

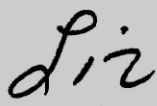
## LETTER FROM THE PRESIDENT — THE JOYS OF AVOCACY

When I first became involved with WalkBoston, I was totally amazed at the amount of “work” required to be an advocate. I explained to my friends that “being an advocate is similar to asking someone to do the job that they are paid to do. However, rather than their being grateful, you need to ask, ask, and ask again until they finally do something out of exasperation—usually much less than what you had requested.” As a business person, I expected the advocacy process to generate the same quick returns generally experienced in the business world.

However, after years of engaging people and institutions in our advocacy efforts, and developing an appreciation for the amount of time it takes to work with numerous people on a number of fronts, I now believe that being an advocate is joyful and the returns can be tremendously rewarding. There is nothing more satisfying than seeing the tangible results of advocacy. Yes, it requires asking over and over again, but when the final deed is accomplished

the public is served. There is a broader sidewalk; there are WALK lights that allow you to cross the street without scampering; and there is signage that helps you find your way. It happens because of the good deeds of people who care.

As we enter the holiday season, I encourage all of you to get more involved. It can be simple acts like renewing your WalkBoston membership, providing financial contributions, and encouraging a friend to join—all of which helps to strengthen and expand our advocacy program. Those who are interested in a more active role are invited to join our Advocacy Committee or use our new pedestrian advocacy tools to improve walking in your neighborhood and advocate for pedestrian improvements with your local government. Whatever your contributions, we at WalkBoston celebrate and appreciate your involvement!



Liz Levin

**MAKING OUR COMMUNITIES MORE WALKABLE**

**WINTER 2006**

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BY ANN HERSHFANG

## Tools for Advocacy Designed

As much as we like to brag about what WalkBoston has done, it really is you—our members—who help us achieve success through your grass roots advocacy for pedestrian safety and improvements. When we began in 1990, a primary goal was to inspire every walker to wonder “what could make my walk better,” and then provide the necessary tools for you to make it happen. In keeping with this goal, we are pleased to announce two new WalkBoston publications to fuel the unrelenting “do-it-ourselves” energy of our members!

Our brochure, “A More Walkable Community,” was prepared by the Specific Communications Committee to provide tips for quick [relatively speaking] fixes for crosswalks, WALK signals, sidewalks and streets; offers basic tools for creating safe streets, intersections, and great sidewalks; and includes guidelines for program implementation. The “Reporting Form” is designed to make it easier to report your observations to local government officials and advocate for improvements. Both publications can be downloaded at [walkboston.org](http://walkboston.org). We look forward to celebrating your success!

BY WENDY LANDMAN

## Advocacy Committee

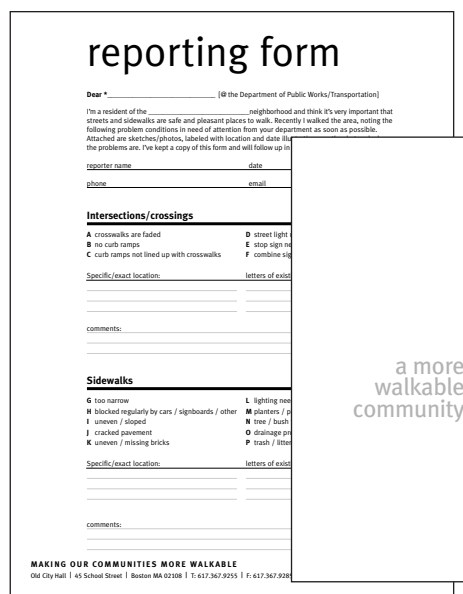
The WalkBoston Advocacy Committee is the nucleus of our organization’s pedestrian advocacy program. The Committee meets on a monthly basis to discuss broader policy issues and implementation strategies related to WalkBoston’s pedestrian advocacy agenda. The Committee’s most immediate goals are to introduce WalkBoston and our pedestrian advocacy tools to a wider audience beyond Boston; prioritize the upcoming WalkBoston legislative agenda, and set our policy agenda for the upcoming year.

WalkBoston’s new Pedestrian Advocacy 101 slide show and Pedestrian Advocacy Reporting Form have been

designed to educate and equip citizens with the technical skills to develop pedestrian advocacy initiatives at the grass roots level. Both the slide show and reporting form were recently introduced at WalkBoston’s newly

launched Pedestrian Advocacy 101 Workshop in September, and Committee members plan to take the show on the road in the near future.

Everyone is invited to attend our Advocacy Committee meetings to share their thoughts and ideas. For meeting dates contact the office or see our website.



BY WENDY LANDMAN

## Ped Advocacy 101 Workshop

For years we have advocated for small and large improvements in the walking environment at the public policy-making level and worked with citizens at the grass roots level to plan and implement neighborhood walking programs. Recently WalkBoston began offering Pedestrian Advocacy 101 Workshops to continue our mission of educating and advocating for change.

