



# Wildlands Conservancy



CREATING LASTING CONNECTIONS TO NATURE SINCE 1973.



Wildlands Conservancy

# Trails and Technology

Utilizing a Trail Friendly Mobile App

## **TODAY'S PRESENTER:**

Michael Hock, *GIS Specialist*

Nic Ziegler, *Conservation Grants Manager*

# MISSION & VISION

**Founded in 1973, we are the Lehigh Valley's premiere nonprofit land trust.**

**VISION:** A Lehigh Valley and Lehigh River watershed that contain natural areas, connected green spaces, healthy waterways and an enlightened community where people embrace conservation and sustainability.

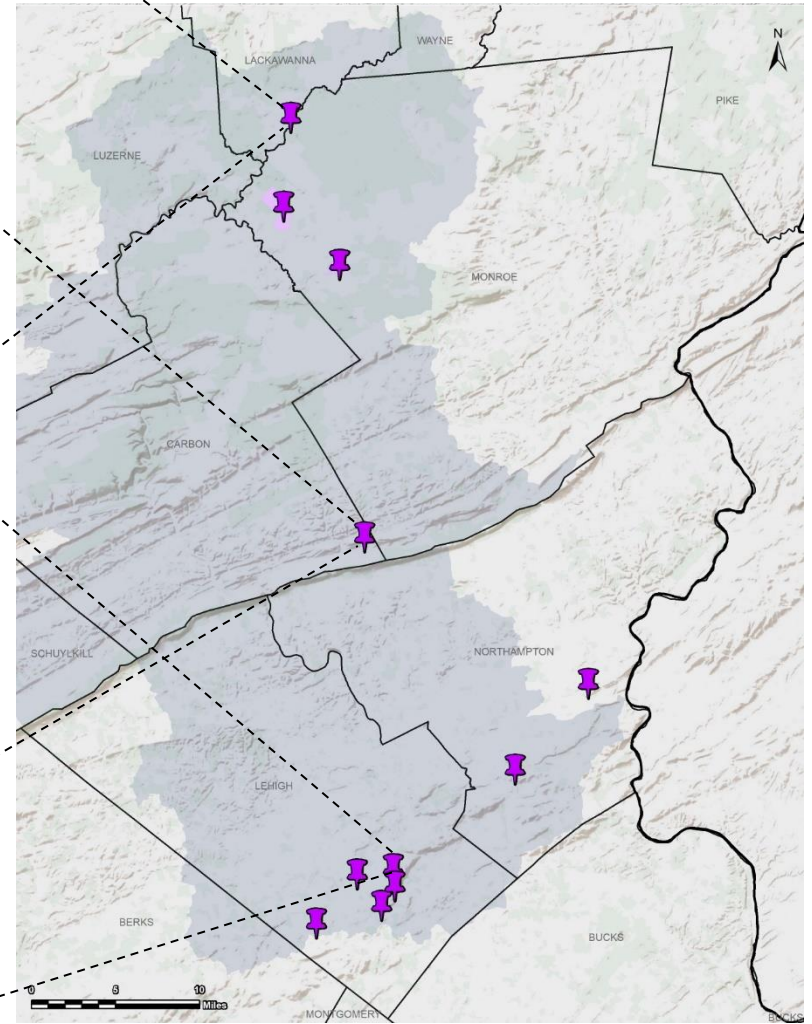
**MISSION:** Protect and restore critical natural areas and waterways, and educate the community to create a legacy of a healthy, sustainable environment for future generations.



