

Adoption of Land Management Practices in the Chesapeake Bay Watershed

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Who We Are

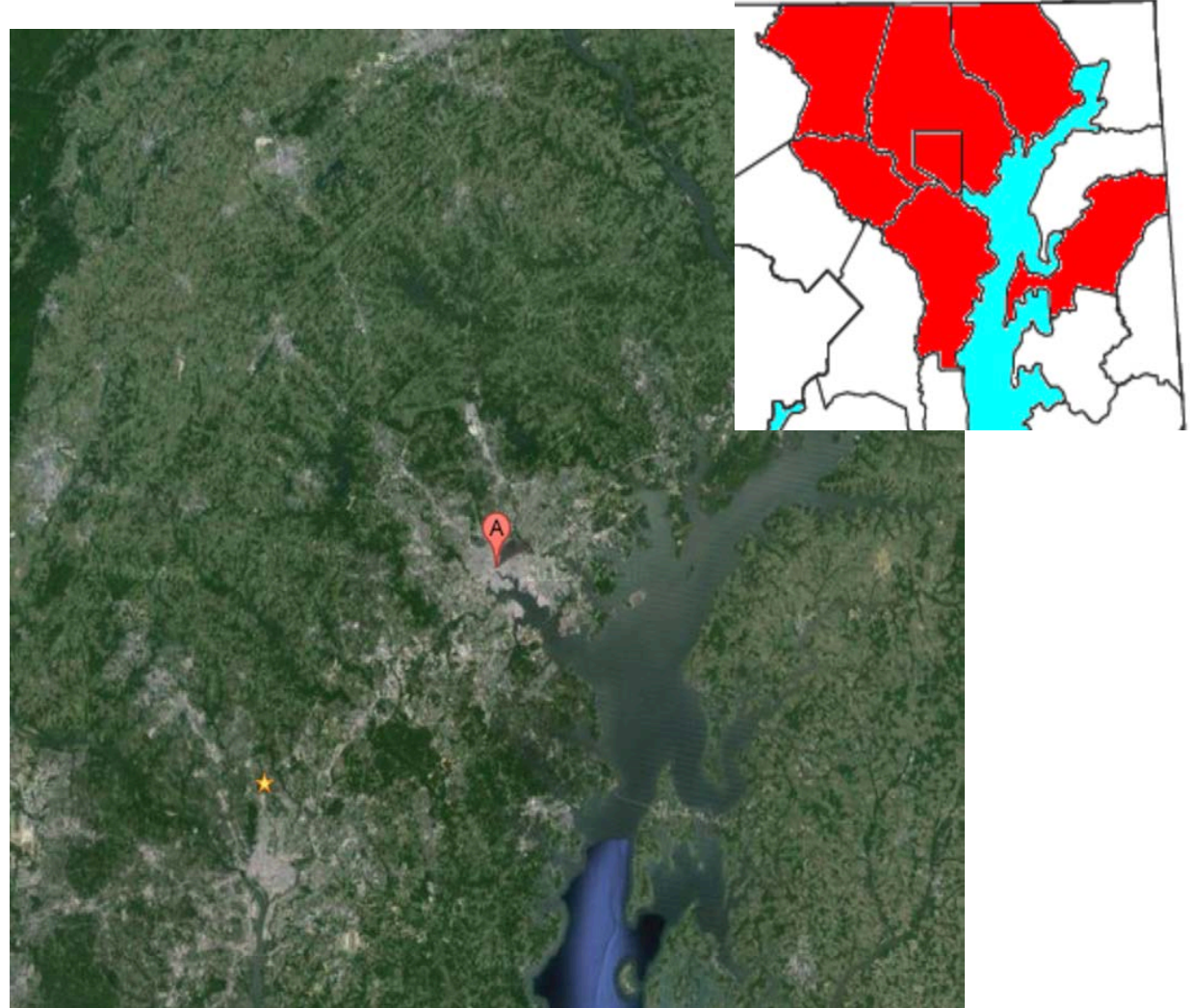
- **U. S. Forest Service Baltimore Field Station**
 - Locally-drive, nationally relevant
 - Baltimore, NYC, Philadelphia, Chicago, San Juan, Los Angeles, Denver
 - Pilot, Prototype, Production
- **National Science Foundation Urban LTERs**
 - Baltimore and Phoenix

Focus:

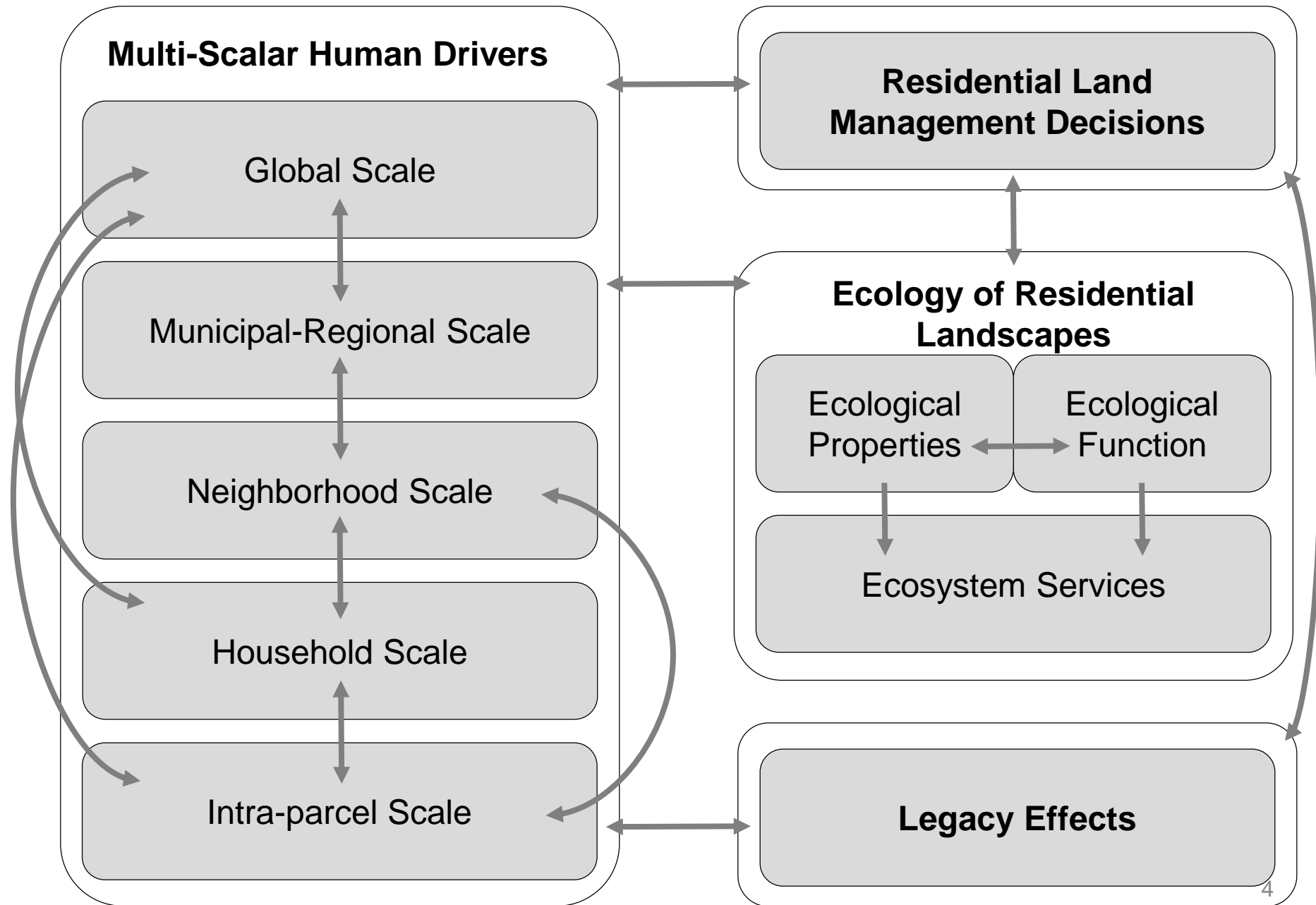
Adoption of Practices for
land conservation
and restoration

Mosaic of land uses
and management

Marketing Perspective
Knowing where to hit it and
with whom?



