



# Walk to School Day Planning Guide

For perimeter walks and walking school buses





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## Walk to School Day Planning Guide

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### Comments and suggestions

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For all inquiries, please email us at:

**walksafe@miami.edu**

If your question or comment relates to this document, please provide the version number and publication date so we can provide you with accurate assistance.

### You take full responsibility

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This resource is provided free of charge as a basic event guide. It does not contain every possible scenario or eventuality that you may face.

By following this guide, you acknowledge and agree that you shall use it at your own risk and disclose to participants that their use is also at their own risk.

**The responsibility to hold a safe event is yours.**

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# Introduction

## What is Walk to School Day?



Walk to School Day is a nationwide event that supports safe streets, healthy outdoor activities, and encourages walking as a mode of transportation.

These events encourage families to re-think the morning commute to and from school, as well as help reduce traffic congestion by substituting the family car for a family walking group or teacher/parent led group (often known as a “Walking School Bus”)

Walk to School Day (or “WTSD”) events are generally hosted concurrently with nationwide Walk to School Day initiatives from the National Center for Safe Routes to School (SRTS), and International Walk to School Month, both generally held in October.

However, walking to school - and Walk to School Day events - are encouraged whenever possible. The initiative, after all, is to encourage Walk to School Day as a normal, everyday activity.

Although the coordination necessary may seem daunting, it is entirely possible to hold a successful event through the cooperation of school districts, local law enforcement, and local community organizations.

Schools also have the opportunity to support the event by recognizing students with art-based competitions, awards for steps counted (using pedometer apps), and environmental sustainability efforts.



This guide is a culmination of knowledge we have gathered ever since we held our first Walk to School Day event in 2007. Please feel free to use and adapt the information in this guide for your own youth walkability event.

Please note that this guide is designed for an individual or PTA member starting a Walk to School Day event. If you happen to be a principal or local partner, some of the following steps may not apply - but they should be easily tailored to your needs.





# Pre-planning

## In this chapter:

1. What motivated you?
2. What type of an event do you want?
3. Location, location, location
4. Research school, local, and state policy
5. Use a checklist

## Step 1: What motivated you?

This may seem redundant and a bit odd at first - but think about it: Have you put your reason(s) for wanting to hold a Walk to School Day to paper?

Don't think about it anymore: Write it down. This simple paper will ground your materials, help you approach others with the concept (work on that 30-second elevator speech!), and give the event purpose.

Most importantly, if you ever feel overwhelmed and begin to second-guess the whole idea, you can always come back to your motivations for inspiration.

## Step 2: What type of an event do you want?

As we mentioned in the introduction, Walk to School / Walk to School Day events come in four flavors:



Auburndale Elementary

### a. School perimeter walks

These are school-led events where the entire student body - as the name suggests - takes a walk around the perimeter of the school.

Sometimes, these walks extend past the school and loop through the adjoining neighborhood, though this depends on the rules and restrictions of a given school board.

Some schools, to avoid the complication of field trip forms, will hold a perimeter walk *within* the school grounds. This tends to overlook the opportunity to discuss the walkable infrastructure - or lack of it - surrounding the school, but it is a valid option.





Morningside K-8

### b. School or PTA-led Walking School Buses

A “walking school bus” or “WSB” is a group of children that walk to school from a designated meeting point, led by an adult. This leader may be a teacher or staff member from the school, or a parent volunteering from the school’s PTA.

These are the closest a Walk to School event can get towards promoting daily walking for school-aged youths. The event duplicates what parents (and the school) could encourage every day, and - short of a parent walking their own child - is the safest way to get a group of elementary-aged students from home to school, on foot.



Coral Gables Preparatory Academy

### c. Community-led Walking School Buses

If a school prefers **not** to participate in the organization of a walking school bus, parents may wish to organize and lead their own group walk.

