



2026 Golden Sneaker Contest Toolkit

Alameda County Transportation Commission



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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.

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Participating in the Golden Sneaker Contest

For over a decade, hundreds of schools across Alameda County have participated in this annual celebration that encourages active transportation, teamwork, and school spirit.

The Golden Sneaker Contest is a two week-long classroom challenge that encourages school communities throughout the county to use active and shared transportation options. Classrooms in the same school compete against each other for a **Golden Sneaker trophy**. One school will be awarded the **Platinum Sneaker plaque** by the Alameda County Transportation Commission for outstanding overall participation.

The contest encourages the following active and shared modes of transportation to get to school:

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

This year, the Golden Sneaker Contest runs from **March 2nd to 13th, 2026**. The Safe Routes to Schools (SR2S) Program team has put together this toolkit to help you plan a successful event.



How To Plan Your Event

Requirements

- » Contest coordinator
- » Principal approval
- » Teacher interest and support
- » Completed [registration form](#) by January 30th

How Does it Work?

- » The SR2S Program provides contest materials, instructions, and awards (including golden shoelaces and a Golden Sneaker trophy for the winning classroom).
- » A school representative, such as a teacher or staff, serves as the contest coordinator. The coordinator registers your school, promotes the event, and collects data from each classroom.
- » Teachers allow a few minutes each day during the contest for students to report if they walked, biked, rolled, carpooled, or used transit, and they record responses on a mode chart (provided by SR2S Program team).
- » 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 SR2S site coordinator with 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, connect with your SR2S site coordinator.

