San Francisco’s Vision Zero Hero Debuts to Lead Children on the 20th International Walk & Roll to School Day this Wednesday

WHAT: On the 20th Annual International Walk and Roll to School Day, Mayor Ed Lee and city leaders will join students and families as part of a “walking school bus” to Dianne Feinstein Elementary School. Dianne Feinstein Elementary School is home to over 500 students, and on Wednesday, they will be the first to meet San Francisco’s own Vision Zero Hero, draped in a crosswalk cape and armed with speed detectors – children, parents, and City leaders alike won’t have to worry about getting to school with this new champion for safe streets.

A citywide event: In addition to the central event at Dianne Feinstein Elementary School, a total of 95 schools and over 13,500 students will walk and wheelchair roll to school, taking part in the healthiest, most sustainable way to get around. Nine San Francisco Supervisors are joining students in their districts on the walk to school.

WHO: Students, parents, teachers, staff, and:
 Mayor Ed Lee
 District 4 Supervisor, Katy Tang
 SF Unified School District Interim Superintendent, Myong Leigh
 SF Assessor-Recorder, Carmen Chiu
 Dianne Feinstein Elementary School Principal, Michelle Cheng
 SF Municipal Transportation Agency Director, Ed Reiskin
 SF Police Department Interim Chief, Toney Chaplin
 SF Recreation and Park Department General Manager, Phil Ginsburg
 SF County Transportation Agency Director, Tilly Chang
 Walk San Francisco Executive Director, Nicole Ferrara
 SF Department of Public Health, CHE&P Director, Tracey Packer
 San Francisco’s Vision Zero Hero

WHEN: Wednesday, October 5
  7:25 a.m.: Parents and students gather at Parkside Square, greeted by San Francisco’s own caped Vision Zero Hero, and get moving with a lively warm-up with SF Rec and Park G.M. Phil Ginsburg
  7:35 a.m.: Walking School Bus departs for school
  7:50 – 8:00 a.m.: Parents and Leaders speak at Dianne Feinstein Elementary School

WHERE:
 Start: Parkside Square, 26th and Vicente, San Francisco
 End: Dianne Feinstein Elementary School, 2550 25th Ave, San Francisco (walk will enter on Vicente between 24th and 25th)

VISUALS: Dozens of schoolchildren gather at Parkside Square to celebrate walking with the City’s new Vision Zero Hero, traffic safety-focused chants and lots of morning enthusiasm. They make their way through the Outer Sunset to Dianne Feinstein Elementary School while chanting safety songs for a press conference led by Mayor Lee. SFPD traffic officers will ensure safety for students and along nearby streets like Sloat Blvd. and 19th Ave. following the
recent launch of a yearlong speed enforcement and education campaign to tame dangerous speeds.

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**Walk San Francisco** ([WalkSF.org](http://WalkSF.org)) and its members are making San Francisco a more livable, walkable city, by reclaiming streets as safe, shared public space for everyone to enjoy.

**International Walk and Roll to School Day** encourages the creation of safer routes to school, enhances kids’ health by encouraging physical activity, reduces traffic, and protects the environment.

**The San Francisco Safe Routes to School Partnership** ([www.sfsaferoutes.org](http://www.sfsaferoutes.org)) works to implement the federally funded Safe Routes to School program to encourage more families to walk, bike, take transit and carpool to and from school. The San Francisco Department of Public Health is the lead agency, and the Partnership includes public and private partners.

**Vision Zero** is the goal to end all traffic deaths and serious injuries by 2024 in San Francisco. No loss of life on city roadways is acceptable, when serious and fatal traffic crashes can be prevented. Vision Zero focuses on building a safe transportation system that assumes humans will make mistakes, and anticipates those mistakes so they are not lethal.

**Walk and Roll to School Day Sponsors:**