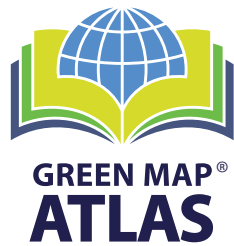




NEW YORK

Green Mapmaking in the USA's Big Apple



A project of the **Green Map System**: promoting sustainability and citizen action in communities around the world through locally created maps of the natural and cultural environment



Introduction

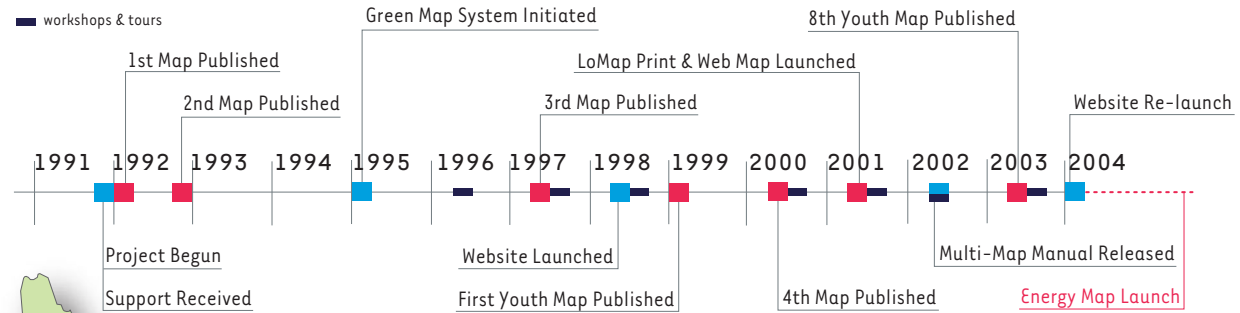
New York City · USA
 Green Apple Map
www.GreenAppleMap.org



New York City



Detail of LoMap (2001)



I love my city, yet always envisioned ways it could become a better, healthier place. So much about New York City was admired and celebrated, yet its environment was diminished and disconnected from daily life. How could we promote a more respectful, involved relationship with nature and green living?

While at a United Nations Earth Summit session, I had an inspiration: we could create a free map that charted NYC's community gardens, farmers markets, green shops, recycling sites and many more signs of progress toward sustainability. Maps communicate universally as they connect people to place — this one would invite a fresh perception of NYC, energizing awareness and caring for this unique urban environment. Practically overnight, the map had a name, donated printing and a network of fellow eco-designers to help research, produce and disseminate it. Just three months later, in March 1992, the original Green Apple Map made its debut!

My eco-design company, Modern World Design, also published the second citywide edition, which helped catalyze the development of the global Green Map System in 1995. When GMS separated from Modern World in 2000, the Green Apple Map (GAM) became the non-profit organization's local project. Today, we're working on our eleventh view of NYC's urban ecosystem.

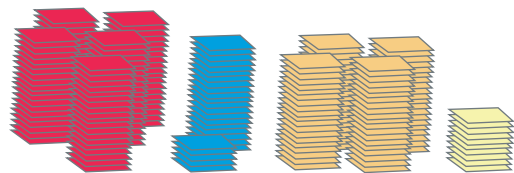
Map Data

- Language: English
- Number of Map Editions: 5 citywide, 5 neighborhood maps
- Published Map Formats: Print, Website
- Number of Sites Charted: over 1000
- Number of Global Icons Used: 60



LoMap's logo includes Green Map Icons

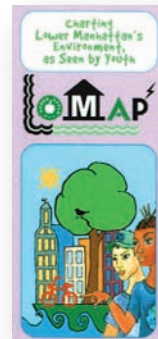
Mapmaking



100,000 Green Apple Map (4) 25,000 LoMaps, 80,000 Green Apple Map (3) 10,000 Green Apple Map (1 & 2) printed

The third edition of the Green Apple Map was our first to use the newly minted global Green Map Icons. Our interest in influencing designers led us to contact *Metropolis* magazine — its coverage of sustainable design already reached a broad audience. I suggested partnering on GAM3, and we began working toward publishing 65,000 free copies in March 1997, to be distributed through events and schools, museums, libraries, tourist kiosks, the UN, parks, greenmarkets and gardens in NYC’s five boroughs. To keep up with requests, GAM3 was revised and reprinted a year later.

To develop the content, we mailed copies of GAM2 to groups and community leaders across the city, surveying what should be added from their neighborhoods. We interviewed experts in organizations and agencies, checked news archives and researched local nature, tourism, eco-resources and infrastructure. For some pollution data, we had to file an official “Freedom of Information Act” request. Along with fact checking,



(left to right)
Green Apple Map 4 (2000)
LoMap (2001)
Green Apple Map 3 (1997)
Green Apple Map 2 (1992)
 Youth mapmakers refer to our citywide map when making their own thematic or neighborhood Green Maps

ground-truthing (is a suggested site really where and as good as described?) and newer email and online site suggestion forms, these steps have strengthened each successive edition.

