THE TRUST *for* PUBLIC LAND

CONSERVING LAND FOR PEOPLE

Conservation Visioning for Florida
Public Land Acquisition and Management Partnership
November 2006 – Jacksonville, Florida

Conserving Land for People

The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.

TPL Mission Statement

Over 400 staff working in 40 offices

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"Land for People" Never More Important

- As many as 2 out of 3 city residents do not have access today to a nearby park, playground, or open space

Source: TPL Analysis of 20 U.S. cities; access defined as living within 1/8 mile of a park

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TPL's Five Initiatives

PARKS for PEOPLE

WORKING LANDS

NATURAL LANDS

HERITAGE LANDS

LAND & WATER

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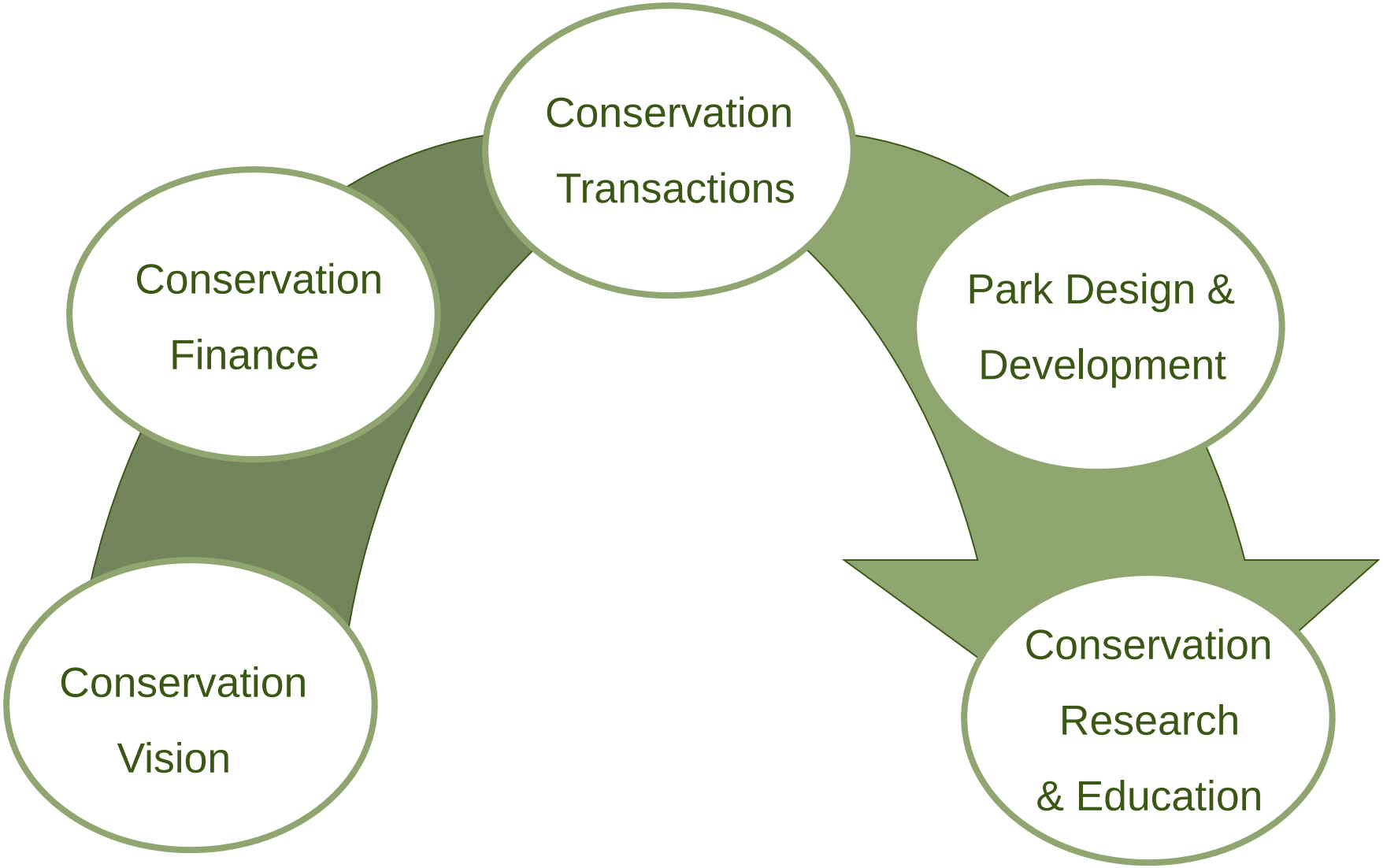

