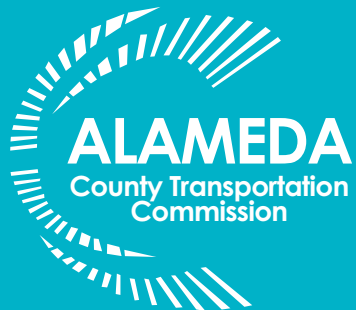




Alameda County  
Transportation Commission



**international walk  
& roll to school day**  
**October 8, 2025**  
**EVENT TOOLKIT**



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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 Measure BB sales tax, and regional, state, and federal funds.

# Event Description

**International Walk and Roll to School Day** (IWR2SD) is an annual event held by schools across the world to encourage students, caregivers, and the school community to walk, roll, or use other active modes of transportation to get to school.

This year, the event will be held on **Wednesday, October 8, 2025**. For over a decade, hundreds of schools across Alameda County have participated in this annual countywide celebration. The Safe Routes to Schools Program has many tools to help you plan a successful event.

This toolkit provides school champions, staff, volunteers, and parents the resources needed to plan, prepare, and have a successful IWR2SD event!

## Celebrate and Support Walking and Rolling to School

Encouraging students to walk or roll to school benefits everyone. Here's how:

- » **Improves safety** around school zones by reducing vehicle traffic.
- » **Cuts transportation-related CO<sup>2</sup> emissions by up to 40%**, contributing to a healthier environment.
- » **Eases morning congestion**, reducing traffic near schools by as much as 20%.
- » **Promotes physical activity**, helping students get the recommended 60 minutes of daily exercise, as advised by the CDC.



# Materials You Will Receive

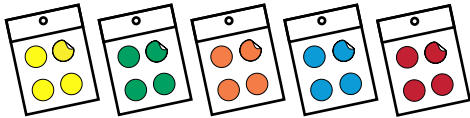
24"x36" multilingual posters



Multilingual mode chart for tracking how students arrive to school



Colored sticker dots (for students to place on mode chart on the day of the event)

