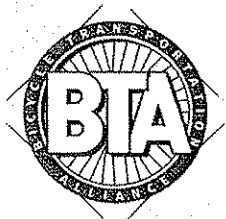
Oregon schools are gearing up for the third annual Walk+Bike to School Challenge, a friendly competition that encourages students to walk and bike to school for the whole month of May.

Walk+Bike Challenge Month enables students, parents, teachers, and community leaders to raise awareness about the advantages of walking and biking. Healthy families using active transportation benefit everyone by reducing air pollution and healthcare costs and by increasing neighborhood livability.

Last year, 60 schools and over 4,000 individuals participated in the event. We are preparing for record participation among elementary and middle schools in 2010. For the first time, high schools and universities are also invited to participate. Older students will have access to the online trip-tracking system used for the BTA's Bike Commute Challenge, which allows them to compare mileage and challenge their friends.

School coordinators at elementary and middle schools help students track their trips on the Challenge scorecard. This year, registering your school and reporting results online is easier than ever at www.walknbike.org thanks to a generous grant from Kaiser Permanente for web improvements.

Challenge Celebration?



For more information about BTA's Walk+ Bike Challenge at www.walknbike.org!

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Sample Press Release

Send a Press Release to community newspapers and regional newspapers as an explanation of what Walk+Bike Challenge is and why it is important. Please update to reflect your community's specific challenges, successes, and needs with quotes from your community members.

FOR IMMEDIATE RELEASE

Contact:

Margaux Menneson
Communication Coordinator
Bicycle Transportation Alliance
(503) 226-0676
margaux@bta4bikes.org

Walk + Bike To School Challenge Kicks Off

Tuesday, May 4 – The Bicycle Transportation Alliance announces the kickoff of the 2011 Walk+Bike to School Challenge. Monday, May 2nd was the first day of the month-long event with elementary, middle and high schools registered statewide and college and university students participating, as well. Schools who would like to join the Challenge can visit www.walknbike.org for more information.

The Walk+Bike to School Challenge is a month-long encouragement event in which young students, college students and parents are encouraged to use active transportation such as walking or biking to arrive to and from school for the entire month of May. It coincides with National Bike Month and is an evolution of the BTA's annual Bike Commute Challenge event held each September and the International Walk and Bike to School Day held each October.

"In a time when we're seeing increasing public funding support for bicycle and pedestrian projects and programs, we know events like this reflect the value of active transportation for all communities," says Susan Peithman, BTA State-wide Advocate. "This event is just one of the many high impact tools that show immediate positive benefits for children and families. We know that encouraging sustained active transportation choices translates into healthier communities by reducing traffic and increasing safety around schools, and by increasing the level of physical activity for children who are experiencing staggering levels of obesity, heart disease and asthma."

The Walk+Bike to School Challenge is brought to you by the Bicycle Transportation Alliance with generous support from the Oregon Walk to School Committee, Oregon Department of Transportation-Transportation Safety Division and Portland Bureau of Transportation Safer Routes to School program with a generous donation from Kaiser Permanente. For more information visit www.walknbike.org.



The Bicycle Transportation Alliance is a statewide non-profit organization that works create sustainable communities by making bicycling safe, convenient and accessible. We represent bicyclists and the bicycle industry, and have seventeen years of experience in bicycle engineering, planning, education and advocacy.

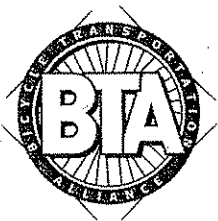


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