



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

Event Toolkit

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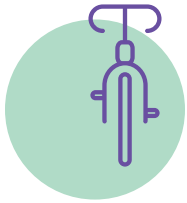
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Introduction



This is How We Do It: The Share Your Journey Contest is a new Alameda County Safe Routes to Schools (SR2S) Program winter event that encourages high school students to use active transportation options such as walking, biking, carpooling, and taking transit. In addition, this event is an opportunity to showcase the SR2S program, SR2S events and trainings available to high school students, and decrease the barriers to participating in SR2S programming. For Youth Task Force members, the event is an opportunity to build leadership skills and, potentially, recruit new Task Force members.

Purpose of this Toolkit

The purpose of this toolkit is to help high school students, staff, volunteers, or others plan, prepare, and have a successful *This is How We Do It* event.

What is a This is How We Do It event?

This event encourages student to use active or shared transportation and share their choices with others using social media.

During the event, students can earn one ticket by using active or shared transportation to get to school, and earn a second ticket if they share a photo of themselves participating in the event on social media. Each school will conduct its own drawing, giving one student from each school the chance to win. Read on to learn more details about how to run the event at your school!

Events can be held on any school day between November and February, approximately 30 minutes before school begins. A school can hold the event as many days as they want during this time – some may hold the event once; others may do so once a month or once a week.



COVID-19

Currently, events are planned as in-person events. However, they may transition to a virtual events based on Alameda County public health mandates. If that happens, updated event information will be posted on the [webpage](#). Please refer to your school and/or Alameda County public health guidelines when planning this event.

What is the Youth Task Force?

The SR2S Youth Task Force brings together student representatives from each high school once per quarter to organize events, learn from each other, and engage with guest speakers. Students participating in the Youth Task Force lead events and activities at their schools with support from the SR2S program. Learn more about the Youth Task Force [here](#).

How the Event Works

During the event, students set up a welcome table where they will hand out tickets to anyone who uses active or shared 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.

Do I need to register the event with the Alameda County SR2S Program?

Yes! A student or teacher needs to register their school to receive SR2S staff support, their materials kit, and to participate in the drawing. Please express your interest in holding an event [here](#). A SR2S staffer will contact you for more information and to help you get started.

Who can participate?

Any Alameda County high school student attending school virtually or in-person can participate.

What do students win?

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

How to host an event

Whether this is your school's first time participating in a SR2S event or your school has been participating for years, the Alameda County SR2S Program has many tools available to help make your event a success. Depending on your resources and the amount of time you have to plan, you may choose to hold an event that is simple or elaborate. Even a small event can inspire big changes!

What will the event coordinator need to do?

The event coordinator is the one that runs the show and can be a student or a teacher. You may also want to consider having more than one event coordinator - it can help make everybody's job easier, but you'll want to be specific about who does what task. Work together with friends to make this event more fun and less stressful for everyone involved!

Where can I get more information about hosting an event?

For more information, visit the [event webpage](#) or email info@alamedacountysr2s.org.



Before the event

- » Register for the event [here](#)
- » Set a date (with school administration approval)
- » Promote the event
- » Coordinate supplies (see supply list on next page)
- » Organize volunteers to work at the table, gather tickets, and set up the photo booth

During the event

- » Coordinate volunteers
- » Set up a welcome table
- » Help students with photos
- » Answer questions about the SR2S program
- » Oversee the event

After the event

- » Record the number of participating students (and their travel mode) on the provided mode chart
- » Work with SR2S staff (or a teacher) to draw the winning ticket
- » Clean up and celebrate your success!

What's Needed for Your Event

Materials to print out before the event

Flyers can help spread the word about your event and generate excitement. You can find pre-made flyers to use on the [event webpage](#).