Multi-Scale framework for Adoption of Land Management Practices





Parcel



Census



Neighborhood



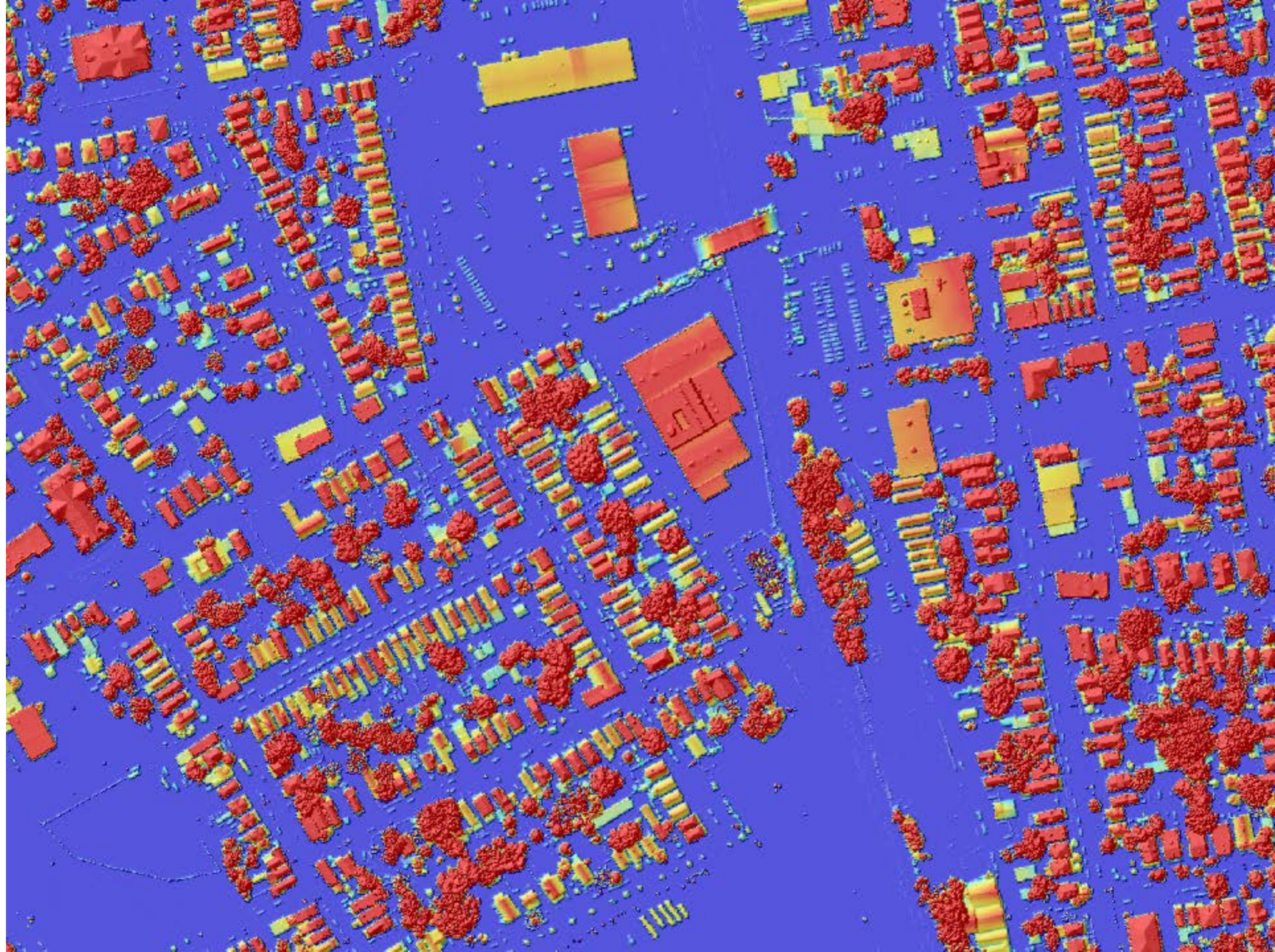
City



Watershed







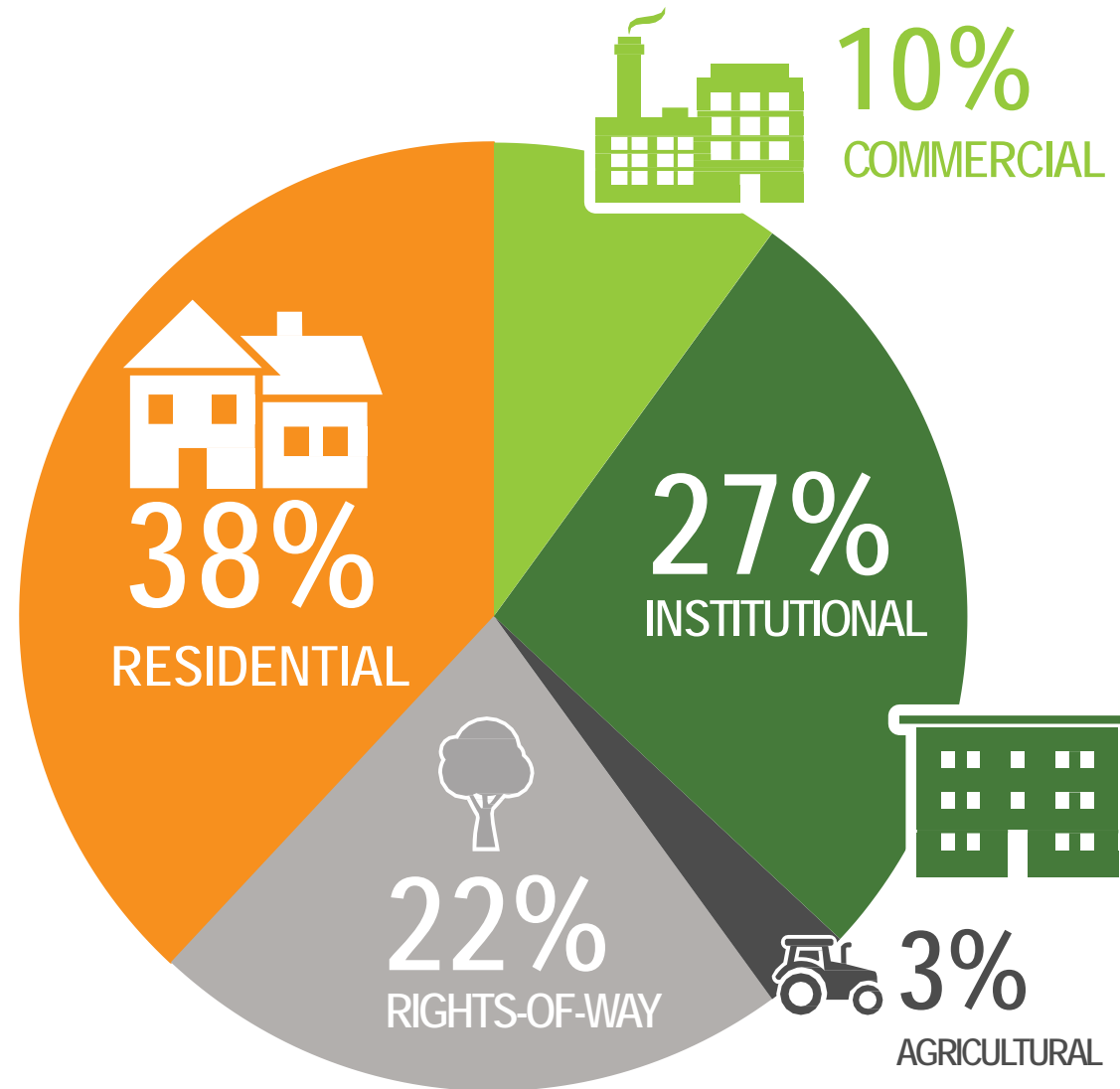




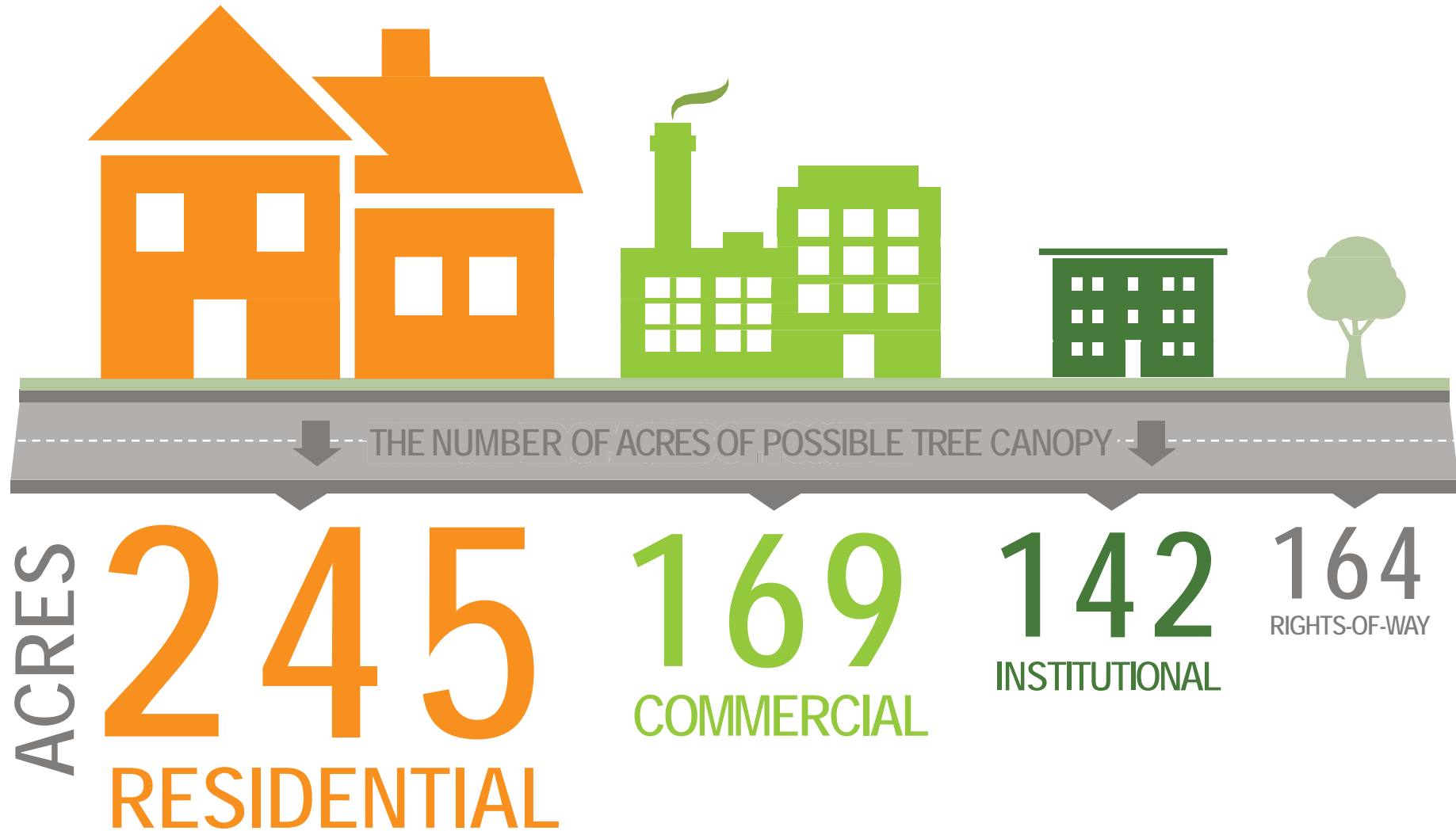