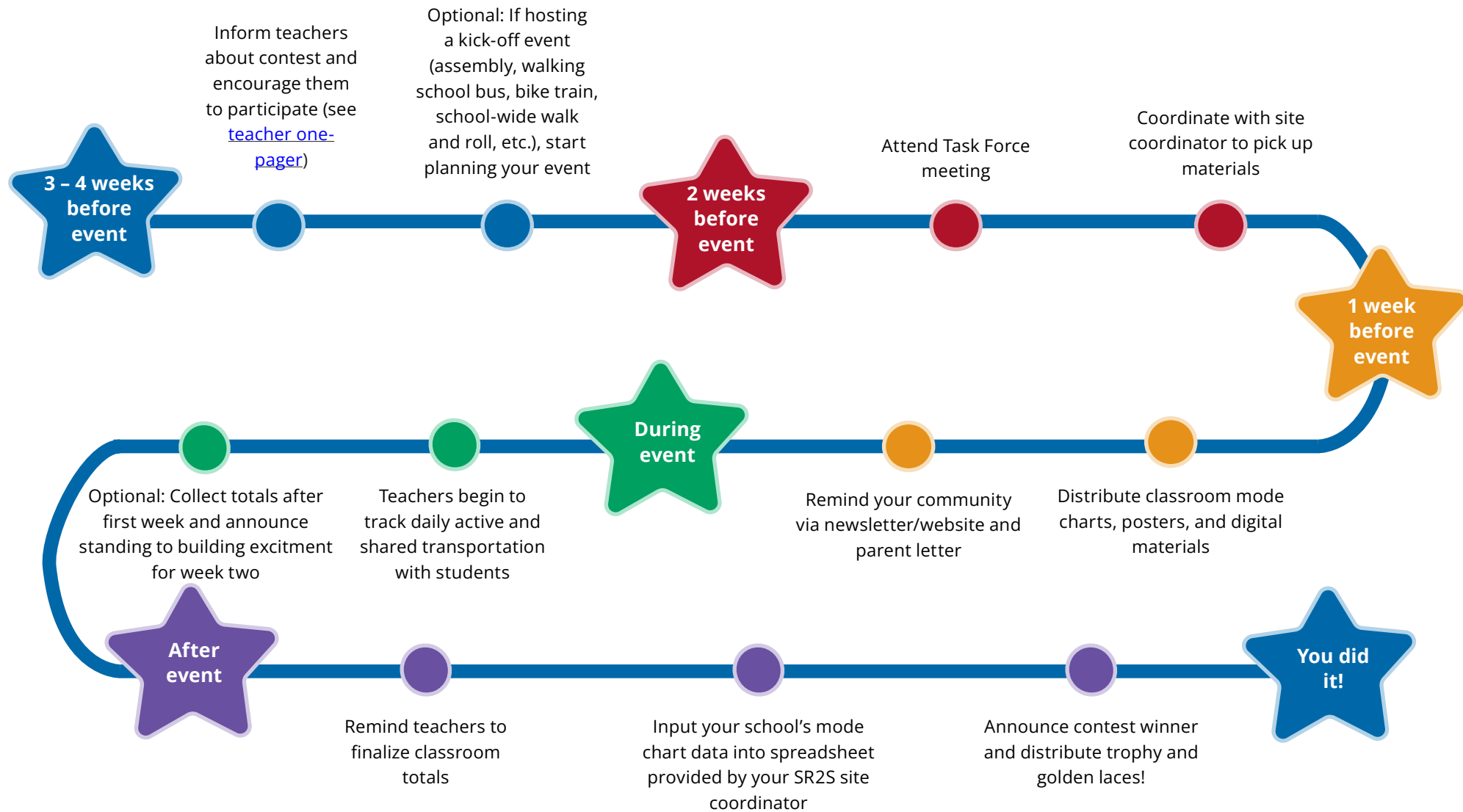


What Does the Contest Coordinator Need To Do?

- » [Register your school](#) for the contest.
- » Coordinate with your school's SR2S site coordinator to receive materials, updates on the contest, and any other support to make the event a success.
- » Attend a Safe Routes to Schools Task Force Meeting (February 9 – 20) to get contest information and district updates, and collaborate with other participating schools in your area. Your site coordinator will share specific meeting details with you.
- » Make sure your school community is aware and prepared for the contest. Hang promotional posters at your school, distribute mode charts to participating classrooms, and promote the contest via school communication channels (newsletter, parent letters, school announcements, social media channels, etc.)
- » Remind teachers to fill out the mode chart (physical or digital) to gather accurate information.
- » After the contest, collect mode charts from teachers and send the data to your SR2S site coordinator.



Event Timeline



How to Use the Mode Chart Sheet

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

1. Fill out classroom information on the right-hand side of the poster.
2. Each day, ask students how they got to school using the mode chart options (refer to the key on the right-hand side of the poster) and tally all responses.
3. Each day, tally all active and shared transportation modes for the daily total in the 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 classroom enrollment number.
5. Teachers submit completed mode chart to the contest coordinator. Contest coordinator send their school's totals to the SR2S site coordinator by **March 20th** 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.

	Walk or Roll	Bicycle, Scoot, or Skate	Bus	Share Your Ride	Daily Tally	Drive
SAMPLE					16	
ONE WEEK						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Subtotal						
TWO WEEK						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Total Tally						0 points

GRAND TOTAL

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

Participation %



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



The purple column for traveling by car can be used to record students who are unable to use active or shared transportation. However, trips by car do not count towards the Grand Total.

Post-Event: Reporting Your Data

For your school to be eligible for the **Platinum Sneaker plaque**, your data needs to be collected and sent back to the SR2S Program team by **March 20th**. The results will be tallied based on each school's **five best days of data**. Please send at least five, and up to 10, days of data.

The contest coordinator has the following role in collecting and sharing data:

1. Receive a spreadsheet, like the one on this page, from your SR2S site coordinator.
2. Collect data from all participating classrooms.
3. Fill out the spreadsheet following the listed instructions. Accurate data is needed to be eligible for the Platinum Sneaker plaque.
4. Send the completed spreadsheet back to your site coordinator.
5. Don't hesitate to reach out to your site coordinator with any questions!

[illegible]

Contest coordinators can use the spreadsheet to determine and announce their school's winning classroom!

Golden Sneaker Contest FAQ's

1. How does the mode chart work?

Set aside 5 minutes each day to update the mode chart to track 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?

Only track transportation on days that students are present for class. 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 identify solutions. Email us at info@alamedacountysr2s.org or reach out to your site coordinator.

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 count for points because students get some physical activity and it reduces traffic congestion at school.

5. Do electric vehicles count?

While electric vehicles are a great way to reduce pollution, they may only count as a carpool option if more than one family 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. The [teacher one pager](#) may also be a helpful guide to understand and participate 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 paper mode charts. Virtual charts still need to be filled out daily and submitted to the contest coordinator at the end of the contest.

8. What do we do about inclement weather?

The contest goes on rain or shine! Be prepared for weather by bringing the right gear and anticipate longer travel times. If it rains, offer public transportation as an option.





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