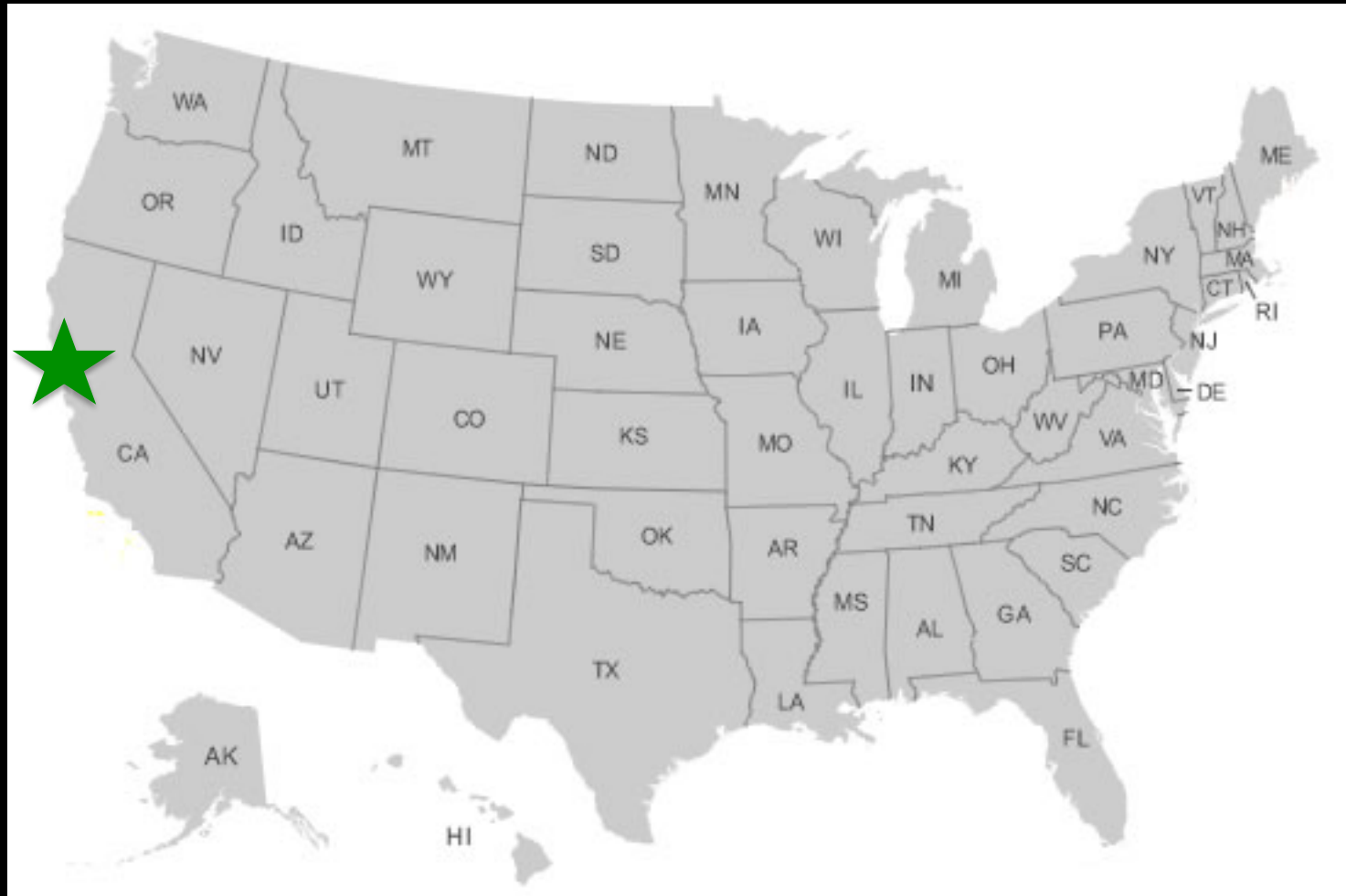


Simple, Green, and Viral:



A Walk to Work Day Pilot



San Francisco



San Francisco



Walk to Work Day goals:

Healthy habit



Walk to Work Day goals:

Plus:



Walk to Work Day goals:

Plus:



Walk to Work Day goals:

Plus:

- Possible.

Walk to Work Day goals:

Plus:

- Possible.
- Fun!

Walk to Work Day goals:

Plus:

- Possible.
- Fun!
- You can choose it.

Walk to Work Day goals:

Plus:

- Possible.
- Fun!
- You can choose it.
- You can make it better.

What if it's
too far?



Not required.





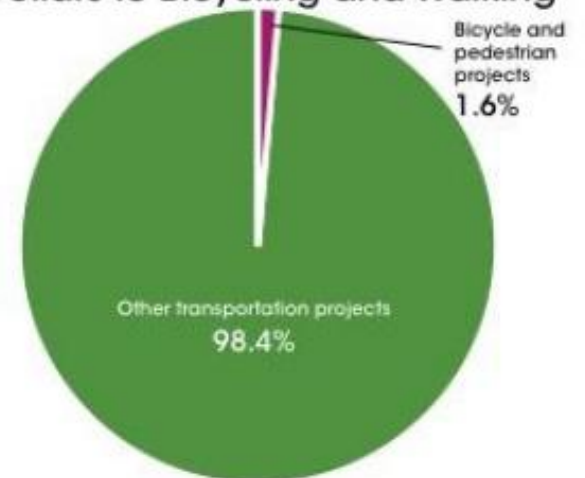
Everyone is a pedestrian.



