



# 2022 Golden Sneaker Contest Toolkit

Alameda County Transportation Commission



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.

# Event Information

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Please use the following information to stay up-to-date on the Golden Sneaker Contest, and to promote this non-competitive, encouragement event.

## COVID Contingency

Alameda County Safe Routes to Schools is excited to host this event in-person. However, we understand that schools may transition back to distance learning at any time leading up to or during the Golden Sneaker Contest. If that happens, staff will post updated information on the [Golden Sneaker Contest](#) webpage.

Please refer to schools' and county public health guidelines regarding COVID as a reference for engaging with this event.

## Timeline and Publicity

- » **Thursday, December 9th:** Registration Opens
- » **Friday, February 11th:** Registration Closes
- » **Monday, February 28th - Friday, March 11th:** Event
- » **Monday, March 21st:** Classrooms submit final calculations
- » **Friday, April 29th:** Event data and highlights released via the [event webpage](#).

## Event at a Glance

- » **Who:** Students of all ages from schools enrolled in the Alameda County SR2S Program.
- » **What:** A countywide event to encourage students to walk, bike, skate, scoot, take shared transportation, and other active modes of travel
- » **When:** **February 28 – March 11, 2022**
- » **Where:** Multiple schools throughout Alameda County.
- » **Why:** To encourage students to use active modes of transportation for healthy kids, safer streets, and strong communities.
- » More information is available online at <https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/>

## Participation Incentives

One winning classroom from each school will receive a pair of golden shoe laces. There will be one winning classroom per school that will win the Golden Sneaker award. The classroom with the highest participation throughout Alameda County will receive the Platinum Sneaker award.

## For Questions, or to Engage with the Event

To engage with the event, all inquiries, including requests for in-person attendance, must contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) to receive next steps from SR2S program staff.

## Key Resources

Please use these resources to learn more about the event:

- » Toolkit link: [https://alamedacountysr2s.org/wp-content/uploads/2022/01/Alameda-Toolkit\\_Golden-Sneaker\\_2022\\_Final.pdf](https://alamedacountysr2s.org/wp-content/uploads/2022/01/Alameda-Toolkit_Golden-Sneaker_2022_Final.pdf)
- » Webpage link: <https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd/>



# Engaging with Schools

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

Please reach out to [info@alamedacountyssr2s.org](mailto:info@alamedacountyssr2s.org) by **Friday, February 11, 2022** for the following information:

- » To learn which schools are participating in your district and for which dates.
- » To receive materials to encourage students to participate (see table below for material options).

Level of Engagement:	Opportunity for Engagement:	Materials/support provided by program staff:	Suggested Engagement Timeline:
Medium	Add event content to your newsletter.	Suggested topics, sample text, sample graphics	Add content anytime between Monday, February 21 - Friday, March 25
Low	Post or cross-promote event content on social media platforms.	Sample text and graphic	Post about event anytime between Monday, February 21 - Friday, March 11
Low	Record a 30-second celebratory video for students.	Talking points	Release video anytime between Monday, February 28 - Friday, March 18

# Frequently Asked Questions

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## How does the Golden Sneaker Contest work?

The Golden Sneaker Contest, a two-week long classroom challenge (with a one-week option) encourages students, parents, teachers and administrators to take healthy modes of active and shared transportation options, such as:

- » Walking
- » Biking
- » Rolling in a wheelchair or mobility device
- » Skateboarding or using a scooter or any other human-powered wheels
- » Riding public transit like AC Transit or BART

During the event, classrooms will keep track of their activities through a special mode chart. At the end of the Contest, the winning classroom with the most points earned (based on percentage) at each participating school will be awarded the contest prizes.

The event is organized by the site coordination team. Site coordinators are the bridge between the Safe Routes to Schools Program and the school-based volunteers (known as “champions”). Site coordinators build relationships with schools, suggest Program services based on schools’ needs, and implement events.

Schools often request that communication about the Program be done through site coordinators to help make scheduling activities more streamlined.

## How can I participate?

You can participate virtually. In-person engagement opportunities are not encouraged out of respect for school communities and visitor policies. See page 2 for engagement ideas. If you have another idea of how you’d like to engage with schools, email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org). To participate in the Golden Sneaker Contest, please reach out to the site coordination team at [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

Please remember that any photos taken with students will require a photo waiver from the student’s parent or guardian.

## Which schools are participating in the Contest?

We will know which schools are participating in the event after registration closes on Friday, February 4. To find out if a specific school is participating, please email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## Which schools are a part of the Safe Routes to Schools program?

