



# Walk & Roll to School Day

## Event Planning Guide

### What is Walk & Roll to School Day?

Walk & Roll to School Day celebrates getting to school by walking, biking, scootering, skating, or using a wheeled mobility device, such as a wheelchair. It's a day determined with your school community to celebrate being active and offer students and families safety education.

Communities across the United States and beyond celebrate Walk to School Day in October and Bike to School Day in May. In Tacoma, we celebrate Walk & Roll to School Day in both months, and have materials to help you plan an event in winter, too.

A Walk & Roll to School Day celebration can be simple. The ultimate goals are to:

- Encourage and celebrate being active
- Connect with other families
- Reduce traffic congestion around schools.

Use this guide to help plan your event.

### Why Walk & Roll to School?

There are many benefits to being active on the trip to and from school- for students, families, and the broader community!

- Promote physical activity and encourage healthy habits.
- Improve air quality around schools by reducing traffic congestion and emissions.
- Build community with neighbors and other school families.
- Raise awareness and improve safety of students on their trip to and from school.
- Encourage independence and build students' navigational skills.

### Simple Steps to Plan Your Event

#### 1. Get support from the principal

Your school's administration is an important partner. Connect with the principal before establishing a date and publicizing the event.

#### 2. Gather your team

Build a team of at least two volunteers and one school staff person to help organize the event.

#### 3. Envision your event

Start with what you are comfortable with and build from there for future events! Use the Activities Options list for ideas and to assign responsibilities.

#### 4. Register and pick up your kit

Register your event at [cityoftacoma.org/walkandroll](http://cityoftacoma.org/walkandroll) to get your free Walk & Roll to School Day kit, available while supplies last.

#### 5. Finalize the details

Gather the supplies you'll need, such as a megaphone, tables, and stickers. Your decided activity or activities may require different supplies. Coordinate with the school on where they can park or store their bicycles, scooters, helmets, and skateboards.

#### 6. Promote your event

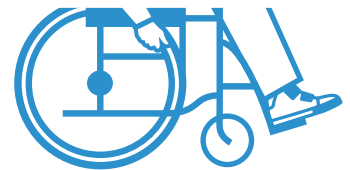
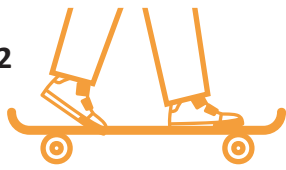
A successful event requires getting the word out! Share about the event three or more weeks in advance and continue each week, including the two and one days before the event. Use existing school communication channels.

#### 7. Enjoy the fun!

This event is all about celebrating. Take pictures and provide generous words of encouragement. Be sure to thank your volunteers!



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## School Meeting Checklist

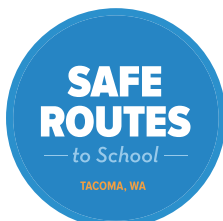
- ✔ Set up a meeting with the principal to request permission to hold an event and discuss activity options.
- ✔ Agree upon a date, taking into consideration late start, holidays, conferences, etc.
- ✔ Ask if the principal would be willing to promote the event by:
  - Adding it to the school calendar
  - Including it in a school newsletter
  - Promoting it on a reader board
  - Including it in a robocall
- ✔ Keep the school informed as details are finalized.

## We are Excited to Support You!

The City of Tacoma is excited to support you with your Safe Routes to School journey. Additional resources for your event are available on these websites:

- [www.cityoftacoma.org/SRTS](http://www.cityoftacoma.org/SRTS)
- [www.walkbiketoschool.org](http://www.walkbiketoschool.org)

If you have any questions or would like additional support, contact Cailin Henley, Safe Routes to School Coordinator, at 253-281-3675 or at [chenley@cityoftacoma.org](mailto:chenley@cityoftacoma.org).



## Ready-to-Go Resources

Use the Walk & Roll to School Day event packets available at: [cityoftacoma.org/walkandroll](http://cityoftacoma.org/walkandroll)

These packets include:

- Editable flyer and safety tips to print or email to families in multiple languages
- Editable poster to print and post at school
- Template communications with robocall, email/newsletter, and social media content in several languages
- Digital images for social media, newsletters, and websites



## Build on Your Momentum!

Encourage and sustain your school's culture of walking and rolling by hosting additional Walk & Roll events throughout the year. Here are some ideas:

- September: Walk & Roll Back to School
- October: International Walk & Roll to School
- November: Ruby Bridges Walk to School Day
- December: Winter Walk & Roll to School
- January: New Year Walk & Roll to School
- April: Earth Day Walk & Roll to School
- May: Walk & Roll / Bike to School Day
- June: Walk & Roll to School into Summer

Consider starting a Walking School Bus, too!

There are many ways you can make the Walk and Roll to School Day a fun event. The event can be as simple as encouraging students to walk to school on a specific day, or as elaborate as having guest speakers and prizes. It can occur one day a month, once a week, or once a month for the entire school year. Meet with the principal and your planning team to decide which activities would work best for your school.

### Check the activities you are excited to try and assign responsibilities.

- Use the school intercom to build excitement:** Ask the principal and office coordinator to announce safety tips and reminders on the days before the event.  
Who: \_\_\_\_\_
- Make banners, posters, and signs:** Recruit classrooms, student groups, or individual students to help make and/or hang banners, posters, and signs around the school.  
Who: \_\_\_\_\_
- Set up a welcome table:** Greet students at the school entrance on the morning of the event with words of gratitude and a small incentive, like stickers. Ask the City of Tacoma SRTS coordinator for stickers if needed.  
Who: \_\_\_\_\_
- Make a tally poster:** Handout stickers to students at the school entrance. Ask them to place their sticker on the poster, marking how they got to school that day.  
Who: \_\_\_\_\_
- Sign the Sign:** Get a “We Walk and Roll to School” yard sign from the SRTS coordinator and have students sign it when they arrive. Hang it in the hallway after the event.  
Who: \_\_\_\_\_
- Offer snacks and beverages:** Connect with the PTA or Booster Club to see if they can provide or purchase snacks like bananas (cut in half), granola bars, and/or hot cocoa.  
Who: \_\_\_\_\_
- Have music playing as students arrive to school:** Bring Bluetooth speakers and play kid-friendly music.  
Who: \_\_\_\_\_
- Invite local “celebrities” to join:** Reach out to your school’s mascot, council members, school board, fire department, and other respected, trusted members of your community. Invite them to walk with students from a Park & Walk location or greet them at the welcome area.  
Who: \_\_\_\_\_
- Designate a meeting point and/or Park & Walk location:** Organize one or more locations for families to meet and walk to school together. Identify an off-site location for parents to parent and walk their kids if they live too far away.  
Who: \_\_\_\_\_
- Place “cheerleaders” along a walking route(s):** Request parents, teachers, or older students located along a walking route, at crossings, to cheer on students and families walking to school.  
Who: \_\_\_\_\_
- Mark routes to school:** Use chalk to mark the Suggested Walk to School routes or chalk fun drawings (like feet) or encouraging words.  
Who: \_\_\_\_\_
- Host a raffle:** Raffle small or large items for student who walked or rolled to school. Example raffle items include bike locks, bike lights, shoelaces, water bottles, t-shirts, umbrellas, or gift cards.  
Who: \_\_\_\_\_

