

NCTCOG Walk to School Day Promotional Efforts 2022 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: Nichols Elementary



2nd: Pink Elementary



20 Schools

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

40-400+ Students

Participated in individual schools' Walk to School Day events

973 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"

11 Schools

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

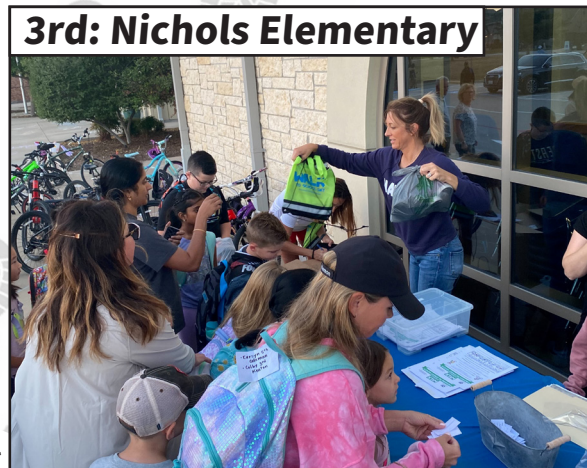
2 Schools

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

Organizer Reports:

- "Our scholars as well as parents were excited to see that we put a focus on walk/bike safety. While our event only included walkers, parents shared that they appreciated bike safety as take-aways for the neighborhood."
- "Lots of new families walked for the first time all year!"
- "The students got excited about having the chance to win prizes."
- "The bike prize raffle was a great incentive."
- "We set up a table where students could donate gently used or new shoes that we donated to Frisco Moms Care and for the first 30 donations they got the 'Walk To School Day' back packs."
- "Students were excited to get their sticker to set them apart from having done something special and not normal for them on that day."

3rd: Nichols Elementary



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www.nctcog.org/WalkToSchool | www.nctcog.org/SafeRoutesToSchool