As with the school-led version, the ideal goal of a Walking School Bus should be sustainability of the walk, so it is critical that the organizers be committed to continuing it - a walking school bus should not become a one-time thing for the Walk to School Day history books.

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Keep in mind that these community-led initiatives are sometimes formed when a school or PTA is unable to form one due to liability concerns. As such, it is advisable to make sure your independent walk does not somehow cause a legal issue with the local school board. While unusual, there have been a few infamous cases of US school administrators attempting to ban walking to school.

Nevertheless, US federal law (under the Every Student Succeeds Act) has expressly protected kids' rights to walk to school since 2016.

While the aforementioned incidents may be isolated extremes, it is preferable to know beforehand if you will encounter any pushback - and address those issues before proceeding further.



Frank C. Martin K-8 Center

#### d. Drop-off Encouragement

Schools that do not have time for a perimeter walk can hold a small encouragement party for students - and parents - who are observed walking to school.

This usually consists of a table and various giveaway goodies managed by a few school staff members or volunteers.

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## Step 3: Location, location, location.

### a. Locations for perimeter walks

Though a school's location helps to ground the general location of a perimeter walk, the grounds of some schools (whether around the inside of the gate or around the sidewalk outside) may be too short to justify an entire event.

Research the surrounding neighborhood and use online mapping tools to establish a rough route of a comfortable length - but be prepared to walk that route beforehand to make sure it is actually doable in practice: Check the neighborhood speed limit, how much automotive traffic comes through the area during the proposed event time, how compact (or widespread) the housing is, and how many driveways intersect the sidewalk.

The route should not be exhausting either - a mile and a half is plenty.

### b. Locations for walking school buses

Walking school buses require their own special logistics: Since a WSB is a culmination of multiple parents or teachers bringing children to a single location at a given time, an organizer has to:

- Determine a meeting point that is practical for all parties. You may add additional, mid-point meeting locations along the route, but try to reduce the complexity - especially so latecomers do not delay the walk.
- Determine a safe route from the meeting point to the school. This may require going over the route multiple times to find an ideal path that also works with the necessary pickup locations.
- Time the route from the meeting point to the school with a dry run. This will give you a workable start time. Do this dry run with at least one school-aged child to estimate the speed of the children walking with you (which could be slower - or much faster - than you expect).
- Once you have a start time, determine how practical the time is for participants.

Though we've noted many options above, whatever you can do to **simplify** the Walking School Bus is preferable. For instance, is not advisable to bend over backwards to zig-zag through indirect streets to accommodate a small number of your total participants. Be like a bus.

Try to keep your route as straight as possible, set one meeting time for each stop, limit the number of stops, and stick with the plan. The more complicated you make it for the accommodation of a few, the less convenient it will be for the many and your participation may dwindle rapidly.





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## Step 4: Research school, local, and state policy

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Unfortunately, not every school is enthusiastic about their student body walking outside the school grounds for an event.

This is mostly an issue with perimeter walks (which often require elevated approval above school administration itself), but liabilities can also bring a school/PTA walking school bus to a halt (even though WSBs provide better protection from traffic hazards and stranger danger over unsupervised walks), as do policies that require parent leaders to be background checked (combined with a frequent “lack of funds” to do so).

These objections are not always legally actionable for *community-led* walking school buses. Remember that the Every Student Succeeds Act helps protect walking from a federal level, provided an unrelated local or state law regarding the supervision of children does not indirectly thwart this federal protection. Some school boards may try to fight a WSB regardless of its legality - this battle is up to you.

Moral of this story? Do your homework. Ask the local school district (or your principal, or your school district), and if you get resistance, fact-check the information you are provided against state and local law.

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## Step 5: Use a checklist (we’ve provided them for you)

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Once you have worked out your schedule and jumped any policy hoops, be ready to organize an extensive list of contacts that will make your Walk to School Day happen.

