

Frequent Rider Miles



**SAFE ROUTES
TO SCHOOLS**
MARIN COUNTY



GUIDEBOOK

Version 4. 2010

Frequent Rider Miles



Frequent Rider Miles is a program of Safes Routes to Schools, a project of the Transportation Authority of Marin.

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Introduction



Frequent Rider Miles (FRM) is an opportunity for students to track their Green Ways to School individually. Each student is issued a card on which they track of each time they walk, bike, carpool, or ride the bus to and from school. As the students accumulate points they can get rewarded, whether walking, biking, taking the bus or carpooling. A raffle is then held at the end of the contest for all participants to further reward the students (see guide on how to obtain prizes).

The Basics

Once you have obtained permission from your principal for running the contest, recruit volunteers to help you out. Volunteers can help you distribute and check the cards, and promote the contest. Each student should receive a card and instructions on how to play the contest. Be sure to provide teachers with instructions as well. A sample is included with this guidebook. Every time a child walks, bikes, carpools or rides the bus to school they mark a **/** ; for going home they mark it with a **** so that both ways makes an **X**. Each slash is one point and an **X** is two points. Once a week establish a set time and place where students can have their cards checked and get their reward. Set up a date and time at the end of the contest to hold the raffle. This can be at an assembly or a special gathering during recess or lunch. Be sure to publish the names of the contest winners in your school's newsletter..

How to Organize the Contest

Promotion

Start announcing the contest at least two to three weeks prior to the start of the contest with posters and announcements. One week prior to the contest, distribute cards to the students with instructions on how to play. This can be done through backpack mail or by sending a volunteer to each classroom to explain the contest. The contest can also be explained to the whole school during a regular scheduled assembly. Be sure to promote the contest throughout the duration using the school newsletter, eblasts, teacher or loudspeaker announcements, or other means available at your school. You can also set up a bulletin board that promotes the contest.

Participating in the Contest

Be sure that the students understand how to fill out the cards and what restrictions apply. A carpool must be two or more families sharing driving, not a large family traveling together.

Schedule a set time and place when children can have their cards checked and receive their prizes. Weekly check-ins are recommended for the duration of the contest. Include the days, time and location(s) of the weekly check-ins when you advertise the contest, so students fully understand how to participate.

Set up a time at the end of the contest to hold the raffle. This can be at an assembly or a special

gathering during recess or lunch. Be sure to publish the names of the contest winners in your school newsletter.

Check-in

Good places to set up your check-in table are:

- Near your school: bike racks, or carpool drop off area for drivers.
- At your school office, if you have a willing staff person.
- At a designated location during lunch time.

The check-in process is easy; just follow these simple steps:

- Arrange for one or two volunteers per check-in table. Recruit the student council or your school's Green Team to help you. More volunteers are recommended if you have a large number of students who are participating.
- Provide your volunteers with the following materials: Pens, rewards, extra FRM cards. You can have beverages or fruit at your table as well. Make it welcoming and fun.
- Check their cards and reward the students who have achieved a set amount of points (we recommend 5-10 points).
- At the end of the contest, the students turn in their cards for the raffle. Be sure the card is signed by a parent in order for the student to qualify.



Providing Extra Incentives

For Frequent Riders:

Students who walk or bike every day can get special rewards. This gives kids the added incentive to walk and bike more often. You can also provide extra rewards for the student who walked or biked the farthest, or for those who never walked before.

For the Parents

Be sure to recognize the parents who are participating by walking or biking with their kids or carpooling. Obtain coffee coupons from your local coffee shop and give those away randomly to the parents as rewards.

For Those Who Can't Walk or Bike To School

You can also create special tasks for children who really cannot participate because of where they live, disabilities or because of before and after school care. Have them create a poster or write an essay that encourages more walking and biking and let them choose a reward. Put these up on the bulletin board. You can also have them volunteer at the table checking cards and let them choose a reward.



