



Access to the great outdoors for all.

Emmalee Dolfi, Senior Manager of Enterprise Data Systems, The Trust for Public Land

The logo for The Trust for Public Land, featuring a green rectangular background with the text "THE TRUST FOR PUBLIC LAND" in white, stacked vertically.

THE
TRUST
FOR
PUBLIC
LAND



Our mission

LAND FOR PEOPLE

The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.





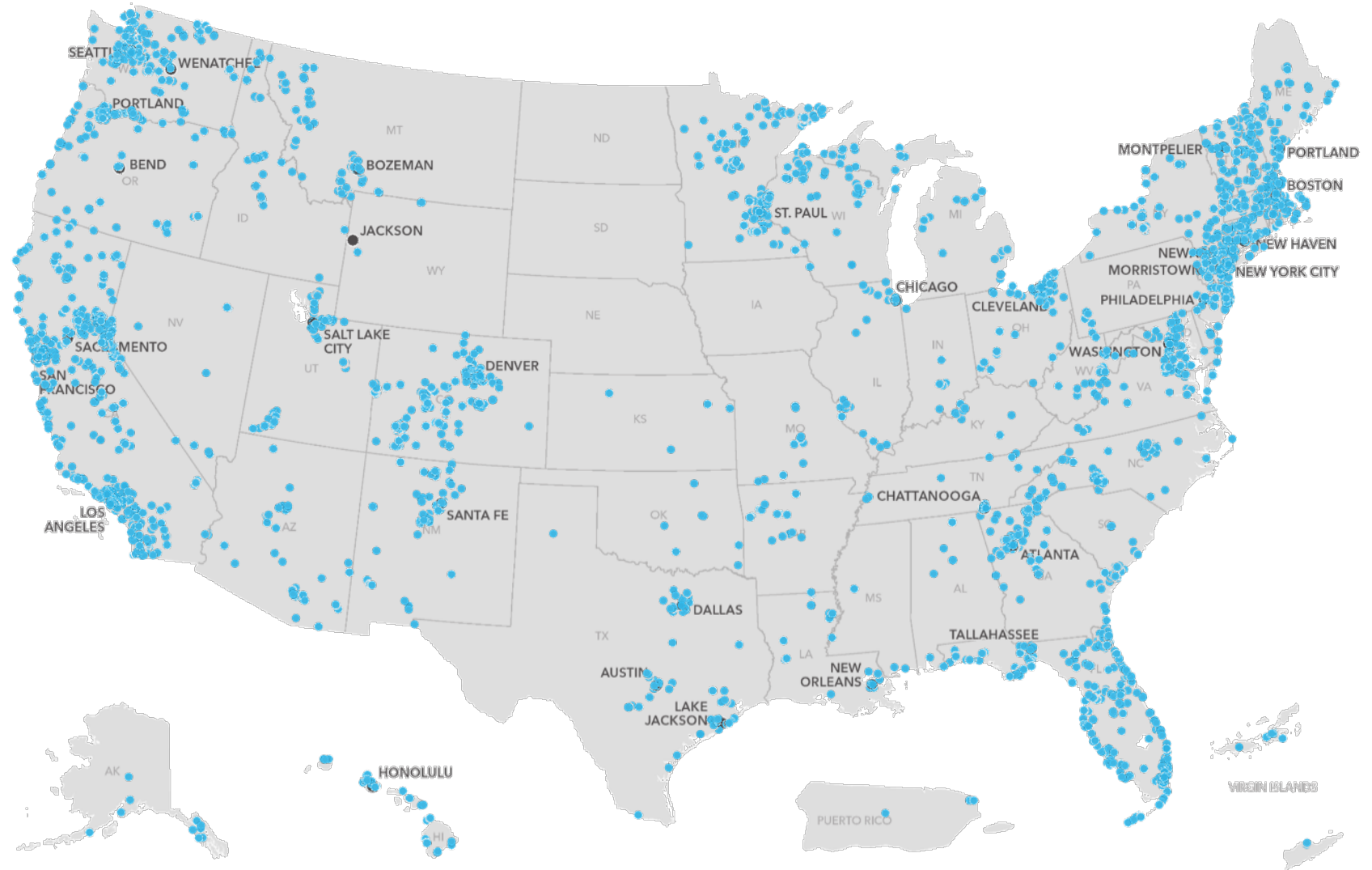
We believe

- People need and deserve access to nature
- Our work should span cities to wilderness
- When we engage community, we create community
- Equity means everyone



Our impact

SINCE 1972





Our impact

FROM NEIGHBORHOOD PARKS
TO NATIONAL PARKS

5 thousand+ places created

3 million+ acres protected

70 billion+ public funds generated

8 million+ people within a 10-min walk

Land for people

STRATEGY

Parks for People

GOAL

A quality park within a 10-minute walk of home for all



The 606, Chicago



Stringer's Ridge, Chattanooga



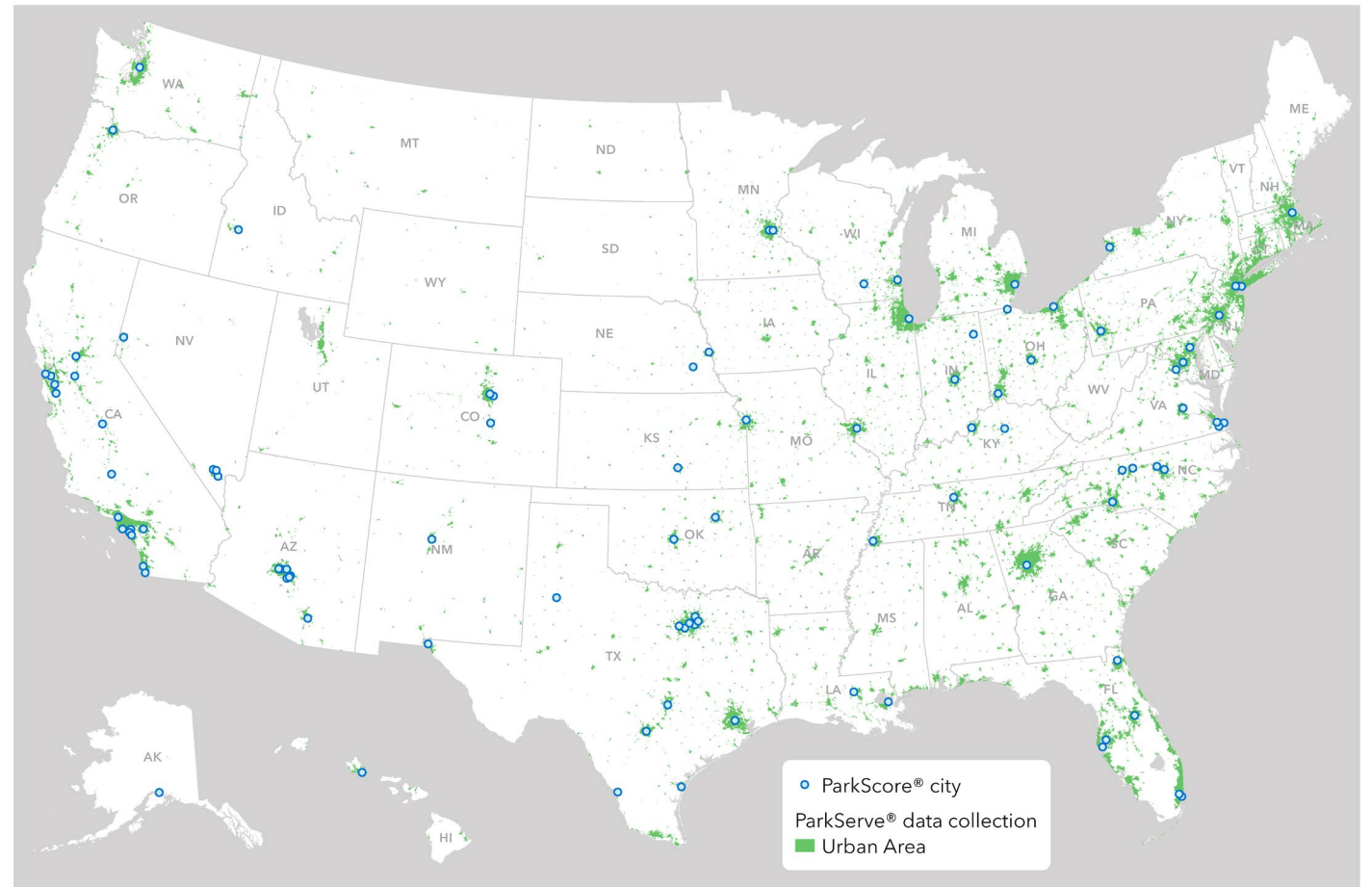
Rio Grande Farm Park, Alamosa, Colorado

FROM BIG CITIES...