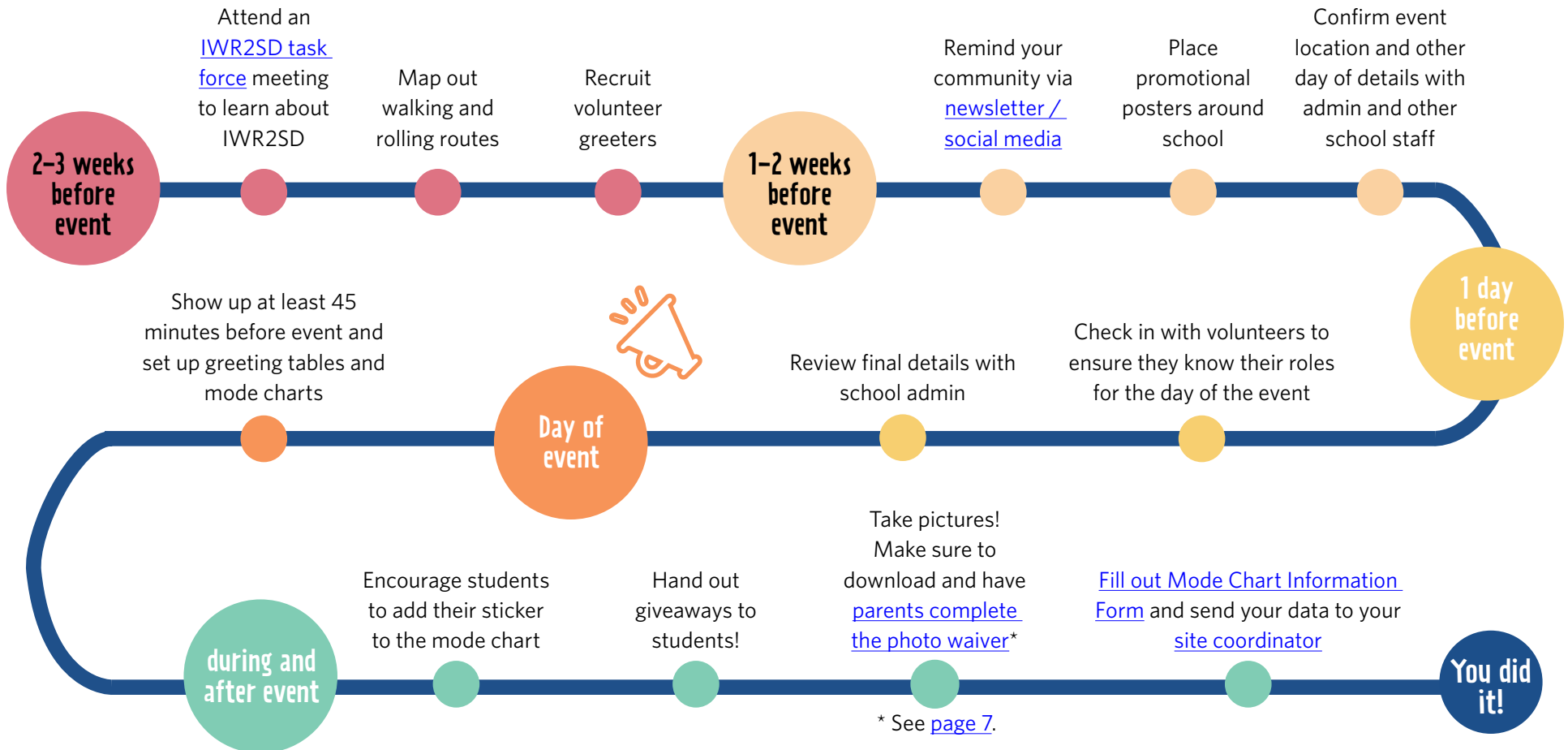


Giveaway gifts for students



# Event Timeline

Here's a suggested timeline to help you plan and promote your event. This can be customized to the needs of your school and the scale of the event you have planned. More planning resources, flyer templates, and printable materials are [located online](#).





# Event Promotion

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## Ways to Get the Word Out:

- » Put the [IWR2SD newsletter](#) template in your school newsletter.
- » Send [flyers](#) home with students.
- » Post flyers in and around your school.
- » Encourage students to make signs for the day of the event.
- » Post the electronic flyer online.
- » Announce IWR2SD in your school newsletter. Ask classroom teachers to add a blurb in their school newsletters or their weekly memos.
- » Post the event on the school marquee.
- » Notify teachers and the PTA via staff announcements.



## Social Media Posts

Social media is a great way to reach students, teachers, and the broader community quickly and frequently. We've put together instructions and a few sample posts that you can use to promote the event. We suggest using them on your school or personal social media accounts.

## How to Post

1. [Download images](#) and save images to your desktop.
2. Log on to your social media site such as Facebook, Instagram, or X (formerly known as Twitter).
3. Copy and past the sample post text into your post, or create your own message that includes the #walkandroll25 and #IWR2SD hashtags.
4. Upload the image you saved to your desktop to accompany your post.
5. Publish your post!

## Sample Posts

### Pre-Event Post (Post between Sept 19 - Oct 3)

We're excited to host Int'l Walk & Roll 2 School Day on Wed, Oct 8 with @AlamedaCoSR2S! Join us by walking, biking, rolling, or taking transit to school and receive fun giveaways! #walkandroll25 #IWR2SD



### Day-of Post (Post on Oct 8)

Happy Int'l Walk & Roll 2 School Day! We're happy to participate in this global event to walk, bike, roll, and take transit to school. Tag us and @AlamedaCoSR2S with your favorite #IWR2SD photos! #walkandroll25



## How early should volunteers arrive at school?

Forty-five minutes gives volunteers ample time to set up for the event.

## What if we want to have this event on a different date?

You can have this event on a different date if that works better for your school. Just write the date of the event on your posters.

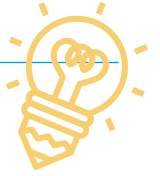
## How will materials be distributed?

Materials will be distributed at your [Task Force meeting](#). If you are unable to attend an in-person

meeting or your meeting is virtual, your site coordinator will designate a spot for you to pick up materials.

