



Wildlands Conservancy



CREATING LASTING CONNECTIONS TO NATURE SINCE 1973.



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Trails and Technology

Utilizing a Trail Friendly Mobile App

TODAY'S PRESENTER:

Michael Hock, *GIS Specialist*

Nic Ziegler, *Conservation Grants Manager*

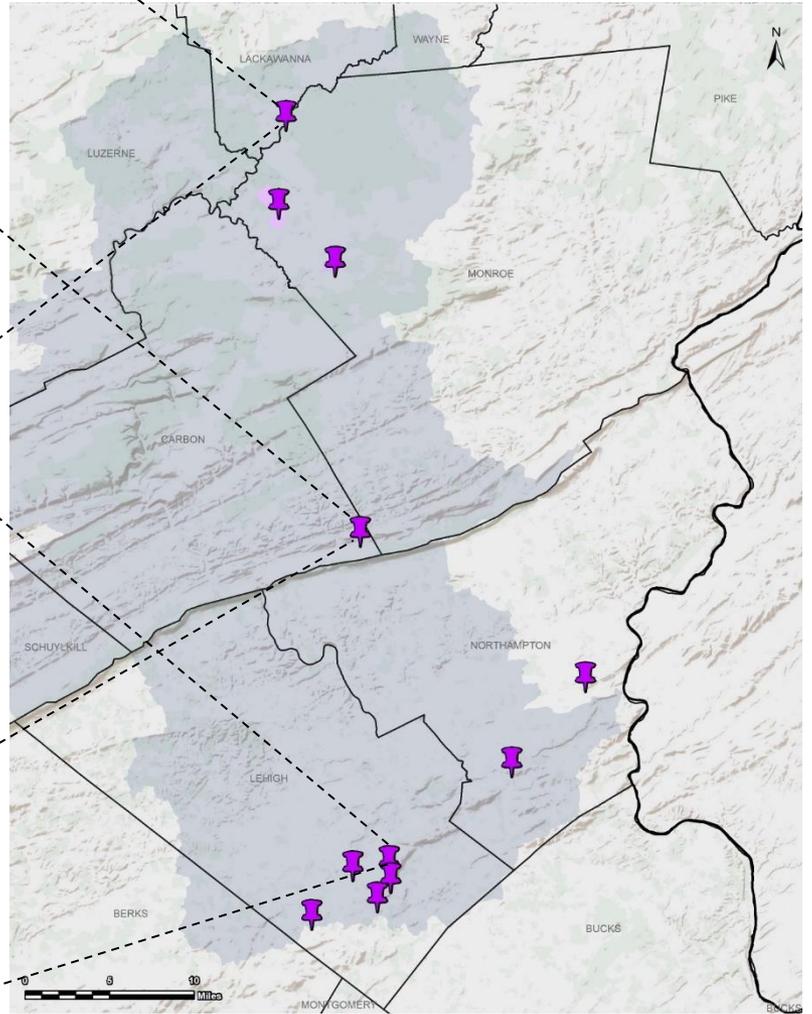
MISSION & VISION

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



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

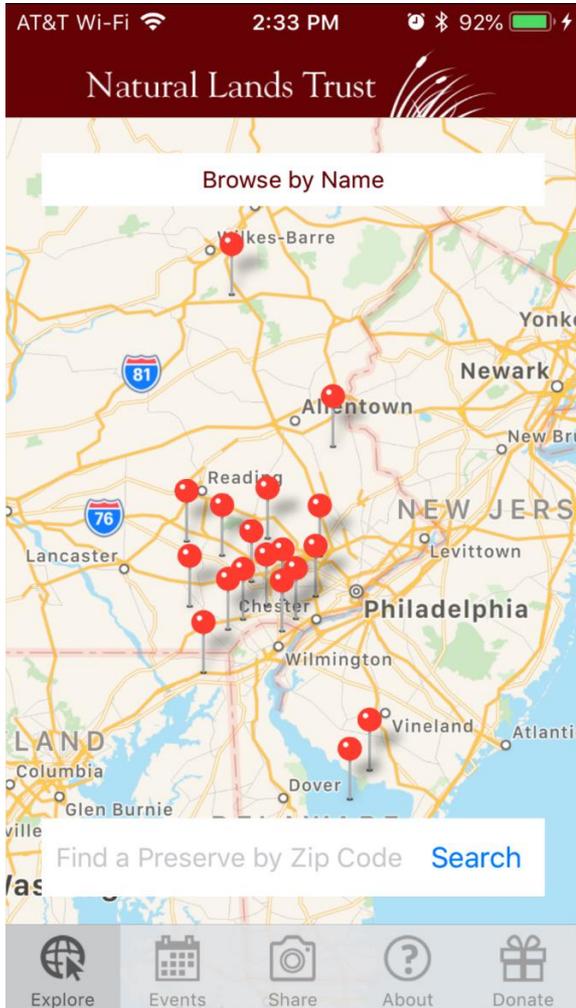
- Combined goals of conservation, education, and communications

Increasing Use of Technology

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

An App Already Existed!

