



# CREATION FOR TRANSPORTATION



Art for Walking, Bicycling,  
Carpooling and Taking Transit

## 2021 TOOLKIT



The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission ([alamedactc.org](http://alamedactc.org)) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.

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# Event Description

## Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit

is an Alameda County Safe Routes to Schools (SR2S) winter event that encourages students to explore the impacts of different transportation choices through creativity and art.

During this event, students create and submit artistic pieces that address the impacts of transportation choices and that inspire action around carpooling, walking, bicycling, skateboarding, and taking transit. Submissions can be done in any medium, including video (featuring a dance, skit, music, documentary, or personal testimonial), written poem, or visual art (for example, a painting, drawing, or digital poster), among others. Student art will focus on the health, safety, and climate impacts of different transportation choices. Students are encouraged to think about these impacts for themselves, their community, and for the world at large.

## Event Goals

The goal of this event is to encourage students to reflect on their transportation choices, and to think about the impact those choices have on their lives and their community. Art created for the contest should communicate how carpooling, walking, bicycling, skateboarding, and/or taking transit:

- Reduce traffic
- Reduce air pollution by taking additional cars off the road
- Make streets near schools safer

## How the Contest Works

### Do students or schools need to register?

You don't need to register to submit art, but registering helps the Alameda County SR2S team track participation. Please let us know if you plan to participate by completing this [1 minute survey](#).

### Who can submit art?

- High school students in Alameda County
- Individual students or groups of students

### What types of art will be accepted?

- Visual: Drawing, paintings, collage
- Audio: Songs, spoken word
- Video: Dance, skits, spoken word
- Written: Poems, short essays (500 words or less)

### How do students submit their art?

Submit art using the following link: [tinyurl.com/Creation4Transportation](https://tinyurl.com/Creation4Transportation). For hand-drawn visual art, please take a photo of the art to submit. The following file formats can be uploaded:

- Photographs or images (.jpg, .png, etc.)
- Videos (.mp4)
- Documents (.doc, .pdf)



### When is the deadline for submitting art?

Art will be accepted at <https://tinyurl.com/Creation4Transportation> from Monday, February 1, 2021 through Friday, February 26, 2021 at midnight.

### What can students win?

Multiple winners will be selected. Winning students will receive a \$100 gift card to a sporting goods store! There will also be one prize for a group submission that will be split between all members of the group.

## How will winners be chosen?

Alameda County SR2S program staff will judge the submissions and select up to 10 winners. Winning students will receive a \$100 gift card to a sporting goods store.

Winning submissions will be those art pieces that best:

- Connect to the mission of Safe Routes to Schools
- Touch on the event goals (reducing traffic, reducing air pollution, and/or improving safety)
- Make the connection between transportation choices and personal, community and global impacts
- Are creative and fun
- Include a call to action
- Educate viewers about transportation choices and actions

## How can I get more information about the event?

For more information, visit [the event webpage](#) or contact our High School Program Manager, Darrell Davis, at [ddavis@alamedacountysr2s.org](mailto:ddavis@alamedacountysr2s.org).



# For Teachers

## How can I help students participate?

Encourage students to create and submit art that describes the global impacts of climate change. You can integrate this contest into existing curricula or lesson plans. It can also make a great extra credit project!

In class, you can:

