

LandScope America: Coming to Your State Soon!



Project Goal

Increase the pace and effectiveness of U.S. land protection investments by inspiring and informing place-based, collaborative efforts in every state.

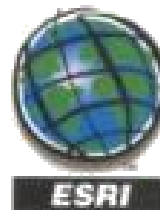


Project Need

- Rapid **loss of open space**
- Need more land protection **funding**
- **Strategic approach** to conservation
- **Coordinate and leverage efforts** of the entire land protection community
- **Build awareness and support** for land protection
- **Connect people to the land**



Project Partners



Timeline



Who will use LandScope?



Goal:

To become the country's best-known and most widely-used website focused on land conservation.

Land Protection Community



Appalachian Trail project work team, May 2006. Staff from NatureServe, North Carolina NHP, and Appalachian Trail Conservancy.

- Land trusts
- State and local governments
- Federal govt. policy-makers and natural resources agency staff
- National and local conservation groups
- Foundations and other conservation funders

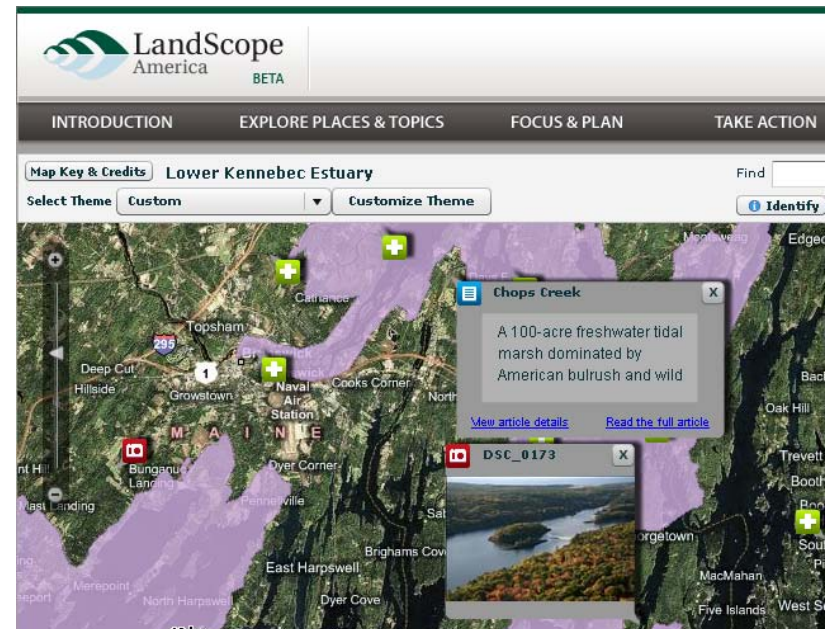
The Public



- Private landowners
 - Learn about the conservation value of your land
 - Find funding sources and programs
 - Find a land trust near you
- Environmentally-engaged citizens
 - Explore natural places interactively
 - Contribute content (photos, stories, comments)

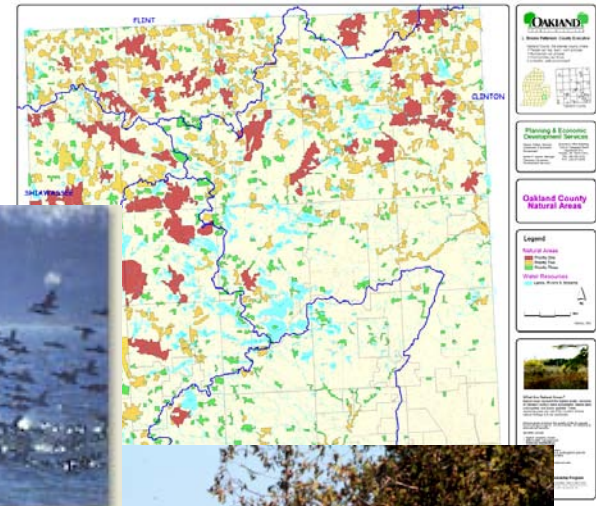
LandScope State Vision

- A gateway for conservation in your state
 - Inspire and engage through stories and information
 - Increase understanding of conservation priorities, issues, solutions



Benefits

- Sharing stories
- Connecting the dots
- Sharing information
- Catalyzing new efforts
- Increasing effectiveness
- Bringing NR Conservation to one place



Project Steps

- Initial planning phase
 - Secure partnership commitments
 - Identify and cultivate funding prospects
- Detailed scoping phase
 - Develop roadmap and workplan for site build-out
- Build-out phase
 - Develop and acquire content (editorial, spatial)
 - Publish web pages via CMS and spatial data via map server

Project Steps, cont.

- Launch
 - Engage dozens of partners
 - Outreach to target audiences and constituents
- Post-launch
 - Continue promoting the site
 - Maintain and refresh content
 - Explore other opportunities for LandScope to promote conservation in your state

Must Do's

- Understand our audiences (users)
 - Land protection community, especially land trusts
 - Environmentally engaged public and landowners
- Build partnerships across the state
 - Who are key conservation players in your state?
- Create great content
 - Inform: spatial data, strategic planning resources
 - Inspire: stories, photos, focus on special places
- Promote and sustain the site
 - Launch is the beginning, not the end

Resources

- Developing state sub-site roadmap
 - Five pilot sites provide live case studies to emulate
 - Similar but not identical site map / navigation structures
 - Array of state-level data layer examples under each theme
- Building out the state sub-site
 - Initial sub-site infrastructure already in-place
 - CMS provides page templates ready to “drag and drop”
 - System for geo-tagging multimedia files
 - Enterprise ArcGIS Server system for managing and publishing spatial data

Partner Roles

- NatureServe
 - Overall project management and strategy
 - National-scale content development
 - Lead fundraising efforts, with state assistance
 - Establish partnerships in all 50 states
 - Responsible for technology infrastructure
- National Geographic Maps
 - Lead on map viewer design and spatial data display
 - Print products – wall maps, collateral marketing materials
 - Help promote the site and connect to other NGS channels

Partner Roles, cont.

- Lead State Partners (State Stewards)
 - Understand information and data needs in your state
 - Develop and publish content that meets those needs
 - Lead on outreach and promotion within your state
 - Engage many partners and content contributors
 - Assist NatureServe with fundraising for your state
 - Make a long-term commitment to the project
- Content Providers
 - Contribute data sets and editorial content
 - Help us reach their constituents
 - Use the site, test the site, tell us where to improve it

Questions?



www.landscape.org

www.landscope.org



The Conservation Guide to America's Natural Places



Sign In / Register ▾

About LandScope

Contact Us

Search



INTRODUCTION

EXPLORE PLACES & TOPICS

FOCUS & PLAN

TAKE ACTION

CONNECT & SHARE

GO TO THE MAP



FEATURES 1 2 3 4 II

What is LandScope America?

LandScope America—a collaborative project of NatureServe and the National Geographic Society—is a new online resource for the land-protection community and the public. By bringing together maps, data, photos, and stories about America's natural places and open spaces, our goal is to inform and inspire conservation of our lands and waters.

Places Worth Saving

The Kennebec Estuary

One of just four shared river deltas in the world, the Kennebec Estuary is home to some of Maine's richest and



© Heather Perry

Find Places on the Map



Place name, ZIP code or address

Go

Go Straight to Your State

Learn about conservation and open space in your state.

Select a State



Receive Email Updates