



Walking Map Tool Box

HANDBOOK
For Communities





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Introducing community walking maps

'The civilized man has built a coach, but has lost the use of his feet.'

Ralph Waldo Emerson, *Self-Reliance*, 1841

Showing people where they can walk in their neighbourhoods can promote walking as a means of getting about. We are often not fully aware of all the local routes and shortcuts that we can take on foot. Normal street maps don't help much as they are generally designed for drivers. However, a purpose-designed walking map can help us plan and make journeys on foot to chosen destinations, according to our needs, time, ability and perceptions of the area.

Humans were made to walk. Walking is one of the most healthy, environmentally sound, safe, cheap, sustainable and enjoyable means we have of getting about.

Walking:

- Is good for your health – it increases your heart rate and circulation, strengthens your muscles, prevents osteoporosis, burns calories and helps you reduce weight.
- Is environmentally friendly – more people walking rather than driving helps keep New Zealand clean and green.
- Is safe – there is less risk of your being injured or causing injury, and more people walking makes communities safer too.
- Is cheap – you don't need any special equipment, and the only fuel you require is a good meal.
- Reduces road congestion – more people walking means fewer cars on the road.
- Is fun – you have more opportunity to take in the view and explore the surroundings you pass through on your way to your destination.

Yet, too often, we jump into the car to drive to where we need to go, regardless of distance and convenience. Our children spend hours each week sitting in cars being driven to and from school and other destinations.

Health benefits of walking

The health benefits of walking include:

- *reduced risk of cardiovascular disease (stroke, coronary heart disease, high blood pressure)*
- *reduced risk of some cancers*
- *reduced risk of Type 2 diabetes*
- *reduced risk of osteoarthritis and osteoporosis*
- *improved mental health.*

Walking reduces obesity. An 80-kilogram person walking at a moderate pace expends approximately 265 calories an hour.

It is recommended that adults walk 10,000 steps per day, which is about 6.5 kilometres. (Taller people will walk further because their stride length is longer.)

Who is this tool box for?

'...Walking remains the cheapest form of transport for all people, and the construction of a walkable community provides the most affordable transportation system any community can plan, design, construct and maintain... Walkable communities are more liveable communities and lead to whole, happy, healthy lives for the people who live in them.'

Dan Burden, *How can I find and help build a walkable community?*

The Walking Maps Tool Box is designed for communities that want to encourage people who live or work in their area and visitors to walk more. Creating a walking map is one means of motivating people to walk in their local area.

Wherever you live or work, this tool box will help you by presenting a series of steps to work through an affordable and effective process to design, produce and distribute your own community walking map.

Because the needs of every community are different, you should regard these steps as a general outline only. Feel free to amend them to suit your community.

If there's a school at the centre of your community, consider using our companion *Handbook for Schools* as a way of encouraging children (and their parents) to walk.

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What is a walking map?

'He loved maps, and in his hall there hung a large one of the Country Round with all his favourite walks marked on it in red ink.'

J. R. R. Tolkien, *The Hobbit*

A walking map differs from a traditional street map in that it is designed specifically for pedestrians. It may include information such as safe and walkable routes to schools, community centres and shops; public transport timetables and connection points; alternative routes to avoid potential hazards; gradients; times; and distances. A walking map enables pedestrians to plan their journeys accurately and according to their available time and ability.

Walking maps can take many forms, including:

- foldable maps
- wall maps
- disposable tear-off map pads
- brochure maps
- full colour, spot colour or black-and-white maps
- CD-Rom maps
- online maps
- permanent map boards or murals, indoors or outside.

The features of a good map include:

- northwards orientation
- a scale
- key of symbols
- publication date
- contact details
- copyright information
- clear landmarks.

Additional features could include:

- lengths of routes, in both time and distance (at a normal walking pace)
- street names
- topography (including gradients, slopes and steps)
- built-up and open areas
- unmarked shortcuts shown by street numbers (or other easy-to-find landmarks)
- on-road and off-road footpaths
- indication of surface type (sealed, unsealed, grass)
- bus stops and routes
- railway lines and stations
- important local landmarks and destinations, such as churches, schools, shops, libraries and sports facilities
- pedestrian crossings, subways, footbridges and traffic lights
- street lighting
- steps and other barriers to movement
- routes for wheelchairs and mobility scooters with kerb ramps, no steps and suitable surfaces
- seats and shelters
- details of local pedestrian associations and advocates, and walking groups
- a disclaimer, in case of any inaccurate or incomplete information
- information presented in a clear, uncluttered way, which may mean having to make hard decisions about what information to exclude.

1. Getting started

Step 1.1 Prepare a plan

Use this handbook to draw up an initial plan. The main stages are set out in the approximate order in which they should be done, and the suggested timeline given on page 25 will help you clarify the various tasks that need to be completed to develop an effective walking map.

Step 1.2 Enlist support

Begin by enlisting the support of groups in your community. A good place to start is with your local residents' association or another group of people who live locally. Be sure to explain the benefits to the community of having a map and the steps involved in producing one. Discuss and agree realistic targets and expectations with each community group before work on the project begins.

Step 1.3 Establish a focus group

Establish a focus group of key people to do an initial scope of the project. Include people who might be involved in the production of the resource, end-users of the map and other interested parties.

Arrange a meeting of the focus group to consider:

- the need for a walking map
- the purpose of the map
- who the map will be designed for
- how the map will be used
- who could be involved in developing the map
- how the map could be funded
- what format the map could take
- timelines for developing and producing the map.

Step 1.4 Appoint a steering group

Form a core group of people with organisational and, preferably, technical strengths. This steering group can oversee various aspects of the map's development. For example, you might find someone in your community who is a cartographer or designer, a walking enthusiast or a project manager.

The steering group should meet from time to time throughout the project, on either a formal or an informal basis. In this way, it can keep the project on course, review material, help with organisation and give specialist assistance.

Step 1.5 Consider using a facilitator

Consider appointing an overall facilitator to get the project started and keep it running. This person should report to the steering group, and could be a volunteer from inside or outside the community. Alternatively, if you have sufficient funding, you could consider making this a paid position.

A good facilitator will be self-motivated, enthusiastic, have credibility with different groups in the community, and have sufficient time to spend on the project.

