

LOS ALTOS, CALIFORNIA | FALL 2021

Safe Routes To School Toolkit











Safe Routes to School Toolkit

Introduction

The Los Altos Safe Routes to School program aims to make school communities safer, healthier, and more fun. These programs encourage students to walk and wheel (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 a Walk or Wheel (Wow!) to School Day events, by providing monthly resources (page 5), safety tips and fun activities (pages 6-10) and language for e-newsletters (page 11 and 12) and poster template (page 13).

IT TAKES A VILLAGE!

Parents, families, and community members can work together with school staff to build a culture of walking and wheeling 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 or Wheel to School?

KIDS WHO WALK OR BIKE TO SCHOOL...



Arrive alert and able to focus on school



Are more likely to have a healthy body



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 or Wheel Events

This guide offers strategies for both Walk and Bike to School Days by referring to them as Walk or Wheel days. 'Wheel" or 'roll' can be used interchangebly instead of 'Bike' to:

- 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.
- Better include students and family members who may use rolling mobility devices, such as wheelchairs or specialized scooters, to get around.



WHO PLANS WALK OR WHEEL EVENTS?

Anyone can be the Walk or Wheel (WoW!) 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 members of a local non-profit.

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

HOW TO PLAN WOW! EVENTS?

Follow these six easy steps for a successful Wow! to School Day:



IDENTIFY A DATE and coordinate with the school.



RECRUIT community partners and volunteers.



PLAN the event-day logistics.



PROMOTE the event.



EVALUATE the event. Track participation and collect pictures.



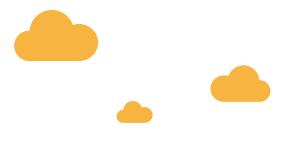
FOLLOW UP and thank all volunteers and partners after the event.



IDENTIFY A DATE

(1-4 months before)

- ☐ Create an outline of what you'd like your Walk or Wheel 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. Get the word out 4-6 weeks before the event, get the word out to the school community and other community members.







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 email groups, school and teacher newsletters, and student sustainability teams. Los Altos School District uses PeachJar to communicate with families on non-profits events. Additional information on PeachJar can be found here: www.lasdschools.org/District/Portal/peachjar-e-flyers
- Identify local partners to help with event logistics. Contacts can include local transportation or public health agencies, the school district, city council, and/or fire and police teams. Tips: GreenTown Los Altos supports Walk or Wheel (WoW!) programs at schools in Los Altos getting kids walking and wheeling to school with planning assistance, incentives, etc. City departments and police 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

(3-4 weeks before)

☐ Plan and map out designated active routes to school. Tip: The City of Los Altos Suggested Routes to School maps can be found at: www.losaltosca.gov/saferoutes



The City of Los Altos also has a new online Suggested Routes to School map delivery system: schoolroutes.org. Download the free mobile app on your smartphone.

- Establish any meet-up points or Park & Walk locations (see page 5); add these locations and meeting times to the route maps. Be aware of local COVID-19 guidelines and communicate how Walk or Wheel participants can follow those guidelines.
- 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.
- Make a plan 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:

www.losaltosca.gov/saferoutes 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: Encourage students and families to plan out in advance how they will participate (walk or roll), plan their route, tune up their bike or scooter, prepare the material they will need (helmet, bright clothes, bike lights, etc.). One week before the event: Send home the event logistics. Reach out to local media to promote the story. Tip: Send fliers in backpack mail that provide date, routes, participation guidelines, and contact information. 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



EVALUATE

☐ Evaluate the event: How many people participated? What media coverage did the event receive? Did someone take great photos that will be useful? Barriers to participation? Interest?

students to walk or roll to school the next day.

Share the data with the City of Los Altos SRTS
Coordinator. Evaluation data are essential to
measure the SRTS program success and improve
the SRTS activities and events.



FOLLOW UP

☐ Thank all volunteers and partners after the event and share some of your evaluation findings with them.











Sustain It!

Keep the Walk or Wheel efforts going with these suggestions:

Host Walk or Wheel to School Days with the rest of the world in May and October or as frequently as you'd like.

