Education and Promotion of Walkable Communities
Considerations and Questions

The following questions and considerations are aimed at those involved with educating the public on walking and walkable communities.

- What is the goal or objective of sharing the information we have? How are we translating that goal to community members?

- Have I/we considered the identity of the community and community members in how we are formatting and sharing the information, including differences related to cultural religious, and economic differences as well as considerations related to age and ability?

- Have I/we taken into consideration varying degrees of knowledge related to this information?

- How can this information be used by community members? Does the format and information reflect this?

- Have I/we considered the origins of this information? Could there be resistance to these sources?

- Has the information been customized to fit the needs, plans and identity of the community we are trying to reach?