...TO SMALL TOWNS

Creating ParkServe®

- **14,000** municipalities
- **85%** of US residents
- **130,000** local/urban parks and greenspace



ParkServe®

THE TRUST FOR PUBLIC LAND

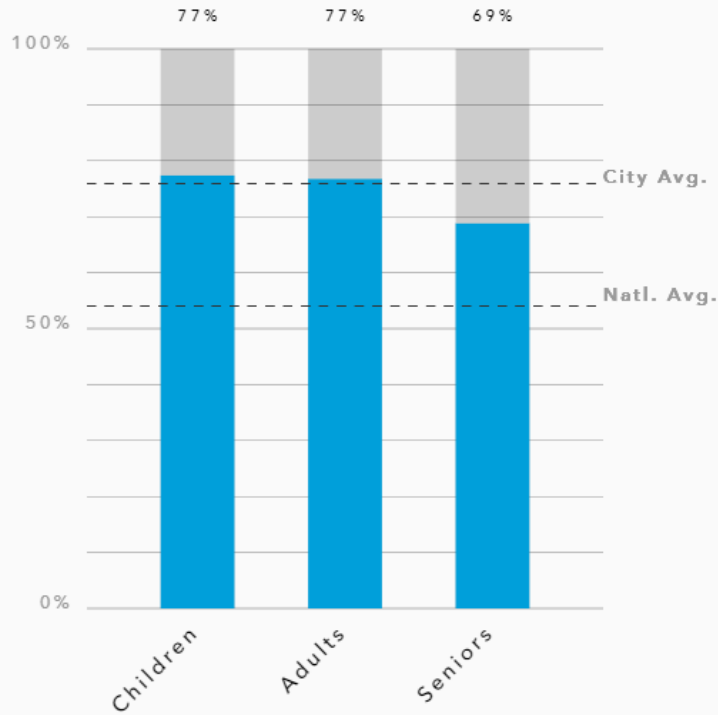
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THE
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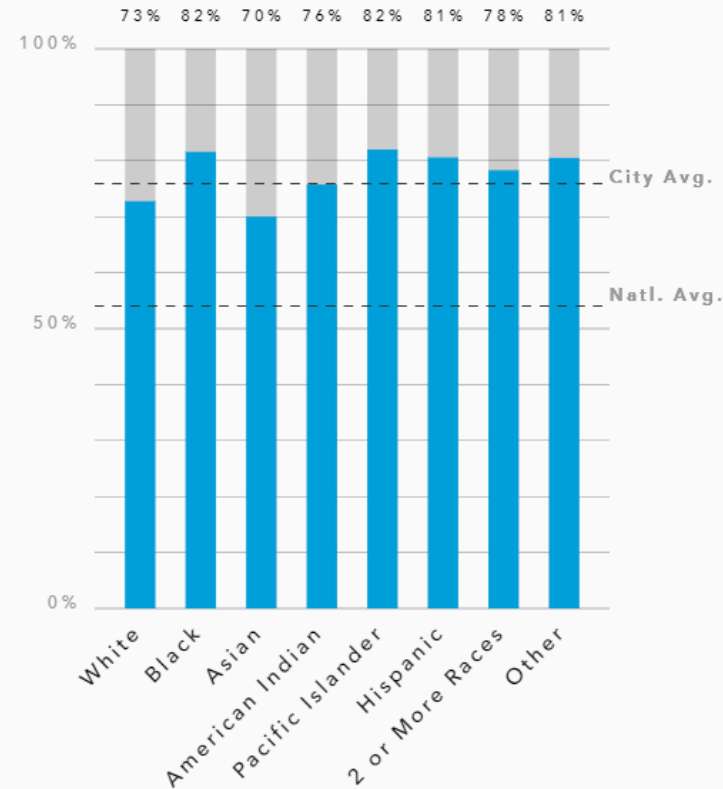
Strategizing locally