The first Workshop was held in early September and drew participants from 12 communities. The outcome of the workshop has been terrific! One participant, Mari Ryan, went on to join WalkBoston and organize a successful workshop in Watertown that drew attendees from city government [Public Works and the Disability Commission], and local residents. A second attendee is planning a Somerville workshop, and a third introduced WalkBoston to our new intern from the BU School of Public Health.

The slide show [by intern Leah Murphy] as well as the brochure and reporting form are tools to educate citizens about good walking environments [continued]

WalkBoston promotes walking for transportation, health and recreation through education and advocacy. Our mission is to create and preserve safe walking environments that build vital communities.

## mission

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## calendar

See our website and mailings, or call for more details on these upcoming walks. Preregister: 617.367.9255, info@walkboston.org.

### Sat. Dec. 2 | 12 noon [1 hour]: The Little Lanes of Boston

Explore the charming pedestrian passageways that are remnants of old Boston and still very much in use as modern shortcuts.

**Transit:** Green or Red Line/Park St.  
**Meet:** Lambert's Market, corner of Tremont Street and Temple Place.  
**Walk Leader:** Pardis Saffari—WalkBoston. **Cost:** Free. Flat/accessible

### Tues. Jan. 9 | 12 noon [1 hour]: Urban Winter Harbor Walk

Tracing the Fort Point Channel and harbor's edge from the new ICA to the Aquarium.

**Transit:** Silver Line / Courthouse Station. **Meet:** John Joseph Moakley Federal Courthouse. **Walk Leader:** Vivian Li—Boston Harbor Association. **Cost:** Free. Flat/accessible

### Sat. Feb. 3 | 10 am [2 hours] Calming Beacon Street in Brookline

Stroll the 100-year-old street designed by the Frederick Law Olmsted firm as we highlight the transformation of this early transit-oriented environment into a modern pedestrian-friendly thoroughfare. **Transit:** Green "C" Line/Cleveland Circle stop.

**Meet:** CVS on Beacon Street across from T stop. **Walk Leader:** Dorothea Hass—WalkBoston. **Cost:** Members Free/Non-Members \$10. Flat/accessible

## somerville win

Congratulations are due WalkBoston members Lynn McWhood, Jane Sauer and Dave Dahlbacka of Somerville for their efforts on behalf of pedestrians that are evident in the latest Assembly Square redevelopment plan. All have been active in the Mystic View Task Force (MVTF) for nine years of Assembly Square debate. The latest plan, announced in October, calls for the developer to build or improve three important pedestrian and bicycle links to other Somerville neighborhoods, and to plan/advocate for four additional pedestrian connections, including one across the Amelia Earhart dam. MVTF will be able to advocate for additional open space and pedestrian improvements during the public entitlement process.

## renew us

We need your help to cover more distance in the coming years.

**In 2006 your support helped us** produce the new advocacy materials described in this newsletter and offer more than 40 eclectic walks.

**In 2007 your membership dollars will** give us the resources to take our advocacy show on the road to your community and others. They will also allow us to work with legislators and state officials to make Massachusetts a safer and more walkable place by lowering speed limits, improving snow clearing and adding Safe Routes to School programs.

Members: if you haven't renewed yet, please do. Non members: join—it makes the difference!

## membership application

Complete this form & mail along with your check made payable to: WalkBoston, Old City Hall, 45 School Street, Boston, MA 02108.  
T: 617.367.9255 | F: 617.367.9285 | info@walkboston.org | www.walkboston.org

name(s) \_\_\_\_\_

address \_\_\_\_\_

phone: daytime \_\_\_\_\_ evening \_\_\_\_\_

e-mail \_\_\_\_\_

individual/family levels:  INDIVIDUAL \$30  SUPPORTER \$100—\$499  
 DUAL/FAMILY \$50  SUSTAINING \$500—\$5000  
 FRIEND \$65

corporate levels:  AMBLER \$400  STRIDER \$2500  
 STROLLER \$1000  RACEWALKER \$5000

Your donation is tax deductible as a charitable contribution.

## Workshop [continued]

and engage them as pedestrian advocates. The Workshop has three components. The slide show illustrates good walking conditions [and bad], explaining what makes a difference. The field walk reinforces those lessons with small-group walks to observe the good [and record the poor] elements of the walking environments. The third element of the program is a group discussion of what was observed and methods for advocating with local officials for improvements and repairs.

We are scheduling winter and spring workshops in Boston, Brookline and Newton, and hope to add others. Call WalkBoston to learn more, get copies of the materials, or schedule a workshop in your community.

## Free MBTA rail

Thanks to WalkBoston's Liz Levin and Ann Hershfang, along with other supporters, the MBTA is promoting the availability of commuter rail service between Back Bay Station and South Station—even making it free one way. The service has always been available, but little known to the public. Traveling between the two stations is a five-minute trip compared to a twenty-thirty minute ride on the Orange/Red lines. All trips are shown on one convenient schedule which is available to tourists staying at Back Bay hotels and riders at MBTA stations.

WalkBoston would like to thank MBTA General Manager Daniel Grabauskas for responding to the needs of MBTA riders.