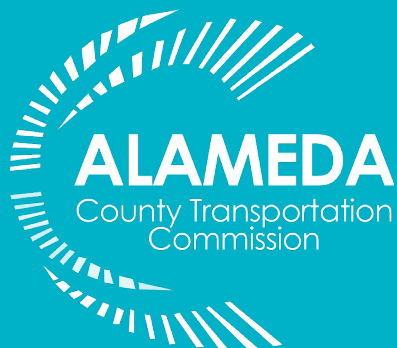




Alameda County
Transportation Commission



**international walk
& roll to school day**

October 7, 2026

CHAMPIONS 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) and is funded with Alameda County’s local Measure BB sales tax, and regional, state, and federal funds.

About International Walk & Roll to School Day

What is International Walk & Roll to School Day?

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 7, 2026**. 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!



Why Walk & Roll to School?

Encouraging students to walk or roll to school can benefit the whole school community. Here's how:

- » **Improves safety** around school zones by reducing vehicle traffic.
- » **Cuts transportation-related CO² 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.

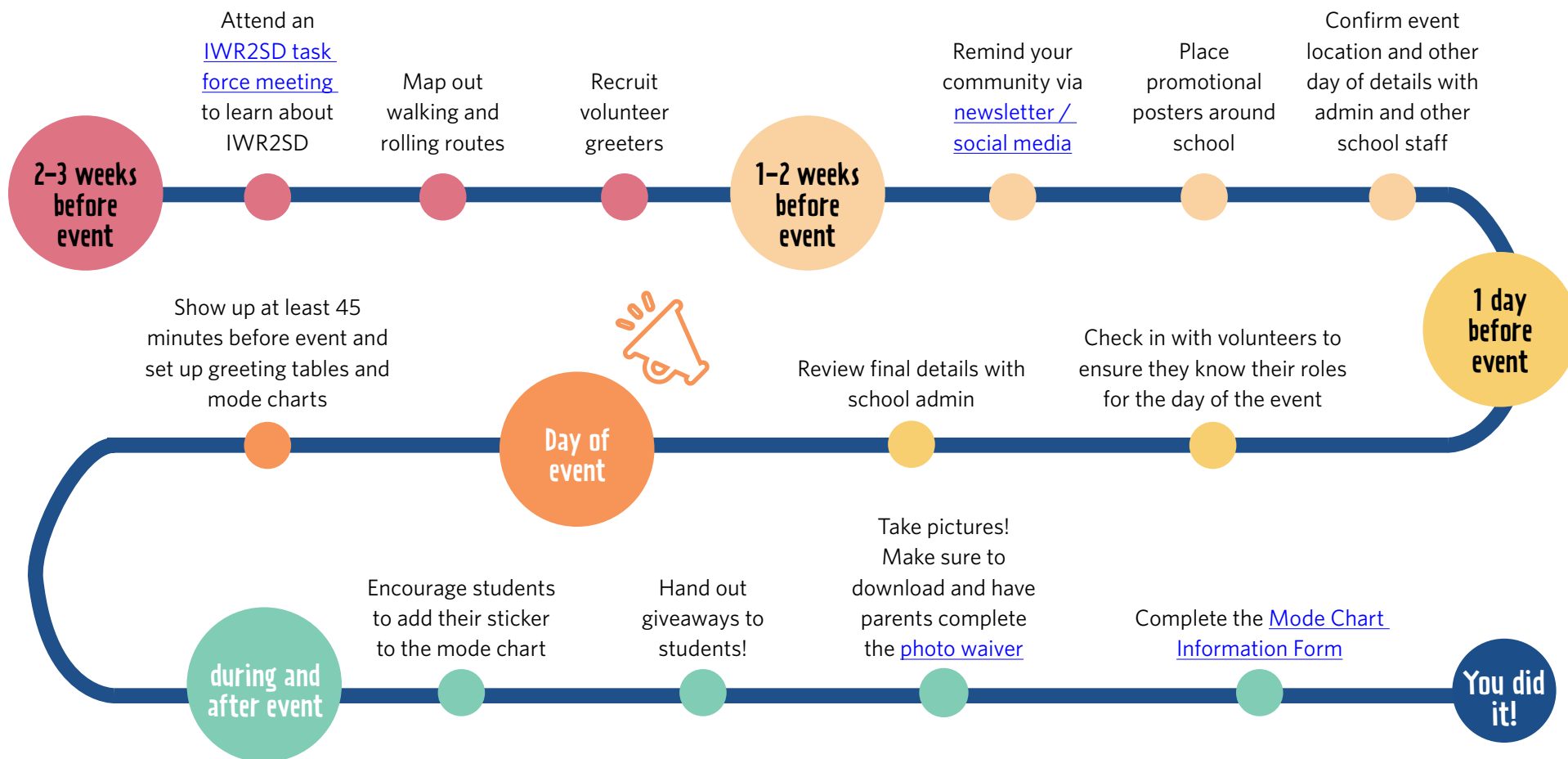
Every school can participate!