Some tasks that a facilitator could do include:

- Popularising the map project – encouraging your community to become enthusiastic about the project and promoting use of the completed map.
- Consulting residents, visitors, workers and other stakeholders in the community, to identify: the map's boundaries; the information that should be included; what format it will take; and so on.
- Publicising the project in your community, helping to organise meetings and encouraging people to have a positive attitude towards walking.
- Auditing streets and paths – walking along **all** streets and paths in the map area, checking that the features identified during the information-

'A journey of a thousand miles begins with a single step.'

Lao Tzu

1. Getting started

gathering stage are present and correct, and finding any that may not have been identified.

- Providing the cartographer or graphic designer with the collated information so that the map can be designed.
- Arranging the publication and distribution of the map.
- Advising on the sustainability of the map – ensuring there is a process for encouraging your community to continue to use the map when it is completed.
- Evaluating how effective the map has been in increasing the amount of walking in your community.

Step 1.6 Establish an evaluation procedure

Evaluation is an important part of any process. It tells us if we have succeeded in what we set out to do, or if there is more we need to do to achieve our goal. So, you should establish a procedure for evaluating the process of producing your map. It may seem odd to talk about evaluation at this early stage, but if you set up procedures for recording information now, it will help you when you come to evaluate the project. The evaluation will be useful in case you decide to update your map in a few years' time or to create other maps for your area.

Some ideas on how to begin evaluating the process include:

- Inviting cartographers, Geographic Information System (GIS) users and other experts to discuss the project and identify potential problems.
- Asking children to survey their parents to see if they already walk, where they walk, reasons they may not walk, and so on. This could be introduced through children's after school clubs and activities.
- Counting the vehicles parked at workplaces, schools, playing fields, visitor attractions and other places during the day to use as 'benchmarks' later.
- Using pedometers before the map is introduced to monitor people's existing physical activity levels.
- Keeping regular contact with your consultation network throughout the project to check that you are using the most effective means to produce the map that best meets your needs.
- Maintaining a project diary to record the process and progress.

Tip

The sample maps in this tool box will give you an idea of what a finished map might look like. Of course, you might decide on a completely different style of map.

Pitfall

Your community may not appreciate the importance of a walking map project if it sees the final outcome as the published map, rather than the effect that the map will have on walking. You should encourage buy-in to the project by highlighting the community benefits of increased walking. These include:

- a healthier community
- increased social opportunities (it's not easy to stop for a chat when you're driving)
- promoting your community
- encouraging visitors
- less congestion.

Checklist

- Have you prepared a plan?
- Have you enlisted support from your community?
- Have you established a focus group?
- Have you appointed a steering group?
- Have you considered using a facilitator?
- Have you established a procedure for evaluating the map production process?

2. Obtaining funding

'Donors don't give to institutions. They invest in ideas and people in whom they believe.'

G.T. Smith

Producing a walking map will require a budget. There may be costs associated with the consultation process, employing a facilitator, cartography, design, printing and distribution (see below). The type of map you produce will be dictated by the amount of funding available.

Estimated costs of funding a walking map:

Facilitation – car costs, photocopying, mail, facilitator's pay (if required)	Up to \$1,200
Consultation – hall hire, catering, advertising	\$150 – 300
Cartography (professional) – fees	Up to \$1,500
Design (professional) – fees	Up to \$1,000
Design (volunteer) – materials	Up to \$500
Printing 1,000 copies (professional) – costs	\$250 – 1,000
Printing 1,000 copies (photocopied) – photocopy paper, ink	\$250 – 300
Incentives – prizes to encourage participation and use	Up to \$150

Note that these estimated costs are an indication only, and may vary.

There are a number of organisation that may fund a walking map project because of the health, community, road safety, and transport benefits.

Step 2.1 Approach your local city or district

The Community Development section of your local city or district council should be able to provide a list of potential community funding agencies, and the council itself may make community grants.

Step 2.2 Look for other sources of funding

If you have a local Citizens' Advice Bureau, it may be able to help.

Other potential sources for funding include:

- The Community Road Safety Programme (CRSP) which funds local road safety projects throughout New Zealand. Its website is www.crsp.net.nz. Road Safety Coordinators (RSCs) look after the CRSP for Land Transport NZ, and can usually be contacted through your local council. Just ask for the Road Safety Coordinator.
- Local road safety committees that have small budgets for general road safety. The Road Safety Trust's website at www.roadsafety.govt.nz has details on funding applications.
- Sport and Recreation New Zealand's (SPARC's) Active Communities investment is targeted at territorial and regional authorities, such as the Auckland Regional Council, to work with community stakeholders to achieve community outcomes. SPARC also provides an online funding directory which you can access from www.sparc.org.nz/about-sparc/funding
- The Health Sponsorship Council (HSC) whose website is www.hsc.org.nz

2. Obtaining funding

You could also try:

- Pub Charity – www.pubcharity.org.nz
- the Funding Information Service – www.fis.org.nz
- local Community Trusts
- the New Zealand Lottery Grants Board – http://www.dia.govt.nz/diawebsite.nsf/wpg_URL/Services-Lottery-Grants-Index?OpenDocument

Further information on community funding is available at: www.dia.govt.nz/diawebsite.NSF/wpg_URL/Services-Community-Funding-Index?OpenDocument

Tip

Besides the 'official' avenues mentioned above, you could also seek sponsorship from local businesses that support health promotion and walking. For example, public transport providers could be a potential source of sponsorship, as many walks are to and from bus or train stops. Think of other ways that sponsors could add value, for example by promoting and distributing your map.

Pitfall

Sponsors may wish to identify their premises on the map with their logos. This might work with one or two sponsors, but if you include too many logos they could detract from the usability of your map.

Checklist

- Have you contacted your local or district council about funding?
- Have you looked for other funding sources?

3. Building relationships with partners

'A mile walk with a friend has only one hundred steps.'

Russian proverb

You will almost certainly have to work closely with partner organisations to develop a walking map. Such partners may be able to assist you with:

- consulting with their members, and with the wider community
- promoting the project
- providing information to include on the map
- obtaining aerial photos or street maps to use as a base map
- cartography
- designing the map layout
- distributing the map
- encouraging map use.

Step 3.1 Identify potential partners in your community

Your steering group or facilitator should meet potential partners to discover what they can do for the project.

