

## Shawangunk Ridge, NY

In partnership with Open Space Institute, we have protected more than 21,300 acres on and around the Shawangunk Ridge.

Photo by: Chris Bennett

# Reimagining Rural Land Conservation & Outdoor Recreation Session 4

September 11, 2024



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# Welcome!

In the chat, share:

- Your name
- Where you're joining from



# Agenda

## Effective and Equitable Community Engagement

- Welcome
- Session 3 Recap
- Session 4 Overview
- Panel Discussion
- Q&A
- Breakout Discussions
- Closing



# Recap: Effective and Equitable Community Engagement

A holistic approach to conservation and outdoor recreation can ensure community development strategies are inclusive, cohesive, and contextual to the local needs.

## Challenges:

- Strict guidelines/requirements for engagement leave no room for slow and creative engagement
- More engagement with funders and external partners than with the communities
- No staff capacity, under-resourced organizations
- Tension with second-home owners or part-time residents in rural communities





# Recap: Effective and Equitable Community Engagement

## Strategies:

- Identifying community networks and clusters and their relationships
- Meet groups where they are already gathering, find a neutral place
- Be proactive in meeting new groups, act in a genuine and non-transactional manner
- Ally with trusted organizations and local foundations
- Create excitement and uplifting engagement
- Find community champions and hire community liasons



# Recap: Strategies & Insights From the Field

- Measuring the success of community engagement efforts is not easy as experiences are subjective and most of the time work moves at the pace of trust.
- Think critically, no negative feedback means some voices perhaps are not in the room
- Understand, use, and commit to Diversity, Equity, and Inclusion (DEI) standards and frameworks
- Collaboration reinforces accountability







## Session 4: How to use GIS data to evaluate landscape opportunities?

Today's session will cover strategies to make GIS science approachable, useful, and relevant to rural communities

**Opportunities to fill data gaps through community engagement:** Gather community input to support community narratives

Use geospatial data to understand investment trends and historical inequities to help **direct equitable investments**

**Strategies** to avoid extractive engagements with communities

Identify tools and the **diversity of products**

# Today's Speakers



**Angus McCusker**  
Velomont Trail Collective



**Mitch Hannon**  
The Trust for Public Land





# Q&A

*Drop your questions in the chat!*





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# Group Activity

## Zoom Whiteboard





# Instructions

The image shows a Zoom Whiteboard interface. At the top, a header bar contains a back arrow, the title "Zoom Whiteboard Tes...", a cloud icon, a menu icon, a toolbar with icons for erasing, deleting, and undo, and a right-hand toolbar with a comment icon, a view icon, a "1W" indicator, and a "Share" button. On the left side, a vertical toolbar contains icons for selection, drawing, erasing, text, sticky notes, and other tools. The main workspace is a light gray grid. In the center of the grid, the text "1. Where do you see GIS adding the most value to your project? (e.g., community engagement, mapping assets, directing investment)" is displayed. At the bottom, a footer bar includes undo and redo buttons, a trash icon, a notification box stating "Who can see what you share here" with a link "Don't show again" and a close button, and a right-hand toolbar with a hand icon, a location pin, a search icon, a zoom level of "88%", and a zoom in/out icon.

Zoom Whiteboard Tes...

1. Where do you see GIS adding the most value to your project? (e.g., community engagement, mapping assets, directing investment)

Who can see what you share here [Don't show again](#) X

88%

# Instructions

The image shows a Zoom Whiteboard interface. At the top, there is a header bar with a back arrow, the title "Zoom Whiteboard Tes...", and several icons for collaboration. On the right side of the header, there are icons for chat, a red "1W" indicator, and a blue "Share" button. The main workspace is a grid with a text prompt: "1. Where do you see GIS adding the most value to your project? (e.g., community engagement, mapping assets, directing investment)". On the left side, a vertical toolbar contains various drawing and editing tools. The "Sticky note" tool, represented by a notepad icon, is highlighted with a red circle. A tooltip next to it reads "Sticky note N shift N". At the bottom of the interface, there is a footer bar with navigation icons, a sharing status "Who can see what you share here" with a link "Don't show again", and a zoom control showing "88%" with a dropdown arrow and a magnifying glass icon.



