# MENLO PARK SAFE ROUTES TO SCHOOL

# Walk & Roll Toolkit

## April 2023





# WALK & ROLL TOOLKIT

### Introduction

The Menlo Park Safe Routes to School (SRTS) program aims to make school communities safer, healthier, and more fun. These programs encourage students to walk and roll (bike, skate, travel by wheelchair) to and from school. SRTS programs make learning about and participating in walking or rolling to school both fun and safe.

This guide will help you prepare for and foster participation in Walk & Roll to School Day events, by providing monthly resources, language for e-newsletters, safety tips, and fun activities.

#### IT TAKES A VILLAGE!

Parents, families, and community members can work together with school staff to build a culture of walking and rolling at your school. This handbook outlines ways community members and families can lead and support SRTS activities and events.

#### COMMUNITY MEMBER INVOLVEMENT TAKES IT TO THE NEXT LEVEL

Students and families feel more excited about participating in events when they are part of a bigger movement. Your excitement and participation in planning can help the school understand that SRTS is sending a powerful message in the community.

### Why Walk and Roll to School?

#### KIDS WHO WALK OR BIKE TO SCHOOL...



Arrive alert and able to focus on school



Are more likely to be a healthy body weight



Are less likely to suffer from depression and anxiety



Get most of the recommended 60 minutes of daily physical activity during the trip to and from school



Demonstrate improved test scores and better school performance



### Steps to Plan School-Based Walk & Roll Events

This guide offers strategies for both Walk and Bike to School Days by referring to them as Walk & Roll days. 'Roll' can be used instead of 'Bike' to:

- Better include students and family members who may use rolling mobility devices, such as wheelchairs or specialized scooters, to get around.
- Extend participation to students who would prefer to bike, scooter, or skateboard, as allowed by school or district policy.
- Promote other shared modes, such as carpooling with other families or taking the bus, to include students who may need to 'roll' to school using a vehicle while using transportation options that support the environmental and social goals of the event.

#### WHO PLANS WALK & ROLL?

Anyone can be the Walk & Roll to School Day event champion! But make sure to ask your school's principal for permission and follow any district requirements for volunteers.

Individuals directly involved in the school community are often the event champions, including: PTA members, parent volunteers, PE teachers, school nurses, and/or school administration.

Other event champions could include city or school district staff, or a local non-profit.

This guide is written for anyone who is leading or involved in planning Walk & Roll to School Day activities.



#### **HOW TO PLAN WALK & ROLL?**

Follow these five easy steps for a successful Walk & Roll to School Day:



**IDENTIFY A DATE** and coordinate with the school.



**RECRUIT** community partners and volunteers.



**PLAN** the event day logistics.



**PROMOTE** the event.



**FOLLOW UP** and thank all volunteers and partners after the event.



#### **IDENTIFY A DATE**

(1-4 months before)

- Create an outline of what you'd like your Walk & Roll to School Day to look like. E.g., do you want to organize families to meet at designated spots and walk together, or for them to selforganize meetings to walk together, or to walk independently? Do you want to set up a table or an activity on campus?
- Meet with your school's principal for event approval and reach out to your City SRTS Coordinator for assistance with the event planning and promotion.
- Set a date for the event. Tip: Reference International Walk to School Day's set date, your school's calendar, the PTA calendar, and a multifaith calendar to avoid any significant religious holidays.
- Save the Date: Four to six weeks before the event, get the word out to the school community and other community members.



#### Email:

Need child bicycles for your events? Menlo-Atherton High School bike club fixes and donates bikes to the community. Reach out to saferoutestoschool@menlopark.gov if you need a bike or want to donate one.



### RECRUIT COMMUNITY PARTNERS AND VOLUNTEERS

(1-2 months before)

- Recruit school staff, parents, and students by requesting volunteers who can assist with steps 3 through 5 below. Tip: Explore communication channels such as: PTA meetings or listservs, school and teacher newsletters, and student sustainability teams.
- □ Identify local partners to help with event logistics. Contacts can include local organizations such as Parents for Safe Routes, local transportation or public health agencies, the school district, city council, and/or fire and police teams. Tip: The Safe Routes to School program and the Police Department may be able to offer small safety incentives such as lights or reflective stickers; fire trucks or police cars can be on site for students to check out; inviting council members to join families on the walk creates opportunities to let elected officials know how important safe routes are to your community.
- Reach out to your City's SRTS coordinator and local businesses to request donations for incentives or treats for families who participate. E.g., bike lights, gift certificates, discounts, etc.



