

Learn it. Do it. Live it!

MAPPING IN THE ZONE



Maps are an important element for some Safe Routes to School activities, especially walking school buses and walkabouts. Maps can provide a clear and compelling picture of important SRTS considerations such as where students live, walking and bicycling routes, and opportunities barriers. Note that each map should be designed for a specific purpose, and will have different elements required to meet that purpose.

This guide explains the basics of making maps, lists some popular map-making tools, and showcases a few good map examples.

ZONE IN, NOT OUT

Zone In, Not Out is a package of resources that can help make school zones safer for all travelers, especially children. The idea for the program was part of an in-person training for Virginia Safe Routes to School local coordinators in the winter 2015. Charged with the task of coming up with a comprehensive approach to school zone safety with branding, messaging, materials, the local SRTS coordinators worked in small groups to develop an outline of the program.



The materials are available for download on the Virginia SRTS program website. The Zone In, Not Out logo can be customized with a school name. The materials offer both 'how to' information and resources for school communities to access for expanded or more in-depth information.



1. MAP ELEMENTS

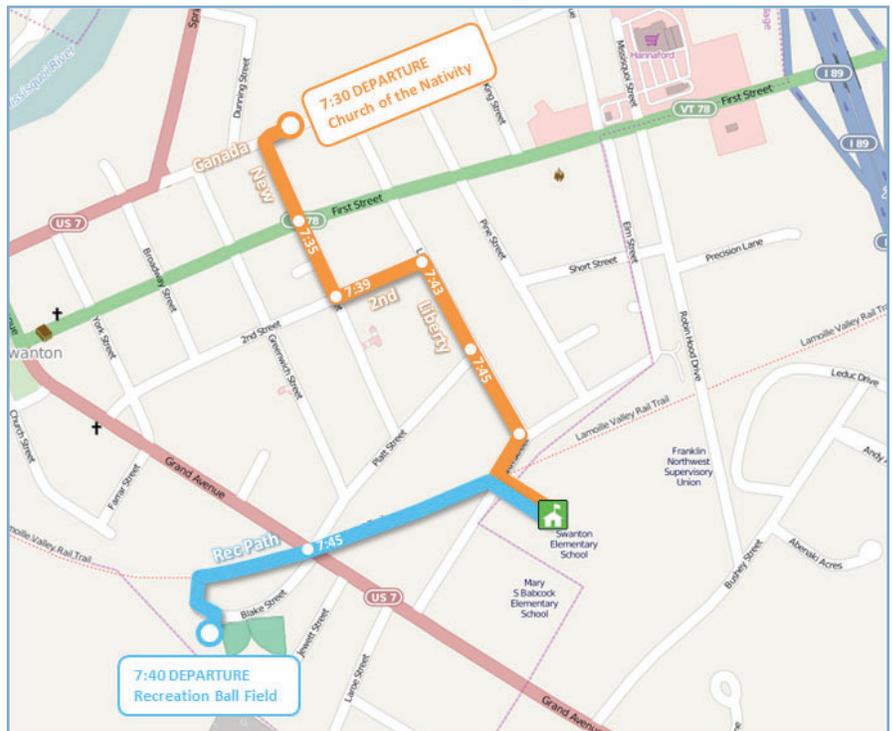
Not all maps look alike. You are telling a story with your map, showing specific information to make your point. Consider the following points when creating your map and use the sample maps in this guide as a reference.

Contrast. There should be enough contrast to easily distinguish elements on the map. Ideally maps should be readable when printed in black and white.

Legibility. All information should be readable. Although your map should include a legend, the symbols on the map should be intuitive enough that readers shouldn't have to constantly refer to it.

Hierarchy. The most important elements should be highlighted. Use of size or contrasting color are two ways to achieve this hierarchy. Street names should be legible but do not need to be as large as the names of walking school bus stops, the school, or other important landmarks.

Clutter: In addition to establishing hierarchy, omit any data that isn't relevant to your map. Having too much information on the map can be confusing to the reader and obscure the message you are trying to convey.



Sample Walking School Bus Map

2. DESIGN TIPS

Before starting your map, decide what information to show. There are basic elements that should be on all maps to make the map clear and easy to read, which are described below. In addition to these basic elements, make a list of items you want to illustrate on your map and develop a symbology for them. For example, you may want to show areas that have sidewalks and areas that are missing sidewalks. One way to illustrate this is by using a green line for areas with sidewalks and a red line for areas where sidewalks are missing. In addition to this list of basic elements, you should add information relevant to your specific map.

Basic Elements for All Maps

- Scale
- North arrow
- School location
- Street names
- Landmarks if applicable

In addition to this list of basic elements, you should add information relevant to your specific map. The following lists are a good starting point for walking school bus maps and walkabout maps. Add any other relevant data to your maps but be sure not to add so much information that the map becomes cluttered and unreadable.

Walking School Bus

- Walking school bus start and end points
- Walking school bus “stops”
- Time at each “stop”

Walkabout Map

- Sidewalks
- Driveways
- Crosswalks
- Crossing guard locations
- Traffic control devices (such as traffic signals, stop signs and yield signs)