# Instructions

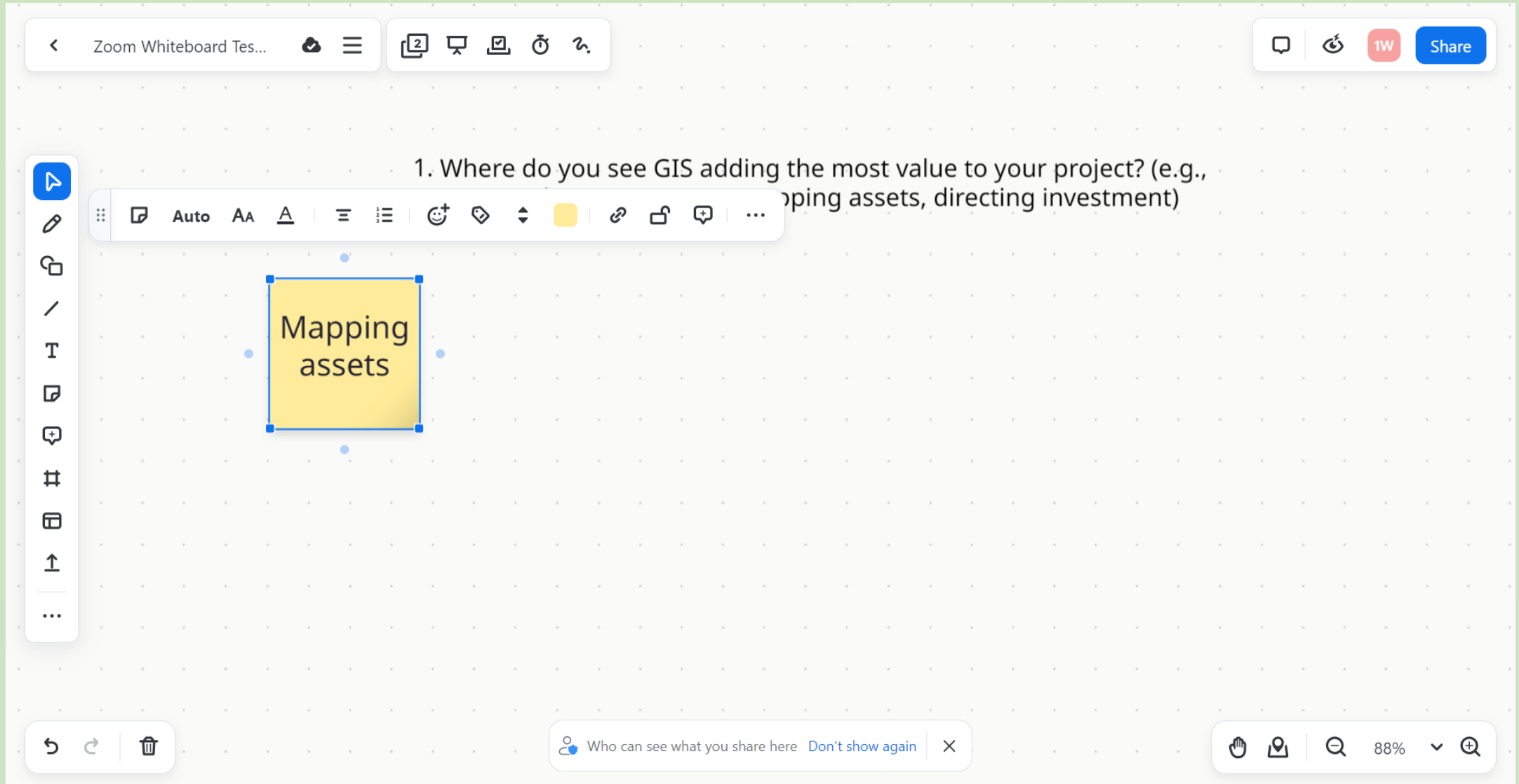
The screenshot displays the Zoom Whiteboard application interface. At the top, a navigation bar includes a back arrow, the title "Zoom Whiteboard Tes...", and icons for undo, redo, and a menu. On the right side of the top bar are icons for chat, a refresh symbol, a red badge with "1W", and a blue "Share" button.

The main workspace features a text prompt: "1. Where do you see GIS adding the most value to your project? (e.g., mapping assets, directing investment)". Below this prompt is a yellow sticky note with a vertical line drawn on it. A context menu is open above the sticky note, showing options like "Auto", "AA", "A", and various formatting icons.

On the left side, a vertical toolbar contains icons for a pointer, eraser, lasso, text, sticky notes, comments, grid, frames, and a zoom tool.