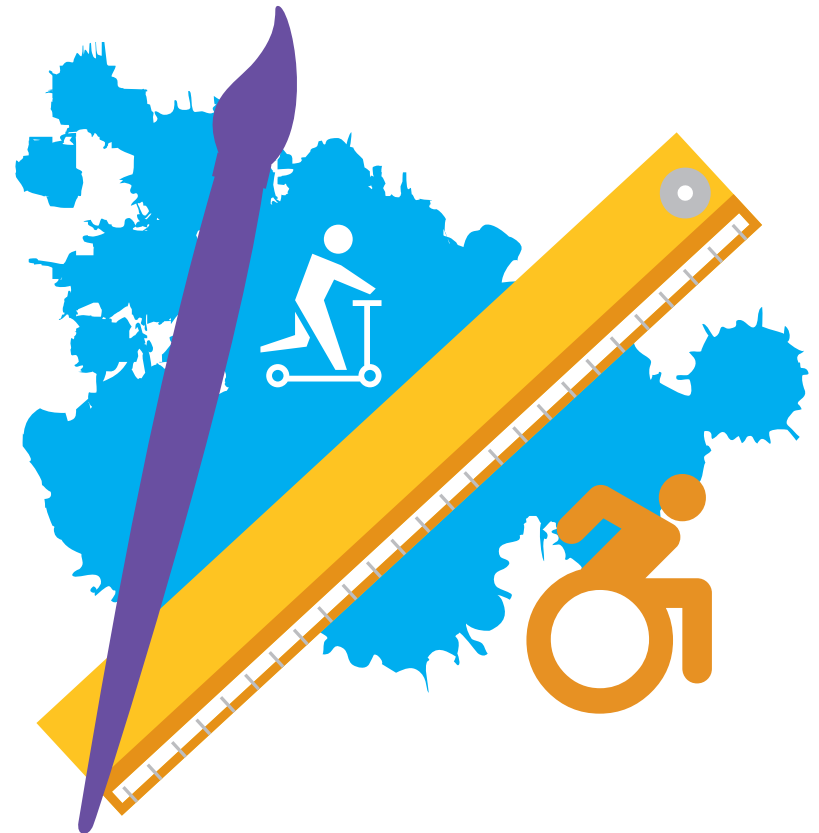
- Review the rules and encourage participation
- Discuss the environmental impacts of transportation
- Connect the contest to health benefits (can be during PE or health classes)
- Brainstorm ideas for submission with students
- Dedicate time during class to work on submissions (If possible)
- Assign the contest as homework
- Offer extra credit for participation

This contest meets the following Common Core Standards:

- CCSS.ELA-LITERACY.SL.9-10.5
- CCSS.ELA-LITERACY.SL.11-12.5

## Where can I get more ideas about integrating Creation for Transportation into my lesson plan?

Alameda County SR2S would love to talk with you more! Please contact Darrell Davis, the program's high school program manager, at [ddavis@alamedacountysr2s.org](mailto:ddavis@alamedacountysr2s.org).



# For Students

## How can I participate?

As a student, you can participate in Creation for Transportation by yourself, or with a group of friends, even if your school is not participating.

All you need to do is:

1. Create a piece of art that you feel addresses the impacts of transportation choices and that inspires action around carpooling, walking, bicycling, skateboarding, and taking transit, and
2. Submit online for a chance to win!

## How can I promote the event?

This is the first year of Creation for Transportation and we hope that many students will participate! We know that students are more likely to participate if they hear about the contest from friends at school. We've put together this toolkit to help you promote the event and encourage your friends and classmates to join in.

## Timeline and Tasks

Below is a suggested timeline to help you plan and promote your event. This can be customized to the needs of your school. Sample materials and graphics resources can be found in the Templates and Resources section.

### February 1st - 5th: Event Kick-off

- Schedule a meeting or communicate with your school staff contact to ensure that they support Creation for Transportation. Ask for permission

to send out information to parents, teachers, and students.

- Work with your school staff contact(s) to send an email out to parents, teachers, and students about the event, and/or post on your school's social media feeds. A sample event announcement can be found at the end of the toolkit.

### February 8-19: Build the Energy

- Continue to promote the event through newsletters, school announcement, social media, etc. See the resource section for sample promotional materials.
- Check in with teachers or school staff, especially those in the art department or those that have an interest in art, transportation, or climate change, to see if they can assist in event promotion.

### February 22-24: Final Push

- Send out an email to parents, teachers, and students reminding them of the contest and submission dates - and that the end of the contest is coming up soon. An example email can be found in the resources section.
- Continue to use school announcements, social media, etc. to promote the event.

