



# Press Release

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## FOR IMMEDIATE RELEASE

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## High School Students Invited to Join the First Ever “Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit”

*Alameda County is inviting high school students to make and submit a creative art piece for this new event from February 1-26 in order to encourage students to explore different transportation choices that reduce their carbon footprint, while complying with state-wide stay at home orders.*

**ALAMEDA COUNTY, Calif.** – The [Alameda County Safe Routes to Schools \(SR2S\) Program](#) is happy to announce [Creation for Transportation: Art for Walking, Bicycling, Carpooling and Taking Transit](#). This all new event will provide high school students with a COVID-safe, engaging and fun way to channel their creative expression and be thoughtful about the various impacts of transportation choices. Students who submit an eligible entry will be entered to win incentives that will be awarded for a select number of exceptional art projects.

Creation for Transportation encourages students to create and submit artistic pieces that address the impacts of different transportation choices and that inspire action around walking, bicycling, skateboarding, and taking transit. Art can be created in any medium, such as video (featuring a dance, skit, music or documentary personal testimonial); written poem, or visual art. For contest purposes, “transportation impacts” highlighted through the artwork may include air quality, safety, health, climate change, community, and well-being. Students will have four weeks (February 1-26) to submit their art at <https://tinyurl.com/Creation4Transportation>.

The SR2S Program will offer incentives for outstanding eligible submissions. Program staff will review all submissions and select eligible winners using a rubric. Students are encouraged to take photos or videos of their participation and post them on their school’s website and/or on social media using the hashtag **#creationfortransportation**. The SR2S Program will also exhibit featured submissions on the Safe Routes to School’s Program social media: [SR2S Facebook](#) and [SR2S Twitter](#). Since schools will not be physically hosting this event and there will not be opportunities for in-person media coverage, media is invited to follow participation on social media using these hashtags. To learn more, please visit the [Alameda County Safe Routes to Schools Program Creation for Transportation webpage](#).

Traditionally, the signature big event, Cocoa for Carpools, is hosted by Safe Routes to Schools during the winter months to educate and encourage high school students to increase travel mode shifts by carpooling to schools. Creation for Transportation reflects the Program's adjustments to produce customized encouragement events that comply with COVID-19-related shelter-in-place orders.

**About the Alameda County Transportation Commission**

The Alameda County Transportation Commission (Alameda CTC) coordinates countywide transportation planning and delivers essential, voter-supported transportation improvements in every city throughout Alameda County. Alameda CTC administers the county's Safe Routes to Schools Program and provides most of its funding through the voter approved transportation sales tax Measures B and BB, which were approved by 81.5 percent of county voters in 2000, and more than 70 percent of voters in 2014, respectively. Visit [Alameda CTC's website](#) to learn more, and follow Alameda CTC on [Facebook](#) and [Twitter](#).

**About Alameda County Safe Routes to Schools**

Safe Routes to Schools is a comprehensive and effective approach to getting more kids biking, rolling, and walking safely to school. It provides kids and their parents with skills, encouragement, and inspiration through a range of activities, events, and lessons, while also addressing local pedestrian, bicycle and personal safety concerns. Operating since 2006, the Alameda County Safe Routes to Schools Program is funded in part by Alameda CTC with Alameda County's local Measure B and Measure BB sales taxes, and regional, state, and federal funds, serving more than 140 schools throughout the county. Visit the [Safe Routes to School website](#) to learn more.

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