



WalkBoston

press release

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Release: IMMEDIATE Boston, MA: March 8, 2005

Event: WALKBOSTON HOSTS FIRST-EVER WALK THROUGH THE ROSE KENNEDY GREENWAY
Event Details: March 31, 2005
4:00 pm: Greenway walk begins at the Milk Street Café/P.O. Square
5:30 pm: Annual celebration, 60 State Street – 26th floor
RSVP: info@walkboston.org or 617.367.9255

Description: WalkBoston will host the premier walk through the Rose Kennedy Greenway prior to their annual meeting. Members, their guests, and the public [RSVP required] are invited to experience this first-ever guided walk as the organization celebrates 15 years of efforts and accomplishments in improving walking conditions for pedestrians throughout Massachusetts.

According to Liz Levin, president of the organization, “WalkBoston is proud of our role in creating a walker-friendly design for the Rose Kennedy Greenway. For residents and visitors alike, the Greenway promises to be a prime walkable destination, easily accessible by transit to the entire metropolitan region. The walk highlights our successes, such as the Rose Kennedy Greenway Guidelines and the new walklights at Post Office Square, and it shows the promise for the Greenway—walking and the Greenway are for everyone.”

The 4:00 walk commences at the Milk Street Café, Norman D. Leventhal Park at Post Office Square, intersection of Congress & Franklin Streets in downtown Boston.

The celebration will continue at the organization’s annual meeting that is highlighted by the presentation of the “Golden Shoe” awards for leadership. This year, four public figures who have helped facilitate walking throughout the city will be honored:

- Mayor Thomas M. Menino, City of Boston, for his leadership for the Walk to the Democratic National Convention and for the leadership from his City staff in support of walking;
- Vineet Gupta, City of Boston Transportation Department, for his leadership for the Rose Kennedy Greenway Guidelines;
- John DeBenedictis, City of Boston Transportation Department, for his leadership on the city’s new walklight policy; and
- Ann McHugh, City of Boston Public Health Commission for her leadership on the Steps Program.

Nationally syndicated columnist, and WalkBoston Board member Judy Foreman, will present her talk, “Walking: A Prescription for Life” which highlights the relationship between walking and a healthy life.

Background: WalkBoston is a non-profit organization dedicated to improving walking conditions across Massachusetts and promoting walking for transportation, health and recreation through education and advocacy. Founded in 1990, the goals of the organization are to make walking a basic part of the transportation decision-making process and public funding discussions, as well as to create and preserve safe walking environments that build vital communities.

MAKING OUR COMMUNITIES MORE WALKABLE

Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255 | F: 617.367.9285 | info@walkboston.org | www.walkboston.org

15th annual celebration Thursday March 31, 2005

60 State Street-26th Floor
Wilmer, Cutler, Pickering, Hale & Dorr LLP
Suggested contribution \$10

RSVP BY MARCH 25

617.367.9255 or
info@walkboston.org



4:00 **Rose Kennedy Greenway Walk** Stroll with us from Post Office Square Park to the meeting along the new central artery. See the fruits of our advocacy.

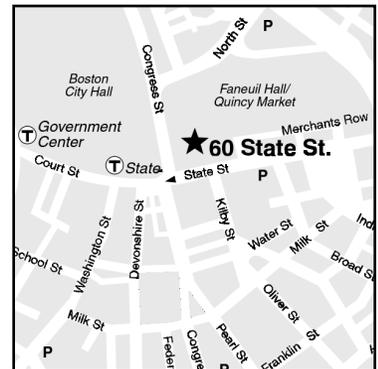
5:30 **Eat | Drink | Schmooze** Enjoy the stunning 270° views, catch up with old friends, meet new ones.

6:30 **Annual Meeting | Golden Shoe Awards**
Honoring Mayor Thomas Menino, Vineet Gupta and John DeBenedictis [Boston Transportation Department] and Ann McHugh [Boston Public Health Commission].

7:30 **Judy Foreman** nationally syndicated health columnist presents "Walking: A Prescription for Life."