- **For school perimeter walks**, this may include the school or local police for traffic control, local community action organizations to raise awareness about walkability, and the local transportation planning organization, especially if the event is being held to raise awareness about unsafe walking conditions (more on this in the Reaching Out section).
- **For walking school buses**, this will be a contact list of all the parents and children participating in the WSB, and at which stop they “board” the bus.
- **For drop-off encouragement**, you will need to coordinate a table, tablecloth, giveaway goodies, and internal school communications encouraging walking to school. You may wish to involve community organizations if the school allows their participation and their donation of prizes.

This checklist will become the basis from which your event will run smoothly.

To assist, we have provided multiple checklists at the end of this guide for various event types on pages 19 through 26.





# Reaching out

## Step 6: Getting the OK and raising awareness



Not every Walk to School Day is a logistical tour de force, but some require more support than others:

### For school perimeter walks:

#### a. **Talk to the school's principal and the school district:**

As we mentioned before, you need to make sure that the event follows the district's requirements – and regulations.

Reaching out to a school's principal or AP and the district simultaneously is the best way to get information quickly. Follow the lead that works best, and converge conversations if you receive positive support from both sides.

Chances are your inquiries will eventually be assigned to one of the school staff members, who will become your point of contact.

Also remember that your route must be approved by the school administration and revised if necessary.

#### a. **MEET with your school contact:**

This is not the same as talking with the school, but is just as essential. *Only so much can be discussed over the phone or email.*

You should meet in person at least a few times before the event to discuss the proposed route - walk it together, if you can - and establish the best meeting point for students, faculty, and staff (outdoor pavilions and P.E. courts are ideal for this). Also be open to suggestions - someone may have a great idea.

### In this chapter:

1. Getting the OK and raising awareness
2. Revise your route



**b. The city's planning organization:**

If your event has a focus on making safer streets around schools, this is an organization you'll want to call on. Most cities call these "MPOs" (Metropolitan Planning Organizations) or "TPOs" (Transportation Planning Organizations).

These are the people who design and plan out your city streets, along with your state department of transportation. As such, they are the ones who can **fix** the streets, if the walk has been held to highlight existing issues. Perimeter walks, for instance, can double as an informal walkability audit - they get to see any and all flaws firsthand.

Alternatively, perhaps the MPO has recently improved the roads around a school; if so, the Walk to School Day can act as an awareness tool for families and kids.

**c. Local law enforcement:**

If you plan on crossing any somewhat busy streets, police officers will be essential to protect the kids at each crosswalk. Take our word for it: It is impossible to move an entire student body across a street on a single light cycle.

Also, since first responders get to see the result of crashes and aggressive driving on a daily basis, they are likely to be highly supportive of the event and safe streets.

**d. Community advocates**

Being a walkability event, advocates for outdoor play, kids' safety, and walkable neighborhoods will want to support the event. Invite them to help give the event the oxygen of publicity (clear this with the school beforehand).

**e. Sponsors**

No, not the kind that provides monetary support - you need a sponsor that can provide *hydration* support for a bunch of kids who just walked a mile.

We have reached out to local grocery stores in the past, with great success (we are a 501(c)(3) - as an individual, your success may differ). Independently owned neighborhood stores may be particularly motivated to provide support as well, given that Walk to School Days are a community event.

If emails do not result in a reply, reach out in person to the local manager of the store. You may have better luck that way.

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Walk to School Day 2014  
Hibiscus Elementary



**f. Sports (and school) mascots**

Face it: Sometimes, getting a whole bunch of kids excited over any organized event is a thankless job – *until* everyone is having fun.

Put simply: A festive atmosphere helps to liven up the mood.

From experience, we have found that the mascots of local sports teams achieve this with ease. A morose group of children may turn into the most excited ball of energy in a second - over a single mascot.

Keep in mind that sports teams can become great partners or sponsors too - walking is exercise, and exercise is key to sports performance.

Take the opportunity to ask.

