Walking Towards Safer Streets

Heidi Simon
Deputy Director
America Walks
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Today’s Agenda

About America Walks and the Walking Movement

Current Environment of Pedestrian Advocacy

What Works (and What Doesn’t)
About America Walks and the Walking Movement
America Walks advances safe, equitable, accessible, and enjoyable walking and moving conditions by empowering people and communities to effectively advocate for change.
About Our Organization

America Walks is a national nonprofit organization dedicated to creating more walkable and livable places. We work with a diverse coalition of partners by sharing resources, providing technical assistance, and acting as a national voice for the thousands of passionate local, state, and national advocates. Now celebrating over 20 years, we continue to expand our advocacy and programming to position walking as a national priority.
Our Vision

By 2030, streets and neighborhoods in all American communities are safe and attractive public places that encourage people of all ages, abilities, ethnicities, and incomes to walk and move for transportation, wellness, and fun.
Our Reach

America Walks' reach extends to all 50 states, Puerto Rico, and the US Virgin Islands. We are constantly exploring new ways to grow and engage our network.

- Network of Over 30,000 Advocates
- 700 Local, State and National Allied Organizations
- 27 Microgrants Awarded Nationwide in 2018
- Webinars and Online Trainings
  - 13,967 Registrations for 17 Webinars in 2017
Our Work

• Webinars and Trainings
• National Walking Summit
• Walking College
• Advocacy
• Community Change Grants
• Walking Champion Award
Who We Are

• Small, but mighty

• 60% of organizations have fewer than 1.5 FTEs

• Median annual budget: $7,000

• 76% spend less than half of their time on walking advocacy
Not Your Mama’s Walking Movement

• Intersections with housing, transit, real estate, and more

• Advocates from multiple sectors and industries

• Community change agents and national leaders
Why We Do What We Do

Pedestrian Fatalities
6,227
Killed in 2018, up from almost 6,000 in 2017

Obese Adults in the US
93.3 million
As cited by 2015-2016 CDC Data
Current Environment of Pedestrian Advocacy
Opportunities for Improvement

• Focus on Vision Zero and Complete Streets

• Holistic approach to planning

• Measurement, data, and evaluation
Existing Concerns

• Speed and road design

• Designing for inclusive communities

• Safe, accessible, ENJOYABLE

• Political Will
Looking Ahead

• Walking and new mobility

• Changing the narrative

• Regardless- support from the ground up and top down
What Works
(and What Doesn’t)
The Good-Tactical Urbanism

• Temporary changes to demonstrate long-lasting potential

• Engages, empowers, and educates

• Cheap, quick, and easy
The Good-Coalitions and Partnerships

• The walking movement is changing, so can our team

• Coming together around common goals and issues

• Providing a united front for safety and health

Credit: Anna Min of Min Photography
The Good- Being Part of the Process

- Improves communication, information gathering, and access

- No us vs. them

- Doesn’t take a lot, if it’s sincere
The Bad-Overcoming Car-centric Culture

- Transportation is changing, we need to too

- How do we measure an effective street or space?

- People-focused vs. car-focused
The Ugly- Victim Blaming

• Important in creating a culture of safety

• All have the responsibility to be vigilant

• Use of language and descriptors

• Who/what is actually responsible?
The Ugly-Distractions

• We know what works

• New technology has it’s place

• Can’t lose sight of the lives lost
Contact Us

Heidi Simon, America Walks Deputy Director
(414) 241-3805
hsimon@americawalks.org
PO Box 70742
Bethesda, MD 20813

americawalks.org