



WALK TO SCHOOL DAY

October 5, 2016

Schools are the anchors of neighborhoods. They bring together educators, students and families to create safe environments for learning, physical activity and building a sense of community. Providing students with a safe and comfortable walk to and from school can also contribute to their academic achievement and health.

Safe Routes to School Los Angeles (SRTS-LA), a program of the Los Angeles Department of Transportation (LADOT), is committed to improving the safety of routes to school with the goal of eliminating student-involved fatalities of students walking and bicycling to school.

SRTS-LA designs and constructs street improvements, upgrades high visibility yellow crosswalks and installs school safety zones that can be enforced by City and School Police at 15 miles per hour when children are present. Reducing speeds increases drivers' visibility of people walking. SRTS-LA also develops safety education programs and walking encouragement activities including Walk to School Day.

WALK TO SCHOOL DAY

Walk to School Day builds awareness of the importance of traffic safety that ultimately changes behavior. School community members walk together to school, as a reminder of the simple joys of walking, and the responsibilities that people walking, bicycling and driving have to adhere to the rules of the road. Walk to School Day is a first step in moving toward a culture where even one death on our streets is unacceptable.



In Los Angeles, traffic collisions are the leading cause of death for those between 2 and 14 years of age and the number two cause of death between 15 and 25 years of age.

CELEBRATE WALK TO SCHOOL DAY 2016

SRTS-LA provides organizers with one-on-one assistance for event planning, logistics support, and coordination with special guests and enforcement and a banner to make it easy to organize a successful event!

A promotional banner for Walk to School Day. It features the word 'Celebrate' in green at the top left. In the center is a large green graphic with the text 'WALK TO SCHOOL DAY' in white, where the letter 'A' is replaced by a white silhouette of a person walking. To the right of this graphic is the text 'With Us!' in green. In the top right corner, there are logos for SRTS Los Angeles and Vision Zero. In the bottom left corner, there is the LADOT logo.

Register today at www.walktoschoolday-la.org

Contact us at info@walktoschoolday-la.org or (323) 942-9873



STEP 1: EXPLORE EVENT IDEAS

- How to include families that do not live in walking distance?
- Are there nice places where people can meet to begin the “walking school bus”?
- How will participants be greeted at the gate?



STEP 2: SECURE PRINCIPAL APPROVAL

- Select the date (October 5th is International Walk to School Day).
- Register your event at www.walktoschoolday-la.org.
- Place the event on the school calendar.
- Discuss how the principal would like to participate.



STEP 3: REGISTER YOUR EVENT AND INVITE GUESTS

- Consider inviting: public and local elected officials (e.g. City Council Office Member, LAUSD Board Member), community, neighborhood and/or faith-based organization members.
- SRTS-LA can coordinate guest participation.



STEP 4: RECRUIT VOLUNTEERS

- Identify 5–8 volunteers for planning, chaperoning the walking school buses, greeting and counting participants at the school entrance and taking photographs.
- Communicate regularly with volunteers.
- Remind volunteers one week in advance of the event.



STEP 5: FINALIZE EVENT DETAILS

- Locations for “walking school bus(es)” meet-ups and school entrance welcoming.
- Chaperone(s) to review Walking Safety Tips¹ and lead the walk from each “bus stop.”
- Times for event participants to meet at “bus stops” and begin the walk.
- SRTS will coordinate with School and City Police and the LADOT Crossing Guard Division to raise awareness about school participation.



STEP 6: PROMOTE YOUR EVENT

- Hang student-created posters and Walk to School Day Banner².
- Send flyers home with students including Walking School Bus meeting locations and times.
- Send school e-blasts (texts), e-newsletters and school-to-home calls (robo calls)³.
- Discuss at existing meetings.



STEP 7: HOST EVENT AND CELEBRATE!

- Set up volunteers who are greeting and counting at the school entrance.
- Provide Walk to School Day banner to a group that is walking.
- Send chaperones to meet-up location for “walking school bus” 20 mins before meeting time.
- Review safety with participants and enjoy the walk!



STEP 8: FOLLOW UP ON YOUR EVENT

- Email photos and quotes to info@walktoschoolday-la.org or upload your photos on twitter Instagram or facebook and tag with #lawalks2school.
- Send thank you notes to volunteers and guests.
- Complete the online Walk to School Day 2016 Survey.

¹ Available in the Organizers Toolkit on www.walktoschoolday-la.org.

² A free banner will be delivered to schools registered on www.walktoschoolday-la.org.

³ The Organizer Toolkit on www.walktoschoolday-la.org includes customizable text and scripts for your outreach.