

Discover. Enjoy. Learn. Take Action.

Baltimore Green Map, Inc. | jfelsten@baltogreenmap.org

www.baltogreenmap.org

Author: Janet Felsten



Background: Growing Baltimore's Sustainability Awareness

Baltimore's Green Mapping initiative started in 2005, born from the desire to highlight the many places and resources that contribute to making positive change in Baltimore, a city with wonderful assets and daunting challenges.

Baltimore Green Map's tagline "*Discover. Enjoy. Learn. Take action.*" succinctly expresses our mission.

Our Green Map goals have evolved from producing a single print map, published in 2008, to becoming an independent non-profit organization that utilizes Green Map Icons and concepts

in myriad ways. Our organization creates print maps and interactive Open Green Maps, consults on education and outreach projects for students from pre-K through university, and provides tours, displays and workshops for teachers and community organizations. With funding from Open Society Foundations, local foundations, government, businesses and individuals, we have been able to collaborate with park advocates, community and environmental groups, education and government agencies. Our website, usage of social media, and our continual

in-person networking are key means of reaching an ever-widening audience and developing more diverse partnerships every year.

In 2012, we used Kickstarter to crowd-fund the Druid Hill Park Passport that accompanies the Druid Hill Park Green Map. We partnered with Friends of Druid Hill Park and Baltimore City Department of Recreation and Parks. Attracting dozens of new donors, 214 people contributed toward production of 5,000 20-page passports. Baltimore Green Map continues to collaborate on the park's promotion and programming.

The Druid Hill Park Green Map was produced in 2010 to celebrate the park's 150th anniversary. It is part of our ongoing partnership with Friends of Druid Hill Park





Baltimore Green Map's range of projects include print and digital maps and a park passport to encourage exploration of a major park. The Green Map Icons are used as stickers to show activities completed

Impacts: Involving Young Leaders in Local Resources and Opportunities

Among the first to appear on the Open Green Map 'social mapping' platform, our interactive maps have garnered over 70 comments and 60 new site suggestions. We are often surprised and pleased to hear, "I didn't know that was there!" from longtime residents. Because the platform allows the same site to appear on multiple maps, it's easy for us to quickly create customized maps for different audiences. Our maps are used as orientation tools for new college students, introducing ideas such as 'Buy Local' and low-impact means of mobility.

Our Recycle, Reuse, Share Map stimulates waste reduction and the local sharing economy. Our

annual event edition' for Baltimore Green Week highlights the venues and activities available during that time each April.

Based on reports from local map users and requests from visitors, it is clear that our printed Jones Falls Trail/Watershed and Druid Hill Park maps serve residents and tourists. These maps do more than highlight assets in this central urban watershed - the park map, for example has increased membership in the park's stewardship group.

We have worked with more than 350 school children, creating neighborhood walks, schoolyard surveys, and Sustainable City maps and models. Community Green

Maps address 1) how students define their neighborhood; 2) what they value and why; 3) what they want to change or add to improve their neighborhood. STEM topics – science, technology, engineering and math - are incorporated as the icons spark conversations and activities. Alongside academic benefits, the maps provide a meaningful vehicle to give students a voice in neighborhood planning issues.

One goal for the future is to develop a vibrant exchange with young Green Mappers in other countries as part of our education programming, embodying the *Think Global, Map Local* ethos of the Green Map System.

Baltimore Green Map Team (left)

First Graders make a plan for transportation options in their Sustainable City design workshop. BGM's school programs engage youth in mapping their own sustainable future (right)

