



METROPOLITAN
TRANSPORTATION
COMMISSION

Presenting the 2nd Annual

*Creation for Transportation
Countywide High School Event*

This is How We Do It

The Share  Your Journey Contest

Elected Official Toolkit

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Event Information

Please use the following information to stay up to date on *This is How We Do It: The Share Your Journey Contest* and to promote this event.



Event at a Glance

- » **Who:** Alameda County high school students
- » **What:** *This is How We Do It: The Share Your Journey Contest* is a county-wide event that aims to encourage high school students across Alameda County to walk, bicycle, carpool, or take transit to school. Students are also encouraged to use any other fun and active options like skateboarding or roller-skating. During the events students will share their transportation and travel stories by posting photos and videos on social media. The event will take place multiple high schools over the winter and create a county-wide conversation about how our travel choices impact our health, safety, community, and environment.
- » **When:** Anytime between November 1, 2021, and February 28, 2022, usually between 7 and 8AM (depending on school hours)
- » **Where:** Multiple high schools throughout Alameda County. A list of registered schools will be available after November 1, 2021.
- » **Why:** To encourage high school students to use and promote active modes of transportation for healthy kids, safer streets, and strong communities

More information is available online at the event [webpage](#).

Participation Incentives

At the end of each school's event or at the last event (if a school decides to host multiple events), a drawing will be held to select a winning student. The student will receive a \$50 credit for their Clipper Card. There will be one winner from each participating school. Student Leaders will also receive an appreciation incentive after the event.

COVID-19 Contingency

Alameda County SR2S Program staff are closely watching COVID-19 infection rates and may transition the event from an in-person event to a virtual event at any time for the health and safety of school communities. If that happens, staff will post updated information on the [webpage](#). That said, students can participate in the event virtually even if their school is hosting an in-person event (more details can be found in the [event toolkit](#)).

Timeline and Publicity

**Monday, November 15, 2021–
Friday, February 4, 2022**
Registration open

**Monday, November 29, 2021–
Monday, February 28, 2022:**
Events occur

Monday, March 7, 2022:
Event data and highlights
released via the event webpage

For Questions, or to Engage with the Event

To engage with the event, including requests for in-person attendance, please contact info@alamedacountysr2s.org.

Key Resources

Webpage link:

<https://alamedacountysr2s.org/our-services/plan-an-event/this-is-how-we-do-it/>

Engaging with Schools

Alameda CTC Commissions and other elected officials are welcomed and encouraged to virtually engage with schools during the event. There are many opportunities, depending on commissioner or elected official interest, to engage before and during the event.

To engage with a school, please reach out to info@alamedacountysr2s.org.

Level of Engagement	Opportunity for Engagement	Materials/support provided by SR2S program staff	Engagement Timeline
Medium	Add event content to your newsletter	Suggested topics, sample text, sample graphics	Add content anytime between November 29, 2021, and February 28, 2022
Medium	Post your own Share the Journey photo on social media	Event toolkit, list of schools and dates for events, event hashtag	Post about event anytime between November 29, 2021, and February 28, 2022
Low	Record a 30-second celebratory video for students	Talking points	Release video anytime between November 29, 2021, and February 28, 2022

Frequently Asked Questions

What is the Alameda County Safe Routes to Schools Program?

The Alameda County Safe Routes to Schools (SR2S) Program is a countywide program that organizes and supports fun, educational activities that encourage families to walk, bike, carpool, and take transit to school. It is funded by Alameda CTC and the Metropolitan Transportation Commission. Over 260 public schools in Alameda County are enrolled as of August 2021.

Are all schools in Alameda County enrolled?

Participation in the Alameda County SR2S Program is open to, but entirely optional for, all public schools in Alameda County. For enrolled schools, all programming and events are voluntary. To see a list of all schools who are enrolled in the SR2S program, visit this [webpage](#).

How many schools are enrolled in the program?

Over 260 schools, ranging from elementary to middle to high schools, are enrolled as of August 2021.

