



NCTCOG PRESENTATION

# Bike & Roll to School Day

Brandi McDow | Transportation Public Meeting | 3.11.2024



# Save The Date

- **Bike & Roll to School Day Promotion**
- May 8, 2024
- Highlights the importance of bicycle and other “rolling” modes of active transportation to school
- NCTCOG will provide:
  - Bike & Roll to School Day event implementation toolkits
  - Safety-themed giveaways for students
  - Raffle opportunity for students to win a brand-new bicycle!



# What Is Bike and Roll To School Day?

- Annual event where students at schools and communities around the country and the world bike and roll to school on the same day
- Typically held in early May. 2024 Bike & Roll to School Day is May 8
- Schools can register on the Safe Routes to School National Partnership's Walk Bike & Roll to School website [walkbiketoschool.org](https://www.walkbiketoschool.org)
- Highlights the importance of bicycle safety
- NCTCOG helps schools participate by providing fun, safety-themed giveaways for schools to hand out to students



McCall Elementary (top), High Country Elementary Bicycle Raffle Winners (bottom)

# Bicycle And Pedestrian Safety-focused Giveaways



- Giveaway items generate excitement for students and families to participate in Bike to School Day while spreading safety messages
- School principals complete a participation pledge and students complete a safety pledge to enter raffle
- Bicycle raffle to incentivize students and parents to participate and continue biking to school



# Raffles

- Principals must sign a participation agreement and register their school on the national [walkbiketoschool.org](http://walkbiketoschool.org) website.
- School is eligible for safety-themed giveaways raffle and students will be eligible to enter the bike raffle.
- Promise to Street Safety must be signed by parent and student and returned to qualify for bike raffle.



## PROMISE TO STREET SAFETY

I promise to **BE ALERT** for people biking and walking on sidewalks, trails and streets.

I will also **LOOK OUT** for cars in the street. No matter what, it is never worth endangering my safety or the safety of other people to get somewhere.



I **RESPECT** the rights of all people to use our streets safely.

I will **OBEY** all traffic signs and signals for my own safety.



I will **PROTECT** myself by wearing a helmet when I ride my bicycle.

I will **PROTECT** my friends and loved ones by encouraging them to bike, walk and drive safely by following traffic laws and looking out for other people.

I will show my parent or caregiver the 21 Safety Tips at [www.LookOutTexans.org](http://www.LookOutTexans.org).

**Together, we can keep our streets safe and build respect for each other.**

By signing this card, I promise to do my part to look out for, respect and protect my fellow Texans.

✂----- Cut here and keep the top! -----

**Circle which bike you'd like to enter to win! (choose one)**

<b>20" Bike: Age 5-10, 45in-54in tall</b> Sky Blue with White Tires      Black with Red		<b>24" Bike: Age 8-13, 49in-59in tall</b> Orange      Light Pink	

Student Name \_\_\_\_\_ Parent or Guardian Signature \_\_\_\_\_

Student Age \_\_\_\_\_ Student Grade \_\_\_\_\_

Student's Teacher \_\_\_\_\_ School Name \_\_\_\_\_

# School Event Ideas

- Bicycle trains/buses
  - Students and parents or teachers meet at a nearby, central location and bike together in a group to school.
  - Incorporate elected officials and turn it into a parade!
- Bike rodeos
  - Host an outdoor event where an expert provides students with tips on bike safety, maintenance, and more.
- Park-n-Go
  - Too far to bike or walk? Find a closer location to park and bike the rest of the way to school.



# Help Us Spread the Word!

## EVENT TOOLKIT

- Resources and ideas for planning an event
- Links to the safety and participation pledges
- Other resources

## SOCIAL MEDIA TOOLKIT

- Promotional post templates
- Hashtags to use
- Platforms to use to spread the word

[www.nctcog.org/walkbikeroll](http://www.nctcog.org/walkbikeroll)



# Walk to School Day

- October 9, 2024
- Giveaways and raffles
- Engagement survey
  - NCTCOG would like feedback from DFW schools to help shape future Walk to School Day events
  - Please share with school / ISD / other contacts!
  - <http://tinyurl.com/WTSD23>



# CONTACT US



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