

Transportation Alternatives – McGuinness Blvd Campaign, Brooklyn New York

Transportation Alternative's McGuinness Blvd campaign in Brooklyn calls on the city to choose saving lives over improving traffic flow.

The campaign included:

- Conducting speeding surveys using a radar gun,
- Forming a community based coalition,
- Displaying Pedestrian Memorial Signs, and
- Organizing Walking Tours.

Transportation Alternatives engaged in an enforcement campaign while working toward longer term engineering and street design solutions to safety issues. The campaign included efforts to educate pedestrians about the rules of the road. They worked with the Department of Transportation and local law enforcement authorities on campaign. See the report on their website about the McGuinness Blvd. campaign.

[http://transalt.org/files/newsroom/reports/2012/A Study of Speeding on McGuinness Boulevard Report Final.pdf](http://transalt.org/files/newsroom/reports/2012/A_Study_of_Speeding_on_McGuinness_Boulevard_Report_Final.pdf)

Lindsey Ganson, [Transportation Alternatives](#)

Feet First Walk & Talk Events, Seattle Washington

Walk & Talk events are designed to:

- Showcase area redevelopment that incorporates features to support walking,
- Make people more aware of the importance of walkable communities,
- Provide sponsorship opportunities for the organization, and
- Introduce participants to their community leaders and helpful resources for creating change in their neighborhood.

The idea is to effect change by having conversations about development projects that are at a stage where the community can still have input and influence. A community leader leads the conversation and walks are about 45-60 minutes in length. Walk & talks have been held to discuss social housing, light rail, and other development projects that may or may not be contentious. Leaders stop in 3 locations, speak about the project and answer questions.

Feet First has been successful in getting sponsorships for the event, e.g. zip car, architectural firms. Walks are free of charge. Membership to Feet First is \$30.00 but discounts are given at the event when memberships are \$20.00. All funds collected go into advocacy and promotion of walkability.

There is a mobile app, *Adventure Walks* that has been created for the walks. Interns from the university help with the event. An on-line registration system is used so that there is no money collected on the day of the event. After the walk & talk there is a reception with wine & beer sponsored by a local pub/restaurant.

Lisa Quinn, [Feet First](#)

Walk Raleigh – Guerilla Wayfinding Campaign, Raleigh North Carolina

Walk Raleigh was an initiative to educate people through civic action about the length of time it takes to walk to key destinations in their community. The campaign involved posting 12"x12" directional signs to light standards at intersections throughout the city. Signs were zip tied to polls – no adhesive or paint was used – to be respectful of public space. Three demographics were targeted; seniors, families and students and therefore signs were posted in Public/Open Space, Commercial Area, Civic Landmark or Amusement areas.

Posting began at 9:00pm and was complete within 1 hour, however, it took about a week of preparation. The signs remained up for about 1 month before there were some complaints. There was a lot of media attention and the signs were taken down as they weren't legal (e.g. did not belong to the city). Although members of the campaign did not seek approval from the city to post the signs, city staff were supportive of the initiative and made the case to council to continue to support the project as a "pilot education program". Signs were eventually put back up.

The cost of the campaign was about \$400. Walk time was calculated using google maps "walk" tool, currently in Beta. (The average walking time used is 20 minutes per mile).

Walk Your City is an effort to scale this initiative to make it accessible for more and more people. Walk Your City is an open-source "Guerilla Wayfinding" project focused on helping anyone create safe and healthy walking environments.

Matt Tomasulo, [Walk Raleigh](#)