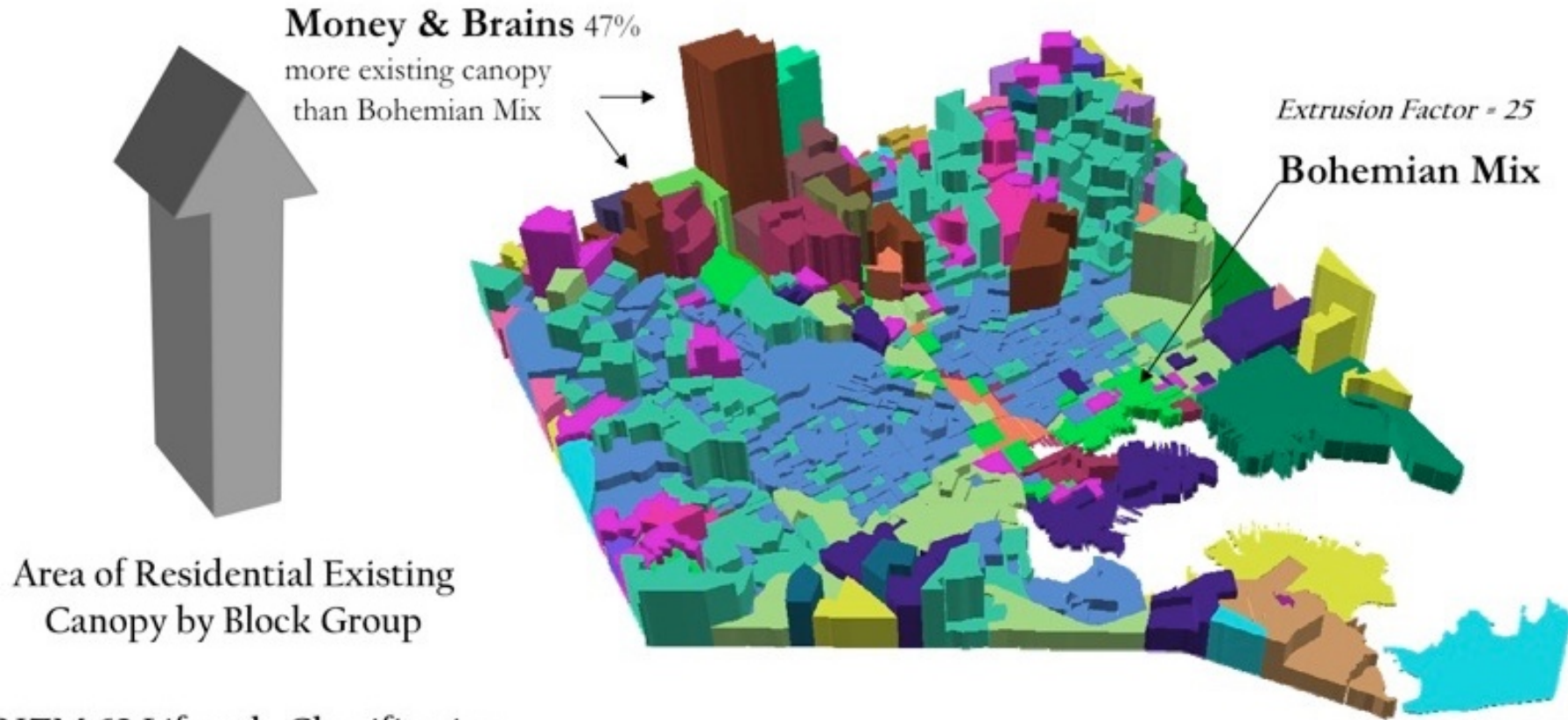
Who owns the trees?



Who has the most room to plant new trees?



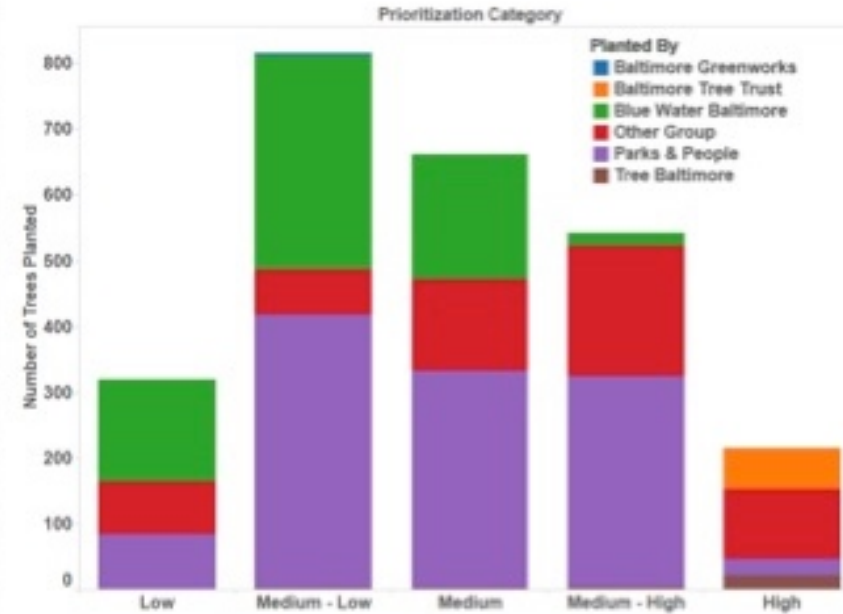
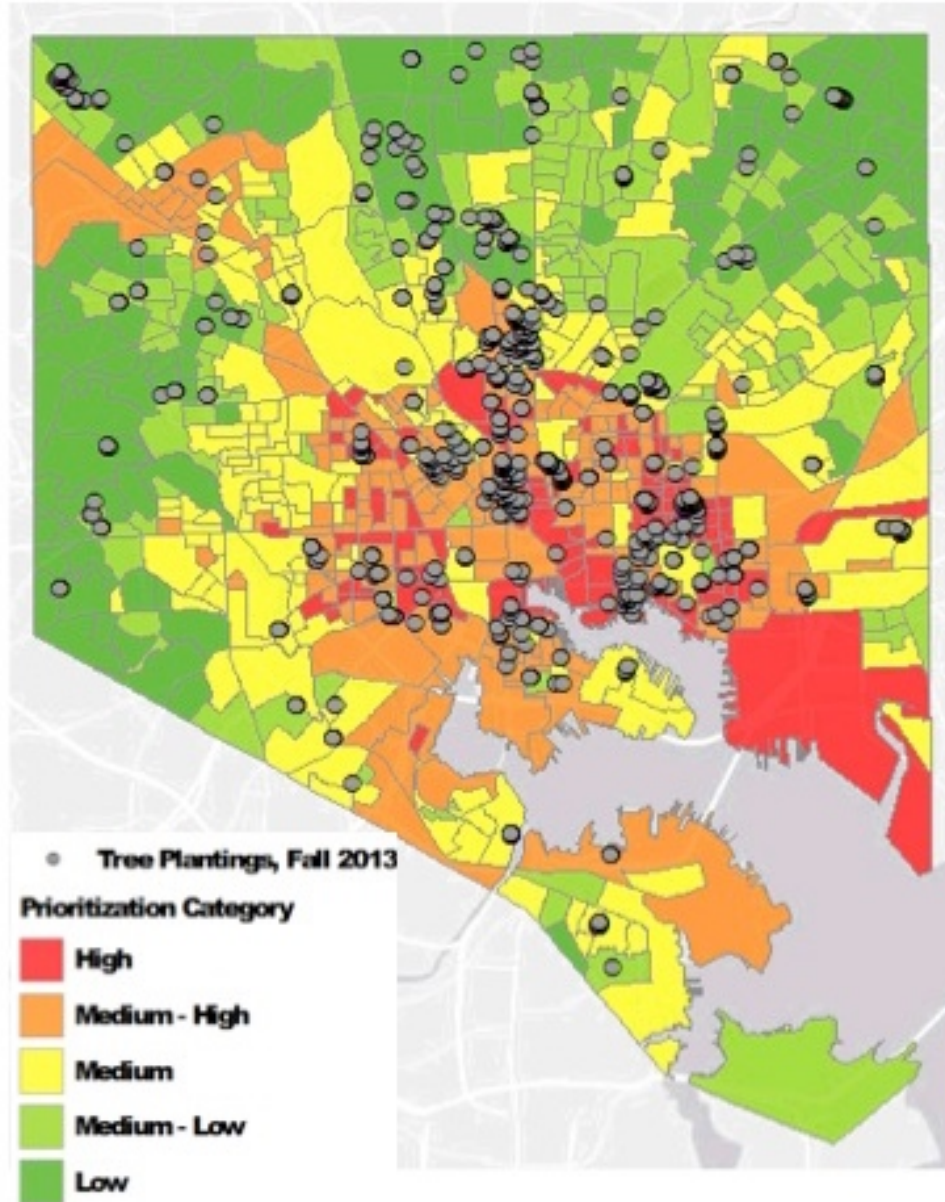
Who has the most existing trees?



