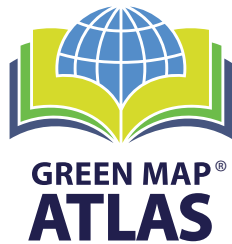




TORONTO

Green Mapmaking in Canada's MegaCity

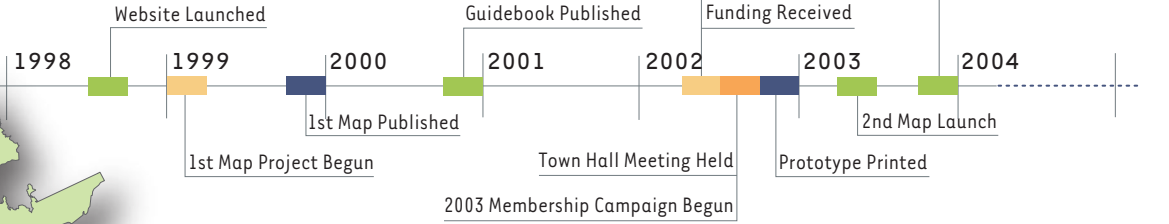


A project of the **Green Map System**: promoting sustainability and citizen action in communities around the world through locally created maps of the natural and cultural environment



Introduction

Toronto · Ontario · Canada
 The *OTHER* Map of Toronto
 www.greentourism.ca



In 1999, the Green Tourism Association produced the first edition of The *OTHER* Map of Toronto to provide urban green tourism information and options to visitors and residents of Toronto. It was one of the first Green Maps to connect tourism with the environment. Sixty thousand copies were printed and distributed in less than two years. Tremendous interest and demand from around the globe motivated the Green Tourism Association to produce the second edition of the map — which was launched on Earth Day, April 22, 2003.

message that effectively engages tourists and residents with Toronto's rich urban ecology and cultural diversity.

Map Data

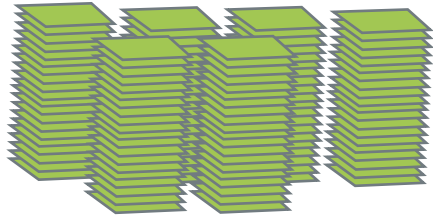
- Language: English
- Number of Map Editions: 2
- Published Map Formats: Print, PDF, Poster
- Number of Sites Charted: 196
- Number of Global Icons Used: 16

The *OTHER* Map of Toronto provides a comprehensive source of information linking tourists and residents to the many urban green tourism experiences the city and region have to offer. It takes a celebratory tone, informing people about the many adventures and activities available in the city. Pollution hotspots, garbage dumps and other blight sights are not identified on the map. Rather, we encourage a positive image and



Three of Toronto's eleven local icons

Mapmaking



120,000 maps printed (60,000 distributed in 6 months)

The *OTHER* Map of Toronto was designed to be as functional as a typical city map in terms of getting around, but with a more organic, down-to-earth feel for the user. It highlights walking and biking trails, parks and gardens, conservation areas, green accommodations and businesses, restaurants and cafés, ecotour operators and sustainable transportation, local galleries and theatres, museum and heritage sites, and organic and natural food locations.

This second edition of the map captured the best design features of the first edition, and improved weak elements that were identified through feedback from the public, our members and partners. The first prototype was presented at the Global Green Mapmakers Conference in Bellagio, Italy, then 'shopped around' for input over the next three months.

During this time, our membership campaign was in full swing and map listings and location points were geocoded and entered into our database,



(left to right)
The *OTHER* Map of Toronto - final and draft version (2003)
The *OTHER* Map of Toronto (1999)
Touring Toronto with the Green Map



which now includes over 1,000 potential listings. We worked with several departments at the City of Toronto, Toronto and Region Conservation and local transportation operators to obtain GIS data for parks, waterways, transit networks, cycling routes and recreational trails.

As we were finalizing the content and map design, major technical difficulties arose just weeks before the launch date. The map's file had become so large that even major print houses were unable to handle it. Many people pitched in, working long hours for several weeks, and fortunately the map was published just in time for its public debut. 120,000 copies were printed and are being distributed free at over 100 locations throughout the city. Map information and a list of distribution locations are available at www.greentourism.ca. Outside of the Greater Toronto Area, map requests can be sent to info@greentourism.ca.

