



DREAM MAP

Dream maps are creative complements to traditional brainstorming exercises like webs and wish lists. They ask us to reflect on where we are, determine where we are going, and design how we get there.

Where and When to use It: Incorporate a dream map into your next focus group, strategic planning session, or community meeting. Maps can be completed individually or collectively in a number of styles. The key to a successful mapping exercise is giving people ample space and time to reflect, create, imagine, and share their ideas for a better future.

MATERIALS

- Paper • Scissors • Tape • Glue
- Magazines
- Pictures of your community
- Markers, colored pencils, crayons

INSTRUCTIONS

1. Select a brainstorm topic. You may ask participants to imagine their dream school drop-off/arrival scenario, their dream park, or their dream downtown neighborhood. The topic should be relevant to a community concern and should spark ideas for short-term and long-term change.
 - Example: “Imagine if our community prioritized the safety of all road users. What would our community look like?”
2. Instruct participants to complete their dream maps. While they are envisioning their ideal future, ask them to consider how they will get there and what barriers exist. This will help guide planning conversations. Allow at least 20 minutes of work time.
3. Have participants share their maps with a partner or small group. If time allows, lead a short gallery walk to compare and contrast ideas.

Tip: If you are focused on a specific geographic location, have a few pre-printed maps of the area. This will help people who might be intimidated by creating a map from scratch. Encourage them to add ideas to a pre-existing map using small drawings, symbols, words, or magazine cut-outs.

NEXT STEPS

- Use participants’ ideas to inform strategic plans, grant proposals, program development, etc. Ask for permission to share maps with local leaders and advocacy groups.