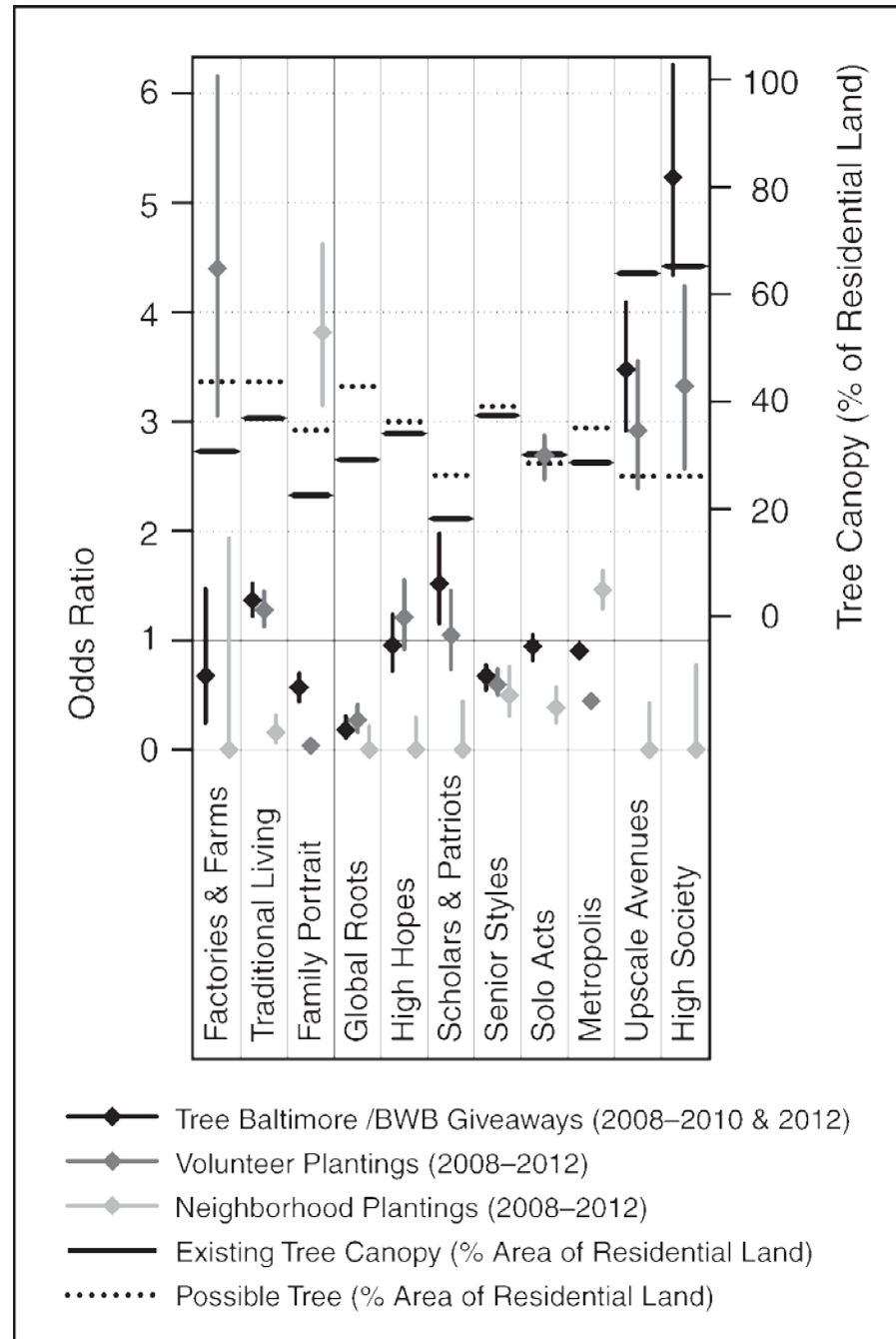
PRIZM 62 Lifestyle Classification

American Dreams	Gray Collars	Mobility Blues	Single City Blues	Urban Achievers
Big City Blend	Gray Power	Money & Brains	Smalltown Downtown	Urban Gold Coast
Blue Blood Estates	Hometown Retired	New Beginnings	Southside City	Winner's Circle
Blue-Chip Blues	Inner Cities	New Empty Nests	Suburban Sprawl	Young Influentials
Bohemian Mix	Mid-City Mix	Old Yankee Rows	Towns & Gowns	Young Literati
Family Scramble	Military Quarters	Pools & Patios	Upstarts & Seniors	