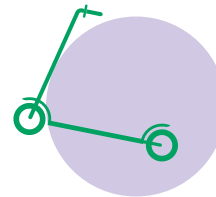
What other events does the Alameda County Safe Routes to Schools Program organize?

The Alameda County SR2S Program hosts many other events and activities for schools. Other big countywide events are:

- » International Walk and Roll to School Day (October)
- » The Golden Sneaker Contest (late February/early March)
- » Bike to School Day (May)

The following additional activities are held on a school-by-school basis:

- » Ongoing Walk and Roll to School Days
- » School Safety Assessments
- » Suggested routes to school maps
- » Drive Your Bike 101 and 102
- » The BikeMobile
- » Pedestrian Rodeos
- » Bike Rodeos
- » Music Notes
- » Travel Training
- » And more!



How does this event work?

During a *This is How We Do It* event, students set up a welcome table where they will hand out tickets to students who use active transportation to get to school – this includes walking, rolling (wheelchair, bike, skateboard, or scooter), carpooling, or taking transit.

Students can earn an additional tickets by taking a photo of themselves at the photo booth set up at the welcome table and tagging it on social media. Along with the drawing, the welcome table will have information about other SR2S programs and events that students can participate in, such as the Youth Task Force, Travel Training and transit resources.



Engagement Templates

Alameda County SR2S staff created the following templates for elected officials to use. Text in red is for personalization.

Social media post templates

To use if you are attending the event:

On [Date], join me and [High school name] as we celebrate the first ever *THIS IS HOW WE DO IT: The Share Your Journey Contest!* I'm excited to be part of this brand new @AlamedaCoSR2S event and to hear student stories of transportation and travel. See you there! #saferoutestoschools

To use as a general post:

On [Date], [High school name] will celebrate the 1st ever *THIS IS HOW WE DO IT: The Share Your Journey Contest!* I'm excited to support this brand new @AlamedaCoSR2S event and to hear student stories of transportation and travel! #saferoutestoschools



Email template

Dear [Constituents/Members of the Community/ Members of the Public/other recipients],

Using active transportation like walking, biking, rolling, and taking transit are all ways to make our communities healthier, improve our environment, and increase safety on our streets. On [Date], [High school name] is hosting *This is How We Do It: The Share Your Journey Contest* to encourage their students to use active transportation to get to school and share their reasons for making that choice on social media.

I'm excited to hear what they say and will be following @AlamedaCoSR2S today to learn what motivates our students to use active transportation. Follow along with me online and learn more about the Alameda County Safe Routes to Schools program at <https://alamedacountysr2s.org/>.

Enjoy your journey!

[insert name]

Materials

Below are graphics and social media posts that are available to the media to use. All material must be credited to the Alameda County SR2S Program.

Event Logo



Promotional Posters

See the following page for our standard 8.5"x11" poster. Posters and other materials are also available on the *This is How We Do It: The Share Your Journey Contest* event [webpage](#).

Presenting the 2nd Annual

Creation for Transportation
Countywide High School Event

This is How We Do It

The Share  Your Journey Contest

**Tell your community how and why you
walk, bike, carpool, or take transit to school.**

Date: _____

Time: _____

Location: _____

Questions? Learn more about the event at
[https://alamedacountysr2s.org/our-services/plan-an-event/
this-is-how-we-do-it/](https://alamedacountysr2s.org/our-services/plan-an-event/this-is-how-we-do-it/) or email info@alamedacountysr2s.org.

**Every
participant
gets entered
into a prize
drawing!**

TICKET

Follow along during
the event with
@alamedacosr2s or
#saferoutestoschools!

The Alameda County Safe Routes to Schools Program encourages abiding by local health guidelines, wearing a mask, and maintaining physical distance from people outside your household.

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



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This is How We Do It

The Share  Your Journey Contest



www.alamedacountysr2s.org
staff@alamedacountysr2s.org



Alameda County
Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607
www.AlamedaCTC.org



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