## What if I am unable to attend the Task Force meeting?

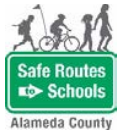
We will record task force meetings so that you have all of the information you need. You can always reach out to your coordinator with any additional questions.



For any other questions, reach out to your site coordinator!







## Photo/Video Liability Waiver and Release

I, the undersigned, hereby authorize the Alameda County Safe Routes to Schools (SR2S) Program and its administering agency, the Alameda County Transportation Commission (Alameda CTC), the right to use any photograph(s) and/or video footage of myself and/or my minor child participating in any and all Alameda County Safe Routes to Schools Program activities. Such photograph(s) and/or video footage may be used in program communications, publications and other media, including their websites and social media accounts, for SR2S Program purposes including, but not limited to, SR2S Program promotion and marketing, editorial publication, and non-commercial promotional use and advertising.

On behalf of myself and my child, I hereby waive and release all rights to financial compensation for use of such photograph(s) and/or video footage, and all rights to inspect or approve the uses of such images and likenesses. The authorizations and release I make in this agreement are made in perpetuity. I release Alameda CTC from any claims for remunerations associated with any form of damage, foreseen or unforeseen, associated with the commercial or artistic use of such photograph(s) or video footage.

I hereby certify that I am the parent or guardian of the child named, and that I have read, understood, and agreed to the foregoing.

Event				Date
Parent Name	Minor Child Name	Signature	Phone	Email



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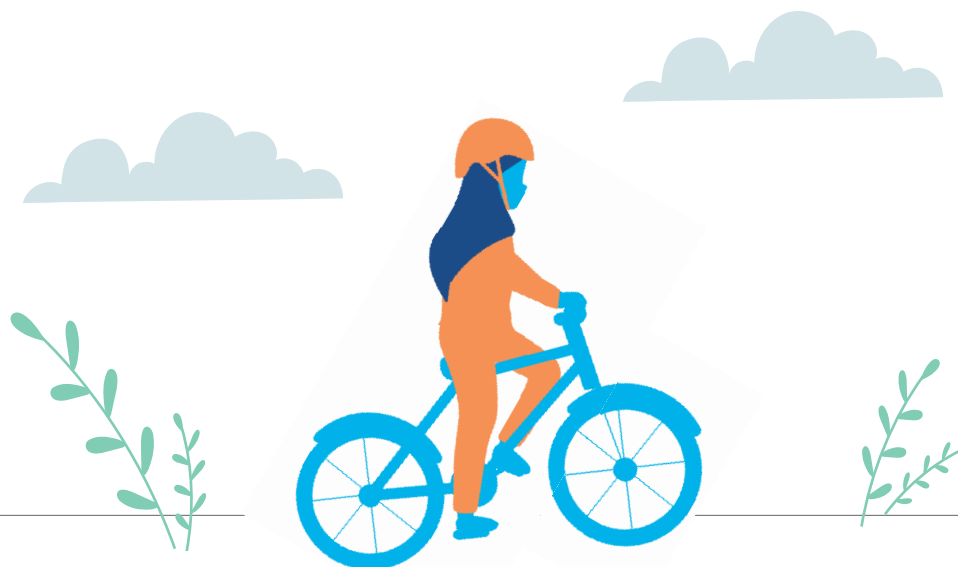
# Additional Safe Routes to Schools Activities

Make everyday IWR2SD! Your school can have fun walking and rolling throughout the year with our many in-person activities, including:

- » [Ongoing Walk and Roll to School Days](#)
- » [Walking school buses/bike trains](#)
- » [Drive Your Bike 101](#)
- » [The BikeMobile](#)
- » [Pedestrian Rodeos](#)
- » [Bike Rodeos](#)
- » [Music Notes](#)
- » [Travel Training](#)
- » [Transportation Storytime](#)
- » [School Safety Assessments](#)
- » [Suggested routes to school maps](#)



Visit the “Our Services” web page to learn about these activities and more: [alamedacountysr2s.org/our-services/](https://alamedacountysr2s.org/our-services/).





[www.alamedacountysr2s.org](http://www.alamedacountysr2s.org)

[info@alamedacountysr2s.org](mailto:info@alamedacountysr2s.org)

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