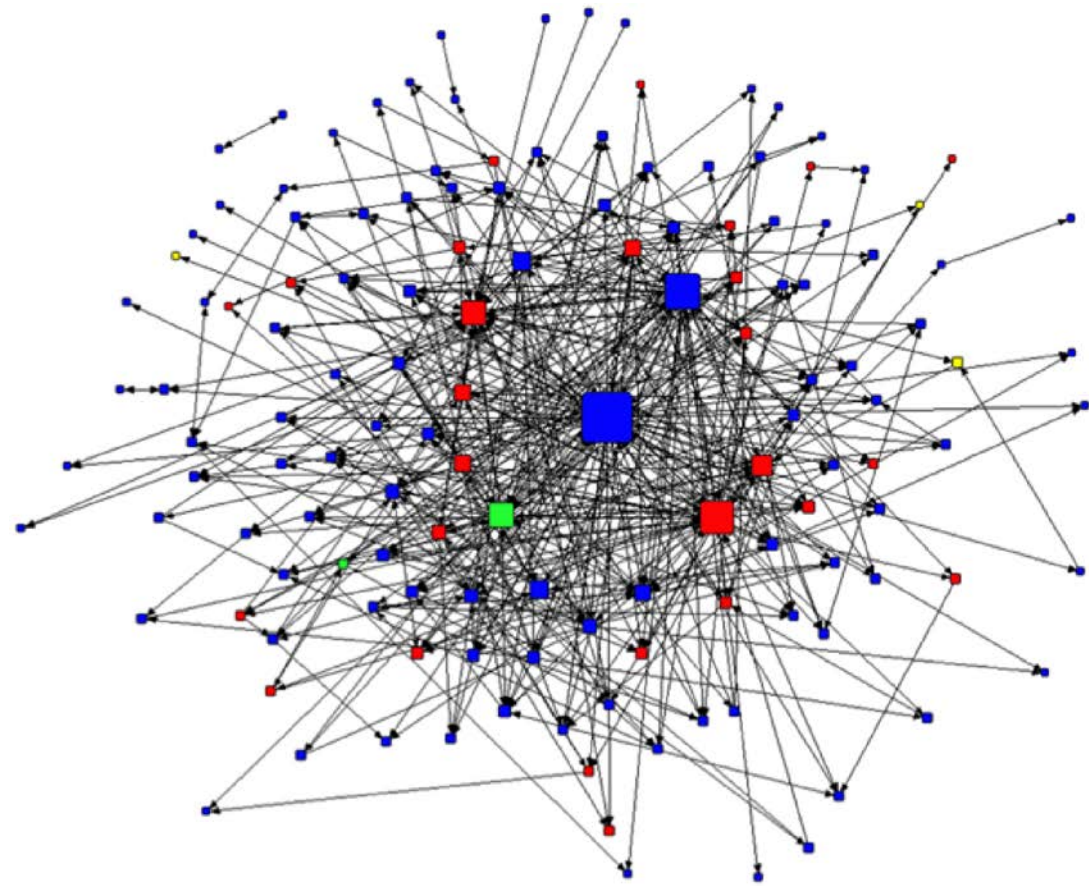
UTC Prioritization



UTC Market Analysis

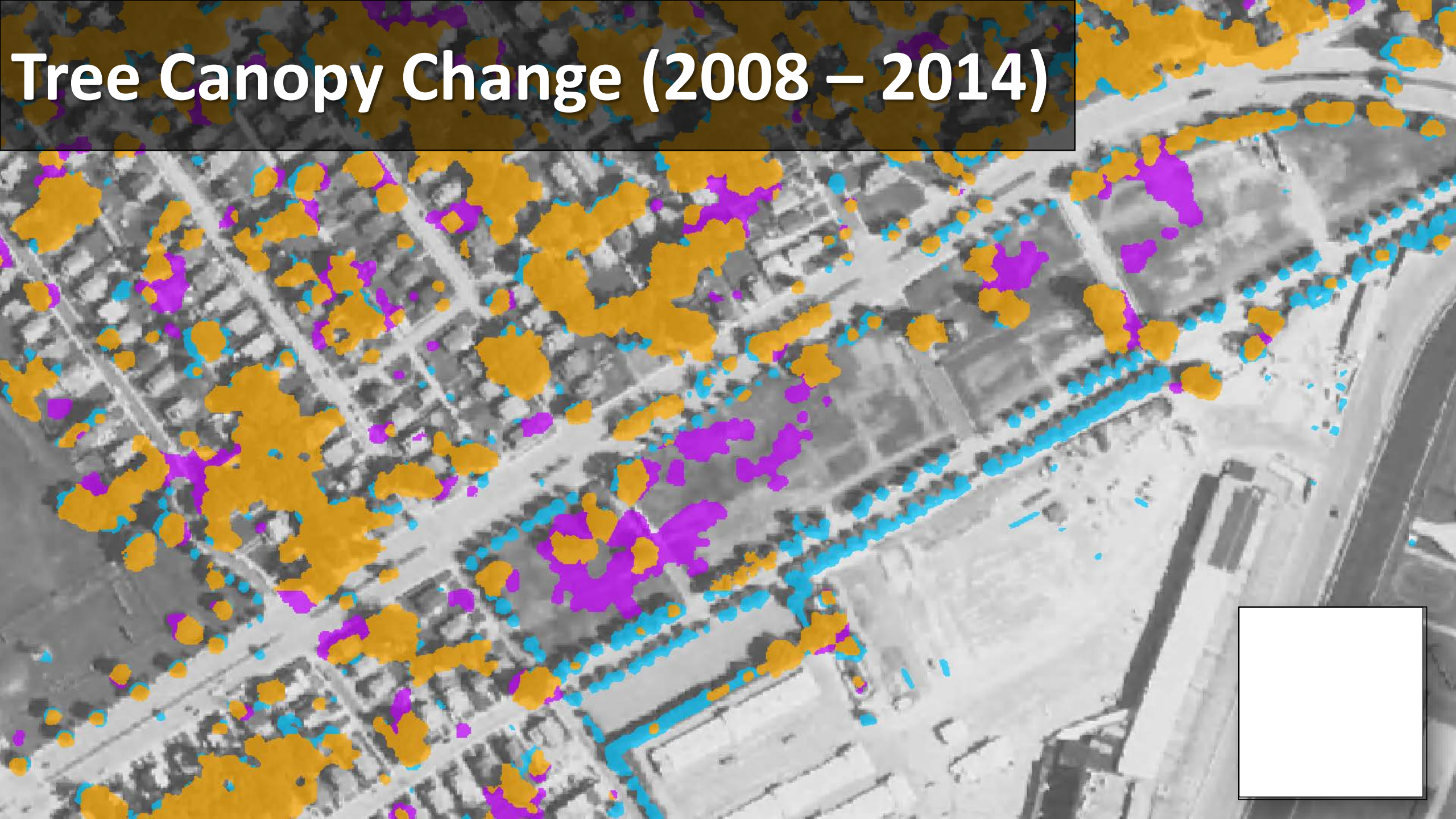


*Baltimore Stew-Map:
How are organizations
connected?*

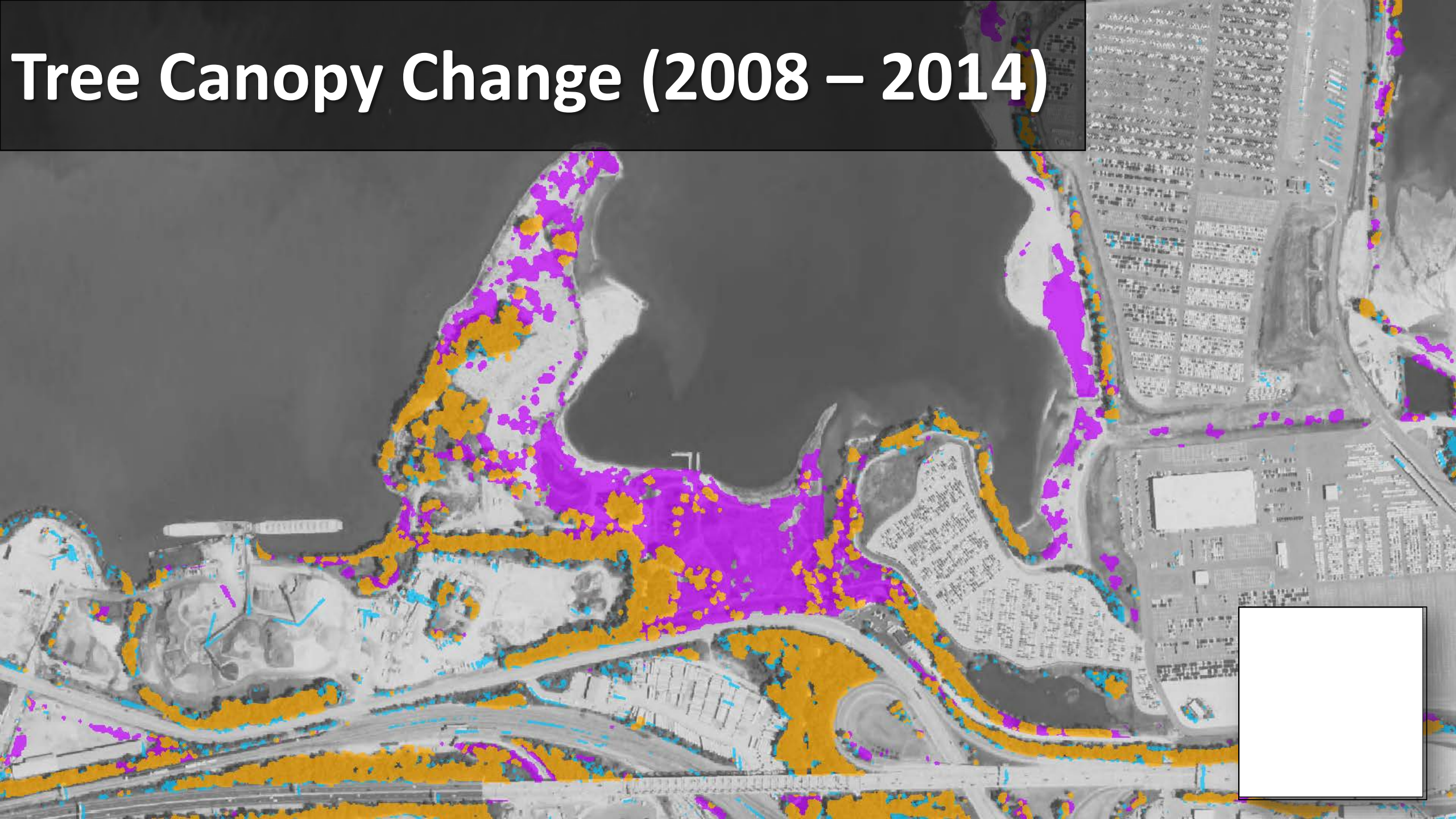


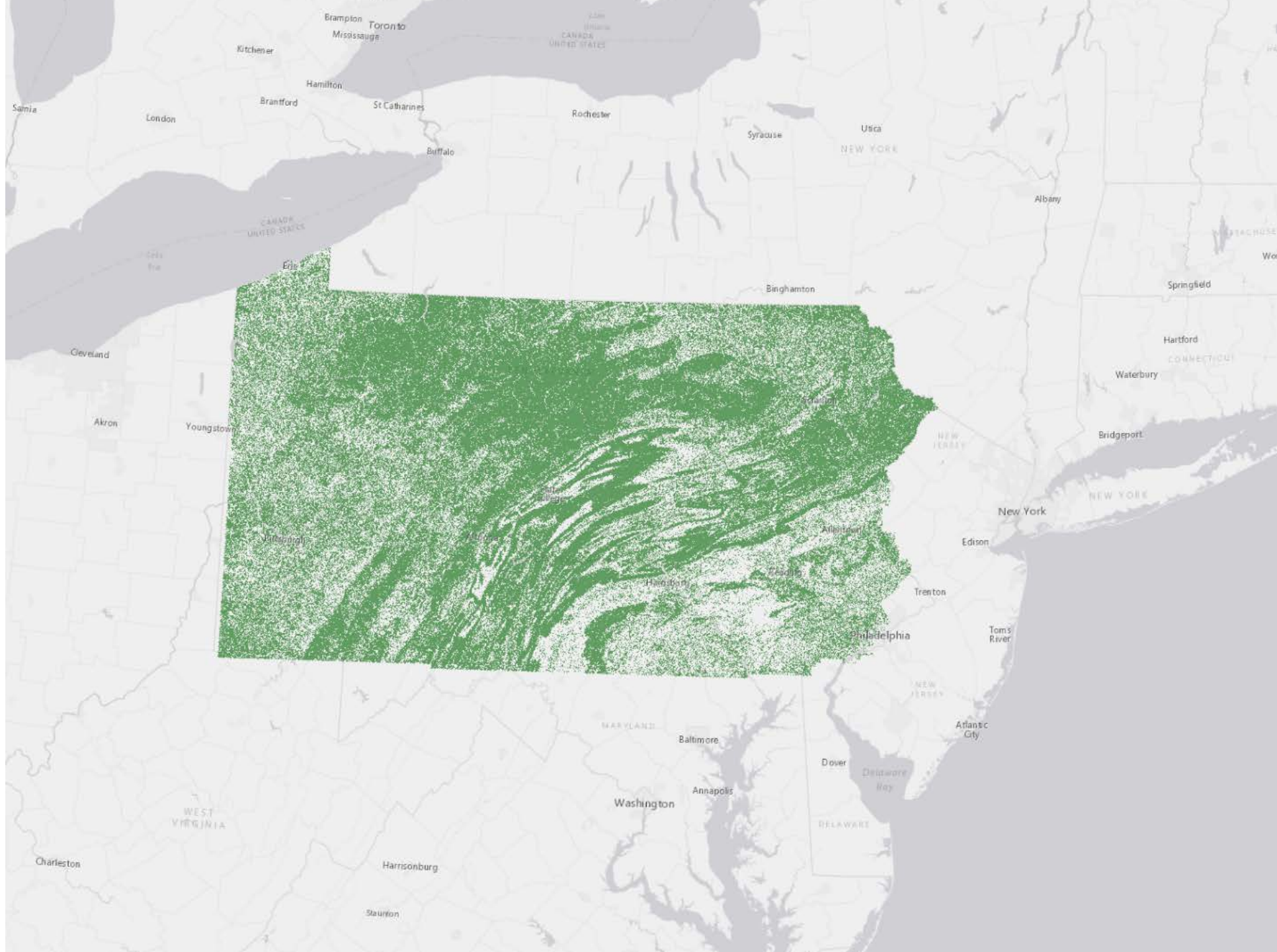
- non-profit organizations