**g. Parents**

Opening up the walk to kids' parents – if approved by the school district – is a great way to introduce parents to the idea of walking to school. Many may not realize how simple a morning walk can be, and that a child can handle a mile's walk easily.

You may even get some new supporters willing to help with future initiatives. Also, it *really* helps to have some spare hands to set up for a perimeter walk.



Burnie from the Miami HEAT and UM's Sebastian the Ibis amuse the kids  
Walk to School Day 2016  
Laura C. Saunders Elementary

**For walking school buses:****a. Talk to the school's principal and the school district first:**

This is where you need to get that all-important OK that the school is fine with a parent-led group of students walking to school.

If this comes from the school's PTA and/or involves staff, you may have to comply with specific school policies as alluded to earlier.

However, if the walk is independent of the school, the most important answer you'll need is whether the school will accept that a large group of students are being delivered en masse by designated parents.

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**b. Reach out to fellow parents:**

Chances are you already know other parents in your neighborhood and have discussed walking to school with them already, but - once you have the school's OK - now is your chance to bring the project to them directly.

For PTA members, the platform for this is simple - the next PTA meeting. For community-based WSBs, getting the word out may also involve mentioning the WSB in community meetings and some neighborly door-knocking.

**For drop-off encouragement:**

These events are usually in-house, school events that originate directly from the school staff or PTA. As such, reach out to the administration and propose having a table to reward those walking to school.

This can become a month long competition with "punch cards:" School staff can stamp the card every time a student arrives walking. The class with the greatest number of frequent walkers can receive a prize and/or recognition.

Remember to ask if there are any giveaways that the school can offer; alternatively, consider inviting other community organizations that can expand your giveaways. School breakfast can be an added incentive, and parental participation should be encouraged.

**Step 7: Revise your route**

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Chances are that you already roughed out a route. However, you may now be aware of additional restrictions after speaking with school administration or the local planners (e.g, an unsafe crosswalk with problematic signal timing, or an alternate dropoff/pickup zone that's safer for walking families).

Some areas may not have any sidewalk infrastructure at all, in which case - if approved - you may have to arrange for school or local police to protect the front and back of the walk as it traverses these areas on pavement, ideally in the same manner one would if they were walking alone: Facing traffic.

*NOTE: Facing traffic only applies to walking. Remember that when these youths start middle school and begin using bicycles, they should ride in the direction of traffic (using a protected bike lane, preferably).*

Work these arrangements into your revised route pattern and run them by your contacts to get approval.

Remember, the most direct route is not always the best, the safest, or the most fun to walk through. Always choose low-speed streets with adequate sidewalks whenever possible.





# Getting ready

## Step 8: Get organized



Any event with this many “moving parts” needs as much organization as possible to happen smoothly. As such, you should:

**a. Figure out when the event will be:**

Walk to School Day generally falls on a day (usually in October) set by the National Safe Routes to School Partnership ([walkbiketoschool.org](http://walkbiketoschool.org)). As such, many school walking events are coordinated with this October date.

However, school walking events should be fluid and doable at any time, especially in the case of walking school buses. After all, lest we forget, the goal of these initiatives is to get more parents and kids walking to school instead of driving.

**b. Figure out what the event will entail:**

A perimeter walk can encompass much more than the walk itself. You may have a pep rally before or after the walk, including student performances, activities, and recognition for class achievements (for instance, WalkSafe holds a poster contest in participating schools prior to the event).

Ascertain what you want to do as part of the event and check with the school where these activities can take place. Cafeterias and P.E. courts do well to organize entire student bodies in one place.

While a walking school bus is much more self-explanatory, you also need to establish a Plan B if any of the participants do not arrive on time.

*Continued on next page >*

## In this chapter:

1. Get organized
2. Announce the event

**c. Get help:**

If an event gets too large - and this applies to both perimeter walks and walking school buses - you will need the help of others to make it happen.

