Anyone can lead a walk. What’s your neighbourhood’s story?
Overview

• **What** is Jane’s Walk?
• **Why** lead a walk?
• **How** it works
• **Where** to walk and explore
• **Stay connected!**
What is Jane’s Walk?

• A global walking initiative that began in Toronto in 2007
  • Held annually on the first weekend of May
  • In 2014, Akron joined this event for the first time with 3 walks and > 60 participants!
  • > 1,000 walks were held in over 130 cities in 25 countries worldwide

• Brings residents together on a journey of discovery about their place
Story of a Citizen Activist

Celebrates the life and ideas of journalist and urban activist Jane Jacobs
What is Jane’s Walk?


- Born in 1916 in Scranton, PA (nee Jane Butzner)
- 1935 - moved to NYC to work as a freelance writer
- Jane studied at Columbia University for 2 years taking geology, zoology, law, political science, and economics
- 1944 – married architect Robert Hyde Jacobs, Jr. and renovated a house in Greenwich Village where they resided
Jane Jacobs

• **1952-1962** - wrote for *Architectural Forum* taking on assignments related to urban planning

• **1961** – Jane wrote her most influential book, *The Death and Life of Great American Cities*
  - Argued that urban renewal did not respect the needs of most city-dwellers
  - Introduced the “Sidewalk Ballet” and “Eyes on the Street” concepts

• **1968** – Jane was arrested on charges of inciting a riot and obstructing public administration in attempts to prevent Washington Square Park demolition for the Lower Manhattan Expressway project

• **Soon after her arrest in 1968** – Jane and her husband moved to Toronto, where she lived until her death
Jane Jacobs Legacy

• Her observations about the ways cities function revolutionized the urban planning profession

• Advocated ideas such as “mixed use” development and bottom-up planning

• Jane argued that cities are living beings and ecosystems

• Jane has left a legacy for citizens to trust their common sense and become advocates for their place!
A Walking Conversation

• An opportunity to share personal stories about how public space is used or goes unused
• Acts as a catalyst for the issues that matter to local residents by engaging community discussion and collaboration
  • Looks at existing conditions of where we walk
  • Plants seeds that help grow ideas and can create real change in communities
• The walks encourage an environment where people choose to walk
• It’s a fun and informal format that inspires people to talk about their communities
Cities can provide something for everybody only when they are created by everybody - Jane Jacobs
Leading a Jane’s Walk 101

- Anyone can design and lead a walk!
- Think of a place you’d like to tour and talk about
- Walk the walk and eyeball unique places to stop for discussion
- Ask friends to co-lead your walk and help with taking photos or video
- Enter your walk on janesswalk.org
  - Go to “City Directory” and search “Akron”
  - Reach out to your local Organizer Phyllis Jividen, for help with listing your walks and using the “Create a Walk” application
Leading a Jane’s Walk 101

• If your city isn’t listed, you can Add Your City at janeswalk.org/city-organizer-onboarding

• Spread the word to friends, locals, stakeholders, or to anyone you might want to attend your walk

• Use the Promotion Tools and Templates at janeswalk.org/information/resources/posters-and-logos to spread the word!
BE A TOURIST IN YOUR HOMETOWN.

Join our walk and share your story.

Meet B
Walk Leader:

janeswalk.org

Jane's Walk is a global movement of neighbour-led walking tours inspired by urbanist Jane Jacobs. May 2nd, 3rd & 4th, tell a story or be a part of one. @janeswalk
Leading a Jane’s Walk 101

• Promotion tools include postcards and custom posters to use
• Go on FaceBook, tweet and share the link to your walk page

• Speak Up!
• Borrow or buy a mic/megaphone
• Otherwise, face people when you speak and choose a spot where there is little street noise

• Have Fun!
• Shortcuts and hidden details are always popular – check out insider routes, secret vistas and back alleys
• Try to start and end your walk near a coffee shop or restaurant so people can connect and continue their conversations!
Designing a Walk

• **Consider a Theme**
  • Highlight a success or challenge
  • Themes are only limited by the stretch of your imagination
Themes!

Being a newcomer to a community, history, food access and security, public art, public spaces, accessibility, health and well-being, sports, safety, city gardening, transportation, community development, revitalization, chalk walk, and much more!
Designing a Walk

- **Walk without a cause**
  - A walk taken for the sake of walking
  - An act of traveling through varied ideas about civic space
  - **Three to four stops** on a tour that lasts **1 hour** is all you really need
  - Walks identify ordinary experiences as vital to how we think about the machine of the city
Toronto, Canada
• Free walking tours
• Led by people who live and play in the neighborhood
• Get people thinking, talking, connecting with their stories and vision of their city
• Get people talking about the places they care about
Upcoming Events

- Healthy Steps  
  Mar. 27-May 8
- Greentown at Kent: KSU Hotel & Conference Center  
  Apr. 13-14
- Bike Earth Day – Highland Square  
  Apr. 25
- DAP Green & Clean Day  
  May 1
- Better Block – North Hill at Temple Square  
  May 15-16
- Open Streets Walk  
  May 17
- City of Akron Neighbor’s Day  
  May 30
- Akron2Akron Walks  
  TBA Monthly
Stay Connected!

• Get the word out
  • Check out janesswalk.org for promotional tools and templates
  • Use social media presence to build excitement around the event

• Sign up for Jane’s Walk e-newsletter
• Send us your feedback and thoughts on the event
• Post a story to the official Jane’s Walk Blog janesswalk.org/information/walk-blog/
Thank you!

You can't rely on bringing people downtown, you have to put them there

- Jane Jacobs

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