

# MAS NYC JANE'S WALK

100+ free guided walks celebrating New York

May 4-6

## Jane's Walk FAQ

### What is Jane's Walk?

Jane's Walk is a global festival of free, citizen-led walking tours inspired by urban activist, Jane Jacobs. Walks combine the simple act of exploring the city with personal observations, local history, and civic engagement. What started as a handful of walks in 2011 has since grown to include hundreds of walks across the five boroughs. It is held the first weekend in May every year to celebrate the legacy of Jane Jacobs, whose birthday was May 4.

### Who can lead a Jane's Walk?

You can! Anyone is welcome to lead a Jane's Walk, whether you are affiliated with an organization or just an impassioned individual. Jane's Walk is an opportunity to share your knowledge with fellow urbanists. Don't feel like you have to be an expert—adding local voices and a variety of perspectives make for an even more dynamic walk.

### Does MAS vet and approve Jane's Walks?

MAS is committed to promoting healthy dialogue about issues affecting the city. We support the principles of self-organization and civic engagement that Jane Jacobs so fervently upheld. The festival is crowdsourced, not curated. Therefore, inclusion in Jane's Walk does not imply MAS endorsement of the specific perspectives or proposals put forth by individual Jane's Walks or by their respective leaders.

However, MAS reserves the right to withdraw a walk if the subject, location, or leader poses any harm or danger to participants, makes use of hate speech, or defames or excludes specific individuals or groups. We also reserve the right to edit a walk's description on our website for the sake of clarity and grammatical consistency.

### How are Jane's Walks promoted?

MAS promotes the festival as a whole, but participating individuals and organizations agree to identify themselves as part of Jane's Walk through inclusion of the event logo and language in their respective communications (e.g. email, social media, printed collateral) leading up to the event. During Jane's Walk weekend, all participants agree to utilize and distribute printed collateral, including MAS signs (to help identify the group) and stickers.

### Is photography allowed?

Jane's Walk leaders agree to have their tours photographed and consent to those photos being used for promotional purposes.

## Can I seek compensation for leading a walk?

Jane's Walk is free and open to the public, and therefore leaders are also prohibited from soliciting compensation (including monetary tips) from attendees.

## How is Jane's Walk paid for?

The cost of the festival is underwritten by MAS, a registered 501c3 non-profit organization. We receive support from individual donors, government grants, private foundations, and sponsorship. For more information on MAS and our financials, please visit [mas.org](http://mas.org).

## Can I use Jane's Walk as a promotional opportunity?

Distribution of marketing materials outside of those provided by MAS is prohibited. However, the festival can serve as an opportunity to share information about a particular project, initiative, or event with fellow urbanists as it relates to your walk.

## Will I know how many people to expect on my Jane's Walk?

Past Jane's Walks have attracted anywhere from a handful to more than 100 attendees, but we will be able to give you a reasonable estimate for your walk in the days leading up to the event. MAS tracks RSVPs through our website and we will provide walk leaders with an attendance estimate based on that tracking. However, since walk locations are published online, unregistered participants may join the walk as well.

## What if I need to cancel my walk?

Jane's Walks are rain or shine! If you cannot participate, we encourage you to find a replacement walk leader. If you absolutely must cancel your walk, please alert MAS as soon as possible so participants can be notified. We ask that you also send out an alert through your own promotional outlets, and encourage you to post a sign or deploy a friend to at the meeting location, in case people show up.

## Where can I find more information about Jane's Walk?

Information about Jane's Walk can be found on the [MAS website here](http://mas.org). MAS also hosts training sessions to answer questions and provide useful resources in the planning and execution of a Jane's Walk. Please email [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org) for more information on the training session schedule.

## Who can I contact if I have more questions?

We're here to help! Contact the Jane's Walk team at [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org) with any questions you may have.

**The deadline to submit a walk is April 2, 2018.**



[mas.org/janeswalknyc](http://mas.org/janeswalknyc)

[janeswalknyc@mas.org](mailto:janeswalknyc@mas.org)

**#JANESWALKNYC**