

# 2023 GOLDEN SNEAKER CONTEST



## Elected Officials Engagement Tip Sheet

### 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:** February 27 - March 10, 2023
- **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/golden-sneaker-contest/](https://alamedacountysr2s.org/our-services/plan-an-event/golden-sneaker-contest/)

### How to Engage with the Golden Sneaker Contest

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

Please reach out to [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org) for the following information:

- To learn which schools are participating in your district and for which dates.
- To receive materials to encourage students to participate (see table below for material options).

Level of Engagement	Engagement Activity	Materials/Support provided by program staff:	Suggested Engagement Timeline
Medium	Add event content to your newsletter.	Suggested topics, sample text, sample graphics	Add content anytime between Monday, February 20 - Friday, March 24
Low	Post or cross-promote event content on social media platforms.	Sample text and graphic	Post about event anytime between Monday, February 20 - Friday, March 10
Low	Record a 30-second celebratory video for students.	Talking points	Post about event anytime between Monday, February 20 -Friday, March 10

## Frequently Asked Questions

### **Does every school in Alameda County participate in this event?**

No, only schools who are registered for the Alameda County Safe Routes to Schools program are able to participate. Over 270 elementary, middle, and high schools are registered in the program. Of those schools, elementary and middle schools opt in to participating in the Golden Sneaker Contest.

### **Which schools are participating in the Contest?**

We will know which schools are participating in the event after registration closes on Friday, February 3. To find out if a specific school is participating, please email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

### **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:

- Creation for Transportation (early winter)
- Bike to School Day (May)
- International Walk and Roll to School Day (early October)

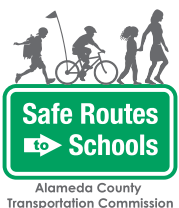
One-time, school-specific events are also held throughout the year and occur frequently. To learn more about these events, email [info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org).

## 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](mailto:info@alamedacountysr2s.org) to receive next steps from SR2S program staff.



# Walk, roll, wheel, or take transit to school with your school community



METROPOLITAN  
TRANSPORTATION  
COMMISSION

The Alameda County Safe Routes to Schools Program is a program of the Alameda County Transportation Commission ([alamedactc.org](http://alamedactc.org)) and is funded with Alameda County's local sales tax Measure B, regional, state and federal funds.

**AlamedaCountySR2S.org**