- public agencies
- non-profit /
public agency partnerships
- for-profit organizations

Tree Canopy Change (2008 – 2014)

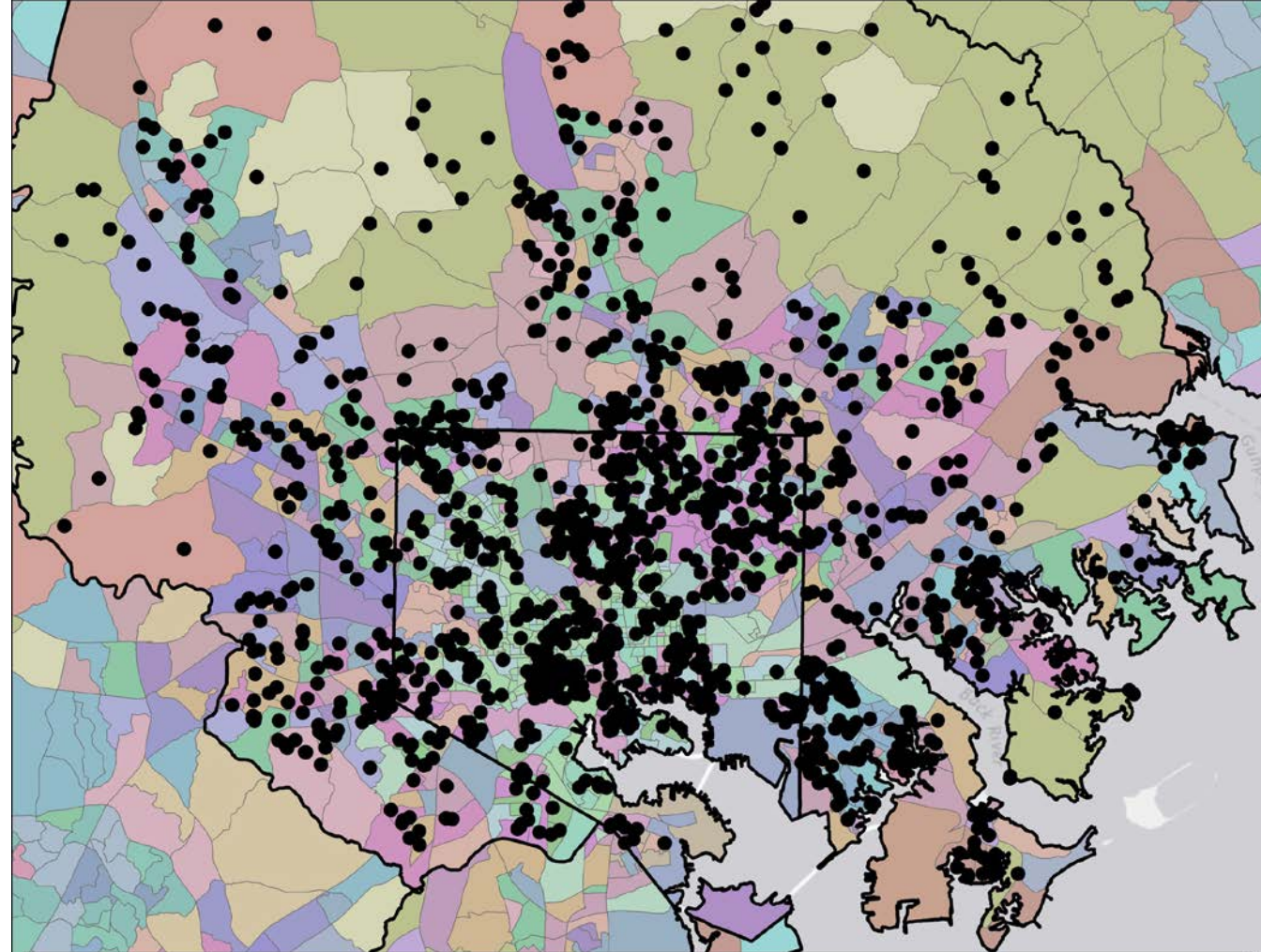


Tree Canopy Change (2008 – 2014)



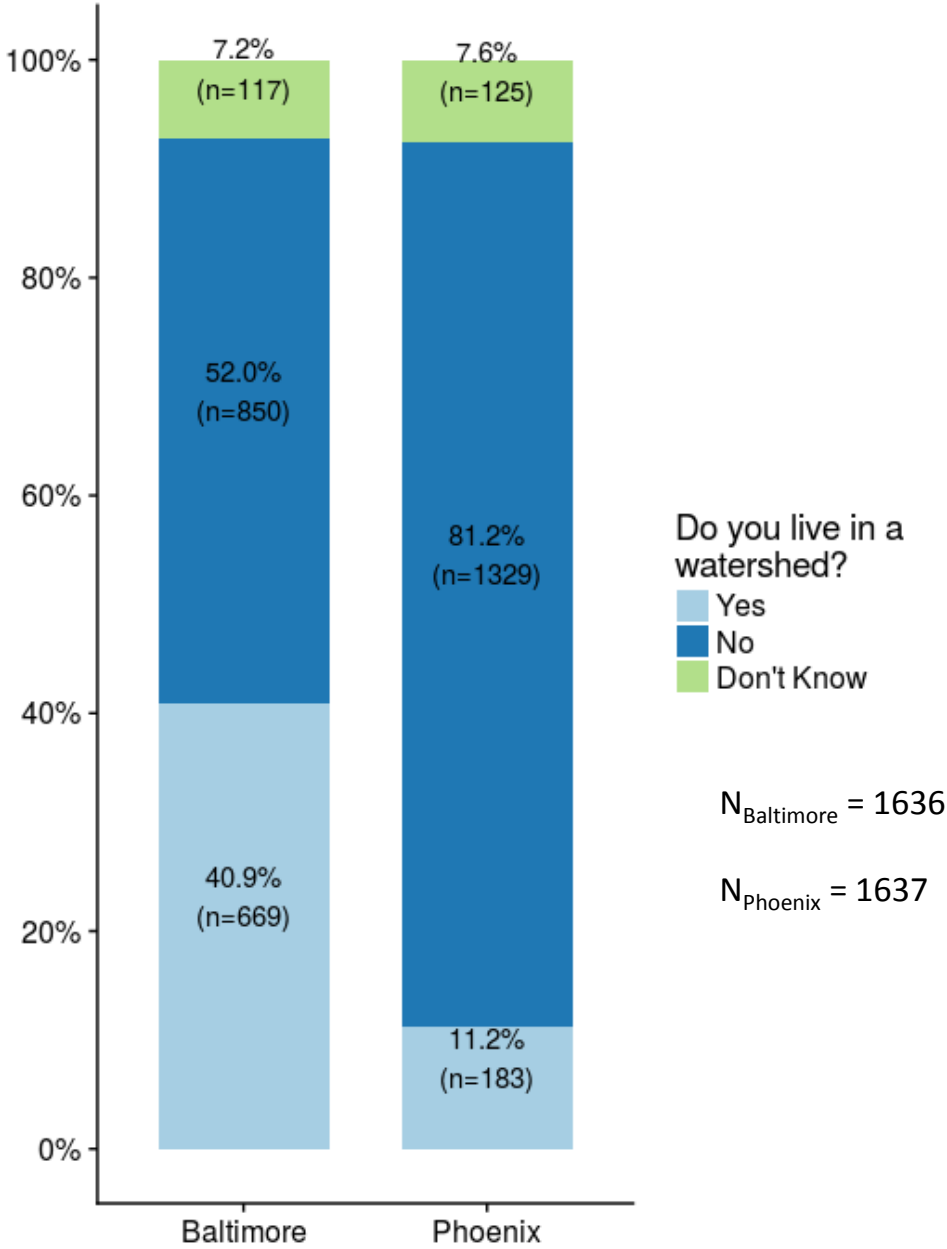


Homeowner Survey (BES / FIA)