Possible partners might include the following:

Your city or district council/regional council

Many city and district councils have Road Safety Coordinators who liaise with groups associated with road safety, including pedestrian groups. They are a vital source of information about the pedestrian situation in your area and will also be aware of engineering issues which may impact on your map.

Local councillors may have a wealth of contacts in the area.

Larger councils may have specific reference groups eg disability, recreation, Pacific Island, that may be useful. They may also have community development staff with contacts or advice on culturally sensitive approaches.

Most councils will be able to provide large-scale maps and aerial photographs of your area in hard-copy or digital form. You can use these maps and photos to gather and record information. For example, you could take them with you on a street audit to record information.

Your council might also be able to provide: lists of road features (eg crossings, footpaths, street lighting), often in digital (GIS) format; crash statistics; and contacts with Māori and ethnic groups and disability organisations.

Regional councils promote the sustainable management of natural and physical resources and ensure that environmental planning is carried out in an integrated way. They are also responsible for planning and funding public transport, so can provide information such as timetables, routes and the locations of bus stops.

Cartographers

There are a number of companies in New Zealand that provide cartographic services. Ask them about the most appropriate type of mapping for your project, their consultation fees and their charges.

Most cartographers will be able to provide you with a basic map of your area. You could customise this map by adding walking features and symbols yourself, either freehand or with a graphics program. The customised map can then be photocopied or printed for distribution – but make sure that you have checked out the issue of copyright with the company that published the original map.

3. Building relationships with partners

Alternatively, you could get a cartographer to produce a fully customised map, specific to your local area. Ask them for a full list of the symbols and features that they can add to your walking map with their graphics program. Hand-draw these symbols and features onto a mock-up of your map. The cartographer will then use this mock-up to produce a fully customised draft of your walking map. Check the draft carefully before instructing the cartographer to supply the map in its final format ready for publication.

Organisations that provide cartography services, or from whom you can obtain printed or digital maps, include:

- AA – www.aatravel.co.nz
- Geo-graphics Unit at the School of Geography and Environmental Science, The University of Auckland – www.sges.auckland.ac.nz/the_school/services.shtm
- Infomaps NZ Ltd – infomaps@xtra.co.nz
- Jason's Travel Media Ltd – www.jasons.com
- New Zealand Cartographic Society – www.cartography.org.nz
- Terralink International Ltd – www.terralink.co.nz
- TUMONZ – www.tumonz.co.nz
- Wisers Maps – www.wises.co.nz
- ZoomIn – www.zoomin.co.nz

Local media

Local newspapers and radio stations are likely to be interested in a community project. Contact them at an early stage, and allow plenty of time for them to develop their stories. Make sure that they have all the relevant information, including your contact details. Think of good photo-opportunities.

Other potential partners may include:

- walking groups
- pedestrian advocates
- health organisations (eg District Health Boards, Primary Health Organisations, medical centres)
- police
- information and tourist offices
- sporting groups (eg orienteering and running clubs).

Tip

Local authorities are actively encouraged to develop and implement walking and cycling strategies and strategic plans in the Ministry of Transport's document *Getting There – On Foot, By Cycle*, a strategy to advance walking and cycling in New Zealand. Mention this at your initial meeting, as producing a walking map fits in perfectly with this type of strategy.

Pitfall

If using a professional cartographer, be aware that the more you customise a map, the more expensive it will become. Adding new symbols for features, changing colours and marking on walking routes will all add to the cost. Ensure that you understand the pricing structure when you discuss your needs with a cartographer.

Checklist

- Have you identified potential partners?

4. Working in with other projects

Step 4.1 Consider other initiatives

Walking is not the only form of active or sustainable transport. Cycling and public transport are other forms with great benefits to the individual and the community.

You should not consider walking maps in isolation from other initiatives that promote active and sustainable transport. In fact, a multi-pronged approach is crucial. Find out if any other programmes which encourage active and sustainable transport are already running in your area, or are planned for the future, and investigate if you can work in with them.

There are several programmes running including:

School Travel Plans

A school travel plan uses a consultation and planning process to encourage pupils to use safe and sustainable transport to travel to and from school. The plan documents actions devised by children, parents and staff, aimed at increasing environmentally friendly travel.

Travel planning involves four stages: set-up, data collection/analysis, action planning and implementation/monitoring. Developing a walking map could be part of this process.

Land Transport NZ took over responsibility for the School Travel Plans programme on 1 July 2006. See: www.landtransport.govt.nz

Workplace Travel Plans

Larger workplaces are starting to produce active and sustainable travel plans for their employees and visitors. Ask employers in your community about their plans to produce one.

Land Transport NZ took over responsibility for the Workplace Travel Plans programmes on 1 July 2006. See: www.landtransport.govt.nz

Active Schools/Active Communities

Active Schools is an initiative developed by SPARC to increase physical activity in schools. Besides curricular programmes, Active Schools also promotes active transport. Walking to and from school is a way to increase physical activity, and producing a walking map may be a way to encourage more walkers.

See: www.sparc.org.nz/education/active-schools/overview

Safer Routes

Safer Routes is an initiative designed to help councils improve walking and cycling access and safety in communities where pedestrians and cyclists are shown to be at high risk of injury. It involves consulting the community to find out what the main issues are for pedestrians and cyclists. The council, in partnership with community groups, then lists the actions to be undertaken, including engineering, education, encouragement and enforcement. A walking map would work in with education and encouragement. See:

www.landtransport.govt.nz/road-user-safety/walking-and-cycling/safer-routes.html

'It is a fact that in the right formation, the lifting power of many wings can achieve twice the distance of any bird flying alone.'

Author unknown

4. Working in with other projects

Tip

▶ Your community may have (or plan to have) other local active and sustainable transport initiatives. Your council should be able to provide you with more information about their plans.

Pitfall

▶ These projects have their own aims, which will often cover a far wider range of transport options than just walking. There may be a temptation to see a walking map as the sole method of achieving the whole project's aims. You will need to clarify exactly how the development of your map will work in with other initiatives – it may be a useful component rather than the complete answer.

Checklist

▶ Have you considered working in with other projects?

