



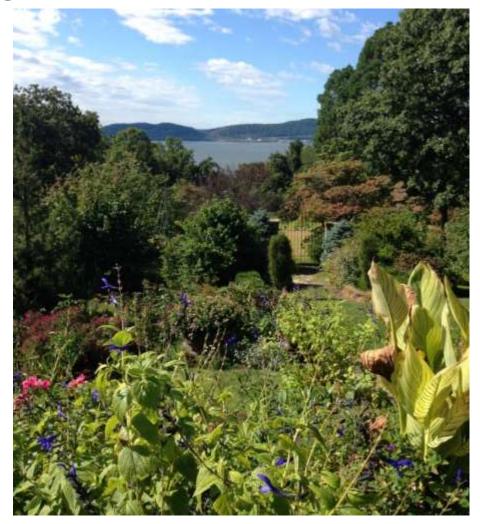
H2H reached out to 3,393 landowners!

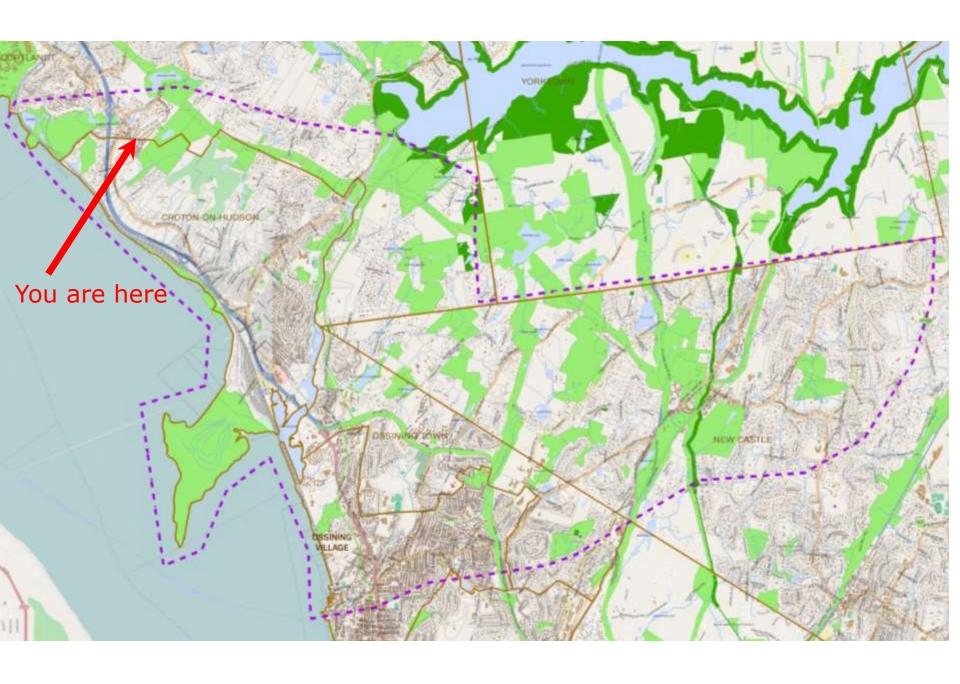


Rivertowns Focal Area: Neighborhood Gathering Private Home, Ossining, NY











You make a difference.

Your land is important.

- We have identified neighborhoods with healthy habitats for: people, sustainable woods, clean water and quality wildlife habitat
- Your land is special and has qualities that may be resistant to changes in the climate.

Together we are the key

to protecting and connecting wooded landscapes:

by recognizing the connections

that already exist

across the landscape,

by choosing how we enhance

and protect our properties...for the future.



H2H Landowner Recruitment

- What worked well?
 - Personal invitations
 - In some focal areas, ambassadors' social network
- What didn't work well?
 - Low response rate to postcards
 - "Cold" follow up phone calls, emails



H2H Landowner Events

- What worked well
 - Having landowners in attendance who were willing to share
 - Having experts available
 - Steps towards getting to know what our landowners' needs are
 - A fun, social atmosphere. Landowners want to get to know their neighbors.
- What didn't work well
 - Difficult to get landowner feedback re: what they use their land for
 - In some focal areas, landowners did not open up, making it difficult for peerpeer learning.



Challenges and opportunities for applying GIS to on-the-ground action

CHALLENGES/LIMITATIONS	OPPORTUNITIES
Compiling up to date protected area shapefiles and assessor lists - data in flux	New relationships forged with GIS professionals throughout region Opportunity to spread info and increase support for H2HRCP
Data was collected differently from state to state, county to county - makes comparisons across these boundaries difficult	Better understanding of different regional priorities and info gaps Allowed for customization/innovation
Getting partners comfortable with new mapping approach	Regional organizations with capacity provide training and consulting to local organizations with limited resources.

Challenges and opportunities for applying GIS to on-the-ground action (continued)

CHALLENGES/LIMITATIONS	OPPORTUNITIES
Model is just a tool limited by factors put into it Sometimes the datasets aren't accurate – hard for partners to move beyond errors on map	Partners feel empowered to ground- truth, spot-check and provide valuable info to correct or reinforce the output
Model doesn't always identify parcels of land that are acquisition priorities for partner organizations	Land acquisition priorities both confirmed and challenged by process - opportunity to re-evaluate and discuss
Model identifies priority parcels – and partner organizations may not have strong relationships with those landowners	Shift engagement approach to work through existing networks and neighborhood groups.

QUESTIONS?