International Walk & Roll to School Day can be as simple or as involved as works for your school community.



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 & Materials You Will Receive

Spread the Word

Help build excitement and let your school community know about International Walk & Roll to School Day:

- » Promote IWR2SD through your school's online channels using the [newsletter template](#) and [event posters](#).
- » Request teachers to include the event in classroom newsletters or weekly messages.
- » Share event information with teachers, staff, and the PTA.
- » Add the event on the school marquee.
- » Encourage students to make signs or decorations for the event day.



Before the Event

SPREAD THE WORD!

Use posters, newsletters, announcements, and student-made signs!



For Event Day

USE YOUR EVENT MATERIALS!

Set up the mode chart, sticker dots, posters, and giveaways!

Materials for Your Event

Registered schools will receive materials to help promote and celebrate International Walk & Roll to School Day. Materials are available while supplies last.

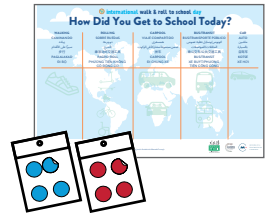
Promotional Posters

24"x36" multilingual [posters](#) to promote the event.



Mode Chart + Sticker Dots

A multilingual [mode chart](#) and colored sticker dots (to place on mode chart) to track how students traveled to school.



Student Giveaways

Giveaways to celebrate and encourage student participation, while supplies last.



How to Use the “Mode Chart”?

What is the Mode Chart?

The mode chart is a quick, interactive way to see how students traveled to school on Walk & Roll to School Day. Students add a **DOT** under their travel mode, creating a visual snapshot of how the school community got to school that day.

Follow steps 1-3 to use the mode chart. The dots shown are examples of how students can record their travel mode.

1 Ask students how they got to school

As students arrive, ask them how they traveled to school that day. Have them choose how they got to school.

