



WalkBoston<sup>TM</sup>

# press kit

## MISSION

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

## WHAT WE DO

- 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, children, and people with disabilities.

## WHY WE DO IT

- Walking is a crucial form of transportation
- Walking is good for your health
- Walking builds stronger communities
- Walking should be safe and easy to do

## ACCOMPLISHMENTS

- **Walking Maps:** Designed custom maps for Greater Boston Convention & Visitors Bureau, Boston Medical Center/BU Medical Center, MGH, Massachusetts Convention Center and produced CityRoutes map.
- **Safe Routes to Schools:** Created first program in New England promoting walking and bicycling to school; produced toolkit and curricula for Mass. elementary schools; Steering Committee/National SRTS Partnership.
- **Central Artery, Boston:** Spearheaded effort that created a pedestrian/bike friendly design above the Central Artery— wider sidewalks, more green space, narrower lanes and roadway reduced from ten lanes to six.
- **Greenway Sidewalks:** Used the Massachusetts Environmental Policy Act [MEPA] to challenge developer's plan to use the public sidewalk for vehicles. MEPA's decision preserved a sidewalk and led to monthly review of all sidewalk impacts.
- **STEPS to Good Health:** Design and run community programs with the Boston Public Health Commission in Dorchester, Roxbury, Mattapan, Hyde Park, South Boston, Jamaica Plain, Chinatown/South End.
- **WALK Signals:** Convinced Boston to adopt new policy to give automatic WALK signals and generous WALK time.
- **MassHighway Design Guide:** Key participant in creating State Manual with the most progressive walking and bicycling requirements in the United States.
- **Project Reviews:** Advocate for pedestrian interests in development/transportation projects, including: Somerville Ave. [Somerville], Discovery Park [Cambridge], Target Distribution Center [Westfield], Lowe's Home Store [Hadley], Longfellow Bridge and Storrow Drive.
- **Good Walking is Good Business:** WalkBoston's Good Walking is Good Business brochure provides data and statistics on the important connection between walkability and economic prosperity.

## MAKING OUR COMMUNITIES MORE WALKABLE

Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255 | F: 617.367.9285 | [info@walkboston.org](mailto:info@walkboston.org) | [www.walkboston.org](http://www.walkboston.org)

## STAFF

**Executive Director** | Wendy Landman  
**Office Manager** | Hillary Borcharding  
**Program Coordinator** | Joseph Cutrufo  
**Senior Project Manager** | Robert Sloane  
**Special Projects Director** | Dorothea Hass

## EXECUTIVE DIRECTOR



**Wendy Landman** leads the organization's advocacy around walking for transportation, health, the environment and vibrant communities. Wendy came to WalkBoston with 25 years experience in urban planning, most recently as the Principal of Landman Planning Consultants. Her planning experience spans all modes of transportation, as well as master planning, smart growth and environmental review. She holds BS and Master of City Planning degrees from MIT, and a Diploma in Urban Design from the University of Edinburgh.

## PRESIDENT



**Jessica Sawyer** has served as Board President since 2011. She is a Vice President at Colliers International in the firm's Development & Consulting Services Group and is responsible for a wide variety of real estate consulting assignments for owners, developers, corporations, institutions and non-profit organizations.

## AWARDS

- Society of Behavioral Medicine: Excellence Promoting Physical Activity. '10
- Environmental Business Council of New England: Environmental-Energy Merit
- Award Leadership by a Non-Profit Organization. '10
- Women in Transportation: Boston Innovative Transportation Award. '09
- BU Medical Campus and TranScomm: Outstanding Service Award. '07
- America Walks Best Foot Forward Award: outstanding achievements. '06
- Society of Behavioral Medicine's Excellence Promoting Physical Activity. '05
- America Walks Best Foot Forward Award: for contributions to the cause of pedestrian advocacy. '03
- National Park Service's Conservation Hero Awards: to Dorothea Hass and Don Eunson of the Safe Routes to Schools Program. '02
- Boston By Foot's Distinguished Friend Award. '00
- Design Achievement Award: Move Massachusetts. '00
- US Environmental Protection Agency's Transportation Partners Award: for making smart moves for healthier transportation choices in Boston. '98
- Boston Society of Landscape Architects Award of Excellence. '93

## WHERE WE WORK

We work in over 65 communities throughout Massachusetts

## MAKING OUR COMMUNITIES MORE WALKABLE

Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255 | F: 617.367.9285 | [info@walkboston.org](mailto:info@walkboston.org) | [www.walkboston.org](http://www.walkboston.org)

# milestones

- 1990**
  - Creates nation's first pedestrian advocacy organization
    - Holds first guided walk [Beacon Street]

- 1993**
  - Requests Boston pedestrian policy & coordinator

- 1995**
  - Publishes *5 Steps to Walkable Communities*
    - Co-authors Central Artery surface street design guidelines

- 1997**
  - Publishes Shawmut Peninsula walking map
    - Watertown adopts our Charles River Road improvements
      - Convenes Youth Environmental Justice Summit [Roxbury]
  - Advises on Beacon Street redesign [Brookline]

- 2000**
  - Launches Safe Routes to School program

- 2001**
  - Co-sponsors Streets Fit for People Conference

- 2003**
  - Publishes *WalkBoston* book of walks with AMC
  - Moves office to Old City Hall

- 2005**
  - Creates first commissioned walking map
    - Ensures developers' compliance with Rose Kennedy Greenway guidelines via monthly reviews
      - Persuades governor to form state Bicycle/Pedestrian Advisory Committee

