

2019

**JANES^{ATL}
WALK**

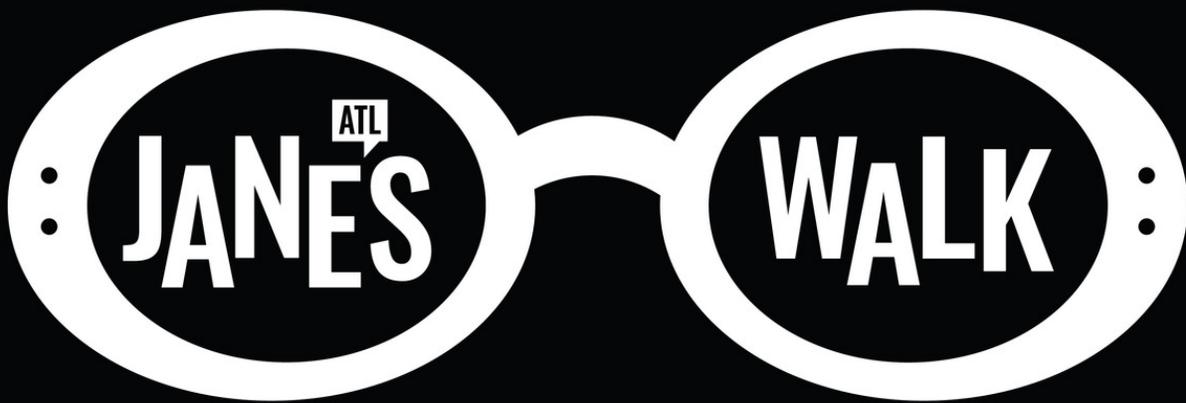


**Freedom
Park.**
Conservancy

**WALK
LEADER
GUIDE**



ABOUT JANE'S WALK



Jane's Walk is a global festival of free, citizen-led walking tours inspired by urban activist, Jane Jacobs. During the Jane's Walk festival, the simple act of exploring the city is enhanced with personal observations, local history, and civic engagement. Anyone can lead a Jane's Walk - share your knowledge with fellow Atlantans!

Freedom Park Conservancy is proud to be the first ever city organizer for Atlanta. We hope that Jane's Walk ATL will continue to grow each year across the city!

Brainstorming Your Walk

The first step to planning a successful Jane's Walk is picking a topic and an area of the city that piques your interest. Below are a few examples to demonstrate the festival's range and offer some inspiration.

Two elements that make for a great walk are incorporating interactivity in some way and getting off the beaten track. Think about engaging the group in a participatory or experiential activity (e.g. a scavenger hunt) or bringing them to parts of the city that they would not normally see (e.g. a sunset walk along I-20).

Advocacy Example:

Preserving Affordability through Community Land Trusts

Art & Architecture Example:

Sanctioned and Unsanctioned Public Art in Downtown Atlanta

Food & Entertainment Example:

Tasting the History of Sweet Auburn Curb Market

Environment Example:

Salamander Stroll in Clyde Shepherd Nature Preserve

History & Culture Example:

Dying in the 19th Century at Oakland Cemetery

Planning Your Walk

Select Your Route

The average Jane's Walk runs between 60-90 minutes. For this duration, we suggest plotting between 7-10 walk stops. Here are some considerations for selecting your route:

- Pick a precise meeting place (e.g. an exact street address or public landmark) that is easily accessible by public transit and near a restroom, if possible.
- Think about the story you are trying to tell to help map out your walk's sequence of spots.
- Use Google Maps to plot your route and factor in walking time between stops.
- Practice your route beforehand, identifying good places to gather the group that are close to the features of the streetscape or landmarks that you want to point out. We recommend inviting a friend to join you as you practice your route to offer feedback. Look, listen, smell, feel, and observe. Talk with people during your practice walk and hear what they have to say. Be present in the city around you.
- Consider accessibility. Everyone experiences space differently, so think broadly and empathetically about how others might feel along your route. You can indicate walk accessibility in your submission.
- Be mindful of areas that are not accessible to the public and seek permission before leading your walk onto any private property.

Incorporate Multiple Perspectives

You can play a curatorial role on your walk by adding different voices, recruiting subject matter experts, and posing questions to generate discussion and highlight local knowledge. This can make for an even more dynamic walk!

Recruiting Help: Volunteers and Walk Co-Leaders

We strongly recommend recruiting a friend who can help attend to logistics along your walk. Volunteers can assist in managing the crowd (e.g. make sure the group stays together and does not block narrow sidewalks or entryways), documenting the walk, and helping to answer questions. You also don't have to lead your walk alone. Often times, walk leaders recruit a co-leader, which can help to create a more dynamic, comfortable, fun, and conversational walk.