Population within a 10-minute walk

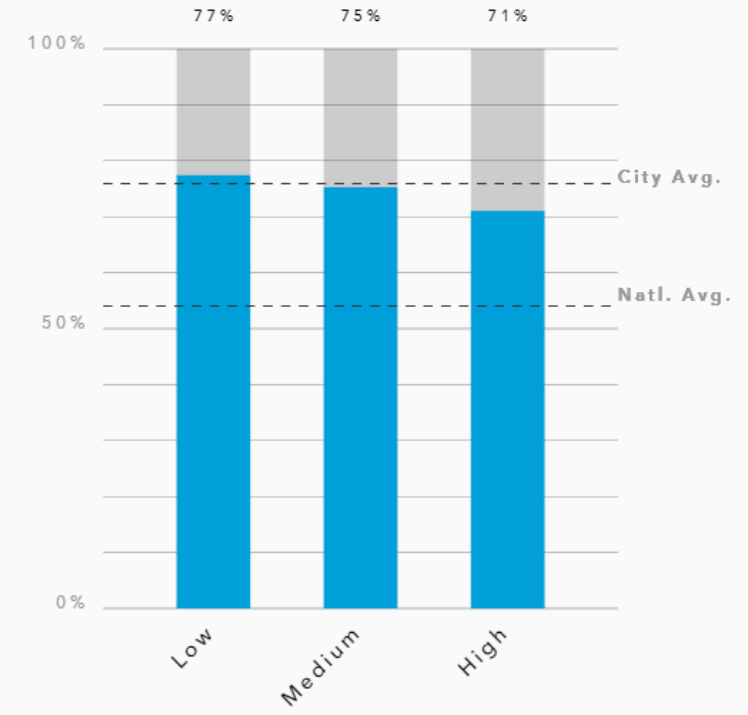
Age



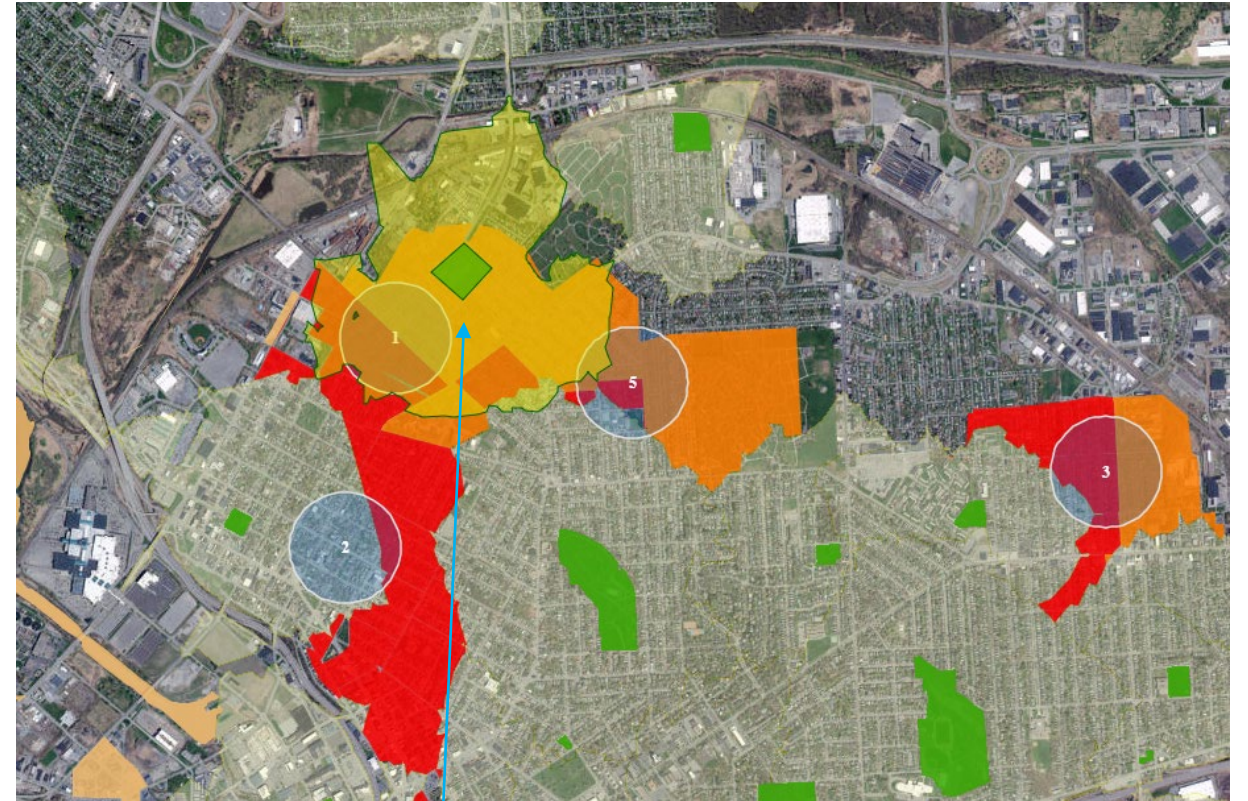
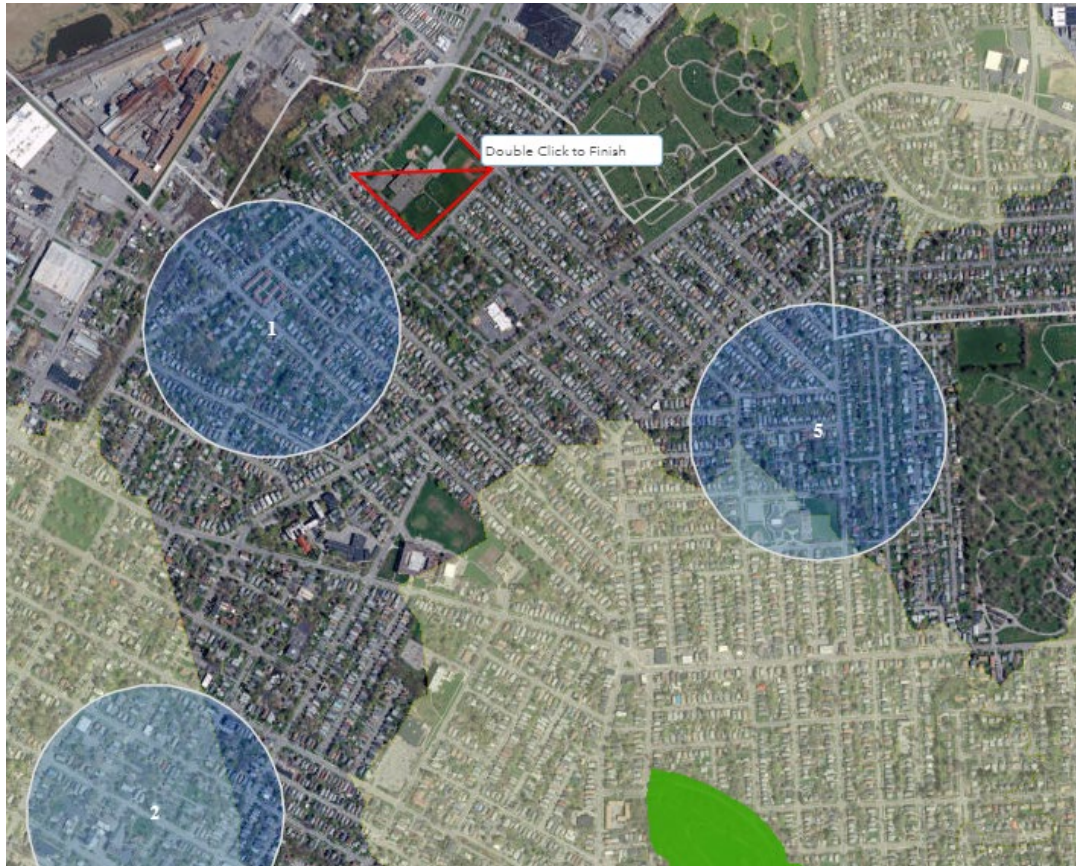
Race/ethnicity



