

Bike & Walk to School Day – Team Leader Checklist

Step 1: Organize

- Obtain the permission of the school principal to organize Bike & Walk to School Day. Ask for permission to promote the event.
- Familiarize yourself with the instructions in this manual for conducting a safety event. Visit www.BikeTexas.org for event planning information and materials.
- Coordinate staging areas. Arrange locations and volunteer parent group leaders.
 - Area 1: Area _____ Leader _____ Phone _____
Leader _____ Phone _____
Middle _____ Phone _____
Rear _____ Phone _____
Rear _____ Phone _____
 - Area 2: Area _____ Leader _____ Phone _____
Leader _____ Phone _____
Middle _____ Phone _____
Rear _____ Phone _____
Rear _____ Phone _____
 - Area 3: Area _____ Leader _____ Phone _____
Leader _____ Phone _____
Middle _____ Phone _____
Rear _____ Phone _____
Rear _____ Phone _____
- Recruit school greeting table volunteers:
 - Name _____ Phone _____
 - Name _____ Phone _____

Step 2: Involve Partners

- Spread the word and ask others to get involved. Contact your school site council, safety committee, and school staff and volunteers will be participating and enlist their support.
- Announce the event to your school and community. Begin as soon as the principal approves your school's participation.
- Invite local officials, law enforcement, emergency responders, dignitaries, and celebrities. Contact them at least two or three weeks in advance.
- Solicit donations of healthy treats and/or giveaways from local businesses.

Step 3: Promote Your Event

- Contact the media. Learn deadlines for submission. Plan four weeks for radio and TV public service announcements and calendar listings and one to two weeks for radio, TV and print news stories.
- Print and distribute traffic safety information, event flyers, and posters at least two weeks before the event.



- Submit a school newsletter article for publication at least two to four weeks before the event.
- Request the information be included in the daily loudspeaker announcement the week of the event.

Step 4: Gearing Up

- Print safety handouts well in advance: *Share the Road Guidelines* (p. 69) and/or *Texas Bicycle Laws* (p. 61), *Walk Safe Rules* (p. 75), *Helmet Fitting and Adjustment* (p. 77), and *Vehicle Safety Inspection Checklist* (p. 83).
- Remember that it may be windy, so bring paper weights to the event.
- Send home the backpack mail flyer with safety information, and invitations to parents and children to participate; include locations of staging areas and names of volunteers.
- Borrow tables, chairs, and trash containers. Ask well in advance in case you need to borrow tables and chairs from somewhere other than the school.

Step 5: Put on a Parade

- Make school loudspeaker announcements that week. Have an announcement included in the daily public address system broadcast on Monday, Tuesday, and Wednesday, or earlier if appropriate (p. 99).
- Do an inventory. Are the event handouts, treats, decorations, trash containers, tables, paperweights, chairs and volunteers ready for the event day?
- Remind volunteers to arrive at their assigned location at least an hour before school starts.
- Set up the welcome table at the school the morning of the event, two hours before school starts to welcome a parade of students, parents, staff, media, public officials, celebrities, and law enforcement officers. Set up chairs for volunteers and officials and set out handouts and treats.
- Enjoy the day!

Step 6: Event Wrap-Up

- Return items. Take all borrowed tables, chairs and materials back to the school or owner.
- Send thank-you notes to:
 - public officials and departments who attended
 - companies that donated items or money to support the event
 - school principal, PTA leaders, etc.
 - volunteers

