



## Jane's Walk FAQ

### **What is MAS?**

For more than 125 years, the Municipal Art Society of New York (MAS) has lifted up the voices of the people in the debates that shape New York's built environment, leading the way toward a more livable city from sidewalk to skyline. In addition to organizing Jane's Walk, we advocate on planning, preservation, and policy issues that shape New York's built environment and offer many public programs and walking tours throughout the year.

### **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. While Jane's Walk is traditionally an in-person festival of guided walks, activities in 2021 will be virtual and self-guided due to the COVID-19 pandemic.

### **How often is Jane's Walk?**

Jane's Walk takes place the first weekend in May every year, to coincide with Jane Jacobs' birthday on May 4. For 2021, the festival will be a week-long celebration, May 3-9.

### **How is Jane's Walk adapting to the COVID-19 pandemic?**

MAS will not be including guided group-walks in the festival for 2021. While guided in-person walks remain suspended, Jane's Walk leaders will have a variety of opportunities to host walks in virtual and socially distanced formats, including self-guided in-person walks, virtual talks, social media activations, and more.

### **Who was 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.

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

You can! Anyone is welcome to lead a Jane's Walk activity, 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 makes for an even more dynamic experience.

### **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.

MAS also reserves the right to edit a walk's title and description on our website for the sake of clarity, brevity, and grammatical consistency.

### **Can a Jane's Walk take place on private property?**

If a self-guided walk instructs participants to enter private property, walk leaders also must provide written permission from property owners via email to [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org).

### **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). If you are interested in donating to help underwrite the costs of producing the festival, contact Britt Densmore, Vice President of Development, at [bdensmore@mas.org](mailto:bdensmore@mas.org).

### **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.

### **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.

### **How will registration work for live virtual activities?**

MAS will be taking registration for live virtual activities. Walk leaders must submit a join link for live activities on Zoom or social media, and MAS will share it directly with registrants. For privacy reasons, MAS cannot provide registration lists to walk leaders, but we can share registration numbers upon request.

## **What Will MAS Help with? What Won't MAS Help with?**

For support in your research and planning, we will be hosting a variety of training opportunities on Zoom before the festival in May. We are also available for brief rehearsal bookings during the month of April using Zoom meeting, where you can share your plans for your activity, practice, and ask questions. A link to sign up for rehearsals will be shared with confirmed walk leaders once submissions close on March 31.

However, MAS is a small team. We are not able to set up or manage your activity on your chosen virtual platform.

## **What if I need to cancel my activity?**

As we have learned this past year, things can happen in life that are beyond our control. As much as possible, it helps to have a plan in place if you no longer can lead a Jane's Walk activity. Do you have someone who can lead it for you? Can you post an update on the platform for your activity to notify people? Are you able to reschedule for another time during Jane's Walk week? Please contact the Jane's Walk NYC team at [janeswalknyc@mas.org](mailto:janeswalknyc@mas.org) to share any necessary cancelations or scheduling changes so the online roster can be updated accordingly and registrants can be notified.

## **Where can I find more information about Jane's Walk and learn about other walks happening during the festival?**

The full list of walks is available on our website at [www.mas.org/janes-walk-nyc](http://www.mas.org/janes-walk-nyc) starting in mid-April. It's easy to find a walk using the date, theme, format, and borough filters. The website also features helpful information and resources for the festival.

## **How do I stay involved with MAS year-round?**

MAS is a membership organization that offers events, programs, and tours throughout the year. Visit our website at [www.mas.org](http://www.mas.org) for more information.

## **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 Wednesday, March 31, 2021**