



## PHOENIX – HOW DO I HELP ORGANIZE A BIKE TO SCHOOL DAY EVENT AT MY SCHOOL?

### **Contact the City**

The City of Phoenix has planned, organized and executed Bike to School Day Events for the last 4 years. Contacting the city at the number at the bottom of this page is the first step to getting a Bike to School Day Event off of the ground.

### **Set up a Coordination Meeting at the School**

Getting all the players at the school on the same page is the best way to guarantee participation and backing from school administration. The Principal, Vice Principal, Nurse and other front office staff should be involved in the meeting. Key “champion” teaching staff and parents can join the group as well. PTA can also be a big driver of the events.

At the meeting, the city will take the lead and discuss possible dates, routes and other important information that a participating school will need to organize an event.

### **Set a Date for the Walk and Training Assemblies**

The city sends out invitations to the schools each year with suggested dates for the bike event and assemblies. The city asks that the schools that would like to participate respond to the invite and lock in the dates that would work best. Setting the dates helps the city to start advertising the event to civic leaders, training staff and entertainers that will either walk in the events or help to train students at assemblies.

### **Get the Word Out!**

The city provides fliers with the event date, times and route map in English and Spanish for local schools. Once the school receives fliers, the number one job the school has from that point on is to advertise and get the word out to students, parents and school staff about the event.

### **Time for the Ride!**

Work at the beginning of a Bike to School Day Event is much more than at a Walk to School Day Event. The city organizer will provide free bike helmets and helmet fitting at each event for students, parents and school staff that need them. Providing help with this process will help keep the event on time. Free T-shirts for the events are often provided by other sponsors of the event. Handing these out to participants is another to help. Meet at the designated meeting spot with the city organizer for the ride. The organizer contacts city Police and Fire to participate in the events. Once the group is all in place, the organizer will line everyone up and the ride will begin. Everyone will ride from the meeting space and follow the route map to school!

For further information contact:  
Donald Cross, Chief Engineering Technician – 602-534-2020

***This publication can be made available in Braille, large print, audio tape, or cassette tape upon request. Contact the Street Transportation Department at 602-262-6284 if you would like any of these services. Our TTY phone number is 602-256-4286.***