Income



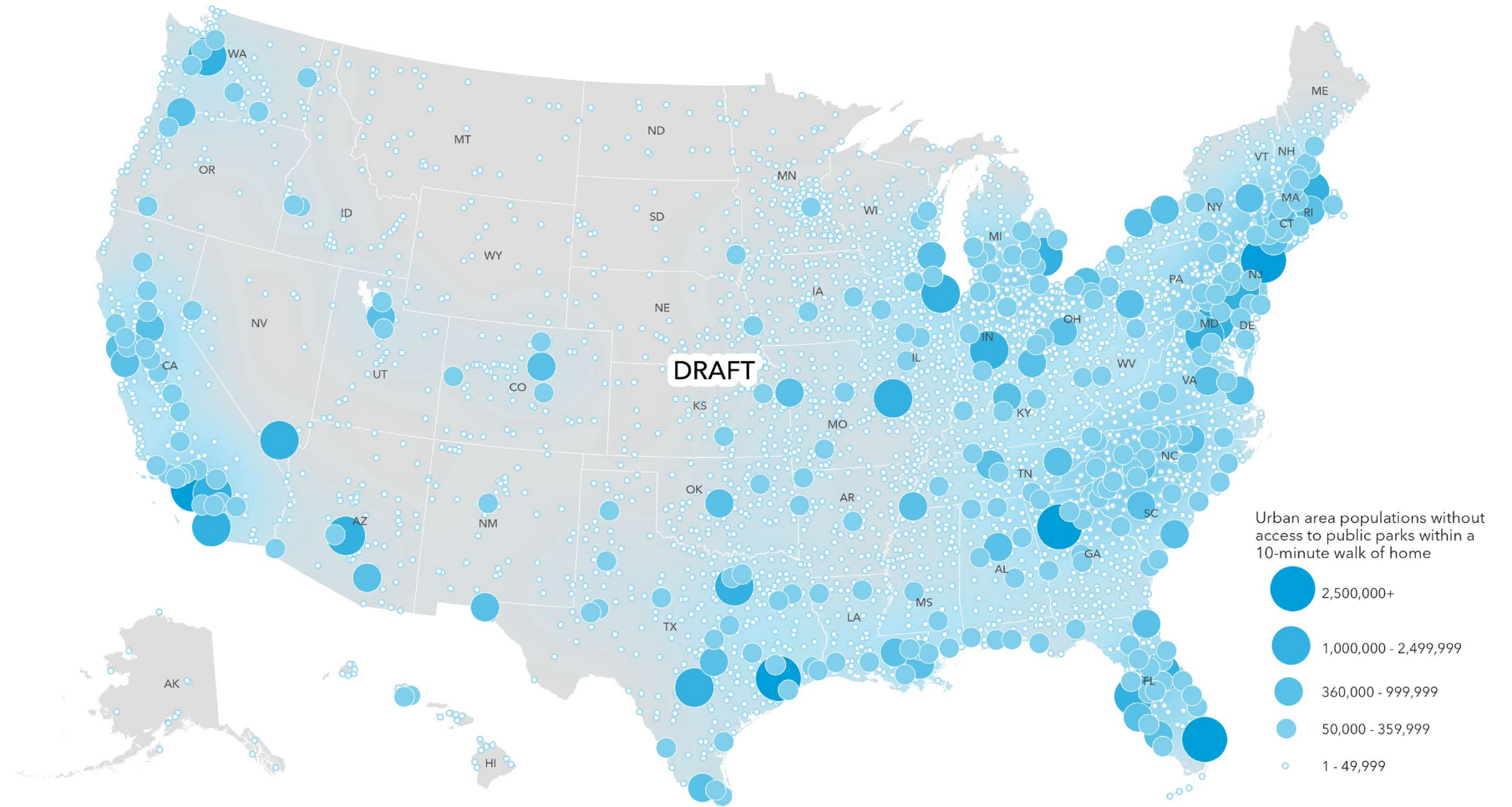
Strategizing locally



3,200 additional Syracuse residents would live within a 10-minute walk of a park!

Strategizing nationally

URBAN PARK NEED



Where do we need more park access?

URBAN AREA POPULATIONS WITHOUT ACCESS TO PUBLIC PARKS WITHIN A 10-MINUTE WALK OF HOME

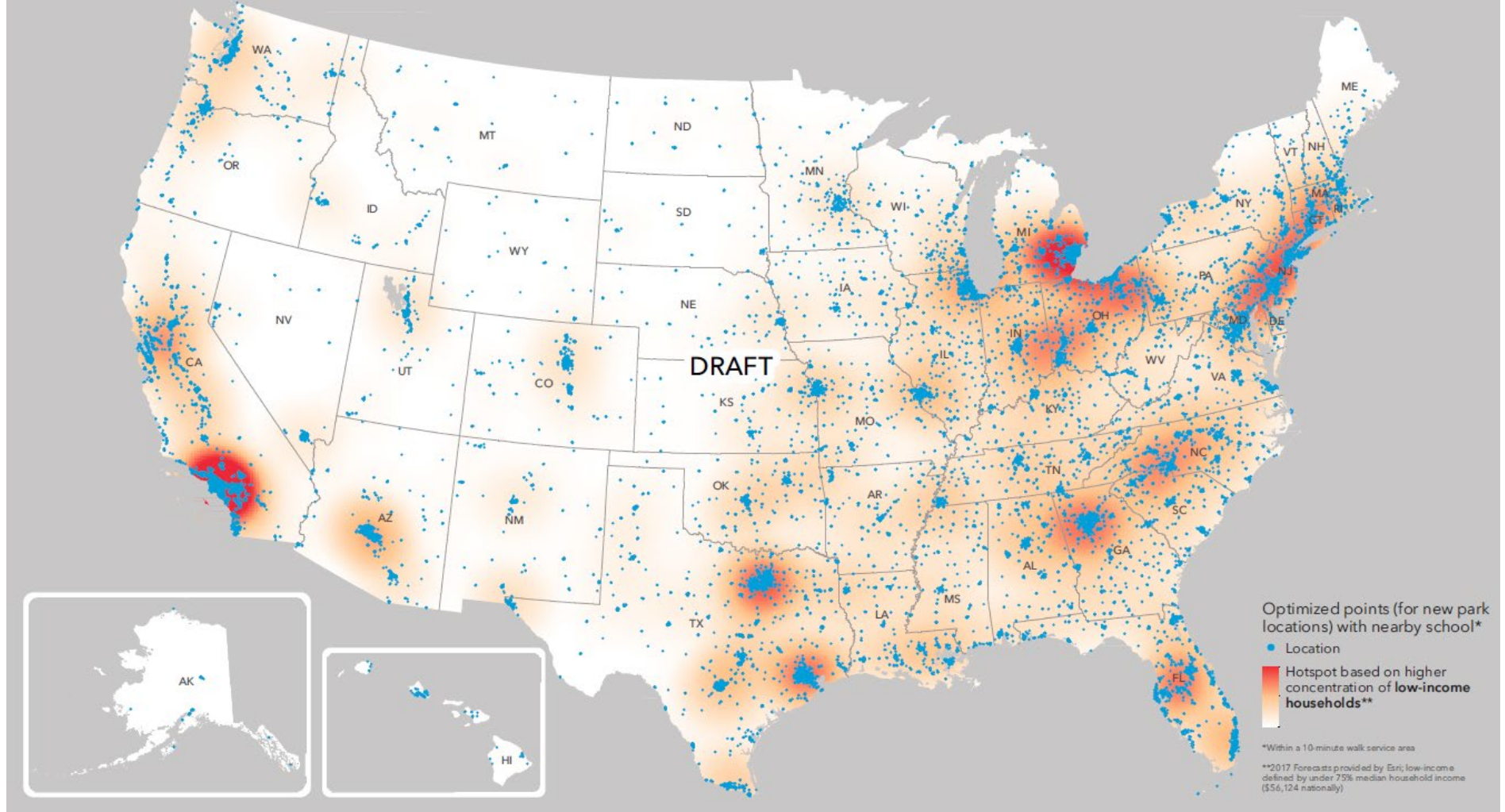
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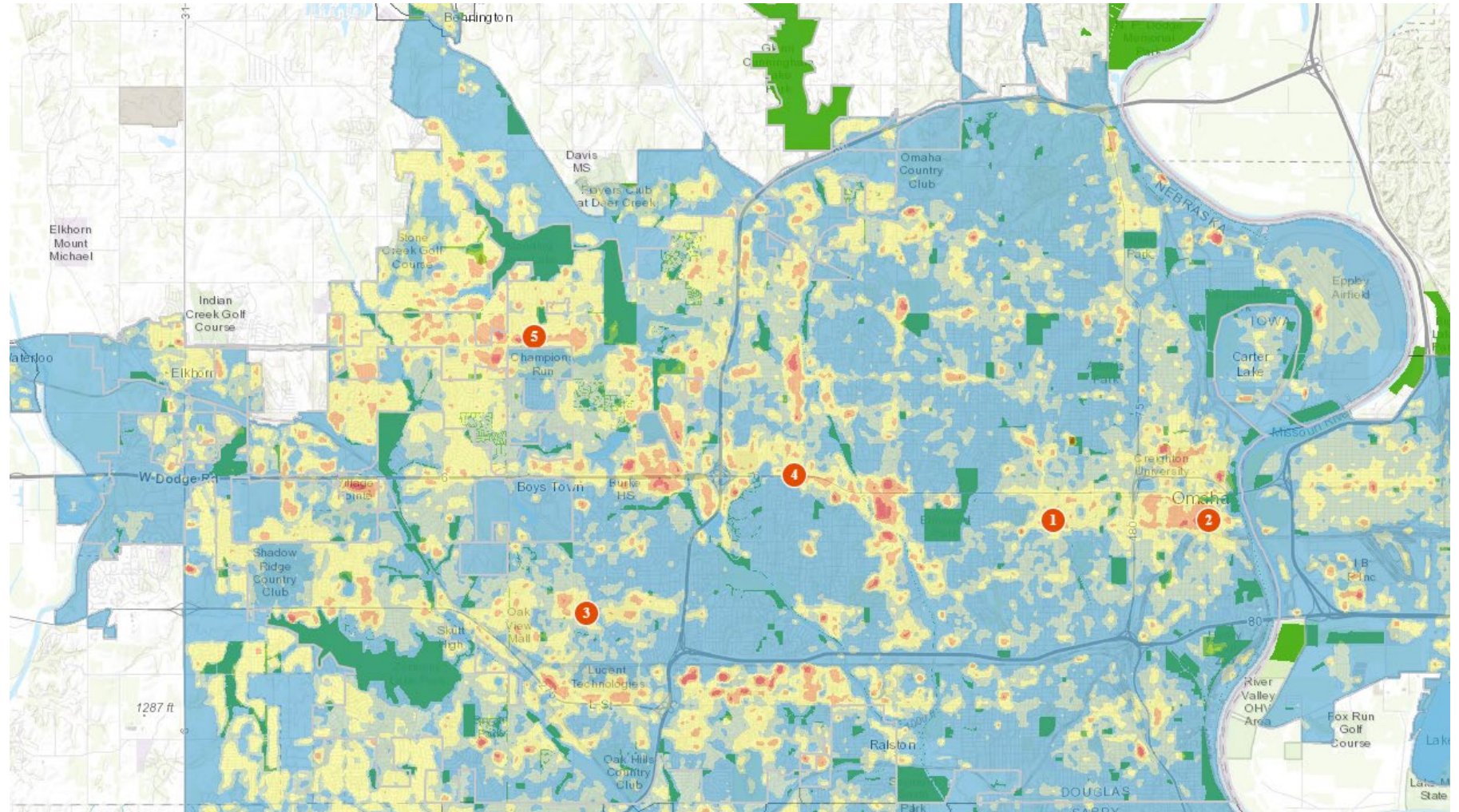
Strategizing nationally

