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## membershipapplication

### I would like to:

- join    renew    be on email list

### individual/family levels [benefits on back]

- individual \$30  
 dual/family \$60  
 supporter \$100—\$499  
 sustaining \$500—\$5000

### corporate levels [benefits on back]

- ambler \$400  
 stroller \$1000  
 strider \$2500  
 racewalker \$5000

additional contribution \$ \_\_\_\_\_

name \_\_\_\_\_  
\_\_\_\_\_

organization \_\_\_\_\_

address \_\_\_\_\_  
\_\_\_\_\_

day phone \_\_\_\_\_

eve. phone \_\_\_\_\_

e-mail \_\_\_\_\_  
\_\_\_\_\_

how did you hear about us? \_\_\_\_\_

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Mail this form along with your check, or donate online  
WalkBoston | 45 School Street | Boston MA 02108  
T: 617.367.9255 | F: 617.367.9285  
info@walkboston.org | www.walkboston.org  
Your donation is tax deductible as a charitable contribution

## Accomplishments

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**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 successfully 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.

**Watertown:** Convinced Metropolitan District Comm. to convert underused four-lane roads along the Charles River to two travel lanes, a bike lane, and parking.

**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.



Old City Hall | 45 School Street | Boston MA 02108 | T: 617.367.9255  
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# WalkBoston

about  
us

## About WalkBoston

WalkBoston is a non-profit membership organization that encourages walking throughout Massachusetts for transportation, health and vibrant communities. Our education and advocacy programs give voice to citizens to make their communities walkable.

WalkBoston's advocacy on behalf of pedestrians began in 1990 when a handful of people decided they would be more effective speaking out collectively than as individuals. Today, WalkBoston has members in 65 cities and towns and is supported by some 73 corporate/organizational members.

Most impressive is WalkBoston's lengthy record of getting cities and towns, state agencies, developers, institutions, and elected officials to recognize and provide for the needs of walkers.

Every additional voice helps WalkBoston's message to be heard. We welcome your advocacy efforts and your membership.

## 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:

- Talk with citizens to hear their concerns.
- Meet with public officials to initiate changes that benefit pedestrians.
- Make people aware of the importance of walking as a mode of transportation, for better health and vibrant communities.
- 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. [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.
- Good walking conditions make transit a good option, people will walk short distances to buses/trains.
- Foot trips can replace short automobile trips—benefiting traffic flow and air quality.
- 27% of trips are one mile or less, yet 3/4 of these are made by car. Walking would take 20 minutes or less.

### Walking is good for your health

- Provides abundant benefits for your heart, lungs, muscles and energy, and exercises your body in a more balanced way than any other activity.
- Helps control your weight. Obesity is almost as deadly as smoking, and in Massachusetts 54% of adults and 25% of children are overweight or obese.
- Is a safe, low-impact exercise for all ages.

### Walking builds stronger communities

- Pedestrian activity makes residential areas more neighborly and commercial areas more vibrant.
- Businesses thrive financially in walkable communities, which offer a mix of housing, offices, shops, restaurants, and services.
- Crime decreases as pedestrian activity increases.

### Walking should be safe and easy to do

- Streets, sidewalks, intersections and crosswalks must be designed for the safety of people on foot, including providing ample WALK time.
- Faster traffic increases the likelihood of ped fatalities.
- 90% of pedestrians hit by cars die when struck at 40 m.p.h. compared to 5% at 20 m.p.h.
- An estimated 85 pedestrians are killed in motor vehicle collisions every year in Massachusetts.

## 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.



## Help by joining today!

MEMBERSHIP APPLICATION ON REVERSE SIDE

### individual benefits

BENEFITS ARE CUMULATIVE AS LEVELS INCREASE

#### \$30 individual

- free or discounted walks/events
- newsletters/e-announcements
- publication discounts
- \$25 drive credit for WB members who join Zipcar

#### \$60 dual/family

- pedometer

#### \$100—\$499 supporter

- *WalkBoston*, a book of 30 metro walks

#### \$500—\$5000 sustaining

- name in annual meeting program
- WalkBoston gift memberships [2—5]

### corporate benefits

BENEFITS ARE CUMULATIVE AS LEVELS INCREASE

#### \$400 ambler

- free walks/events
- newsletters
- name in annual meeting program
- name on our website

#### \$1000 stroller

- quarter page in annual meeting program
- link on our website
- name on annual meeting walk map

#### \$2500 strider

- half page in annual meeting program
- logo on our website

#### \$5000 racewalker

- full page in annual meeting program
- description on our website
- logo on annual meeting walk map
- guided walk

SEE OUR PRODUCTS/PUBLICATIONS LIST AT [WALKBOSTON.ORG](http://WALKBOSTON.ORG)