5. Consulting your community

'As our cities have sped up, we have forgotten how to enjoy the unplanned encounters which were such a rich part of traditional city life: stopping to watch a group of children play in the street; chatting with an elderly person and hearing their story; watching a bird build a nest; sitting and watching people walk past; meeting an eccentric who makes us laugh; exchanging neighbourhood news with neighbours we meet when walking to the store.'

David Engwicht, *Keeping the Spirit of the Pace Car*

Consulting your community will result in a map that reflects the neighbourhood it covers. Not only can a larger group identify more information to be shown on the map, it can also set the priorities for the focus of the map and how it will be used. The consultation should include potential map users and organisations and people who could assist in the map's development.

Step 5.1 Define consultation objectives

Define the objectives of the consultation network. Possible objectives could be that the community:

- knows what you are doing
- provides informed input
- takes part in the walking map development process
- learns about your progress and outcomes
- raises issues, offers solutions and works to build consensus
- receives feedback about any issues raised
- has a platform from which it can advocate for active transport and infrastructure improvements.

Step 5.2 Identify who to consult

Identify who you could consult in your community. It is important that the demographic profile and cultural diversity of the area are represented. Consider consulting:

- schools
- pre-schools
- parents' associations
- residents' associations
- local authorities
- police education officers
- Māori organisations
- ethnic groups
- walking groups
- active transport lobby groups
- cartography enthusiasts
- orienteering and running clubs
- churches
- major employers
- tourist attractions
- hospitals
- primary health organisations
- health centres
- disability groups
- rest homes.

Some members of your consultation network may be keen walkers and have personal as well as professional knowledge and experience to contribute to the project.

5. Consulting your community

Step 5.3 Decide how to consult

Consultation should take place at two levels: with the leaders of organisations, and with their members. Different methods may be needed in different circumstances.

Consider whether the following methods are appropriate:

- **Structured interviews** – useful for key group members, but time-consuming.
- **Public meetings** – effective if there is sufficient public interest, but it can be difficult to get people to attend, particularly if there have recently been many such meetings.
- **Questionnaires** – useful for getting a better response, but hard to ensure that a good demographic representation is achieved. Questionnaires can be distributed as hard copy, sent by email or posted on the Web, giving a good range of response options. A sample questionnaire is included as Appendix 1.
- **Focus groups** – good at getting representative samples, but time-consuming to organise and run.
- **Using meetings of other groups** – good for getting a wide range of views, but reliant on the other groups' goodwill, and the focus of your project may become a bit lost in the wider meeting.

Step 5.4 Contact potential network members

Visit, phone, email or write to the groups you have identified as potential members of your consultation. Invite them to join your network.

Some potential members may not see how a community walking map project will affect them. Explain to them the ways in which the community stands to benefit, such as less traffic congestion and air pollution, and increased road safety and security.

Step 5.5 Undertake your consultation

Set up communication with your consultation group. You could do this by email, printed questionnaires, phone calls, face-to-face discussions or meetings.

Here are some questions you might wish your consultation network members to consider:

- What barriers are there to walking in your community?
- How much walking is done now, to where and for what purposes?
- Would a map encourage you to walk more?
- What information, specific features or hazards do you think should be included on the walking map?
- What form do you think that the final walking maps should take (eg tear-off pad, brochure, online etc)?
- How should it be distributed?
- Can you help with distribution?
- How does this walking map project work in with other projects you are undertaking to promote walking?
- Can you suggest any other organisations or people with whom you should consult on the project?

Don't forget to record basic demographic information for respondents, ie age, gender, ethnicity, etc, to check that you have a good community cross-section of consultees.

Consider offering a prize to encourage participation. Presenting the lucky winner with a voucher for a local shop (the shop may assist with this) would also provide a media opportunity.

Ask people for **full** contact details to help you compile a contacts database, but make sure you get their specific permission to use their personal information, which must be kept confidential.

Successful consultation is a two-way process. As well as gathering input from groups, you must let them know how their input is used. This is particularly important when a suggestion is not incorporated into a final product.

Step 5.6 Collate and analyse responses

Establish a method of collating the responses from your consultation, so that they can be incorporated into the planning of your map. This may involve recording responses in a spreadsheet and/or showing them as a chart or graph. An Excel spreadsheet is a good way of collating information. Design your spreadsheet at the same time as you work out what questions you will be asking, so that data entry is made as easy as possible.

If the responses are by email, you could cut-and-paste them into one document. Grouping the different answers will make them easier to analyse.

Tip 1

Contact your local newspaper just before the consultation stage, as it may agree to run a story asking for public submissions. Ask it to publish your contact details so that readers can send information to you.

Tip 2

Offering a meal or light refreshments may encourage more people to attend meetings.

Pitfall

Some of your consultation groups will be very busy, and you might find that getting responses to your questionnaires tapers off over time. Consider making phone calls or visits. Or offer a small prize for returns sent in on time.

Checklist

- Have you defined the objectives for your consultation?
- Have you identified who to consult?
- Have you decided how to conduct the consultation?
- Have you contacted potential network members?
- Have you undertaken the consultation?
- Have you collated and analysed the responses?

5. Consulting your community

Consulting Māori

Māori are key stakeholders in both the health and education systems. As Tāngata Whenua, they also have a strong bond to the land. For these reasons, consultation with local Māori is recommended for a walking maps project.

Iwi or hapū are the most appropriate groups to approach at a local level. They should appoint their own spokespeople, as meeting with a single Māori person or with Māori members of your staff is not sufficient to be true consultation.

Māori generally prefer face-to-face meetings (kanohi-ki-te-kanohi) to written, telephone or email consultation processes.

Some things to bear in mind when consulting with Māori include:

- resourcing – as Māori are consulted often, by numerous agencies, you should budget for payment of associated costs or koha
- information – provide sufficient information beforehand for the spokespeople to understand the walking map project
- time – allow sufficient time for the spokespeople to prepare their advice
- genuine consideration – have an open mind and be prepared to change
- feedback – inform the spokespeople of the results of the consultation, and how their advice is to be used in the map.

Consulting Pacific people

Pacific people come from a number of separate nations, each with its own culture, values and attitudes. You should not rely on a fono or public meeting alone. Back it up with focus or advisory groups, one-on-one interviews and through the Pacific media. Surveys are generally not a good way to consult Pacific people.

