

## FOR IMMEDIATE RELEASE

September 4, 2012

Contact: Tess Lengyel, *Deputy Director of Policy, Public Affairs and Legislation*

T: (510) 208-7428

E: [tlengyel@alamedactc.org](mailto:tlengyel@alamedactc.org)

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

## Back to School – A Great Time to Start New Transportation Habits!

*Safe Routes to Schools Program benefits kids,  
parents, schools and the environment.*

*Alameda County - California.* Healthier, happier kids, friendlier communities, and better air quality—proven, practical steps by the Alameda County [Safe Routes to Schools \(SR2S\)](#) program are achieving these goals. Now in its 6<sup>th</sup> year, the SR2S program is helping students, parents, and schools to encourage kids to safely walk, bike, or carpool to school. The time to join SR2S has never been better as kids start back to school this fall. More than 100 elementary, middle and high schools in Alameda County are participating this year, and applications are still being accepted.

Participating schools receive assistance from a site coordinator, and are eligible for free program activities including a puppet show, walking and rolling contests and celebrations, bicycle rodeos and helmet safety programs, and free bike repair from the BikeMobile—a mobile bike repair shop. These simple activities help to:

- Keep kids healthier by fighting obesity and forming life-long exercise habits.
- Improve the walkability and safety of neighborhoods.
- Build a stronger sense of community.
- Ease school drop-off and pick-up traffic congestion.
- Reduce greenhouse gas emissions to improve air quality for everyone.

Alameda County SR2S is a countywide program funded in part by the Alameda County Measure B half-cent transportation sales tax administered by the Alameda CTC and federal funds administered by the Metropolitan Transportation Commission. The program is led by a local

MORE

Alameda County business in conjunction with local non-profit groups, and includes participation from cities, school districts, and organizations across Alameda County.

For more information, please click on the links below:

[Alameda County Safe Routes to Schools](#)

Alameda County [Safe Routes to Schools on Facebook](#)

Alameda County [Safe Routes to Schools Fact Sheet](#)

[BikeMobile](#)

### **The Alameda County Transportation Commission**

The mission of the Alameda County Transportation Commission (Alameda CTC) is to plan, fund and deliver transportation programs and projects that expand access and improve mobility to foster a vibrant and livable Alameda County. Alameda CTC coordinates countywide transportation planning and delivers the expenditure plan for the half-cent sales tax approved by 81.5% of county voters in 2000. For more information, visit [www.alamedactc.org](http://www.alamedactc.org).

[www.facebook.com/AlamedaCTC](http://www.facebook.com/AlamedaCTC)  
@AlamedaCTC

# # #