You can ask the school's PTA, the aforementioned community advocates, or the sports teams providing mascots to provide volunteers to the cause. Nevertheless, make sure to clear this with the school, as they may have a policy regarding unauthorized persons on site. Also clear volunteers with them.

**d. Get some radios**

This is a must whether you're herding a small group of kids to school, or an entire student body around it. Take a cue from professional event curators and budget in for some belt-clip radios so walk leaders can communicate easily.

**Step 9: Announce the event**

There are several ways to announce your Walk to School Day celebration:

**a. School promotion**

This can be anything from posters to student artwork. Be sure to make it fun for all involved.

**b. Social media**

Again, a must. Everybody - youths and adults - are on social media. If the school shares your announcement, your event will reach all the parents that follow the school's page or feed.

**c. Local paper, news & press releases**

As an advocacy event, you want the efforts of Walk to School Day to be heard past the school itself - and publicity from the local media is a great way to get the word out about youth walkability to the community.

**d. Register your event at Safe Routes to School**

If your event falls on the week or month of Safe Routes' official Walk to School Day, go to <http://www.walkbiketoschool.org/> to add your event to the list of nationwide and international celebrations.







# Event day

## Step 10: Final steps to...WALK!



Walk to School Day 2019 | Dr. Henry W. Mack / West Little River K-8

Your Walk to School Day should go smoothly if you have followed all the pre-event guidelines and have your checklists in hand on the day of the event.

Nevertheless, here are a few reminders:

### a. **Make sure everyone is in the loop.**

Whether your event is a perimeter walk coordinated with an entire school, or the very first day of the very first attempt at a walking school bus, make sure you send one final confirmation email to everyone. Don't split the info into five or six smaller emails that may lead to confusion.

Make sure to include the following:

#### **Perimeter walks:**

- All duties by name, with contact info (phone + email) per volunteer
- Meeting location(s)
- Time of setup, official event start, and event tear-down time
- Emergency contact numbers

#### **Walking school buses:**

- All "bus leaders" by name, with contact info (phone + email)
- Starting times per locations
- Who goes to which location when
- Any warnings to avoid dangers/embarrassment (e.g., enter the school through a specific gate if requested by the school)
- Emergency contact numbers

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## In this chapter:

1. Final steps to...WALK!
2. Wrap-up

## For school perimeter walks:

### a. Set up

Arrive well in advance of your event's start time to allow for unloading and any issues (e.g.: stuck tents, volunteers arriving late, nobody around to open a specific room).

Your assistants should be in contact with the school staff and your partners. If any problems arise, make sure one of your helpers can work as an "emergency floater" to help take care of anything that might crop up.

Even if some things do not go smoothly, your event workflow should keep things rolling and on schedule.



Walk to School Day 2016  
Laura C. Saunders Elementary

### b. Event time (Pep rally and/or performances)

This is possibly the most involved part of the entire event, as you are bringing out the entire student body to one place. This is best arranged where each teacher brings out their own class to the pep rally/performance area to sit in a designated spot.

This is when you bring out the mascots, special guests, and acknowledge those who you wish to recognize during the event.

Also remember to explain the reason why we have Walk to School Day. Participants – both children and adults – are more likely to understand the importance of the event if they know the "why" behind safe streets.

Be prepared to supply participants with hydration as they come onto the field.

### c. Walk!

Need we say more? Get your walk leaders (and, if present, police escorts) up front, snap a pre-walk group picture, and then head out!

### d. Closing speeches

Speeches can be done during the initial pep rally, but once you're back inside the gates of the school, this is the last opportunity anyone will get to address the entire student body.

This is also a perfect time for a photo op.

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## For walking school buses:

### a. Be on time

Arrive 10 minutes in advance of your WSB's start time to ensure no other early birds are kept waiting without adult supervision.