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Conservation Vision

Setting Priorities

TPL helps agencies and communities define conservation priorities, identify lands to be protected, and plan networks of conserved land that meet public need.

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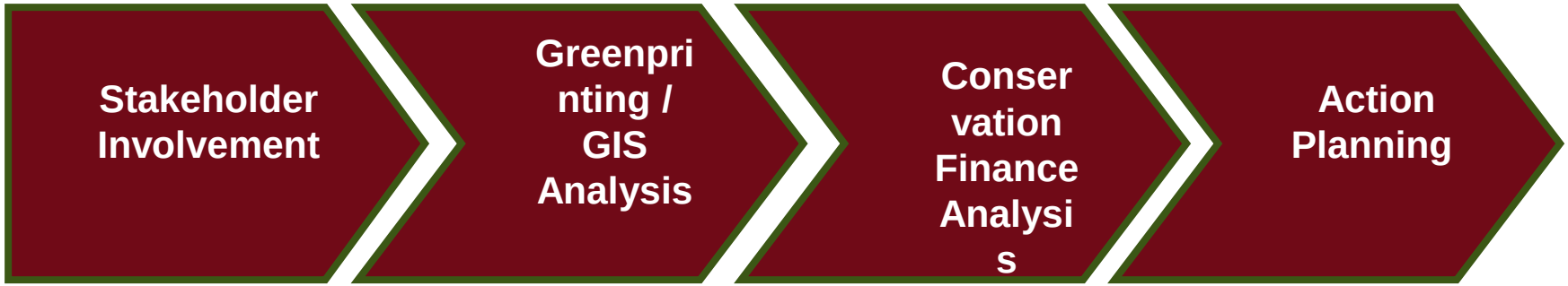
Conservation Vision Process

Objective services to establish priorities and utilize tools for protection.



Step 1: Identify key stakeholders' interests and support for land conservation

Step 2: Use stakeholder values to devise land protection priorities with broad support.

Step 3: Create local, state and federal funding 'quilt' to secure priorities.

Step 4: Formulate short term action steps to secure and finance acquisition priorities.

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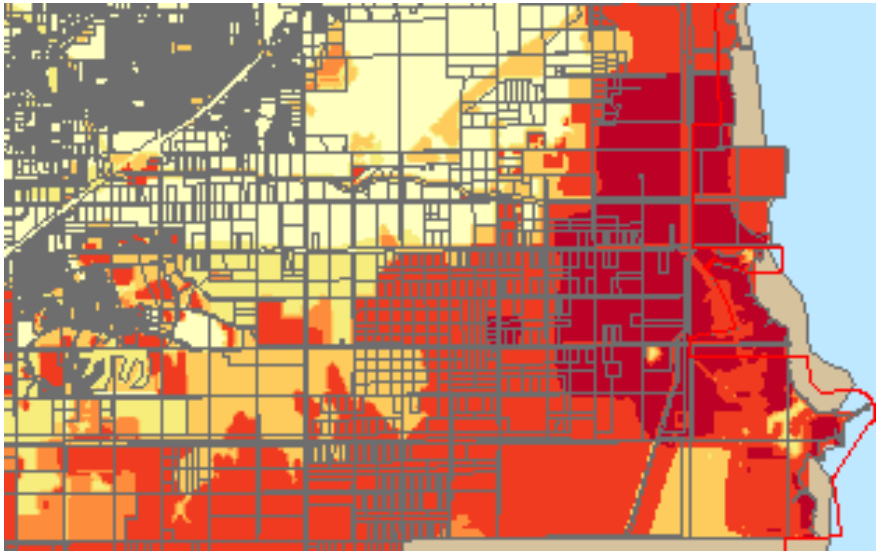
Greenprinting Overview

Greenprinting is using Geographic Information Systems (GIS) to make informed, **strategic** decisions about land conservation priorities.

