MARC region

- Nine counties
- 119 cities
- Population — 2,086,771
History of the map
Process

• **Gather** — Research Services gathers the data and normalizes it.

• **Design** — Public Affairs takes map files and makes them presentable.

• **Print** — Work with vendor to print 20,000 copies.

• **Distribute** — Reach out to existing network of parks and recreation departments, libraries and other community partners as well as a web form to request small quantity by mail.

• **Promote** — Post on website, blogs, social media and other channels.
2020 challenge: Wayfinding

• Design delayed by regional wayfinding plan in development
• Further delayed by COVID-19
2020 challenge: Data collection

- No documentation of process
- Passing the data on for normalization
2020 challenge: Printing

• Requires quotes from at least three vendors

• Waiting for printed proof and final product time-consuming and further complicated by COVID-19
2020 challenge: Distribution

• Ensure distributed across all corners of the region and targeted to interested people and groups

• Rely on local governments, libraries, nonprofit organizations, businesses and individuals

• Further complicated by COVID-19
Future

• Explore more efficient and thorough ways to collect data
• Look at usability of both print and online formats and explore options for improvement
Thank you!

Alex Rotenberry
Complete & Green Streets Planner
arotenberry@marc.org