

Concept paper: Community Mapping

Community mapping is a methodological tool that can be used to tell different kinds of stories about what is happening in a specific community. Mapping is a way to empower the public by providing an opportunity to have an influence on their community. The maps that are generated can be used to document and identify needs. Furthermore, the maps generated can be used to identify “hot spots” and serve as steppingstones to address additional requests.

Mapping could involve: drawing lines on a physical map showing where, when, and how individuals move; highlighting central points and attractions in the city (favourite spots, everyday visits, shops etc.); highlighting points they, due to mobility problems, feel prevented from visiting; drawing their family and friends networks and so forth.

What methods/other tools/ techniques can be used while implementing the tool?	Main aims while using the tool
This tool can be used as part of a focus group interview, a workshop, a coaching or mentoring session, fishbowl or world café. Other helpful tools that can be used: Gis and other map-based services (ArcGis, Citizens Foundation, Place Standard, SoftGis), visual preference surveys.	To get an idea of where, when and how mobility is perceived as a possibility and impossibility. This helps understand the needs of target groups and can be used for future planning.
How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?	
<p>Planning stage – planning for concrete interventions in the community. By mapping the community, a so-called “perceived mobility radius” will be identified – meaning the destinations that the residents can and need to reach in their everyday life. This will be one of the key components in order to develop interventions for pilot projects since it provides much information of the user groups’ mobility demand.</p> <p>Development stage – The list of destinations and how to reach them (or barriers to reaching them) will be centre in the project innovations. By having a concrete list of destinations defined by the user group, interventions can be designed based on the list.</p> <p>Implementation stage – Cannot be used well in the implementation stage.</p> <p>Evaluation stage – As part of the evaluation, the “perceived mobility radius” previously reported by each resident will be re-measured to understand the impacts of the intervention.</p> <p>Feedback – The mobility demand identified through this tool will be an important item of feedback from the user group to the municipality and the public transport authority.</p>	
What is the aim of engagement with this tool?	
<p>Inform – Community mapping is a two-way dialogical process, which means it is also informative to the participants.</p> <p>Consult – Consulting the participants on the list of destinations and how to reach them (or barriers to reaching them).</p> <p>Collaborate and empower – Various possible interventions may occur based on the community mapping, some of which the citizens can implement themselves or as key stakeholders. Both collaboration and empowerment are possible in that respect, although it is foreseen that the public authorities will be the main drivers for first interventions.</p>	

For how many people and how is the tool suitable (for one-time use)?	How much effort is required from the participant and what influences that?
Community Mapping only facilitates rather small groups (3-5 persons). It is a very individual exercise; however, it might be good for a smaller group in the community to discuss the origins and destinations of their travel. By merging the individually created maps, you create one map which works as a representation of the opinions and desires from the community.	Some effort required – the participants need to share and create their maps. Community mapping might be somewhat abstract and if its purpose is unclear for the participant, it might feel difficult to engage in. As the tool needs to be used in person and physically, the participants need to spend effort and time to travel to the location as well.
Time needed to <u>prepare</u> using the tool and what influences the time needed?	Time needed to <u>implement</u> the tool and what influences the time needed?
Some time needed – Preparation includes preparing and printing maps and materials and setting up face-to-face meetings with various groups of people in the community.	Some time needed – Depending on the amount of questions and length of answers, each mapping process will be estimated to last around 60 minutes .
Time needed to summarize using the tool and what influences the time needed?	Price for the user of the tool and what influences the price
Some summarizing required – The data gathered is semi-qualitative and will require some analysing. The amount of time needed for this process will be very individual and depend on the amount of data, the prior experience of the analyser, etc.	Need a licence/some solutions have a fee – An analogue version suited for the user group of GreenSAM would be free to use, however, mapping software (mapping process online/digitally) for analysing and presentation of the mapping would come with a license fee.
SWOT on using the tool	
STRENGTHS <ul style="list-style-type: none"> Thanks to the dialogical process, the tool can be used with all (silver age) people Elaboration: An effective way to visualise life in a given community and thereby make everyday needs very specific Planning and Evaluation: By identifying the perceived mobility radius and possible “hot-spots”, it serves as a guideline for concrete interventions and as a way to compare perceived mobility radiuses over time 	WEAKNESSES <ul style="list-style-type: none"> Small Groups and dataset: As a relative individual exercise, it generates a small dataset Abstraction-level: It risks being too abstract for the participants if the purpose of the project is not clear from the start Data processing/analyzing: Analyzing is required because the tool generates semi-qualitative data
OPPORTUNITIES <ul style="list-style-type: none"> Gives an opportunity to discuss mobility in a new way Involves the public in new ways and feeds the growing interest in low policy 	THREATS <ul style="list-style-type: none"> May instigate quick results rather than long-time investments

