



Alameda County
Transportation Commission



METROPOLITAN
TRANSPORTATION
COMMISSION

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



Table of Contents

Event Information..... 1

Event at a Glance1

Participation Incentives1

Timeline and Publicity1

For Questions, or
to Engage with the Event1

Key Resources1

Verbal and Written Communications..... 2

Event Purpose2

Event Location.....2

Alameda CTC Press Release.....2

Additional Information2

Visual Communications..... 3

Event Logo.....3

Social Media Posts.....3

Promotional Posters3

Frequently Asked Questions..... 4

What is the Alameda County
Safe Routes to Schools Program?4

Are all schools in Alameda County enrolled?4

How many schools are enrolled in
the program?4

What other events does the Alameda County Safe Routes to Schools Program organize?4

Are elected officials or Alameda County Transportation Commissioners participating in these events?4

How does this event work?4



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 events, students will write or draw about their commute experiences and reasons behind their transportation choices on chalk or white boards at a welcome table in front of their school. Some events may have additional activities, such as a bike blender, trivia wheel and other program services.
- » **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

All participating students will receive an incentive at the event table. Then, 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. There will be one winner from each participating school.



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

All media inquiries should be directed to
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/)

Verbal and Written Communications

Below are verbal and communications materials for *Reboot Your Commute*.

Event Purpose

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 events, students will share their transportation and travel stories by writing or drawing about their commute experiences and reasons behind their transportation choices on chalk or white boards at a welcome table in front of their school.

Some events may have additional activities, such as a bike blender, trivia wheel, and other program services. The event will take place at multiple high schools over the winter and create a school-wide conversation about how our travel choices impact our health, safety, community, and environment.

Event Location

Each event will take place at participating high schools.

Alameda CTC Press Release

A press release about the event will be released in January. Please check here for the press release: <https://www.alamedactc.org/news-publications/press-releases/>

Additional Information

For additional information, please visit our event webpage, <https://alamedacountysr2s.org/our-services/plan-an-event/reboot-your-commute/>.

To see information via our social media and to follow #saferoutestoschools or @AlamedaCoSR2S please visit our [Facebook](#) or [Twitter](#).



Visual Communications

Below are graphics and social media posts that are available to the media to use. These materials are available on the *Reboot Your Commute* [event webpage](#).

All material must be credited to the Alameda County SR2S Program.

Event Logo



Social Media Posts

Facebook or Instagram

Alameda County high school students are ready to walk, roll, carpool, and take transit. And they're also ready to tell you why! High school students across the county will be hosting *Reboot Your Commute* events to share their reasons for using active transportation at the @AlamedaCoSR2S event. Our future is bright. #saferoutestoschools

Twitter

Alameda County high school students are ready to walk, roll, carpool, and take transit. They're also ready to tell you why during their *Reboot Your Commute* events. Learn more at @AlamedaCoSR2S! #saferoutestoschools

Promotional Posters



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 [here](#).

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)

Additional activities are held on a school-by-school basis. Activities include:

- » 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!



Are elected officials or Alameda County Transportation Commissioners participating in these events?

We don't know yet, but they can! To find out more, please email info@alamedacountysr2s.org.

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 carpooled to school on chalk or bulletin 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.



Presenting:
**The 3rd 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.

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.



METROPOLITAN
TRANSPORTATION
COMMISSION





Funded By:



www.alamedacountysr2s.org
staff@alamedacountysr2s.org



Alameda County
Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607
www.AlamedaCTC.org



METROPOLITAN
TRANSPORTATION
COMMISSION