Some things to bear in mind when consulting Pacific people:

- language – it is better to use their own language, especially when consulting older people
- presenter – use someone who is well respected in the community you are consulting
- resourcing – giving and accepting gifts is traditional in Pacific cultures, so plan for a meaalofa (koha)
- spirituality – prayers and respect for the church are emphasised in Pacific cultures
- information – ensure documents are clear and free of jargon
- time – allow ample time for the group to come to a consensus decision.

There is no 'right way' to consult with different ethnic groups. Seek advice before starting your consultation to ensure it is appropriate. The Office of Ethnic Affairs has information about various ethnic community groups in New Zealand on its website: www.ethnicaffairs.govt.nz

6. Producing your map

You have completed your consultation and have collected a pile of maps, photos and lists of what everyone thinks should be shown on the map. How do you collate all this information in such a way that it is easy for your map-maker to understand?

Step 6.1 Obtain your 'master map'

Obtain the largest-scale street map of your area that you can find – this will be your 'master map'. Your local council may be able to provide you with a suitable map. If not, you could enlarge a normal street-map on a photocopier – the bigger, the better – but be sure to check out the issue of copyright with the company that published the map that you copy.

Step 6.2 Review consultation data

Review the information that you have collected during the consultation process, and decide what you can and cannot include on your map. For example, people might have identified features and/or hazards that are too temporary to include, such as road works. Or they might have suggested hazards which are in fact social issues, such as gangs of youths or dangerous dogs. They may also mention physical obstacles or other difficulties that a map cannot show, such as potholes or places where footpaths are needed. Pass this information on to your local council.

'What do you consider the largest map that would be really useful?'

'About six inches to the mile.'

'Only six inches!' exclaimed Mein Herr. 'We very soon got to six yards to the mile. Then we tried a hundred yards to the mile. And then came the grandest idea of all! We actually made a map of the country on the scale of a mile to the mile!'

'Have you used it much?' I enquired.

'It has never been spread out, yet,' said Mein Herr, 'the farmers objected; they said it would cover the whole country and shut out the sunlight! So we now use the country itself, as its own map, and I assure you it does nearly as well.'

Lewis Carroll, *Sylvie and Bruno Concluded*.

The number of features that you can include will depend on the final size of the finished map. Features may include:

- pedestrian crossings/crossing points/traffic lights
- pedestrian refuge islands on roads
- alleys/walkways/tracks
- public shortcuts
- footbridges/subways
- busy roads
- roads with no footpaths
- phone boxes
- public transport stops/routes
- lighting
- schools/pre-schools
- parks/playgrounds/sports facilities
- seats and shelters
- public toilets
- landmarks
- rubbish bins
- sheltered areas
- hazardous areas
- scenic walks
- timings
- gradients
- sponsors' needs, such as logos.

You should also decide whether to show specific walking routes or to leave that to individual map users to decide. For example, there could be a 'main trunk route' that leads walkers to a preferred location or road crossing. If you do show routes, you could add information about distances, times or even the number of calories the average person would burn walking that particular route.

Step 6.3 Add features and hazards

Once you have decided which features and hazards should be shown, mark them on your master map with coloured pencils. Use different colours or symbols, and include a key. If you find your master map is becoming too cluttered, use several copies of the map to show different types of features and hazards.

6. Producing your map

Step 6.4 Carry out a street audit

Some of the information provided in the consultation process may have been given from memory, and could be incorrect. It is also possible that some parts of your area will have been missed out completely. So it is important to arrange a 'street audit' to check that every feature and hazard shown on your map is correctly marked. Doing this could be a good way of involving members of your consultation network in a practical activity. Try to include people from diverse groups in your community, as they will see things through different eyes.

If the area is large, divide it into manageable areas so that several people can do the audit. Give each street auditor a clear route with instructions, and a copy of the master map. Instruct them to check off all the features on the map, to add any that may have been missed, and to write down any information which may be useful. Then transfer the information from these checked copies onto the master map.

Step 6.5 Decide on the specification of your map

Based on your consultation responses, decide on your map's specification. This should include:

- Scale – the larger the scale the more information you can show, but the more unwieldy it can become.
- Size – will depend on the scale and how large an area you want to cover.
- Colour – full colour, black-and-white or something in between, such as two-colour.
- Type of paper – do you want a map that people will keep or one that can be replaced easily if, for example, it gets wet in the rain?
- 'Foldability' – make sure that your map is easy to fold and unfold in the wind or rain.
- Other uses – will your map be displayed on signboards or notice boards?

Step 6.6 Draw your map

If you use a cartographer to do this, your map will follow map-making conventions and be easy to read. However, you may decide to ask a graphic artist to draw your map in a more individual style. Another option is to use a computerised map-making programme that allows you (and others) to add features to existing maps.

If you use a cartographer or graphic artist, instruct them carefully about the final form of the map. Show them your master map, and discuss how the various features and hazards will be shown. For example, if your map is to be printed in black-and-white, this will influence the design of the symbols.

If you decide to design your own map using map-making software, you could download OCAD software (free, but not the latest version) from www.ocad.com. This will allow you to draw your own maps and also to import GIS data.

Step 6.7 Design your map

Design the map layout. Your cartographer or graphic designer (if you decide to use one) should be able to supply your map in a 'print-ready' stage, in which case you can take it straight to your chosen printer. However, you may prefer to add some other information and design features before the map is published.

For example, you could have a border around the map, or you may decide to add information on the back. This could include: photographs of the area and local landmarks; general information, such as road safety and personal security advice; local history; and advertising from sponsors.

Include the publication date, version number and contact details for enquiries and feedback. Your area may change over time, so it's a good idea to add a disclaimer stating that although you have made every effort to ensure that the map is as accurate as possible, you do not accept any responsibility for its accuracy and authenticity.

Step 6.8 Publish your map

You will already know from your consultation which map format your community prefers, eg a large paper map, a pad of smaller tear-off maps or an online map.

Publishing your map could be as simple as running off black-and-white copies on a photocopier or, if you have the funding, you could contract a commercial printer to print a glossy, full-colour map. The needs of your community and your budget will determine your choice of printing, the number of copies, colour(s), paper quality, size etc.

A commercial printer will tell you in which format the artwork is required and will also provide you with proofs to check before the map is printed. Check the proofs carefully, as this will be the last opportunity you have to correct any errors.

