



HOW-TO

Story Map



GET READY! Agree on your goals for using this tool.

Remember to work with your Partnerships for Parks (PFP) Outreach Coordinator (OC) when using input-gathering tools. Your OC can answer questions, offer suggestions, and help you work well with Parks throughout the capital process. To find your OC, visit the People Make Parks (PMP) Website.

Discover your community's connection to its park through words, drawings, and stickers placed on a map.

BEGIN PLANNING: AT LEAST 3 MONTHS BEFORE

- Review the Event Planning Tool, Timeline, and Checklist.
- Discuss what you want to accomplish with a Story Map. Use the questions below as a guide:
 - > WHY do we want to use a Story Map?
 - > WHO do we want to reach with Story Map?
 - > WHAT information about people's relationship to the park do we want to capture with a Story Map?
 - > WHEN do we want to use a Story Map, so that the largest number of people can attend?
 - > WHERE do we want to host a Story Map to encourage strong turnout?
 - > DO WE NEED signs and instructions for the Story Map in multiple languages -or have an interpreter at the event - to reach non-English speakers/readers?

SUGGESTED MATERIALS:

- > One or more enlarged map(s) of your park (approximately 3' x 4')
- > Thin markers, colored pencils, and/or pens

ORGANIZE: AT LEAST 2-2 ½ MONTHS BEFORE

- Think about questions you'd like people to answer with a Story Map. Use the ones below as a guide:
 - > What is a favorite memory you have about the park? Show us on the map where it happened.
 - > What is a place in the park you'd like to change? Show us the area on the map.
 - > Tell us about a special event or experience that happened in the park and where it took place.
 - > Is there a feature or location in the park that concerns you? Show us where it is and tell us why it should change.
- Choose three to four questions for a first draft.
- Find a map of your park (see map source options below suggested materials).
- Enlarge the map by 3' x 4' so that you can comfortably work on it.
- To add details, walk through the park noting placement of buildings, play equipment, sidewalks, fences, lights, benches, and trees. For more exact measurements, take photographs and use a tape measure.
- Add major features in pencil, trying to approximate dimensions and placement. Use rectangles and squares to represent benches and play equipment, circles to represent trees, and thicker lines to represent fencing. See the attached example.
- Walk through the park again to check the detailed map. Once you've finalized placement, draw over the pencil lines in thin, black marker. See the sample Story Map as a guide.
- If you find it hard creating a detailed map, work with your OC or a volunteer architect or landscape architect to complete this part of the activity.
- Once your group has agreed on details, copy the enlarged, detailed map and add prompting questions around the border to spark interest in the activity.

MAP SOURCES:

- > Google Maps, which has satellite maps of what your park looks like now Zoom in to get a larger image that includes the park's basic outline and largest features. LINK: <http://maps.google.com/>.
- > DOITT's City Maps Website, which has pictures of the location where your park sits in the years (1924, 1951, 1996, 2006, and 2008). Zoom in to get a larger image of the park's basic outline and largest features. This site doesn't work with older versions of Internet Explorer. LINK: <http://gis.nyc.gov/doitt/nycitymap/>

OUTREACH: ONE MONTH BEFORE

- Practice leading the Story Map activity by inviting your OC and representatives from local organizations to participate in a run-through.
- Afterward, ask people for feedback about their experience.
- Based on that feedback, and your own observations, make changes to the activity as needed.

GET SET! Check last-minute details leading up to the event.

PREP FOR THE EVENT: 2-3 WEEKS BEFORE

- Review the Event Planning Tool, Timeline, and Checklist to be sure your group is on track.

GO! Host the event & make sure everyone is heard!

- Specific Instructions:
 - > Attach the Story Map to large table(s) that people can easily move around.
 - > When people approach, explain the Story Map activity and how it relates to the capital project.
 - > Encourage people to write a favorite memory or experience about the park on the map in the place where it occurred.
 - > You can also invite people to draw what they would like to see in a future park or to point out a feature or place they'd like to change or improve
- After the activity, explain to people how the Story Map will be shared with Parks and used to inform a new design. Let them know how they can stay involved with your group and the capital project going forward.
- Collect the completed Story Map(s) for review.

RUN WITH IT! Explore and share what you learned.

DEBRIEF: WITHIN 1-2 WEEKS

- Decide whether to re-write/transcribe all hand-written stories into a single document for easier analysis. If so, find a volunteer or group member to do this.
- Consider analyzing the stories around common themes, noteworthy events, park history, and representative experiences to more easily organize the material.
- You can also tally items such as number of stories that referenced a part of the park as their favorite, repeatedly noted problem areas; or unique places people want preserved.
- After reviewing the stories discuss any broad conclusions you can draw from the wide variety of responses and decide how you will summarize the activity.

ANALYZE AND DOCUMENT: WITHIN 1-2 MONTHS

- Read the Event-Planning Tool to learn what to include in your 1- to 2-page Story Map summary.
- Draft, review, and revise the summary, until you're ready to show it to your OC. With his or her help, further edit, if needed, to create a final version.
- If you've only used a Story Map to gather input, start planning future events or explore other tools you can use to discover what your community wants in a new park.
- Once you've gathered input using at least three tools, on different days, and/ or from at least 50 people, depending on the size of your community and park, you should have enough information to write a full Visioning Report that can be shared with the community, your community board, and Parks.

MAP SOURCES (CONT.):

> Your OC, who can work with Parks or their local Special Events office to help you get a map of the park.

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