



Walk and Roll to School – School Coordinator Checklist

Event Date: **Thursday, October 9th, 2025**

7:00 – 8:15AM*

**Actual times may vary by school site*

Organizer: Juan Castillo, Program Manager at Ecology Action

831-515-1349 (phone) or juan.castillo@ecoact.org



Thank you for joining Ecology Action's volunteer team, which includes over 50 community members like you! This community program would not be possible without your support and serves over **3,000** students across Santa Cruz County.

Remember! Your online guide to Walk and Roll to School (QR Code on the side):

letsmodo.org/wrcoordinators/

Please find instructions below that will help you with coordination of your school site. Note that some information might not be relevant to all school sites.

EVENT OVERVIEW

Event Milestones	Timeline	Summary
1. School Site Preparation	3-4 weeks before the event	Collaborate with your school and principal to ensure all facilities and necessary supplies (excluding those provided by Ecology Action) are ready for the event.
2.Event Promotion	2 weeks before the event	Utilize the posters delivered to your school and other digital files to effectively promote the event.
3.Food and Prize Collection	1 day before the event	Collect food and prizes from designated Ecology Action sites.
4.Event Day	Event day	Implement Walk and Roll to School Day
5.Post-Event Tasks	After the event	Submit participation sheets to Juan and return any borrowed supplies.

1. School Site Preparation

- Connect with your school administration to confirm set-up location and to discuss logistics, including safety protocols.
- Confirm use of tables or other supplies.
- Recruit parents/volunteers to help. We recommend 3-5 people to be there at all times.

2. Event Promotion

- Ecology Action staff will drop off posters at your front office at the 2-week mark. Keep an eye out for that email.
- Help promote the event through announcements, newsletters, school marquee, and parent email lists. This will help ensure you have good student, family, and staff participation:
- Digital files are located on the coordinator's website.

Robo Calls:

Walk and Roll to school day is coming to [SCHOOL NAME] on **Thursday, October 9th**. Students and staff that participate will receive free breakfast, stickers and a chance to win fun prizes for biking, walking, or rolling to school. For more information, contact [YOUR NAME HERE].

Spanish:

*El día de Caminar y Rodar a la escuela llegará a NOMBRE DE LA ESCUELA el **Jueves 9 de Octubre**. Los estudiantes y el personal que participen recibirán comida gratis, calcomanías y la oportunidad de ganar premios divertidos por ir en bicicleta, caminar o rodar a la escuela. Para más información contacta TU NOMBRE AQUÍ.*

Parent Newsletters/ ParentSquare/ Other communication channels:

[SCHOOL NAME] will be participating in the Walk and Roll to School Day on **Thursday, October 9th**. The event runs 45 minutes before the first bell rings. On the day of the event, students are encouraged to bike/walk/skate/scoot/roll to school and receive free breakfast food, stickers, and the chance to win fun prizes. The goal of the program is to encourage students, families, and staff to use active forms of transportation to get to school and celebrate those who already do. If you are interested in volunteering to coordinate this event, please contact [NAME HERE] [EMAIL HERE].



Spanish:



NOMBRE DE LA ESCUELA participará en el Día de Caminar y Rodar a la Escuela **Jueves 9 de Octubre**. El evento empieza 45 minutos antes de que suene la primera campana. El día del evento, se alienta a los estudiantes a andar en bicicleta, caminar, patinar, andar en patineta o rodar a la escuela y recibir desayuno gratis, calcomanías y la oportunidad de ganar premios divertidos. El objetivo del programa es alentar a los estudiantes, las familias y el personal a utilizar formas activas de transporte para llegar a la escuela y celebrar a los que ya lo hacen. Si está interesado en ser voluntario para coordinar este evento, comuníquese con *NOMBRE AQUÍ* CORREO ELECTRÓNICO *AQUÍ*

PA Announcement for student/teacher reminders:

Just a friendly reminder that Walk and Roll to School Day is coming up on **Thursday, October 9th!** Walk, bike, skate, scoot, or roll to school and get FREE food, stickers and the chance to win fun raffle prizes!

Spanish:

¡Solo un recordatorio amistoso de que el día de caminar y rodar a la escuela se acerca **el Jueves 9 de Octubre!** ¡Camine, ande en bicicleta, patine, patine o ruede a la escuela y obtenga comida GRATIS, calcomanías y la oportunidad de ganar divertidos premios de rifas!

3. Food/Supply Distribution Day: *Wednesday, October 8th from 2-6pm*****

- Please schedule a Food/Supply pickup time. Link on the website and/or emails from Juan.
- Collect food/supplies from the Ecology Action parking lot at **877 Cedar St, Santa Cruz, 95060** (parking lot off Church St across from SC Library) or our satellite office in Watsonville.
- You will receive the following items in your supply kit from EA:
 - Food Kit (including snack bars, juice, and fruit, and other food)

- Raffle prizes (4-5 ranging from bike accessories/ equipment, electronics, active gear, etc)
- Barricades (if requested)
- Share the Road Signs (if requested)
- Once you pick up your supplies, please deliver food items to appropriate overnight storage.
- Additional supplies needed for event day (not furnished by Ecology Action):
 - Sign-in materials, including ample pens, clipboards, etc.
 - Signage to direct student traffic flow (e.g. “Step 1: Sign In Here”; “Step 2: Grab a Sticker,” “Step 3: Food”, etc.)
 - Tables (at least 2 needed, one for food and one for sign-in)
 - If preparing fruit, cutting boards, and serving trays may be useful.
 - Waste bins for trash and recycle, plus compost for organic waste if possible!

4. Event Day:

- Event start time depends on when your first bell rings. We recommend being set-up 45-60 minutes before the first bell.
- Arrange the tables and/or signage so that students must sign-in before they get food/snacks.
- Have at least 1-2 volunteers assisting students with signing in (including using the provided Distance Guide to help students estimate distance traveled).
- Volunteers to provide students with an “Walk & Roll To School” sticker once they have signed in. Once students have a sticker, they can on to collect their breakfast food.
- Arrange raffle prizes on the sign-in table so students can see what they might win.
- After event, randomly select student names off sign-in sheet and fill in ‘winners’ on the Raffle Winner sheet provided. Bring this sheet and the raffle prizes to the office for them to announce winners over PA system.

5. Post - Event:

- Report participation numbers as soon as possible on event day.
- Send Participation Sheet to Juan by 5PM on day of the event by either:
 - Scanning and emailing them to Juan - juan.castillo@ecoact.org (preferred)
 - Taking CLEAR photos of sign-in sheets and email to Juan.
 - Please send at least 1 photo of the event.

Have questions? Need help or additional support? Really excited and want to share?!

Call or email Juan:

(831) 515-1349 or juan.castillo@ecoact.org