### b. Remember your Plan B

Always have that list of parent contact info on hand, just in case someone is unreasonably tardy. Remember to put your alternate plan into motion (e.g., leaving and notifying the late participant that the "bus" has left the bus stop) to ensure the group gets to school on time.

### c. Walk!

Time to get a move on! Once your "bus" is nice and full, don't forget to snap a picture to share on social media. Be sure to tag the school so they get to see how efficient, safe, and simple it can be.

## For all events:

### a. What do I do about inclement weather?

When our perimeter walks have been thwarted by huge rainstorms, we usually circle the inside of the school instead (drop-off encouragement activities can also relocate indoors too). However, if moderate rain is projected the same day as a walking school bus, bring on the umbrellas, rain slickers, and boots! Don't be surprised if the kids are a lot more eager to walk in the rain than most of your adult volunteers.

Keep in mind that this is where your social media presence can be invaluable for participants, for you can reach everyone quickly with weather updates.

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Walking the walk indoors at  
Liberty City Elementary  
Walk to School Day 2017

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## Step 11: Wrap-up

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If you have coordinated everything well, a perimeter walk should now be complete. If a walking school bus, you should have just finished delivering the kids.

### For school perimeter walks:

This is when school staff and officials are most likely to be pumped up over the event. This is the perfect time to ask if they are willing to do it again in the future.

If you are open to the idea, now is the time to take advantage of the opportunity. Exchange emails and ideas, and secure yourself a future event (or two).

### For walking school buses:

A successful WSB ends with a successful drop-off (or, if a two-way “bus,” both a successful drop-off and return trip to home at the end of the day). The success of the initiative will be based on the group’s ability to arrive on time and keep the kids safe.

The growth of the initiative will require a little more effort, as it will be determined by how many other parents hear about it in a positive light and how many are willing to volunteer their time.

Also, not every walking school bus can cover the entire area that kids may be coming from, so this may be an opportunity to help get other WSB’s started.

***Checklists in next section >***





## CHECKLIST: Perimeter walk - Pre-event planning

Define your event	<input type="checkbox"/> Write a few words about why you are motivated to create a Walk to School Day event to your neighborhood or school.
Check legality	<input type="checkbox"/> Double-check state and local laws, and any articles pertaining to the walkability of your area (especially walking/walkability articles about the school system)
Reach out to schools - part #1	<input type="checkbox"/> Create list of potential schools and potential routes <input type="checkbox"/> Reach out to schools and school district via email to propose Walk to School Day event
Reach out to schools - part #2	<input type="checkbox"/> Meet with school contact in person, discuss event <input type="checkbox"/> Get estimated student attendance
Check route	<input type="checkbox"/> Walk your proposed route(s). Do not use a car. Bring a child for their input and to get an idea of speed when walking with children. Revise the route if necessary and run revisions by the school and any necessary partners.
Reach out to partners	<input type="checkbox"/> Contact local MPO/TPO <input type="checkbox"/> Contact local police, school police <input type="checkbox"/> Contact local walkability advocates <input type="checkbox"/> Contact grocery stores, supermarkets, organizations, and companies for potential donations / sponsorship <input type="checkbox"/> Contact local sports teams to find out if mascot participation is possible. If there is an associated cost, see if a sponsor will cover it. <input type="checkbox"/> Reach out to local parent organizations online + call. Present to school PTA if possible.
Initial event organization	<input type="checkbox"/> Set event date <input type="checkbox"/> Choose a project management system and invite all partners to participate <input type="checkbox"/> Reach out to all partners and contacts for volunteers. Even if an organization can't spare their own staff, they may be able to forward it to someone who can donate their time. <input type="checkbox"/> Get radios, agree upon a channel, test them in the area.

