



2025 Golden Sneaker Contest Toolkit

Alameda County Transportation Commission



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.

Table of Contents

Participating in the Event..... 1

How To Plan Your Event2

Requirements2

How Does it Work?.....2

Where Can I Find Materials?.....2

What Will the Contest Coordinator Need To Do?3

Event Timeline..... 4

How to Use the Mode Chart Sheet5

Post-event: Reporting Your Data.....6

Golden Sneaker FAQs.....7



Participating in the Event

For over a decade, hundreds of schools across Alameda County have participated in this annual countywide celebration.

This year, the event will take place between March 3rd - 14th, 2025. The Safe Routes to Schools Program has many tools to help you plan a successful event.

The Golden Sneaker Contest is a two week-long classroom challenge that encourages students, parents, teachers, and administrators throughout the county to use healthy modes of active and shared transportation options. While classrooms in the same school will compete against each other, schools throughout the county will also be competing against each other. **The winning classroom at each school wins a trophy and golden shoelaces, and the overall winning school in the county wins the Platinum Sneaker Plaque awarded by the Alameda County Transportation Commission.**

This contest encourages the following modes to get to and from school:

- » Walking
- » Biking
- » Using a mobility device
- » Skateboarding, scootering, or use any other human-powered wheeled device
- » Riding public transit (bus or BART)
- » Carpooling



How To Plan Your Event

Requirements

- » Contest coordinator
- » Principal approval
- » Teacher interest and support
- » Completed [registration form](#) by January 31

How Does it Work?

- » The SR2S Program provides contest materials, instructions, and awards (including golden shoelaces and a Golden Sneaker trophy to the winning classroom).
- » Contest coordinator registers your school, encourages teachers to participate, and promotes the event.
- » Teachers allow a few minutes each day during the Contest for students to report if they walked, biked, rolled, scooted, or used shared transportation such as the bus or BART.
- » At the end of the contest, the classroom with the highest participation rate will be awarded the Golden Sneaker trophy and golden shoelaces. Each school announces their winner differently. Please reach out to your site coordinator if you have any questions.

Where Can I Find Materials?

All digital Golden Sneaker Contest materials can be found on the [Alameda County Safe Routes to Schools website](#). For physical materials, coordinate with your SR2S Site Coordinator.



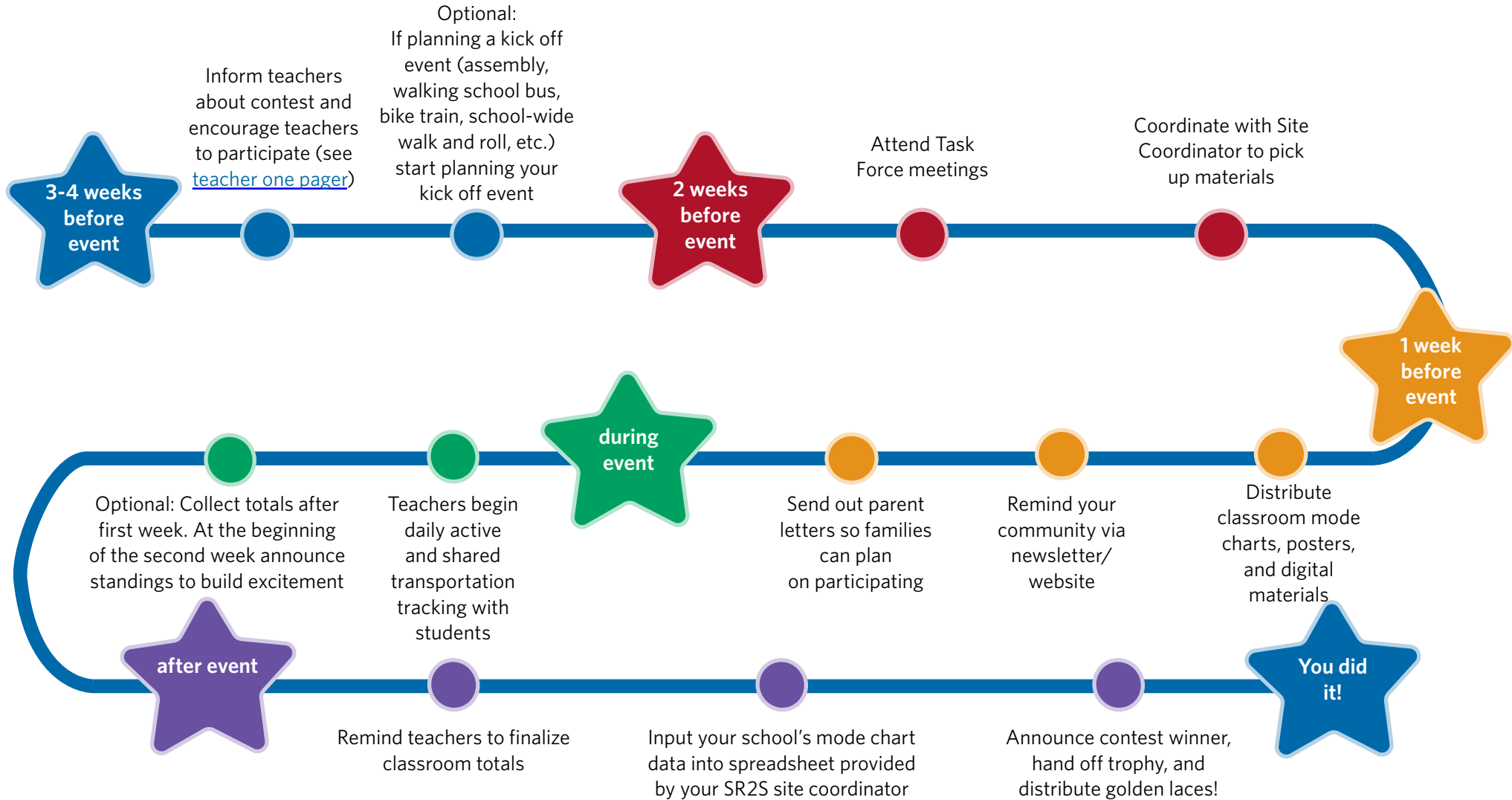
If there is a tie, the Safe Routes to Schools team will facilitate a tie-breaker and announce a winning class.

