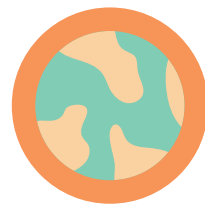




Alameda County  
Transportation Commission



**international walk  
& roll to school day**  
october 12, 2022  
volunteer toolkit

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

# Event Description

## International Walk and Roll to School Day

(IWR2SD) is an annual event held by schools across the world to encourage students, caregivers, and the school community to walk, roll, or use other active modes of transportation to get to school.

This year, the event will be held on **Wednesday, October 12, 2022**. For over a decade, hundreds of schools across Alameda County have participated in this annual countywide celebration. The Safe Routes to Schools program has many tools to help you plan a successful event.

## Celebrate and Encourage Walking and Rolling to School

We should celebrate and encourage because walking and rolling...

- » Can create safer environments around schools.
- » Can help reduce 40% of transportation-related CO<sup>2</sup> emissions
- » Can reduce 20% of morning traffic congestion around schools
- » Can help students achieve 60 minutes of daily exercise, as recommended by the Center for Disease Control.

### Purpose of this Toolkit

The purpose of this toolkit is to help school champions, staff, volunteers, or parents plan, prepare, and have a successful IWR2SD event!



# Materials You Will Receive

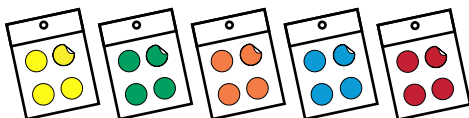
24"x36" event posters with translations



Mode chart for tracking how students arrive to school



Colored sticker dots (for students to place on mode chart on the day of the event)