Technical Data

Software:

ESRI ArcView
FileMaker Pro
Adobe InDesign
Adobe Illustrator
Adobe Photoshop

Hardware:

Pentium 4 Class Graphic Workstation
GIS workstation
PC workstation
Bicycles

Paper:

New Life Satin ST (EcoLogo certified)
30% post-consumer fibre and
70% elemental chlorine-free virgin fibre
Waterless printing process

Map Structure:

Folding

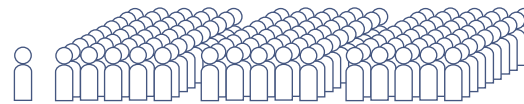
- First map: 91.4 X 66 cm / 36 X 26 in
- Second map: 91.4 X 67.3 cm / 36 X 26.5 in

Teamwork

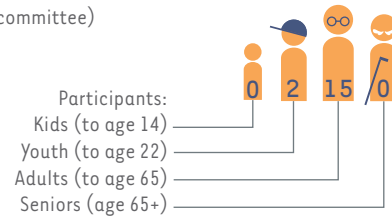
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The second edition of The *OTHER* Map of Toronto was produced in collaboration with many individuals and organizations – we couldn't have done it without them. The Green Tourism Association team included Justin Lafontaine (General Manager), Sandra Farias (Database and Information Coordinator), Vivian Lord (Membership Coordinator), Teresa Riczu (Marketing and Communications Coordinator) and members of the map subcommittee and Board of Directors. An intern was hired to geocode data and act as GIS point-person between our office, Toronto and Region Conservation and the graphic designers.

Public participation in the development of the map created a representative reflection of Toronto's world-renowned diversity. Over 40 people attended a Green Map 'Town Hall' meeting held at the beginning of production. This was an opportunity for the public, Association members, partners and sponsors to share their ideas and comments about the



Partners, Advisors and Board members: **151**
 (includes subcommittee)



design, layout and content of the new edition. New map features discussed at the meeting included the watershed inset map, a grid reference system and photos of green tourism sites and activities. The map subcommittee was formed at the 'Town Hall' event and worked to guide the project to completion. The success of the first edition helped us develop and grow new partnerships, sponsorships and key support for the second edition. After the map was published, we sent a project update email to the GMS listserv highlighting our project, map launch and distribution. Several Green Mapmakers from around the world have contacted us for information about the map's development, media reach, tracking, distribution, community support and urban green tourism. Maintaining comprehensive tracking systems for requests and feedback is beneficial in acquiring funding for subsequent editions of the map and other initiatives.

Over 120 people attended >> the map launch held in the green Fairmont Royal York Hotel



<< Green Tourism Association team and board members (left to right: Jesse Redditt, Justin Lafontaine, Teresa Riczu, Rachel Dodds, Anna Gibson, Thomas Rohricht, Brian Jamieson, Vivian Lord, Sandra Farias and Joan Miles)



Green Tourism Association staff copy editing the map prototype (left to right: Teresa Riczu, Sandra Farias and Justin Lafontaine)



<< At local community events, staff and volunteers promote the map, guidebook and the Association (left to right: Aliya Ladha and Vivian Lord)

Economics

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The *OTHER* Map of Toronto was produced with generous contributions from our key supporters, sponsors, members and partners, who provided essential project funds and services including: office space and equipment; salaries and general office expenses; graphic design, paper and printing; distribution and mailing; information tracking, data acquisition and database development; event space and catering; advertising, promotion and PR; and legal services.

Collaborating with many community members and partners and offering them an opportunity to be part of the project ensured the map's success. Businesses and organizations listed on the map are members of the Green Tourism Association and paid a fee to support the map's production, or were listed because they provide important urban green tourism information and resources to the community. Our membership, sponsorship and partnership networks are being further developed to ensure long-term financial sustainability of the



Approximately **47,000** website visitors per year



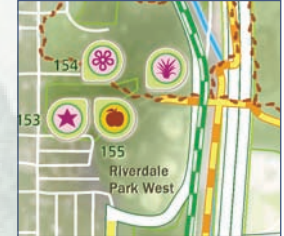
(upper, lower) The Green Tourism Association website
 Early prototype of the Green Tourism web map interface

organization, subsequent editions of the map and other urban green tourism initiatives.



Green Map Icons, as shown on Toronto's first and second editions

These icons are the common currency of all Green Maps



Economic Data

Type of Organization: Non-profit

Support:

Grants, in-kind, sponsorship, membership fee

Major Project Supporters:

- The Government of Canada
- The City of Toronto-Urban Development Services
- The Ontario Trillium Foundation
- Toronto and Region Conservation
- Tourism Toronto

Number of Paid or Volunteer Jobs Created: 6

Cost of Map: Free

Spin Off Projects: Guidebook, website

Assessment

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(left to right) Map launch generated over 45 press articles including *Metro* (22 April 03) and the *Toronto Sun* (25 May 03 and 23 April 03); Map launch invitation; Promotional postcard distributed at events and conferences; 'The *OTHER* Guide to Toronto,' the first known urban ecotourism guidebook

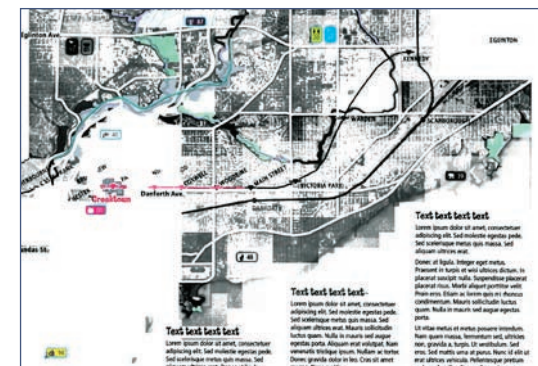
The second edition of the map was launched at the Fairmont Royal York Hotel on Earth Day 2003. During the launch week, VIA Rail Canada distributed 5,000 maps to passengers aboard Toronto bound trains, and maps were quickly snapped up at over 100 distribution locations. Six months after the launch, over 60,000 copies had been distributed and over 45 media articles (print, TV and radio) were generated with a reach of approximately 5 million people. The map benefits from its connection to the internationally recognized Green Map System, and we continue to receive positive feedback, evaluations and requests daily from around the world. Many have inquired about our membership.