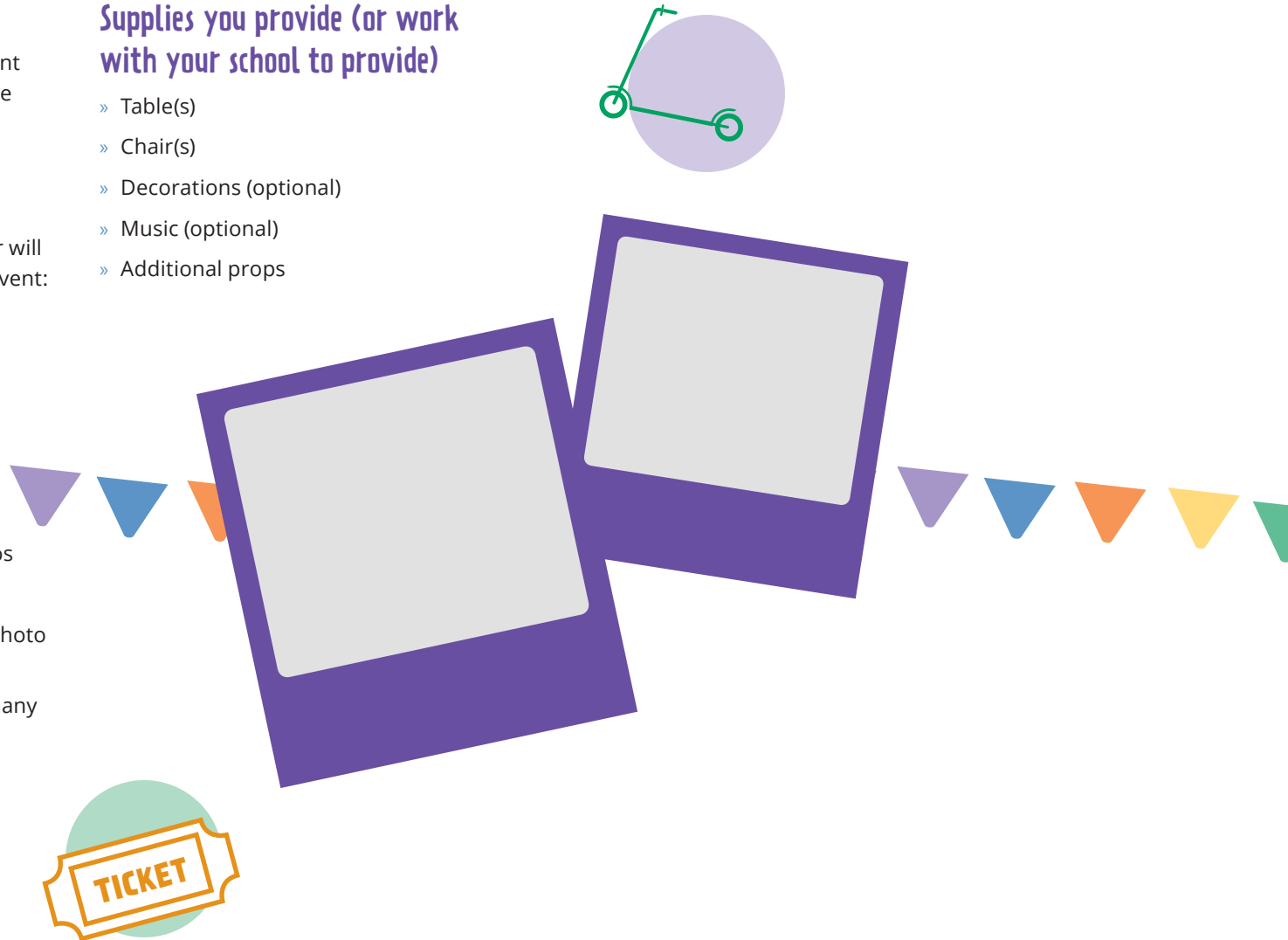
Materials you will receive

The Alameda County SR2S Program coordinator will work with you to provide the following for the event:

- » Tickets
- » Jars and labels for filled-out tickets
- » Informational materials about SR2S and transportation options in Alameda County
- » Sign-up sheet for the Safe Routes to Schools High School Task Force
- » Instructions on how to tag social media photos
- » Photo booth frame
- » Photo waiver - A photo waiver is needed if a photo is taken of a student under the age of 18.
- » You can also find downloadable versions of many materials at the [event webpage](#).

Supplies you provide (or work with your school to provide)

- » Table(s)
- » Chair(s)
- » Decorations (optional)
- » Music (optional)
- » Additional props



Planning Timeline

At least 2 weeks before event

- » Register [here](#) to let the Alameda County SR2S Program know that you're interested in having a event at your school. Once you register, a SR2S site coordinator will get in touch with you to assist you in planning the event, get you the needed materials and help support you as you need it!
- » Schedule a meeting with your principal or appropriate school staff to ensure support for the event and to confirm the date(s). Ask for permission before you send out information to parents and teachers. Discuss logistics for the event.
- » Share date(s) with your Alameda County SR2S coordinator.
- » Start promoting the event and recruiting volunteers! Flyers, example emails, and social media posts will be provided in the materials kit. Present at a staff meeting or to student groups on campus and send out a message through school email lists.
- » Coordinate with other SR2S program events – contact your the SR2S site coordinator to see about booking the Alameda County BikeMobile, having a Travel Training that day, or incorporating another part of the SR2S Program into the event.



1 week before event

- » Continue to promote your event through backpack mail, newsletter announcements, parent emails, etc. using materials from the materials kit or ones that you've created yourself.
- » Hang up promotional posters and flyers around your school.
- » Continue to recruit volunteers.
- » Check with the administrative and custodial staff for early access to the school building and to arrange for a greeting table (and chairs) and confirm its location.
- » Get the materials kit from the Alameda County SR2S Coordinator.

