



PROMOTING WALKABLE COMMUNITIES



Neighborhood Walking Ambassador Program





Introduction

Feet First is known for its unique community engagement process. Since 2001, we have been inspiring, motivating, and challenging individuals, organizations, schools, and government leaders to create safe and inviting places for people to walk.

The Neighborhood Walking Ambassador program supports our vision to get people walking every day for health, transportation, environment, community, and pleasure.

The goal of a Neighborhood Walking Ambassador is to lead walks that inspire, connect and inform the community about neighborhood assets. In doing so we are imagining a way of connecting people with their surroundings and taking steps towards improving personal and environmental health while sharing knowledge.



Neighborhood Walking Ambassadors organize walks around their neighborhoods. These walks are themed, interpretive events bringing neighbors together to expose them to the experience of walking in their own neighborhoods. Some examples of a themed walk would include: a walk to visit a new park or pathway, a walk to an event, a nighttime holiday walk, a fitness walk, a nature walk, and a garden walk.

When you become a Neighborhood Walking Ambassador you are sharing your knowledge while helping Feet First expand its voice for walkable communities.

In this toolkit you will learn more about the following:

1. Your role
2. Time Commitment
3. Location of the Walk
4. Resources
5. Plan + Recruit
6. Day of the Walk
7. Planning + Feedback



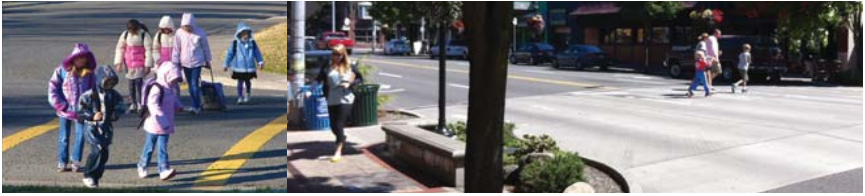
1 Your Role

Your role as a Neighborhood Walking Ambassador is to motivate and encourage neighborhood residents to walk.

Walking Ambassadors will work with Feet First to coordinate the date, time, and location of walks, and Feet First will make sure you have all of the resources you need to get started.

You also will play an important role in engaging the neighborhood with the importance of creating walkable communities. More people out walking means more eyes on the street, increasing the safety of your streets. Community walks also bolster neighborhood pride and social connections. These walks are also intended to help build local advocacy, which we can support through Walking Audits and Crosswalk Actions.

To keep momentum we encourage you to lead one walk a month. While we recognize that walks will primarily take place throughout the spring, summer, and early fall when the weather is nicer, we encourage and support your efforts to continue your walks throughout the year. Because the walks will be promoted widely, you will walk with a variety of people with different skills, perspectives, and backgrounds, who may not live in your neighborhood. As a Neighborhood Walking Ambassador you will inspire people by sharing your enthusiasm for walking and your knowledge of local walking routes and points of interest.



Duties

You will be asked to undertake a range of duties, to include some of the following:

- Select the walking route (time yourself, assess difficulty, and take into consideration the diverse audience that might be walking with you).
- Assist with the promotion of your walk.
- Talk to people on a one-to-one basis and in small groups, which may include school groups and families.
- Hand out promotional and educational material to participants.
- Be a source of information on the health and social benefits of walking.
- Provide walking maps to participants and necessary guidance on how to use them.
- Provide participant evaluations, comments, feedback and contact information to Feet First staff following the walk.
- Provide pictures to Feet First to post online.

Attributes

- Good communication and ability to interact face-to-face;
- Enthusiasm about sharing walking benefits with others; and
- Sensitive, non-judgmental and understanding of different people's pace and perspectives.



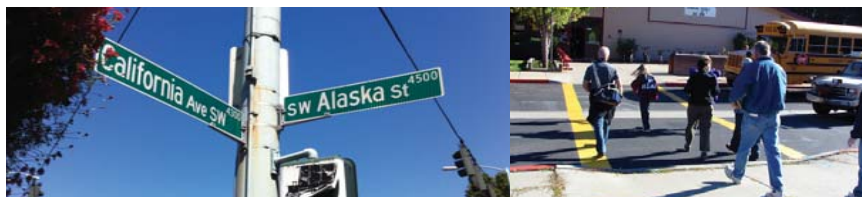
2 Time Commitment

We would like to see you lead walks as much as possible. However, we understand due to other commitments you might not be able to plan walks each month. We do ask at a minimum that if you sign on to becoming a Neighborhood Walking Ambassador you honor your commitment and don't change the date and time of the walks you organize.

