

walk

WalkBoston's Futures Committee is Hard at Work

When WalkBoston sought foundation support for our activities early this year, we were advised to narrow our focus, and make our message clearer. We were told that we could receive funding for a consultant to help us with this process. With support from the Barr Foundation, WalkBoston was able to work with a consultant from Management Consulting Services earlier this year to review its strengths and its needs as an organization. Based on the consultant's report, Walk Boston's Board convened a Futures and Planning Committee to follow up on the identified needs. The Futures Committee, co-chaired by veteran Board member Jon Seward and newcomer Judy Wagner, has been hard at work through the summer.

Streets Fit for People—A Public Forum, October 12th.

Boston has an extraordinary opportunity in the South Boston Waterfront to create a magnificent neighborhood which works for all people. The success of this opportunity depends on creating enjoyable and safe routes for everyone into and through the neighborhood. Places must be knit together and linked to existing neighborhoods by a state-of-the-art pedestrian plan. Details matter—sidewalk widths, intersections, building frontage and design, signage, street furniture and plantings. Responsibility for their design, construction and management must be clarified. With 75% of trips downtown made on foot, pedestrian design cannot be an afterthought.

This public forum is hosted by Adaptive Environments and WalkBoston with dozens of collaborating organizations. It will bring together government, developers, designers, engineers, advocates, workers and residents. The goal is to make pedestrian design a priority and begin a planning process in which everyone commits to making the South Boston Waterfront a model of universal design. Registration with Adaptive Environments [617.695.1225] required. No charge.

Vanderwalker Speaks at WB 11th Annual Meeting

The 2001 annual meeting was a wonderful chance for WalkBoston members to meet each other, catch up with friends, eat good food, and learn about WalkBoston's projects and plans for the future (especially the development of financial strength sufficient to launch programs supporting pedestrians' interests in poorer Boston neighborhoods). Photographer Peter Vanderwalker's presentation, "Streets Alive," vividly illustrated the practical and esthetic appeal of multi-use streets, compared to thoroughfares dedicated to only one type of traffic. We were also treated to a brief preview of Mr. Vanderwalker's book on the Big Dig, due out soon. Thanks go to the many individuals who volunteered to help make this event a successful one and to the corporations who helped sponsor the event



The committee has focused its work in several key areas:

- 1) Clarifying themes for the work of the organization
- 2) Identifying key preparations for growth
- 3) Staffing
- 4) Fundraising strategies and planning.

The work of WalkBoston has focused on promoting pleasurable walking for health, safety and stronger communities. To accomplish this work, we use a variety of approaches including advocacy, education, technical services and community partnership. We also sponsor a great variety of walks featuring different themes that are just plain FUN and a wonderful way to meet interesting people and learn more about Boston neighborhoods.

We are close to having a new set of strategic goals and a plan of action for the next year. We will need the support and involvement of all our members to help the organization move to the next level of achievement and effectiveness. We anticipate significant growth, visible success and a whole series of new partnerships to make our region truly walkable. Keep an eye out for the changes and actions to come.

LETTER FROM THE PRESIDENT

WalkYear 2000 was a growth year for WalkBoston. Our message got good news coverage, thanks to letters to the editor from WalkBoston members and the work of the Education/PR committee. That coverage and our excellent walks program attracted the general public to walkable places and highlighted good and bad pedestrian details.

WalkBoston's biggest 2000 project, Safe Routes to Schools, is creating future walkers. WalkBoston and Marin County, CA, are the nationwide leaders in this effort. Also, WalkBoston received \$5,000 from the Boston Foundation for Architecture to design a Shawmut Peninsula walk for 4th-6th graders, and a support grant from the New England Grassroots Environment Fund.

We've strengthened our financial base by marketing the Shawmut Peninsula map, through event underwriting and member appeals, and the welcome support of our corporate members. WalkBoston offers outstanding member value—especially our walks and events—and we urge our corporate members to extend these services to employees through office emails, bulletin boards and Human Resources departments.

Thank you all for your support.



Boston

A NON-PROFIT
PEDESTRIAN ADVOCACY
ORGANIZATION

FALL 2001

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WALKBOSTON NEWSLETTER

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design/production
Nina Garfinkle

WalkBoston promotes walking for transportation and recreation. Our mission is to create and preserve walkable, livable communities through education and advocacy.

mission

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fall walks

Reservations Required.