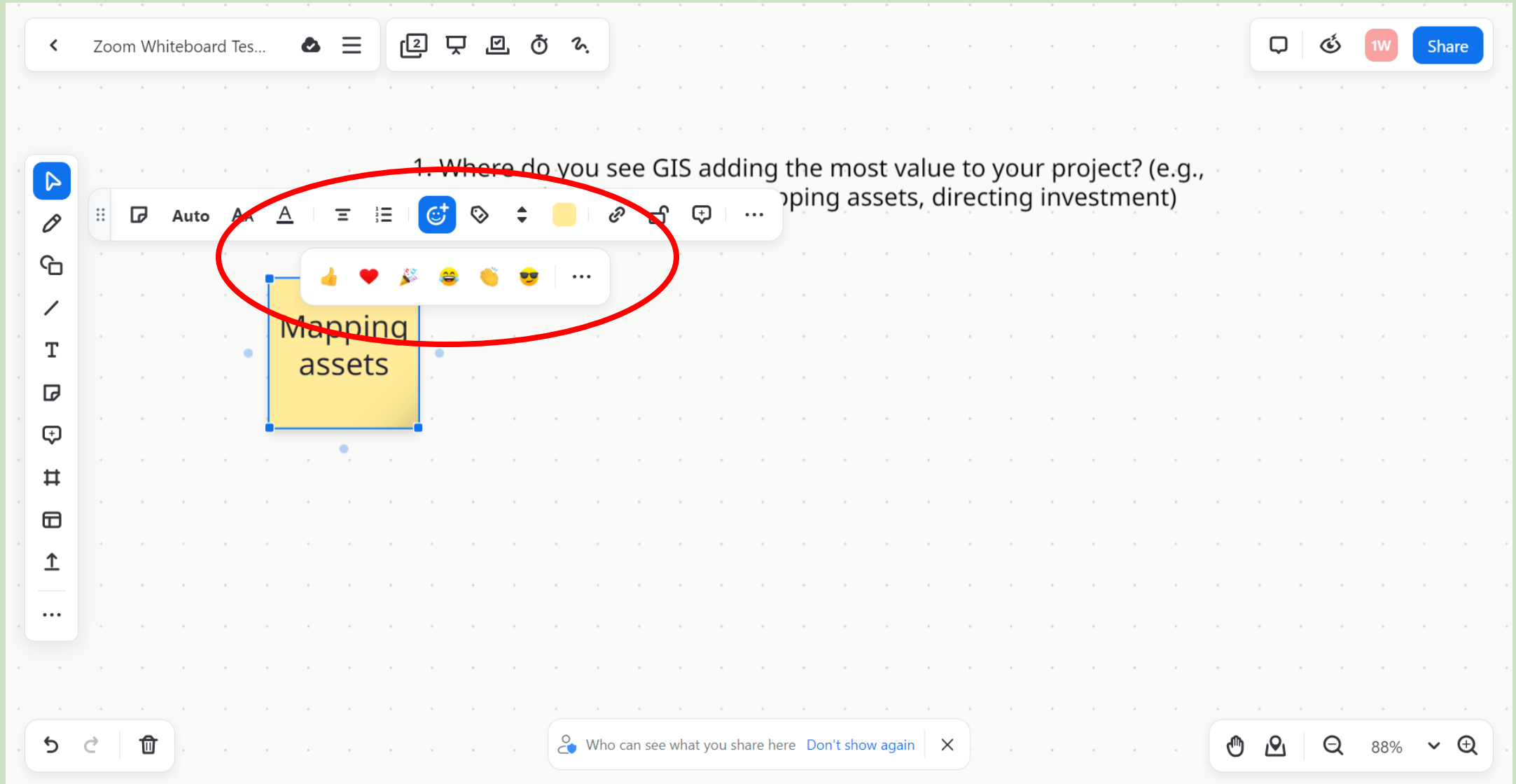
At the bottom, a status bar includes navigation icons (undo, redo, delete), a sharing notification "Who can see what you share here" with a link "Don't show again" and a close button, and a zoom control section showing a hand icon, a location pin, a magnifying glass, the zoom level "88%", a dropdown arrow, and a plus icon for zooming in.

# Instructions





# Instructions



# Instructions

The screenshot displays a Zoom Whiteboard interface. At the top, a navigation bar includes a back arrow, the title "Zoom Whiteboard Tes...", and various icons for collaboration. On the right side of the top bar, there are icons for chat, a refresh symbol, a red badge with "1W", and a blue "Share" button. The main workspace has a light gray dot grid background. A poll question is centered: "1. Where do you see GIS adding the most value to your project? (e.g., community engagement, mapping assets, directing investment)". Below the question, a yellow sticky note with the text "Mapping assets" is placed. A red circle highlights a thumbs-up icon and the number "1" at the bottom left of the sticky note, indicating a poll response. On the left side, a vertical toolbar contains icons for navigation, drawing, and editing. At the bottom, a status bar shows navigation controls, a privacy notice "Who can see what you share here" with a link "Don't show again", and a zoom control set to "88%".

Zoom Whiteboard Tes...

1. Where do you see GIS adding the most value to your project? (e.g., community engagement, mapping assets, directing investment)

Mapping assets

1

Who can see what you share here [Don't show again](#)

88%





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# Breakout room (20 minutes)



**Welcome back!**  
What did you hear?





# Thank you!

October 9 2pm – 3:30pm ET

*"Roadmap to Maximizing Land  
Conservation and Outdoor Recreation"*



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