- Incorporates a broad range of conservation goals
- Reflects unique community resources and priorities
- Utilizes “best available” data and science
- Identifies areas offering highest conservation benefit
- Models developed using ESRI software (ArcGIS 9.1 ModelBuilder & Spatial Analyst)
- TPL gleans information from over 40 completed Greenprint projects across the country to date



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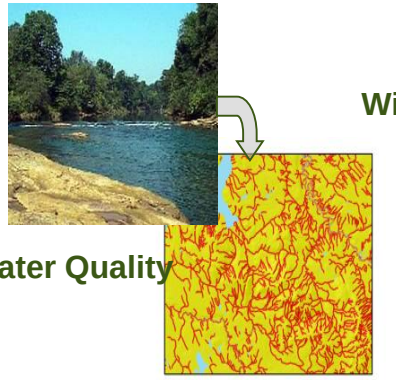
Greenprinting Model – A Systematic Approach

1. Assemble local and regional datasets.
2. Translate the data into a “priorities map” for each conservation objective.

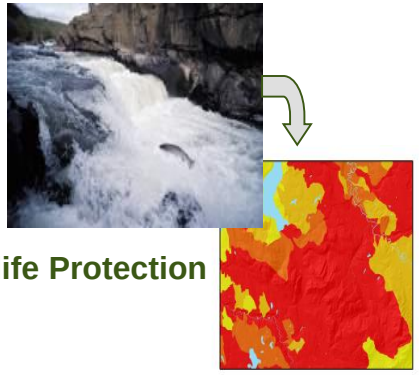
Maps are expressed in terms of conservation value ranging from low to high across the region (yellow to red)