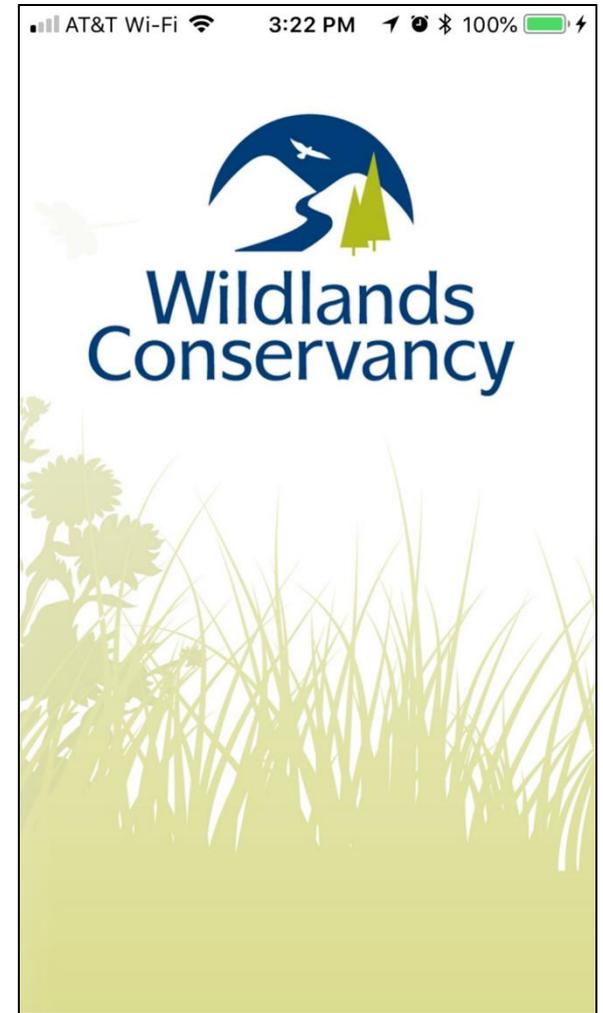
- Natural Lands



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

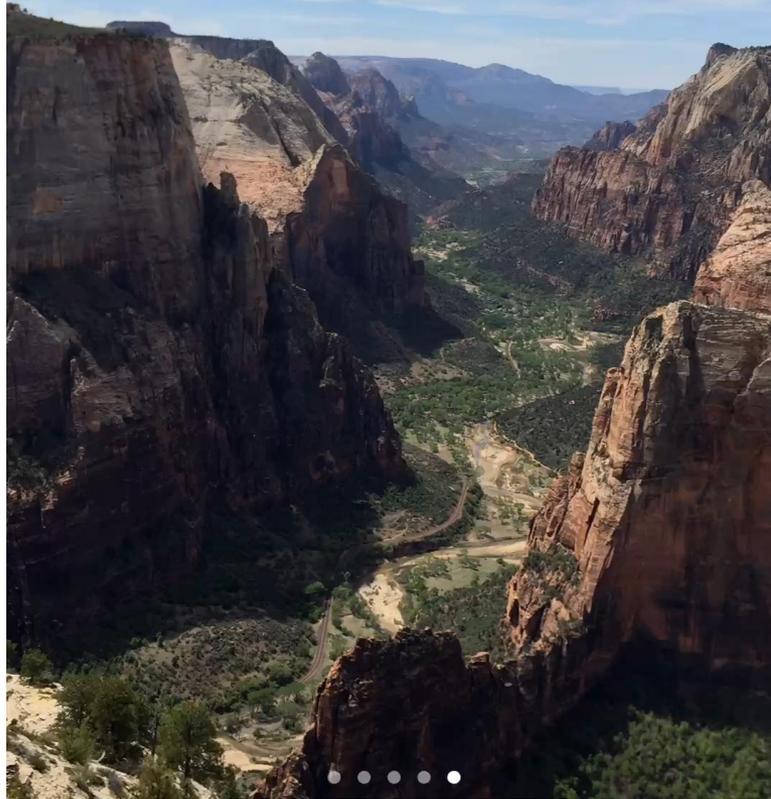
- Land trust information
- Location and individual preserve maps
- Preserve and trail descriptions
- Directions and zip code searching
- Events page, descriptions, and registration
- Social media sharing
- Donations and contact information options

Uses

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



Wildlands



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Let's Try It Out!

Download the App to Explore Artsquest!

