Walk [Your City], a US-based social enterprise helps communities develop temporary wayfinding programs - or “Street signs for people” as we like to call them. The Walk [Your City] model integrates signage with a QR code based navigation system that relies on Google Maps to provide users with directions and other information on their smart phones. The Walk [Your City] toolkit has caught fire and in the last three years has been piloted in dozens of US cities from Lexington, Ky. to San Jose, Calif., and has been copied or licensed for use in cities on every continent.

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IT'S NOT TOO FAR™

HISTORY
Walk [Your City] was born as WalkRaleigh, 27 plastic directional signs installed on downtown Raleigh street corners in January 2012. Raleigh had rapidly grown and densified over the last decade, but we had not seen an accompanying change in behavior; people still weren’t walking. When we asked why not, we heard a common refrain: “It’s too far!” Perceived barriers of distance kept feet off the street, and we needed a cultural shift. We used WalkRaleigh to start a conversation and catalyze a cultural change in Raleigh.

DOABLE BY DESIGN
Our software, already used in communities around the world, allows users to plan, design, manage, and order pedestrian signage using our online Sign Builder and Campaign Manager. Sign campaigns have been designed and installed in as little as 48 hours -- oftentimes entirely led by community leaders and citizens!

As our software evolves, we are fostering new ways for W[YC] to be integrated into participatory planning processes, providing immediate outcomes from citizen input.

WHY WALK [YOUR CITY]?
As cities increasingly compete for talent and investment, walkability has proven to be a winning factor. Walk [Your City]'s easy-to-make, quick-to-install, and interactive signage highlights the amenities and natural pedestrian paths already present in your community -- and generates powerful conversations in less walkable areas. Our platform and growing toolkit are designed to boost effective city-citizen interaction, increase physical activity, and get more feet on the street in front of local businesses.

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