#### **PLAN THE LOGISTICS**

(3 weeks - 1 month before)

Plan and map out designated active routes to school. Tip: The City of Menlo Park Suggested Routes to School Maps can be found at: menlopark.gov/saferoutestoschool

The City of Menlo Park has an online citywide map to help facilitate longer trips across the City. The interactive map displays bicycle lanes, walking paths, the Peninsula Bikeway, SamTrans routes, traffic signals and schools.

- Establish any meet-up points or Park & Walk locations; add these locations and meeting times to the route maps. Tip: See San Mateo County Office of Education's guidance on Walking and Biking while social distancing.
- Collect or create event materials and coordinate with the school to post or store materials. Include day-of logistics, such as the route map and meeting times, on any takehome materials.
- Consider how to evaluate the event. Options include counting the number of participating students, offering a family survey, and/or asking families for their stories and feedback following the event. Tip: Counting and giving out small inexpensive incentives such as stickers is a great way to count how many students participated in the event. Consider having volunteers count and give out stickers at designated meeting places or at select entries to school.



#### Visit:

menlopark.gov/saferoutestoschool for ready to use resources including posters, banners, and safety tip sheets.



#### PROMOTE THE EVENT

(starting 2 weeks before)

- Register the event at Walkbiketoschool.org to support walking and rolling at the national level (for May and October events only).
- Two weeks before the event: Post electronic and print announcements in the school's and PTA's newsletter, on bulletin boards, and/ or to social media accounts. Tip: Consider promoting an October Walk & Roll to School Day at back-to-school nights by tabling with event fliers and volunteer sign up forms.
- One week before the event: Send home the event logistics. Tip: Send fliers in backpack mail that provide date, routes, participating, and contact information. Reach out to local media to promote the story.
- Several days before the event: Post a reminder on social media and consider sending home walking safety tips for families to review together.
- Day before the event: Work with the school administrator to share a reminder announcement on the school's intercom system, encouraging students to walk or roll to school the next day.

#### FOLLOW UP

- Evaluate the event: How many people participated? What media coverage did the event receive? Did someone take great photos that will be useful?
- ☐ Thank all volunteers and partners after the event and share some of your evaluation findings with them.



### Sustain It!

## Keep Walking & Rolling Going with These Suggestions

Host Walk & Roll to School Days with the rest of the world in May and October or as frequently as you'd like. Find newsletter examples and a poster template on pages 11, 12 and 13.

Here are some ideas for events throughout the school year:

- \* September: Walk & Roll Back to School
- October: International Walk & Roll to School Day
- \* November: Ruby Bridges Walk to School
- \* January: New Year Walk & Roll
- ✤ February: Lovin' Walk & Roll
- \* April: Walk & Roll for the Earth Day
- \* May: International Bike to School Day
- ★ June: Rock the Walk & Roll for Summer

#### LAUNCH A PARK & WALK PROGRAM

 A Park & Walk campaign encourages families to park at a designated spot nearby the school and walk together, rather than driving all the way to school. This allows families to walk the rest of the way to school while reducing traffic congestion and emissions around schools.
 Parents can coordinate with other families to meet at the designated place and share the walk to school, or participate independently.

#### FORM A WALKING SCHOOL BUS

A Walking School Bus follows the same route every time and picks up students from their homes or at designated stops at pre-arranged times. The group walks to school with a designated volunteer. Routes may operate daily, weekly, or monthly, daily routes are preferred and have been shown to successfully address student absenteeism.

#### Walking School Bus:

Find out how to organize a Walking School Bus or a Bike Train using the Menlo Park's SRTS Strategy Guide, available under the "Resources" section at menlopark.gov/saferoutestoschool

### **Resources and Activity Ideas**

### **Activities for Elementary Students**

#### **ACTIVE TRANSPORTATION BINGO**

An easily adaptable game that tests knowledge on traffic signs. Play by yourself or with a friend, seeing if you can find four signs in a row to win! See the Walk & Roll Bingo Sheet on pages 14 and 15. If some of the pedestrian skills on the bingo cards stump you, there is more guidance in the Sidewalk Smarts Passport.