Consistency is important to making sure the Neighborhood Walking Ambassador Program works. The time and day of the week you would like to lead a walk will depend on your schedule. However, the best times to walk with the most people are typically on the weekend.

Don't be discouraged if at your first walk you only have a few people; as you walk more often and people hear about your walk, more people will join you. The walk should take about 2 hours and be approximately 2-3 miles*. The length will vary depending on the number and physical ability of the people on your walk. Be sure to have an alternate route to shorten your walk if necessary.

*It takes the average adult 20 minutes to walk one mile.



3 Location of the Walk

Where the walk starts depends on where you live. We discourage driving to your destination to begin a walk; the walk should be easy for you to accomplish right in your neighborhood. You will probably want to identify a central area such as a coffee shop, library, or community center to meet the people on your walk. Provide simple bus, bike, and walking directions to the location.

If you do have to adjust where you meet, be sure to let Feet First know and we will make adjustments to the website and other promotional material.



4 Resources

We have created Neighborhoods on Foot Walking Maps for a number of areas. These maps contain interesting facts about the local architecture, history, parks, and business community. Walks are often built around these maps and other walking maps could be created based on interest.

Walking Maps are available in the following areas:

- Central District
- Kirkland
- Laurelhurst/Ravenna (Seattle Children's Map)
- North Beacon Hill
- Northeast Seattle
- West Seattle
- White Center

Incentives

We have a limited number of promotional items you can give out to people who attend your walk, but you may consider using them as incentives to get people to join you. Feel free to contact local businesses for support (e.g. coupons, discounts on services); we can provide a letter for their tax-deductible donation.



5 Plan + Recruit

Once you have a date for your walk let us know by emailing darcy@feetfirst.org.

The earlier you plan the walk, the more time we can help you promote to make sure your walk gets a good turnout. Three to four weeks gives people enough opportunity to get the walk scheduled on their calendars. You'll then want to make sure people actually come to your walk. Recruiting people to walk in your neighborhood can be done in a variety of ways. Feet First will assist you every step of the way to promote your event.

Feet First will help make your walk a success by:

- Creating fliers for you to post throughout the neighborhood;
- Sending out press releases to our media list;
- Posting to the Feet First website calendar; and
- Adding your walk to the events section of the footnotes monthly newsletter (submission date 25th of each month).

Encourage participants to bring on the walk:

- Water
- Hat
- Weather appropriate items (rain jacket, sunscreen)
- Snacks
- Appropriate footwear



6 Day of the Walk

What YOU should bring:

- Feet First Walking Maps
- Evaluation Forms
- Disclaimer/Photo Release Forms
- Camera (you may borrow a Feet First office camera)
- Promotional Items (provided by Feet First)
- Pedestrian Crossing Flag
- Your enthusiasm and knowledge!



What's Next?

1. Complete the **Getting Started** form. You can fill out the one in this handbook and mail it to our office at:

Feet First

Attn: Neighborhood Walking Ambassador Program

314 First Avenue South

Seattle, WA 98104

or download the form from our website and email it to darcy@feetfirst.org

2. Let us know about your walk! We will post your walk to the Feet First website and social media outlets and send you walking maps, evaluations, promotional material, sign-in sheets, and disclaimer forms. Some of these documents will also be made available on our website for download.

We are here every step of the way. For information or assistance, contact Feet First's Volunteer Coordinator at 206-652-2310 or darcy@feetfirst.org.

Thank you for becoming a Feet First Neighborhood Walking Ambassador. You are helping us promote walkable communities, one step at a time!



7 Planning + Feedback

The following pages contain documents to help you plan and carry out your walk with success. These documents will be provided at training events, and can also be downloaded from the Feet First website.

Getting Started - this form helps you plan out your walk and organize your ideas. After completing, submit to Feet First so we can start supporting and promoting your walk!

Disclaimer + Photo Release - this form protects Feet First and the Neighborhood Walking Ambassadors, and additionally acts as a sign-in sheet and photo release form.