- 2007**
  - Conducts statewide Safe Routes to School safety trainings for elementary school children
    - Sponsors walks led by legislators statewide
  - Presents Pedestrian Agenda for Massachusetts to new administration

- 2009**
  - Inaugurates RunBoston team for Boston Marathon
  - Adds sidewalk snow clearance of DCR bridges and parkways to state Transportation Reform Bill
    - Encourages Boston to adopt Complete Streets guidelines

**2011**  
With your membership and additional support we will do so much more

- 1992**
  - Chairs Central Artery Pedestrian Issues Forum

- 1994**
  - Co-chairs Surface Transportation Action Forum
  - Publishes *A Pedestrian Perspective on the Central Artery*

- 1996**
  - Publishes *Walkable Communities Resource Guide*
  - Achieves new law requiring pedestrian/bike accommodations in all state road projects

- 1998**
  - Publishes *Improving Pedestrian Access to Transit* with Federal Transit Administration
  - Boston adopts our Congress Street traffic calming design instead of pedestrian bridge
  - Helps create first Massachusetts Pedestrian Plan

- 1999**
  - Aids coalition to save Old Northern Avenue Bridge
    - Instigates *Streetscape Guidelines for Boston's Major Roads*
    - Pilots Neighborhood Bus Stop Improvement Program [Roxbury/Dorchester]

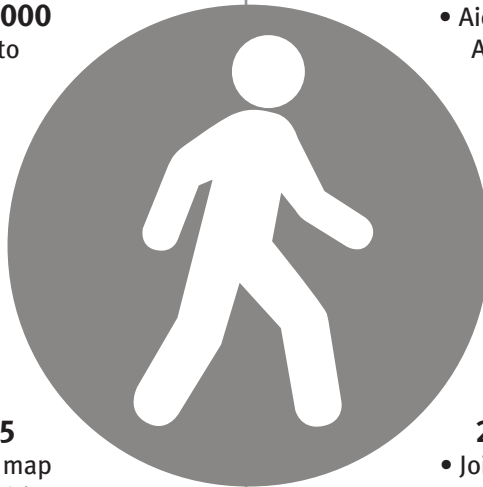
- 2002**
  - Suggests and co-sponsors Zakim Bridge & Central Artery Tunnel walks for over 1M people

- 2004**
  - Joins Boston Public Health Commission's STEPS program to promote walking
  - Creates walks and walking maps for Democratic National Convention delegates
  - Influences Boston to adopt concurrent WALK policy

- 2006**
  - Serves on task force that creates new multi-modal MassHighway design manual
  - Publishes CityRoutes map, adding walk times to routes
  - Begins statewide project design reviews

- 2008**
  - Pilots Walking Prescriptions for People & Neighborhoods
  - Secures state matching funds for local walking programs
  - Trains teens to advocate for walking improvements in underserved communities

- 2010**
  - Convinces MassDOT to include accessible sidewalks in early construction work on the Longfellow Bridge
  - Persuades Watertown public works department to shovel curb ramps along walking school bus routes



