We make walking safer and easier to encourage better health, a cleaner environment and vibrant communities.
Making Massachusetts more walkable since 1990
The Call to Action is a great platform!

1. Convincing evidence that walking is an important issue
2. Health, health, health – no one can argue that walking is not important
3. Lots of tools and information available from one central location
4. Walking and wheelchair rolling includes everyone
5. Demonstrates that having safe places to walk encourages walking
How WalkBoston’s work Aligns with the CTA Goals

Goal 1 Making Walking a Priority
- Building a walking constituency by training new advocates
- Influencing state and municipal policy and investment decisions
- Good Walking is Good Business – outreach to the business community

Goal 2 Designing Walkable Communities
- Technical assistance to municipalities and grass roots organizations – urban, suburban, rural
- Safety – Vision 0, design reviews, walk audits
...alignment with goals

Goal 3 Promoting Walking
  • Fun – walks, talks, newsletters, enews, more walks
  • Senior Walk Champions
  • Safe Routes to School

Goal 4 Providing Information
  • Timed walking maps and wayfinding – making it easy!
  • Toolkits – how to make change

Goal 5 Filling Research Gaps
  • SRTS survey tool
  • School site planning best practices (in progress…)
  • Joint use trail/roadway intersections (in progress…)
Where to start – pick the idea or activity that makes you most excited

1. Find a few friends to work with
2. Pick something you think you can accomplish within six months – low hanging fruit
3. Use what others have learned: Take advantage of the many resources that America Walks has compiled (and some more that WalkBoston will have links to through this webinar)
4. Apply for a Micro-Grant
5. Come to the National Walking Summit in Washington, DC, October 28 – 30 and learn more, meet allies, GET EXCITED about walking advocacy
How will WalkBoston grow the CTA?

We will spread the word about low cost and easy to implement safety improvements.
Create timed walking maps to encourage new walkers
Include rural communities

Opportunities to connect schools, town halls, parks and village centers
Include the business community – Good Walking is Good Business!

“Nothing draws a crowd like a crowd.”
– P.T. Barnum
Add some wayfinding signs

Walk Your City has some great and easy resources
https://walkyourcity.org/
More local resources are available from WalkBoston:

1. Safe Routes to School video directed to Superintendents (very short!)
2. Elementary school walk audit
3. Safe Streets brochure
4. Walk Your Way to Health brochure
5. Explore our website for ideas and materials!

America Walks will provide direct links to all these materials. (We’ve also shared on Twitter just now).

But first, go out and take a walk!
Can’t find something? Email us: info@walkboston.org