As with all projects of this size and scope, we faced several challenges during the production of The *OTHER* Map of Toronto, including maintaining current data for map listings, acquiring many 'layers' of data from several sources and dealing with major technical difficulties in the final phase of production. In the end,

the map has been a great success and an effective showcase for sustainable tourism.

To join the Green Tourism Association as a member, a business or organization must sign a pledge and identify the urban green tourism initiatives that they are undertaking related to the following categories:

- **Environmental Responsibility:** protecting, conserving and/or enhancing nature and the physical environment to ensure the long-term health of the ecosystem.
- **Local Economic Vitality:** supporting local economies, businesses and communities to ensure economic vitality and sustainability.
- **Cultural Sensitivity:** respecting and appreciating cultural diversity to ensure the continued well-being of local or host cultures.
- **Experiential Richness:** providing enriching experiences through active, personal and meaningful involvement with nature, people, places and cultures.



(upper, lower) Front of the first edition of The *OTHER* Map of Toronto and an early prototype of the second edition

Conclusion

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The second edition of The *OTHER* Map of Toronto incorporates new features including a Greater Toronto watershed inset map, photo panel of urban green tourism sites and attractions, and improved design and user-friendliness. We have received great interest and positive feedback from both tourists and residents:

"This map will enable the novice as well as those who like to explore. Enjoy a more adventurous side of Toronto!"

– Michael Persaud, Tourism Toronto

"We give them out for free at Grassroots – and customers love it! We're always refilling the basket because they disappear so quickly."

– Kathy Raddon, Grassroots Environmental Products


The second phase of the map project is now under way, with the development of a green tourism web map. The map will be dynamically linked to our database for automatic updates and greater

"The information you provide coincides with how I see myself as a tourist, traveller and citizen. It helps me do my part to reduce the impact I have on the environment."


– Kelly Zorzi, Moving the Economy

exposure for our members, partners and sponsors. As with the print map, the web map will foster an increased awareness of sustainable tourism options in the city. Urban green tourism increases the quality of life for tourists by offering them appealing, environmentally responsible and locally focused options, and promotes longer stays. It also increases the quality of life for local residents through increased awareness and the development of a green tourism industry that revitalizes the local economy, making the community more livable.




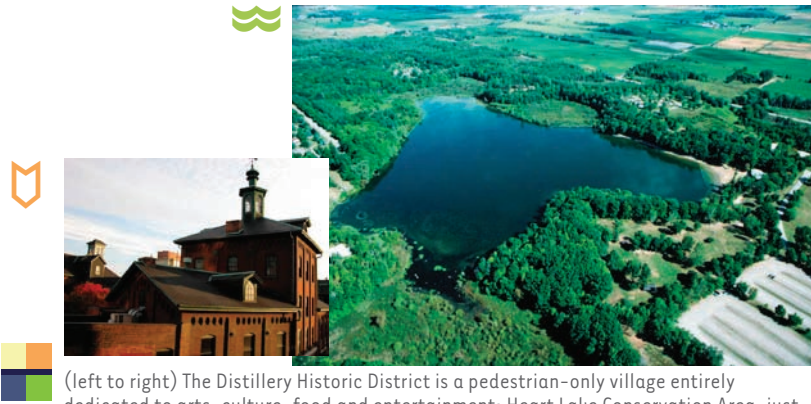
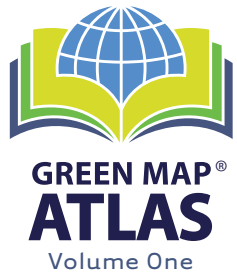
 Cityscape view from the Toronto Islands, a car-free archipelago of 15 islands easily accessible by ferry from downtown



 The Humber River Pedestrian Bridge spans this Canadian Heritage River, connecting the waterfront and Humber Valley recreational trails



 Trinity Square Park Labyrinth, based on an ancient pattern for meditative walking, provides a break from the downtown hustle and bustle



(left to right) The Distillery Historic District is a pedestrian-only village entirely dedicated to arts, culture, food and entertainment; Heart Lake Conservation Area, just outside the city, feels like it's hours away © Hal Swann © TRCA-R. Hasner

Credits

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<< Staff and friends celebrating the completed Green Map © GTA



The second edition of The *OTHER* Map of Toronto (2003)



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 email: info@greentourism.ca
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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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