Sept. 23: The Hidden Mill Village of Newton Upper Falls. Meet at Eliot Station on the Green Line, 10:30am. Call WB 617.451.1570.

Sept. 29: The Geology of Boston, Meet at tip of Long Wharf at 9:00am, cost \$4. Rain date Sept. 30; Call Bob Sloane 617.277.5805.

Oct. 13: Brookline's Secret Stairways & Paths. Meet at Beacon & Washington Street Green Line Station, 10:30am, cost \$20. Rain date Oct. 14. Call BCAE 617.730.2700.

Oct. 20: Reinventing Boston's Squares - from Tawdry to Tony. Meet outside Govt. Ctr. Green Line [Boston City Hall Plaza] 10:30am. Call WB 617.451.1570.

help wanted

Editor: Seeking editor for this Newsletter. Please let the office know if you are interested.

Walks volunteers: Help promote membership and WB during walks.

Office: Help follow up with new members and mailings.

Tax Rebate Checks burning a hole in your pocket? We would welcome your generosity.

obituaries

WalkBoston bids goodbye to two beloved members: **Ann Kruckemeyer**, WB board member and community activist, and **Frank Foley**, zestful collaborator on Congress St. calming plan. We'll miss them mightily

golden shoes '01

Awarded at the Annual Meeting to: **Project Place** For their Clean Corners Bright Hopes program employing the homeless to sweep sidewalks, spear trash, water plants and remove graffiti. **Peter Wallace** For his whimsical cartoons, "Harry Fig's Neighborhood," in Sunday's Boston Globe that portray the urban scene in all its vagaries. **Nina Garfinkle** For creation of WalkBoston's new logo. **Bob Sloane** WalkBoston founder and indefatigable Walks Chair, who stretches our minds and our legs.

kids

Oct. 2: Int'l Walk to School Day: For children, parents and community leaders to walk to school together

with a purpose—to promote safety, health, physical activity and concern for the environment. www.walktoschool-usa.org.

walking facts

Women: Research shows that walking one hour a week—even slowly—could cut the risk of heart disease in half.

30 to 50% of Americans are now overweight. Obesity now affects 22% of us. 1/3 of Americans are basically sedentary, with little or no exercise. Some say it's the tv-viewing, some finger Big Macs and diet in general, others point to suburban development styles—streets and community layouts designed for cars, not people. In America only 10% of trips are walking or bicycling, compared with 54% in Italy and 49% in Sweden.

membership application

Complete this form & mail along with your check made payable to: WalkBoston, 156 Milk Street, Boston, MA 02109. T: (617)451-1570 F: (617)451-6475 walkbos@shore.net | www.walkboston.org

name(s) _____

address _____

phone:daytime _____ evening _____

e-mail _____ fax _____

check one: STUDENT / SENIOR OVER 70 \$10 SUPPORTER \$50
 MEMBER \$25 FRIEND \$100
 DUAL / CONTRIBUTOR \$35 CORPORATE \$250 | \$500 | \$1000

circle committees you are interested in. (to contact them directly - see front)
 membership advocacy education/pr/publications
 legislative fundraising programs

Your donation is tax deductible as a charitable contribution.

news items

Boston has installed signs as part of its "Pedestrian Protection Program." The sign at Causeway and Canal Streets reads: *So that's why they call it sudden death. Crossing the street safely is no game. Push the Button. Stay alive.* To which a graffiti artist has added the following line: *There is no button.*

Exploring the Paths of Brookline Linda Pehlke's excellent new book is now for sale on-line through Brookline Booksmith at www.Brooklinebooksmith.com.

Out of Context: Architectural photographs by Peter Vanderwarker. October 2-30. Newton Free Library 617.522.7145. www.vanderwarker.com

AmericaWalks

AmericaWalks is now 29 member groups strong. New members are:

Lancaster Walks (PA)
 Walk & Roll Berkeley (CA)
 Mission Pedestrian, Santa Cruz (CA)
 Bellingham Walks (WA)
 Forest Hills/Rego Park Crosswalks (NY)
 Jackson (MI)
 Muscle Powered: Citizens for a Bikable & Walkable Carson City (NV)
 SWTrails Group (Portland, OR)
 Olympia Safe Streets Campaign (Olympia, WA)

A complete list of the member groups can be found on the web at www.americawalks.org/groups/.