### February 26: Last Reminder

- Send out an email to parents, teachers, and students reminding them that today is the last day to submit their date. An example email is in the resource section.

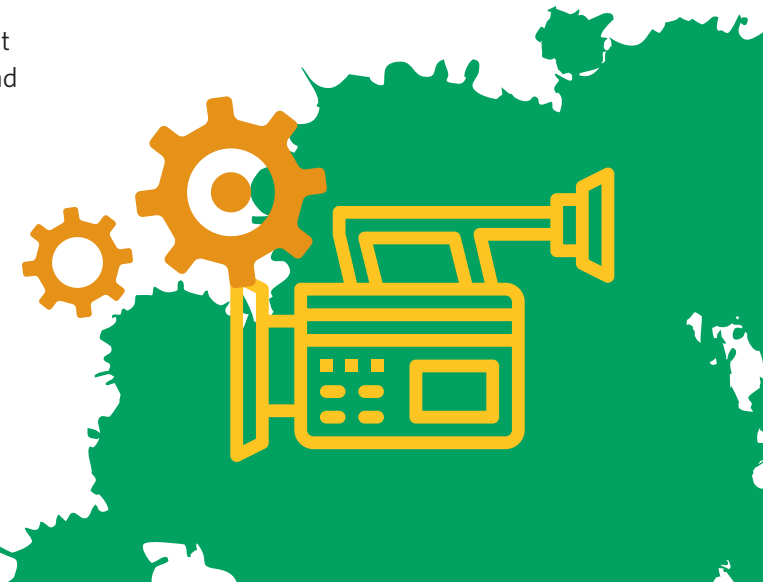
- Encourage students and teachers to take pictures of their art and share them on the Alameda County SR2S Facebook page ([facebook.com/saferoutestoschool](https://facebook.com/saferoutestoschool) - use #CreationforTransportation)!

### March 1-5: Thank You!

- Send an email out to parents, teachers, and students thanking them for their involvement in the event. An example email is provided in the resources section.

## Where can I get more ideas about promoting Creation for Transportation?

Alameda County SR2S program staff would love to talk with you more! Please contact Darrell Davis, the program's high school program manager, at [ddavis@alamedacountysr2s.org](mailto:ddavis@alamedacountysr2s.org).



# Template Resources

In this new socially distanced world, we've learned a few tips for a successful off-site, virtual event experience. Promotion for the event needs to engage the students and school community with critical information they'll need to know about the event and how to actively participate.

We have provided a few materials to help you for your promotions - a newsletter article, email templates, social media posts, and graphics (a flyer and logo). Make sure to check with those in charge of your school's communications channels - the principal, school newsletter editor, etc. - to make sure that you get them the information in time for them to use it.

This is also a great time to think about your school's communication channels. There might be possibilities to reach out to students and families through the school's communications systems such as text messaging, automated robocalls, virtual meetings, and school supply pick-up days.

## School Newsletter Article

Here's some sample text you can use for your school newsletter. Feel free to adjust it to make it yours!

***Normally this is the time of the year we encourage high school students to carpool to school with our annual Cocoa for Carpools event. But since we aren't carpooling to school these days, we're doing something new!***

***We are excited to announce Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit, an event that will celebrate the creative abilities of the talented students at high schools throughout Alameda County. To participate in this event, students will be asked to create and submit artistic pieces that address the impact that transportation choices can have on reducing traffic congestion and air pollution, and making streets safer near schools. Submissions can be in any medium! Examples might include a video displaying content like a dance, a skit, music, a written poem, a poster, a painting... if students can create it, they should submit it!***

***We can't wait to see the creativity that Alameda County's students put on display! Keep an eye on our social media ([Facebook](#) [[@saferoutestoschool](#)], [Twitter](#) [[@alamedacosr2s](#)]) and our [website](#) for more information.***



## Event Emails

It's important to keep the momentum going throughout the Creation for Transportation event. Here are some sample emails you can send to your school or individual students to keep the excitement up!