URBAN PARK
NEED NEAR
SCHOOLS



Strategizing nationally

URBAN HOT SPOTS IN AREAS OF PARK NEED



Land for people

STRATEGY

Our Land

GOAL

Access to great outdoor experiences



Yosemite National Park, California



Appalachian Trail, Maine



San Gabriel Mountains, Los Angeles

FROM BACK COUNTRY...

...TO RIGHT OUTSIDE CITY LIMITS



Access Impact Methodology (AIM)

Creating ready and equitable access to the great outdoors for everyone in America, no matter where they live



SUPPLY

Public Land Unit Lenses

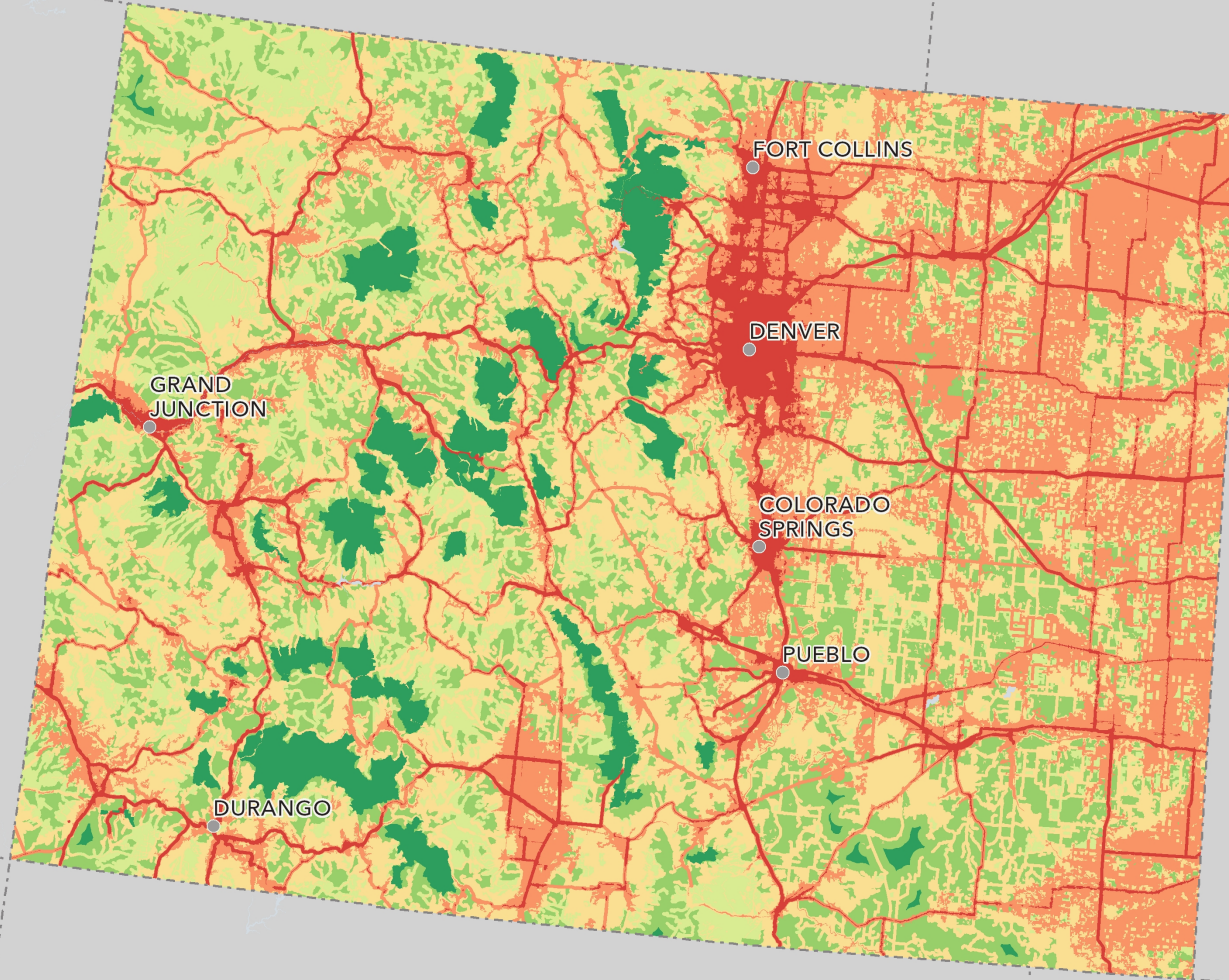
what experiences do open space types provide?

DEMAND

Community Lenses

what are the needs and what is available?

RECREATION OPPORTUNITY SPECTRUM (ROS)



ROS is a modeled dataset that shows remoteness for any given area. Remoteness indicates what types of recreation opportunities may be available.