Walk Participant Evaluation - this evaluation should be handed out to all walk participants. Their information and comments help us improve the program. Please encourage everyone to fill it out and either return it to you or mail it to the Feet First office. We will also provide you a link to an online evaluation to make it easy to gather feedback.

Getting Started

Creating Your Walk

- Theme of my walk:

A Lake Walk

- Goals of my walk:

To point out the history of Green Lake and how it was created.

- What neighborhood is my walk taking place in?

Wallingford / Green Lake

- What is my walk route? What are the starting and ending points of my walk?

Route:

Starting at the library, west on N 45th St., north on Interlake Ave. N, north on Green Lake Way N, join Green Lake Trail, follow around, then south on Greek Lake Way N, south on Interlake Ave. N, east on N 45th St.

Starting: Wallingford Public Library, 1501 North 45th St

Ending: Wallingford Public Library, 1501 North 45th St

- When is my walk (date/time)?

Saturday, September 10th, 2011 at 1:00 pm

- How long will the walk take?*

About 2 hours

- Points of interest on my walk

1. 45th St & local businesses
2. Seattle Canoe & Kayak Club
3. Green Lake Trail
4. Duck Island

Getting Started

- What are some resting points on the walk?

Various benches and green spaces along the trail for people to sit.

- Where are the public restrooms on the walk?

The Wallingford Library, and various points along Green Lake.

- Are there bus routes to the meeting/ending location? Which ones?

Bus MT 16, MT 82, and MT 44 have stops near the Wallingford Library.

- Which businesses near my walk might be interested in supporting my walk e.g. hanging up a poster, providing a discount to participants etc.?

Smash, Molly Moon's Bamboo Village, Trophy, QFC, Bottleworks.

*Pre-Route Planning:

1. Remember to time your walk at different paces to get an idea of how long your walk will take.
2. Be sure to note short cut and turn around points for those unable to walk the entire route.
3. Pay attention to potential dangers (e.g. uneven sidewalks, exposed tree roots, overhanging bushes, trees, heavy traffic, and other obstacles) and either change your route or inform participants before the walk.

Disclaimer

I am voluntarily participating in a Feet First Neighborhood Walking Ambassador led walk. I assume all risk, consequences, and potential liability while participating in this activity.

I hereby release and hold harmless Feet First, Neighborhood Walking Ambassadors, and others from any and all claims by reason of accident, illness, injury, death or other consequences arising or resulting directly or indirectly from participating in the walk. I agree not to bring any claim against any of the organizers of this activity or officers involved in the event. I have read and accepted the terms of this liability disclaimer agreement.

Date: _____

Name: _____
Address: _____
City/Zip: _____
Email: _____
Phone: _____

Name: _____
Address: _____
City/Zip: _____
Email: _____
Phone: _____

I will allow my photograph to be used in electronic media and publications: Yes No

Signature: _____

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Signature: _____

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Yes No

Signature: _____

I will allow my photograph to be used in electronic media and publications:

Yes No

Signature: _____

Walk Evaluation

Date:

Name of Neighborhood Walking Ambassador:

The neighborhood you walked in:

1. What did you like about the walk?

EXAMPLE

2. What were the conditions of the walk? (e.g. lack of sidewalks, construction/landscape intrusions, poor lighting, speeding cars, etc.)

3. How did you hear about the walk?

4. What did you learn on the walk?

Walk Evaluation

5. Did the Feet First Neighborhood Walk meet your expectations?
(circle one)

YES

NO

If no, please explain what you expected or how it could be improved:

If you would you like to learn how to become a Neighborhood Walking Ambassador, please fill in the information below and our Volunteer Coordinator will get back to you.

Name:

Phone:

Email:

Neighborhood:

City:

Neighborhood Walking Ambassadors are Feet First volunteers who lead walks in their neighborhood. Please provide your comments to improve the program. All responses will be kept confidential.

Please give this to your Neighborhood Walking Ambassador or mail back to:

Feet First
Attn: Neighborhood Walking Ambassador Program
314 First Avenue South
Seattle, WA 98104



Thank you for your commitment to encouraging walking every day for health, transportation, environment, community, and pleasure.

We are all pedestrians!



314 First Avenue South
Seattle, WA 98104

www.feetfirst.org | p: 206-652-2310 | f: 206-381-1631