Ideas for Publicizing the Contest

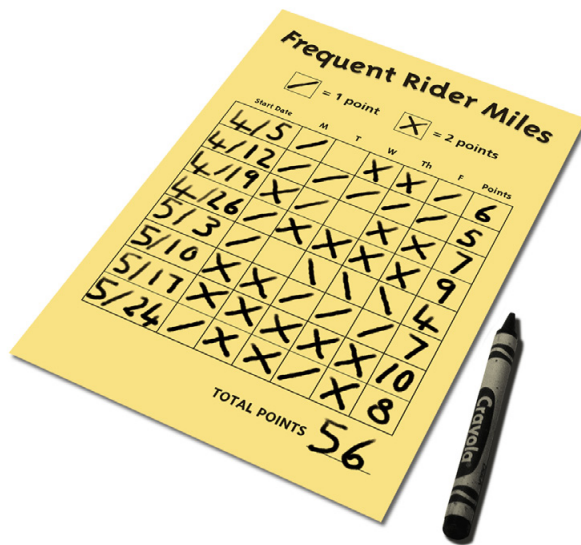


It is most effective to use all these methods simultaneously.

- 1.** Provide teachers with information about the contest. It has been proven important to provide teachers with the correct contest information and ensure that they fully understand how it works, to avoid teachers misinforming their students about it. Attached (see page 7) is an instruction sheet for you to distribute to teachers.
- 2.** Piggyback your contest announcement with a school-wide assembly. Or, schedule a Pedal Power assembly at no cost through Safe Routes to Schools. Use our assembly as a kick-off for your contest.

Please schedule one month in advance for a Pedal Power assembly by contacting Safe Routes to Schools and making a request.
- 3.** Assign volunteers (especially parents who walk or bike with their children to school) to go to each class and explain the contest and answer questions. Younger children will need extra help learning how to fill out their card. Advise them to have their parents fill out the card with them.
- 4.** Advertise the contest in your weekly school newsletter. You can use newsletter announcements to both publicize the contest and to announce the names of the raffle winners. Use the flyer template to send out flyers to promote the contest and give students specific instructions on where to turn in their card.
- 5.** Post the contest posters on walls and bulletin boards. Ask your student council to make their own posters promoting walking and biking to school.
- 6.** Provide the school office with weekly loudspeaker announcements that remind kids to participate. Change the announcements from week to week by adding in the names of students who are being very active in the contest or name the prizes to be raffled off at the contest's end.

Instructions for Parents and Students



Instructions for Teachers

The Frequent Rider Miles (FRM) contest will be starting next week. This sheet contains a description of the contest and frequently asked questions (FAQs) to help you answer any questions your students may have.

Description

The FRM contest rewards children who travel to school by walking, biking, by carpool or bus. Every time a child walks, bikes, carpools, or takes the bus to school they put a forward slash “ / ” in the box for that day on their card; each slash is worth one point. A child who walks, bikes, carpools or takes the bus home from school puts a backward slash “ \ ” in the box; each slash is also worth one point. Thus a complete “X” represents travel both ways in one day, and is worth two points.

Volunteers will be at a welcome table where students can get their FRM cards checked. Each week as they accumulate points they can receive rewards. At the end of the contest, the students turn in their signed cards to enter a raffle to win a _____. Cards must be signed by a parent to be eligible.

The welcome table will be located:

Date(s):

Location(s):

Start Time:

End Time:

FREQUENTLY ASKED QUESTIONS

Where do I turn in my raffle ticket?

Cards are turned in at _____

What can I win?

List rewards and raffle prizes.

I lost my card. Where can I get a new one?

The school office will have more cards or will provide you with the name of the Safe Routes to Schools parent volunteer who can replace the lost one.

What counts as a carpool?

A carpool is considered driving to school with a fellow student who is not related to you, or in other words, two or more families who share driving kids to school.

What if live too far away?

Consider joining a carpool using the SchoolPool system. You can also drive part way to school and park a quarter mile away and walk with your child the rest of the way. This counts as walking.

What if a child cannot participate?

Students who must be driven to school for any reason may have other ways they can participate. Check with your contest organizer and find out what opportunities are available to earn points.

Contest Announcements

NEWSLETTER ANNOUNCEMENT SUGGESTIONS

Safe Routes to Schools encourages Team Leaders to write their own announcements.