#### **SCAVENGER HUNT**

 Students can print out or view the resource on their phone or tablet and work to find the items scattered around their neighborhood. This is a fun and active way to explore neighborhood streets!

Check this Neighborhood Scavenger Hunt card and more printables here.

#### **BICYCLE HELMET FITTING**

 A guide that demonstrates how to properly fit, adjust, and wear a helmet each time you ride.

#### **ART CONTEST**

As part of an art contest, students would submit their own art pieces or poster designs to promote walking and rolling to school. The art piece or poster design should express what biking and rolling looks, feels like, and means to the students. Incentives and or rewards could be offered to students who participate.

See these two examples of fliers for such an event:

- San Francisco SRTS Art Contest
- SMCOE SRTS Walk & Roll Poster Contest



### **Activities for Middle and High School Students**

STAR WARS SAFE ROUTES TO SCHOOL VIRTUAL ESCAPE ROOM: BABY YODA'S SAFE JOURNEY

 A virtual escape room made by the Safe Routes to School team at the San Mateo County Office of Education. You can complete the game as a group or as an individual.

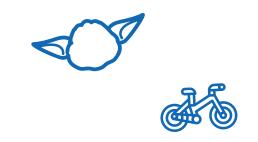
You can compete against friends and try it multiple times.

#### **BICYCLE AND WALKING CLUB**

- Students passionate about bicycle advocacy could partner with like-minded teachers to form a bike club at the high school or middle school. The club could start by growing its membership and encouraging more people to bike to school. Programming could involve safety education, bicycle maintenance, and group rides that explore the school surroundings. The group could advocate for more campus bicycle amenities, such as bike parking, a bike tool hub, showers, and helmet and bike light giveaways. The club could also partner with a local bike shop to help with expertise and promotions.
  - Five Tips for Starting a School Cycling Club
  - How to Start a Bicycle Club or Advocacy Organization
  - The 10-Step Handbook for High School Bike Projects

#### **MOUNTAIN BIKING EXCURSIONS**

- Students can organize a separate mountain biking club or have it as part of the bicycle and walking club. Programming could involve a focus on environmental stewardship and outdoor safety. Up-to-date maps detailing the local mountain biking routes and their conditions in San Mateo County are readily available.
  - MTB Project, San Mateo Trails
  - Trailforks, San Mateo County Mountain Biking Trails





Menlo Park Safe Routes to School website menlopark.gov/saferoutestoschool

Parents for Safe Routes parents4saferoutes.org

San Mateo County SRTS smcoe.org/for-schools/safe-andsupportive-schools/safe-routes-to-school

Silicon Valley Bicycle Coalition bikesiliconvalley.org

### **Boost Your Day with Rally Activities**

Rally activities are fun activities that inspire more families to get involved in Safe Route to School event days and use active transportation every day.

These programs reward participation and make walking and rolling normal and fun. This section outlines 'rally activities' that can be combined and used to shape transportation habits at the beginning of the year or as part of campaigns throughout the year.

### **Rally Activity Suggestions**

	ACTIVITY	DESCRIPTION	LEVEL OF EFFORT	
MON ←	Bike Fairy or Surprise Giveaways	The Bike Fairy leaves small surprises on bikes, scooters, and skateboards parked on campus to say "thanks for riding" and encourage more students to try it out.	LOW: Stop by school on your own schedule to drop off notes and small incentives	
→ HSIH	Lawn Sign Safety Campaign	Share safety messages with people driving near schools with phrases such as: "We Take Time to Brake for Our Kids" and "Drive Like Your Kids Live Here"	LOW: Coordinate with families and neighbors to distribute safety messages to be displayed on lawns	
	Bike Art Contest	Let students create their own personalized bike lane and bike marking design — using art materials.	LOW: Coordinate the activity as part of larger safe routes to school event.	
	Meet & Greet Table	Spread information to parents and students before an event or on the actual day of the event.	LOW: Gather materials and ask school permission to set up table.	
	Bike Blender	Reserve SMCOE or City of Menlo Park's bike blender for your event and have students blend smoothies using their own pedal power.	MEDIUM: Pick up bike blender and smoothie ingredients; staff event.	
	Pledge and Punch Cards	Families can pledge how often they will use active or shared modes, or students can get a punch for every active or shared trip they take.	MEDIUM: Volunteers drop off pledge or punch cards to classrooms or staff a table during dropp off times.	
	Cocoa for Carpools	Reward students and families who carpool to school with hot cocoa.	MEDIUM: Pick up hot cocoas packets and a hot water heater.	
	Park and Walk	Publicize a pre-determined parking lot or parking area where families can park and walk the remaining distance to school.	MEDIUM: Determine location; share location among school community.	
	Walking School Bus	A group of students who walk to and from school with adults. Designate a route and stop where students gather or get dropped-off near their homes.	HIGH: Requires committed adults to coordinate logistics with a group of families.	

