Matt Tomasulo

How long does it take to walk from here to there? is a fairly straightforward question that crops up often enough. Providing duration times of journeys on foot, was the common sense answer that came to urban planning student and would-be pedestrian activist, **Matt Tomasulo**, from Raleigh, North Carolina in the southern United States. His answer to this common question was to devise a set of signs that not only gave direction but duration for journeys on foot, and set about putting them up around Raleigh. What if these guerilla signs could be made available to anyone, anywhere? What if anyone could make some of their own? Using *Kickstarter*, the crowd funding website to raise funds and spread the word, Matt created the web-based **Walk your City** app. We in the UK maybe more reticent about putting up signs around our towns, but it appears less so in north America, with not only citizens but towns and city leaders making signs of their own, to walk their city. The interview, recorded over the Internet, opens with Matt explaining what is **Walk your City**.

Notes from the podcast interview by Andrew Stuck: Recorded over the Internet in December 2013 and published in June 2014 on http://www.talkingwalking.net

Walk your City - http://walkyourcity.org/ - Raleigh-based Walk [Your City] helps communities promote walkability by combining wayfinding signage with web-based campaign management and data collection. W[YC]'s Sign Builder allows anyone to design and produce inexpensive, easy-to-install directional signs, complete with map-linked QR codes; tools currently in development will support civic data analysis. The goal? Breaking down perceived barriers of distance, and inspiring bigger conversations and actions that ultimately shift cities towards a culture of walking. So far, the W[YC] model has spread to over 200 communities on five continents.

Walk Raleigh https://www.facebook.com/WalkRaleigh

In the 6 months of the Kickstarter promotion, from Jun to December 2012, more than 70 communities cross the globe used Walk your City to generate signs of their own. Kickstarter video for Walk your City https://www.kickstarter.com/projects/cityfabric/walk-your-city

Legible London http://www.tfl.gov.uk/microsites/legible-london/downloads/Legible_London_System_Architecture.pdf
Walk NYC http://www.nyc.gov/html/dot/html/pedestrians/walknyc.shtml

Matt is graduate of city & regional planning & urban design.
City of Raleigh Comprehensive Pedestrian Plan http://www.raleighnc.gov/government/content/PWksTranServices/Articles/PedestrianProgram.html

City Fabric http://cityfabric.net/ was another platform developed by Matt to help people get a better understanding of the city in which they lived, through which Walk Raleigh was conceived, as well as a clothing line, for which data driven maps were used on apparel. The latter was also promoted and funded through Kickstarter https://www.kickstarter.com/

Matt sees Walk your City as part of "Tactical urbanism" https://www.facebook.com/TacticalUrbanism , championed by Mike Lyden, who has become a friend as has Jack Lebontoff, who organised the San Francisco Urban Prototyping Festival http://engagingcities.com/article/urban-prototyping-sf . Matt knows of the Better Block Project http://betterblock.org/ and Code for America http://codeforamerica.org/ , and sees all these as part of a conversation about how to retrofit urban and suburban America to be more walkable.

BBC News Magazine video on 'How to get America to walk.' http://www.bbc.co.uk/news/magazine-17107653