Park Equity

Regional Trail Connections



Water Quality



Wildlife Protection

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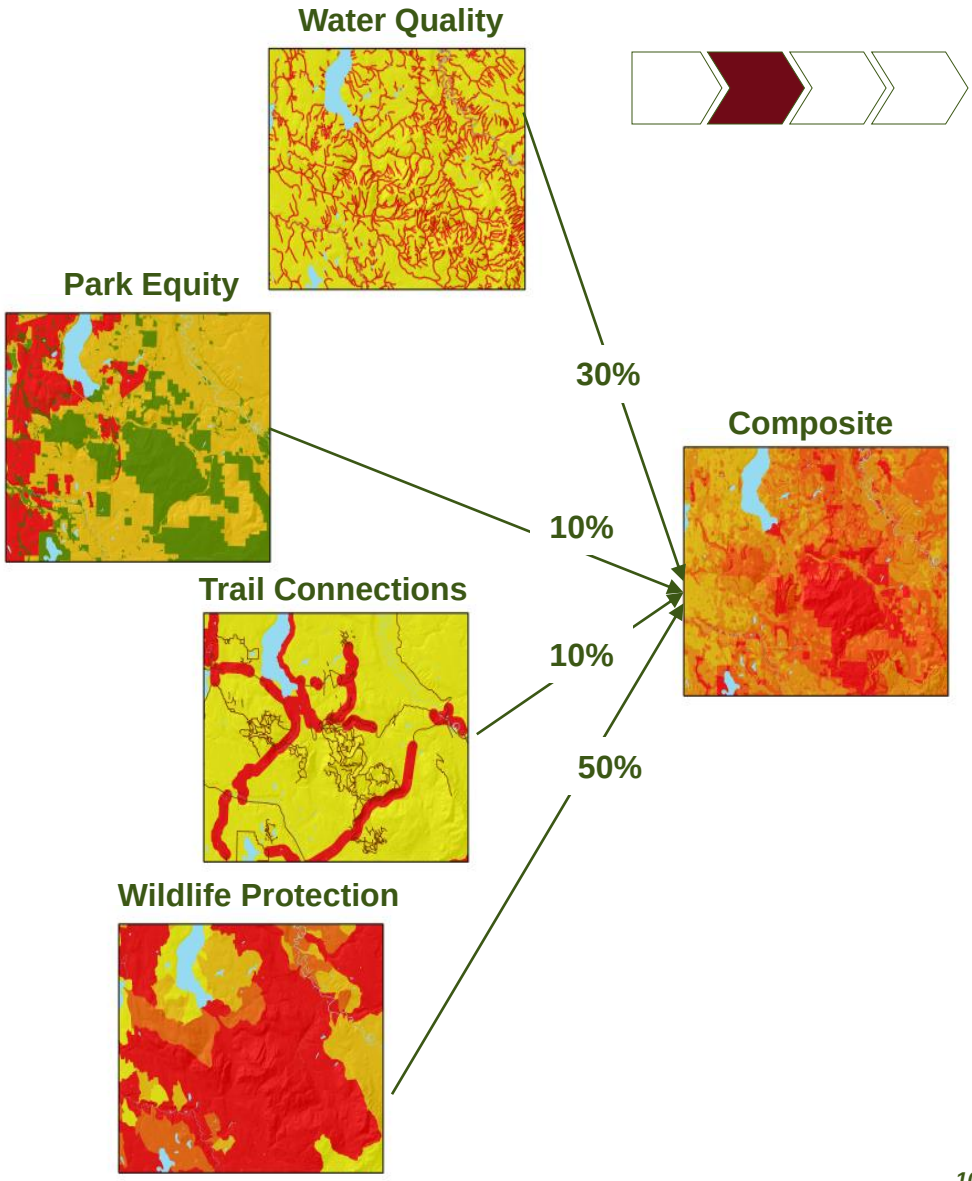
Greenprinting Model – A Systematic Approach *(continued)*

3. Assign relative weightings that reflect community or regional priorities.

4. Create alternative scenarios by adding additional criteria or by modifying relative importance of existing criteria.

5. Combine the building blocks into a composite conservation priority map…



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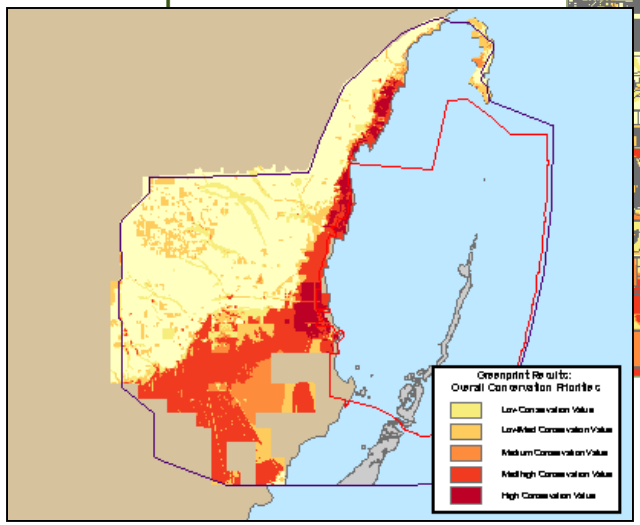
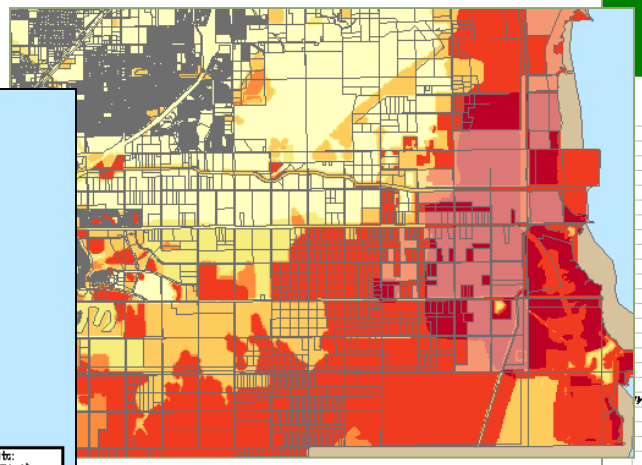
Greenprinting Results – Maps and Reports

Greenprinting visuals provide unique insight for formulating conservation acquisition strategies.

