

TECHNICAL GUIDE

Google My Maps How-to Guide

What is the objective?

To map and describe the food places, public spaces, and social spaces that comprise the local foodscape at the high level, using Google My Maps.

Why is this important?

This tool will help you get a birds-eye view of the components of a community's foodscape at the beginning of a project. The mapping can help you understand what kinds of food and social spaces are present in the neighbourhood, their physical relationship to each other and transportation options, food place clusters or gaps, and other high level trends. This mapping can also help you determine locations for future eye-level observations.

How do I do it?

There are many ways to conduct this kind of mapping. The method that requires the least technical software and knowledge is using Google Maps. Google Street View can also help you get an early understanding of the built conditions of these places.

Creating a 'My Map' in Google Maps:

This is a tool to store information about the physical places that make up this community's foodscape.

Using Google Maps Street View:

This tool is useful to understand the ground-level spatial conditions of a place via Google Maps if needed.

PLACES TO MAP

This cheat sheet is intended to help you identify places to map in your foodscape.

MAPPING FOOD PLACES

Consider mapping these kinds of food places:

Groceries + Markets

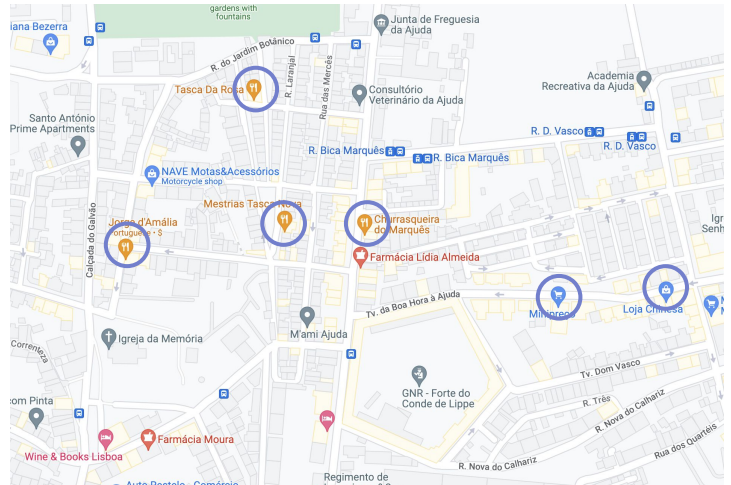
- Grocery store
- Market
- Farmers market
- Corner store
- Produce market

Restaurants + Takeaway

- Restaurant
- Takeaway
- Food Pantry

Other

- Informal vendors
- Produce delivery companies (may be outside of the neighbourhood)



MAPPING PUBLIC SPACES

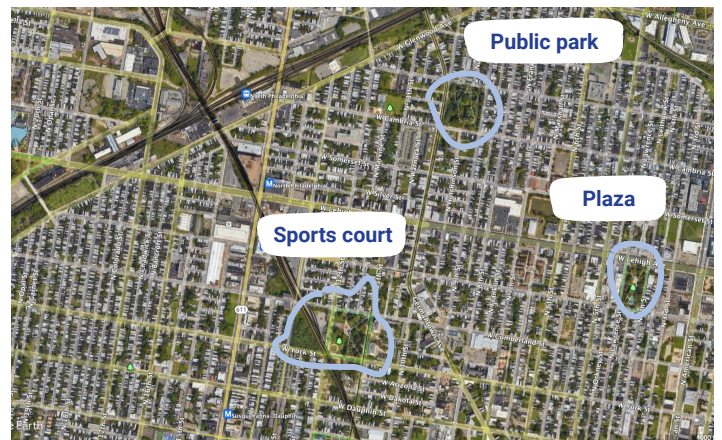
Identify streets and spaces where people might gather and spend time outside in their communities. For example:

Public Realm - Streets & Spaces

- Parks
- Plazas
- Playgrounds
- Commercial corridors
- Gardens
- Sports courts and spaces

Public Realm - Mobility

- Transit stops (train, bus)
- Bike lanes



MAPPING SOCIAL INFRASTRUCTURE

Map places that support and build community in a given geography. Some social organisations to consider:

- Faith based organisations
- Schools
- Social service organisations
- Community centres
- Libraries
- Daycare centres and after-school care
- Housing shelters

How is food distributed in this neighbourhood?

What programmes enable healthy food access in this community?

Where do people spend time?

Who are the trusted food providers in this neighbourhood?

What social infrastructure is lacking?

GOOGLE MY MAPS HOW-TO GUIDE

GOOGLE MAPS STREET VIEW

“Reality check” your information from Google Maps with Street View.

USING STREET VIEW

Sometimes a food place or service may exist, but is in a poor state of repair or located in a place that feels uninviting. To view the physical conditions of places you have mapped from your desk, follow these steps:

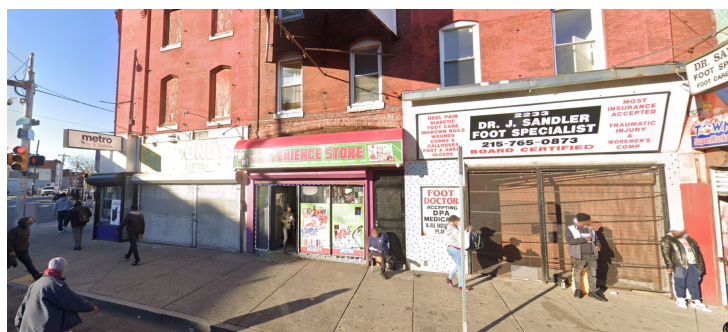
1. Open Google Maps in a separate window.
2. Search a street or point of interest you have mapped.
3. Select the orange human icon in the lower right corner and drag it to the street you want to observe.
4. Navigate forward and backwards to get a sense of the built environment conditions.
5. Use the map at the bottom of the page to keep track of your location.



WHAT YOU'RE LOOKING FOR

Using streetview can help give you a rough sense of the eye-level experience from afar. Key questions include:

- Do certain spaces or buildings seem more active than others?
- What are the postures of people spending time in the public realm? Is public seating available?
- Does the signage/appearance of a food place match your assumptions (e.g. does a place labeled as a grocery store instead have the signage and appearance of a convenience store?)
- Do you see food places or social institutions that did not turn up in your original search?
- Is the place still functioning? Does it look open and active? Or is something else occupying the site now?



BE MINDFUL OF THE TIMESTAMP

Street view images are just a snapshot in time. Use the clock function to check how up-to-date the image is. When was the street view captured? (E.g. is it summer/winter and what year?) Click the time icon and move the slider to change the date/time.

