

Walking Advocacy 101: Agenda and Resource Tool-Kit

Thursday, September 14th, 2:15 - 5:30 pm

Session Summary:

Walking Advocacy 101 is designed for beginners in the walking and walkability movement. The purpose of this mini-course is to engage and inform a variety of stakeholders about the benefits of walkable communities, strategies for creating them, and the value of collaboration. "Walking Advocacy 101" and "The Walking College" (on which it is based) target community and non-profit leaders; elected officials and other decision makers; planning, transportation, public health, and education professionals; and the general public. The overarching goal is to build the capacity of local advocates to enact policy, system, and environment changes that expand walkability and increase walking.

Learning Objectives:

After completing this combined double-session and the associated self-study materials/activities, participants will be able to:

1. Communicate effectively with a variety of audiences about the benefits of a walkable community;
2. Recruit and inspire other local advocates to join the movement, establish an organizational structure, write winning grant applications, and fund-raise;
3. Organize public events, programs, and communication campaigns that emphasize the need for improved walkability;
4. Engage professionals in multiple fields, including public health, planning and transportation, on the ways walkability affects their priorities;
5. Navigate the structure of local and state government and engage elected officials in conversations about walkability;
6. Design and implement effective policy campaigns, such as reducing speed limits and requiring complete streets;
7. Research, understand, and communicate data to support campaigns.

Agenda in Brief:

2:15 pm: Welcome and Overview
2:30 pm: Walking and Walkability
2:55 pm: Leadership and Movement-Building
3:20 pm: Walkability Audits (outdoor activity)
4:00 pm: Designing for People
4:25 pm: Changing the System
4:50 pm: Planning Campaigns
5:15 pm: Final Thoughts

2:15 - 2:30 pm: Welcome and Overview

This fast-paced skate across the landscape of walking and walkability advocacy will provide a high-level overview of the areas of skill and knowledge necessary to be an effective advocate for walkable communities.

Resources:

- The Walking College, <http://americawalks.org/walkingcollege/>

2:30 - 2:55 pm: Walking and Walkability

Why do we need a walking movement and what's the difference between walking and walkability? This opening module includes a brief history of American streets and the many benefits of walking and walkable communities.

Resources:

- Every City Should Have a Law of Two Words: Pedestrians First (video blog by Gil Penalosa) <https://www.knightfoundation.org/features/livable-cities/>
- Step It Up! (executive summary of the Surgeon General's Call to Action to Promote Walking and Walkable Communities) <https://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/exec-summary.html>
- Walking is Going Places (article by Jay Walljasper) <https://www.commondreams.org/views/2014/11/21/walking-going-places-foot-power-happiness-and-common-good>

2:55 - 3:20 pm: Leadership and Movement-Building

Effective advocacy starts with the individual and then grows into a partnership. This module covers leadership development, effective communication, and authentic engagement that values inclusion, diversity, and equity.

Resources:

- Collaborative Leadership Self Assessment Questionnaires (self-evaluation by Turning Point) <http://americawalks.org/wp-content/uploads/2016/06/Collaborative-Leadership-Self-Assessments.pdf>
- The Curb-Cut Effect (article by Angela Glover Blackwell) https://ssir.org/articles/entry/the_curb_cut_effect
- 10 Principles of Authentic Community Engagement (checklist by KnowledgeWorks Foundation) https://uwba.org/files/galleries/10_Principles_of_Authentic_Community_Engagement.pdf
- The Fine Art of Messaging (America Walks webinar by The Metropolitan Group) <http://americawalks.org/the-fine-art-of-messaging-webinar/>

3:20 - 4:00 pm: Walkability Audits

We cannot have a session about walking without taking a walk, so lace up your shoes and head for the outdoors. Walkability audits are valuable tools for evaluating pedestrian safety and comfort and for educating/enlightening decision-makers about the impacts of transportation policy.