Color-coded overview maps



Parcel by parcel ranking maps



Strategic analysis reports

TPL Greenprint Resource Profile Report
May 19, 2006
Biscayne Bay National Park Adjacent Lands Study Area

		Priority Acres*	Percent of Total Area	Protected Priority Acres**	Percent of Total Area
Overall Conservation Priorities					
	CPall: Overall Conservation Priorities	64,543	36.1%	4,461	2.5%
I: Protect Water Resources					
	H1: Lands Incorporating 300 ft+ of Shoreline	1,469	0.8%	256	0.1%
	H3: Protection Buffers for Wetlands	68,908	38.5%	6,198	3.5%
	H4: Tidal Creek Buffers	757	0.4%	369	0.2%
	H5: Transverse Glades Buffers	7,818	4.4%	199	0.1%
	H6: Well-drained Soils with High Infiltration Properties	71,179	39.8%	1,277	0.7%
	H7: Areas with Highly Pervious Cover	137,474	76.9%	8,306	4.6%
	Hall: Protect Water Resources	169,665	94.9%	8,706	4.9%
II: Repair Fragmented Landscapes					
	F1: Reconnections for Fragmented Mangrove Stands	15,718	8.8%	5,631	3.1%
	F2: Reconnections for Fragmented Prairies	972	0.5%	388	0.2%
	F3: Reconnection for Fragmented Forested Uplands	7,972	4.5%	1,263	0.7%
	Fall: Repair Fragmented Landscapes	22,071	12.3%	6,160	3.4%
III: Preserve Wildlife Habitat					
	W1: Rare & Endangered Species Habitats	63,287	35.4%	4,369	2.4%
	Wall: Preserve Wildlife Habitat	63,287	35.4%	4,369	2.4%
IV: Clarify and Protect Park Boundaries					
	P1: Vacant Lands Adjacent to Park	1,177	0.7%	110	0.1%
	Pall: Clarify and Protect Park Boundaries	1,177	0.7%	110	0.1%
V: Enahance Visitor Entry to Park					
	E1: Entry Sequence to Park	698	0.4%	128	0.1%
	Eall: Enhance Visitor Entry to Park	698	0.4%	128	0.1%
VI: Minimize Development Pressures					
	D1: Urban Boundaries	65,447	36.6%	3,907	2.2%
	D2: Proposed Annexations and Incorporations	26,208	14.7%	506	0.3%