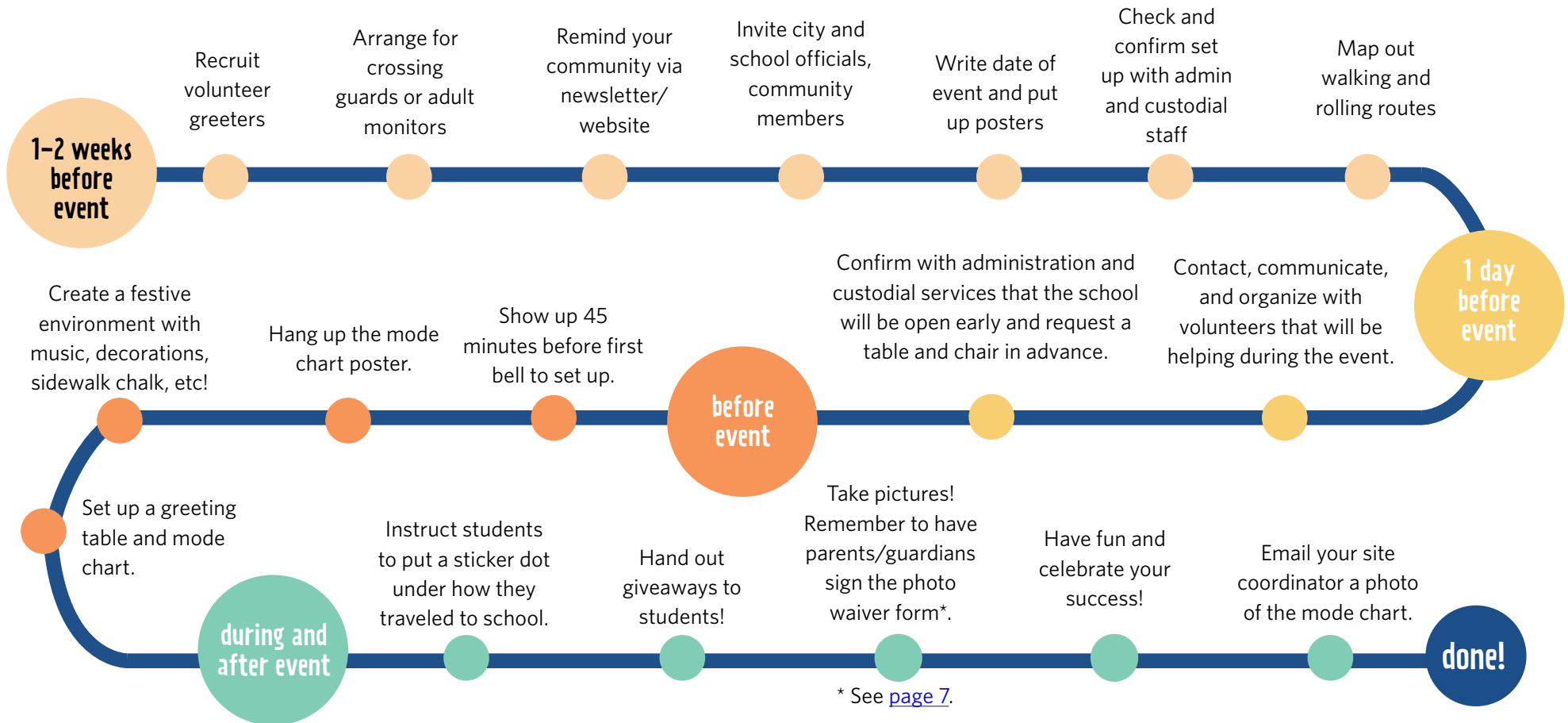


Giveaway gifts for students



# Event Timeline

Here's a suggested timeline to help you plan and promote your event. This can be customized to the needs of your school and the scale of the event you have planned. More planning resources, flyer templates, and printable materials are located online at [alamedacountysr2s.org/our-services/plan-an-event/iwr2sd/](https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd/).



# Event Promotion

## Ways to Get the Word Out:

- » Put the IWR2SD newsletter template (found on the [IWR2SD webpage](#)) in your school newsletter.
- » Send flyers home.
- » Post flyers in your school.
- » Encourage students to make signs.
- » Post the electronic flyer online.
- » Announce IWR2S in your school newsletter. Ask classroom teachers to add a blurb in their school newsletters or their weekly memos.
- » Post the event on school marquee.
- » Notify teachers and the PTA via staff announcements.



# Social Media Posts

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 event. We suggest using them on your school or personal social media accounts.

Spread the word!

## How to Post

1. Download images from the International Walk and Roll to School Day webpage and save images to your desktop: <https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd/>
2. Log on to your social media site such as Facebook or Twitter.
3. Copy and past the sample post text into your status update, or create your own message that includes the #walkandroll22 and #IWR2SD hashtags.
4. Upload the image you saved to your desktop to accompany your status update.
5. Post your status update!

## Sample Posts

### Pre-Event Post (Post between Sept 30 and Oct 11)

We're excited to host Int'l Walk & Roll 2 School Day on Wed, Oct 12 with @AlamedaCoSR2S! Join us by walking, biking, rolling, or taking transit to school and receive fun giveaways! #walkandroll22 #IWR2SD



Download images for [Facebook](#) or [Twitter](#)

### Day-of Post (Post on Oct 12)

Happy Int'l Walk & Roll 2 School Day! We're happy to participate in this global event to walk, bike, roll, and take transit to school. Tag us and @AlamedaCoSR2S with your favorite #IWR2SD photos! #walkandroll22



Download images for [Facebook](#) or [Twitter](#)

Visit the [Alameda County Safe Routes to School website](#) to download Facebook and Twitter graphics!



# Frequently Asked Questions

## How early should volunteers arrive at school?

Forty-five minutes gives volunteers ample time to set up for the event.

## What if we want to have this event during a different date?

You can have this event at a date that works for your school and write the date of the event on the posters.

## How will materials be distributed?

Materials will be distributed at your Task Force meeting. If you are unable to attend an in-person meeting or your meeting is virtual, your coordinator will designate a spot for you to pick up materials.

## What if I am unable to attend the Task Force meeting?

We will record task force meetings so that you have all of the information that you need. You can also always reach out to your coordinator with any additional questions.