### Kick-off Email (Send on February 1st)

**Subject: It's on! Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest is kicking off!**

We are happy to announce that the Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest has begun! Creation for Transportation is an Alameda County Safe Routes to Schools (SR2S) winter event that encourages students to explore the impacts of different transportation choices through creativity and art. Throughout the month of February, we are encouraging students to create and submit art that addresses the impacts of transportation choices and that inspire action around carpooling, walking, bicycling, skateboarding, and taking transit. Submissions can be done in any medium, including video (featuring a dance, skit, music or documentary personal testimonial), written poem, or visual art (for example, a poster or painting).

### How to Participate & Submit Art

There are two ways that students and schools can participate in this event:

- **As a class:** Creation for Transportation would make a great topic for a class assignment; the event is designed to meet learning objectives for a variety of subjects—ranging from environmental science, to art, to civics. Learning objectives are about poetry, dance, drawing, etc. This event may also be a great option for an extra credit assignment.
- **Individually:** This event can be done individually by students, even if others at their school are not participating.



### Winners & Prizes

Art can be submitted online at <https://tinyurl.com/Creation4Transportation>.

Alameda County SR2S program staff will judge the submissions and select winners. To meet the goals and mission of the Alameda County SR2S Program, winning submissions will be those that best:

- Touch on the event goals (reducing traffic, reducing air pollution, and/or improving safety)
- Make the connection between transportation choices and personal, community and global impacts
- Are creative and fun
- Include a call to action
- Educate viewers about transportation choices and actions

Once the submittals are received, Alameda County SR2S staff will review and judge the submittals based on how they meet and align with the above categories. The students with the winning submittals will receive a \$100 gift card to a sporting goods store.

Let's get your creative on!!

Best,



## Building the Energy (Send between February 8-19)

**Subject: Are Those Creative Juices Flowing? Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest is happening now!**

We're been extremely impressed with the submissions that we've gotten so far for the Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest. Keep them coming! To ensure submissions are counted, and to have a chance to be one of the lucky prize winners please make sure your students turn in their art by Friday, February 26th.

Remember, there are two ways that students and schools can participate in this event:

- **As a class:** Creation for Transportation would make a great topic for a class assignment; the event is designed to meet learning objectives for a variety of subjects—ranging from environmental science, to art, to civics. Learning objectives are about poetry, dance, drawing, etc. This event may also be a great option for an extra credit assignment.
- **Individually:** This event can be done individually by students, even if others at their school are not participating.

Thanks again for all your enthusiasm and hard work promoting this event! If you have any follow up questions, as always, please feel free to email me directly or check out the website at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

Get your creative on!!!!

Best,

## Final Push (Send between February 22-24)

**Subject: Keep 'Em Coming! Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest ends Friday, February 26th**

Wow!! Thanks to those that have already submitted art for the Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest. You all are amazing! If you (or your students) haven't submitted your art yet, please do by Friday, February 26th, for a chance to win!

Remember, there are two ways that students and schools can participate in this event:

- **As a class:** Creation for Transportation would make a great topic for a class assignment; the event is designed to meet learning objectives for a variety of subjects—ranging from environmental science, to art, to civics. Learning objectives are about poetry, dance, drawing, etc. This event may also be a great option for an extra credit assignment.
- **Individually:** This event can be done individually by students, even if others at their school are not participating.

Thanks again for all your enthusiasm and hard work promoting this event! If you have any follow up questions, as always, please feel free to email me directly or check out the website at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

Get your creative on!!!!

Best,

## Last Reminder (Send on February 26)

**Subject: One More Day! Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest ends Friday, February 26th**

There's one day left in the Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest. The submissions we have received so far are very impressive. We are grateful for your dedication and support to making this wonderful event happen!

To ensure submissions are counted, and to have a chance to be one of the lucky prize winners, please submit your art by Friday, February 26th.

Thanks again for all your enthusiasm and hard work promoting this event! If you have any follow up questions, as always, please feel free to email me directly or check out the website at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

Get your creative on!!!!

