We make walking safer and easier to encourage better health, a cleaner environment and vibrant communities.
Making Massachusetts more walkable since 1990
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)
How will WalkBoston grow the CTA?

We will spread the word about low cost and easy to implement safety improvements.

http://walkboston.org/resources/publications/low-cost-pedestrian-improvements
Create timed walking maps to encourage new walkers
Include rural communities

Opportunities to connect schools, town halls, parks and village centers

http://walkboston.org/ruralwalking
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 samples
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!
More local resources are available from other New England organizations:

Bicycle Coalition of Maine, Nancy Grant
nancy@bikemaine.org

Bike Walk Alliance of NH, Tim Blagden tim@bwanh.org

Bike Walk Connecticut, Kelly Kennedy
kelly.kennedy@bikewalkct.org

East Coast Greenway, Molly Henry molly@greenway.org

Local Motion VT, Emily Boedecker emily@localmotion.org