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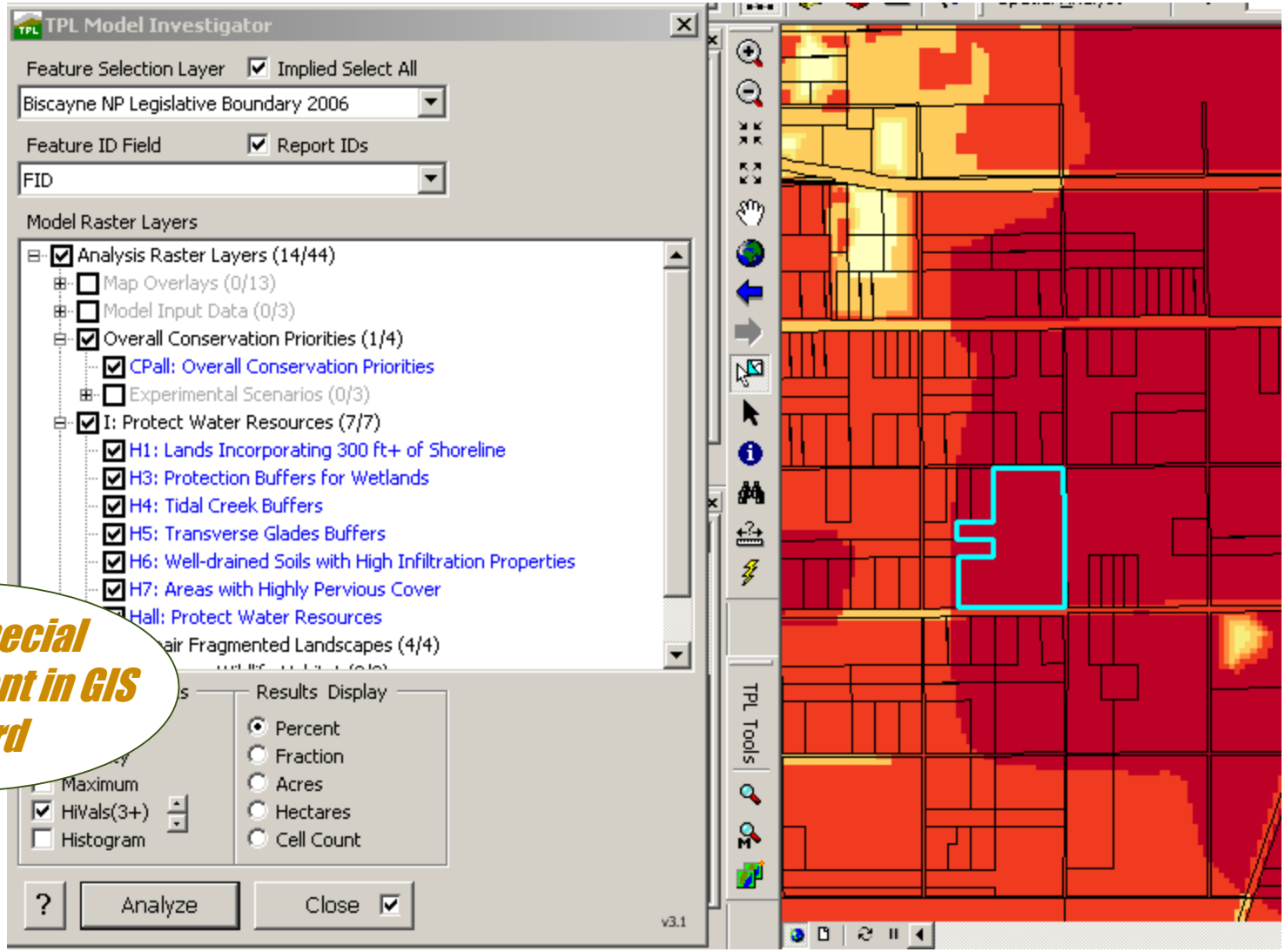
High Priority Parcel Analysis Using Model Investigator



2006 Special Achievement in GIS Award

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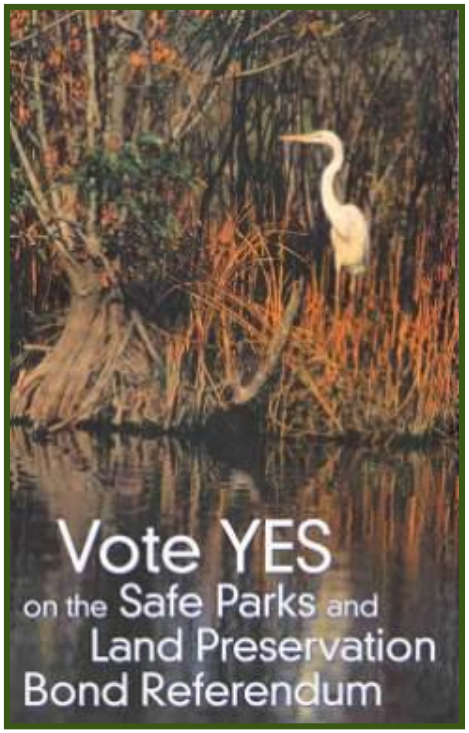
Conservation Finance
Securing Funds

TPL helps agencies and communities identify and raise funds for conservation from federal, state, local, and philanthropic sources.