# boston

**walk route & time**

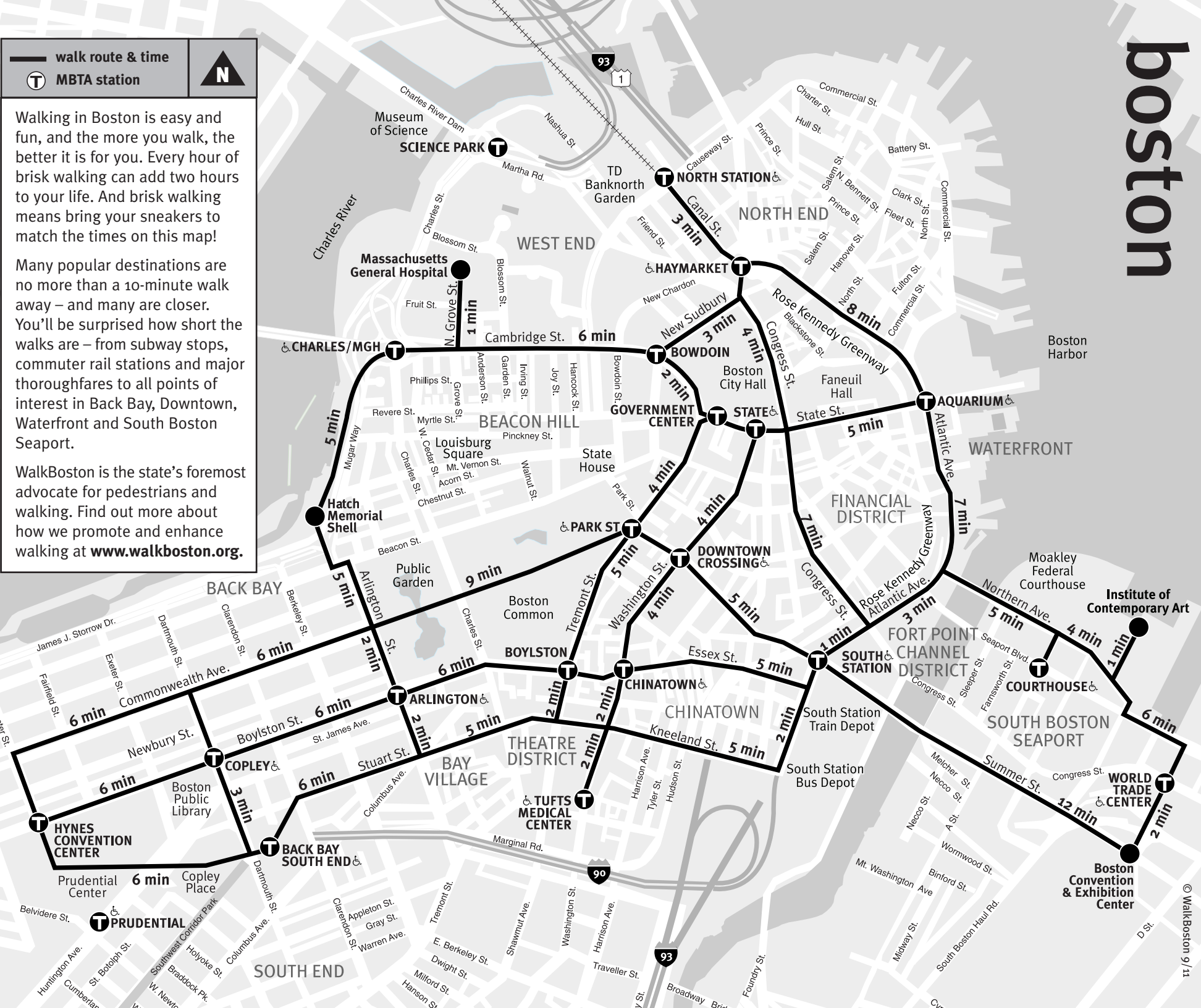
**T MBTA station**

**N**

Walking in Boston is easy and fun, and the more you walk, the better it is for you. Every hour of brisk walking can add two hours to your life. And brisk walking means bring your sneakers to match the times on this map!

Many popular destinations are no more than a 10-minute walk away – and many are closer. You'll be surprised how short the walks are – from subway stops, commuter rail stations and major thoroughfares to all points of interest in Back Bay, Downtown, Waterfront and South Boston Seaport.

WalkBoston is the state's foremost advocate for pedestrians and walking. Find out more about how we promote and enhance walking at [www.walkboston.org](http://www.walkboston.org).



## What we do

---

While everyone walks, few people think about ways to make it safer, easier and more enjoyable. Just as wider roads and more traffic lanes encourage more car traffic, wider sidewalks, safer intersections and well-timed lights encourage more walking.

Here's how we advocate for better walking conditions:

- Make people aware of the importance of walking as a mode of transportation, and for better health and vibrant communities.
- Talk with citizens to hear their concerns.
- Meet with public officials to initiate changes that benefit pedestrians.
- Propose and support legislation.
- Advise public and private officials, planners and agencies in the quest for safer, more convenient pedestrian environments.
- Produce educational materials guiding the planning and design of walkable communities.
- Lead interesting walks year-round, exploring the architecture, history and design of New England neighborhoods.
- Create unique walks. See our book *WalkBoston: Walking Tours of Boston's Unique Neighborhoods*.

## Why we do it

---

**Walking is a crucial form of transportation** It is a central component of a multimodal transportation system and part of virtually every trip—alone or combined with public transit, driving or cycling.

**Walking is good for your health** It provides abundant benefits for your heart, lungs, muscles and energy, and exercises your body in a balanced way.

**Walking builds stronger communities** Pedestrian activity makes residential areas more neighborly and commercial areas more vibrant.

**Walking should be safe and easy to do** Streets, sidewalks and intersections must be designed for pedestrians.

## For your safety

---

**Pedestrians include** walkers and anyone operating a human-powered vehicle, such as wheelchairs, inline skaters, and push-scooters.

**Walking along the street** If there is no sidewalk, walk in the shoulder facing traffic.

**Crossing the street** If you are within 300 feet of a marked crosswalk, an intersection with a traffic signal, a pedestrian tunnel or overpass, or a police officer directing traffic, you must go there to cross. Otherwise, before crossing, stop at curb and look in both directions – left, right, then left again.

**Yield to Pedestrian Law** When traffic signals are not in place or in operation, drivers must yield right of way by slowing or stopping when a pedestrian in a crosswalk is within 10 feet of their vehicle's travel lane. Failure to yield to a pedestrian in a crosswalk is punishable by a fine of \$200.

**Engine Idling Law** The unnecessary operation of a motor vehicle engine while the vehicle is stopped may not exceed 5 minutes.

## For your health

---

Americans engage in walking on a daily basis. It is a safe, low-impact exercise for all ages; it's fun and gets you where you need to go. It also has numerous health benefits:

- Increases HDL-cholesterol levels [good cholesterol]
- Limits Type 2 diabetes and hypertension
- Increases bone density
- Decreases mental stress
- Improves cognitive health
- Walking an extra 20 minutes each day will burn off 7 pounds of body fat per year.
- Longer, moderately-paced daily walks [40 minutes at 60-65% maximum heart rate] are best for weight loss.
- Short, fast walks [20-25 minutes at 75-85% maximum heart rate] are best for heart and lung conditioning.
- To burn off 1 M&M candy, you need to walk the full length of a football field [100 yards].
- 1 mile equals about 2,000 steps. Doctors recommend 10,000 steps [5 miles] a day for good health.

