



International Walk & Roll to School Day

October 8, 2025

Elected Officials Toolkit

Engaging with Schools

Alameda CTC Commissioners and other elected officials are welcomed and encouraged to engage with schools before and during International Walk and Roll to School Day (IWR2SD)!

To engage with a school, please reach out to info@alamedacountysr2s.org by Friday, September 26.

Type of Engagement	Opportunity for Engagement:	Materials/support provided by Program staff	Engagement Timeline:
In Person	Attend an event in person and help hand out giveaways to participating students or help track student travel on mode charts!	Contact program staff	Notify Safe Routes to Schools Program staff to get involved and attend an event in person by Friday September 26: info@alamedacountysr2s.org
Virtual	<ul style="list-style-type: none"> Post or cross-promote event content on social media Record a 30-second celebratory video for students 	Sample text, graphics, and talking points (reach out to info@alamedacountysr2s.org)	<ul style="list-style-type: none"> Post on social media anytime between September 29 - October 8 Post video anytime between October 8 - October 15



Frequently Asked Questions

How can I participate?

You can participate both in person and virtually. See the page above for how to get involved. If you'd like to participate in another way, reach out to info@alamedasr2s.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 after registration closes on Friday September 5. To find out if a specific school is participating, please reach out to info@alamedacountysr2s.org.

If I can't participate in this event, can I participate in other Safe Routes to Schools events?

Yes! The Safe Routes to Schools Program has events throughout the year. Other countywide events include:

- » **Reboot Your Commute** (high school only event, typically in February/March)
- » **Golden Sneaker Contest** (March)
- » **Bike to School Day** (May)

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

Does every school in Alameda County participate in this event?

Only schools that register for this event participate, but all schools enrolled in the Program are eligible to participate. The Alameda County Safe Routes to Schools Program has over 300 elementary, middle, and high schools enrolled in the Program.

The Alameda County Safe Routes to Schools Program is an Alameda County Transportation Commission (alamedactc.org) program and is funded with Alameda County local sales tax Measure B, regional, state and federal funds.

Event Information

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

- » **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 to school.
- » **When:** **Wednesday, October 8, 2025**. Events typically occur before school starts between 7 and 8 AM.
- » **Where:** Participating schools in Alameda County.
- » **Why:** To encourage students to use active modes of transportation for healthy kids, safer streets, and strong communities.
- » More information is available on the [Alameda County SR2S website](http://AlamedaCountySR2S.org).