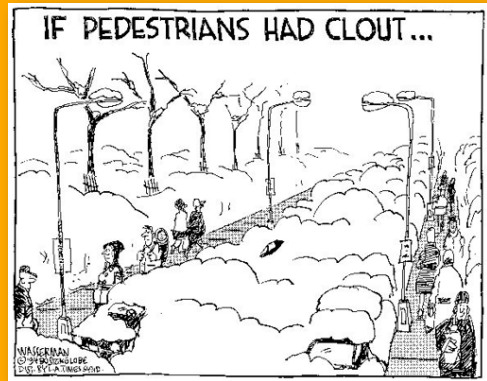




Year Round Independence and Mobility – Building
Toward a Social Norm of Sidewalk Snow Clearance

Aging and the Built Environment Session
Wendy Landman, WalkBoston
APHA | Washington DC | October 2011



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Why is sidewalk snow clearance so important?

- Walking is a component of virtually every trip
- Access to transit, schools, jobs, health care, friends and family



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Seniors and snow

- Seniors cited snowy sidewalks as a leading cause for fear of falling in MA DPH statewide focus groups
- 2000 – 21% of Massachusetts population older than 55
- 2030 – 33% of Massachusetts population older than 55
- Serious health impacts to seniors if they fall
- More than one in five Americans age 65 and older do not drive



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Building coalitions to create a sense of shared community responsibility

1. Explain the issue – many people are quite oblivious to the impacts of unshoveled sidewalks on their elderly neighbors
2. Publicize the impacts – explicitly describe the fears and actual safety impacts of falls on seniors
3. Reach out to a wide variety of partners

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Who can and should play a role?

- Community leaders
- Human Rights Commission
- Elder services providers
- Transit providers
- Safe Routes to School activists
- Youth training and grassroots organizations
- High school community services groups
- Neighborhood community-building organizations
- Press



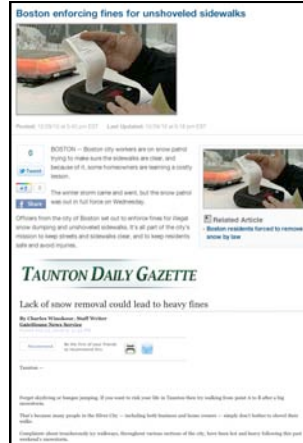
Some of our partners

- West Roxbury Snow Committee – Ethos Elder Services, Boston City Councilor, local businesses
- Somerville Snow Committee – Human Rights Commission, Shape Up Somerville, City Volunteer Coordinator
- Project RIGHT youth workers encouraging shoveling and reporting unshoveled sidewalks to the Mayor’s Hotline



The basic tools

- Enforcement
- Encouragement
- Assistance
- Policies & Press



Enforcement

- Boston**
- \$50 1-16 units
 - \$100 17+ units
 - \$200 commercial
- Cambridge**
- \$50 a day
- Worcester**
- \$75 a day
- Somerville**
- \$25, \$50, \$100



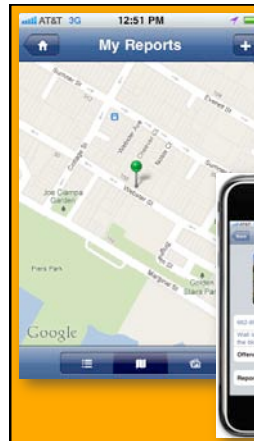
**Parking Officers
Cambridge**

- Parking Control Officers have been authorized to write citations for sidewalk snow clearance violations



**Green Ticket Law
Statewide (local option)**

- Unpaid fines added to property tax bills



**Citizens Connect
Boston**

- Smartphone app for iPhone and Android
- Allows users to submit a photo and pinpoint location on a map



Encouragement




24 HOURS TO SHOVEL SIDEWALKS



Be a neighbor who helps our sidewalks being clear of snow and ice so that it's easy to get around safely.

Our city requires that snow be removed from sidewalks within 24 hours after a snowfall.

Now clearing walks can cost you a bit in time and stress, so please use the other side of this card for helpful tips and resources.