Best,

## Thank You! (Send between March 1-5)

### Subject: We Did It! Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest

Thank you for participating in the Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit Contest. We are grateful for your dedication and support to making this wonderful event happen!

Over the next few weeks Alameda County SR2S staff will be reviewing the submissions and selecting winners. We can't wait!

Thanks again for all your enthusiasm and hard work promoting this event! If you have any follow up questions, as always, please feel free to email me directly.

Best,



## Social Media

Social media is a great way to reach students, teachers, and the broader community quickly and frequently. We've put together a few sample posts that you can use throughout the contest on your personal social media accounts or, even better, your school social media accounts.

Spread the word!

### Kick-off (post on February 1st)

Want to make art and win prizes? Make and submit something for Creation for Transportation, an art contest where high school students submit any kind of art—whatever you can come up with!—that speaks to the impact of transportation choices or that inspires others to walk, bike, take transit, or carpool.

The contest is put on by the Alameda County Safe Routes to Schools Program, and you can submit your work or find more information on the Program's website, which is linked below.

Students can enter as a whole class or as individuals, and the contest runs from now until the end of February. The winning submittals will receive a \$100 gift card to a sporting goods store!

Let's see what you can come up with!

<https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

### Building the Energy (post between February 8-19)

The Creation for Transportation judges are super impressed with the submissions that have come in so far! Keep them coming, and make sure to submit by Friday, 2/26 if you want to participate!

Creation for Transportation is an art contest where any art by high school students that's related to the impact of transportation choices goes, and the winning artists will receive a \$100 gift card to a sporting goods store. Students can enter as a whole class or as individuals.

Interested in submitting? Learn more at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

### Final Push (post between February 22-24)

Keep the Creation for Transportation submissions coming! Only a few more days until the contest ends (the deadline is Friday, 2/26)

Creation for Transportation is an art contest where any art by high school students that's related to the impact of transportation choices goes, and the winning artists will receive a \$100 gift card to a sporting goods store! Students can enter as a whole class or as individuals.

Interested in submitting? Learn more at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>

### Last Reminder (post on February 26)

Today is the last day to submit artwork for Creation for Transportation! If you're a high school student, any artwork related to the impact of transportation choices or aimed at inspiring others to walk, roll, or take transit is eligible! Also, the winning artists will receive a \$100 gift card to a sporting goods store!

Students can enter as a whole class or as individuals.

Submit by midnight!

<https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>



## Images & Graphics

Use the following images and graphics to promote your event online, at school gathering places (school supply pick-up, meal sites, etc.) or other places that students frequent in your community. You can download the logo and the flyer at <https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation/>



Event Logo #1



Event Logo #2

## What transportation story will your art tell?

CREATION FOR  
TRANSPORTATION

Art for Walking, Bicycling,  
Carpooling and Taking Transit

**What:** CREATION FOR TRANSPORTATION is an art contest event that encourages students to explore the impacts of different transportation choices.


**Who:** YOU!! Any high school student in Alameda County can participate.

**When:** February 1-26, 2021

**How:** Submit your art (music, drawing, skit, spoken word – anything!) at [tinyurl.com/Creation4Transportation](https://tinyurl.com/Creation4Transportation) by Friday, February 26th, 2021 at midnight.

**Winners will receive a \$100 gift card to a sporting goods store!**


Learn more at [alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation](https://alamedacountysr2s.org/our-services/plan-an-event/creation-for-transportation)  
or by following us at [www.facebook.com/saferoutestoschool/](https://www.facebook.com/saferoutestoschool/)



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Safe Routes  
to Schools  
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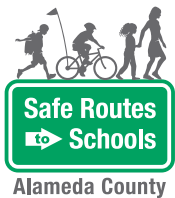


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Event Flyer



[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)  
[staff@alamedacountysr2s.org](mailto:staff@alamedacountysr2s.org)



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COMMISSION