

NCTCOG Walk & Roll to School Day Promotional Efforts 2024 Summary

1st: Kerr Elementary



Walk & Roll to School Day Photo Contest:

Organizers had the opportunity to enter photos from their events into NCTCOG's Walk to School Day Photo Contest! The winning photos will be featured in future Safe Routes to School and schools-related NCTCOG publications.

2nd: Cross Oaks Elementary



28 Schools

Registered to participate in NCTCOG's promotion and entered the raffle to receive free giveaways and submit student bike raffle entries.

50-400+ Students

Participated in individual schools' Walk & Roll to School Day events

270 Entries

Were submitted to win one of two bikes raffled off to students who participated in Walk & Roll to School Day at our participating schools and signed the Look Out Texans' "Promise to Street Safety"

4 Schools

Included on-campus "Greeting Activities" with prizes, snacks, and special guests before school for participating students.

5 Schools

Included Remote Walking Events where students, families, and school staff meet to walk to school together from a public meeting location

Organizer Reports:

- "What got them excited the most is the PE coach talking with students about safety and how important it is."
- "We had twice as many kids walk to school that day than typically do. The students loved the event too. We will definitely do it again next year."
- "The event was successful, and the students were excited to walk with the Turkey trot mascot and greeted by around 20 cheerleaders."
- "The middle school band and cheerleaders were a huge hit."
- "The kids loved the ride to school group and having great weather that day helped. Because it was our first year doing this event, we didn't prepare for such a large gathering."

3rd: HOSP Elementary

