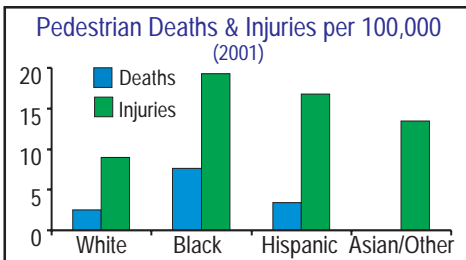




Next Steps Project

SanDiego



Who Are We?

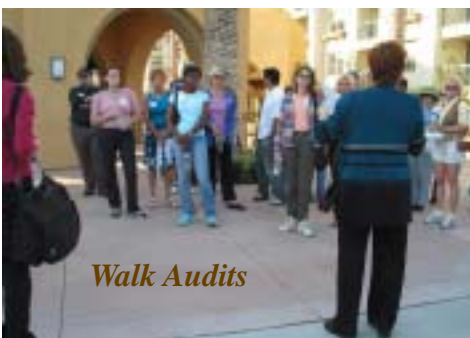
WalkSanDiego is a non-profit organization dedicated to improving walking conditions throughout San Diego County. WalkSanDiego has:

- Helped dozens of neighborhoods advocate for pedestrian improvements.
- Achieved new pedestrian-friendly street standards in the cities of Carlsbad and San Diego.
- Based on these successes, convinced the San Diego Association of Governments to fund, publish and distribute model pedestrian design guidelines for the entire region.



What's the Problem?

Despite our great climate, San Diego is not a walker's paradise. In fact, 24% of our region's traffic fatalities are pedestrians, twice the national rate and second only to New York City. The problem is the way we've designed our communities, streets and intersections. High-speed car travel is emphasized, while bicyclists and pedestrians fend for themselves. Today, being hit by a car is the second leading cause of death in San Diego County for children age 5-9. Discouraged from walking and other physical activity, San Diegans (and the U.S.) face an obesity epidemic of staggering proportions.



The Next Steps Project

The neighborhoods least likely to seek WalkSanDiego's help are those at greatest risk: low-income communities where families own fewer vehicles, kids still walk to school, and at least one parent commutes by public transit. As a result, **minority pedestrians are hit by cars two to four times more often.** Using our time-tested methods, the Next Steps Project will help these communities become safer for walking through:

- Culturally appropriate presentations showing how a truly walkable neighborhood looks and feels.
- "Walk audits" to look at problems and identify potential solutions.
- Mapping exercises with residents, including children, to identify danger zones.
- Working with city engineers to reduce speeding, install safe crossings, and make navigating streets easier for persons with disabilities.
- If necessary, working with residents, merchants, and police to reduce crime threats.



How You Can Help

WalkSanDiego is seeking support from community-minded companies and individuals to help us launch the Next Steps Project. Sponsors will be recognized in our printed materials, our quarterly newsletter, and on our home page, www.walksandiego.org. Major sponsors will be mentioned in media materials at the launch event. (WalkSanDiego press events usually attract saturation coverage.) Please contact Andy Hamilton (858-650-4671; andy.hamilton@sdcounty.ca.gov) or Margi Schmidt (858-538-2343; margi.schmidt@mir3.com) to learn more.

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