DIRECTIONS

Orange/Blue Line (T) to State Street or Green line to Government Center. To park in building, approach from State Street to Merchants Row.



Our member/sponsors

Racewalker

- Massachusetts Convention Center Authority
- Vanasse Hangen Brustlin

Strider

- Sam Park & Co.
- Massport

Stroller

- CEMUSA
- Eaton Vance
- Equity Office
- Friends of Post Office Square
- Goody Clancy
- Heinz Family Foundation
- Liz Levin & Company
- McCourt Companies, Inc.
- Rubin & Rudman
- Whole Foods Markets

Thank you

Don Kindsvatter | Map
Nina Garfinkle | Garfinkle Design | Design
Ann Hershfang | Bob Sloane | Don Eunson | Text

You can strengthen our voice

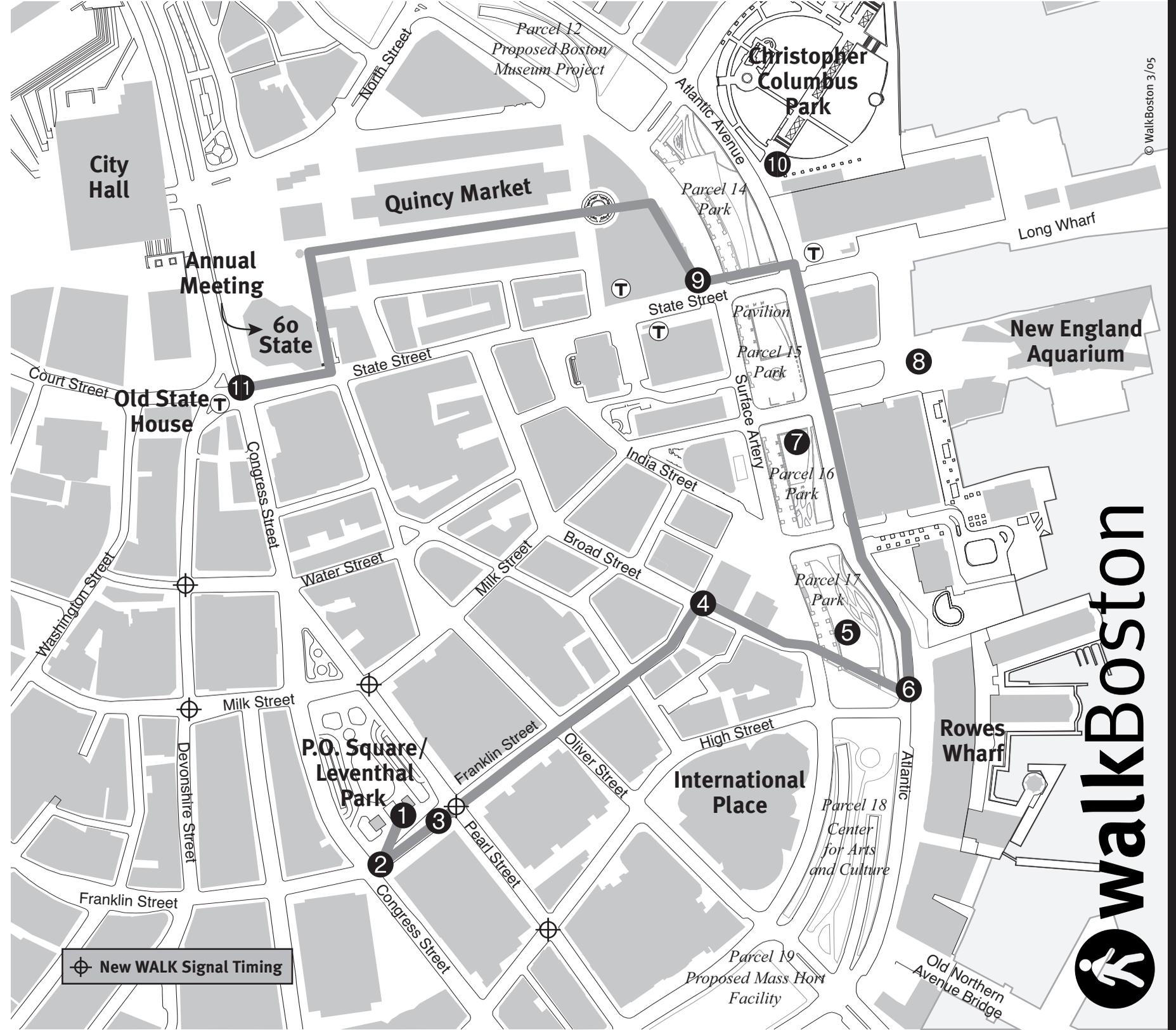
WalkBoston's advocacy on behalf of pedestrians began in 1990 when a handful of like-minded citizens decided they would be more effective speaking out collectively than individually. Fifteen years later, WalkBoston has grown to more than 500 members in 58 cities and towns, supported by some 60 corporate/organizational members. More impressive is WalkBoston's record of getting cities and towns, state agencies, developers, institutions, and elected officials to recognize and accommodate the needs of walkers, as on the Rose Kennedy Greenway. Every additional voice helps WalkBoston's message to be heard. Become a member, visit www.walkboston.org.



