

## About WalkBoston

WalkBoston makes walking safer and easier in Massachusetts to encourage better health, a cleaner environment and vibrant communities.

- Our education and advocacy programs give voice to people to make their communities more walkable.
- Working with government agencies, we influence state and local transportation policies and designs.
- We develop and implement innovative programs that address social and physical barriers to walking.
- Our work especially benefits those who depend on walking the most: people with lower incomes, seniors and children, and people with disabilities.

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 as individuals.

Every additional voice helps WalkBoston's message to be heard. **We welcome your advocacy efforts and your individual and corporate memberships.** To become a member or get more information about WalkBoston and pedestrian advocacy, visit [www.walkboston.org](http://www.walkboston.org).

## How we can help

- Advise on improvements for your community.
- Provide guidance, moral support and technical assistance.
- Present a speakers program on pedestrian design and advocacy.
- Help set up advocacy groups and make them stronger.

Visit [walkboston.org](http://walkboston.org) for tools, publications and other resources on how to be an effective walking advocate.

© WalkBoston 9/2015



**MAKING MASSACHUSETTS MORE WALKABLE**

45 School Street | Boston MA 02108 | 617.367.9255 | [www.walkboston.org](http://www.walkboston.org)



# making a more walkable community



**MAKING MASSACHUSETTS MORE WALKABLE**



## Citizen Advocacy: A crucial step toward a better walking environment

Walkability has long been a cornerstone of a livable community. The traditional New England town, built around a town square, is the quintessential walkable community. Homes, shops, businesses and public transit, all within walking distance of one another, help to make a place desirable to live, work, visit and play.

Many U.S. cities and early suburbs also have these advantages, but in the latter half of the 20th century, they became less common as population spread out and Americans relied mostly on cars for transportation. Moreover, transportation budgets, planning and policies largely favor the movement of traffic over that of pedestrians.

But, walkability is re-emerging as a key ingredient desired in communities. People value its benefits of lower transportation costs, greater social interaction, improved personal and environmental health, and expanded consumer choice.

Yet walkability cannot be taken for granted, and poorly designed places can be unsafe and even deter walking. That's where you—an active citizen—can play a vital role in making sure your community is walker-friendly.

How? It's easy. As you walk around your community, think about what changes would make your route more walkable. Then make them happen. Take your concerns to public officials and community leaders and insist that they take the necessary steps to provide a safe and pleasant walking environment.

This pamphlet contains some of the basics that have made WalkBoston the premier pedestrian advocacy organization in the country. Use them to improve the walkability of your community.

**NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD; INDEED IT'S THE ONLY THING THAT EVER HAS.** —Margaret Mead