## For Massachusetts

---

- 10.4% of all Massachusetts trips are walking trips, 44% higher than the national average. That gives Massachusetts the fourth highest walk share [after New York, Pennsylvania and Illinois].
- 13% of Massachusetts residents walk to work.
- Massachusetts has the 10th lowest pedestrian fatality rate in the U.S., at .73 deaths per 100,000 people. That is 53% below the national average.
- 76 pedestrians are killed by motor vehicles every year in Massachusetts.
- 60% of pedestrian fatalities from 2000 to 2009 occurred on roads with speed limits of 40 mph or more.
- 40% of pedestrian fatalities [with a known collision location] occurred where no crosswalk was available.

## How we can help

---

- Provide guidance, speakers, programs, technical assistance and moral support so you can become more effective in your own advocacy efforts.
- Advise on improvements for your community, such as redesigning dangerous intersections, getting crosswalks painted, or removing sidewalk obstacles.
- Provide self-guided walks, maps and resources at [www.walkboston.org](http://www.walkboston.org).

## How you can help

---

**Walk! Better yet, join WalkBoston today!**

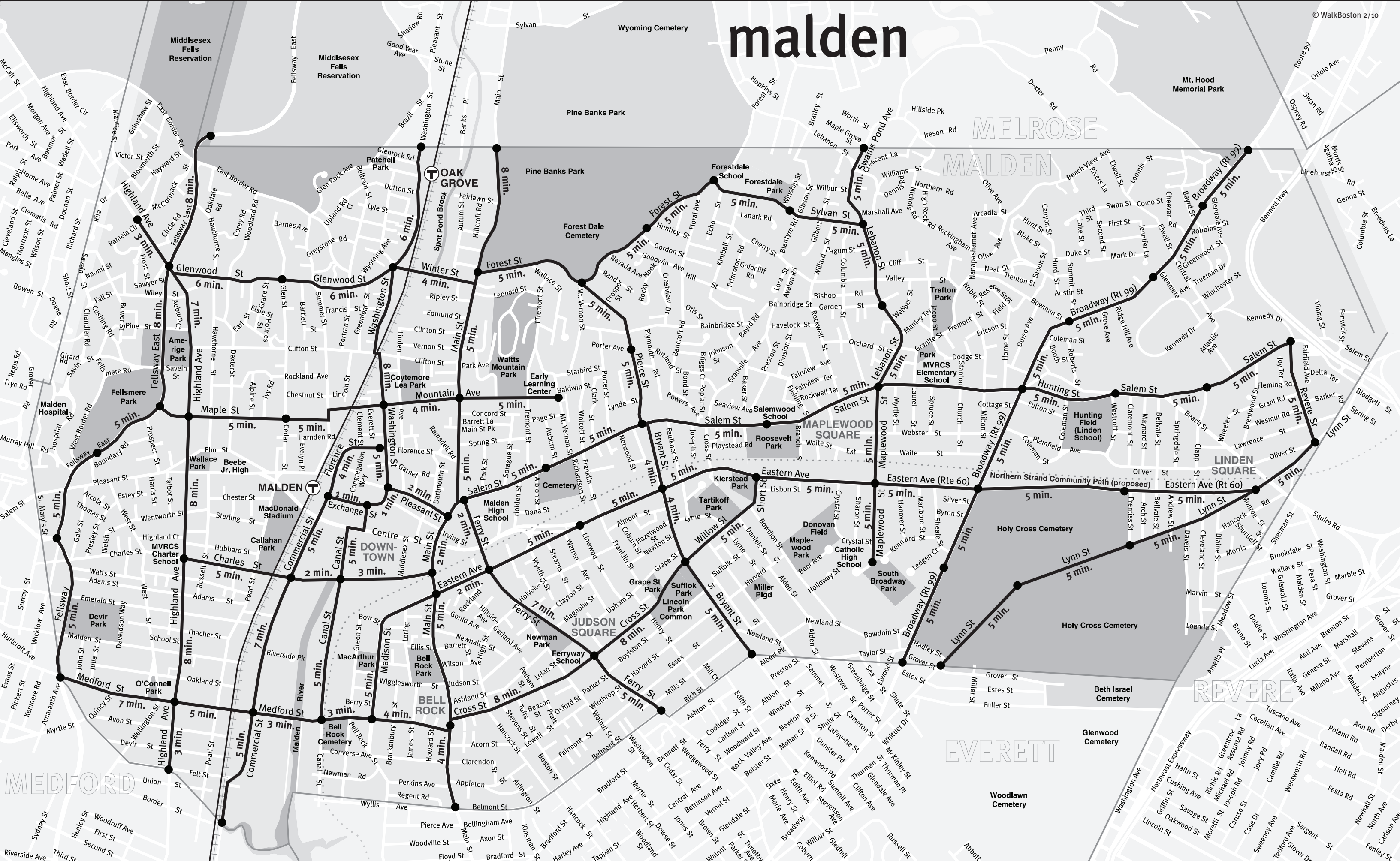
**We work to make communities more walkable. Sounds simple, but we can't do it without your support. Become a member and/or donate at [www.walkboston.org](http://www.walkboston.org).**



Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255  
F: 617.367.9285 | [info@walkboston.org](mailto:info@walkboston.org) | [www.walkboston.org](http://www.walkboston.org)



# malden



## Plan a Walk

Walking in Malden is easy and fun; the more you walk, the more beneficial it is to your heart and soul. One hour of brisk walking can add two hours to your life [American Heart Association].