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WalkBoston's 15th Annual Meeting — celebrated with a walk on the Greenway



Rose Kennedy Greenway



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About WalkBoston

Everyone walks at some point of every trip—to and from the car or the train, or all the way to your destination. We promote, encourage and facilitate walking and its many benefits. Walking is good for health, the environment and local businesses. Our mission is to create and preserve safe walking environments that build vital communities. WalkBoston is the state’s principal resource on walking issues. [Join online at www.walkboston.org].

WalkBoston’s successful advocacy

Pedestrian advocacy means noticing the needs of walkers and making them high priority—in both small details and big projects. Since it was founded in 1990, WalkBoston’s special skill has been intervening at an early stage to ensure good pedestrian conditions at the end, often years later. Three such lengthy projects are the focus here—the Rose Kennedy Greenway streetscape [13 years of WalkBoston work], Boston’s new signal timing policy [10 years], and improvements at Congress/Court Streets [6 years].

Our Greenway work since 1992

A key factor in the success of the Rose Kennedy Greenway will be its walkability. When the Central Artery Project (CA/T) received its environmental approvals in 1991, only 6 lanes were approved for the new streets above the tunnel. However, at the request of the City of Boston, CA/T staff was designing 10 lanes.

WalkBoston and Move Massachusetts 2000, with support from CA/T, created the Pedestrian Issues Forum to re-examine the design. Two years later, in *A Pedestrian Perspective on the Central Artery Project* [1994], narrower roadways and wider sidewalks were recommended. After more persistent advocacy, the City reversed its position and supported the new approach.

Then, the Mayor convened the public-private Surface Transportation Action Forum [STAF] to further resolve design details for the Greenway, such as sidewalk and lane widths, and corner curb radii. STAF’s conclusions became official CA/T Project commitments. Together, the Greenway design and the new WALK light policy enhance the attractiveness of the Greenway for walkers.

The Rose Kennedy Greenway walk

❶ **Norman B. Leventhal Park** Popularly known as Post Office Square Park and open since 1992, the park offers design lessons for the Greenway: space shielded from street traffic and the ramps to a 1,400-car underground garage, diagonal paths, and an appealing restaurant. All draw walkers into and across the space. The park’s design anticipated its maintenance needs. Spare benches and paving bricks are kept on hand. Repairs of graffiti, bench vandalism and frequently damaged sidewalk bricks are made within 24 hours, assuring that Leventhal Park is a continuous delight for downtown workers in winter and summer.

❷ **Old Walk/Don’t Walk Lights** Frequent and lengthy WALK lights are crucial for walkers’ convenience and safety. For decades, Boston’s signal timing required people to push a button and wait a long time for WALK [provoking jaywalking]. Well-timed lights will encourage pedestrians to wait and cross legally and safely, which is a benefit to vehicular traffic too.