**LEVEL OF EFFORT** 

### **Bike Fairy**

The Bike Fairy visits schools during the day while students are in class to leave small surprises on bikes, scooters, and skateboards parked on campus. This is a great way to say "thanks for riding" and encourage more students to give it a try. The Bike Fairy leaves bookmarks, pencils, stickers, info cards, and other treats. A Bike Fairy Event or other surprise party or giveaway is a great addition to a Walk & Roll to School Day.

- The City of Portland's Bike Fairy Program has been very popular and contributed to increases in students biking over the past several years. Check out their program to learn more!
- Kirkland, WA implements Bike Fairies through Bike to School Day, sponsored by King County Metro SchoolPool. Find out more about Bike to School Day Fairies here.

### **Meet & Greet Table**

A 'meet & greet table' is a great way of spreading the word about your event beforehand and sharing information on the actual day. Don't forget to ask your school's principal for permission to set up the table before your event and on the event day. The best locations are near the school entrance but out of the way so you don't block the school entrance if you have a large crowd at the table. You should coordinate with other groups to get resources and information about what other activities will be happening on the day of your event.

Groups you may want to speak with include:

 Neighborhood organizations and PTA-specific activities and materials to hand out



- Your local Police Department: Local bicycle and safety information, bicycle registration, and helmet fitting
- Bay Area Bike Mobile: Bicycle safety check and maintenance
- City staff: Invite city council and elected officials invited to bike or walk to the event with neighbors
- Parents for Safe Routes can help connect with SRTS Champion at your school
- Silicon Valley Bicycle Coalition: Valet bike parking, tabling, education and information
- San Mateo County SRTS: Can provide resources and safety tip sheets

### **Bike Blender**

A bike blender is a bike pedal powered blender. The blender is attached to the front or the back of the bike and kids can pedal the bike to power the blender. Bike Blenders are a great tool to reward participation in Safe Routes to School activities, teach about health and wellness, and enhance education and encouragement activities.

Contact your local Safe Routes to School Coordinator (saferoutestoschool@menlopark. gov) or the San Mateo County Office of Education (srts@smcoe.org) if you would like a bike blender at your event.



### Pledge and Punch Cards

Pledge cards can be used to help students set intentions around how they get to school. These intention setting tools must be coordinated with parents and caregivers, as they are ultimately decision makers of how their child gets to and from school. Pledge cards can be distributed to students to have them record how many days a week they would like to get to and from school using active or shared modes.

Punch cards provides a system that keeps track of and incentivizes students getting to school by active modes. It can be used as part of a larger walking, rolling or carpooling campaign. Once a student gets a certain number of punches, they may be eligible to receive a small prize or incentive.

- The King County Safe Route to School Toolkit includes templates for Pledge and Punch cards (see below).
- Marin County's Pollution Punchcard Guidebook offers basic steps for organizing a campaign that makes the link between students' transportation choices and the environment.



### **October Newsletter**

### International Walk to School Day,

Even though going to school continues to look different this year, we can still walk and roll to class while practicing COVID precautions that will keep your kids safe and healthy. International Walk and Bike to School Day right around the corner on October 6th and we need your help to make it a success! The Safe Routes to School program is here to support you however we can. As you consider your plans for getting your student to/from school, we encourage you to consider walking or biking as a healthy, outdoor, physically distant option. Walking and biking to school gives school age children the opportunity to explore their community, learn traffic safety skills, not to mention the numerous health and environmental benefits. Please see menlopark. gov/saferoutestoschool for suggestions on routes to school or reach out to [school official] with questions about school transportation!

