

## **Walk, Ride, and Roll to School 2011 Guidelines and Registration Instructions**

**WHAT IS IT?** Walk, Ride, and Roll to School is an awareness campaign sponsored by the SANDAG iCommute program as part of the regional Safe Routes to School initiative. The purpose of the campaign is to:

- Increase the number of children and adolescents walking and biking to school
- Raise awareness of the public health, environmental, and social benefits of active transportation
- Improve pedestrian and bicycle safety

The campaign will include:

- Launching regional Walking School Bus and Bike Buddies programs
- The first regional Bike and Walk to School Day in conjunction with International Walk to School Day on October 5, 2011
- A month-long Walk, Ride, and Roll to School Challenge that starts with Bike and Walk to School Day
- Free bike and pedestrian safety and education courses for children and parents

**WHO CAN PARTICIPATE?** Participation in the Walk, Ride, and Roll to School Campaign is open to any K-12 public or private school in San Diego County.

### **WHY PARTICIPATE?**

- To improve the health of kids – increased physical activity can help combat childhood obesity and other health problems.
- To improve air quality and the environment – replacing driving to school with walking or bicycling reduces traffic congestion and polluting vehicle emissions. It also helps schools and districts reach their green goals.
- To encourage safer environments for walking and bicycling – education and encouragement programs raise awareness and increase safety. Also, less traffic congestion in school zones can improve safety.
- For a chance to win up to \$1,000 in classroom supplies!
- Working with SANDAG will help streamline the process and incentivize parents – iCommute will provide materials and select safety gear.
- It's FREE. Plus, it offers schools and parents transportation solutions at a time when funding for school bus programs may be limited and gas prices are on the rise.

### **GUIDELINES FOR PARTICIPATION:**

Each participating school is required to:

1. Enroll in iCommute's regional [SchoolPool](#) program and promote SchoolPool programs and services to parents.  
*\*\*\* SANDAG will provide SchoolPool promotional and marketing materials. Additionally, Walking School Buses and Bike Buddies participants who*

*register in the online iCommute system will receive free starter kits that contain the necessary safety gear (hats, helmets, reflective backpacks, etc.) for the students' active commute to school.*

2. Coordinate an event on October 5, 2011 to kick off the campaign with a Walk and Bike to School Day event in honor of International Walk and Bike to School Day.

*\*\*\*SANDAG will provide event supplies such as snacks and beverages, a banner, promotional materials, event ideas, certificates, and incentives for students.*

3. Participate in the month-long Walk, Ride, and Roll to School Challenge (starting with Walk and Bike to School Day). Schools will receive points for every walk or bike trip to school logged by parents in the online iCommute system during the month of October.

*\*\*\*SANDAG will award the top three schools (those with the most points per capita) with up to \$1,000 in classroom supplies.*

4. Promote participation in active transportation education and safety courses for parents and children.

*\*\*\*SANDAG will sponsor and teach the courses.*

5. Complete a follow-up survey, by the required deadline, when the campaign ends.

**HOW TO REGISTER:** Complete the [online registration](#) form by April 15, 2011. Once your registration is received, an iCommute team member will create your secure SchoolPool network in the iCommute system and provide you with instructions for customizing and managing your network. You will be provided with the instructions, tools, and resources you'll need for planning and promoting Walk, Ride, and Roll to School. If you have questions, please call 511 and say "SchoolPool."

**About iCommute and SchoolPool:** iCommute is managed by the San Diego Association of Governments (SANDAG) as part of the regional 511 transportation information and demand management program. iCommute is dedicated to reducing traffic congestion and improving the environment by providing commuters with free ridematching services, a subsidized vanpool program, transit solutions, the regional bicycle program, the Guaranteed Ride Home service, and SchoolPool. SchoolPool is a free, convenient, and secure online system that connects parents for carpools, bike buddies, and walking school buses. SchoolPool is a convenient way to get kids to school while saving time, saving money on gas, reducing traffic congestion, and improving children's health.