



Alameda County
Transportation Commission



METROPOLITAN
TRANSPORTATION
COMMISSION

Presenting:
**The 3rd Annual
Creation for Transportation
Countywide
High School Event**



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Introduction



Reboot Your Commute is an Alameda County Safe Routes to Schools (SR2S) Program winter event that encourages high school students to use active and shared transportation options such as walking, biking, carpooling and taking transit. In addition, this event is an opportunity to showcase the SR2S program, SR2S events and trainings available to high school students, and decrease the barriers to participating in SR2S programming. For Youth Task Force members, the event is an opportunity to build leadership skills and, potentially, recruit new Youth Task Force members.

Purpose of this Toolkit

The purpose of this toolkit is to help high school students, staff, volunteers, or others plan, prepare, and have a successful *Reboot Your Commute* event.

What is a *Reboot Your Commute* event?

Reboot Your Commute encourages student to use active or shared transportation and share their choices with other students.

During the event, students can earn one ticket by using active or shared transportation to get to school, and earn an additional ticket for writing on one of the provided boards about why they use (or like to use) active and shared transportation. At the end of each event, the students will hold a drawing, giving one student from each school the chance to win a \$50 Clipper Card.

Events can be held on any school day between January 18 and March 17, 2023, before school or at lunch, whichever is preferred. A school can hold the event as many days as they want during this time – some may hold the event once; others may do so once a month or once a week.



What is the Youth Task Force?

The SR2S Youth Task Force brings together high school student representatives once per quarter to organize events, build community, and support sustainable transportation solutions at schools across Alameda County. Student members of the Youth Task Force lead events and activities at their schools with support from the SR2S program.

Learn more about the Youth Task Force [here](#).

How the Event Works

During the event, students set up a welcome table where they will hand out tickets to anyone who uses active or shared transportation to get to school – this includes walking, rolling (wheelchair, bike, skateboard, or scooter), carpooling or taking transit.

Students can earn an additional ticket by writing or sketching on one of the boards provided about why they use (or like to use) active and shared transportation. Along with the ticket drawing, the welcome table will have information about joining the Youth Task Force, signing up for Youth Clipper Cards or the Student Transit Pass Program, and transit resources such as biking and walking maps.



Do I need to register the event with the Alameda County SR2S Program?

Yes! A student or teacher needs to register their school to receive SR2S staff support, their materials kit and to participate in the drawing. Please express your interest in holding an event [here](#). A SR2S staffer will contact you for more information and to help you get started.

What do students win?

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.

How to host an event

Whether this is your school's first time participating in a SR2S event or your school has been participating for years, the Alameda County SR2S Program has many tools available to help make your event a success. Depending on your resources and the amount of time you have to plan, you may choose to hold an event that is simple or elaborate. Even a small event can inspire big changes!

The event coordinator is the one that runs the show, and can be a student or a teacher. You may also want to consider having more than one event coordinator - it can help make everybody's job easier, but you'll want to be specific about who does what task. Work together with friends to make this event more fun and less stressful for everyone involved!

Where can I get more information about hosting an event?

For more information, visit the [event webpage](#) or email info@alamedacountysr2s.org.



What will the event coordinator need to do?

Before the event

- » Register for the event.
- » Set a date (with school administration approval).
- » Promote the event.
- » Coordinate supplies (see supply list on next page).
- » Organize volunteers to work at the table, gather tickets, and take photos.

During the event

- » Coordinate volunteers.
- » Set up a welcome table.
- » Help students write on the boards.
- » Answer questions about the SR2S program.
- » Oversee the event.
- » Take photos!

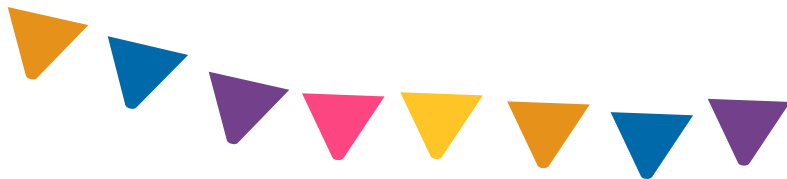
After the event

- » Fill out a post-event survey at [here](#).
- » Work with SR2S staff (or a teacher) to draw the winning ticket.
- » Clean up and celebrate your success!