Here are some ideas for events throughout the school year:

- * September: WoW! Back to School
- October: International Walk to School Day
- * November: Ruby Bridges Walk to School
- January: New Year Walk or Wheel, Polar Bear WoW! Day
- * February: Lovin' Walk or Wheel Day
- * April: Walk or Wheel for the Earth Day
- * May: International Bike to School Day
- ☀ June: Rock the Walk n 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 location and share the walk to school, or participate independently.

Tip: Los Altos's Suggested Routes to School maps show ideal Park and Walk locations.

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 Planning Guide:

A step-by-step guide and additional resources to help parents, educators, and community members plan and organize a walking school bus using adult volunteers as leaders. www.saferoutespartnership.org/sites/default/files/resource_files/step_by_step_-how_to_start_a_walking_school_bus_at_your_school.pdf

*Safe Routes to School National Partnership. Addressing Attendance through Safe Routes to School.

Resources and Activity Ideas

Activities for elementary students

ACTIVE TRANSPORTATION BINGO

* This easily adaptable game tests knowledge on traffic signs. Play by yourself or with a friend. See if you can find four signs in a row to win! See the Walk and Roll Bingo Sheet page 16. If some of the pedestrian skills on the bingo cards stump you, there is more guidance in the Sidewalk Smarts Passport.

www.stswr.ca/wp-content/uploads/Sidewalk-Smarts-Passport-Printable.pdf

SCAVENGER HUNT

* Students can print out or view the scavenger hunt 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 out this Neighborhood Scavenger
Hunt card www.walksacramento.org/wpcontent/uploads/2020/04/NeighborhoodWalks-Activity-Packet.pdf and as well as more
printables here www.thirtyhandmadedays.
com/scavenger_hunt.

BICYCLE HELMET FITTING

This guide demonstrates how to properly fit, adjust, and wear a helmet each time you ride. www.saferoutespartnership.org/resources/ toolkit/bh

ART CONTEST

★ Use art contests to engage and inspire! Students could submit their own art pieces or poster designs to promote walking and wheeling to school. The art piece or poster design should express what WoW!ing looks like, 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:

sfbike.org/wp-content/uploads/2020/02/Art-Contest-combined-flyer-1-1.pdf

www.smcoe.org/assets/files/For%20Schools_ FIL/Safe%20and%20Supportive%20Schools_ FIL/Safe%20Routes%20to%20Schools_FIL/ SRTS_Walk_and_Roll_to_School_poster_ contest_flyer_final.pdf









Activities for middle and high school students

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

This 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. docs.google.com/forms/d/e/1F AIPQLSfYNOGuiyCFtf6BELGN39A8atk6ivcZO3S NjYY91CyvJHX8PQ/viewform

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 GreenTown or a local bike shop to help with expertise and promotions.

community.raleighusa.com/blog/five-tips-for-starting-a-school-cycling-club

bikeleague.org/sites/default/files/bikeleague/bikeleague.org/members/club/pdfs/how_to_start_a_bicycle_club_AO.pdf

walkandrollpeel.ca/projects/pdf/10-stephandbook-high-school-bike-proj.pdf

MOUNTAIN BIKING EXCURSIONS

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.

The Black Mountain Composite is a mountain bike team for high school students who attend public and private schools in Los Altos and Mountain View and other cities of the Bay Area. BlackMountainMtb.Org

Maps detailing local mountain biking routes and their conditions in Santa Clara County are readily available on Trailforks website: trailforks.com/region/santa-clara-county/







More resources:

Los Altos SRTS website losaltosca.gov/saferoutes

Suggested Routes to School Map Platform and App schoolroutes.org/losaltos

GreenTown Los Altos, School Walk or Wheel! (WoW!) Project greentownlosaltos.org/schoolswow

Los Altos Complete Streets and Safe Routes to School Plans losaltoscompletestreets.com/suggestedroutes-to-school

Boost Your Day with Rally Activities

Rally (engagement) 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 wheeling 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.

