



Google Maps Maker

Mapping What You Know

Michigan Primary Care Association

What It Is

- Google Maps is a free service offering powerful, user-friendly mapping technology and local organization information including business locations, contact information, and driving directions.

How It Works

- MPCA uses Google Maps to create a visual reference when conducting outreach in a variety of communities across the state.
- Staff can pinpoint areas of interest, shade areas of significance/need, share maps online and map existing services and gaps to determine communities and neighborhoods with potential need.

Successes

- Google Map Maker has become an effective outreach planning and training tool for outreach specialists to become more familiar with the areas they serve and to create a visual record of their work.
- Through the connected software Batch Geo, program administrators can map recent program enrollments to determine geographic trends and neighborhoods with high usage to target further outreach.

Challenges

- Allotting time to keep maps up-to-date during peak outreach seasons can be challenging.
- Not all organizations are listed/located through Google Maps, which causes occasional limitations in accuracy.

Implementation

- Creating a Google Map is a simple process that takes less than a day depending on how many community resources and overlays are in the main focus areas. Google offers a complete set of FAQs, a help page and videos to assist in implementing Google Maps as an outreach tool.
- Google Map Maker is free but does require a Google account.

For more information:

- Contact: Phillip Bergquist, pbergquist@mpca.net
- Visit: www.google.com/intl/en_us/help/mapmaker/getting-started.html; www.batchgeo.com