What's Needed for Your Event

Materials to print out before the event

Flyers can help spread the word about your event and generate excitement. You can find pre-made flyers to use on the [event webpage](#).



Materials you will receive

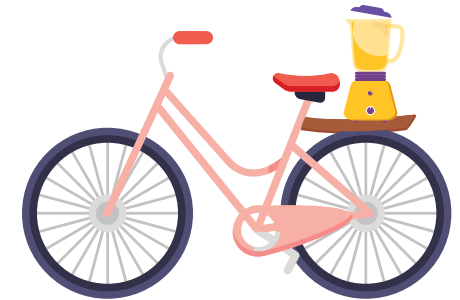
An Alameda County SR2S Program Coordinator will work with you to provide the following for the event:

- » Tickets
- » Jars and labels for filled-out tickets
- » Posters and fliers to promote the event
- » Incentives for participating students
- » Informational materials about SR2S, the Youth Task Force and transportation options in Alameda County
- » Chalk board contact paper or a white board
- » Chalk or markers (depending on what sort of board is being used), and pens
- » Photo waivers to be used if a photo is taken of a student under the age of 18.

You can also find downloadable versions of many materials at the [event webpage](#).

Supplies you provide (or work with your school to provide)

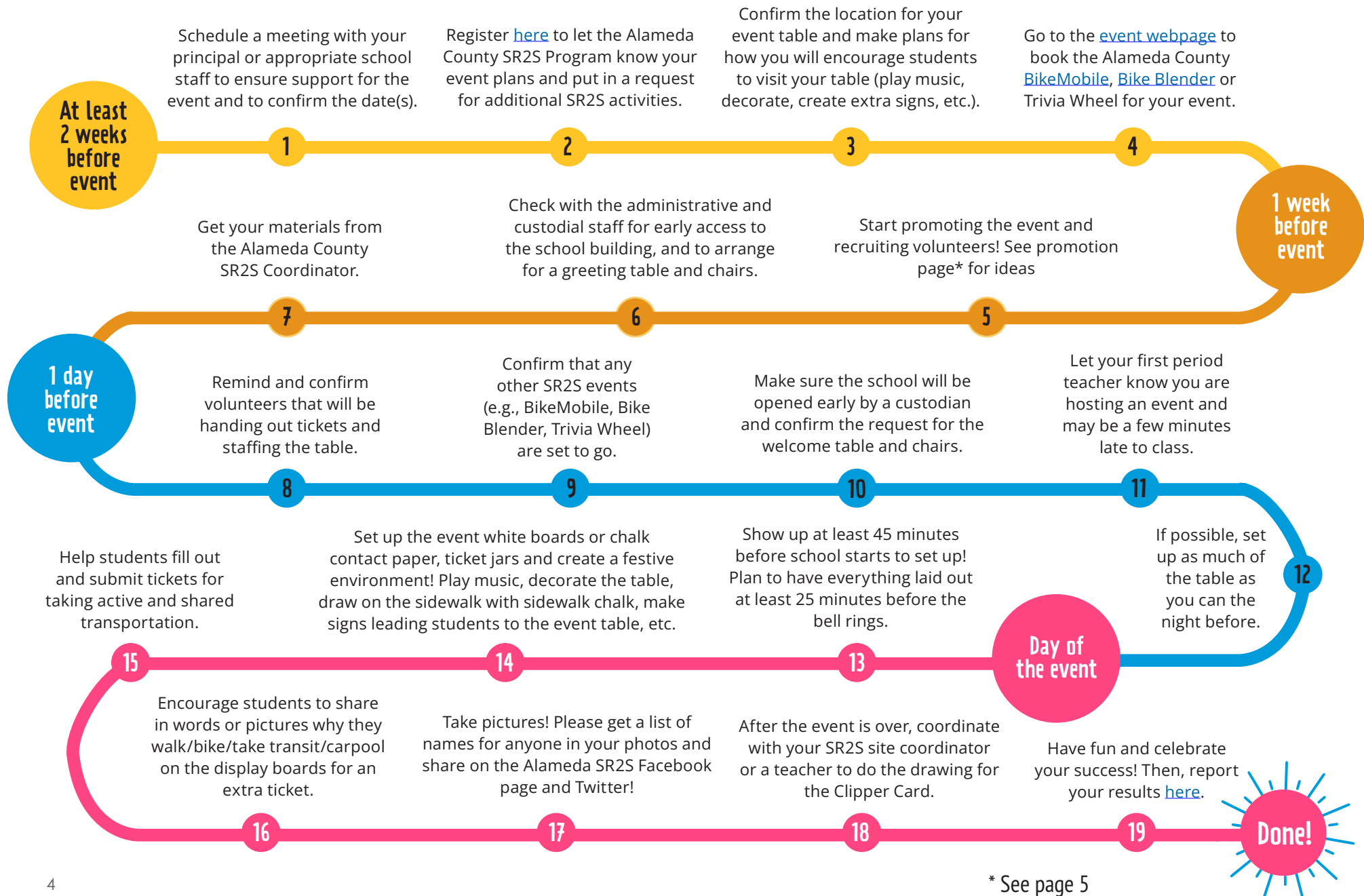
- » Table(s)
- » Chair(s)
- » Decorations (optional)
- » Music (optional)



