



Press Release

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Students Across Alameda County Prepare for Active Transportation Golden Sneaker Competition

Local contest champions student collaboration and transportation choices that are healthy and better for the environment

ALAMEDA COUNTY, Calif. – From March 4 through March 15, over 75 schools throughout Alameda County will participate in the Alameda County Transportation Commission (Alameda CTC) Safe Routes to Schools (SR2S) Program's 2024 [Golden Sneaker Contest](#). During this beloved event, Alameda County students, classrooms, and schools will participate to see who can use active and shared transportation the most. Students earn points every time they walk, roll, bicycle, ride a scooter or skateboard, take transit, or use a supportive mobility device such as a wheelchair. Caregivers who drive students to school may also park a few blocks away, allowing an opportunity to walk or roll the rest of the way.

Students will work with classmates as a team to track active and shared travel each day. At the end of the contest period, the classroom at each school with the highest rate of active and shared travel will win a trophy made from a Golden State Warrior's sneaker. Students in winning classrooms also receive golden shoelaces. The ultimate prize is the Platinum Sneaker Award, which goes to the classroom with the highest participation in all of Alameda County.

By encouraging travel shifts in how students get to school, the Golden Sneaker Contest provides schools with a way to reduce their carbon footprint while also promoting a safer and more active environment.

There is still time to learn more and get involved by visiting the SR2S [Golden Sneaker Contest webpage](#). Those interested can also follow the contest by using the event hashtag #GoldenSneakerContest.

About the Alameda County Transportation Commission

The Alameda County Transportation Commission (Alameda CTC) coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every jurisdiction throughout Alameda County. Alameda CTC administers the county's Safe Routes to Schools Program and provides most of its funding through the

voter-approved transportation sales tax Measure BB, which was approved by more than 70 percent of voters in 2014. Visit [Alameda CTC's website](#) to learn more, and follow Alameda CTC on [Facebook](#) and [X, formally known as Twitter](#).

About Alameda County Safe Routes to Schools

Safe Routes to Schools is a comprehensive and effective approach to getting more kids biking, rolling, and walking safely to school. It provides kids and their parents with skills, encouragement, and inspiration through a range of activities, events, and lessons, while also addressing local pedestrian, bicycle, and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission ([alamedactc.org](#)) and is funded in part by Alameda CTC with Alameda County's local Measure BB sales tax, and regional, state, and federal funds, serving more than 295 schools throughout the county. Visit the [Safe Routes to Schools website](#) to learn more, and follow Safe Routes to Schools on [Facebook](#) and [X, formally known as Twitter](#).

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