

BIKE TO SCHOOL DAY



Elected Officials Tip Sheet

Event at a Glance

- **Who:** Students of all ages from schools enrolled in the Alameda County Safe Routes to Schools (SR2S) Program
- **What:** A countywide event to encourage students to walk, bike, skate, scoot, take shared transportation, and other active modes of travel
- **When:** Thursday, May 16, 2024
- **Where:** Participating elementary and middle schools in Alameda County
- **Why:** To encourage students to use active modes of transportation for healthy kids, safer streets, and strong communities

Find out more information [online!](#)

How to Engage with Bike to School Day

Alameda CTC Commissioners and other elected officials are welcome and encouraged to engage with schools during Bike to School Day! Depending on your interest, there are many opportunities to engage virtually or in person before and during the event.

Reach out to info@alamedacountysr2s.org to learn:

- Which schools are participating in your district and on which dates
- How to acquire materials to encourage student participation

Level of Engagement	Engagement Activity	Materials/Support Provided by Program Staff	Suggested Engagement Timeline
High	Attend an event in person at a school	Connection with on-site school champion	Day of event on May 16
Medium	Add event content to your newsletter	Suggested topics, sample text, sample graphics	Add content anytime between March 28 and May 16
Low	Post or cross promote event content on social media platforms	Sample text and graphic	Post about event anytime between March 28 and May 16
Low	Record a 30-second celebratory video for students	Talking points	Post about event anytime between March 28 and May 16

Frequently Asked Questions

Does every school in Alameda County participate in this event?

No, only schools that are registered for the Alameda County Safe Routes to Schools Program are eligible to participate. Over 295 elementary, middle, and high schools are registered in the Program. Of those schools, elementary and middle schools opt in to participating in Bike to School Day.

Which schools are participating in the Contest?

We will know which schools are participating in the event after registration closes on April 21st. To find out if a specific school is participating, please email 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:

- [International Walk and Roll to School Day](#) (early October)
- [Reboot Your Commute](#) (winter)
- [Golden Sneaker Contest](#) (early spring)

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

For Questions, or to Engage with the Event

We're here to help! For any questions about attending an event as well as all other inquiries, contact us at info@alamedacountysr2s.org to receive next steps from SR2S Program staff.



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

AlamedaCountySR2S.org