



How to Make a Green Map Cycling Tour

Created by Green Map System in NYC, Fall 2013

Video version of this How To Guide: <http://bit.ly/howtourGM>

Bike tours are a great way to promote and explore your Green Map projects, encourage community involvement and also, have some fun.

Let's start with some preparation.

First, brainstorm and choose an area, topic or theme for your bike ride. Your focus can tie into an existing map project, or generate new ideas.

Second, find places and speakers that will make your tour interesting. Ask friends and experts to prepare short 5-minute talks. They can raise the profile of your event and get more people interested.

Third, sketch out a route that connects the locations and your speakers' topics. When the time comes, speakers can ride along or meet you onsite.

Next, do some promotion to get people interested. Name your tour and promote it using social media. Advertise your tour on community calendars. Invite a photographer or videographer to come and document the ride!

Now let's take a look at Green Map NYC's recent Lower East Ride tour to get few more pointers.

Arrive a few minutes early. As riders gather, give a little introduction to the route and issues it covers. Also, hand out your Green Maps.

If you can, show some historic maps of the area to help orient people and get the discussion started. Once everyone arrives, have people introduce themselves briefly.

Try and encourage networking. People on your ride probably have similar interests and would do well to get to know each other!

If you plan to collect sites for your online Green Map, show people how to add locations directly to an Open Green Map using our mobile website (watch for its debut in early 2014 at <http://GreenMap.org/mobile>).

Encourage riders to stay together, ride safely and be aware of pedestrians, cars and other cyclists while on tour. Once you're ready, it's time to head out!

Our first stop was at local community center.



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Here a local beekeeper tells us about his urban hives, and explained a little about the process of beekeeping.

He even provided a honey tasting. Food and hands-on activities make the ride even more interesting!

As you continue on, keep the ride moving, although there may be lots of discussion. In between the speakers, you can point sites out while rolling past or stopped in traffic.

Keep the group together! A 'Sweep' really helps – this designated last rider keeps people from straggling, and can help if there is a flat tire.

At subsequent stops, we heard from climate experts and economists - these experts help put larger issues in a local context and deepened our tour's sense of place.

After the event, don't forget to share videos and photos from your ride!

Thanks to our post-ride promotion we even won a Creative Climate Action award! Their press brought our message to a new and wider audience.

We shared this news at <http://facebook.com/lower.east.ride>, where we continually post related Green Maps (in Chinese, Spanish and English) and tour updates.

Building up a series of tours will extend the importance of your exchanges, build stronger networks and generate new solutions to community issues.

Have fun and keep mapping your way to a sustainable future!