Introducing the Contest

How do you get to school? Why not choose the fun and healthy way and get rewarded. Those students who walk, bike, carpool or take the bus will be able to get prizes by participating in the Frequent Rider Miles contest. We will be distributing cards on _____. For the next _____ weeks, students can get their cards checked for using Green Ways to School. *Give information on when and where they can check their cards and what they can win.*

Middle of the Contest Announcement

How many Frequent Rider Miles points have you earned? Have you biked, walked, bussed or carpooled to school this week? If you have you are eligible to win some great prizes. Remember to fill out the Frequent Rider miles cards you received and bring them in on the weekly scheduled check-in days. The table is located at _____ (location) on _____ (day and time) with rewards for those who participate. If you have questions, please contact _____ (provide contact information).

Final Week of Contest Announcement

This is the last week of the Frequent Rider Miles contest. You still have a chance to win more rewards and get into the raffle. REMEMBER TO TURN IN YOUR CARDS INTO THE OFFICE BY FRIDAY AT _____ (time) Remember, everyone wins when there is less traffic around our school.

Prize Winners Announcement

We are pleased to announce the winners of the Frequent Rider Mile contest. They are: _____ (list names of students and their prizes. Some team leaders list all the names of the kids that participated and the amount of points they collected as well).

Thanks to everyone that participated. Stay safe, have fun!

Further Information

For more information on volunteering for Safe Routes to Schools, or if you have any questions please call _____ (provide your name and phone number and email address).

LOUDSPEAKER ANNOUNCEMENTS

Middle of the Contest Announcement

Have you been biking, walking, bussing or carpooling to school recently? Are you keeping track of your Frequent Rider Miles contest points on the cards you received? You can get rewards for doing something fun and healthy. Remember to bring your card in on _____ (day/s). The table is located at _____ (location) between _____ and _____ (times).

Last Day of Contest Announcement

Bring in your Frequent Rider Mile contest cards tomorrow and drop them off at _____ (location of drop off). This is your last chance to join the raffle to win _____. Thanks to everyone for reducing traffic and pollution.

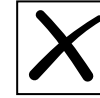
*Thanks to everyone
for reducing traffic
and pollution!*



Frequent Rider Miles



= 1 point



= 2 points

Name _____

Grade _____

Phone / Email _____

Parent's signature _____

How to Play FREQUENT RIDER MILES

1. Write the date at the beginning of each week.
2. Every day you walk, bike, carpool* or take the bus to school, put a **/** in the box for that day of the week
3. Every day you walk, bike, carpool* or take the bus home, put a **** in the box for that day of the week.
4. Thus, if you walk, bike, carpool* or take the bus both ways you'll put an **X** in the box for that day of the week.
5. Bring your card to the check-in table every week.
6. Keep filling in your card until the end of the contest.
7. Be sure to have your parent's signature on your card.

*A carpool is two or more families sharing a ride to school

Start Date	M	T	W	Th	F	Points
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TOTAL POINTS _____

SAFE ROUTES TO SCHOOLS CONTEST

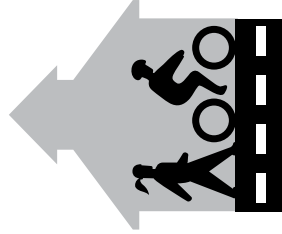
Frequent Rider Miles

Choose the Green Ways to School!

Walk and Bike to and from school and get rewarded. It's Fun! It's Healthy!

And it's good for the earth!

Carpoolers and bus riders get rewarded too!



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MARIN COUNTY



Transportation Authority of Marin
www.tam.ca.gov

Frequent Rider Miles

Start Date: ☒ = 1 point ☒ = 2 points

Date	M	T	W	Th	F	Points
4/5	/	/	/	/	/	6
4/12	/	/	/	/	/	5
4/19	X	/	/	/	/	7
4/26	/	X	/	/	/	9
5/3	/	/	X	/	/	4
5/10	X	/	/	/	/	7
5/17	X	X	/	/	/	10
5/24	/	X	X	/	/	8
TOTAL POINTS						56

SAFE ROUTES TO SCHOOLS PROGRAMS



Safes Routes to Schools is a project of the Transportation Authority of Marin.