**Malden has many opportunities to walk.** Neighborhoods are close together, retail areas are easy to find, safe sidewalks are abundant, and there's a great deal to see. The map shows 4, 5, and 8-minute incremental walks within Malden. This will help you to plan your twenty-minute daily walk.

**Walking brings good health.** It provides abundant benefits for your heart, lungs, muscles and energy, and exercises your body in a balanced way. Walking is the one exercise that people stick with. It has the lowest dropout rate of any physical activity. Walking is the simplest positive change Americans can make to improve their heart health.

**Start with a short walk.** Walk for 5 minutes and return for 5 minutes for a 10-minute walk. Vary the route to keep it interesting. Then try walking a 10 minute out-and-back loop for a 20 minute walk. Repeat this at least three times a week for maximum benefits. You will benefit even more with a brisk walk. Your breath will be your indicator: a little breathlessness shows a good brisk walk. Walking provides abundant benefits for your heart, lungs, bones, muscles, plus an increased energy level.

**Build stronger families.** Walk your kids and their friends to school to build healthy habits for all. Walk and shop in Malden with a spouse, grandparent, or relative. Families that walk together communicate better together.

**Walk to do your errands.** Malden has convenient shops, banks, drug stores, dry cleaners, and restaurants in all neighborhoods – leave your car at home.

**Walk in the park.** Try Pine Banks Park, the Middlesex Fells Reservation, or Fellsmere Pond. Start at the entrance for Pine Banks and loop around the park. For Middlesex Fells, start at the Summer Street entrance and create your own route. Fellsmere Pond is a fabulous loop for all.

**Build stronger communities.** Pedestrians liven up residential areas and make commercial areas more vibrant. Grab a partner and walk during lunchtime, after dinner, or run neighborhood errands by foot. Pedestrians can be the first to report broken sidewalks or parking problems. Call City Hall at 781.397.7000, or email at [mail@cityofmalden.org](mailto:mail@cityofmalden.org).

**WalkBoston is a resource.** For 20 years, we have worked across Massachusetts on design improvements for pedestrians, education about walkers' needs and the delights and possibilities of walking. Join us online at [walkboston.org](http://walkboston.org).



MAKING OUR COMMUNITIES MORE WALKABLE

Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255  
F: 617.367.9285 | [info@walkboston.org](mailto:info@walkboston.org) | [www.walkboston.org](http://www.walkboston.org)

## Walk to the River

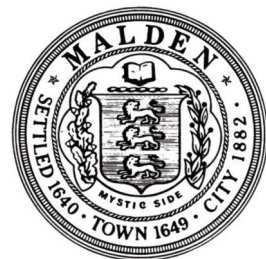
**There are many opportunities to access the scenic Malden River, a tributary of the Mystic River.** Try a loop route on Commercial Street and Canal Street, crossing the river at Medford Street and/or Charles Street. Another option is to start at Oak Grove T Station, and walk along the parking lot to Banks Place, continuing towards Melrose. The body of water on your right will be Spot Pond Brook, a tributary of the Malden River that begins at Spot Pond in the Middlesex Fells Reservation and runs underground from Winter Street to Canal Street. Other sites include the Park at River's Edge and proposed Wellington Greenway in neighboring Medford that can be reached by following Commercial Street. The River Walk in Everett and proposed Northern Strand/Bike to the Sea Path are also located near the end of Canal Street.

**Many groups in the area are currently working to improve access to and water quality in the Malden and Mystic Rivers.** For more information or to get involved contact Nick Cohen, [ncohen@tri-cap.org](mailto:ncohen@tri-cap.org), or stop by his office at 110 Pleasant Street in Malden. Also visit the Mystic River Watershed Association's website <http://mysticriver.org>

## Caminar al Río

**Hay muchas formas de llegar al pintoresco Malden River, un tributario del Mystic River.** Una opción es una ruta circular en Comercial Street y Canal Street, cruzando al río por Medford Street o Charles Street. Otra opción es empezar cerca de la estación del T Oak Grove y caminar por el estacionamiento hacia Banks Place continuando luego en la dirección de Melrose. El cuerpo de agua a la derecha será Spot Pond Brook, un tributario del Malden River que empieza en Spot Pond en la reserva de Middlesex Fells y que corre de forma subterránea desde Winter Street hasta Canal Street. Otros sitios incluyen el parque de River's Edge y el ahora propuesto Wellington Greenway sendero en Medford que son accesibles por Comercial Street. El River Walk sendero en Everett y el ahora propuesto sendero de Northern Strand/Bike to the Sea quedan también cerca del final de Canal Street.

**Muchos grupos locales trabajan para mejorar los Malden y Mystic Rivers.** Para más información o si está interesado en formar parte de los proyectos, favor contactar a Nick Cohen, [ncohen@tri-cap.org](mailto:ncohen@tri-cap.org), o visitarlo en su oficina ubicada en 110 Pleasant Street en Malden. También puede visitar el sitio del Internet de la Mystic River Watershed Association <http://mysticriver.org/>.



## Planificar una caminata

**Es fácil y divertido caminar en Malden.** Lo más camine, lo mejor que sea para el corazón y la alma. Caminar una hora puede añadir dos horas a la vida, dice la American Heart Association.

**Malden tiene muchas oportunidades para caminar.** Cada barrio está cerca al próximo, es fácil encontrar las zonas comerciales, hay abundante aceras seguras y hay mucho para ver. El mapa indica caminatas en incrementos de 4-, 5- y 8-minutos. Puede ayudarlo en planificar la meta de caminar 20 minutos cada día.