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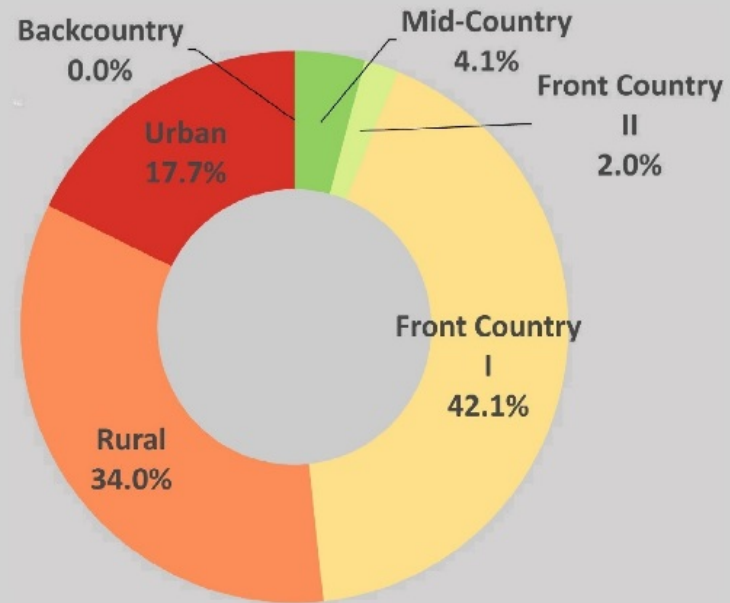
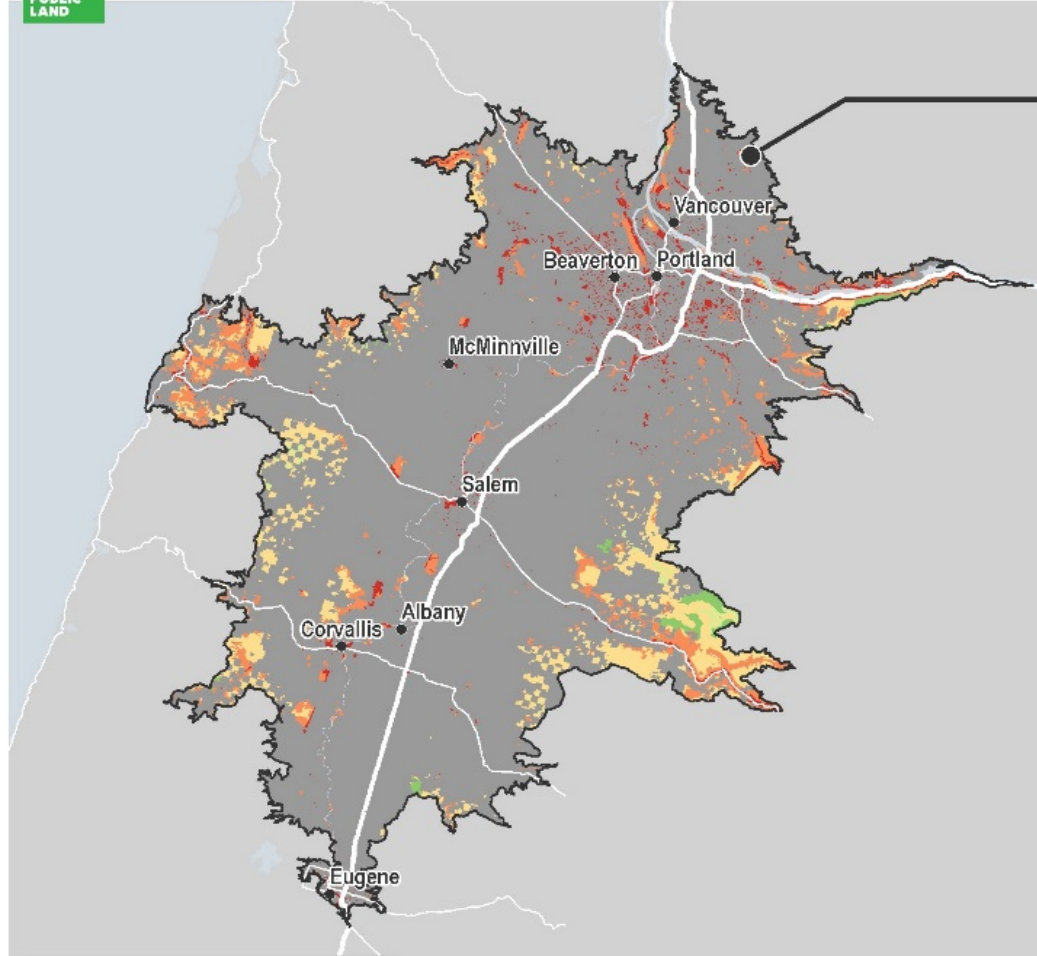
Recreation Opportunity Spectrum



ROS (RECREATION OPPORTUNITY SPECTRUM)

SALEM, OREGON
Total population: 160,380

2 Hour Drive Time



ROS is a modeled dataset that shows remoteness for any given area. Remoteness indicates what types of recreation opportunities may be available.

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Recreation Opportunity Spectrum

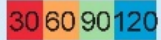




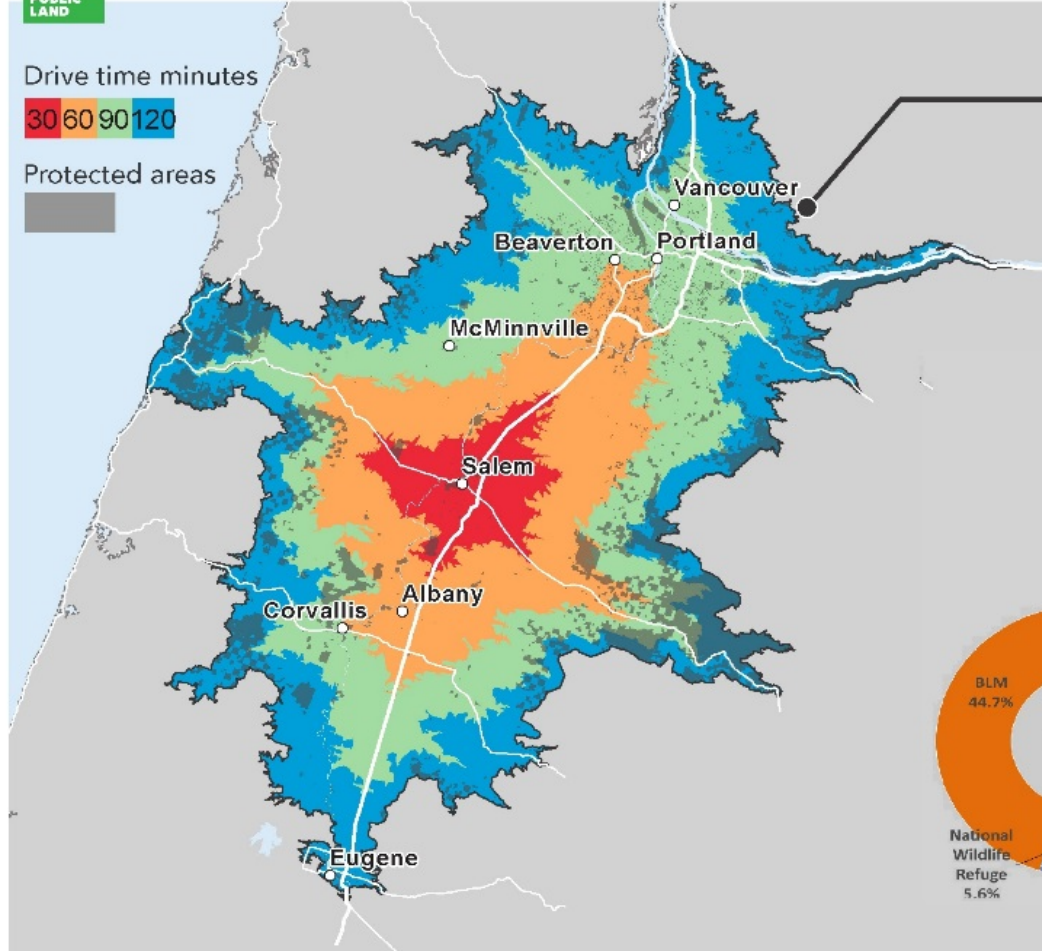
PUBLIC LANDS AND RECREATION

SALEM, OREGON
Total population: 160,380

Drive time minutes

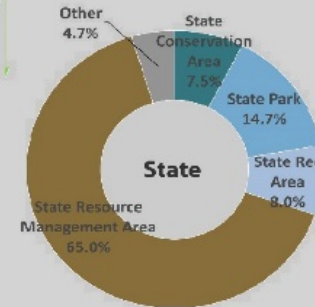
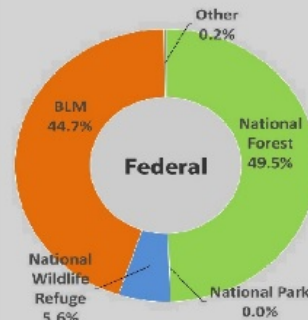
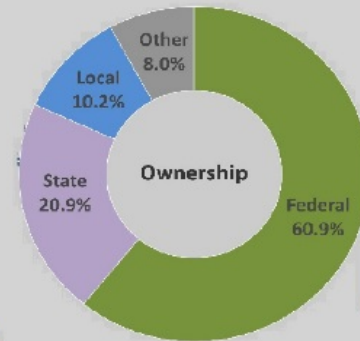