GMS’s collaborative framework and icons expanded our vision and GAM3 spotlighted 700 sites. Rather than featuring one borough (as in previous editions), New York was shown in true proportions, creating a balanced view of the whole city. *Metropolis’* art director, William van Roden, gave the map an invitingly composed landscape. Later on, GMS’s 2001 Lower Manhattan “LoMap” used a lively spectrum of color-coded icons to appeal to a younger audience. LoMap borrows Milwaukee Green Map colors and Copenhagen’s compact format — with their design, clear criteria and narratives, these two projects have certainly influenced our own. Actually, virtually every Green Map has!

Technical Data

Software:

Adobe Illustrator
 Adobe Photoshop
 Quark
 FileMaker

Hardware:

Macintosh workstations
 Bicycles
 Digital cameras

Paper:

30% to 100% recycled

Map Structure:

Folding

- Green Apple Map 4: 63.5 X 43.2 cm / 25 X 17 in
- LoMap: 94 X 30.5 cm / 37 X 12 in
- Green Apple Map 2: 43.2 X 27.9 cm / 17 X 11 in

Teamwork

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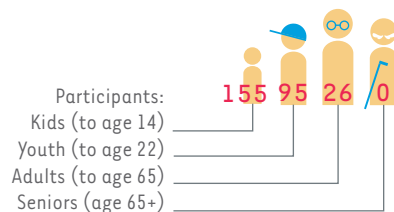
Fresh partners, team members and interns have shaped each edition of the Green Apple Map along with myself, Wendy Brawer, including:

- Hal Drellich, graphic designer and original project partner
- Susan Szenasy, *Metropolis* editor and GAM3 partner
- Beth Ferguson, 1998 intern to 2001 LoMap Project Coordinator (and Recycle A Bicycle's 2000 youth map coordinator)
- Dr. Robert Zuber, 1998–2003 GMS Education and Outreach Specialist (and his East Harlem church parish's map coordinator)
- Diana Signe Kline, graphic designer for LoMap
- Web designers Sara S. Tucker, Matthew Curlewis, Steven Doll, Asako Kondo and Bomee Jung

This community media vehicle gains much of its momentum from inspired, voluntary support — more credits are online.



Partners, Advisors and Board members: **17**



NYC is very diverse — eight million people, 36% foreign born. We endeavor to involve everyone by distributing free copies in every borough and encouraging youth groups to create their own maps, helping them become stakeholders in NYC's future. Youth often investigate and chart difficult issues, such as unjust siting of waste facilities, polluted waterways, even the relationship between asthma and air pollution. New York University students and Sierra Club members have made Green Maps, too. Not every project results in a published map but all NYC efforts are further described on our newly redesigned website.

We try to keep the local and global in balance when conceptualizing new maps, and sometimes pilot new methodologies to share with GMS's network. For example, we documented the youth nomination process developed for LoMap and produced a how-to manual (this "geo-story" is on Buckminster Fuller Institute's EarthScope website, www.bfi.org). Developing the strategy for each Green Apple Map is a joy.



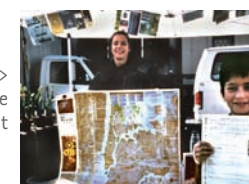
<< NYC youth groups like Recycle A Bicycle visit GMS's office and exchange Green Mapping ideas

From left, Wendy Brawer >> and assistants, Aika Nakashima and Yasuhito Kanayama at work, spring 2003 (as seen in *Paper Sky* magazine)



Green Map System's office and staff, winter 2004

Gathering LoMap >> site nominations at the Greenmarket



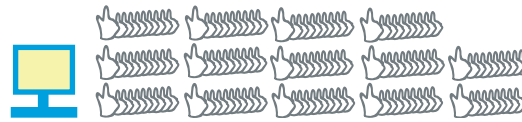
Recycle A Bicyclers tour Greenpoint, Brooklyn with planner and GMS Board member, Carter Craft (on left)

Economics

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The Green Apple Map project has thrived by staying small and flexible. Our longtime funder, NYC Environmental Fund, has been instrumental since 1997, when GAM was under the fiscal umbrella of the non-profit Architects, Designers and Planners for Social Responsibility. Greenacre Foundation has been a repeat funder, too. Our first map was sponsored by Municipal Art Society; we self-funded and sold the next edition; GAM3's first 65,000 copies were sponsored by Interface, Inc.; and in 2000, Earth Day New York sponsored GAM4's 100,000 copy press run. We're now seeking publication support for 2004's Energy-focused GAM. It's a challenge because we are also fundraising (and fund-stretching!) for GMS's global project.

GAM has benefited a wide range of places and people as more New Yorkers realize there is a plethora of effective ways to help green up the city. Some of our interns have gone on to co-lead local Green Map projects elsewhere, too.