### Día Internacional de Caminar y Andar en Bicicleta a la Escuela,

Aunque ir a la escuela sigue parecer diferente este año, todavía podemos caminar y rodar a la escuela mientras practicando precauciones de COVID-19 que van a mantener sus hijos seguros y sanos. ¡El día internacional de caminar y andar en bicicleta a la escuela se llega pronto el 6 de octubre y necesitaremos su ayuda para lograrlo! El programa de las rutas seguras a la escuela está aquí para apoyarle en lo que podamos. Cuando usted está eligiendo la manera en la que sus hijos estarán yendo a la escuela, les animamos a considerar caminando o rodando para una opción saludable, afuera, y con distancia físicas a los demás. Caminar y andar en bici a la escuela les da a niños escolares la oportunidad de explorar su comunidad, aprender seguridad de tránsito, y además varios beneficios de la salud y ambientales. Por favor vea menlopark. gov/saferoutestoschool para consejos de rutas a la escuela o contacta [school official] con preguntas sobre transporte a la escuela.

### Feliz Halloween!

#### **CONSEJOS DE SEGURIDAD**

- SÍ!
- Use disfraces de colores brillantes con materiales reflectantes
- 🕷 🕺 Siempre lleve una linterna
- Use señales de tránsito
  y cruces peatonales y
  siempre mire a su alrededo
- Cuando conduzca en áreas residenciales, reduzca la velocidad y tenga mucho cuidado
- \* Pida dulces en grupo

#### NO!

- No correr o empujar a otros que están pidiendo dulces
- No coma ningún dulce hasta que un adulto lo revise
- No se distraiga
  con sus juguetes,
  hablando con
  otros o con
  ningún dispositivo
  electrónico

### Happy Halloween!

#### **TIPS FOR A SAFE TRICK-OR-TREAT**

#### DO'S

- Wear bright colored costumes with reflective material
- \* Always carry a flashlight
- Use traffic signals and crosswalks and always look around
- When driving in residential areas, slow down and be extra cautious
- \* Trick-or-treat in groups

#### DON'T

- No running and pushing others who are trick-or-treating
- Do not eat any candy until an adult checks it
- Don't get distracted with your toys, talking to others, or any electronic devices

### **November Newsletter**

### Let's Celebrate Ruby Bridges Walk to School Day,

This month we celebrate the struggle and bravery of young Ruby Bridges who in November of 1960 embarked on a walk to school that played an important role in this country's civil rights movement. The six year old integrated her elementary school in New Orleans, arriving at school each day to an angry crowd of people who didn't want her there. In May of 2018, a group of 5th graders from San Mateo County, learning about Ruby, asked their school board to pass a resolution making November 14 Ruby Bridges Day. In August 2021, November 14 was recognized by the California State Senate as the official date of Ruby Bridges Walk to School Day. Over 50 schools from all over the United States have participated in the event. Share the inspiring story with your kids and continue the tradition! You can find out more information and find out how to participate here.

### Celebremos El Dia de Caminar a la Escuela de Ruby Bridges,

Este mes celebramos la lucha de la joven, **Ruby** Bridges, que en noviembre de 1960 empezó a caminar a la escuela, jugando un vital papel en el movimiento de derechos civiles en este país. La niña de seis años ha participado en la integración racial de su escuela en New Orleans, llegando cada día enfrente de una multitud de demostradores. En Mayo de 2018, un grupo de estudiantes en el condado de San Mateo aprendieron sobre Ruby y les pidieron a su consejo escolar que hicieran el 14 de noviembre El Día de Ruby Bridges. En agosto de 2021, el Senado del Estado de California reconoció el 14 de noviembre como la fecha oficial del Día de caminata a la Escuela de Ruby Bridges. La resolución fue aprobada y desde entonces más de 50 escuelas en el condado han participado en el evento. ¡Comparte la historia inspiradora con sus hijos y continúe la tradición! Usted puede obtener más información y aprender cómo participar acá.