WE ARE THE **99%**
PERCENT



Percent of Federal Transportation Dollars to Bicycling and Walking





Biking ≠ Walking



The answer? Take it virtual.



Ricardo Villalobos and 3 other friends shared Walk San Francisco's photo.

↖ I walked to
work today!

Walk to Work Day
2012



walksf.org
Walk San Francisco

Wall Photos

It's Friday, which means it's Walk to Work Day! Tell your friends about your walk to work by sharing this photo. GJEL will donate \$25 to Walk SF every time someone shares this pic, plus you could win a prize too!

To share this photo, click the Share link near the bottom of this post, enter your own message, and click 'share photo'

By: Walk San Francisco







GJEL is Partnering with Walk SF for Walk to Work Day on Friday, April 6th

Posted on Monday, April 2nd, 2012

Walk to Work Day is this Friday, and GJEL is excited to partner with Walk SF to encourage people all across the city to conduct their daily commute on foot. For everyone who walks to work and shares it on either Facebook or Twitter, GJEL will be donating \$25 to Walk SF in order to directly support pedestrian advocacy and make the city safer for walking.

In addition to helping secure a donation to Walk SF simply by Tweeting or sharing the fact that you walked to work, Walk SF will also be giving away prizes to several lucky participants.

Here's how it works:

- 1) Walk to work on Friday, April 6th and Tweet about it using the hashtag #walk2workSF or in your Facebook status.
- 2) Follow [Walk SF on Twitter](#) or Like them on [Facebook](#) so they can contact you if you win.

It's really that simple! Just by participating in Walk to Work Day (and sharing it online) you'll be eligible to win prizes from Walk SF including \$50 Sports Basement gift certificates and \$150 wellness gift certificates from San Francisco Acupuncture.



Pilot:

Twitter & Facebook

Goal: 50 participants post

Sponsor donates for each

Sponsor cap: 80 participants

Media

The Bay Citizen

Pedestrian Group Holds Contest for National Walk to Work Day

THE SAN FRANCISCO
APPEAL
SAN FRANCISCO'S ONLINE NEWSPAPER

Appealing Events: Walk To Work Friday (And Win!)

+1 2 Tweet 2 Recommend 1

Did you know that the first Friday in April is Walk to Work Day? Even better, **Walk SF is offering prizes when you get your walk on and tweet about it.** Law firm GJEL will also donate \$25 to Walk SF for each post.

Says Elizabeth Stampe, executive director of Walk SF, "We're looking forward to hearing what people notice when they walk. What are the best parts of your walk? What feels unsafe? What would encourage you to walk more?"

To participate and voice your thoughts, first follow Walk SF on twitter ([@walksf](#)) so they can



The Examiner
sfexaminer.com

Friday is National Walk to Work Day

By: Will Reisman | 04/05/12 12:36 PM
SF Examiner Staff Writer

Commuters are being asked to leave their cars and, well, every other mode back to basics and walk to work on Friday.

April 6 is National Walk to Work Day, an event that takes place every year April.

Walk SF, a local pedestrian advocacy organization, is encouraging workers Facebook their experiences walking to their jobs. For every online post that

SF WEEKLY

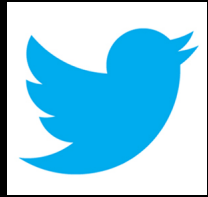
Transportation

Walk to Work Tomorrow and Win Prizes

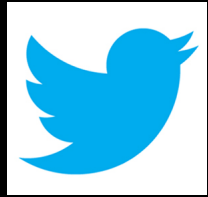
By Erin Sherbert Thu., Apr. 5 2012 at 9:22 AM
Categories: Tech, Transportation

Like 67 Send Tweet 10 Submit Pin it

Twitter: [#walktoworkSF](#)



Twitter: [#walktoworkSF](#)