Approximately **139,000** website visitors per year



Green Map Icons, as shown on Green Apple Map's 4th edition and LoMap



These icons are the common currency of all Green Maps



Economic Data

Type of Organization: Non-profit

Support: Grants, private funding, in-kind

Major Project Supporters:

- New York City Environmental Fund
- Greenacre Foundation
- Earth Day New York
- New York Community Trust
- Deutsche Bank Americas Foundation

Number of Paid or Volunteer Jobs Created: 5

Cost of Map: Free

Spin Off Projects: Green Apple Tours, postcards, youth mapping tools and manual for youth and community



(upper, lower) LoMap, the youth-authored Green Map of Lower Manhattan - www.greenmap.org/lomap. Green Apple Map's new website

Assessment

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NYC changes so quickly that one can easily envision a paradigm shift toward community-wide well being and long-term environmental health — our challenge is to help catalyze and actualize this shift. We want our maps to inspire personal recognition — the “aha” moment — that results in revitalization of our hometown. Media attention has amplified our work and helped us reach new audiences.

Another challenge we’ve faced is finding space to describe all the significant sites on one sheet of paper! After assessing the response to our 2000 comprehensive citywide edition, GAM5 will be our first to focus on a critical theme — Energy. Everything from practical power to cutting edge innovations (such as Central Park’s fuel cell powered police station) will be showcased through familiar Green Map Icons and categories. We’re planning to include photographs, charts and other visuals that grab attention, and we intend to post these online while the print map is in production. Our website www.GreenAppleMap.org also includes



Helping Green Apple Maps reach a diverse audience, magazine coverage has included Australia’s *Design World* (June 95), Canada’s *Adbusters* (January 01), USA’s *Sphere* (00), Canada’s *Green Teacher* (Summer 99) and USA’s *Science World* (7 April 95)

travelogues, articles and neighborhood maps, along with background on the youth and community Green Maps created over the years.

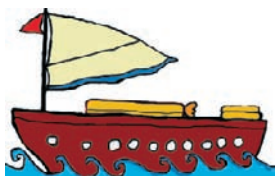
Realizing GAM users needed more insight into site criteria, we began including qualitative information on our second edition — it’s less scientific, but more engaging and empowering for this map’s broad audience. Narratives about everyday choices we make — as shoppers, commuters, community members — promote readily available, preferable options. Toxics are presented as action items, paired with organizations involved with pollution prevention. While GAM has yet to formally convene an advisory board of experts, many are consulted during the research and editing phases. GAM has a wonderful Board of Directors helping shape GAM’s direction, too.



(upper, lower) Since 1999, Recycle A Bicycle’s summer programs have resulted in publication of five unique youth Green Maps. With its citywide and Manhattan views, the 1992 Green Apple Map sparked international attention that initiated the local-global Green Map System. 2003’s “How Green is YOUR Neighborhood?” postcard invites public site suggestions

Conclusion

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LoMap drawing by Edward

Mapping nature in New York seemed so improbable! GAM's unique perspective provides a view unlike any other map of this city. We have many favorite parts of the project:

- Bringing biodiversity to light — plotting the wealth of green and open spaces, including hundreds of vibrant community gardens, 60 waterfront parks and more.
- Providing resources to the separate but affiliated projects charting different aspects of the Green Apple, from expressive young neighborhood mappers to dedicated eco-organizations around town.
- Going "live" with Green Apple Tours that bring people and green sites together.
- Enjoying all the positive attention the project has received since Day One!

Even as the Green Apple Map provides a connection to the future, it has an unpredictable, organic path towards it. Including more languages, themes and mediums will help us reach more residents and visitors with every new edition — some

"A Green Map is especially useful to seniors who want to visit the city without traffic and turmoil - and who also care about leaving a healthier planet for our children."

– Rhoda Amon, *New York Newsday*, July 19, 1998

day, everyone will be investing personal energy into this thriving environment, actively greening the Apple.

"The Green Map provides a new and vital way to look at and explore New York City."

–Municipal Art Society Certificate of Merit, June 2001

"Your map is perfect. We laminated two sets that we use again and again in the classroom."

–Barbara Kushner-Kurland, Teacher Education Coordinator, Brooklyn Botanic Garden, 2003



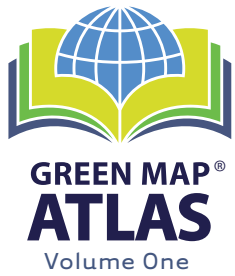
The monthly Critical Mass traffic calming bike ride attracts hundreds of participants



Regional farmers bring their produce to 28 outdoor Greenmarket locations in NYC each week. Lower East Side Park and its greenhouse are managed by youth.



Recycle A Bicycle's summer youth mapping project experiences a Brooklyn community garden



(left to right) The first Green Apple Tour in 1992 included Audubon's eco-smart headquarters. New York Harbor School students at the helm, learning about local waterways © Green Map System © Allison Newman 2003



The front and back of LoMap (2001)

Credits

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Other Photos:

page 2) Beth Ferguson
 page 3) GMS, Paper Sky, GMS, Beth Ferguson
 page 5) Design World, Adbusters, Sphere, Green Teacher, Science World, Recycle A Bicycle 1999-2003
 page 6) Peter Meitzler, GMS, Beth Ferguson, Regina Weir



<< Green Apple staff and volunteers illuminate an inviting path towards a sustainable NYC

Want These Maps?

online: www.GreenAppleMap.org
 email: info@GreenAppleMap.org
 or visit the online store at www.greenatlas.org

www.greenmap.org is your global link to every local Green Map project, multilingual Icon posters, an invitation to participate, and more.



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