At the Congress/Franklin Street crossing, light timing could be better. On two sides, crossings are well timed for walkers to cross on the green light [with vehicles]. At the others, walkers wait 90-100 seconds for a WALK signal of 7 seconds. A wait this long is considered unsatisfactory for cars. For walkers it is unacceptable.

❸ **Improved Walk/Don’t Walk lights** In late 2004, a new City traffic signal policy was initiated, with WalkBoston’s help. The Franklin/Pearl intersection has the new signal timing. Formerly 2 of the 4 crosswalks here required pushing a button and you had a 110-second wait for an 8-second WALK. Now you cross with the green light [with vehicles], have about 30 seconds to WALK with the green across Pearl and about 50 seconds across Franklin. During every other cycle, a 4-way WALK with a chirper device guides the disabled in crossing the street.

While going down Franklin, notice that most walkers choose the wide sidewalks on the south side.

❹ **Broad Street** With the overhead Artery down, you can see the grand arched opening to the harbor at Rowes Wharf. The original CA/T design extended Broad Street as a roadway across the Greenway. In 2004 it

was removed and now only the pedestrian crossing remains. WalkBoston advised on the crosswalks and curb radii changes.

❺ **The Greenway** Prior to construction of the Artery tunnel, there were 12 roadway lanes in this corridor—6 surface lanes and 6 elevated highway lanes. The final street design has cut this number in half, to a total of 6 surface lanes—3 in each direction. Sidewalks are to have an 8’ minimum walkway width, plus additional edge space for street furniture and lighting. Total minimum sidewalk width is 15’ 7”.

Total street width is 37’ which includes two 11’ travel lanes and one 14’ car/bicycle lane. STAF also specified locations for crosswalks, permanent and off-peak parking, and curb extensions. Each curb radius was based on both vehicular and pedestrian needs.

Two major challenges remain. One is working with the City and CA/T to time traffic signals so that pedestrians get a WALK light at the same time cars going in the same direction get a green light. [This “concurrent green” is standard in most U.S. cities and reflects the new policy.]

The second is to protect public sidewalks from inappropriate uses by developers that interrupt the pedestrian right-of-way for loading, parking, and valet service. Since it is the City of Boston’s responsibility to determine and regulate sidewalk use, WalkBoston has suggested to the Boston Redevelopment Authority that the City develop guidelines that would ensure continuous, direct sidewalks along the Greenway.

❻ **Rowes Wharf Streetscape** Originally Rowes Wharf had an outstanding wide sidewalk and crossings. The width can still be enjoyed in front of the residences, but at the hotel, vehicle loading/unloading narrow the public sidewalk to only 7’ and 5’ in the busy luggage cart area.

❼ **Wharf Parcels** Parcels 14, 15, 16 and 17 are the Greenway’s central open spaces. The design of this parkland is formal on the city edge [a regular tree line, smooth stone surfaces] and informal on the harbor side [irregular plantings, rough stone].

❽ **Aquarium Place** The City is developing a plan for fewer vehicles and improved walking areas for the space in front of the Aquarium. And just across

Atlantic Avenue, a Harbor Park Pavilion will promote use of the harbor islands and contain a small cafe, a shop and an outdoor meeting place.

❾ **State Street & the Greenway** The sidewalk at the State/Surface Artery intersection is finished. It’s built to agreed-upon STAF Plan standards so you see the final widths. Although the sidewalk here is wide, trees were impossible to plant because underlying utilities can’t be disturbed by roots. The remainder of sidewalks along the Greenway will be constructed during 2005.

Using Boston’s once-in-a-century opportunity, Mayor Thomas Menino’s “Crossroads Initiative” will extend the Greenway and harborfront design further up and down 11 streets that cross or connect to the Greenway. On this walk, the “crossroads” are: State, Broad, Oliver and Congress.

