



What is AMP?

The **Action Mapping Project** works with youth to **transform voice & experience** into **actionable insight**.

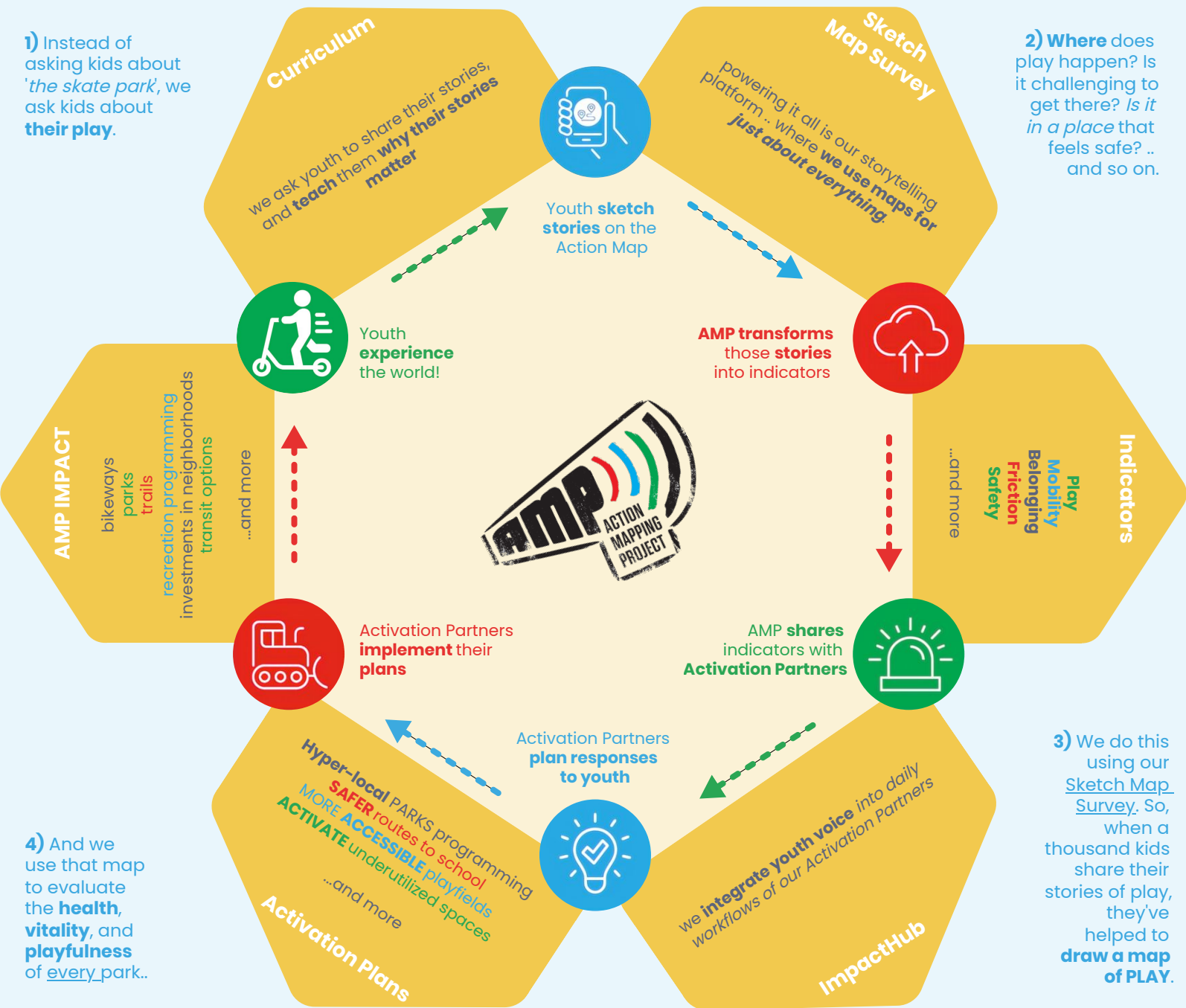
And we **share that insight** with activation partners (like cities, parks, schools, and transit agencies). **Why?** Because we're helping to **simplify the ways that we respond to youth** in our communities. Our outcomes are **clear, actionable, longitudinal indicators** alongside an assortment of **maps, statistics, and stories of the everyday lives of our youth**.

1) Instead of asking kids about 'the skate park', we ask kids about **their play**.

2) **Where** does play happen? Is it challenging to get there? *Is it in a place that feels safe?* .. and so on.

3) We do this using our [Sketch Map Survey](#). So, when a thousand kids share their stories of play, they've helped to **draw a map of PLAY**.

4) And we use that map to evaluate the **health, vitality, and playfulness** of [every park](#)..



MAKING LIFE MORE ACCESSIBLE



AMP hears a lot about **barriers to access**. We transform those stories into **actionable indicators and insight**.

MAKING PLACES MORE PLAYFUL



AMP's **PlayScore** captures the **playfulness of places** by transforming maps of play into an **indicator of community vitality**.

MAKING MOVEMENT SAFER & EASIER



AMP's **MobilityScore** transforms sketches of bike rides and walking routes into **indicators of movement and access**.