

Draft Plan for the Dodgeville School District

for
350.org Moving Planet – Moving Beyond Fossil Fuels
Fall 2011 Initiative

Plan Design Criteria: Applicable district-wide, provides information to students and their families, provides incentives for students to reduce fossil fuel, reinforces the 350 theme, provides for public and media exposure, relative simplicity

Time Frame: Sept. 12 – Oct. 14 (Student “action” period: 9/12 – 9 / 30)

Goal: Have students in the district, as a collective body, replace 700 (350 doubled) fossil fueled trips by either walking, biking, skateboarding, or by other non-fossil fueled means of transportation (or by carpooling).

Incentives:

Individual – Each time a student uses a non - FFMT (fossil fuel means of transport) or carpools in place of a FFMT and records that use on the form provided, that student earns a chance in the raffle drawing for cash and other prizes.

Group – If the student body as a whole reaches the goal of 700 non-FFMTs there will be an event (described below) during half-time of the football game on Oct. 14 in which selected students who participated will have an opportunity to win raffle prizes.

Prizes – We’re in the process of seeking additional grant money for prizes. It seems reasonable that we should be able to afford cash prizes reflecting something in this range: \$50 – 3, \$10 – 10, \$5 – 20 , along with numerous smaller items such as Earth Day t-shirts, small gift cards, and shopping bags.

STEPS:

1. During the week of Sept. 12 students receive information and are given access to recording forms. The forms will include concise, grade-level appropriate information as to the advantages of reducing fossil fuel use. Also at that time the “challenge” will be promoted via, classroom teacher messages, posters in each of the schools, and announcements over the PA systems in each building.
2. As the weeks proceed, we’ll collect ballpark estimates of the total non-FFMTs district-wide and advertise that number via school announcements to encourage participation. Individual schools may wish to devote a bulletin board that indicates the “Eco-Hall of Famers” names of those who participate.
3. Students would be asked to submit their final participation forms by Fri., Oct 7 so that we can finalize the tally. If we don’t reach the goal of 700

non-FFMTs, we'd hold a raffle for prizes but not have an "event" on Oct. 14th.

4. If we do meet the goal, the proposed celebration / media event / raffle drawing could unfold as described below. (We've gotten the tentative "go-ahead" from Marc R. – band director, Liz O. – cheerleading advisor and Scott T. – athletic director/coach as to their participation.)

Premise – We'd like to have an easy to run, yet exciting event that potentially could attract Madison media attention. It would be good to have a local crowd (football fans) and if taking place at halftime, needs be relatively brief. The concept of 350 ppm of carbon in the atmosphere should be part of the theme.

- A. Of all the students who participate by handing in the completed forms(s), we pre-select (at random) 50 students (equally proportioned as per building populations.) At school, these students receive an "entry ticket" with their name on it indicating he/she is eligible to participate and win a prize at the Oct. 14 football game half time event. (If they can't personally make it, they could give their ticket to someone else.) These students show up at the game and as per instructions over the PA, gather near the end zone as 1st half play winds down.
- B. During the HS band concert, twelve large "highway-hazard" cones numbered 1-12 will be spread out around the football field. When the concert is over the participants will stand by any cone they choose. A brief selection of music (several seconds worth) is played while they move to any cone they wish. Two giant dice are thrown and participants are methodically eliminated dependent upon the number of the cone they end on and the roll of the dice. The game continues until only a few participants remain.
- C. As participants are eliminated they receive a "prize ticket" indicating how quickly the individual was eliminated. The supervisor staples the two tickets (entry and prize) together and keeps them. The prizes will be given out the following week at school. The longer the participant remains in the game, the "larger" the prize.
- D. Later in the game we can announce the winners of the \$50 prizes.
- E. Rain contingency
If too rainy, we'll just do the raffle in school the following week.

Moving Planet Challenge

Moving Beyond Fossil Fuels

Dodgeville Staff;

We're hoping you'll help inform and motivate your students to participate in the Moving Planet Challenge this fall. This is an opportunity for students to learn about the importance of and participate in reducing fossil fuel use. Your Green Schools committee members will have more specific info for your particular school. Here are the basics:

GOAL – In a 3 week period, have our Dodgeville students as a group, deliberately choose to substitute walking, biking, skating or carpooling in place of a ride in a fossil fuel powered vehicle **700** times. (We have 1,200 plus students district-wide. The 700 figure represents 350 X 2. 350 is the parts per million of CO₂ in the atmosphere recognized as a useful sustainable target level.)

