



METROPOLITAN
TRANSPORTATION
COMMISSION

Presenting the 2nd Annual

*Creation for Transportation
Countywide High School Event*

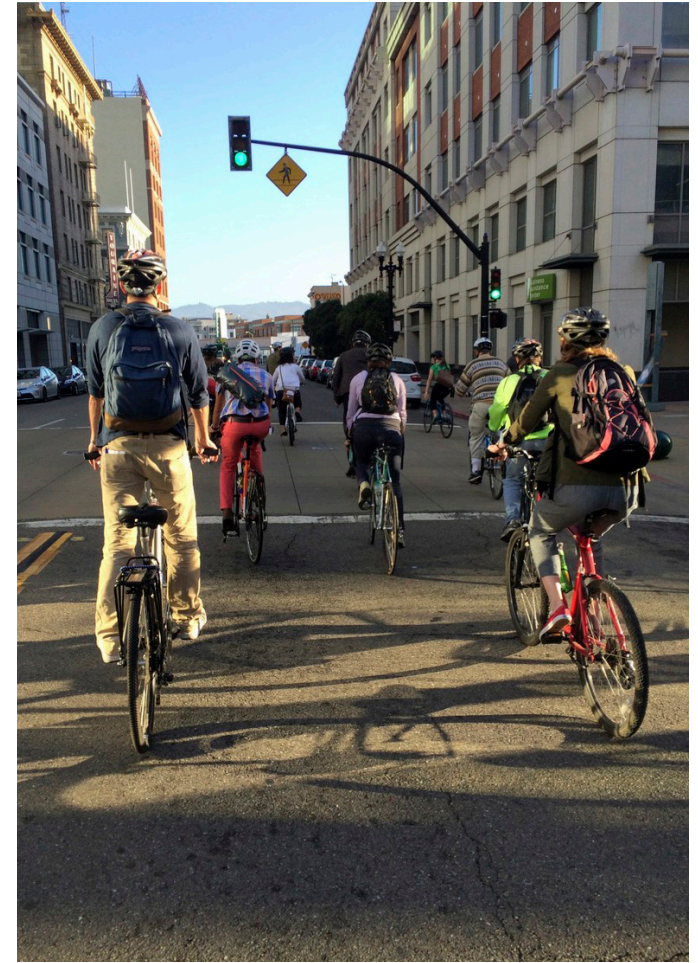
This is How We Do It

The Share  Your Journey Contest

Media 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 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.

COVID-19 Contingency

Alameda County SR2S staff are closely watching COVID-19 infection rates and may transition 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 1, 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

All media inquiries should be directed to info@alamedacountysr2s.org.

Key Resources

Webpage link:

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

Verbal and Written Communications

Below are verbal and communications materials for *This is How We Do It*.

Event Purpose

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 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.

Event Location

Each event will take place at participating high schools.



Changes due to COVID-19

The Alameda County Safe Routes to Schools (SR2S) Program is excited to have in-person events. However, this event may transition to a virtual event at any time as COVID-19 conditions change. If that happens, updated event information will be posted on the [webpage](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/>). Students will be able to participate virtually even if their school is having an in-person event.

Alameda CTC Press Release

A press release about the event will be released in early December. Please check here for the press release: <https://www.alamedactc.org/news-publications/press-releases/>

Additional Information

For additional information, please visit our event webpage, <https://alamedacountysr2s.org/our-services/plan-an-event/this-is-how-we-do-it/>. To see information via our social media and to follow #saferoutestoschools or @AlamedaCoSR2S please visit our [Facebook](#) or [Twitter](#).



Visual Communications

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



Social Media Posts

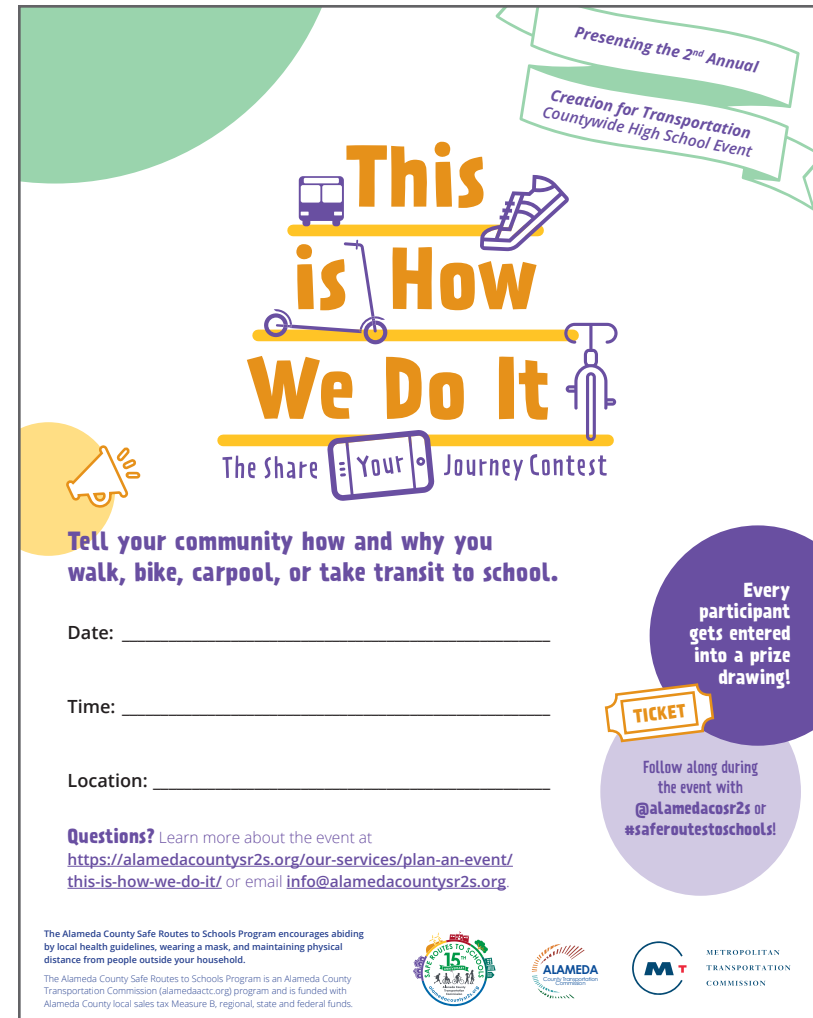
Facebook or Instagram

Alameda County high school students are ready to walk, roll, carpool, and take transit—and they're also ready to tell you why. High school students across the county will be posting photos of themselves sharing their reasons for using active transportation at the @AlamedaCoSR2S event. Our future is bright. #saferoutestoschools

Twitter

Alameda County high school students are ready to walk, roll, carpool, and take transit—and they're also ready to tell you why. Learn more at @AlamedaCoSR2S! #saferoutestoschools

Promotional Posters



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 [here](#).

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.

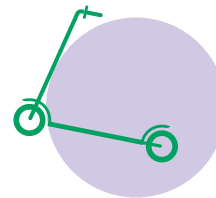
What other events does the Alameda County Safe Routes to Schools Program organize?

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)

Additional activities are held on a school-by-school basis. Activities include:

- » 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!



Are elected officials or Alameda County Transportation Commissioners participating in these events?

We don't know yet, but they can! To find out more, please email info@alamedacountysr2s.org.

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.



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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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Funded By: