



# 2023 international walk & roll to school day

## October 4, 2023

### Elected Officials 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](mailto:info@alamedacountysr2s.org) by **Friday, September 29th**.

| 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 29th                           |
| Medium               | Add event content to your newsletter.  | Suggested topics, sample text, sample graphics       | Add content anytime between Wednesday, September 27 - Friday, October 20     |
| Low                  | Post or cross-promote event content on social media platforms.   | Sample text and graphic                              | Post about event anytime between Monday, September 25 - Wednesday, October 4 |
| Low                  | Record a 30-second celebratory video for students.   | Talking points                                       | Release video anytime between Wednesday, October 4 - Wednesday, October 11   |

# Frequently Asked Questions

## 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](mailto: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 8th. 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:

- » 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](mailto:info@alamedacountysr2s.org).

## 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 290 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.



# 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 4, 2023**, 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](https://alamedacountysr2s.org/our-services/plan-an-event/iwr2sd)