Step 6.9 Distribute your map

You could do this by:

- giving a copy to every member of your group
- sending it to everyone on your contacts list
- distributing it from house to house
- putting it in information packs for new residents, and for visitors
- giving pads of tear-off maps to shops, dairies, local police stations, libraries, employers, health centres, information centres, recreation facilities and community centres, so that anyone can obtain a copy easily when they need one
- putting large maps onto public notice-boards
- putting it online so that anyone can print it, and by encouraging other organisations to link to it or add it to their own websites.
- working with your council to have the map made into a permanent information sign, or to have design elements of your map included in street signage, for example walking route colours.

You will also need to send three copies of your map to the National Library. See: www.natlib.govt.nz/en/services/5publication.html

6. Producing your map

Tip 1

If you are doing the street-audit, and have access to a GPS unit, you can record data on waypoints, routes and tracks in a form that can be passed directly on to a cartographer or imported into map-making software.

Tip 2

Send a digital copy of your map to Living Streets Aotearoa (www.livingstreets.org.nz) and they will put it on their website.

Pitfall

As the map nears the publication stage, you will often have a flurry of people finding things that are incorrect or missing. This can mean frequent re-drawing of the map, which will mean more time and possibly additional costs. If a number of people are checking the map, make sure that everyone always checks the latest version.

Checklist

- Have you obtained a master map?
- Have you reviewed the consultation data?
- Have you added the features and hazards to your master map?
- Have you carried out a street audit?
- Have you decided on the specification of your map?
- Have you drawn your map?
- Have you designed your map?
- Have you published your map?
- Have you distributed your map?

7. Promoting use of your map

It is all very well making and distributing a walking map, but how do you promote it to achieve the aim of increased walking?

Step 7.1 Contact the media

Contact the media to let them know about your project. Put together a publicity kit that contains a copy of the map, some details of why and how it was produced and what you hope to achieve from publishing it. Include your contact details so that the media can ask you for more information. Send your publicity kit to your local and city newspapers and to local radio stations.

Let the advertising department of your local paper know about your project. It may be able to arrange a feature paid for by advertisements for businesses in your map's area, and may even offer to publish the map in the paper.

Step 7.2 Organise a launch ceremony

A launch ceremony will provide a great opportunity to promote your map in the community. Invite community groups, the mayor and councillors, celebrities and sponsors, and don't forget to invite partner organisations and the members of your consultation network.

The launch could take place at a local school, with pupils presenting skits or songs about the map and the benefits of walking, or maybe at a local employer's premises.

Another option would be to organise the launch to fit in with activities planned by local health providers, or to hold it at a local recreation facility or visitor attraction.

Step 7.3 Encourage continued use of your map

Plan a range of ways to encourage continued use of the map in the community. Here are some ideas:

- Give copies to walking and running groups, not just in your area but in adjacent areas too.
- Organise a walking group or groups, eg weekday walkers, lunchtime groups for workers, weekend groups. Consider providing a regular leader (perhaps a paid position if you have suitable funding).
- Encourage local organisations and employers to set up their own walking groups.
- Set up fitness routes on the map. This could be done in conjunction with a local school.
- Encourage schools and workplaces to use the map as part of their Travel Plans.
- Work with your council and other organisations to promote the use of the map in the wider community.
- Think about using the map as a base for special-interest maps, perhaps highlighting local heritage, architecture, gardens, speciality shops or restaurants. This will raise your map's profile and encourage the involvement of other local groups and businesses.
- Think about offering to customise versions of your map for local organisations, marking, for example: walking routes to and from the local supermarket; recreation facilities; hospitals; major employers; tourist attractions; colleges; and schools (see our companion *Handbook for Schools*).

'There's a difference between knowing the path and walking the path.'

Andy and Larry Wachowski, *The Matrix*

7. Promoting use of your map

Tip

▶ If you have appointed a facilitator for your project, their responsibilities should not end with the publication of the map. They should have built up good relationships with the community, which will help them to promote the map.

Pitfall

▶ One problem is that the community might see the published map as the end result of the project, instead of as a tool to promote walking and thus benefit the community. Always keep sight of the real goal of a walking map project – **to promote walking**.

Checklist

- ▶ Have you contacted the media?
- ▶ Have you organised a launch ceremony?
- ▶ Have you planned ways to encourage continued use of the map?

8. Evaluating the project

Evaluation is an important part of any process. It tells us if we have succeeded in what we set out to do, or if there is more we need to do to achieve our goal.

Step 8.1 Evaluate the map-making process

Evaluate the process of how you created your map, the lessons learned from the process and how the map was used initially.

If you established a procedure for evaluating the process early in the project, you will have completed some of the following tasks already:

- Invited cartographers, GIS users, police education officers and other experts to discuss the project and identify potential problems and obstacles.
- Kept a count of vehicles parked in your area during the day, at schools, workplaces, attractions etc, to use later as 'bench-marks'.
- Kept regular contact with your consultation network throughout the project to check that you are using the most effective means to produce a map that best meets the needs of your community.

You can use this information to write an evaluation of how the process went. This will be useful in case you decide to update your map in a few years time or to create other maps for your area.

'Success does not consist in never making mistakes, but in never making them a second time.'

George Bernard Shaw

Step 8.2 Evaluate your map's impact

The final outcome of a walking map project is how much it increases walking, not just publication of the map.

Here are some ideas on how to evaluate the impact of your map:

- Ask how many people in your community are using the map, and how they are using it.
- Use pedometers to show how people's physical activity levels change.
- Collect information about people's experience of using the map, discussing any problems encountered, and exploring their knowledge of the local environment and awareness of the health benefits of walking.
- Consult local groups and other stakeholders, for example by holding meetings or sending letters seeking feedback.

Step 8.3 Review your map's sustainability

Put in place a procedure for reviewing the sustainability of the map. Your steering committee might meet on a yearly basis to evaluate some of the following points:

- Does the map need updating?
- How can it be improved?
- Is the map still being used?
- How effective has the map been in encouraging people to walk?
- Should the map be given to people new to the area?
- Do other local communities need a similar map?

8. Evaluating the project

Tip

▶ Maintaining a diary throughout the project is an excellent way of providing information for the project evaluation. It could be in the form of hand-written entries in a book or an electronic file that is regularly updated.

