

Bike Bus Manual

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Author: Annette Altpeter

DESCRIPTION

A weekly adult-led group bike ride for students going to Highcrest Middle School.

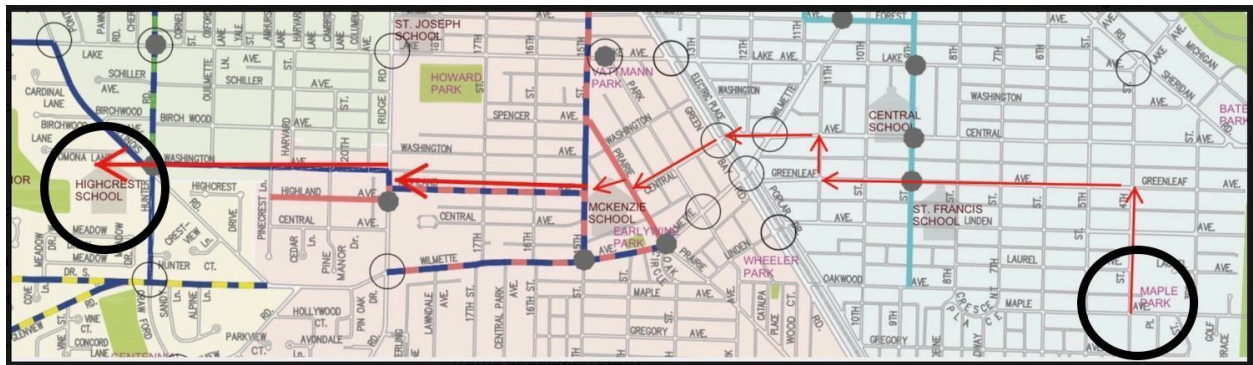
PURPOSE

Supports greener transport, increases community connections, and gets kids outdoors.

DATE, TIME, LOCATION

Every Wednesday meet at 7:50AM and ride out at 8AM from Maple Park. Riders are allowed to join anywhere along the route; organizers may choose to specify specific drop-in locations to join the ride (i.e. Wilmette Village Hall, Mackenzie School, etc.).

ROUTE



RECRUIT VOLUNTEERS (neighbors, parents, teachers, etc)

Four to six adult volunteers per ride act as guides and safety monitors. Designate roles as lead rider, caboose rider, intersection helpers, photographer/video person, and parent greeter at the meetup point. Adult volunteers should wear safety vests for easy identification and visibility. Ask all volunteers to review the [Chicago Family Biking Volunteer Guide](#). For ease and coordination of volunteers, create a Sign Up Genius.

PARTNERS

While this is a grassroots movement, we recommend the following partners: School District 39, Police Department, PTO/PTA, local bicycle or environmental advocacy groups, local businesses especially bike shops.

(In Wilmette, the School District 39 does not participate or promote the Bike Bus. However, the Police Department and crossing guards provide support and approve the route. Bike Walk Wilmette and Go Green Wilmette are also actively involved.)

BEFORE THE EVENT

1. Propose the ride to the school district and ask for their participation. (Bike Buses are independently organized by community volunteers and do not need approval from the school district.)
2. Contact Police Department to review Safe Routes to School.
3. Choose the Bike Bus route, including starting point and drop-in locations.
4. Set dates and times for the ride.
5. Create a Sign Up Genius for volunteers.
6. Create a What's App group for leaders and volunteers.
7. Promote the event (see below).

PUBLICITY AND MARKETING (begin 3-4 weeks before first ride)

1. Create Bike Bus Publicity: Parents need very clear information
 - a. Create a flyer (digital and hard copy) with meetup time, rollout time, route map, drop-in points, helmet requirement, and who to contact with questions (see bottom of this document). Include QR code(s) to more information and/or social media accounts
 - b. Create yard signs/bike route signs
 - c. Print posters
2. Create an Instagram account (i.e. @bikebuswilmette) to post reminders, pre/post-event content, and to stay relevant
 - a. Always post a reminder the night before. "See you tomorrow at 7:50 at Maple Park 🚲" Story keeps it top of mind for families who might otherwise forget.
 - b. Use it as your official communication channel.
 - i. Instagram Stories is where parents will check for cancellation due to bad weather.
 - ii. Make it the designated source so there's no confusion, and commit to posting a cancellation by a set time.
 - c. Tag riders and neighborhoods when you can (#wilmette, #highcrest).
 - d. Create a consistent hashtag like #BikeBusWilmette so content is searchable and other communities can find and learn from yours.
 - e. Document the growth in the number of riders.
 - f. Post more Reels over static posts.
3. Distribute digital flyer to community Facebook groups.
4. Post yard signs.
5. Ask neighbors, friends, and family to spread the word.
6. Ask the PTO/PTA to promote the ride.
7. Contact your local media to ask for coverage.
8. Share marketing information with any relevant local organizations

DAY OF THE EVENT

Send out last minute reminders and instructions via the What's App group.

Have key volunteers meet ten minutes before start time with safety vests or equivalent, music with speakers, and possibly snacks/treats for riders. (In Wilmette, we provided donut holes. Note that we were not allowed to pass out food on school grounds).

AFTER THE EVENT

1. Submit photos and a press release to local media and marketing outlets.
2. Add a post-ride feedback loop where riders and volunteers can submit: What intersections felt tricky? Did we have enough adults? Did the timing work? Where did most families join?

PHOTOGRAPHER OR VIDEO NEEDS

Designate a photographer and videographer volunteer to document the ride. (Check your school's photo policy and get a sense of parent comfort level before posting kids' images publicly).

COST/FINANCIAL ISSUES

Determine how to cover expenses for items such as safety vests and refreshments.

Sample flyer:

Bike Bus

— Wilmette —

Bike Bus to Highcrest

• Join the Rolling School Bus •



 **WEDNESDAYS**

- ✓ May 20
- ✓ May 27
- ✓ June 3

Mark your calendar and ride with us!

Skip the carpool line and start the morning with movement. Students will ride together in a supervised group from Maple Park to Highcrest, led by adult Safety Marshals.

 **WEDNESDAYS:**
May 20, 27 & June 3

 **Meet:** 7:50 AM
Depart: 8:00 AM
Arrive: 8:20 AM

 **MEETING POINT:**
Southwest corner of Maple Park,
398 Maple Ave

BIKE ROUTE

 Bike Route
 Key Intersection



 **Helmets required**
for all riders

 **Parents: We Need You!**
Volunteer as a Safety Marshal.
No experience required.
Just a bike and a helmet.

Sign up on SignUpGenius
bit.ly/42Ex7z7
Leigh Marcus
312-969-3122
leighmarcus@gmail.com



 Bike Bus Wilmette