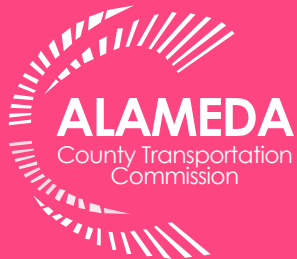




**Safe Routes  
to Schools**

Alameda County  
Transportation Commission



METROPOLITAN  
TRANSPORTATION  
COMMISSION

Presenting:  
**The 3<sup>rd</sup> Annual  
Creation for Transportation  
Countywide  
High School Event**



**REBOOT  
YOUR COMMUTE**



**Elected Official Toolkit**

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# Event Information

Please use the following information to stay up to date on *Reboot Your Commute* and to promote this event.

## Event at a Glance

- » **Who:** Alameda County high school students.
- » **What:** *Reboot Your Commute* 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 the events, students will write or draw on chalk or white boards to publicly share their reasons for and experience with walking, rolling, bicycling, taking transit, or carpooling to school.
- » **When:** Any school day between January 18 and March 17, 2023, either before school or at lunch.
- » **Where:** Multiple high schools throughout Alameda County.
- » **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 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 Clipper Card. All participating students will receive an incentive.



## Timeline

**Monday, November 28, 2022–  
Friday, March 3, 2023:**

**Registration open**

**January 18–March 17, 2023:**  
**Events occur**

**Monday, April 27, 2023:**  
**Event data and highlights  
released via the event webpage**

## For Questions or to Engage with the Event

To engage with the event, including requests for in-person attendance, please contact [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## Key Resources

**Webpage link:**

[https://alamedacountysr2s.org/our-services/  
plan-an-event/reboot-your-commute/](https://alamedacountysr2s.org/our-services/plan-an-event/reboot-your-commute/)

# Engaging with Schools

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

To engage with a specific school, please reach out to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

Level of Engagement	Opportunity for Engagement	Materials/support provided by SR2S program staff	Engagement Timeline
High	Attend a Reboot Your Commute event	Event locations, dates and times; talking points; event toolkit	Anytime between January and March 2023
Medium	Add event content to your newsletter	Suggested topics, sample text, sample graphics	Add content anytime in January through March 2023
Medium	Post your own <i>Reboot Your Commute</i> photo on social media	Event toolkit, list of schools and dates for events	Post about event anytime between January and March 2023
Low	Record a 30-second celebratory video for students	Talking points	Release video anytime between January and March 2023

# 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. Close to 300 public schools in Alameda County are enrolled as of September 2022.

## 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 this [webpage](#).

## How many schools are enrolled in the program?

Nearly 300 schools, ranging from elementary to middle to high schools, are enrolled as of September 2022.

## 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)

The following additional activities are held on a school-by-school basis:

- » Ongoing Walk and Roll to School Days
- » School Safety Assessments
- » Suggested routes to school maps
- » Drive Your Bike 101 and 102
- » Alameda County BikeMobile
- » Pedestrian Rodeos
- » Bike Rodeos
- » Music Notes
- » Travel Training
- » And more!

## How does this event work?

During a *Reboot Your Commute* 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. At the end of the event, a ticket will be drawn and that student will win a \$50 Clipper Card!

Students can earn an additional ticket by sharing their thoughts on why they walked, rolled, biked, took transit, or carpoled to school on chalk or white boards near the welcome table.

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.



# Engagement Templates

Alameda County SR2S staff created the following templates for elected officials to use. Text in red is for personalization.

## Social media post templates

### To use if you are attending the event:

On [Date], join me and [High school name] as we celebrate *Reboot Your Commute*! I'm excited to be part of this @AlamedaCoSR2S event and to hear student stories of transportation and travel. See you there! #saferoutestoschools

### To use as a general post:

On [Date], [High school name] will celebrate *Reboot Your Commute*! I'm excited to support this @AlamedaCoSR2S event and to hear student stories of transportation and travel! #saferoutestoschools



## Email template

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

Using active and shared transportation like walking, biking, rolling and taking transit are all ways to make our communities healthier, improve our environment, and increase safety on our streets. On [Date], [High school name] is hosting *Reboot Your Commute* to encourage their students to use active transportation to get to school and share their reasons for making that choice.

Learn more about the Alameda County Safe Routes to Schools program at <https://alamedacountysr2s.org/>.

[insert name]

# Materials

Below are graphics that are available to use. All material must be credited to the Alameda County SR2S Program. These materials are all available on the *Reboot Your Commute* [event webpage](#).

## Event Logo



## Promotional Posters

See the following page for our standard 8.5"x11" poster.

Presenting:  
**The 3<sup>rd</sup> Annual  
Creation for Transportation  
Countywide  
High School Event**



**Stop by our table and share why you walk,  
bike, carpool, or take transit to school**

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Stop by the  
event for a  
chance to win a**

**\$50  
Clipper  
Card!**



**All participating  
students receive  
a fun giveaway!**

**Questions?** Scan the QR code or email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

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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TRANSPORTATION  
COMMISSION







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



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