



TOOL | GEO-MAPPING

Geo-mapping is a way to crowd-source information from your community to obtain verifiable feedback data for informing decision-making and policy development.

WHEN TO USE

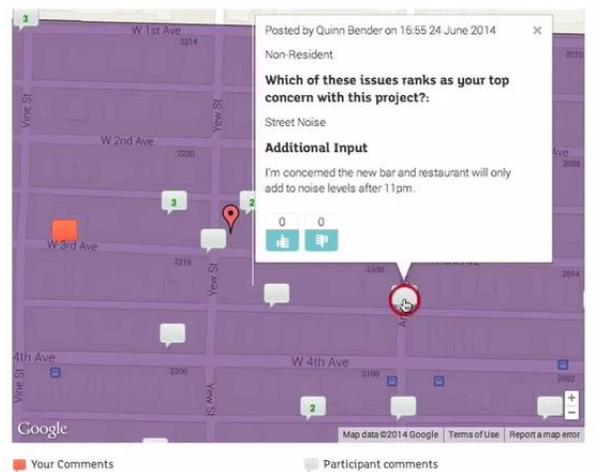
Use geo-mapping as a way to enhancing location-specific online consultations. It allows participants to place points and comments on a map indicating preferences. Whether it is determining the best site for a park or a bike lane or understanding where safety concerns exist in a certain neighbourhood, geo-mapping allows participants to contribute their feedback and vote on the contributions of others.

STRENGTHS

- Can be done both in-person at a consultation or online using a mapping platform
- Maps provide spacial context
- Can be done on mobile
- Some mapping platforms allow you to only allow input from people who are located within the set geographical boundaries

MAPPING PLATFORMS

- Google Maps
- MapIt
- PlaceSpeak
- Mapumental
- Open Street Map
- CrowdMaps
- ZeeMaps



WEAKNESSES

- Some platforms are hard to use
- If mapping is done offline, data entry is required for analysis

I love being in a community hall with my neighbours, sticking post-it notes on a big map and talking about what's good and what's bad and where. Patterns emerge and we learn from each other. Place It is like that, but available 24-7 without parking and child care and that guy who won't let go of the mic.

—Hugh Stimson, Product manager at PlaceSpeak