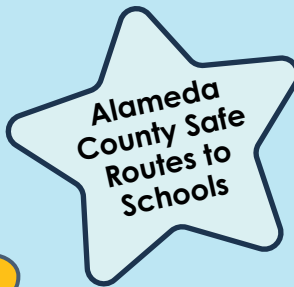


2025 GOLDEN SNEAKER CONTEST



Elected Officials Engagement Toolkit Sheet

Event at a Glance

- **Who:** Students of all ages enrolled at participating schools in the Alameda County SR2S Program
- **What:** A countywide event when students walk, bike, scoot, skate, take shared transportation, and other active modes of travel to get to and from school
- **When:** March 3 - March 14, 2025
- **Where:** Participating elementary and middle schools throughout Alameda County
- **Why:** To encourage students to use active modes of transportation for healthy kids, safer streets, and strong communities

Find more information [online!](#)

How to Engage with the Golden Sneaker Contest

Alameda CTC Commissioners and other elected officials are welcome and encouraged to engage with schools during the Golden Sneaker Contest. 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 when, as well as to receive materials to encourage student participation (see table for material options below).

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 Feb 24 to Friday March 14
Low	Post or cross-promote event content on social media platforms	Sample text and graphic	Post about event anytime between Monday Feb 24 and Friday March 14
Low	Record a 30-second celebratory video for students	Talking points	Post about event anytime between Monday Feb 24 and Friday March 14

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 310 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](#). High schoolers may opt to participate in the [Reboot Your Commute](#) event.

Which schools are participating in the Contest?

We will know which schools are participating in the event after registration closes on Friday, January 31. 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:

- [Reboot Your Commute](#) (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.

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.



**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) and is funded with Alameda County's local Measure BB sales tax, and regional, state, and federal funds.

AlamedaCountySR2S.org