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Conservation Finance

- TPL's conservation Finance team advises governments on conservation funding and helps to design, pass and implement measures that dedicate new public funds for parks and land conservation.
  - Feasibility Research
  - Public Opinion Surveys
  - Measure Design
  - Program Design and Evaluation

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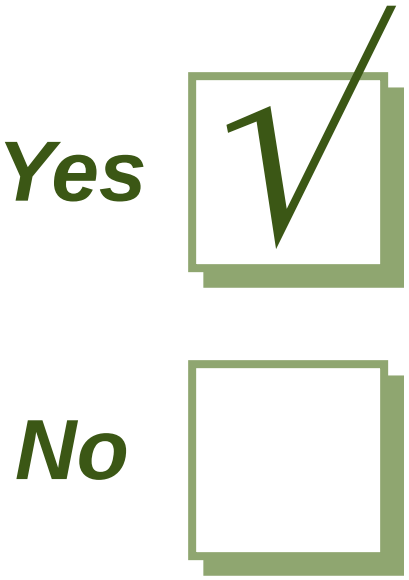
Americans Support Parks



- Since 1999 voters have approved 87% of ballot measures to raise public funds for land conservation.
- Survey: 65% of voters support “small increase in taxes” to purchase land for conservation.

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Conservation Transactions
Protecting Land

TPL helps structure, negotiate, and complete land transactions that create parks, playgrounds, and protected natural areas.

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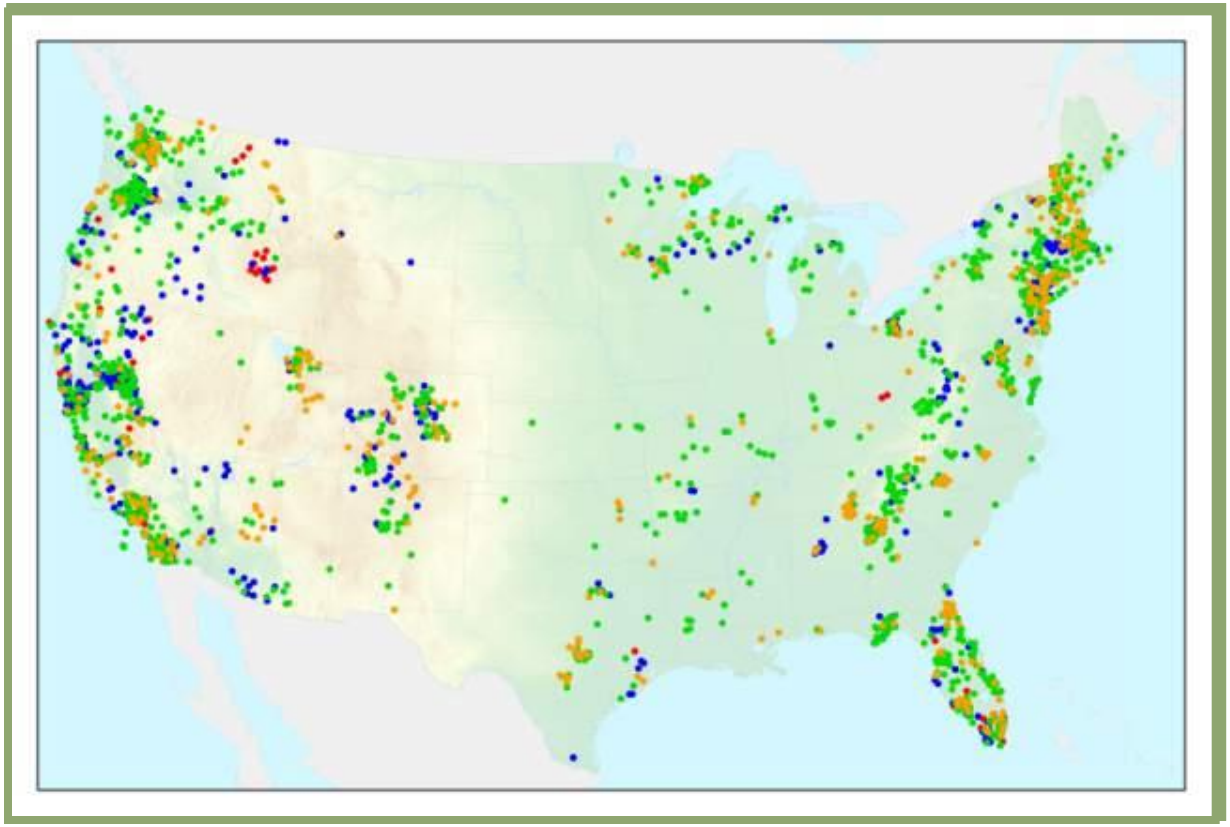
Conservation Transactions: 3,011 Projects