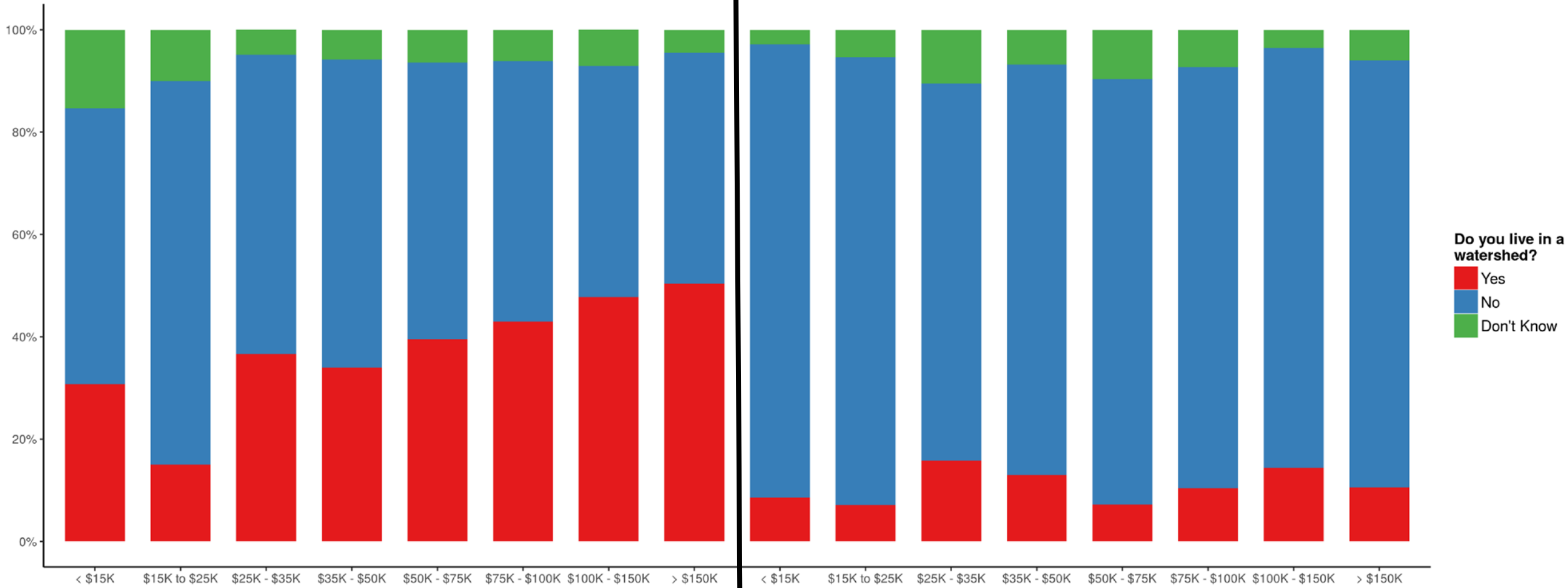
PRIZM Segment	County Boundaries	Telephone Survey Locations
American Classics	Boomtown Singles	Fast-Track Families
American Dreams	Brite Lites, Li'l City	God's Country
Bedrock America	City Roots	Golden Ponds
Beltway Boomers	City Startups	Gray Power
Big City Blues	Close-In Couples	Greenbelt Sports
Big Fish, Small Pond	Country Casuals	Heartlanders
Big Sky Families	Country Squires	Home Sweet Home
Blue Blood Estates	Crossroads Villagers	Hometown Retired
Blue Highways	Domestic Duos	Kid Country, USA
Blue-Chip Blues	Executive Suites	Kids & Cul-de-sacs
Bohemian Mix	Family Thrifts	Low-Rise Living
Mayberry-ville	Middleburg Managers	Red, White & Blues
Mobility Blues	Money & Brains	Simple Pleasures
Movers & Shakers	Multi-Culti Mosaic	Suburban Pioneers
New Beginnings	New Empty Nests	Suburban Sprawl
New Homesteaders	Old Glories	Sunset City Blues
Traditional Times	Up-and-Comers	Upward Bound
Upper Crust	Urban Achievers	Urban Elders
	White Picket Fences	Winner's Circle
	Young & Rustic	Young Digerati
	Young Influentials	

Now, I would like to ask you about areas called watersheds. A watershed is the drainage area to either a body of water itself or to its tributaries, such as the rivers & streams that eventually flow into it.

