

WALKtober

4 weeks of fun on foot

TOOL KIT FOR HOSTING

YOUR OWN WALKtober Event

# WALKtober Frequently Asked Questions

## **What is WALKtober? Why October?**

WALKtober is an annual health promotion event that aims to encourage people to get out and start walking more in the month of October. October is ideal for walking! With fall temperatures and hues knocking at your door, who wouldn't want to take more time to get outside and enjoy their neighborhood on foot? This October we want you to walk anywhere, everywhere, for any reason, or no reason at all.

PEDS encourages you to use WALKtober to spend more time as a pedestrian to increase your overall health through physical activity, social interaction and time in the fresh autumn air!

## **Why does PEDS do WALKtober?**

PEDS is a nonprofit organization dedicated to making streets and communities in Georgia safe, inviting and accessible to all pedestrians. Through our work we continue to advocate for safer intersections and more inviting sidewalks and streets for everyone to use. When policy and infrastructure supports walking, we believe that it makes walking an enjoyable experience for all.

## **Why is walking important?**

Walking is a vital transportation mode that strengthens communities, reduces pollution, and promotes good health. Since 1996, PEDS has worked to create safer streets for pedestrians. Walking is a great way to get up close and personal with our sidewalks, crosswalks, streets and trails that we tend to forget about when we're not utilizing them.

## **Are there any goals for WALKtober?**

- Increase walking and support for more walkable communities
- Increase visibility of people walking and awareness of public support for walkable places
- Find interesting and creative ways to engage people around walking in and around Atlanta.
- Gather data on how people are getting around the city
- Solicit input on changes to infrastructure that supports Pedestrian activities.

### **How can I participate?**

- 1) Start walking! Make a personal pledge to get 30 minutes of physical activity a day
- 2) Join PEDS in a WALKtober Event through different areas in the Greater Atlanta area
- 3) Sign up to host your own WALKtober walking event to encourage people to find new ways to walk, places to walk and people to enjoy walking with.
  - a. Sign up for a date to host your own event at [[walktoberatl.org](http://walktoberatl.org)] and invite your friends, family, colleagues, schools, to join you on a walk in a new place around town.
  - b. Take pictures and use the hashtags #WALKtoberATL #WalkAtlanta to show us where you're walking!

### **But what if I want to walk the whole year?**

Don't stop after WALKtober! Keep that spirit year-round! Find any reason to walk or no reason at all. Revisit some of the fun, engaging and educational places you walked during October and explore them with family and friends! Visit the PEDS Facebook page for up-to-date events and information about ways to keep walking.

\*\*Remember the first Wednesday in April is National Walk Day and International Walk to School day is typically the second Wednesday of October!

### **What types of walks have people done in the past?**

- Historic Walk through Westview Cemetery
- Coffee Walk
- Walk to School with Safe Routes to School
- Trail walks
- Development tour walk
- Neighborhood tour
- Historic sites walk
- And many more!

# Walkability Assessment

Things to think about before you plan a walk. Use this framework to assess potential barriers that might prevent the route from providing a safe and inviting route for all walkers. Remember the presence of these barriers might not mean that this is a “bad” route. This could potentially start a dialogue about potential improvements that need to be made to the area.

This is a crucial first step to structuring your walk. Please think through this assessment and submit it along with your proposed date.

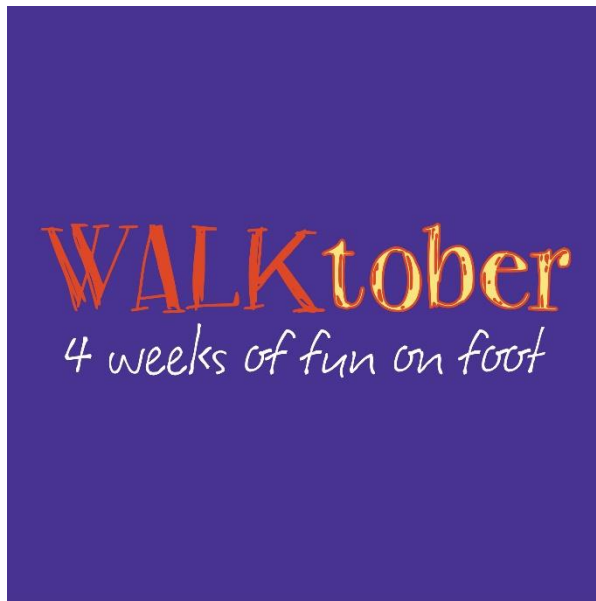
1. Where do you want to start?
2. General description of route:
3. How long is the proposed route?
4. How complete is the walkway system along this route?
5. General walkway system (Check all that apply):
  - Sidewalk    Walk on Road    Footpath    Multi-use Trail    Road Shoulder
  - Material (Check all that apply):
    - Slate sidewalk    Gravel    Concrete    Asphalt
    - Dirt/grass    Pavers or Brick    Other
6. Are there any specific problems along the route that you are aware of?

Ex. No walkway exists, Walkways are narrow, Cracked/broken sidewalks, Walkway closed for construction, Overgrown sidewalks, etc...
7. Where is the majority of your walk located?
  - Central business district    Residential    Commercial
  - Natural area/park    Rural/Village    Industrial

# Marketing Your WALKtober Event

Thank you for your interest in hosting a walk during WALKtober! Your dedication to pedestrians, education and health and wellness will continue to draw attention to the importance of walking!

Once your WALKtober event has been created, you will want to promote it to get people in the area to come and walk with you! Here are examples of materials you can use to promote your events.



## Using Hashtags

Hashtags are a great way to connect what you're doing to what other people are doing! We encourage using common keywords to connect conversations around walking together so that everyone can see what exciting events are occurring in the area. For WALKtober we will be using: #WALKtoberATL #WalkAtlanta

## Example Post for Social Media:

I'm hosting a walk for WALKtober with @pedsatlanta! Join me [insert date and time] for a new way to get out and see the city. WALKtober encourages walking as a form of health and wellness and social interaction. Come meet a new friend and bring an old one.

Learn more about WALKtober and PEDS by going to [PEDS.org](https://www.peds.org) and tag @pedsatlanta in your pictures from your own walk! #WALKtoberATL #WalkAtlanta