



## TIMELINE FOR EVENT COORDINATORS

Start early, and follow these steps for a successful walk to school week.

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### March – June

#### Determine which school(s) to involve

- Schools you or your children attend...of course!
- Schools where children walk regularly, but are exposed daily to serious safety hazards
- Schools where many children could walk in 15-20 minutes, but don't because of traffic or other safety hazards
- Schools where the local Public Works dept. will be applying for a Safe Routes to School grant from Caltrans
- Schools with a traffic safety committee, teacher, or community leader who will be the event 'champion'
- Schools in neighborhoods where elected officials live (perhaps those up for election in November?)  
*Walk to School Headquarters can tell you which schools have held events before and who to contact.*

#### Find out who wants to participate in event planning

- Get contacts from previous Walk to School event coordinators from your school or schools in your community.
- With permission, recruit school volunteers with a notice in staff mailboxes, school and PTA newsletters.
- To recruit community volunteers, contact police, sheriff or CHP; health department; high school student groups; environmental organizations; neighborhood associations and your local officials.

#### Get Walk to School Week on the school's calendar

- Meet with the principal before June; early contact is key to cooperation.
- Have a contact at the school who is easy to reach by phone. (i.e. admin. or the principal's secretary.)
- If this week in October poses a conflict, find another week to schedule the event.

#### Register your events

- Register on-line at our website: [www.cawalktoschool.com](http://www.cawalktoschool.com), or call us, toll-free: 1-888-393-0353.

### June – August

#### Develop the specifics of your event

- Hold a meeting to pull together and organize volunteers.
- Contact local businesses and service clubs to underwrite healthy snacks, printing of the walkability checklists and other flyers, posters, prizes, etc.
- Order give-away incentive items for the event.
- Request a Walk to School Week proclamation or resolution from local government and school board officials.
- Recruit escorts and other support from community leaders (i.e. mayor, local elected officials, school superintendents, etc.) and community groups (i.e., walking or bicycling groups).

### September

- Ask the school for time to make classroom presentations, permission to distribute informational take-home packets to the students, to put a notice in the school newsletter, or hold an assembly/traffic safety faire, etc.
- Assist teachers and students who are conducting classroom activities related to the event.
- Put up posters at the schools and in the community.

### The Week Before

- Assist teachers and students who are conducting classroom activities related to the event.
- Contact media to request feature story and event coverage.
- Be sure daily announcements are made at school.
- Send the "Walkability Checklist" home to the parents.

### During Walk Week

- Be a role model ... walk and have fun!

CA Walk to School Headquarters  
[www.cawalktoschool.com](http://www.cawalktoschool.com)  
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