Announcing the event	<div><input type="checkbox"/> Design and print out signs, flyers for the walk</div> <div><input type="checkbox"/> Distribute flyers and online versions for school; provide online event RSVP if school wishes</div> <div><input type="checkbox"/> Announce on social media</div> <div><input type="checkbox"/> Write and send out press release to local news stations, papers, community organizations</div> <div><input type="checkbox"/> Register the event at <a href="http://walkbiketoschool.org">walkbiketoschool.org</a></div>
Just before the event	<div><input type="checkbox"/> Send out final reminder email to all participants with dates, times, locations, and tasks by name</div> <div><input type="checkbox"/> Check weather services online for forecasts</div>





## CHECKLIST: Perimeter walk - Event day

Set up	<ul style="list-style-type: none"><li><input type="checkbox"/> Arrive an hour early at minimum</li><li><input type="checkbox"/> Confirm that volunteers stationed at school have arrived, have been assigned their tasks, and are ready to set up</li><li><input type="checkbox"/> Unfold tents, tables, speakers, etc.</li></ul>
Team meeting	<ul style="list-style-type: none"><li><input type="checkbox"/> Hold a quick meeting with all assistants, volunteers, community partners, and school contact(s) to do a final once-over review of how the event will unfold and everyone's duties</li></ul>
Pre-walk speech	<ul style="list-style-type: none"><li><input type="checkbox"/> Have all participants arrived?</li><li><input type="checkbox"/> Give speech, invite partners to do the same if agreed upon</li><li><input type="checkbox"/> Photo op!</li></ul>
Walk!	<ul style="list-style-type: none"><li><input type="checkbox"/> Weather issue? Plan B.</li><li><input type="checkbox"/> No weather issue? Put this checklist in your pocket and start the walk!</li></ul>
Wrap-up	<ul style="list-style-type: none"><li><input type="checkbox"/> Photo op!</li><li><input type="checkbox"/> Closing remarks from partners and school</li><li><input type="checkbox"/> Recycle this checklist.</li></ul>

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# CHECKLIST: Walking School Buses (Pre-planning)

Define your event	<input type="checkbox"/> Write a few words about why you are motivated to create a Walk to School Day WSB to your neighborhood or school.
Check legality	<input type="checkbox"/> Double-check state and local laws, and any articles pertaining to the walkability of your area (especially walking/walkability articles about the school system)
Begin the process	<input type="checkbox"/> Create list of potential neighborhood routes with easy-to-recognize, centralized “pick up” areas <input type="checkbox"/> Propose walking school bus in PTA meeting / with other parents <input type="checkbox"/> If PTA/school sanctioned, clear the walking school bus with the school principal. If not, reach out nonetheless.
Check route	<input type="checkbox"/> Walk your proposed route(s). Do not use a car. Bring a child for their input and to get an idea of speed when walking with children. Revise the route if necessary and run revisions by the school and any necessary partners.
Reach out to parents	<input type="checkbox"/> Reach out to everyone in your network via word of mouth, social media, etc about the walking school bus, its start time, and pickup locations. <input type="checkbox"/> Also ask about volunteers for guiding the “bus”
Announcing the event	<input type="checkbox"/> Distribute flyers to parents via school (if allowed) and online versions. Include a map with all “bus stops” listed. <input type="checkbox"/> Announce on social media to parents; create group if you wish
Getting participants	<input type="checkbox"/> As participants join, add their information to a contact list (like the example provided in this guide).
Just before the event	<input type="checkbox"/> Send out final reminder email to all participants with dates, times, locations, and tasks by name <input type="checkbox"/> Check weather services online for forecasts
Walk!	<input type="checkbox"/> Light rain? Wear rain boots and bring umbrellas. <input type="checkbox"/> No rain? Start the “bus” on time and have fun!