**Caminar hace buen salud.** Provee beneficios abundantes para la corazón, los pulmones, los músculos y la energía. Ejercite el cuerpo entero. Las personas que caminan continúan más que otras actividades. Caminar es el cambio más simple y positivo para mejorar la salud de la corazón.

**Empiece con una caminata corta.** Camine por 5 minutos y regrese por 5 para caminar 10 minutos. Cambie su ruta para mantener interés. Después, camine un circuito de 10 minutos yendo y 10 regresando para completar una caminata de 20 minutos. Camine un mínimo de 3 veces cada semana para obtener los beneficios saludables. Es mejor todavía caminar rápidamente. Su respiración puede indicar su esfuerzo: respirar un poco más que normal indica que sigue a buen rato. Caminar tiene beneficios abundantes para el corazón, los pulmones, los huesos, los músculos, y aumenta el nivel de energía.

**Hacer las familias más fuertes.** Para fortalecer hábitos de buen salud para todos, camine a la escuela con sus niños y los amigos suyos. Camine y haga compras en Malden con un esposo, abuelo o pariente. Familiares que caminan juntos comunicarse mejor.

**Haga los mandados.** Malden tiene tiendas convenientes, bancos, lavanderías en secos y restaurantes en todos los barrios – deje el carro a la casa.

**Camine en el parque.** Explore el Parque de Pine Banks, la Reservación de Middlesex Fells, o la Laguna de Fellsmere. Empiece a la entrada de Pine Banks y pase alrededor del parque. En Middlesex Fells, pempiece a la entrada de Calle Summer y crear una ruta personal. La Laguna Fellsmere es una caminata magnífico para todos.

**Hacer las comunidades más fuertes.** Con peatones, los barrios residenciales hay más animados y los áreas comerciales más efervescente. Camine con un compañero durante la hora de almuerzo, después de la cena, o para hacer los mandados a pie. Los peatones pueden ser los primeros para informar sobre aceras rompidas o problemas de parquear. Llame a City Hall a 781.397.7000 o mande un email a [mail@cityofmalden.org](mailto:mail@cityofmalden.org) para informar sobre aceras inseguras y problemas con tráfico y parking.

**WalkBoston es un recurso.** Por 20 años, hemos trabajado en Massachusetts para mejorar los diseños para peatones, educar el estado sobre las necesidades de los caminantes, y los placeres y posibilidades de caminar. Visítenos en la red at [walkboston.org](http://walkboston.org).

Special thanks to the Chinese Cultural Connection for their translations  
Map: Ken Dumas Text: Bob Sloane Design: Garfinkle Design / [ninagarfinkle.com](http://ninagarfinkle.com)

## 散步计划

漫步在摩顿的大街小巷里既轻松又愉快,你行走的越多你的身心得到的好处越多。美国心脏协会告诉我们, 1小时快速的散步可以为你增加2小时的寿命。

**摩顿的人们有许多散步的机会。**邻居们相距不远, 零售商业区随处可见, 安全的人行步道处处都有, 并且有好多有趣东西可以一饱眼福。地图上标出了摩顿地区内4分钟, 5分钟, 8分钟或更长时间的散步路线, 这会帮助你作出每日 2 0 分钟的散步计划。

**从短距离散步开始。**出去 5 分钟, 返回 5 分钟就是 1 0 分钟的散步。变换不同的路线, 保持散步的乐趣。然后试着走一次往返各 1 0 分钟的路程, 就成为了 2 0 分钟的散步。每个星期至少这样走三次就能获得最大的收益。一次轻松的散步甚至可以使你获益更多, 你的呼吸就是你的指示器, 稍微有点喘不过气来, 证明这是一次快速的散步。散步对你的心、肺、骨头、肌肉都大有裨益, 并可使你保持精力旺盛。

**强化家庭纽带。**带着你的孩子和他们的朋友走着去上学, 使他们养成健康的好习惯。跟你的配偶, 祖父母或者亲朋好友在摩顿走着去逛街。家人一起散步彼此沟通的更好。

**跑腿办事。**摩顿有许多便利店, 银行, 药店, 干洗店和餐馆在我们周围一把你的汽车留在家吧。

**在公园里散步。**到 Pine Banks Park, Middlesex Fells Reservation, 或者 Fellsmere Pond散步, 在Pine Banks Park 从入口开始环绕公园一圈; 在Middlesex Fells, 从 Summer Street 入口开始选择你自己的散步路线。Fellsmere Pond是一个极好环行散步场地。

**加强社区联系。**步行者能活跃居住区的气氛, 使商业区更充满活力。找一个伙伴在午餐、晚餐后散一会儿步, 或者走着去办事。步行者可能会最先发哪里人行道毁坏, 或者哪里停车有问题。

报告人行道安全隐患或者交通停车问题  
请给 City Hall 打电话: 781.397.7000  
或者email: [mail@cityofmalden.org](mailto:mail@cityofmalden.org)

