

# walk

## Matthew H. Hobbs is WalkBoston's first Executive Director

WalkBoston's new Executive Director, Matt Hobbs, will never be accused of not walking the talk. A former marathon runner and triathlete, Hobbs shifted his energy to walking after being diagnosed with an arthritic hip. He began commuting on foot daily from Harvard Square to the Financial District, logging over 10 miles per day.

Last summer, Hobbs and his wife, Consuelo Aceves, went on a 100-mile walking tour in France, Italy and Switzerland. "We are complete converts," Hobbs said.

Hobbs began walking—and talking—as WalkBoston's Executive Director on February 10. He was chosen from 45 candidates during a four-month search.

Hobbs attended both Harvard College and University, earning bachelor's and master's degrees in city planning. He has more than 30 years' experience working with non-profit and community-based organizations. Specializing in investment banking and financial advisory services, Hobbs has held public- and private-sector managerial positions. His resume includes work for the Massachusetts Housing Finance Agency and Community Development Finance Corporation; Adams, Harkness & Hill; CIBC World Markets Corp.; and State Street Global Markets. Hobbs has been on the board of directors of the affordable housing advocacy organization Citizens' Housing and Planning Association for 25 years.



Executive Director Matt Hobbs, Ann Hershfang

As Executive Director, Hobbs will be responsible for management and operations and will play a leading role in fundraising activities.

"I am very excited to have been invited to serve

as executive director of WalkBoston, an organization that has accomplished so much in its 13-year history entirely through the creative energies of its board, membership and enthusiastic volunteers," Hobbs said. "I look forward to helping guide these extraordinary energies in new ways to achieve WalkBoston's goals of advocating the critical importance of walking for health, recreation, transportation, and as a central component in the movement for smart growth and more livable communities for us all."

President Ann Hershfang said, "Matt Hobbs suits WalkBoston perfectly. He is talented, experienced, and a hardy walker! We're lucky he is with us."

## LETTER FROM THE PRESIDENT

"Perhaps the best annual meeting of any citizens' group I have ever attended. I thoroughly enjoyed the great schmoozing and refreshments. It was my first time. I sure have been missing a lot."

Whether you've just joined WalkBoston or been a member for ages, we hope you will take this rave from a member last year as impetus to come to our 13th Annual Meeting.

Our speaker is Doug Foy, Chief of Commonwealth Development for Governor Romney. You will hear firsthand about Doug's Smart Growth focus for the State's transportation, environment and housing agencies, plus his exciting focus on pedestrians and bicycles.

There is more. WalkBoston will celebrate a stunning year, from our idea for the Zakim Bridge walk, to our growth to 500 members in 58 cities and towns, and the hiring of our first Executive Director, Matt Hobbs. Please come to give us ideas for the future and enjoy your fellow walkers.

Ann Hershfang

## Annual Meeting March 26th

WalkBoston's 13th Annual Meeting will take place on Wednesday, March 26, from 5:30 to 8 p.m. at the Hale and Dorr LLP conference room, located on the 26th floor at 60 State Street in downtown Boston. Doug Foy, the new Chief of Commonwealth Development and former president of the Conservation Law Foundation, will be the speaker. Another highlight of the evening will be the presentation of Golden Shoe Awards to people who exemplify WalkBoston's mission. Come and mingle with fellow members, enjoy delicious food, and take in the spectacular view. You might even win an autographed book or a WalkBoston pedometer (they'll be for sale, too!). Please RSVP to 617.451.1570 or info@walkboston.org

# Boston

MAKING OUR COMMUNITIES  
MORE WALKABLE

WINTER 2003

### WALKBOSTON BOARD

Rebecca Barnes  
James Barrows  
Betsy Boveroux  
Dayl Cohen  
Malcolm Davis/secretary  
Catherine Donaher  
Tom Doolittle  
Nina Garfinkle  
Ann Hershfang/president  
Karla Karash  
Liz Levin  
Bill Reyelt  
Erik Scheier/treasurer  
Jon Seward/co-vice president  
Robert Sloane  
Judy Wagner/co-vice president

### COMMITTEES/CONTACTS

**executive director**  
Matthew H. Hobbs 617.451.1570  
**office manager**  
Ken Krause 617.451.1570  
**advocacy**  
Ann Hershfang 617.451.1570  
Jacob Meunier 617.734.6484  
**education/publications**  
Nina Garfinkle 617.424.9115  
**legislation**  
Ted Hamann 617.576.0475  
**membership**  
James Barrows 617.598.8256  
**newsletter design/production**  
Nina Garfinkle 617.424.9115  
**newsletter editor**  
Anne McKinnon 617.522.0259  
**safe routes to school**  
Dorothea Hass 617.451.1570  
Don Eunson 617.522.0656  
**walks**  
Robert Sloane 617.277.5805

## Calming of a Cambridge St.

The City of Cambridge adopted a policy in 1991 to encourage transportation alternatives to the automobile, including making streets safer for walking and bicycling. This policy includes a traffic calming program, founded upon the well-documented fact that "speed kills." As city streets are selected for resurfacing, the city's transportation planners consider adding traffic calming measures. In 2002 it was Holworthy Street's turn, where WalkBoston member Ted Hamann lives.

Holworthy Street is a one-way residential street connecting two major traffic streets. The street curves at its ends but is a wide straight-away for nearly one-half mile. As a result, drivers travel at high speeds.

The original design submitted called for curb extensions at both ends and at a school crossing; it also provided for visually mitigating its excessive width by painting a bicycle lane, reducing the travel lane to the city's standard 11 feet.

