



WalkBoston®

# action plan

## WALKBOSTON'S STATEWIDE ACTION PLAN

Building on nearly 30 years of advocacy in more than 100 cities and towns across the Commonwealth, WalkBoston has adopted a 3-year plan offering a framework to Make Massachusetts More Walkable. This action plan articulates our working principles, while also defining our focus areas and organizational goals with clear measures of success.

### focus areas

- **Pedestrian Safety:** Reduce the number of walkers killed / injured statewide.
- **Walkable Communities:** Engage and build community through walk audits, workshops, and advocacy training.
- **Age-Friendly Walking:** Adopt policies and practices that increase safety for older adults.
- **Transit Connections:** Promote safe walking connections to transit statewide.
- **Rural Walking:** Address issues specific to rural communities.
- **Walking Policy & Design:** Influence projects, policy, and legislation on local, state, and national levels.

### working principles

- **Equity:** Address equity and inclusion more explicitly in community engagement strategies and project approaches.
- **Flexibility & Adaptability:** Evaluate new technologies and policies that affect the safety of people walking.
- **Evidence-Based Practice:** Follow and create best practices for the built environment based on impacts to community health, vitality, and resiliency.

### organizational goals

- **Outreach:** Establish new partnerships with community-based organizations and active mobility constituencies.
- **Digital Resources:** Systematize access to projects and information.
- **Financial Sustainability:** Develop a detailed financial sustainability plan that considers new revenue possibilities.