Walkable Communities Provide Opportunities to Work Together
Talking Points and Sample Messages

The following messages and talking points are to be used to guide communication products and opportunities to promote equitable communities through walking and walkability. These messages can be used to talk with your community members, community-based organizations, businesses, elected leaders, and others about the importance of working together to create safe walking for all and to promote equitable communities, particularly when planning community improvements or promoting increased walking.

• Every community member has the right to be an active participant in the community decision-making process.

• Projects related to walking and walkable communities can be used to engage community members.

• Engaged communities are healthy communities. Discussions around walking and walkability can be used to establish relationships that facilitate discussions on other topics.

• The common goal of walkable communities can be used as a platform to bring together new partners, coalitions and groups that might not otherwise work together.

• The benefits that come from walkable communities should accrue to all community members and as such a broad swath of the community should be brought to the decision-making table.

• Engaging community members at the very beginning of a project will improve the likelihood that the community is engaged around, informed of and committed to the project. It also means that the project will be more likely to reflect the needs and wants of community members.