What Will the Contest Coordinator Need To Do?

- » Register your school for the contest using this [registration form](#).
- » To bring the contest to your school, receive materials, and get important updates about the contest, coordinate with your school's SR2S site coordinator.
- » Attend a SR2S task force meeting (February 3-21) to get contest information, district updates, and collaborate with other participating schools in your area. Your site coordinator will share your specific meeting date and time with you.
- » Make sure your school community is aware and prepared for the contest. Put up promotional posters at your school, distribute mode charts to participating classrooms, and promote the contest via school communication channels (newsletter, parent letters, school announcements, school social media channels, etc).
- » Remind teachers to fill out their classroom mode chart (physical or digital) daily to gather accurate information.
- » Identify mode chart collection plan and make sure teachers know where or who to return their mode charts to.



Event Timeline



How to Use the Mode Chart

The mode chart is how classrooms keep track of their participation. Read the instructions below for how to use it!

1. Fill out all information in the section on right-hand side of the poster.
2. Each day, ask students how they got school using the mode chart options (there is a key on the right-hand side of the poster) and tally all responses. (Driving does not count for points but you can collect that data in purple column.)
3. Each day, tally all active and shared transportation modes for the daily total (bright yellow column). **Students only get one point per day even if they used more than one mode.**
4. At the end of the two weeks, add all of the daily totals to get your Grand Total! You can have your class help you come up with the total percentage by having them divide the grand total by the total classroom enrollment number.
5. Teachers submit completed mode chart to contest coordinator. **Contest coordinator sends their school's totals to their SR2S Site Coordinator by March 21st** to be considered for the Platinum Sneaker Award.

POLLUTION SOLUTION

Golden Sneaker Contest

Join Your Class

Get Active

Help the Planet

Track your mode of transport with a tally mark in the appropriate mode. 1 tally = 1 point.

						Daily Tally	
SAMPLE						16	
WEEK ONE	Monday						
	Tuesday						
	Wednesday						
	Thursday						
	Friday						
Subtotal							
WEEK TWO	Monday						
	Tuesday						
	Wednesday						
	Thursday						
	Friday						
Total Tally						0 points	

School: _____
 Room: _____
 Teacher: _____
 Total class enrollment: _____

Walk or Roll

Bicycle, Scoot, or Skate

Bus
School bus or public transit

Share Your Ride
with people from another household

Drive
This mode doesn't earn points

★

GRAND TOTAL

★

Participation %



The Contest Coordinator can submit paper mode charts or enter data into a virtual mode chart tracker spreadsheet.



The column for traveling by car is available for students unable to use active or shared transportation. Remember, trips by car do not count towards the Grand Total.

Golden Sneaker FAQs

1. How does the mode chart work?

Each day set aside about 5 minutes to update the mode chart. Set aside 5 minutes each day to update the mode chart to keep track of how many students used active and shared transportation to get to school. Remember to track daily to ensure accuracy!

2. What if a student is absent during the contest?

Students should only track their transportation on days that they are present for class (in person or virtual). If a student is absent, then they don't count for that day.

3. How do we make sure our event is accessible?

If you anticipate any accessibility needs from students in your school, please contact us and we can help figure out solutions. Email us at info@alamedasr2s.org

4. What if students don't live within walking or biking distance?

Students can still get points during the contest if they carpool or use public transit. If these aren't options, we suggest parking at least 2 blocks away from school and walking the rest of the way. This will still count for points because students get some physical activity and reduce traffic congestion at school.

5. Do electric vehicles count?

While electric vehicles, or EVs, are a great way to reduce pollution, they may only count as a carpool option if more than one household rides in the vehicle.

6. What if teachers do not have capacity to participate in the contest?

Let your SR2S Site Coordinator know and they can work with you to modify the Contest to meet your school's needs. We've also created a [teacher one pager](#) with all the information a teacher may need for participating in the contest.

7. What if our school doesn't want to use a paper mode tracker?

We have [virtual mode charts](#) that can be used as a substitute for a paper mode chart. These virtual charts still need to be filled out daily and sent to the contest coordinator at the end of the contest.

8. What do we do in the event of inclement weather?

The contest goes on rain or shine! If you choose to walk or roll to school, always check the weather and be prepared (bring rain gear, an umbrella, and anticipate longer travel times). In the case of rain, you may also use other modes such as carpooling or transit!





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