Make it Fun!

You can also book the Alameda County Bike Blender, the Alameda County BikeMobile, or Trivia Wheel for your event! Learn more about how to do this at the [event webpage](#).

Planning Timeline



Promotion

Get the word out about your event! Below are graphics, social media posts, posters and email templates that you can use. Download these materials on the [event webpage](#) or create your own!

Event Logo



Social Media Posts

Use the logo as the graphic for any social media post or create your own!

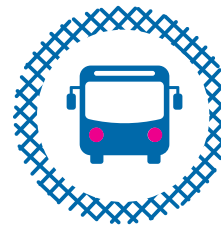
Facebook or Instagram

[High school name] students are ready to walk, roll, carpool, and take transit. And they're also ready to tell you why. Join us [time, e.g., before school, at lunch, etc.] at [location, e.g., in front of the school, cafeteria, etc.] on [date] for *Reboot Your Commute*, an @AlamedaCoSR2S event!

We want to know why you walk, bike, roll, take transit, or carpool to school. Join the fun and earn a chance to win a \$50 Clipper Card! #saferoutestoschools

Twitter

[High school name] students are ready to walk, roll, carpool, and take transit. And they're also ready to tell you why during our *Reboot Your Commute* event on [date] at [location]. Learn more at @ AlamedaCoSR2S! #saferoutestoschools



Email Template

On [date], students will be hosting [high school name]'s *Reboot Your Commute* Event! Join us for this Alameda County Safe Routes to Schools event at [location] between [times] to celebrate and share the reasons why we use active and shared transportation like walking, biking, rolling, taking transit, and carpooling.

Any student that uses active or shared transportation to get to school on [date] will receive one ticket that will be entered into a drawing to win a \$50 Clipper Card. Students can earn an additional ticket by writing or drawing why they used active or shared transportation on a community board at the event. We'll also have fun giveaways for anyone who stops by our table!

We look forward to celebrating *Reboot Your Commute* with you!

Promotional Poster

You can download the event poster (on the following page) to fill out your own information at the [event webpage](#).

Presenting:
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**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.

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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Newsletter Template



Template Text (English):

Celebrate *Reboot Your Commute* on [Day of Event]!

Join [name of school] for *Reboot Your Commute* and celebrate using active and shared transportation like walking, biking, rolling, taking transit and carpooling! We will have a table set up at [time] in [location] with an area where you can write or draw about the reasons why you use active and shared transportation.

Help us fight climate change, stay physically healthy and reduce traffic alongside the Alameda County Safe Routes to Schools program. All *Reboot Your Commute* participants will be entered into a drawing to win a \$50 Clipper Card!

You can participate by:

- » Walking, or riding a bike, skateboard or scooter
- » Using the bus and walking to and from the bus stop
- » Carpooling with friends
- » Walking the last few blocks to school after being dropped off

Post a fun photo on social media to celebrate the day! Remember to tag @AlamedaCoSR2S on Twitter with #RebootYourCommute, and post on Facebook at facebook.com/saferoutestoschool.