#### WALK AND ROLL IN WINTER!

As days are getting colder, shorter and darker, make sure you are always visible when you travel and that you wear weather-appropriate clothing:

- Wear bright or reflective clothes or gear
- Use lights on your bike or carry a flashlight when walking in the dark
- Wear multiple layers, a hat and gloves to protect you from the cold and the rain.
- Walk with friends
- Be careful when crossing the street or a driveway

#### ¡CAMINAR Y ANDAR EN BICICLETA EN INVIERNO!

Los días se vuelven más fríos, más cortos y más oscuros. Asegúrese que siempre está visible cuando viaja y que usa ropa apropiada para el clima:

- Use ropa o equipo brillante o reflectante
- Use luces en su bicicleta o lleve una linterna cuando caminando en la oscuridad
- Use varias capas, un gorro y guantes para protegerse del frio y la lluvia.
- \* Camine con amigos
- Tenga cuidado al cruzar la calle o el camino de entrada



# WALK & ROLL TO SCHOOL

Lace up your shoes, grab your backpack, and get active on your way to school!

Walk & Roll to School with friends and family on:

FOR HELP FINDING WALKING AND BIKING ROUTES TO SCHOOL, VISIT:

MENLOPARK.GOV/SAFEROUTESTOSCHOOL

# MENLO PARK Safe Routes to school

### WALK AND ROLL BINGO



Find something in your neighborhood that is the color yellow	Check your school Walk and Roll map and test your safe route to school menlopark.gov/ saferoutestoschool	Walk or roll to your favorite park	Count the trees on your block	Teach someone the ABC Quick Check
Look for "sharrow" signs in your neighborhood	Arms up and wiggle your fingers and toes for 30 seconds	Teach someone how to cross the street safely	Create your own traffic playground trafficgardens.com/ fun-at-home	Do your favorite yoga pose for 1 minute
Walk or roll to the nearest bus stop	Shake out your whole body for 30 seconds	SAFE Routes To school	Walk or roll to a school near you	Help a friend with a helmet fitting
Practice your hand signals**	Count the number of wheels on your street	Spot wayfinding signage	Tell an adult about the Dutch reach method ("anti-dooring")	Spot 15 mph signs near schools
Go up and down the stairs 5 times	Travel on a bike path	Walk or roll to the nearest park	Watch the Smart Cycling videos made by The League of American Bicyclists bikeleague.org/ ridesmartvideos	Count the stop signs on your street

**MENLO PARK SAFE ROUTES TO SCHOOL** 

Walk and Roll Bingo

# MENLO PARK Rutas seguras a la escuela

### **BINGO ACTIVO**

林さたある

Encuentre algo en su vecindario que sea amarillo	Practique sus rutas sugeridas a la escuela con el mapa de su escuela menlopark.gov/ saferoutestoschool	Camine o ande en ruedas a su parque favorito	Cuente los árboles en su cuadra	Enséñele a un amigo el ABC Quick Check
Encuentre señales "sharrow" en su vecindario	Levante los brazos y mueva los dedos de las manos y de los pies por 30 segundos	Enséñele a alguien a cruzar la calle de forma segura	Haga su propio jardín de tráfico trafficgardens.com/ fun-at-home	Haga su pose de yoga favorita por 1 minuto
Camine o ande en ruedas a la parada de bus más cercana	Mueva su cuerpo por 30 segundos	RUTAS SEGURAS A LA ESCUELA	Camine o ande en ruedas a la escuela más cercana	Ayude a un amigo a ajustar su casco
Practique señales de mano ** Parar o Ralentizar	Cuente el número de ruedas que ve en su cuadra	Encuentre señalización de orientación puntual	Cuéntele a una adulta sobre el método "anti-dooring"	Encuentre señales de 15 mph cerca de las escuelas
Suba y baje las escaleras 5 veces	Pasee por una ruta de bicicleta	Camine o ande en ruedas al parque más cercano	Vea los videos de "Smart Cycling" hecho por The League of American Bicyclists bikeleague.org/ ridesmartvideos	Cuente señales de alto en su cuadra STOP

**MENLO PARK RUTAS SEGURAS A LA ESCUELA** 

**Bingo activo** 

The Menlo Park Safe Routes to School Program is a partnership between the City of Menlo Park, Las Lomitas Elementary School District, Menlo Park City School District, Ravenswood City School District, Sequoia Union High School District, private schools, and local community stakeholders.