Pitfall

▶ Developments and changes in your area, for example the construction or removal of pedestrian crossings or the building of new housing, could impact on the life of your map. You could ask your local council to notify you of any changes to streets etc so that you can decide if and when a revised map is needed.

Checklist

- ▶ Have you evaluated the map-making process?
- ▶ Have you evaluated your map's impact?
- ▶ Have you reviewed the sustainability of your map?

Checklist and timeline

Use this checklist to tick off the steps as you complete them.

The 14-week timeline is for guidance only. If you have less time, you may be able to shorten or combine some of the steps.

Note that the project evaluation is not indicated in the timeline as it should take place several weeks after the map is distributed.

Weeks:		1	2	3	4	5	6	7	8	9	10	11	12	13	14
1 Getting started															
<input type="checkbox"/>	1.1	Prepare a plan	■												
<input type="checkbox"/>	1.2	Enlist support	■												
<input type="checkbox"/>	1.3	Establish a focus group	■	■	■										
<input type="checkbox"/>	1.4	Appoint a steering group		■	■	■									
<input type="checkbox"/>	1.5	Consider using a facilitator			■	■									
<input type="checkbox"/>	1.6	Establish an evaluation procedure			■	■									
2 Obtaining funding															
<input type="checkbox"/>	2.1	Approach your local city or district council			■	■									
<input type="checkbox"/>	2.2	Look for other sources of funding			■	■									
3 Building relationships with partners															
<input type="checkbox"/>	3.1	Identify potential partners in your community			■	■									
4 Working in with other projects															
<input type="checkbox"/>	4.1	Consider other initiatives			■	■									
5 Consulting with the community															
<input type="checkbox"/>	5.1	Define consultation objectives				■									
<input type="checkbox"/>	5.2	Identify who to consult				■	■								
<input type="checkbox"/>	5.3	Decide how to consult													
<input type="checkbox"/>	5.4	Contact potential network members				■	■								
<input type="checkbox"/>	5.5	Undertake your consultation					■	■	■	■	■	■	■	■	■
<input type="checkbox"/>	5.6	Collate and analyse responses.				■		■	■		■		■		■

Weeks:	1	2	3	4	5	6	7	8	9	10	11	12	13	14
6 Producing your map														
<input type="checkbox"/> 6.1	Obtain your 'master map'		■											
<input type="checkbox"/> 6.2	Review consultation data				■	■								
<input type="checkbox"/> 6.3	Add features and hazards					■								
<input type="checkbox"/> 6.4	Carry out a street audit						■	■						
<input type="checkbox"/> 6.5	Decide on the specification of your map							■						
<input type="checkbox"/> 6.6	Draw your map								■	■				
<input type="checkbox"/> 6.7	Design your map							■	■	■				
<input type="checkbox"/> 6.8	Publish your map										■	■		
<input type="checkbox"/> 6.9	Distribute your map												■	
7 Promoting your map														
<input type="checkbox"/> 7.1	Contact the media			■							■			
<input type="checkbox"/> 7.2	Organise a launch ceremony											■	■	
<input type="checkbox"/> 7.3	Encourage continued use of your map				■								■	■
8 Evaluating the project														
<input type="checkbox"/> 8.1	Evaluate the map-making process		■	■	■	■	■	■	■	■	■	■	■	
<input type="checkbox"/> 8.2	Evaluate your map's impact													▶
<input type="checkbox"/> 8.3	Review your map's sustainability													▶

Case study

The Wellington suburb of Newtown was chosen as the location of a pilot community walking map. The boundaries of the area were taken from the official city council suburb map, with neighbouring Berhampore added as a logical extension.

The first tasks were to choose a project manager/facilitator and to identify a support and advisory group. Stakeholder groups included the local residents' association, Wellington Hospital and many other community groups, including the South East and City Primary Health Organisation (SECPHO), the Cancer Society and Lupefa'alele (a local Samoan group). Wellington City Council was very helpful in identifying these groups, and also in providing access to Māori and Pacific groups, and to its Disability and Road Safety Reference Groups.

The best way to consult was discussed with these stakeholders, and a three-pronged approach was agreed: individual discussions with key individuals; meetings with groups and their members, as part of their regular meetings; and the production of a questionnaire. The questionnaire was distributed in hard copy at the meetings; by email to organisations for forwarding to their members; through the library; and on the Internet. An incentive of entry into a draw for a \$100 shopping voucher was offered for all questionnaires returned by the deadline.

Wellington City Council provided aerial photographs (used at consultation meetings) and GIS data, including features such as roads, paths, streetlights and surface types, and Greater Wellington Regional Council bus stop information – many residents' main walking activity was to the bus stop.

Information from the consultation was recorded and analysed using an Excel spreadsheet. People in Newtown walk to and in many different areas, and it became clear that the best approach was not to identify specific routes but to show all the walking options, from well-lit urban paths to steep bush tracks in the Town Belt. All routes were audited and corrections marked on a master map based on city council information.

Looking at the potential map usage, it was decided to produce a disposable map on low-quality paper, designed to be used outside and read on the move, distributed on pads to local organisations and individually to households.

Through the New Zealand Cartographic Society, Auckland University's School of Geography and Environmental Science was contracted as cartographer.

The finished map was distributed to all those who had participated in the consultation, to local businesses, organisations and tourist attractions, to be distributed freely throughout the local area.

Appendix: Sample questionnaire



Help improve our walking routes! The Newtown Walking Map Project

Please take a few minutes to complete the following survey about walking in/through Newtown. Whether you walk a lot, a little, or not much, your views and experiences will help us design a map showing a range of walking routes around Newtown, and will help people walk in the area.

Please send your completed survey to FREEPOST 203122, Living Streets Aotearoa, PO Box 25-424, Wellington, or email to nationaloffice@livingstreets.org.nz. All surveys returned by **21 April 2006** will go into a draw to win a **\$100 voucher from Newtown New World**.

All information in the questionnaire is **strictly confidential** and no individuals will be identified in any reporting on the results. Thanks very much for your help - and good luck in the draw!