Engagement Activity Suggestions

LEVEL OF EFFORT

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

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 or Wheel 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 and Greet Table

A meet and 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
- PTA, and local businesses. Seek Incentives for attendees

- Your local Police Department: Safety information, bicycle registration, and helmet fitting
- The Bicycle Outfitter, Los Altos: Bicycle safety check and maintenance
- City staff: Invite city council and elected officials to walk or wheel to the event with neighbors
- GreenTown Los Altos: Help planning WoW! days, safety information, bike safety checks, blender bikes and WoW! incentives
- Silicon Valley Bicycle Coalition: Valet bike parking, tabling, education and information
- Santa Clara County SRTS: Resources and safety tip sheets

Blender Bike

A blender bike is a bike-pedal-powered blender. The blender is attached to the back of the bike and kids can pedal the bike to power the blender. Blender bikes 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 GreenTown Los Altos 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 or trip trackers provide a system that keeps track of and incentivizes students getting to school by active modes. They can be used as part of a larger walking, wheeling 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

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 losaltosca.gov/saferoutes or schoolroutes.org/losaltos for suggestions on routes to school or reach out to [school official] with questions about school transportation!

TIPS FOR A SAFE TRICK-OR-TREAT

DO'S

- * Westerhalght colored costumes witherstilestive
- * 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

- Do not eat any candy until an adult checks it
- Don't get distracted with your toys, talking to others, or any electronic devices

DON'T

Louching

Estimadas familias,

¡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 www.losaltosca.gov/ saferoutes o schoolroutes.org/losaltos para consejos de rutas a la escuela o contacta [school official] con preguntas sobre transporte a la escuela.

TONSEJOS 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 alrededor
- * Cuando conduzca en áreas residenciales, reduzca la velocidad y tenga mucho cuidado
- ★ Pide dulces en grupo

- hasta que un adulto lo revise
- No se distraiga con sus juguetes, hablando con otros o con ningún dispositivo electrónico

¡NO!

No correr o empujar a otros que están pidiendo dulcos

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 6 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 14th Ruby Bridges Day. Since then, more than 50 schools from all over the United States have participated in the event. Share the inspiring story with your kids and continue the tradition! For more information: rubybridges. foundation/

Queridos padres,

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 6 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. 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! Para
más informació: rubybridges foundation/

WALK OR WHEEL 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





Walk or Wheel To School

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

Walk or Wheel to School with friends and family on:



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

SCHOOLROUTES.ORG





Walk and Roll

ACTIVITY 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

www.losaltosca.gov/ saferoutes

Walk or roll to your favorite park

Count the trees on your block

Teach someone the ABC Ouick 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 helmet fittina



Practice your hand signals



Riaht



Slow or

Stop





Count the number of wheels on your street Spot wayfinding signage



Tell an adult about the Dutch reach method (anti-dooring)



Spot 15 mph sign 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 Bicyclist

bikeleague.org/ridesmart videos

Count the stop signs on your street













Los Altos, California SAFE ROUTES TO SCHOOL

Walk and Roll

BINGO ACTIVO

Encuentra algo en tu vecindario que sea amarillo Practica sus rutas sugeridas a la escuela con el mapa de su escuela

www.losaltosca.gov/ saferoutes Camina o anda en ruedas a tu parque favorito Cuenta los árboles en tu cuadra Enséñale a un amigo el ABC Quick Check



Encuentra señales de "Sharrow" en su vecindario



Levanta los brazos y mueve los dedos y los dedos de las manos y de los pies por 30 segundos Enséñale a alguien a cruzar la calle de forma segura

34

Haz tu proprio jardín de tráfico

trafficgardens.com/ fun-at-home Haz tu pose de yoga favorita por 1 minuto

Camina o anda en ruedas a la parada de bus más cercana

Mueve tu cuerpo por 30 segundos RUTAS SEGURAS A LA ESCUELA

Camina o anda en ruedas a la escuela más cercana Ayude a un amigo a ajustar su casco

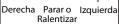


Practica las señalas de mano









Cuenta el número de ruedas que ves en tu cuadra Encuentra señalización de orientación puntual



Cuéntale a una adulta sobre el método "anti-dooring"



Encuentra 15 mph señales cerca de las escuelas

Camina o anda en ruedas a la biblioteca más cercana a ti

Pasea por una ruta de bicicleta

Camina o anda en ruedas al parque más cercano Ve los "Smart Cycling videos" hecho por El League of American Bicyclist

bikeleague.org/ridesmartvideos

Cuenta los signos pares en tu cuadra













Los Altos, California RUTAS SEGURAS A LA ESCUELA