How to use the tool?

How to prepare using the tool?

- Make contact with the people with whom you wish to do the mapping
- Arrange a time, place and date for the mapping-process
- Print a map of the specific location in question
- Do research about mobility possibilities in the chosen area, and ensure you are able to explain the exercise and its aim, and answer questions from the residents

How to implement the tool?

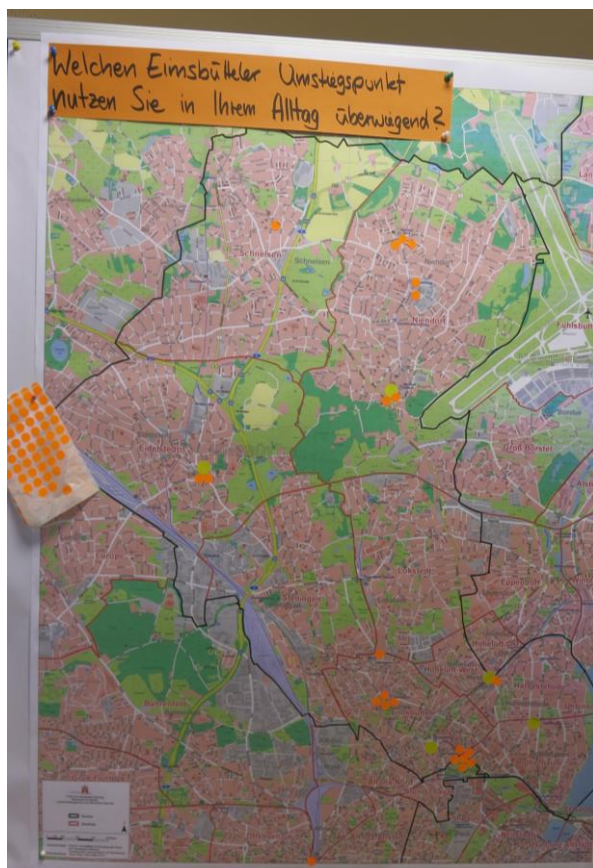
- Explain the 'community mapping process': What is it, what are you going to do, what do you expect from participants and what can they expect from you
- Pay attention to each resident: What are their needs and desires, what challenges do they face, what are their past, current and wanted mobility radiuses, how do they use the city; what are the hotspots and activities
- By asking the above-mentioned questions (only suggestions) and more, draw their answers on the map and visualise their words
- Make explicit room for questions: Make sure each resident can ask you specific mobility questions
- Finish by asking the participants about their experience with the tool. Compare these answers to your own opinions and thereby evaluate the tool

How to follow-up using the tool?

- Let the map be the guideline for interventions: Where, when and how do mobility problems occur – is there a pattern?
- Reflect on the questions asked by the residents: Are the same kinds of questions asked repeatedly? If so, use this as a guideline for interventions
- Repeat the mapping process after any interventions and compare the new mobility radius and what kind of questions asked

Tips and hints for using the tool with people in silver age

- **Read up on how to use the tool best** – e.g. this site provides a number of links for community mapping handbooks. Includes tips on how to utilize Google maps as part of the community mapping tool to combine low-access digital tools with non-digital versions of carrying out community mapping: https://www.research.manchester.ac.uk/portal/files/75071638/Community_Mapping.pdf



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Community mapping. Photo credits: Free and Hanseatic City of Hamburg (left), Tollerort entwickeln & beteiligen (upper right), Institute of Baltic Studies (lower right)