1. In a typical week, on how many days do you walk in/through the Newtown area?	No. of days per week:
--	-----------------------

2. On average, how many walks do you do in/through the Newtown area a typical week? <i>Please count each leg of a journey as a separate walk – for example, walking to and from work counts as two walks.</i>	No. of walks per week:
---	------------------------

3. (a) Why do you walk in/around Newtown? (Please tick all that apply)	(b) For each of the reasons that you ticked in (a), on average, how long does each walk take?		
	Up to 10 mins	10–30 mins	Over 30 mins
<input type="checkbox"/> To get to/from work or education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> To get to/from the bus or public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> For social or recreational reasons (e.g. to visit friends/family, get to a leisure activity)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> To get/stay fit or healthy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> To go shopping or other personal business (e.g. go to the doctor, the bank)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> To accompany others/for a social activity with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other (please state):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other (please state):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Why do you walk rather than go by another means of transport?

(Please write in your answer below)

--

5. Do you travel by another means of transport in/through the Newtown area when you could walk?

<input type="checkbox"/> No – SKIP to Q7	<input type="checkbox"/> Yes – How do you usually travel?	<input type="checkbox"/> Car
		<input type="checkbox"/> Bus
		<input type="checkbox"/> Bicycle
		<input type="checkbox"/> Other <i>(please state)</i> _____

6. Why do you choose that means of transport, rather than walking?

(Please write in your answer below)

--

7. Do you go walking in/through the Newtown area with an organised group? Yes No

8. Are you aware of any off-road shortcuts in your area?

<input type="checkbox"/> No – SKIP to Q9	From	To
<input type="checkbox"/> Yes – Please say where these are:		

9. When deciding whether or not to go for a walk, what information is important to you?

(Please tick all that apply)

<input type="checkbox"/> How long the walk will take	<input type="checkbox"/> How far it is
<input type="checkbox"/> How easy or hard the walk is	<input type="checkbox"/> How to get to where you want to go
<input type="checkbox"/> Knowing where amenities are	<input type="checkbox"/> How safe the route is (e.g. traffic, lighting, surface)
<input type="checkbox"/> Knowing what the weather is going to be like	
<input type="checkbox"/> Other <i>(please state)</i> :	

9. When deciding whether or not to go for a walk, what information is important to you?

(Please tick all that apply)

<input type="checkbox"/> No, I already walk often enough – SKIP to Q13
<input type="checkbox"/> Yes, a bit more
<input type="checkbox"/> Yes, a lot more

11. What stops you walking as much as you'd like to? (Please tick all that apply)

<input type="checkbox"/> Lack of time	<input type="checkbox"/> Don't have the right clothes/shoes
<input type="checkbox"/> Health or injury problems	<input type="checkbox"/> Concerns for your safety
<input type="checkbox"/> No-one to go with	<input type="checkbox"/> Routes not suitable for walking (e.g. uneven surfaces, poor lighting)
<input type="checkbox"/> Too much traffic	
<input type="checkbox"/> Difficulty crossing roads	<input type="checkbox"/> Not knowing the time it will take
<input type="checkbox"/> Not knowing where to walk to	<input type="checkbox"/> Not knowing how to get to places
<input type="checkbox"/> Other (please state):	

12. If you had a map of walking routes in or through Newtown, how likely are you to walk more often than you currently do?

<input type="checkbox"/> Very likely	<input type="checkbox"/> Quite likely	<input type="checkbox"/> Quite unlikely	<input type="checkbox"/> Very unlikely
--------------------------------------	---------------------------------------	---	--

13. If you walk or would like to walk regularly in, to or through Newtown:**(a) What are your most regular routes?** (Please identify the main TWO)**(b) Where would you most like to walk from/to?** (Please identify the main TWO)

	<i>From (location, street)</i>	<i>To (location, street)</i>
<i>(a) Current routes:</i>		
<i>(b) Preferred routes:</i>		

About you ...

This information will help us better understand the needs of different people. Please remember no individuals will be identified by this information.

14. Are you: Female Male**15. Which of the following age groups are you in?**

<input type="checkbox"/> Under 15 yrs	<input type="checkbox"/> 15–19 yrs	<input type="checkbox"/> 20–24 yrs
<input type="checkbox"/> 25–34 yrs	<input type="checkbox"/> 35–44 yrs	<input type="checkbox"/> 45–54 yrs
<input type="checkbox"/> 55–64 yrs	<input type="checkbox"/> 65–74 yrs	<input type="checkbox"/> 75 yrs or over

16. Which ethnic group do you belong to? (Tick all that apply)

<input type="checkbox"/> New Zealand European	<input type="checkbox"/> Māori	<input type="checkbox"/> Samoan
<input type="checkbox"/> Cook Island Maori	<input type="checkbox"/> Tongan	<input type="checkbox"/> Niuean
<input type="checkbox"/> Chinese	<input type="checkbox"/> Indian	<input type="checkbox"/> Other (Please state)

17. Which of the following best describes you? (Tick one box only)

<input type="checkbox"/> Working full-time	<input type="checkbox"/> Not currently employed/Looking for work
<input type="checkbox"/> Working part-time	<input type="checkbox"/> Student (full time, including secondary school)
<input type="checkbox"/> Retired	<input type="checkbox"/> At home/Caregiver
<input type="checkbox"/> Sick/Invalid	<input type="checkbox"/> Other (Please state)

18. Do you live or work in Newtown?

Yes – in which street(s)? _____

No

19. Do you have a disability that makes walking difficult?

Yes – please describe _____

No

Thank you for your help!

Now, to receive more information and /or be in the draw to win a \$100 Newtown New World Voucher, please print your name and contact details below:

Name: _____

Address: _____

Phone: _____ Email: _____

Would you like to hear more about the Newtown Walking Map Project?

If yes, please tick:

Please note:

All personal information provided will be kept confidential, and will only be used for the purposes of the prize draw, or to send you information if you have ticked the box.

Please return your completed survey by 21 April if you want to enter the draw.

Either fold and seal it as shown and post to

FREEPOST 203122

Living Streets Aotearoa

PO Box 25-424

Wellington

or email to nationaloffice@livingstreets.org.nz

First fold here

No stamp required –
but a 45c stamp would help!

FREEPOST 203122
Living Streets Aotearoa, Inc.
PO Box 25-424
Wellington



Second fold here, then fasten with a small piece of sticky tape

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