

January '26 Alameda County SR2S Newsletter Draft



Alameda County Safe Routes to Schools

Healthy Kids, Safer Streets, Strong Communities

Help Clear the Air by Walking and Rolling in 2026

Happy 2026! We're starting the new year focusing on cleaner air and healthier communities. Choosing to walk, roll, take transit, or carpool rather than drive alone can help keep our air cleaner and our communities healthier. As we move into 2026, we encourage students, teachers, and caregivers to explore active travel options that strengthen daily routines and support community connections. If you're hosting a January [**Walk and Roll event**](#), consider adding [**a simple pledge**](#) to walk and roll whenever you can to help keep our air clean.

Check out our [**Clean Air for a New Year activities**](#).

The Race for the Golden Sneaker Kicks Off Soon!



Photo caption: Alameda County students from Lockwood STEAM, Oakland USD celebrate their class [winning the Golden Sneaker Trophy](#) in March 2025.

Get ready for this year's **Golden Sneaker Contest** happening **March 2–13, 2026**. During this much-loved event, students, classrooms, and school communities across Alameda County encourage one another to walk, roll, carpool, or use public transit. One winning classroom per school will receive a coveted Golden Sneaker trophy made with donated Golden State Warrior shoes! And at the end of the event, one school will win the countywide Platinum Sneaker Award for outstanding overall participation!

Sign up now to participate. Registration is open until **January 30, 2026**. Email your **SR2S site coordinator** if you have any questions. Stay golden!

Ready to Reboot Your Commute in 2026?



Photo caption: Students hosting a Reboot Your Commute event at Berkeley High School, BUSD in 2025.

Reboot Your Commute encourages high school students across Alameda County to walk, roll, bike, carpool, or take transit to school through peer-to-peer leadership and encouragement. Events will take place February–March 2026, with opportunities for students to share what motivates them to use shared and active transportation options to get to school. All participants can learn more about how to actively participate in SR2S programs and enjoy fun participation incentives. One student at each participating school can earn a \$50 Clipper Card or a scooter and helmet for participating in this year's event. **Register** now, or email info@alamedacountysr2s.org to learn more!

Music Notes and Ruby Bridges Take the Stage



Photo caption: Music Notes performers share a moment with Ruby Bridges during their Walk and Roll Concert at Ruby Bridges Elementary in Alameda USD.

A once-in-a-lifetime [**Walk and Roll Concert**](#), led by Music Notes for Ruby Bridges Walk to School Day 2025, reunited us with a special guest once again: Ruby Bridges herself, the historic civil rights icon! Music Notes brought their high-energy original hip hop songs and dance moves to teach walking and biking safety to Ruby Bridges Elementary School students. After the concert, Ruby Bridges took time to speak with students, turning an already joyful assembly into a moment they'll always remember. Through these assemblies, Music Notes inspires students to choose safe, active ways to get to school.

Celebrate Healthy Hearts this February ❤️



Photo caption: A Washington Elementary student and their caregiver share a sweet moment during an active morning in Berkeley.

February is National Heart Health Month, a great time to be active and share kindness. Simple choices like adding more movement and acts of kindness support a healthy heart.

Pair your February [**Walk and Roll event**](#) with heart-healthy activities to get students, teachers, and caregivers involved. Try adding one (or more!) of these ideas next month:

- **Get creative:** Make heart-themed crafts or reflect on self-love.
- **Move and measure:** Move for 10 minutes and track your heart rate before and after.
- **Share the love:** Give compliments or write kind notes to help lift others up.

Let's make February all about movement, kindness, and heart health. Check out our [**Healthy Hearts resources**](#).

SR2S Team Member Highlight: Bradyn Nicholson, Education and Outreach Support



Photo caption: Bradyn (she / her) is excited to support the SR2S Program.

Bradyn Nicholson supports outreach and education initiatives for the SR2S Program to help create safe, accessible, and equitable active transportation options for all. With a background in public health, she is passionate about making it easier for children, youth, and families to walk, bike, and roll to and from school to enjoy healthier, more active lives.

SR2S Team Member Highlight: Lindsay Mulcahy, Education and Outreach Support



Photo caption: Lindsay (she / her) is eager to help students and families explore active ways to travel to and from school.

Lindsay Mulcahy brings her love for movement and community connection to the SR2S Program's education and outreach efforts. She is honored to support the SR2S team in making active transportation safe, accessible, and equitable for students and families across Alameda County.

Upcoming Community Events:

-  Jan. 25: [Adult and Teen Learn to Ride Workshop](#) at Alameda Waterfront Park
-  Jan. 31: [Hayward Rides: Free Bike Repair](#) at Hayward Farmers Market
-  Feb. 14: [Hayward Rides: Free Bike Repair](#) at Hayward Farmers Market
-  Feb. 28: [Hayward Rides: Free Bike Repair](#) at Hayward Farmers Market



Communications QAQC Checklist

All Documents	
X	Title or headline is short and clear
X	Styles and formatting are consistent throughout all pages or slides
X	Hyperlinks work and navigate to correct places
X	Hyperlinks are placed on relevant words/phrases (not "click here" or "link")
X	Images include captions
X	Images have correct permissions for use
X	Tone is knowledgeable and encouraging
X	Text is as concise as possible, while still maintaining tone
X	All text has been proofread, including captions
X	Logos are present and in the correct order: Alameda CTC, SR2S, MTC
X	Program logo is current (not 15 th anniversary version)
X	Tagline is current ("...Measure BB sales tax, and regional, state, and federal funds.")

X	Fonts are Century Gothic, Open Sans, or Verdana, as detailed in Branding Guide
X	Colors are approved brand colors, as detailed in Branding Guide
X	All program and activity names are in accordance with the Branding Guide

Newsletter (Mailchimp)

X	"From" name in Mailchimp: Alameda County SR2S Program (not "Denise")
X	Subject line is clear and concise
X	Preview line is clear and concise
	Images are centered, with appropriate size and placement
X	Images are linked to the correct website/PDF (as needed)
X	Exclamation points are used sparingly (no more than two per section)
X	Newsletter features at least one Direct Service Provider
X	Newsletter ends with a positive photo and an encouraging call to action
	Test email has received final approval from Toole Design
	Test email has received final approval from Denise Turner at Alameda CTC
	Plain text has been regenerated to match final version of email