# IP3 Strategy Impact Project Design, Tracking, Storytelling



Learn more about IP3 Strategy here

# How Walkable is my **Neighborhood?**

Your name, Class of \_\_\_\_ School, School District, City

#### Make it your own!

- Click "File" and Copy or Download this template
- Replace any orange text with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

### 1. Impact Design

Impact Statement - If I assess the walkability of my neighborhood and identify barriers and opportunities for improvement, I can inspire my community and city leaders to invest in safe, accessible, and inclusive pedestrian infrastructure.

Community Alignment		
Group	Goal/Action	
King County Association of Governments - Implements pedestrian access and equity initiatives.	See King County's Active Transportation Plan pages 5-6 to learn about what active transportation is and why it is important.	
Feet First - WA-based nonprofit advocating for walkable communities.	Feet First supports creating safe, healthy, equitable walking spaces for communities in Washington. <u>Safe Routes to School</u> is one of their initiatives.	
Seattle Public School District - Serves over 49 thousand students across Seattle.	Supports <u>Safe Routes to School</u> to improve student health through increased walkability and reduced traffic emissions.	

#### **Procedure** - Steps for implementation!

- 1. Map It Out: Define your neighborhood's boundaries. Use tools like Walk Score, Close, and Google Maps to assess what's in these boundaries. Are you close to transportation, groceries, school, parks, etc?
- 2. **Observe & Reflect**: Walk a common route (e.g. to school, store, park) and document the experience.
  - a. Take a simple audit: note sidewalk width/condition, curb cuts, crossing times, lighting, benches, greenery, and any hazards.
  - b. Complete the Walkability Assessment Questions listed below to analyze your neighborhood.
- 3. Community and Expert Voices: Learn about
  - a. Interview 1–2 neighbors or family members about their walking habits and the barriers they experience in your neighborhood.

- b. Reach out to <u>King County's Target Zero</u> or <u>King County's Active Transportation Plan</u> organizers to see what projects are happening in your area.
- 4. **Do the Math**: Follow the steps listed below to quantify your impact.
- 5. **Propose a** <u>Micro-Solution</u>:Create a mock-up of a solution for one location in your neighborhood. This might include a painted crosswalk, traffic-calming bump-outs, more trees for shade, etc. This can be as simple as screenshotting a portion of your local google map and inserting images, like <u>this.</u>
- 6. **Share Your Solution**: Talk to your family and friends or complete one of the impact storytelling strategies below.

# 2. Impact Data Tracking - Quantify your impact!

#### **Walkability Assessment Questions:**

- Is there a continuous sidewalk network?
- Are crosswalks frequent and visible?
- Do intersections have pedestrian signals and sufficient crossing time?
- Are there benches or shade along the way?
- Is the route accessible for all ages and abilities?
- Are you close to public transportation? Are the stops well-lit? Are there benches?
- Are you near parks or green spaces?
- Are there groceries, stores, or other shops nearby?

#### **Quantifying Your Impact:**

- Assess your common route to compare driving versus walking (e.g., the route to school). Use <u>EPA's</u>
  <u>Greenhouse Gas Calculator</u> to estimate emissions avoided by replacing short car trips with walking.
- Count how many people you surveyed or interviewed.
- Measure your walk score and propose improvement areas in your mini-solution!

## 3. Impact Storytelling - Share your data with who needs to know! See more tips

Think on 4 scales of stakeholders... Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Safety for kids & time outdoors	Share your walk audit results and propose a family walk challenge to nearby parks or stores.
School — Peers & Staff	Safety, climate action, fitness	Create a poster or short video showcasing what a "walk audit" is and how others can do one.
Community — Neighborhood Council or HOA	Livability and equity	Present your audit to a neighborhood meeting with visuals and a call to action.

	Submit your findings and story to their newsletter or blog. Ask about joining a Safe Route to School event.
advocacy	

Add your project to our website under "Submit your Impact"! Contribute to collective impact...