For any other questions, reach out to your site coordinator!





## Photo/Video Liability Waiver and Release

I, the undersigned, hereby authorize the Alameda County Safe Routes to Schools (SR2S) Program and its administering agency, the Alameda County Transportation Commission (Alameda CTC), the right to use any photograph(s) and/or video footage of myself and/or my minor child participating in any and all Alameda County Safe Routes to Schools Program activities. Such photograph(s) and/or video footage may be used in program communications, publications and other media, including their websites and social media accounts, for SR2S Program purposes including, but not limited to, SR2S Program promotion and marketing, editorial publication, and non-commercial promotional use and advertising.

On behalf of myself and my child, I hereby waive and release all rights to financial compensation for use of such photograph(s) and/or video footage, and all rights to inspect or approve the uses of such images and likenesses. The authorizations and release I make in this agreement are made in perpetuity. I release Alameda CTC from any claims for remunerations associated with any form of damage, foreseen or unforeseen, associated with the commercial or artistic use of such photograph(s) or video footage.

I hereby certify that I am the parent or guardian of the child named, and that I have read, understood, and agreed to the foregoing.

Event

Date

Parent Name	Minor Child Name	Signature	Phone	Email



The Alameda County Safe Routes to Schools Program is funded by the Alameda County Transportation Commission ([www.alamedactc.org](http://www.alamedactc.org)).  
Your transportation dollars at work!



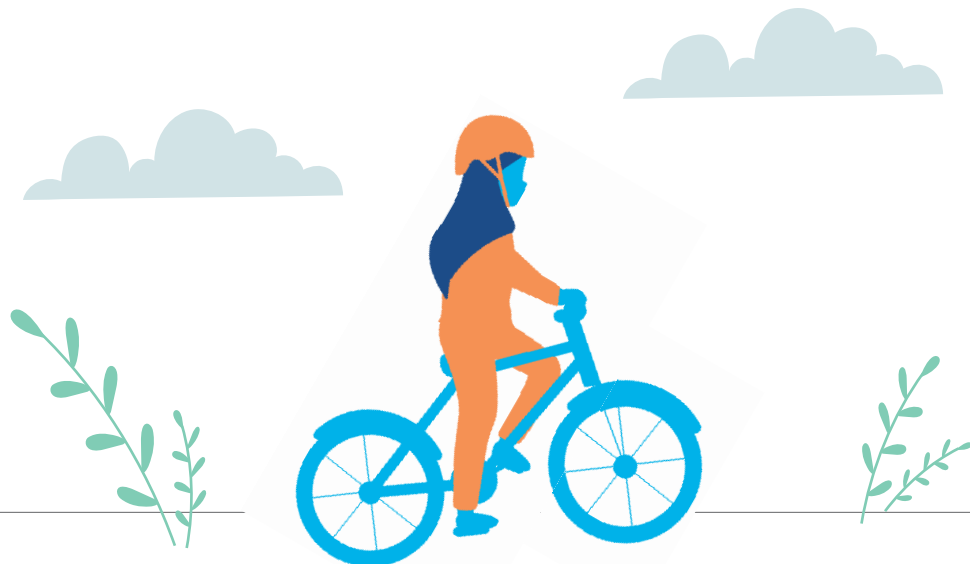
# Additional Safe Routes to Schools Activities

Make everyday IWR2SD! Your school can have fun throughout the year with our many in-person and virtual services, including:

- » [Ongoing Walk and Roll to School Days](#)
- » [Drive Your Bike 101 and 102](#)
- » [The BikeMobile](#)
- » [Pedestrian Rodeos](#)
- » [Bike Rodeos](#)
- » [Music Notes](#)
- » [Travel Training](#)
- » [Transportation Storytime](#)
- » [School Safety Assessments](#)
- » [Suggested routes to school maps](#)



Visit the “Our Services” web page to learn about these activities and more: [alamedacountysr2s.org/our-services/](https://alamedacountysr2s.org/our-services/).





[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)  
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