❿ **Christopher Columbus Park** Good public spaces often result from the advocacy of an individual or citizens’ group. In the early 1970’s, the City’s waterfront Urban Renewal Plan proposed extensive building demolition and a parking garage where Christopher Columbus Park is today. In 1973, waterfront residents and the Sierra Club presented a detailed counter-proposal for a Great Cove Square, which included a “system of pedestrian streets,” and depressing the Central Artery[!]. To thwart demolition, a suit was filed against the City and one resident even jumped into the bucket of a front-end loader. Ultimately the waterfront/North End residents group succeeded in establishing the park and moving Atlantic Avenue away from the harbor’s edge. We owe them a lot.

⓫ **Old State House Plaza** Traffic islands and pavement dominate here. This spring, construction will begin to convert one piece of roadway into a plaza, slow down traffic turning at Congress Street, and give more WALK time—all helping to make the area walker-friendly. These pavement conversions and traffic improvements stem from a broader 1999 WalkBoston design proposal for taming traffic on Congress Street.

For 15 years WalkBoston’s work has been about improvements like these—good design, thoughtful education about walkers’ needs and the delights and possibilities of walking.

membershipapplication

I would like to:

- join renew be on email list

corporate levels [benefits on back]

- racewalker \$5000
 strider \$2500
 stroller \$1000
 ambler \$300

individual/family levels [benefits on back]

- sustaining \$500—\$5000
 supporter \$100—\$499
 friend \$65
 dual/family \$50
 individual \$30

additional contribution \$ _____

name _____

organization _____

address _____

day phone _____

eve. phone _____

e-mail _____

how did you hear about us? _____

Mail this form along with your check, or donate online
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T: 617.367.9255 | F: 617.367.9285
info@walkboston.org | www.walkboston.org
Your donation is tax deductible as a charitable contribution

Accomplishments

Brookline: Led traffic-calming improvements near the Driscoll School, and helped redesign Beacon Street to improve pedestrian safety.

DNC walk: Created and worked with CERC and the Mayor of Boston to guide delegates on foot to the FleetCenter. Volunteers with eye-catching shirts and informative maps lined the route. Covered nationally.

Central Artery, Boston: Our five-year effort reduced the roadway from 10 lanes to 6 and created a pedestrian-friendly design with widened sidewalks, bike lanes and greenspace above the underground Central Artery.

Highway Design Manual: On Task Force overhauling Massachusetts guidelines to integrate pedestrian design throughout the manual.

Legislative wins: • Fines raised to \$200 and criminal charges allowed for failure to yield to peds in crosswalks
• 7 pedestrian members added to state's expanded Bicycle/Pedestrian Advisory Board.

Old Northern Avenue Bridge, Boston: Aided coalition that saved this vital pedestrian link to the South Boston Waterfront.

Safe Routes to Schools: Created first, and growing, program in New England to promote walking and bicycling to school. Co-sponsor of successful legislation to create a \$5 million statewide program.

Quincy: Helped in pedestrian redesigns of Quincy Center and Quincy Shore Drive.

Watertown: Convinced Metropolitan District Comm. to convert underused four-lane roads along the Charles River to two travel lanes, a bike lane, and parking.

WalkBoston book: Wrote guide with 30 metropolitan walks. Published jointly with AMC.

Zakim Bridge walks: Suggested and co-sponsored two walks for nearly a million people.



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WalkBoston

about
us

About WalkBoston

WalkBoston is a non-profit membership organization dedicated to improving walking conditions in cities and towns across Massachusetts. Founded in 1990, our goal is to make walking and pedestrian needs a basic part of the transportation discussion.

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

We are a member-based organization representing over 58 cities and towns across the state. We welcome your advocacy efforts as well as your individual and corporate memberships. Every additional member strengthens WalkBoston's voice on behalf of pedestrians across Massachusetts.

With your support, WalkBoston can continue to be the resource for pedestrian issues. We look forward to helping you make your community more walkable.

What we do

While everyone walks, few people think about ways to make it safer, easier and more enjoyable. Just as wider roads and more traffic lanes encourage more car traffic, wider sidewalks, safer intersections and well-timed lights encourage more walking.