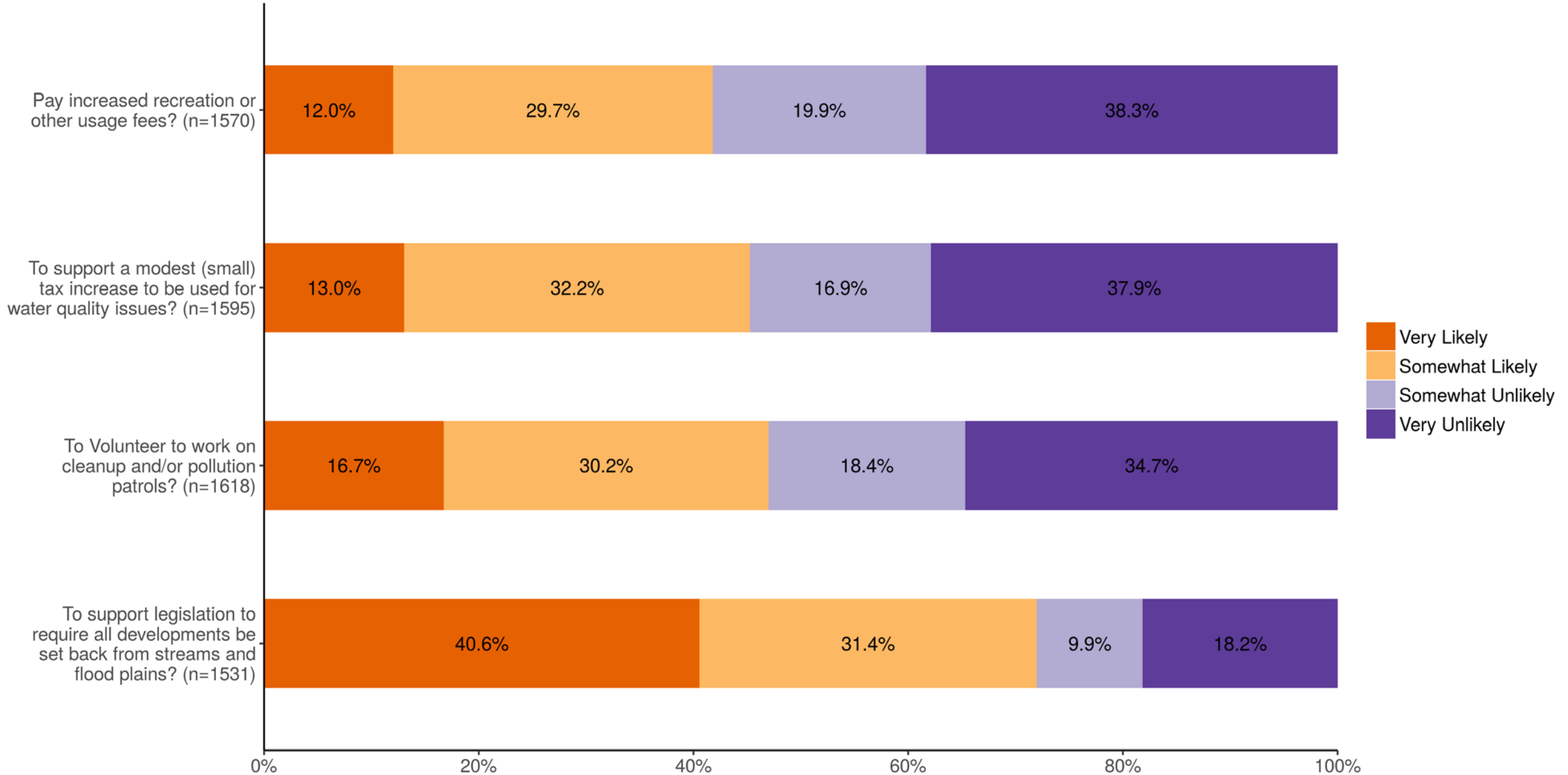


Baltimore

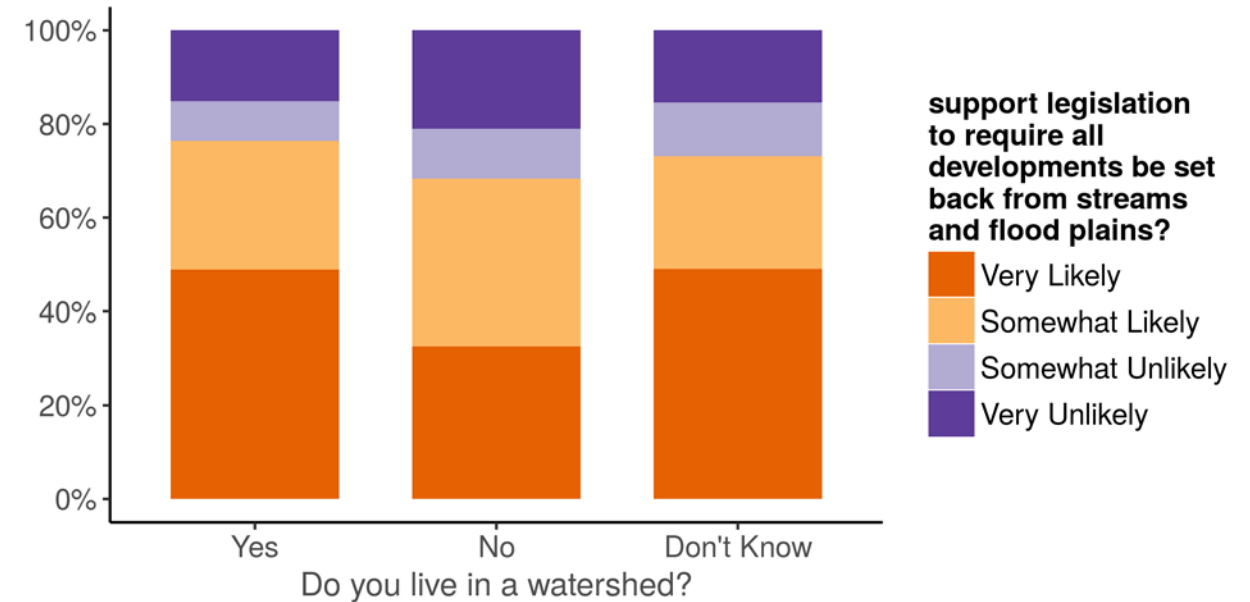
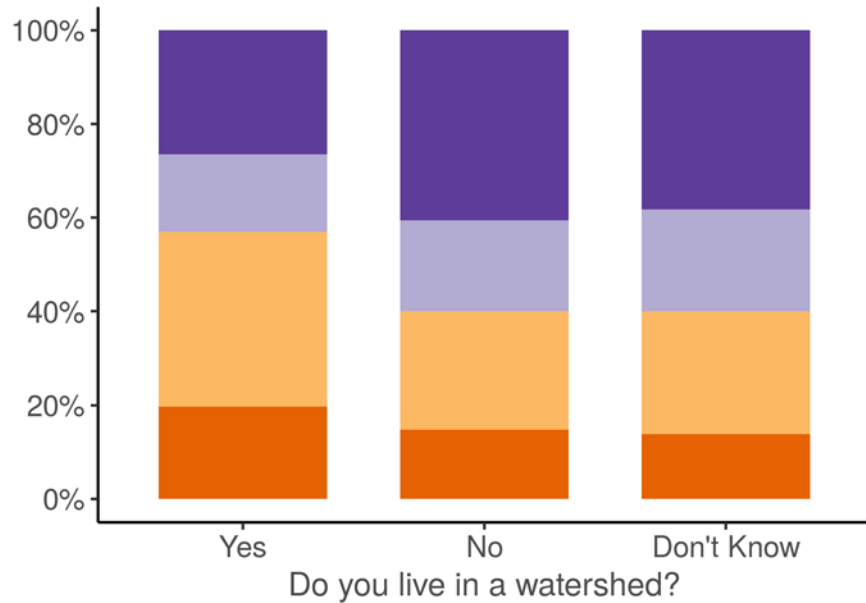
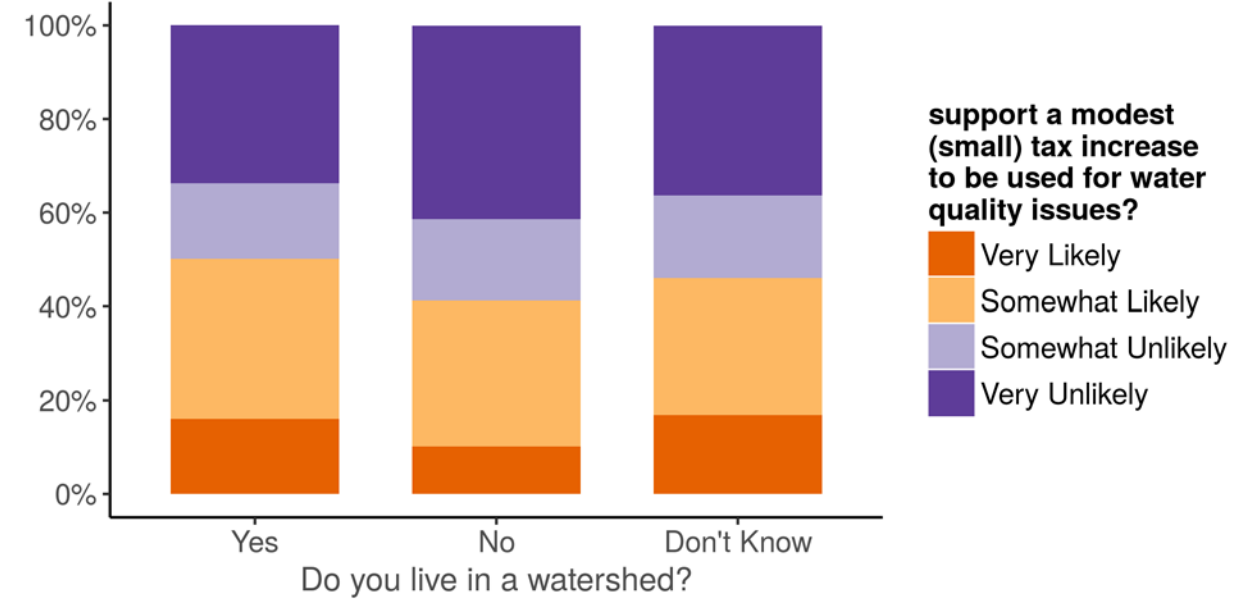
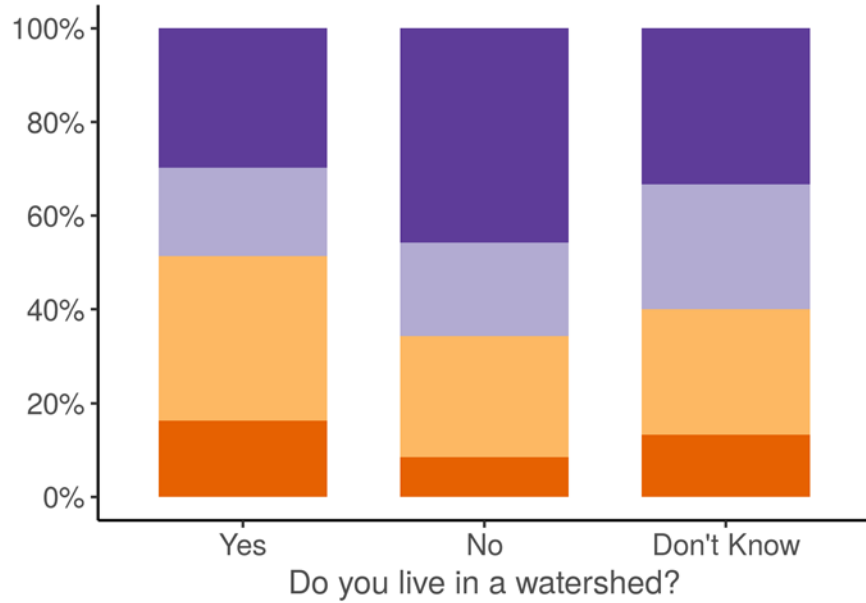
Phoenix



Improving Your Watershed



How likely would you be to...



Ethnographic Surveys and Landscape Mullets



- “I want to do as little work possible while not looking like the trash in the neighborhood.”
- “...minimal maintenance in the front as much as possible and then food, productive stuff in the back.”
- “Yeah, front will be to have the neighbors not not get mad and the back will be more hopefully for herbs and vegetables.”

“I want it lawyer in the front, client in the back.”

The New Yorker May 4, 2015



Data & Analytics

- Hi-resolution landcover
- Hi-resolution ownership
- Field sampling / open-ended surveys
- Data integration with existing sources



Next Steps

Expand

- Network of partners
- Policy, planning, and management questions
 - Structural changes: trees, forests,
 - Behavioral changes
- Data and analytics used to answer questions