WHEN – Students participate from Sept. 12 – Sept 30. The culminating celebration / raffle / media event is during halftime of the football game on Oct. 14 **IF** the students reach that goal.

HOW – (These details may vary somewhat in individual buildings.)

- A.) We'll promote the challenge through posters, a bulletin board, information in daily PA announcements, and hopefully through you.
- B.) Teachers will have access to grade level appropriate participation forms. Each time a student carools or swaps a fossil fueled ride for another means of transportation he/she may complete a participation form. Each form they complete increases their chances of winning a raffle prize. Forms will include educational info that will hopefully spark discussions in the classroom and at home.
- C.) Some buildings will choose to have a bulletin board displaying the names of each student who participates.
- D.) Each week we'll announce the approximate number of "actions" taken district-wide as a motivation to reach the 700 goal.

INCENTIVES – Each time a student completes a form, he / she is entered in the raffle. Posters will indicate that the prizes include bicycles, cash prizes up to \$50, and other smaller items. Also, 50 participants will be randomly selected to play a wild and wacky game during the Oct. 14 halftime that will ultimately determine the level of prize they will win. (If the 700 goal is not reached, we'll still raffle the prizes but not hold the event.)

MORE INFO - COMMITTEE MEMBERS :

DHS – Karrie W.

DMS – Evy T., Heidi K.

DES – Dave B., Sarah T., Estela O., Tracy K., Heidi M.

RES – Chuck T.

Thanks for your support. Your Mother (Earth) is counting on your leadership as an educator!

Help Dodgeville eliminate **700** vehicle trips.

By walking, biking, or skating instead of taking the car you can:

- **Be a Healthier Person** because the air will have less exhaust and you'll get more exercise
- **Save Money** for your family by buying less gasoline
- **Make a Healthier World** because the air and the oceans will be cooler and cleaner.

Mother Earth is Counting on YOU!

Increase your chances of winning each time you deliberately choose walking, biking, or skating (or carpooling) instead of a car ride and submit this completed form to your teacher. Sept. 12th - 30th

Tell how you swapped a car ride and walked, biked, skated or car pooled instead.



Student name

Grade

Parent signature

If students district-wide eliminate at least 700 (350 X 2) vehicle trips by walking, biking, or skating instead, 50 randomly selected participants will have an opportunity to win prizes in a wild and wacky event to be held during halftime of the final home football game of the season on

Oct. 14. This is in coordination with Moving Planet – A Day to Move Beyond Fossil Fuel. See 350.org for additional info.

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Moving Planet Challenge

Let's Move the Planet away from fossil fuel (like gas and oil) and make the air and water cleaner

Help Dodgeville eliminate 700 vehicle trips!

- Be a Healthier Person because the air will have less exhaust and you'll get more exercise
- Save Money for your family by buying less gasoline
- Make a Healthier World because the air and the oceans will be cooler and cleaner.

Mother Earth is Counting on YOU!

Each time you deliberately choose walking, biking, or skating (or carpooling) instead of a car ride you can enter a raffle for cool prizes such as:

Culvers Custard Enviro-Apparel

Biking Accessories Bicycles

Cash Prizes up to \$50!!!

You will be entered in a raffle each time you eliminate a car trip between Sept. 12 - 30.

See your teacher to find out how!

THANK YOU Sponsors: Culvers, Momentum Bikes, Farm and Fleet, Alliant Energy

Moving Planet Challenge

Let's Move the Planet away from fossil fuel use and make the air and water cleaner.

Help Dodgeville eliminate 700 vehicle trips.

- Be Healthier - air pollution aggravates asthma and other lung diseases and walking is great exercise
- Save Money on fuel and car maintenance costs for your family and reduce our country's reliance on the politics and control of foreign oil
- Create New Jobs in renewable energy industries using wind, tidal, geo-thermal and solar energy
- Reduce Environmental Degradation caused by mountain top removal, oil spills, water pollution etc...
- Minimize the Most Severe Effects of Climate Change by reducing greenhouse gasses & acid rain.

Each time you deliberately choose walking, biking, or skating (or carpooling) instead of a car ride you can enter a raffle for sweet prizes such as:

Culvers Custard Enviro-Apparel

Biking Accessories Bicycles

Cash Prizes up to \$50!!!

You will be entered in a raffle each time you eliminate a car trip between Sept. 12- 30. See your teacher to find out how!

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