Resources:

- Walkability Checklist (checklist in English and Spanish by Circulate San Diego)
http://www.circulatesd.org/walkability_checklist
- The AARP Walk Audit Toolkit (toolkit and checklist by AARP)
<http://www.aarp.org/content/dam/aarp/livable-communities/documents-2016/Walk-Audit-Tool-Kit/AARP-Walk-Audit-Tool-Kit-100416.pdf>

4:00 - 4:25 pm: Designing for People

Is walking a matter of personal responsibility or the built environment? Research concludes that, when cities are designed for people rather than cars, walking is instinctive and commonplace. This module examines the key design elements that make walking safe, convenient, and attractive.

Resources:

- What is Placemaking? (article by Project for Public Spaces)
https://www.pps.org/reference/what_is_placemaking/
- Walkable 101: The “Road Diet” (video by Dan Burden and the WALC Institute)
<https://vimeo.com/35268247>
- Roundabout apostle comes full circle, revisits Bird Rock (article by San Diego Tribune about revitalization of La Jolla Boulevard)
<http://www.sandiegouniontribune.com/news/columnists/logan-jenkins/sd-me-20170217-story.html>
- Pop-Up Demonstration Projects Toolkit*** (toolkit by AARP and WALC Institute)
<http://www.aarp.org/livable-communities/tool-kits-resources/info-2016/pop-up-demonstration-tool-kit.html>
- Rural Walking in Massachusetts, A Tool Kit for Municipalities* (comprehensive toolkit by WalkBoston) <http://www.walkboston.org/ruralwalking>

4:25 - 4:50 pm: Changing the System

Now we know how to design the public space so that traffic behaves well, and walking is safe, convenient and enjoyable - how do we work with our elected officials to change the system? This module focuses on strategies such as Complete Street Policies and Safe Routes to School.

Resources:

- Integrating Land Use and Transportation Planning through Placemaking (article by Gary Toth) https://www.pps.org/blog/integrating-land-use-and-transportation-planning-through-placemaking/#disqus_thread
- Form-Based Code (fact sheet from AARP and WALC Institute Livability Series)
<http://www.aarp.org/livable-communities/info-2014/livability-factsheet-form-based-code.html>

- TOD 101: Why Transit-Oriented Development and Why Now? (review article by Reconnecting America) <http://www.reconnectingamerica.org/assets/Uploads/tod101full.pdf>
- One for the Dustbin: The 85th Percentile Rule in Traffic Engineering (blog by Angie Schmitt, Streetsblog) <http://usa.streetsblog.org/2012/11/16/one-for-the-dustbin-the-85th-percentile-rule-in-traffic-engineering/>
- Gentrification and Neighborhood Change: Helpful Tools for Communities (toolkit by Nathalie P. Voorhees Center for Neighborhood and Community Improvement at University of Illinois, Chicago) https://docs.wixstatic.com/ugd/992726_7c881aaf56724952a4d8fd30039f35a0.pdf

4:50 - 5:15 pm: Planning Campaigns

So, how do we put it all together into a campaign? This final module provides guidance in setting achievable goals and working with partners to develop an effective strategic plan that includes research, messaging, and policy advocacy.

Resources:

- Six Simple Steps for Successful Campaign Planning (blog by Network for Good) <http://www.networkforgood.com/nonprofitblog/successful-campaign-planning/>
- Pushing Policy that Promotes Equity in Active Living – from the Outside and from the Inside (invited commentary article by Ian Thomas) <http://americawalks.org/wp-content/uploads/2017/08/NRI^Module-6^Speed-and-VZ-Campaign-Lessons.pdf>
- From Policy to Pavement: Implementing Complete Streets (long-form report by Walk San Diego, now Circulate San Diego) http://www.circulatesd.org/from_policy_to_pavement
- How Do We Pay for Sidewalks (and Other Infrastructure)? (article by Mark Fenton) <http://www.markfenton.com/resources/SidewalkFundingSummaryFenton.pdf>

5:15 - 5:30 pm: Wrap Up

Final session includes a discussion of the process of building personal capacity and an announcement of the 2018 Walking College.