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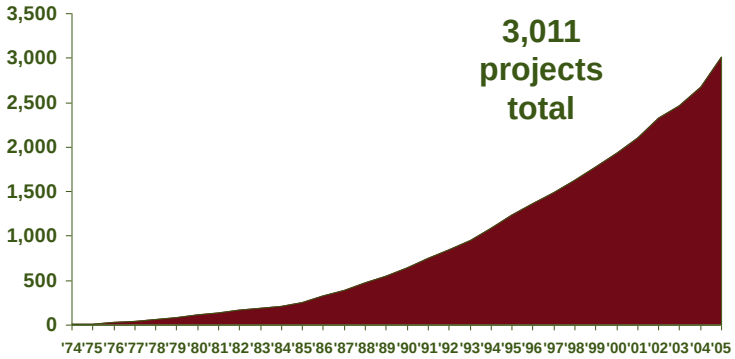
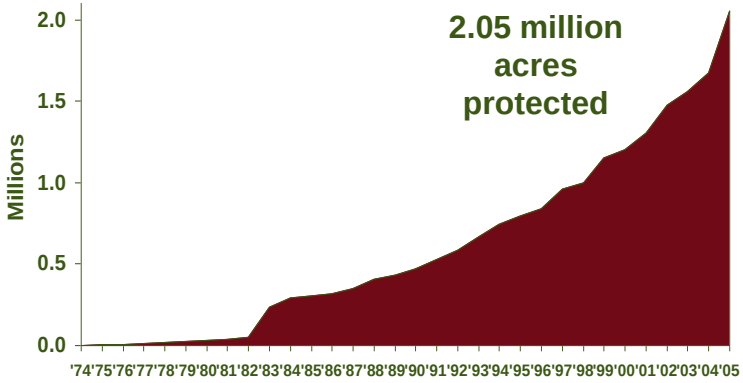
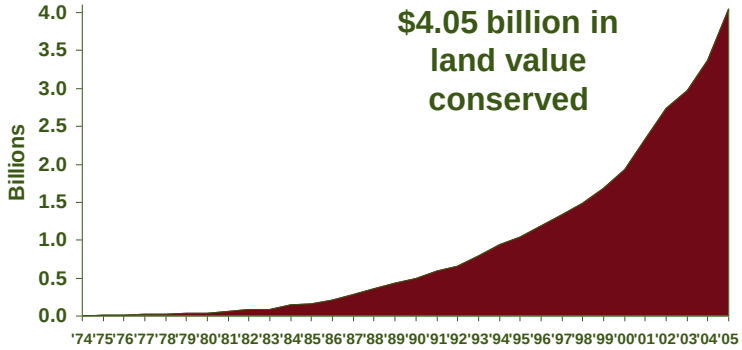
Conservation Transactions

- 3,000+ Projects
- Over 2 Million Acres
- $4 Billion







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Park Design & Development

Building Parks

TPL helps agencies and communities to transform acquired lands into widely-used community resources.

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Conservation Research & Education

Improving Practices

TPL acquires and shares knowledge of conservation issues and techniques to improve the practice of conservation, promote its public benefits, and to encourage pro-conservation public policy.

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