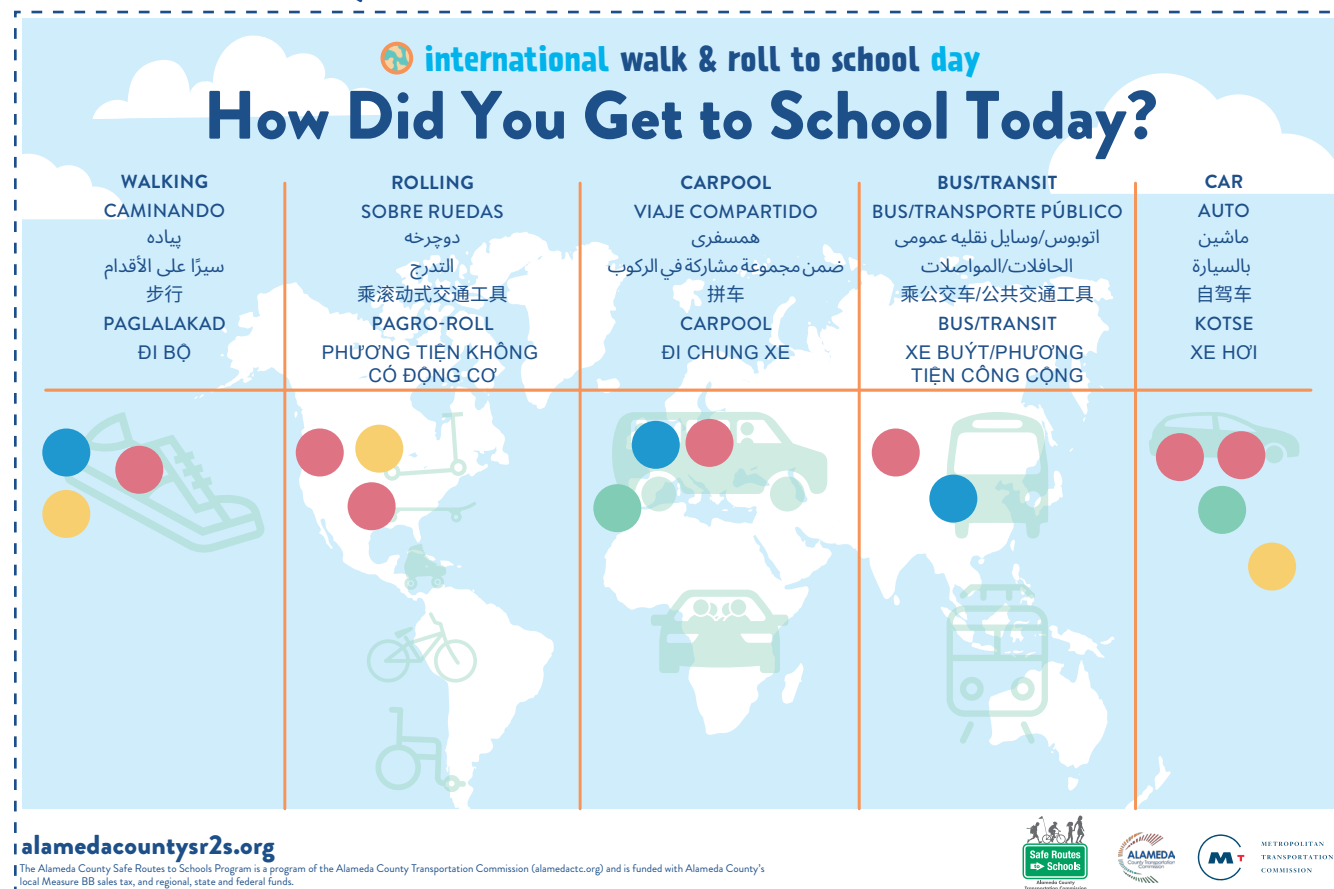
2 Add a dot to the chart

Have each student place a dot under their travel mode. If volunteers are managing the chart, they can place the dot for the student instead.

3 Watch the results grow!

As more students participate, the dots will show how students traveled to school. At the end of the event, record the results with the Alameda County SR2S team using this [form](#).

Example Mode Chart



Tip: Set up the mode chart near the school entrance or event check-in area where students can easily see and participate.



Frequently Asked Questions (FAQs)

How early should volunteers arrive at school?

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

How big does the event need to be?

International Walk and Roll to School Day event can be as simple or as involved as works for your school. It can be as small as one or two people greeting students as they arrive or a larger celebration with decorations, music, community partners, or special guests. There is no minimum size or expectation.

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?

Attend your Task Force meeting to learn when and where to pick up your materials. If you are unable to attend, please reach out to your Site Coordinator for pickup location details.

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

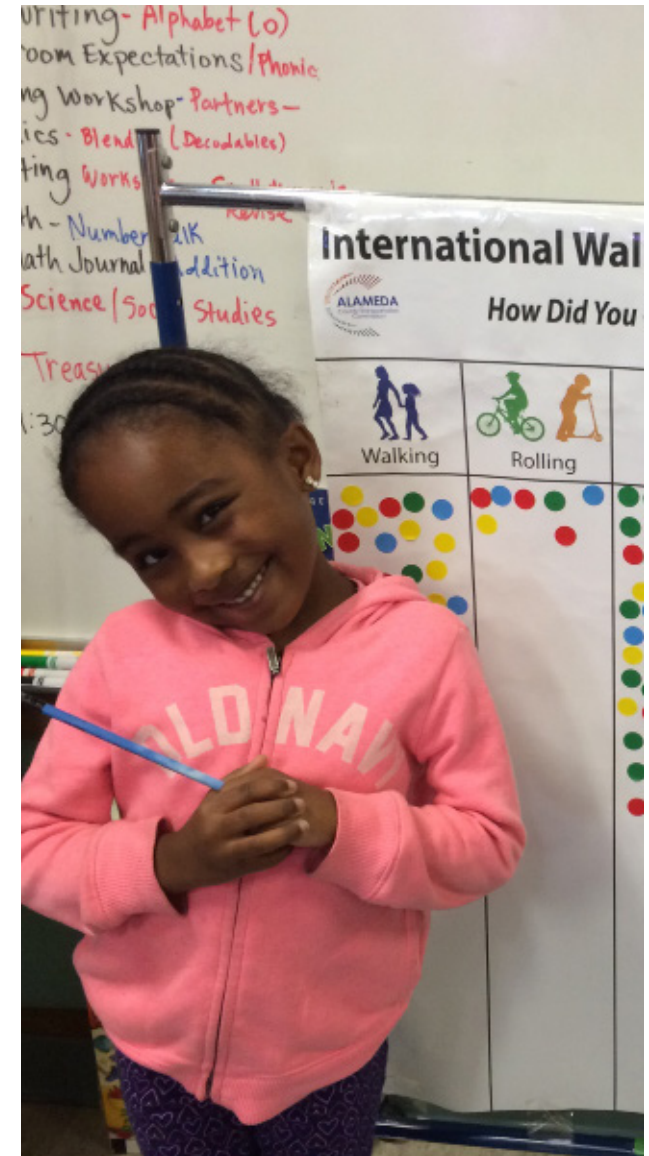
We will record task force meetings so that you have all of the information you need. You can always reach out to your coordinator with any additional questions.

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.

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.



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





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