Participation in the Alameda County SR2S Program is open to, but entirely optional for, all public schools in Alameda County. To see a list of all schools who are enrolled in the SR2S program, or find enrolled schools in your jurisdiction, visit this web page: <https://alamedacountysr2s.org/our-program/enrolled-schools/>

## If I’m not able to participate during this event, can I participate in other Safe Routes to Schools events?

Yes! Schools engage with our services throughout the year. Here are other countywide events:

- » Creation for Transportation (early winter)
- » Bike to School Day (May)
- » International Walk and Roll to School Day (early October)

One-time, school-specific events are also held throughout the year and occur frequently. To learn more about one-time, school-specific events, email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

# Social Media Templates

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

Spread the word!

## How to Post

- 1) Download images from the Golden Sneaker Contest webpage and save to your desktop: <https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/>
- 2) Log on to your social media site, such as Facebook, Twitter or Instagram.
- 3) Copy and past the sample posts into your status update, or create your own message that includes the #GoldenSneakerContest hashtag.
- 4) Upload the image you saved to your desktop to accompany your status update.
- 5) Post your status update!



Visit the Alameda County Safe Routes to School website to download Facebook, Twitter, and Instagram graphics!

## Sample Posts

### Registration Post (Post on January 21st):

Break out your shiny shoes! @AlamedaCoSR2S's #GoldenSneakerContest is right around the corner. Is your school signed up yet? Register by February 11!  
<https://airtable.com/shrgEFGBceb3vBuhp>

### Event Start (Post on February 28th):

The #GoldenSneakerContest is starting today! Start walking, biking, rolling, or taking shared transportation as a class! @AlamedaCoSR2S

<https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/>

### Halfway Through (Post on March 7th):

How's your golden classroom spirit so far? The #GoldenSneakerContest is ending soon, so give it all you've got! Switch things up by taking an active or shared mode you haven't done yet! @AlamedaCoSR2S

<https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/>

## Social Media Graphics

Visit the [Golden Sneaker webpage](#) to download these graphics as images!



Download Images: [Facebook & Twitter](#) or [Instagram](#)



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# Templates

Below are written and graphics templates that are available for Elected Officials to use. Downloadable versions are available on the [Golden Sneaker Contest](#) webpage.

Text in **red** is for personalization.

## Email template

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

I know school communities are going through a difficult time right now. Bringing some fun and team building into the classroom is very much needed. Therefore, I want to encourage you and your school community to participate in the Golden Sneaker Contest from February 28 to March 11. This county-wide event builds school and classroom community by celebrating walking, biking, taking transit, and using other environmentally friendly modes of travel. Regardless of whether your child is in school or learning virtually, I invite you and your family to get outside to walk and roll safely. Your participation will build community, encourage healthy habits, and reduce traffic congestion and pollution on our streets, .

See you on our streets!

**[insert name]**

## Promotional Posters

See page 6 for our standard 8.5"x11" poster, and the following page for our larger, 11"x17" poster with translated text. These are also available on the [Golden Sneaker Contest webpage](#). **All material must be credited to Alameda County Safe Routes to Schools.**

## Photo

Credit: Alameda County Safe Routes to Schools Program.



2022

# GOLDen sneaker contest

Goldie  
wants to  
remind you  
to travel  
safely!



Be part  
of the  
solution to  
pollution!

One classroom  
at your school  
will win golden  
shoe laces!

Get  
outside  
and get  
active!

Build  
community  
as a class  
to gain  
points!

**Walk, roll, wheel, or take transit  
to school with your friends!**

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



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**AlamedaCountySR2S.org**



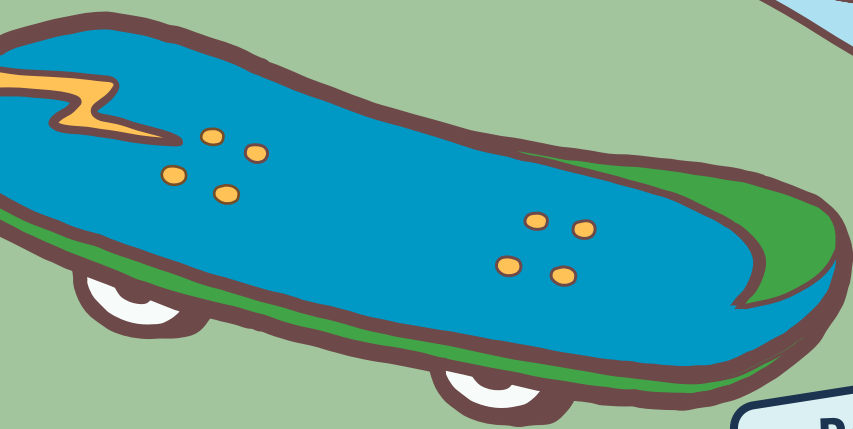
METROPOLITAN  
TRANSPORTATION  
COMMISSION



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el Tenis  
Dorado

2022

# GOLDen sneaker contest



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to school with your friends!**

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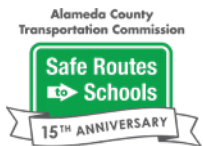
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**AlamedaCountySR2S.org**



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

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