Here's how we advocate for better walking conditions:

- Talk with citizens to hear their concerns.
- Meet with public officials to initiate changes that benefit pedestrians.
- Make people aware of the importance of walking as a mode of transportation.
- Propose and support legislation.
- Advise professionals in the quest for safer, more convenient pedestrian environments.
- Produce educational materials guiding the planning and design of walkable communities.
- Lead interesting walks year-round, exploring the architecture, history and design of New England neighborhoods. [See our book *WalkBoston: Walking Tours of Boston's Unique Neighborhoods.*]

Why we do it

Walking is good for your health

- It provides abundant benefits for your heart, lungs, muscles, weight and energy.
- It reduces obesity, which is almost as deadly as smoking. In Massachusetts 54% of adults and 25% of children are overweight or obese.
- It is a safe, low-impact exercise for all ages.
- It uses almost all of the 650 muscles and 206 bones in the body, more than any other single sport, and in a more balanced way.

Walking should be safe and easy to do

- Streets, sidewalks, intersections and crosswalks must be designed for the safety of people on foot.
- Faster traffic increases the likelihood of pedestrian fatalities.
- 90% of pedestrians hit by cars die when struck at 40 m.p.h. compared to 5% at 20 m.p.h.
- 86 pedestrians are killed by motor vehicles every year in Massachusetts. Of 462 traffic fatalities, 18% were pedestrians.
- "Traffic calming" techniques can slow traffic speeds, give pedestrians more WALK time in traffic signals and add advantages for motorists as well.

Walking builds stronger communities

- Pedestrian activity makes residential areas more neighborly and commercial areas more vibrant.
- Home buyers are willing to pay a \$20,000 premium to live in a pedestrian-friendly community.
- Businesses thrive financially in walkable communities which offer a mix of housing, offices, shops, restaurants, and services that promote interaction.
- Crime decreases as pedestrian activity increases.

How we can help

- Provide guidance, moral support and technical assistance so you can become more effective in your own advocacy efforts.
- Advise on improvements for your community, such as redesigning dangerous intersections, getting crosswalks painted, or removing sidewalk obstacles.
- Offer a speakers program to help communities learn more about pedestrian advocacy.
- Help set up advocacy groups and make them stronger.



Help by joining today!

MEMBERSHIP APPLICATION ON REVERSE SIDE

MAKING OUR COMMUNITIES MORE WALKABLE

corporatebenefits

BENEFITS OF PRECEDING LEVELS APPLY

\$300 ambler

- free walks/events [for 5]
- newsletters
- name in annual meeting program
- name on our website

\$1000 stroller

- quarter page in annual meeting program
- link on our website

\$2500 strider

- half page in annual meeting program
- logo on our website

\$5000 racewalker

- full page in annual meeting program
- description on our website

individualbenefits

BENEFITS OF PRECEDING LEVELS APPLY

\$30 individual

- free or discounted walks/events
- newsletters/e-announcements
- publication discounts
- \$25 drive credit for WB members who join Zipcar

\$50 dual/family

\$65 friend

- pedometer

\$100—\$499 supporter

- *WalkBoston* a book of 30 metro walks

\$500—\$5000 sustaining

- name in annual meeting program

SEE OUR PRODUCTS/PUBLICATIONS LIST AT WALKBOSTON.ORG



milestone events

1990

- Organization founded
- WalkBoston name chosen
- Dorothea Hass elected President
- First guided walk [Beacon Street]
- Granted 501(c)(3) non-profit status

1994

- Publishes *A Pedestrian Perspective on the Central Artery*
- Joint Regional Transportation Committee Chair
- Surface Transportation Action Forum Co-chair

1995

- Publishes *5 Steps to Walkable Communities*
- Karla Karash elected President

1997

- Publishes *Shawmut Peninsula Walking Map*
- Charles River parkways narrowed [Watertown]
- Quincy Center redesigned
- New pedestrian light at Fresh Pond rotary
- Youth Environmental Justice Summit [Roxbury]
- Advises on Beacon Street redesign [Brookline]
- EPA Transportation Partners Award

1999

- Aids coalition to save Old Northern Avenue Bridge
- Instigates publication of *Streetscape Guidelines for Boston's Major Roads*
- Neighborhood Bus Stop Program [Roxbury]
- Launches www.walkboston.org