# Geography



erve



# What We Wanted

## Conservation & Education

- Publicize our preserves
- Promote outdoor recreation activities
- Detail natural, historic, and cultural features
- Provide restoration project information
- Educate

## Development & Communications

- Share events
- Create a fundraising avenue
- Increase social media connections



# Why an App?

## Organizational Needs

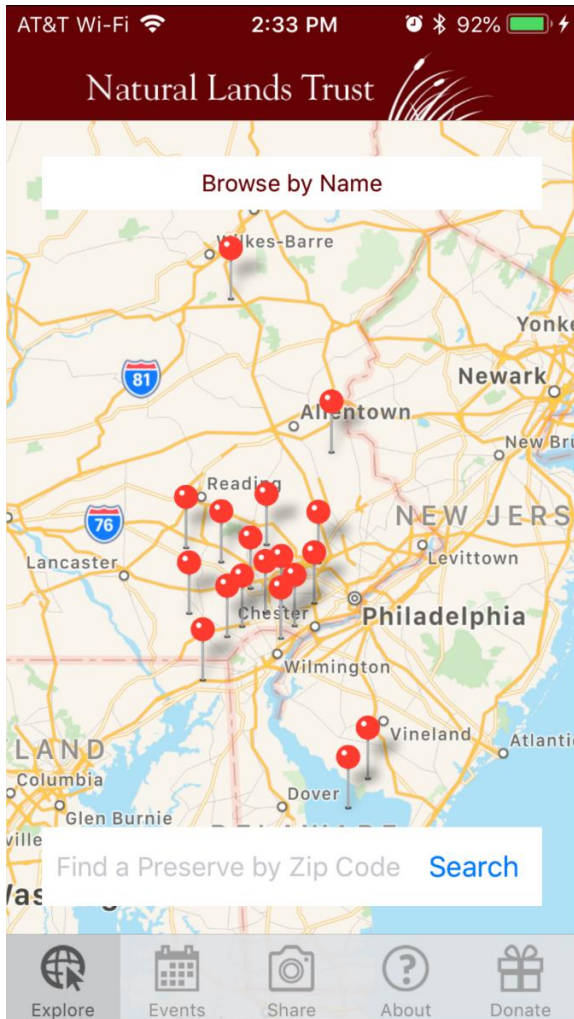
- Combined goals of conservation, education, and communications

## Increasing Use of Technology

- Youth engagement
- Existing apps
  - Geocaching, species identification, fitness trackers, citizen science...
- Digital, interactive maps
- Education

## An App Already Existed!

- Natural Lands

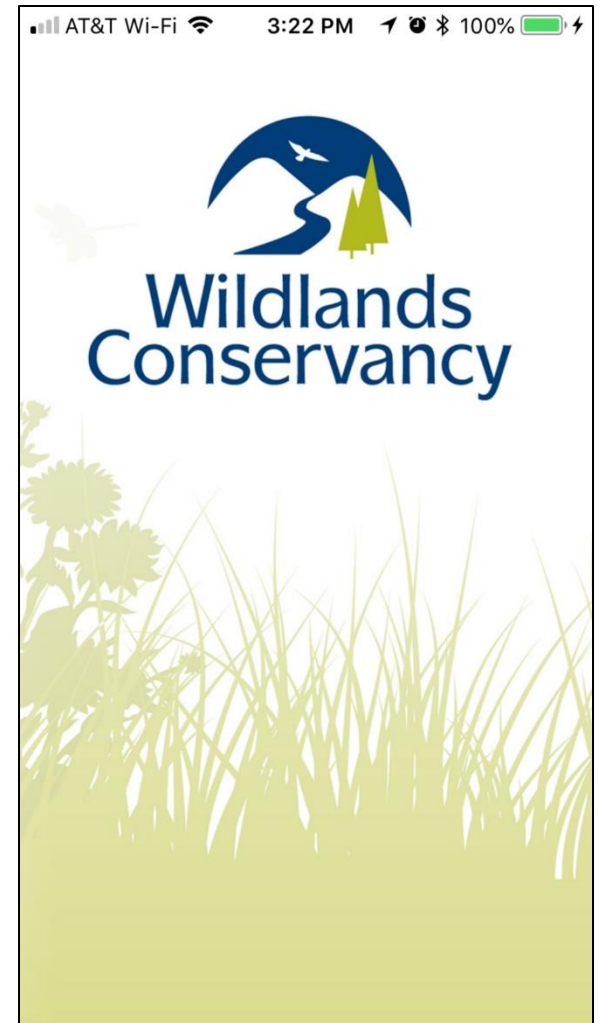




# Process

## Working Off A Template

- Natural Lands & Weblications
- Purchased the template
  - \$7,000 for 5 preserves
- Customization, mapping, etc.
- Modifications and Additions
  - POIs, push notifications, and events
  - User data collection



