Green Map: Construction Meets Function

Example: FEEDJeffco
Why Green Map? Why did I care?

- Open Source
- User friendly
- Flexible
- Has a Library of ideas to build from
- Help is available
Why Should My Users Care?

- Open Source
- User friendly
- Flexible
- Has a Library of ideas to build from
- Help is available
Search by Icon

Click on Icon Filter. Select one or more icons.
Same words and photos show up in multiple places on the Green Map platform.
Getting Started

Two paths for positioning a Green Map project

1. You build a map by yourself to demonstrate to “organization” how it would work once finished.
2. Get prior endorsement of “organization”. Work with teams.

Both require:

1. Creating a mission/logo/taglines/site format and parameter decisions.
2. Create a format for each site: Content Bullet points, What kind of Pictures, Sounds, Next steps...
Organizational Needs First

Speak to them in their language and needs:

- Asset management?
- Asset Education?
- Destinations?
- Promote Usership of place or space?
- Promote pride of accomplishment?
- Promote pride in place?
- Community building?
Speak to the lead person's title

Who are they, what do they care about?

- **Administrator** wants to know about money, time, and risk. (OPEN SOURCE, USER FRIENDLY, and FLEXIBLE)
- **Marketer/promotion** person wants to see examples of how others have engaged and grew their community. (USER FRIENDLY and FLEXIBLE)
- **Tech people** want to know how easy it to use all or parts of the Green Map system. (OPEN SOURCE and FLEXIBLE)
FEED
JEFFERSON COUNTY
Food Education and Enterprise Development
Set your mission and parameters

The Community Wellness Project believes that a healthy community needs a healthy and vibrant food system. Empowering and educating our students and families to be engaged with local food will help us stay well-nourished and resilient. We’ve mapped our East Jefferson County Food Network, beginning with school gardens, then adding community gardens, farms, and local food distribution centers such as stores, farmer’s markets and food banks. Lastly, we’ve acknowledged businesses and resource centers which have helped schools grow their programs. This map is intended to offer links to farms, markets, and other entities that are engaged in local food growing, production, distribution, and education.
The Final “cost” of FEEDJeffco

- **Cash** -- None for platform.
- **Who would do the work?** Volunteers (no money)
- **Time** -- One month.
- **Risk** -- No risk to them, they had nothing before and if the map dropped off tomorrow, they still have lots of organizational work completed that could be repurposed.
- **Longevity** -- Open Source means constant improvement.
FEEDJeffco Map Results  
(even during Covid shutdown)

1. JCCWP.org became a Local Food knowledge portal instead of one page website.
2. Schools can compare Farm to Fork programs and improve. (Pride of ownership)
3. Food Bank Gardens provide consistent talking points
4. Icons solved the multi-use problem of locations -- now it’s engaging instead of confusing
5. Local papers, magazines, and other organizations are using content for stories.
6. Made intangible jobs and services, tangible to the public
Thank you!

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