Announcing the event	<ul style="list-style-type: none"><li><input type="checkbox"/> Design and print out signs, flyers for the walk</li><li><input type="checkbox"/> Distribute flyers and online versions for school; provide online event RSVP if school wishes</li><li><input type="checkbox"/> Announce on social media</li><li><input type="checkbox"/> Write and send out press release to local news stations, papers, community organizations</li><li><input type="checkbox"/> Register the event at <a href="http://walkbiketoschool.org">walkbiketoschool.org</a></li></ul>
Just before the event	<ul style="list-style-type: none"><li><input type="checkbox"/> Send out final reminder email to all participants with dates, times, locations, and tasks by name</li><li><input type="checkbox"/> Check weather services online for forecasts</li></ul>





# Walking School Bus - Example Contact List

<b>BUS LEADER #1</b>		Address:	
Name:		Contact #	
<b>BUS LEADER #2</b>		Address:	
Name:		Contact #	
<b>BUS LEADER #3</b>		Address:	
Name:		Contact #	

<b>Walking School Bus Participant #1</b>		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
			Call? Y/N					
			Text? Y/N					
Parent or guardian's name:		Parent contact #						
			Call? Y/N					
			Text? Y/N					
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #2</b>		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
			Call? Y/N					
			Text? Y/N					
Parent or guardian's name:		Parent contact #						
			Call? Y/N					
			Text? Y/N					
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #3</b>		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
			Call? Y/N					
			Text? Y/N					
Parent or guardian's name:		Parent contact #						
			Call? Y/N					
			Text? Y/N					
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #4</b>		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
			Call? Y/N					
			Text? Y/N					
Parent or guardian's name:		Parent contact #						
			Call? Y/N					
			Text? Y/N					
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #5</b>		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
			Call? Y/N					
			Text? Y/N					
Parent or guardian's name:		Parent contact #						
			Call? Y/N					
			Text? Y/N					
<b>In case of emergency:</b>		Address:						
Special instructions:								

**Participant numbers have been left blank below.  
Reprint duplicates of this page for large walking school bus groups.**

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								

<b>Walking School Bus Participant #</b> __		WSB stop #	<b>1 2 3 4 5 6</b>					
Child's name:		Child contact #						
Parent or guardian's name:		Parent contact #						
<b>In case of emergency:</b>		Address:						
Special instructions:								





# Additional resources

- **Action for Healthy Kids:**  
**Walk / Bike to School: Safe Route Activities**  
<http://www.actionforhealthykids.org/game-on/find-challenges/safe-route-challenges/1245-walkbike-to-school>
- **WalkSafe**  
**Making neighborhoods better with protected bike lanes**  
<http://iwalksafe.org/walktoschoolday/>
- **ChangeLab Solutions**  
**Safe Routes to School Policy Workbook for School Districts**  
<http://changelabsolutions.org/safe-routes/start>
- **National Association of City Transportation Officials (NACTO)**  
**Crosswalks and Crossings**  
<https://nacto.org/publication/urban-street-design-guide/intersection-design-elements/crosswalks-and-crossings/>
- **Streetfilms:**  
**Daylighting: Make your Crosswalks Safer**  
<https://www.streetfilms.org/daylighting-make-your-crosswalks-safer/>
- **Streetsblog USA**  
**The Risks We Take By Not Letting Kids Walk to School**  
<https://usa.streetsblog.org/2016/10/04/the-risks-we-take-by-not-letting-kids-walk-to-school/>
- **Tactical Urbanist's Guide:**  
**What is Tactical Urbanism?**  
<http://tacticalurbanismguide.com/about/>
- **UNC Highway Safety Research Center:**  
**Planning a Walk or Bike to School Day**  
<http://www.walkbiketoschool.org/plan/how-to-plan/>
- **UNC Pedestrian & Bicycle Information Center:**  
**Promote Walking and Bicycling**  
[http://www.pedbikeinfo.org/programs/promote\\_strategies.cfm](http://www.pedbikeinfo.org/programs/promote_strategies.cfm)





[www.iWalkSafe.org](http://www.iWalkSafe.org)



Join the conversation about safer streets for kids:



@iWalkSafe

The WalkSafe Program is funded in part by the  
Florida Department of Transportation