## 河邊散步計劃

**有很多方法可以欣賞到 Malden River 的河邊景色, Malden 河是 Mystic 河的分支. 你在可以從 Commercial Street 或 Canal Street 開始, 在 Medford Street 或 Charles Street 穿越Malden河。另外一條路是從 Oak Grove 車站開始, 穿越停車場到 Banks Place, 繼續往Melrose方向走. 在你右邊的河是Spot Pond Brook, 它是 Malden 河的分支. 這條分支是從 Middlesex Fells Reservation 水土保護區) 的 Spot Pond 開始, 從 Winter Street 到 Canal Street 是位於地表之下。其他的地區包括 River's Edge 公園和 Medford 附近的 Wellington Greenway 步道計劃案, 這些地方都可以從 Commercial Street走到。The River Walk in Everett 步道和 Northern Strand/Bike to the Sea Path 步道/自行車道計劃案都是從 Canal Street 的尾端開始。**

**目前有很多團體致力於改善 Malden and Mystic 河的水質。如果您有任何的問題請聯絡 Nick Cohen, [ncohen@tri-cap.org](mailto:ncohen@tri-cap.org), 或到他的辦公室 110 Pleasant Street, Malden. 您也可以上網查詢Mystic River Watershed Association's website <http://mysticriver.org>.**

## Better walking, better business

WalkBoston plays a leading role all across Massachusetts to improve everyday conditions for our most basic, healthy and environmentally-friendly form of transportation: walking. We have an impressive record of helping cities, towns, state agencies, developers, institutions and elected officials recognize and accommodate the needs of walkers.

For businesses, supporting improved walking conditions is a sound but sometimes overlooked investment. Dollar for dollar, the returns are impressive, from more customers to healthier, more productive employees.

WalkBoston is spreading the Good Walking is Good Business message. Strengthen our voice and this message by joining today at [walkboston.org](http://walkboston.org).

## Successful business districts

If you want

- more potential customers
- happy, healthy employees
- higher, stable property values
- public sector cost savings

Then make walking

- easy and convenient
- safe for everyone
- comfortable and inviting
- interesting and fun

## program support



© WalkBoston 12/2011



Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255  
F: 617.367.9285 | [info@walkboston.org](mailto:info@walkboston.org) | [www.walkboston.org](http://www.walkboston.org)



# walkBoston

good  
walking  
is good  
business



BostonCompleteStreets.org

## An investment in walking is a good business investment

Pedestrian facilities are an essential community benefit. Whether you are a retailer, homeowner, city official, or CEO, an investment in walkability pays off.

Walkability contributes to the quality of life in a town or neighborhood, encouraging residents and visitors to shop locally; helping to attract and retain workplaces and associated employees; and raising real estate values, civic pride, and community involvement.

Retail spending is often higher in walkable areas. A welcoming walking environment attracts strolling visitors and local customers running daily errands. People on foot are more likely to see window displays, to go into more stores, and to stay longer, all of which offers the potential of increased sales.

Walkability is now a part of the conversation for every real estate transaction. Walk Score [a measure of amenities that can be accessed by walking] is discussed in every local market: residential and commercial, sales and rental.

Across the U.S., properties in mixed-use, walkable districts now tend to have higher and more stable values than those in less walkable areas.

Younger workers want to walk to work and have social interactions, and are less interested in owning cars. When businesses pick sites, they locate where they are likely to find, attract and keep the employees they want.

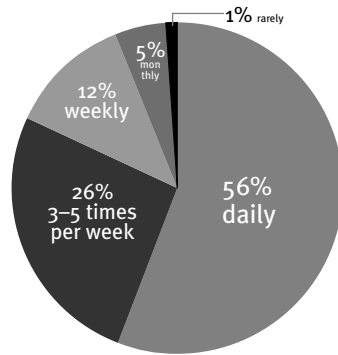
The benefits of walking are widely recognized. People who walk as part of their daily routine are more likely to get the exercise needed to stay healthy. A healthy workforce greatly reduces healthcare costs for employers and the public. Walking is also a social activity, and people who walk in their neighborhoods tend to be more involved in neighborhood life and civic activities.

Neighborhoods or business districts can be made more walkable. Modest improvements, such as active storefronts, benches, and fun events help enliven areas and attract walkers. Since people want to be where the action is, the more that people are out and about walking, the more exciting your neighborhood will be.

**Make an investment in improving the walking conditions around your place of business. It will pay off with more customers, healthier employees, and a stronger bottom line.**



## How often customers walk to Central Square

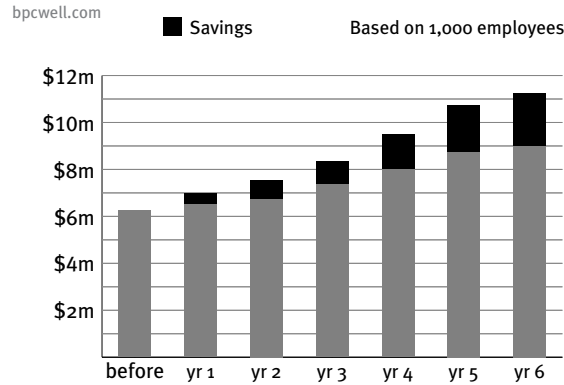


City of Cambridge, Customer Intercept Survey 2009

## For retail businesses

- A dollar spent at an independent business generates about 3 times as much benefit to the local economy as spending a dollar at a chain retailer. Locally-owned businesses thrive in densely-built, walkable communities, and are more likely to stock local products, supporting other local businesses. *[American Independent Business Alliance, 2003]*
- **Patrons of retail businesses who arrive by foot and bicycle in a neighborhood shopping area visit the most often and spend the most money per month.** *[Toronto Clean Air Partnership, 2009]*
- Walkable retail areas with unique visual, cultural, social and environmental qualities provide competitive advantages. Their “place-making dividend” attracts people to visit often, stay longer and spend more money. *[Urban Land Institute, 2010]*
- In Los Angeles, walkable, densely-built shopping districts saw retail activity up to 4 times greater than strip shopping areas. *[Boarnet, Retrofitting the Suburbs to Increase Walking, 2010]*
- Revenues from businesses rose 71% in 2008 when Broadway, a diagonal through Times Square, was closed to traffic and became a pedestrian plaza. *[New York City Dept. of Transportation, 2009]*