We look forward to celebrating *Reboot Your Commute* with you!



Template Text (Spanish):

¡Celebra el evento *Reboot Your Commute* 2023, transformando tu viaje a la escuela, el [día del evento]!

Únete a [nombre de la escuela] para *Reboot Your Commute*, viajando a la escuela de forma activa, y ¡celebra el uso del transporte activo y compartido como caminando, montando en bicicleta, andando sobre ruedas, tomando tránsito y compartiendo un vehículo con tus amigos! Habrá una mesa ubicada en [ubicación] a las [hora] donde puedes escribir o dibujar las razones por las cuales usas el transporte activo y compartido.

Ayúdanos a luchar contra el cambio climático, mantente físicamente sano y reduce el tráfico con el programa Rutas Seguras a las Escuelas de Alameda County. ¡Todos los participantes de *Reboot Your Commute* serán parte de un sorteo para ganarse una Clipper Card de \$50!

Puedes participar:

- » Caminando o montando en bicicleta, en patineta o en scooter
- » Tomando el autobús y caminando desde y hasta la parada del autobús
- » Compartiendo un vehículo con amigos
- » Caminando las últimas cuerdas a la escuela después de bajarte de un vehículo

¡Publica una foto divertida en las redes sociales para celebrar el día! Recuerda poner el tag @AlamedaCoSR2S en Twitter con #RebootYourCommute y publica en Facebook en facebook.com/saferoutestoschool.

¡Esperamos celebrar *Reboot Your Commute* contigo!

More Ideas!

Want to do more? Here are some other ways to spread the news about your *Reboot Your Commute* event

- » Post the event on the school marquee.
- » Notify teachers via staff announcements or present at a staff meeting.
- » Reach out to campus parent groups to share the event or ask for support.
- » Present to relevant student groups on campus.
- » Ask the leadership class or other relevant clubs to help make posters for the event.
- » Announce the event on your school's social media (text and images provided) and over the PA system.
- » Send emails directly to students and parents through your school's listserv.
- » Add the event to your main school calendar or ASB calendar.
- » Create a video to promote the event—ask to show the video in advisory/collaboration period or share via social media.

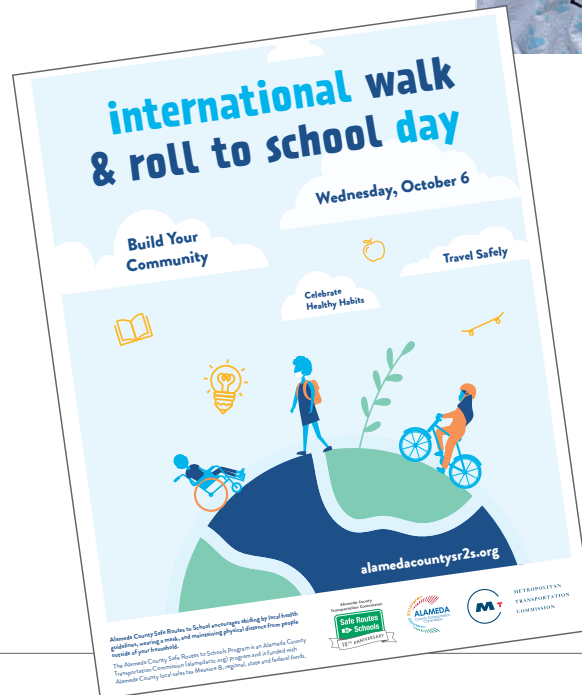


Additional Safe Routes to Schools Activities

The fun doesn't need to end once your event is over! Your school and students can continue to participate throughout the year with our many in-person and virtual services, including:

- » Bike to School Day
- » Drive your [Bike 101](#) and [102](#)
- » [Youth Task Force](#)
- » [Travel Training](#)
- » [Rail Safety Presentations](#)
- » [BikeMobile](#)

More information about these offerings and the Alameda County SR2S Program can be found [here](#).





Funded By:



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