Not enough! A group of Holworthy Street abutters, organized by Hamann, petitioned the Cambridge City Council to require further study of the [continued]



## mission

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.

156 Milk Street  
Boston, MA 02109  
T: 617.451.1570  
F: 617.451.6475  
info@walkboston.org  
www.walkboston.org

## calendar

**Spring/Summer walks begin Sat., April 12 @ 1 p.m., Deer Island, Winthrop.** Members free; registration required 617.451.1570. Others include: Exploring Watertown, MIT's new architecture, Trails of Mission Hill, Calligraphy on Back Bay/Beacon Hill buildings, Historic South Bay/Shirley Eustis House.

**May 1—4/4th Intern'l Conference on Walking in the 21st Century** Portland, OR. [www.americawalks.org](http://www.americawalks.org)

**May 7/National Walk to Lunch Day**

**June 22—24/Assoc. of Pedestrian & Bicycle Professionals Seminar Series** Cambridge. [www.apbp.org](http://www.apbp.org)

**June 26—29/Rails-to-Trails Conservancy's International Trails and Greenways Conference** Providence. [www.railtrails.org](http://www.railtrails.org)

## advocacy

### Advocacy committee priorities '03:

- Advocating for automatic Walk/Don't Walk lights
- Improving crosswalk conditions (painting, raised crosswalks and prominent signage)
- Ensuring that pedestrian-related commitments are kept during design of the Surface Artery

A member survey is being prepared to help identify other important advocacy issues.

**New Road Policy** The draft of Massachusetts' new Statewide Road and Bridge Policy includes several encouraging signs, including a commitment to enhance sustainable transportation modes (walking, bicycling and public transportation). The policy can be read under legislation at [www.walkboston.org](http://www.walkboston.org).

## legislation

The WalkBoston Legislative Committee is expecting a busy 2003-04 legislative session. The Committee is tracking six bills:

**H 1551—Speed limit**, sponsored by Rep. Anne Paulsen (Belmont/Arlington/Cambridge)

**H 1610—Safe Routes to School**, Rep. Anne Paulsen

**H 1550—Segway**, Rep. Harold Naughton (Clinton)

**H 1342—Pedestrian crosswalks**, Rep. Alice Wolf (Cambridge)

**H 2556—Crosswalk study** reintroduced by Rep. Paul Casey (Stoneham/Winchester)

**Photo monitoring** (no bill # yet)

Members will be kept up-to-date on the status of these bills. For information on how to contact your representatives, go to [www.walkboston.org](http://www.walkboston.org).

## ped power

### New Focus in Southwest

Even Tempe, which grew to Arizona's seventh biggest city after a water supply was guaranteed, is refocusing its policy from cars to pedestrians. Instead of widening roads, Tempe's goal is to provide sidewalks and bike lanes on all streets, transit within 10 minutes of every house, and services within walking distance.

### Guatemala City is attempting to control the growth of automobiles.

Responding to an explosion of cars in center city, the City is building pedestrian-only zones, a bus rapid transit system, and has established auto-free days. The vice mayor said the city "should be planned and built around people, not cars," and that sustainable transport initiatives underway will attract private-sector investment.

## 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 info@walkboston.org | [www.walkboston.org](http://www.walkboston.org)

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

address \_\_\_\_\_

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

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

- check one:  STUDENT / SENIOR OVER [65+] \$15  SUPPORTER \$50  
 MEMBER \$30  FRIEND \$100  
 DUAL / FAMILY \$40  ORGANIZATION \$250 | \$500 | \$1000

- check committees you are interested in. (to contact them directly - see front)
- membership  advocacy  education/publications  
 public relations  fundraising  programs

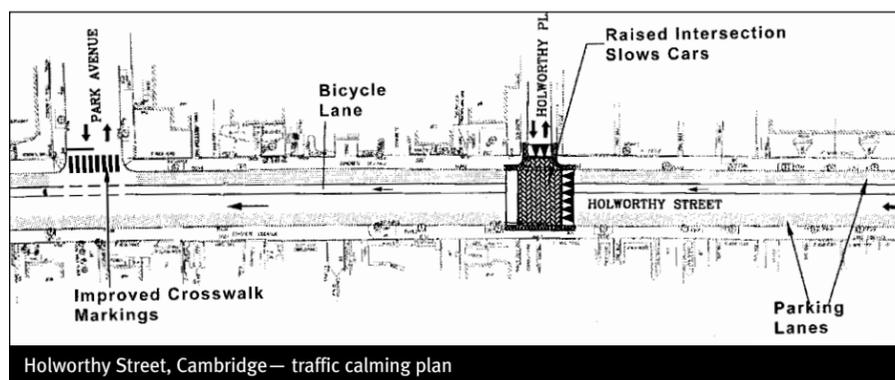
Your donation is tax deductible as a charitable contribution.

[continued] design. In the winter of 2002, concerned residents met with the city's transportation planning department and made it clear that more effective traffic calming measures were needed.

In the spring Cambridge issued a revised traffic calming plan, calling for construction of a raised intersection at a point where motorists typically begin to pick up speed as they approach the straight-away. This device is designed to persuade

motorists to travel at no more than 25 mph or risk damaging their cars.

The reconstruction of Holworthy St. was completed this November. The result is dramatic. The new "sleeping policeman" (as one resident termed the raised intersection) has visibly slowed traffic. It's the result of remarkable cooperation between an enlightened city transportation agency and determined advocates for safe streets and is a model for future traffic calming opportunities.



Holworthy Street, Cambridge— traffic calming plan