



**Safe Routes
to Schools**

Alameda County
Transportation Commission



ALAMEDA
County Transportation
Commission



**2022 international walk
& roll to school day**

October 12, 2022

Elected Officials toolkit

Event Information

Please use the following information to stay up-to-date on International Walk and Roll to School Day, and to promote this non-competitive, encouragement event.

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:** **Wednesday, October 12, 2022**, usually between 7 and 8AM (depending on school hours)
- » **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 alamedacountysr2s.org/our-services/plan-an-event/iwr2sd

Participation Incentives

Every participating student will receive a participation incentive – either pencils or backpack/bike lights.

COVID-19

Alameda County Safe Routes to Schools is excited to host this event in-person. However, we respect schools' policies on visitors and guests.

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

Timeline and Publicity

- » **Wednesday, August 3rd:** Registration Opens
- » **Friday, September 9th:** Registration Closes
- » **Wednesday, October 12th:** Event
- » **Monday, October 17th:** Schools submit event highlights, such as quotes, photos, and videos, and event data, such as number of students who walked, rolled (using bikes, skates, scooters, and wheelchairs), took shared transportation, carpooled, or were driven by a family member.
- » **Monday, November 7th:** Event data and highlights released via the event webpage.

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 to receive next steps from SR2S program staff.

Key Resources

Please use these resources to learn more about the event. All resources are posted to the event [webpage](#):

- » Elected officials communications template
- » Social media graphics and text
- » Official event logo
- » Official event photo
- » Volunteer Toolkit

Engaging with Schools

Alameda CTC Commissioners and other elected officials are welcomed and encouraged to engage with schools during IWR2SD! There are many opportunities, depending on commissioner or elected official interest, to virtually engage before and during the event.

To engage with a school, please reach out to info@alamedacountysr2s.org by **Friday, September 30th**.

Level of Engagement:	Opportunity for Engagement:	Materials/support provided by program staff:	Engagement Timeline:
High	Hand out giveaways the morning of the event or help students track their travel on our Walk and Roll Mode Chart.	Participating schools, location and time, giveaways.	Notify Safe Routes staff by Friday, September 30th
Medium	Add event content to your newsletter.	Suggested topics, sample text, sample graphics	Add content anytime between Wednesday, September 28 - Friday, October 21
Low	Post or cross-promote event content on social media platforms.	Sample text and graphic	Post about event anytime between Monday, September 26 - Wednesday, October 12
Low	Record a 30-second celebratory video for students.	Talking points	Release video anytime between Wednesday, October 12 - Wednesday, October 19

Frequently Asked Questions

How does IWR2SD work?

IWR2SD, our largest countywide event, celebrates walking and rolling! Students place a sticker dot on the travel mode chart based on how they traveled to school on this day, and then receive fun giveaways.

The event is organized by the Safe Routes to Schools site coordination team. Site coordinators are the bridge between the Safe Routes 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 both in-person and virtually. See page 2 for engagement ideas. If you have another idea of how you’d like to engage with schools, or to participate in IWR2SD, email 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 IWR2SD?

We will know which schools are participating in the event after registration closes on Friday, September 9th. To find out if a specific school is participating, please email 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:

- » High school-focused event (early winter)
- » Golden Sneaker Contest (February/March)
- » Bike to School Day (May)

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.

Engagement Templates

Alameda County SR2S staff provide the following information for Commissioners to use. Text in red is for personalization.

Social media post templates

To use if you are attending the event:

Please join me in celebrating International Walk and Roll to School Day on Oct 12! I'm excited to participate in this fun @AlamedaCoSR2S event. #walkandroll22 #walkandroll

To use as a general post:

On Oct 12, celebrate International Walk and Roll to School Day! Make your community safer and healthier by walking, biking, scooting, skating, or taking public transportation during this fun @AlamedaCoSR2S event. #walkandroll22 #walkandroll

Email templates

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

The health of our community is vital. Therefore, I want to raise awareness of International Walk and Roll to School Day on October 12, an event happening across Alameda County (and the world!) that celebrates walking, biking, taking transit, and using other environmentally friendly modes to travel. 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 on our streets.

See you on our streets!
[insert name]

Materials

Below are graphics and social media posts that are available to the media to use. Downloadable versions are available on the [International Walk and Roll to School Day](#) webpage. **All material must be credited to Alameda County Safe Routes to Schools.**

Event Logo



Photo

Credit: Alameda County Safe Routes to Schools Program

Caption: Students celebrating International Walk and Roll to School Day.

Promotional Posters

See page 6 for our standard 8.5"x11" poster, and the following page for our larger, 24"x36" poster with translated text. These are also available on the [IWR2SD event webpage](#).



international walk & roll to school day

Build Your Community



Travel Safely

Celebrate Healthy Habits



alamedacountysr2s.org

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

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



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international walk & roll to school day

روز جهانی پیاده روی
و دوچرخه تا مدرسه

Internasyonal na
Araw ng Walk and Roll
to School ng taong

Día Internacional Para
Caminar o ir en Ruedas
A La Escuela

يوم المشي الدولي
والدراجة حتى المدرسة

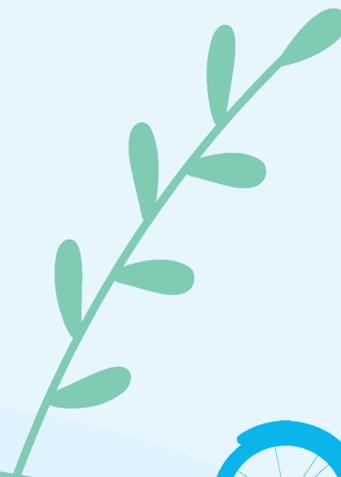
Ngày Quốc Tế Đi Bộ &
Lăn Bánh đến Trường Năm

年國際步行和
騎自行車去學校日

Celebrate
Healthy Habits

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www.alamedacountysr2s.org
staff@alamedacountysr2s.org

Funded By:



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Oakland, CA 94607
www.AlamedaCTC.org



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