# The Final Product

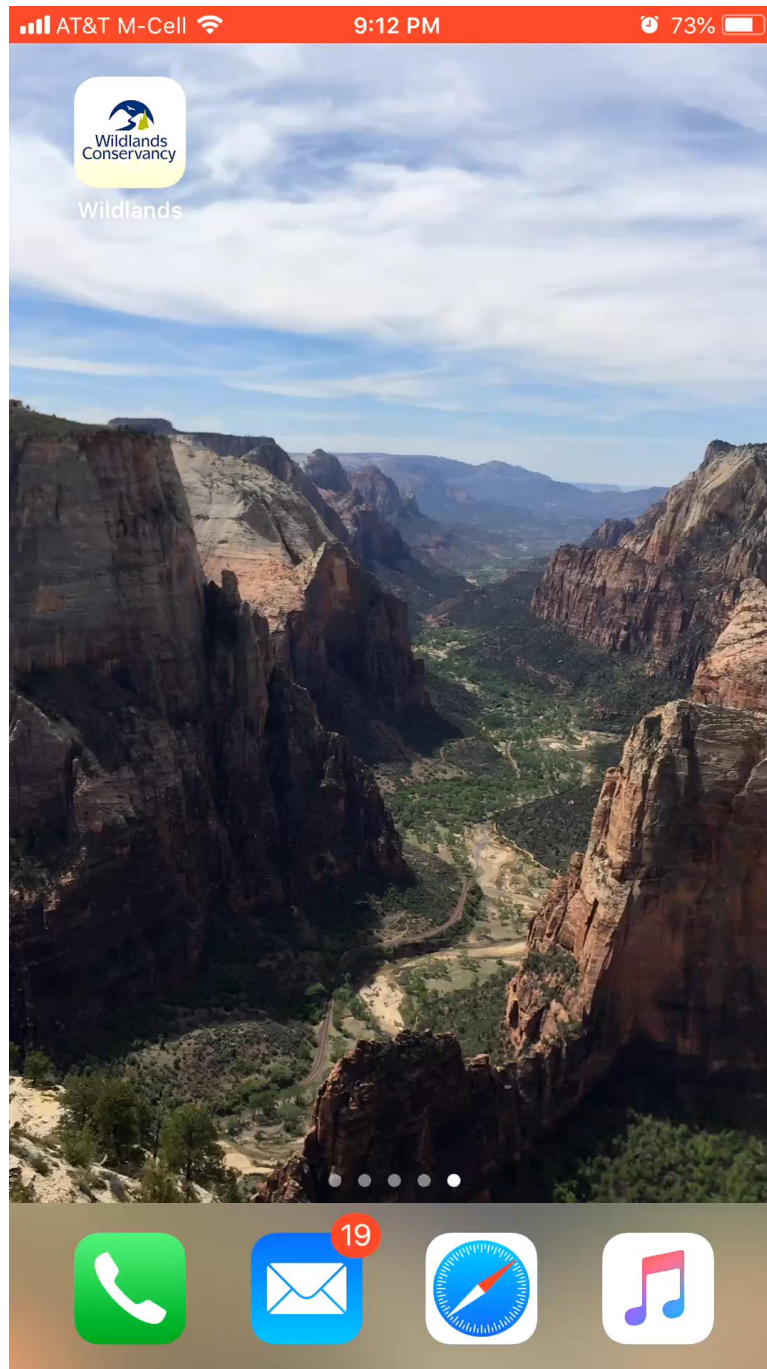
## Features

- Land trust information
- Location and individual preserve maps
- Preserve and trail descriptions
- Directions and zip code searching
- Events page, descriptions, and registration
- Social media sharing
- Donations and contact information options

## Uses

- Exploring and navigating
- Hiking
  - Georeferencing
- Learning
  - POIs
- Preserve updates
- Education programs and other events
  - Push notifications
- And so much more!





# CONTACT US

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# Let's Try It Out!

## Download the App to Explore Artsquest!