## Healthcare cost: wellness program savings



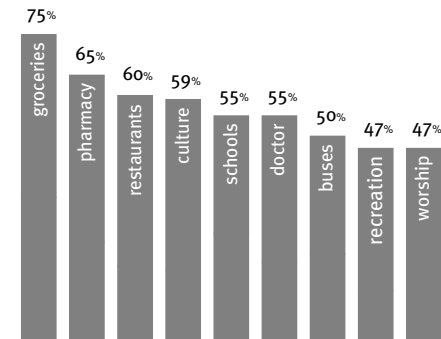
## For employers

- More than half of adults and one-third of Massachusetts children and teens are now either overweight or obese, resulting in an associated medical cost of \$15 billion for all related illnesses. *[MA Dept. of Public Health, 2008]*
- **Employers can save \$16 for every \$1 they spend on health and wellness, and workplace fitness programs have been shown to reduce employer health care costs by 20% – 55%.** *[American Heart Association, 2011]*
- In order to attract and maintain a highly qualified workforce, Silicon Valley Manufacturing Group and BellSouth help employees find housing to reduce commute times. *[National Association of Local Government Environmental Professionals, 2004]*
- Younger workers want to be in walking distance of work, restaurants, and shopping; they’re looking for more social interaction. *[CNN/Fortune, 2011]*
- Fewer young people want cars. In 1995 people age 21 to 30 drove 21% of all miles driven in the U.S.; in 2009 it was 14%, despite consistent growth of the age group. Living car-free in walkable areas fits younger lifestyles. *[Advertising Age, 2010]*



Our annual award honors the business communities' efforts in creating lively walker-friendly places.

## Percent of homebuyers wanting to walk to:

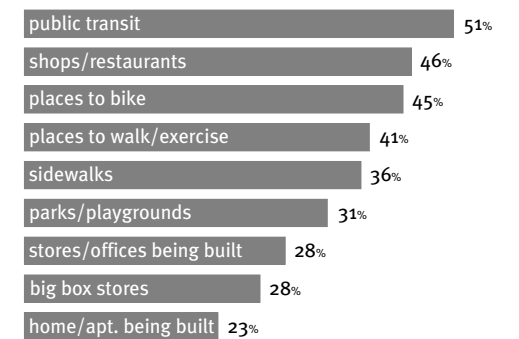


National Association of Realtors, 2011

## For real estate

- Real estate values over the next 25 years will rise fastest in communities with a compact mix of residential and commercial districts in a pedestrian-friendly configuration. *[Real Estate Research Corp., 2002]*
- Nearly half the U.S. population – 150 million baby boomers and their children – may be in the market for walkable, transit-oriented neighborhoods with smaller homes. Boomers are downsizing as their children leave home. *[Brookings Institution, 2011]*
- **A one-point increase in Walk Score [based on number of destinations within a short distance] is associated with between a \$700 and \$3,000 increase in home values.** *[CEOs for Cities, 2009]*
- A 10-point increase in Walk Score increases commercial property values by 5% – 8%. *[University of Arizona & Indiana University, 2010]*
- Homebuyers are willing to pay an average \$20,000 to \$34,000 premium for homes in pedestrian-friendly communities compared to similar houses in surrounding areas. *[CEOs for Cities, 2009]*
- Homes in walkable urban neighborhoods have experienced less than half the average decline in price from the housing peak in the mid-2000s. *[Brookings Institution, 2011]*
- A 5 to 10 mph reduction in traffic speeds increases property values for adjacent residences by 18% to 20%. *[Victoria Transport Policy Institute, 1999]*

## Percent of residents wanting more:



National Association of Realtors, 2011

## For communities

- Reinvestment in existing infrastructure is less costly, reduces expenses and boosts profits over the short- and long-term. *[National Association of Local Government Environmental Professionals, 2004]*
- The percentage of people who have ceased driving doubles each decade after age 65. Providing mobility options to a rising number of older non-drivers will be a planning challenge as both life expectancy and the number of older Americans grow. *[National Household Travel Survey, 2009]*
- If one in ten Massachusetts adults started a regular walking program, the state would save \$121 million in heart disease expenditures annually. *[MA Dept. of Public Health, 2008]*
- Families living in walkable areas save \$400 to \$500 monthly in auto costs compared to those in auto-dependent communities. *[Center for Neighborhood Technology & Surface Transp. Policy Project, 2000]*
- **Small-scale pedestrian improvements along streets result in higher physical activity levels and have high levels of public support.** *[Centers for Disease Control, 2011]*
- People living in walkable neighborhoods trust neighbors more, participate in community projects and volunteer more than in non-walkable areas. This positive social aspect improves health and economic opportunities and leads to a higher quality of life. *[University of New Hampshire, 2010]*

Editing: Ken Krause/Ann Hershfang

Content: Bob Sloane/Rachel Blatt Design: NinaGarfinkle.com

The full text of each reference is online at WalkBoston.org.