Stay Curious, Learn, and Practice

Don't worry about being an expert. You are an expert in your own experience of the city and you have plenty to share. Remember, this isn't a lecture, this is a walking conversation.



Promoting Your Walk

Make it Catchy

Coming up with an enticing title and description can help to attract the attention of potential attendees amid the hundreds of walks offered during Jane's Walk weekend. Feel free to bounce ideas off the Jane's Walk team – we're here to help.

Spread the Word

FPC will promote Jane's Walk through our website, social media channels, and media partners, but we ask that walk leaders also do their part to spread the word. Here are a few ways to get the word out:

- Share the FPC Jane's Walk ATL event page on your wall or invite your friends to join.
- Reach out to local outlets or organizations to ask if they will promote Jane's Walk.
- Send an email announcement to your personal and professional networks.

**HELP TO GET JANE'S WALK TRENDING ON SOCIAL
MEDIA BY USING THE OFFICIAL HASHTAG
#JANESWALKATL**

Leading Your Walk

Start Strong

- Introduce yourself and share the goals for your walk.
- Briefly explain what FPC is, who Jane Jacobs was, and explain a little bit about the Jane's Walk festival (suggested talking points can be found below).
 - Take a moment to learn about your group. Ask participants where they are from, what they know of the area or topic, and what attracted them to your walk.

Avoid “The Walk and Talk”

- Avoid walking and talking at the same time to ensure that everyone in your group can hear you.
- Pick a spot that is removed from foot traffic and noisy streets to gather the group.

Speak Up and Stay Visible

- Standing on a higher elevation, such as a park bench or stairs, can help everyone in your group see you.
- Project your voice throughout your walk.
- Use your Jane's Walk sign to help the group identify you at the meeting place and while walking. If you have a volunteer, position yourselves at opposite ends of the group when walking from point to point so everyone stays together. We also suggest wearing attire that is easy to spot, such as a brightly colored shirt. (A Jane's Walk sign will be provided by FPC before your event).

Encourage Conversation

- Open the floor to questions or thoughts from participants at each stop.
- Brainstorm a few questions beforehand to generate conversation.

Go the Extra Mile

- Consider any supplemental materials you might want to bring to enhance your walk, including walk itinerary handouts and historical photographs for reference.
- Keep the conversation going after your walk. Think about ending at a cafe or park where participants can gather and connect.

Ask Questions

- If you don't know the answer to a question, that's ok! You may want to use the opportunity to ask if anyone in the crowd has the answer. It's a walking conversation, not a lecture— it's great for walk leaders to learn something new at Jane's Walk too. You can also choose to share your email or other contact information to make yourself available to answer questions after the walk.

Document Your Walk

- FPC encourages walk leaders to share about their Jane's Walk experience. Ask participants to pose for a group photo, encourage attendees to take photos, and capture any testimonials or great quotes. Share these memories with your community, on social media with #JanesWalkATL and by e-mailing them to laura@freedompark.org

Talking Points

What is FPC?

Freedom Park Conservancy is a 501(c)(3) nonprofit organization dedicated to the improvement and preservation of Atlanta's Freedom Park for the benefit of a diverse public. In addition to organizing Jane's Walk, we make physical improvements to the park and produce temporary public art projects. Freedom Park's history as the site of a proposed major highway aligns with the story of Jane Jacobs' fight for Washington Square Park in New York City.

Who is Jane Jacobs?

Jane Jacobs was a famous urban activist and writer who lived from 1916-2006. She is best known for galvanizing New Yorkers to stop Robert Moses' project that would have built an expressway through Greenwich Village. She believed in the power of individuals to influence their city. Today, her principles represent the participatory planning approaches that have been embraced in communities around the world.

What is Jane's Walk?

Jane's Walk is an annual festival of free, volunteer-led, neighborhood walks that generate conversation about the city and celebrate its vibrant past, present, and future.

How can I learn about all the other walks happening this weekend?

The full list of walks is available on our website at www.JanesWalkAtlanta.com

How often is Jane's Walk?

Jane's Walk is an annual celebration that takes place the first weekend in May every year, to coincide with Jane Jacobs' birthday on May 4.

How do I stay involved with FPC year-round?

Please visit us at www.freedompark.org and follow us on social media.

HAVE QUESTIONS?

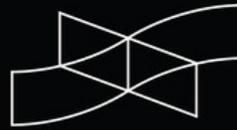
We are here to help!

laura@freedompark.org
JanesWalkAtlanta.com

#JanesWalkATL

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Conservancy

This packet borrows heavily from MAS
NYC's informational Walk Leader Training
Guide.