164 people tweeted

278 different messages

**[@walksf](#) gained 55 new followers
an 8% increase**

Facebook: share the image



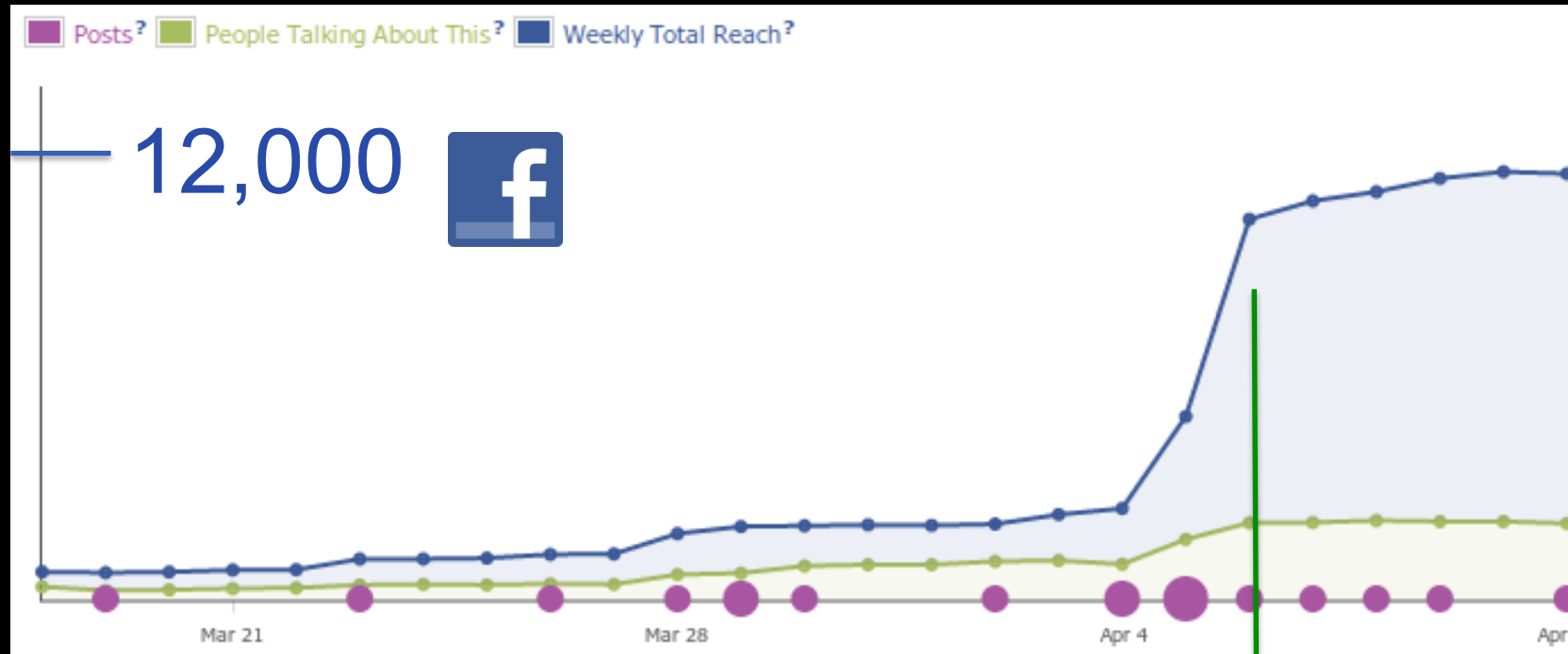
Facebook: share the image



72 people shared the image

76 new "likes" on Facebook

Facebook:



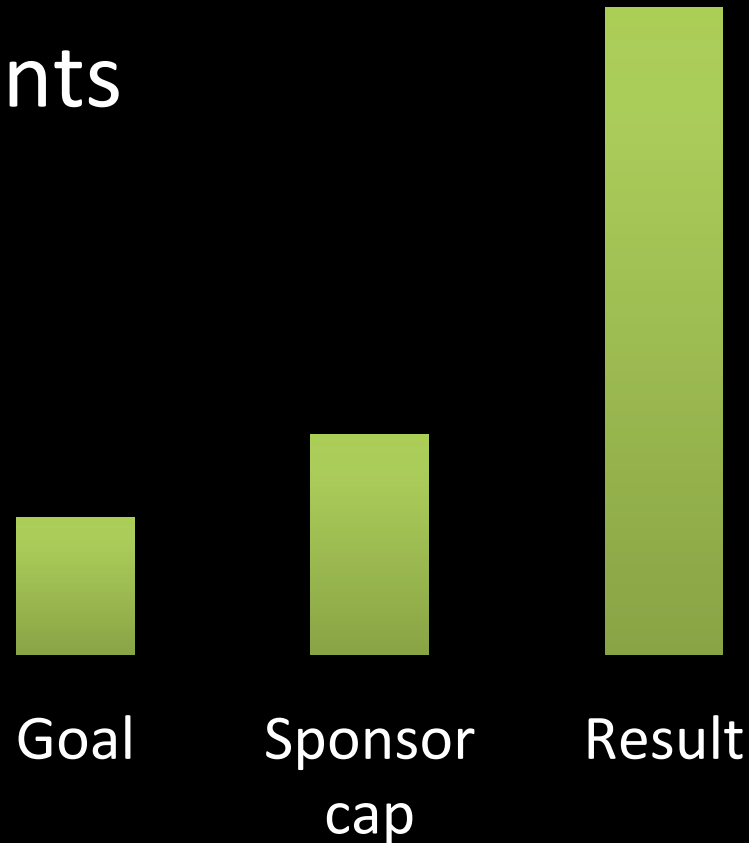
April 6, 2012

Result of the pilot:

Goal: 50 participants

Result: 236

Reach: 12,000 +



Result of the pilot:

Big reach

Low cost

Bigger in 2013

Try it in your city!

What's next?



Thank you

Elizabeth Stampe
elizabeth@walksf.org
WalkSF.org