2001

- 300 members
- Co-sponsors Streets Fit for People Conference with Adaptive Environments
- First paid employee

2003

- Safe Routes to Schools in 4 communities
- Cambridge traffic calming [Holworthy St.]
- Publishes the book *WalkBoston* with AMC
- Moves office to Old City Hall
- First Executive Director

2005

- 60 corporate/organizational members
- First customized walks commissioned

1991

- First Annual Meeting

1992

- 100 members
- Co-sponsors/chairs Pedestrian Issues Forum

1993

- Requests Boston Ped Policy & Coordinator
- Candidate Forum co-sponsor [Mayor/City Council]
- Lobbies 3% FHWA \$ for ped/bike projects
- Ride, Slide & Glide event along the Charles

1996

- Co-founds America Walks
- Harvard Square WALK light timing improved
- Publishes *Walkable Communities Resource Guide*
- Law passed requiring construction of ped/bike facilities with every construction project

1998

- Ann Hershfang elected President
- Publishes *Improving Pedestrian Access to Transit*
- Boston adopts our proposal for Congress Street traffic calming
- First Massachusetts Pedestrian Plan created
- Corporate member program launched
- Thwarts Ruggles Street widening plan
- Co-founds Mass. Trails & Greenways Network

2000

- 200 members
- Safe Routes to Schools program launched
- Blue Hill Avenue traffic calming
- Hyde Square traffic calming
- New logo and publications design

2002

- 500 members
- Conducts National Walk to Lunch Day activities
- Co-sponsors Zakim Bridge & Central Artery Tunnel walks

2004

- Liz Levin elected President
- Joins Boston Public Health Commission's STEPS program
- Leads DNC delegates with walk & map
- City of Boston adopts new WALK light policy



WalkBoston

winter walks 2005

- Tue. Jan. 11** **Why the Downtown Boston Harborwalk is a critical link**
12:00 pm A 45-minute level walk between the new federal courthouse and the Aquarium exploring the wharves and waterfront that link 4 other paths.
No rain date Red Line ① to South Station; New Silver Line to Courthouse Station.
\$10/members free Meet: Moakley Court House, at water, next to Old Northern Avenue Bridge.
End: Blue Line ① Aquarium Station.
Leader: Vivian Li, Boston Harbor Association.
- Sun. Jan 30** **Charlestown's Oldest Churches**
11:00 am A one-hour hilly walk examining five churches steeped in history [some of which may be closing]. We'll peek in each sanctuary as services end.
No rain date Orange Line ① to Community College Station.
\$10/members free Meet: Turnstile area, Community College Station.
End: Orange Line ① Community College Station.
Leader: Bill Kuttner, Charlestown resident and local historian.
- Sat. Feb. 12** **Roslindale's Renaissance**
1:00 pm A one-hour walk – with some hills – looking at Roslindale neighborhoods, Victorian houses, and the up-and-coming Roslindale Village.
No rain date Orange Line ① to Forest Hills; then Washington St. bus to Roslindale Sq.
\$10/members free Meet: Roslindale Square park.
End: Roslindale Square park.
Leader: Janice Williams, Boston Main Streets program.
- Sat. March 12** **The Hidden Fort Point Channel**
1:00 pm A one-hour level walk pointing out the little known historic sites and viewing the new waterfront parks and walkways that are above the Big Dig.
No rain date Red Line ① to Broadway Station.
\$10/members free Meet: Turnstile area of Broadway Station.
End: Silver Line ① Court House Station.
Leader: Michael Tyrrell, author of *Boston's Fort Point District*.

Winterwalks last 45 minutes to 1.5 hours. They include frequent stops inside buildings at intervals along the route to allow participants to get warm. At the end, walk leaders will point out spots to enjoy hot chocolate or coffee.

REGISTRATION REQUIRED - SPACE IS LIMITED

Reservations/Information/Weather: info@walkboston.org or 617.367.9255

All walks are fully accessible.

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