Protected areas



2-hour drive time

	<i>Acres</i>	<i>Percent area</i>	<i>Acres per person</i>
Public land	590,331	14.3%	4
Conservation easement	17,819	0.4%	0



Recreation demand

Index of 100 represents national average



Index participated in hiking in the last year

105



Index participated in backpacking in the last year

113



Index participated in fishing in the last year

101



Index participated in hunting with a rifle in the last year

93



Index went on an overnight camping trip in the last year

103



Index participated in canoeing or kayaking in the last year

99



Index participated in mountain biking in the last year

107



Index went bird watching in the last year

103



Index amount spent on camping equipment

82



Index amount spent on hunting & fishing equipment

80

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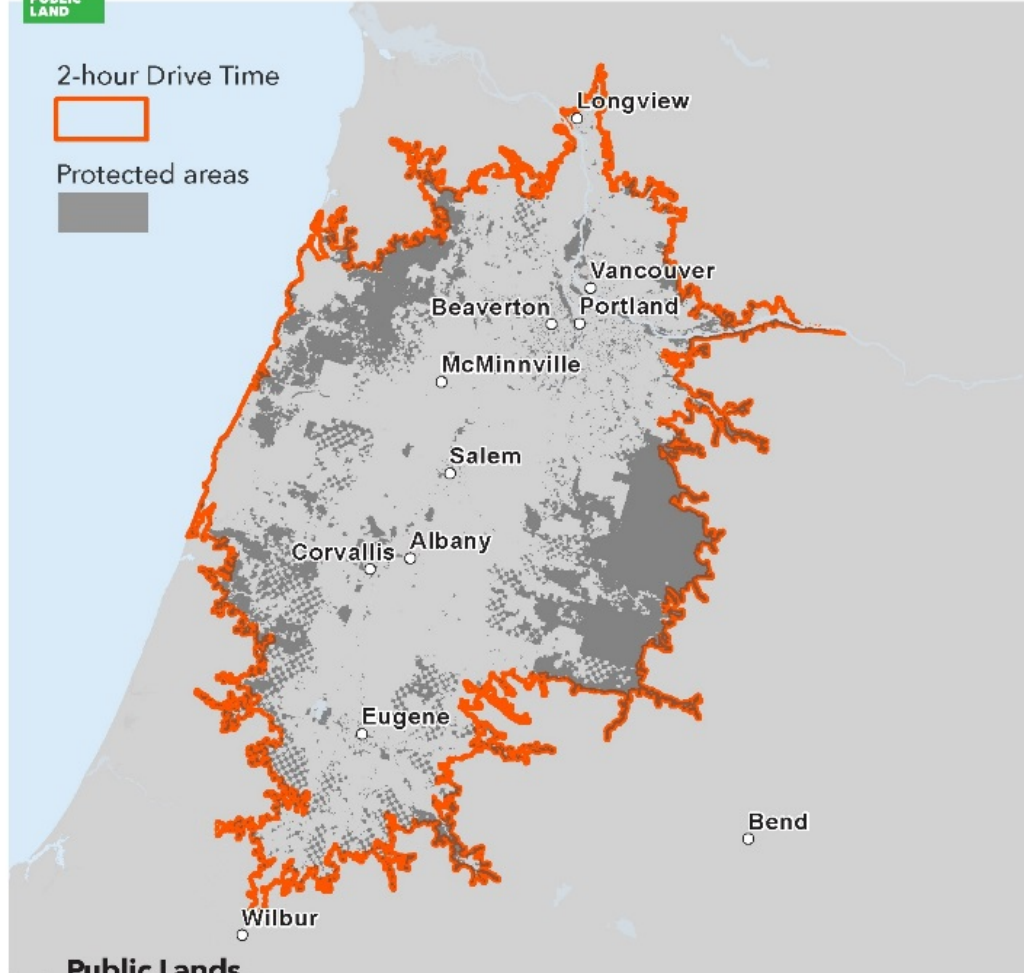
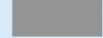
SOCIAL VULNERABILITY

SALEM, OREGON
Total population: **165,386**

2-hour Drive Time



Protected areas



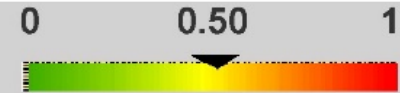
	City of Salem	Oregon Cities	U.S. Cities
People of Color			
Percent of Population	32.4%	27.1%	49.6%
Acres Protected per Person	39.2	TBD	TBD
Low-Income Households			
Percent of Households	15.8%	16.2%	25.7%
Acres Protected per Person	139.1	TBD	TBD
Linguistic Isolation			
Percent of Population	4.5%	3.9%	6.3%
Acres Protected per Person	313.2	TBD	TBD
Less than H.S. Diploma			
Percent of Population	12.6%	9.5%	13.7%
Acres Protected per Person	152.5	TBD	TBD
Population Over 64			
Percent of Population	14.8%	14.8%	14.0%
Acres Protected per Person	85.7	TBD	TBD
Population Under 5			
Percent of Population	6.9%	6.1%	6.4%
Acres Protected per Person	185.2	TBD	TBD

Public Lands

within 2-Hour Drive Time

	Acres	Percent Area	Acres per Person
Public Land	2,098,765	26.5%	12.7
Conservation Easement	22,890	0.3%	0.1