1 day before event

- » Confirm with volunteers that will be handing out tickets and staffing the table.
- » Confirm that any other SR2S events (e.g., BikeMobile, Travel Training) are set to go.
- » Make sure the school will be opened early by custodian and confirm the request for the welcome table and chairs.
- » If possible, set up as much of the table as you can the night before.

Day of the event

- » Show up early to set up! You will need to arrive at least 45 minutes before schools starts. Plan to have the welcome table set-up, photo booth ready, ticket jars set up, and SR2S information laid out at least 25 minutes before the bell rings. Students may show up early and will want to start the festivities right away.
- » Create a festive environment with music, decorate the table, draw on the sidewalk with sidewalk chalk, etc.
- » Help students fill out and submit tickets and take photos. If the students are comfortable with it, have them tag their photo with #saferoutestoschools and/or @alamedacosr2s.
- » Tell students about the SR2S program and how they can participate
- » Take pictures — the Alameda County SR2S Program would love for you to share them on the Alameda SR2S [Facebook page](#) and [Instagram!](#)
- » After the event is over, coordinate with your SR2S site coordinator or a teacher to do the drawing.
- » Have fun and celebrate your success!



What if a student wants to participate virtually?

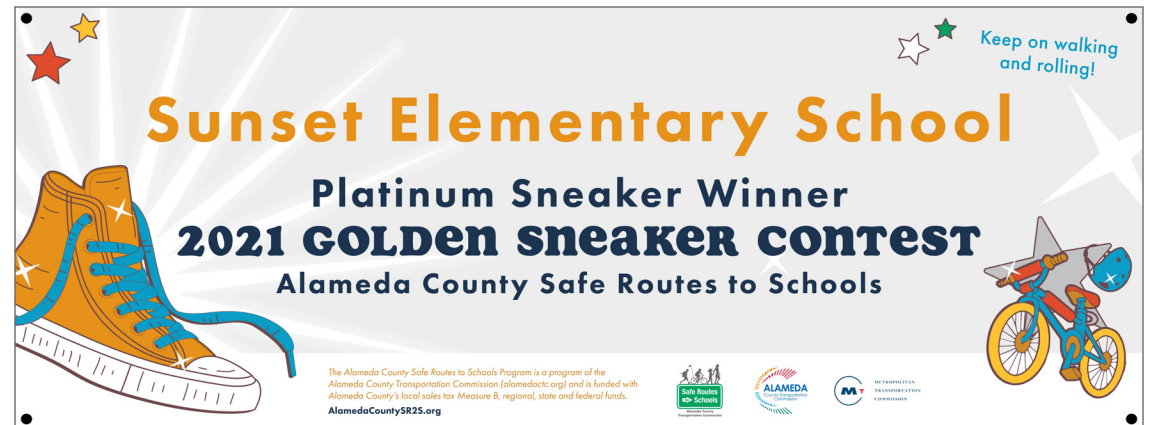
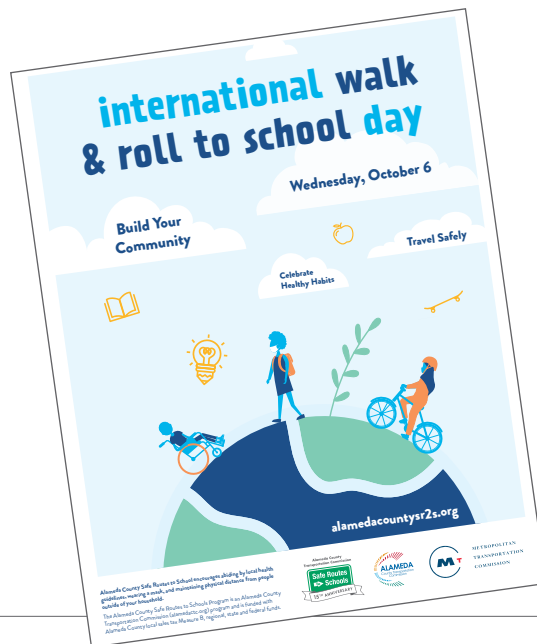
A *This is How We Do It* event can work for students in school and those learning virtually. All they need to do is submit their photo on social media with their school tagged and the event hashtag to be counted in the event.

Additional Safe Routes to Schools Activities

The fun doesn't need to end once your event is over! Your school and students can continue to participate throughout the year with our many in-person and virtual services, including:

- » Golden Sneaker Contest
- » Bike to the Moon Week
- » Drive your Bike 101 and 102
- » Youth Task Force
- » Travel Training
- » Rail Safety Presentations

More information about these offerings and the Alameda County SR2S Program can be found [here](https://alamedacounty2s.org).



This is How We Do It

The Share  Your Journey Contest

Funded By:



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