

NCTCOG Walk to School Day Promotional Efforts 2023 Summary

Walk to School Day Photo Contest:

Organizers had the opportunity to enter photos from their events into NCTCOG's Walk to School Day Photo Contest! The winning photos will be featured in future Safe Routes to School and schools-related NCTCOG publications.

1st: Sonntag Elementary



2nd: Atherton Elementary



24 Schools

Were chosen to participate with NCTCOG and received promotional items and bike raffle entries to generate student excitement

905 Entries

Were submitted to win one of four bikes raffled off to students who participated in Walk to School Day at our participating schools and signed the Look Out Texans' "Promise to Street Safety"

50-550+ Students

Participated in individual schools' Walk to School Day events

5 Schools

Included on-campus "Greeting Activities" with prizes, snacks, and special guests before school for participating students

Organizer Reports:

- "We had a police officer meet us at our meeting point. They had their lights on and were directing traffic until we started walking. The kids loved it!!"
- "The kids saw that we highly advertised the event, and they were also excited about the raffle and prizes they received for joining the walk."
- "We had... firefighters... chat with the kiddos. The students started their day energized and excited!"
- "Having our PTA volunteers around to help made the event go very smoothly. Our students were excited to receive prizes for participating."
- "We had Rufus, a recycling mascot from our city come and greet students...which brought so many smiles."
- "It was a great team effort and a fun way to encourage health and safety!"

7 Schools

Included Remote Walking Events where students, families, and school staff meet to walk to school together from a public meeting location

3rd: Sonntag Elementary