Overall Social Vulnerability Index



SOCIAL MEDIA POPULARITY

SALEM, OREGON
Total population: 160,380

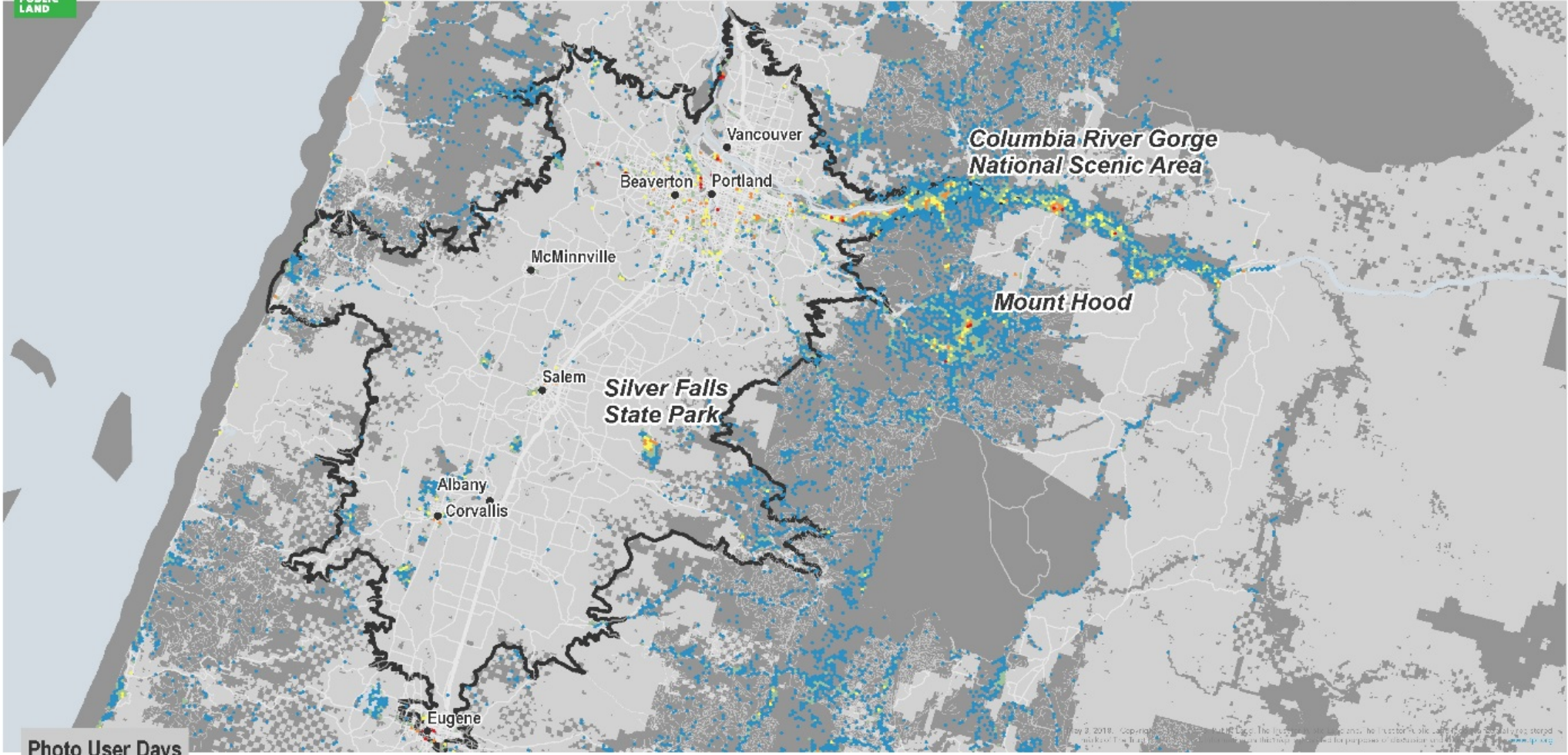


Photo User Days
Yearly Average

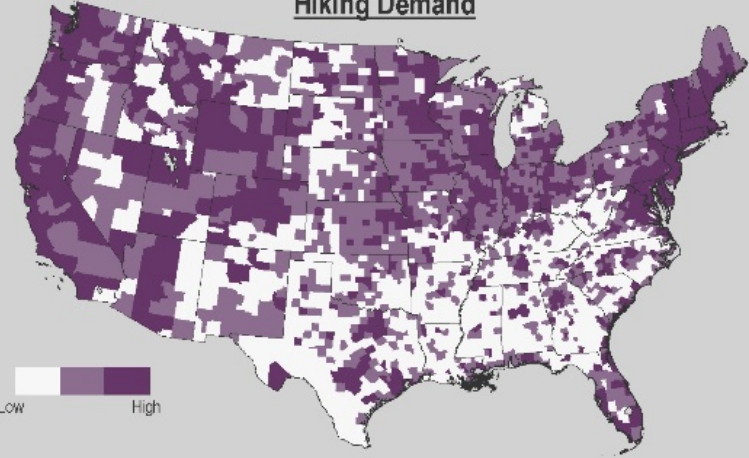
- Very Low
 - Low
 - Moderate
 - High
 - Very High
- Protected Areas

Since fine-scale data on numbers of visitors is often only that the image was taken, the InVEST model counts the total collected at a few specific locations in any study region, we photo-user-days for each grid cell or polygon. One photo-user-assume that current visitation can be approximated by the total day at a location is one unique photographer who took at least number of annual person-days of photographs uploaded to the one photo on a specific day. For each cell, the model sums the photo-sharing website flickr. Many of the photographs in flickr number of photo-user-days for all days from 2005-2014 (or a have been assigned to a specific latitude/longitude Using this user-defined range within those years), and returns the location, along with the photographer's user-name and date average annual number of photo-user-days (PUD_YR_AVG).

The National Capital Project (2017). WCCST Respiration and Climate. Retrieved from <http://data.unhcr.org/geoquery/geoquery.html>

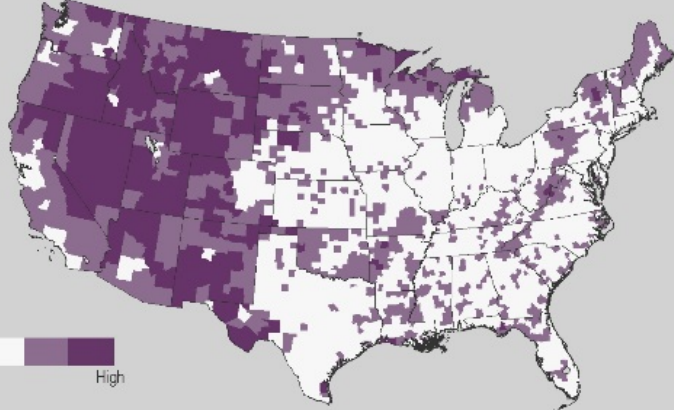
HIKING SUPPLY AND DEMAND

Hiking Demand



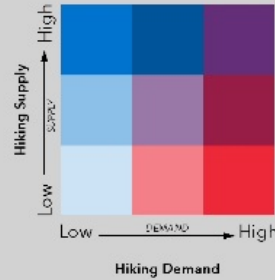
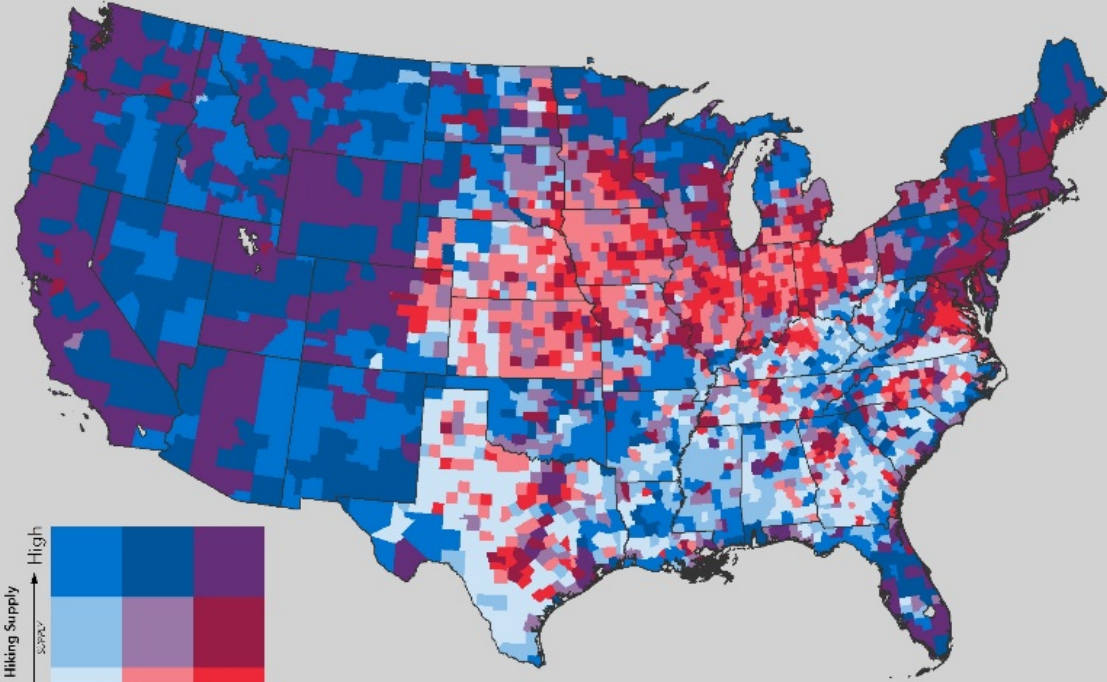
Low High

Protected Lands



Low High

Supply vs Demand



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This map was created by calculating a hiking supply versus demand index. The hiking population (demand) was determined by the number of people who have self-reported hiking within the last year. The supply was calculated by the amount of public land per person in each county. Both supply and demand were then divided into 3 equal intervals representing high, medium, and low. The nine possible combinations of these intervals became the nine possible hiking index classes.



Imagine if...

...all cities could quickly determine where new parks and increased access to the great outdoors can have the biggest impact.



118 million people do not meet recommendations for aerobic physical activity.

Over 100 million people do not live within a 10-minute walk of a quality park.

Thank you.

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