



2026 Walk and Roll to School Week Toolkit

5 Steps to a Successful Walk and Roll to School Day

1. Recruit a Walk & Roll to School Day Organizer
 - Identify an interested parent, caregiver, teacher, or school staff member to be the point person.
 - The organizer should register your school as soon as possible at [THIS link](#)
 - All schools will receive postcards and posters for the event. If you register your school's participation **by Tuesday, September 22nd at 5:00 PM** you will receive incentives by mail from SFUSD/The SFUSD Document Publishing and Distribution Center.
 - All registrants **after September 22** can pick up event materials at the SF Bike Coalition office (1720 Market St, San Francisco)
 - For questions or support, contact Dorothy at dorothy@walksf.org.
2. Choose Your Event Date
 - Select a date during the week of October 5-9.
 - If this week doesn't work, choose a later date in October.
3. OPTIONAL: Organize 'Walking School Buses' or 'Bike Trains'
 - These are groups of students and families walking, rolling, and biking to school together.
 - Establish meeting points and times for groups led by adults.
 - For guidance on starting a walking school bus or bike train, contact Dorothy at dorothy@walksf.org, or use [THIS toolkit](#).
4. Promote Your Walk & Roll to School Day
 - Display posters (provided by the end of September).
 - Share information through school newsletters and emails.
 - Make school-wide announcements.
 - Download sample social media graphics [\[here\]](#).

5. OPTIONAL: Compete in the Golden Sneaker Contest!

- Before the event week begins, print out the tracking sheet, which is accessible at sf saferoutes.org/walk
- Every day of the week, set aside a few minutes of time to tally how your students got to school
- At the end of the week, submit your results by:
 - a. Filling out the online response form using [this link](#).
 - b. OR taking a picture of your complete form, with school, class size and teacher name, and emailing it to SafeRoutesToSchool@sfmta.com

6. Prepare for your school's Walk & Roll Day!

- Plan a celebratory atmosphere for the morning.
- Remind students and caregivers the week before and the day before the event.
- If you want to take photos, use [this waiver](#)
- Consider organizing a friendly competition between classrooms.
- Distribute incentives and stickers to participants.
- After the event:
 - Share your experience with us and report participation results using [this link](#).