Welcome to the 2019 Walk & Roll to School Day Toolkit

Dear Walk & Roll to School Day Organizer,

This toolkit contains resources to help you organize a successful Walk & Roll to School Day event at your school. San Francisco has been rated one of the most walkable cities in the U.S., and many families walk to school; with your help, we can get even more walking this year! Walking or rolling wheelchairs to school helps children build confidence, establish a sense of direction and distance, and get regular exercise. Principals and organizers, working with parents and volunteers, play an important role to encourage walking and ensure safety.

This year, Walk & Roll to School Day will be held on Wednesday, October 2, 2019.

Walk & Roll to School Day is a global event that gives children, parents, teachers, administrators, and community members an opportunity to work together to make their communities safer and more pleasant for walking. Last year, 92 San Francisco schools hosted a Walk & Roll to School Day event, and 13,000 elementary school students took part.

This toolkit is designed to help you prepare for a fun and easy Walk & Roll to School Day event. If your school is interested in organizing a more elaborate event or health and safety promotions throughout the school year, we have additional resources — just let us know!

Sign Up for San Francisco’s Walk & Roll to School Day at: walksf.org/walkandroll

By Friday, September 20, 2019 (5:00 pm)
Please fill out the online registration form with:

● The name, phone number, and email for an organizer (e.g., parent, teacher, principal, or PTA member) as the main point person for your school
● Estimated number of students who will be walking

Each school that registers for San Francisco’s Walk & Roll to School Day will receive:

● Participation stickers (described later in this toolkit)
● Posters to promote the event
● Incentives for student participants, such as pencils and reflective belt wraps*

*Supplies are limited, and distributed on a first come, first served basis
5 Steps to a successful Walk & Roll to School Day

1. **Recruit your team**, including the Walk & Roll to School Day Organizer, to encourage students. Get help from parents, caregivers, teachers, and staff.

2. **Choose a meeting site** a few blocks from your school. This is where everyone will meet before walking, scooting, or rolling their wheelchairs. There should be enough space for a large group to meet. Choosing a meeting site with parking nearby can help children who live far from the school join in the fun, too.

3. **Choose a time to meet.** This allows everyone walking together from the meeting site to get to school on time.

4. **Advertise your Walk & Roll to School Day meeting site and time.** Hang posters, email flyers to listservs, use an auto dialer to remind parents the night before. Get resources, updates, and helpful tips from walksf.org/walkandroll

5. **Order prizes from** walksf.org/walkandroll
Reward students who walk or roll, or the class with the most walkers and rollers.
How to Promote Walk & Roll to School Day

The key to a successful Walk & Roll to School Day is to promote the event widely. Here are a few ideas:

1. **ANNOUNCEMENTS** – On Back to School Night, in Morning Circle, and at PTA Meetings, tell parents that your school will be participating in Walk & Roll to School Day, and you need THEIR help to make it great!

2. **PARENT POCKETS** – Keep parents informed about Walk & Roll to School Day. Include a flyer in the first parent pocket of the year, and include meeting location(s) and times for Walking School Buses.

3. **POSTERS** – Hang posters at every entrance to the school, in the main office, and near drop-off zones. Your Walk & Roll to School Day Organizer can request additional posters from Walk SF. When you have picked a meeting site and location(s) for your Walking School Bus(es), write the info on the posters — or put together a flyer (with a map!) and tape it to the posters.

4. **EMAILS** – Email parent listservs to find volunteers who will help you prepare for and promote the event.

5. **AUTO DIALER** – Ask your principal for permission to use the SFUSD auto dialer. Record a message (in Spanish/Chinese, if applicable) and schedule the auto dialer for the night before Walk & Roll to School Day. Be sure to include the most important information for the Walking School Buses: where and when to meet!

6. **INVOLVE STUDENTS** – Ask classrooms to make posters about why walking and biking to school is important to them. Ask morning or afterschool programs to make banners or pedestrian visibility signs for Walk & Roll to School Day. Create a cardboard School Bus for kids to paint and carry during their Walking School Bus.

7. **MAKE IT FUN!** Use a theme to make it fun and encourage kids to walk to school, like “Wacky Hat Walkers.” Create a competition among classrooms to see which class has the most walkers.

8. **TAKE PICTURES** – Make sure students have signed the district’s Media Consent Form so you can share your event photos with local media.
Track Your School’s Success!
We need to know how many students participate so that we can plan for future events at your school. Tracking participation helps your school, too, by enabling your community to celebrate success with real numbers, and helping you set goals for future events.

USE STICKERS TO COUNT
You can use the “I Walked to School Today!” stickers to count the students who take part. Have volunteers ensure that every child who walks to school receives a sticker, and then count the number of sheets of stickers that were given away — it’s as easy as that.

SHARE YOUR NUMBERS
We need all schools to report student participation numbers. Please assign someone from your school to be responsible for gathering this information.

By October 28, 2019: Please fill out the online evaluation form at:
walksf.org/walkandrollevaluation

Take Pictures!
Taking pictures is a great way to capture the fun and help promote future events. Make sure that children whose families have opted out of consenting to have their picture taken are protected. The district has consent forms that are kept for each student in the main office. You can use a simple system (a colored sticker, or a designated play area) to make sure pictures taken of these students are not published.
Parent Volunteers

Our goal is to help families walk not just on Walk & Roll to School Day, but every day!

To make that happen, parent volunteers are key. You can recruit reliable parent volunteers to be trained to lead Walking School Buses and Bicycle Trains, and help with other Safe Routes to School programs throughout the year.

At any outreach event (Back to School Night, Kinder Orientations), please take the opportunity to recruit parent volunteers. We have included parent interest sign-up forms for Safe Routes to School in this toolkit. Chinese and Spanish sign-up forms are available upon request. Please send completed parent interest sign-up forms to:

Safe Routes to School
℅ San Francisco Municipal Transportation Agency
1 South Van Ness Avenue, 7th floor
San Francisco, CA 94103

Email: vernon@walksf.org

Here is language you can use to help encourage parents to sign up:

PARENT VOLUNTEER SIGN UP
SF Safe Routes to School (SRTS) promotes safe and active walking and biking to and from school. We need parent volunteers to lead or participate in regular Walking School Buses or Bicycle Trains. A Walking School Bus or Bicycle Train is a parent or caregiver-initiated group of children walking or bicycling to school with one or more adults. The San Francisco SRTS Partnership offers training workshops on how to lead both. This is a great way to be active, build community, and have fun! Please sign up to learn more.
I Want to Walk, Bike, Take Transit, or Carpool to & from School!

YES! I'd like to learn more about San Francisco's Safe Routes to School program and get resources for active transportation on the way to school, including assistance connecting with other parents with whom to walk, bike and carpool.

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The Safe Routes to School partnership includes the SF Unified School District, SF Department of Public Health, Walk San Francisco, SF Bicycle Coalition, SF Department of the Environment, SF Municipal Agency, and the YBIKE Program. We will contact you about the specific programs you are interested in, but will not share your information with outside groups. For questions about Safe Routes to School, please contact info@sfsaferoutes.org.

Event/School: ___________________________ Date: ______________ Contact: ___________________________

www.sfsaferoutes.org