

Walking School Bus Coordinator Position Description

Critical to the overall and day-to-day success of the Walking School Bus Program is the Walking School Bus Coordinator. An individual who is already associated with the school, well-organized and committed to the benefits of walking for health and transportation, the Walking School Bus Coordinator recruits and trains volunteers and plans and coordinates daily Walking School Buses. The Walking School Bus Coordinator is based at the school and his/her primary responsibilities include the following:



- Participate in meetings and trainings with Bicycle Coalition of Maine staff and ask for ongoing technical support as needed;
- Help form and convene the WSB support team in the school & community to assist the WSB Coordinator;
- Conduct outreach and develop awareness for the WSB Program in the school and community;
- Plan and coordinate the daily Walking School Bus Program for each school semester;
- Coordinate communications with school administrative staff, parents and volunteers;
- Recruit and train and maintain adult volunteers (e.g. parents, neighbors, teachers, etc.) to serve as route leaders;
- Recruit children to participate in the WSB Program through personal contacts, presentations in class and other settings, online social marketing, maintenance of an at-school and/or online WSB Program bulletin board, and distribution of fliers and brochures; Ensure children of all cultural backgrounds and income levels are encouraged to participate in the program;
- Evaluate, plan, map, and time walking routes to school based on interested families and available volunteers. Make maps available to larger school community to encourage participation;
- Launch daily Walking School Bus routes, coordinate and supervise volunteers, address issues that arise, and revise elements of program as needed;
- Serve as a physical presence at the school during the mornings when the WSB is active by greeting leaders and walkers at the school entrance or in the school office; Refer to the school principal or appropriate school staff any behavioral issues so that they may be addressed immediately;
- Organize and distribute program incentives to student participants;
- Track student participation and conduct baseline and follow-up evaluations, including those required by the Maine Center for Disease Control & Prevention;
- Promote and raise awareness of the WSB Program at school events;
- Represent the WSB Program to media and news reporters;
- Do other school-wide walk and bike encouragement as time permits;
- Provide progress reports to school staff and the state-wide WSB Program.

The ideal school-based Walking School Bus Coordinator is: able to connect well with school staff, families, and community members; available daily during the school week; proficient in computer skills; self-motivated; organized; positive and energetic – preferably with an interest in safety, public health, transportation choice, and/or environmental sustainability.

The WSB Coordinator position is targeted for an average of 7 hours/week over 40 weeks. The WSB Coordinator is based at the participating school and receives training and ongoing technical support from Bicycle Coalition of Maine staff.