See also for shovel locations

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Green Streets Initiative

BEST SHOVELED BLOCK IN SOMERVILLE CONTEST

Make us for Walk, Ride, Drop: Last Friday of Every Month! Be more active with the GreenStreets.org and Walk, Ride, Drop!

www.GoGreenStreets.org

Best Shoveled Block Contests
Cambridge and Somerville


- USPS letter carriers are judges
- Builds sense of neighborliness!

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Assistance for elderly and disabled residents

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Operation Rosebud
Lowell


- Junior Air Force ROTC shovel sidewalks
- Joint effort of city and school
- Seniors sign up in advance
- Assignments based on where cadets live



Snow Exemption Program
Cambridge

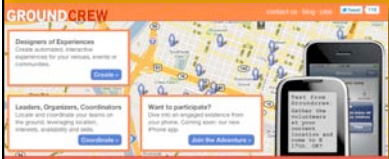
- City clears sidewalks for low-income elderly and disabled

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SnowCrew
Jamaica Plain

- SMS-based software
- Organized by neighborhood activists
- Requires dispatcher



GROUND CREW

Designers of Experiences
Create authentic, interactive experiences for your website, events or presentations.

Leaders, Organizers, Coordinators
Create and coordinate your location on the ground, bringing leaders, members, activists and more.

Want to participate?
Click on an engaged location from your phone. Coming soon: our new phone app.

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Snow Workshops

- Importance of shoveling and local ordinances
- How to shovel and walk in the snow safely
- Yak-Traks giveaways

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LOCAL NEWS

MBTA takes action, clears snow for commuters

Posted: 10/11/11 at 7:00 am EDT

Policy approaches

- Access to transit
- Legal implications for property owners and public agencies
- Changes occurring in part due to media attention

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Shovel-a-Stop
Somerville

- Volunteers shovel bus stops each time it snows

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Students forced to walk in Taunton streets Friday due to unshoveled sidewalks

Snow causes sidewalk nightmares for Brockton students – and another storm hitting region

Students forced to either climb snowbanks or walk in street

Media Coverage

Over last several years increased focus on the impact of un-shoveled sidewalks on pedestrians

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Fall River officials: Clear sidewalks essential as more snow looms

Taunton City Council weighs new snow removal ordinance

Dedham may revisit snow rules

Home and business owners weary about new snow shoveling law

Newton aldermen pass mandatory snow shoveling law

Homeowners Responsible For Sidewalk Snow Removal

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Recent success!!

MBTA, other public agencies vow to improve snow removal this winter
OCTOBER 18, 2011 | BY MATT ROCHELEAU, TOWN CORRESPONDENT, GLOBE STAFF

LAST WINTER'S HEAVY SNOWFALLS TESTED EFFORTS TO CLEAR IT.
BY MATT ROCHELEAU, TOWN CORRESPONDENT

THE MBTA VOWED TODAY TO IMPROVE SNOW REMOVAL AT ITS 8,500 BUS STOPS STATEWIDE, AND OTHER STATE AND CITY AGENCIES PROMISED TO COMMUNICATE BETTER WITH ONE ANOTHER IN ORDER TO CLEAR ROADS AND PEDESTRIAN PATHS AS SOON AS POSSIBLE.

AT A BOSTON CITY COUNCIL HEARING THIS MORNING, A T REPRESENTATIVE SAID THE AGENCY WILL DEPLOY NEW EQUIPMENT THIS WINTER, AND AROUND 75 EXISTING EMPLOYEES WHO HAVE NOT WORKED ON SNOW REMOVAL IN PAST YEARS WILL BE ASSIGNED TO CLEAN AROUND BUS STOPS.

AROUND 280 OTHER T STAFFERS WHO CLEAR SNOW FROM TRAIN LINES WILL ALSO HELP CLEAR BUS STOPS

AFTER TRACK CLEANUP WORK IS COMPLETED, SAID ASSISTANT GENERAL MANAGER FOR ENGINEERING AND MAINTENANCE MICHAEL TURCOTTE.

walkBoston

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