

ONE-PAGER

WALK [YOUR CITY] INC.
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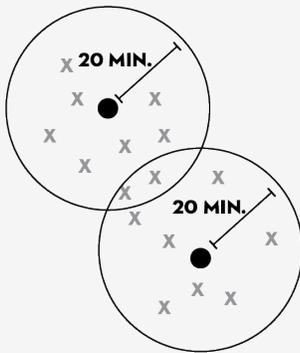


diagram 1: capture area planning approach

WANT TO BRING WALK [YOUR CITY] TO YOUR COMMUNITY?

We've put together this handy intro to help you figure out if WYC is a good fit for you and how you can start your own sign campaign in your neighborhood, downtown, commercial district... wherever you want to see more feet on the street. Consider these questions to think about, rather than a fill-in-the-blank worksheet: this isn't homework!

TAKE THE FIRST STEP -- ASK A FEW QUESTIONS:

1. What is your GOAL

- ➔ What do you hope to achieve with your Walk [Your City] campaign?
- ➔ Do you want to focus on... increasing physical activity? supporting local businesses? strengthening community social ties? fostering urban discovery? developing options for sustainable mobility?

2. What is your TARGET AREA

- ➔ What is the general geographic area in which your campaign will take place?
- ➔ Will you be focusing on... a neighborhood? downtown? a commercial district? an area campus or institution? a major corridor? an existing route or trail?
- ➔ Who will be the audience of the project, based on this area?

3. What is the project SCALE

- ➔ How many blocks / intersections should it cover?
- ➔ What is the maximum walk distance you'd like to include?
- ➔ How many signs will be required?

* Bear in mind your capacity and a rough budget when planning project scale: if you're an individual, we suggest starting with a few key intersections, with four to six signs each. A more comprehensive campaign could include as many as 60 to 120 signs along a corridor, at key intersections in a neighborhood, etc! *

* We recommend keeping walking distances at 20 minutes or less (aka, having a "walkshed" that extends no more than a mile from a central point -- see diagram at left). If you really want to include a destination more than 20 minutes away, consider switching to bike mode! *

4. Who are your PARTNERS

- ➔ Which organizations / individuals are doing work in this geographic or focus area?

5. What is your BUDGET

- ➔ Do you already have sufficient funds for the scale of project you'd like to take on?
- ➔ What kinds of fundraising might be a good fit for your campaign: crowdfunding (like lobby.org)? grants? public funds? private sponsorship?

* Individual signs cost \$23 when ordering up to 24, and \$19 for each sign over that amount! For example, a 16-sign campaign costs \$368; a 120-sign campaign costs \$2376.*

6. What is your TIMETABLE

- ➔ Is there a certain time of year you'd like to be posting the signs?
- ➔ How can you align your campaign with area events and celebrations?

* Signs take about three days to produce, and up to four days to ship within the continental US. *

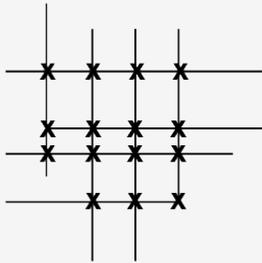


diagram 2: block/grid approach

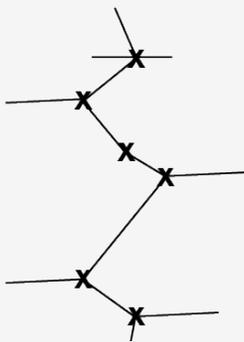


diagram 3: main st / corridor

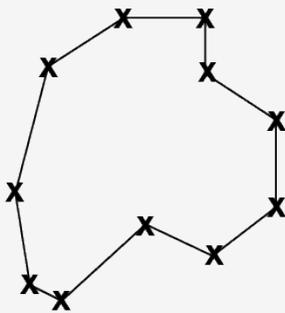


diagram 4: circuit / tour

NEXT STEPS:

7. Will the CITY support your project

- ➔ How do you determine if your municipality will approve signage?
- ➔ What municipal review processes exist for these kinds of projects?
- ➔ Who should you contact among city staff and officials?

* The Manual on Uniform Traffic Control Devices (MUTCD) -- aka the standard for traditional traffic signs and signals -- has relatively limited guidelines for community-based, pedestrian wayfinding, listed in Section 2D.50. The main rule-of-thumb? Don't create / locate signs where they may conflict with vehicular traffic signs and signals: locate them at eye level for pedestrians, and avoid retroreflective materials. (Conveniently, none of our signs are retroreflective, and they're all designed at the human scale!)*

8. Who will HELP you plan and implement

- ➔ Who is representative of the community?
- ➔ How do you get these folks / groups in the same room?
- ➔ What unique skills do these groups bring to the project?

9. WHERE do you post the signs

- ➔ What types of locations do you want to feature?
- ➔ Where do people naturally congregate in your community?
- ➔ Which starting points and destinations do you include?
- ➔ How will these locations support project goals?
- ➔ How do you organize all of this information?

* To help conceptualize sign locations, we've come up with the three models diagrammed at left: an approach based around intersections within a neighborhood / grid; a corridor-centric model; and daylighting a tour / creating a circuit.*

10. How will you get the FUNDS for this project

- ➔ Do you already have the money, or do you need to seek it out -- via crowdfunding (like loby.org), grants, public funding, private sponsorship, etc?
- ➔ How long will your chosen fundraising method take?
- ➔ How do you need to market and promote these efforts?

Got more questions?

Get in touch! -> sidewalk@walkyourcity.org



Mt. Hope, WV