

SOCAL GREENPRINT

Photo Credit: Melinda Kelley

S O U T H E R N C A L I F O R N I A A S S O C I A T I O N O F G O V E R N M E N T S

In partnership with The Nature Conservancy and with feedback from regional stakeholders, SCAG will produce an innovative online regional mapping tool known as a Greenprint. Greenprints use a variety of different data to reveal the multiple benefits of natural and agricultural lands, urban greening and natural infrastructure. The Southern California Regional Greenprint will support planners, conservation practitioners, infrastructure agencies and other stakeholders in integrating the protection of natural and agricultural resources into land use and infrastructure plans.

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to encourage a more sustainable Southern California now and into the future. SCAG has engaged The Nature Conservancy, a leading international conservation organization with experience creating Greenprints in California, to lead this process.

WHAT IS A GREENPRINT?

A Greenprint is a strategic conservation mapping tool that highlights the benefits of natural lands, waters and agricultural lands, including access to parks and trails, habitat protection and connectivity, clean water, clean air, food production and increased resilience to climate change.

This easy-to-use resource combines this region-specific data together into a single interface, empowering planners, conservation practitioners, infrastructure agencies and other stakeholders to integrate information about nature's values and benefits into land-use decisions, opportunities and conservation investments.

THE SOUTHERN CALIFORNIA GREENPRINT WILL:

- Map, measure, and contextualize the values of nature's benefits and services within the region's ecosystem, economy and community
- Aggregate existing data in an interactive online format
- Help decision-makers plan for development with nature in mind
- Encourage and highlight conservation efforts that provide multiple benefits for nature and people throughout the SCAG region
- Function as a resource for conservation information that anyone can access, for free

TIMELINE AND PROCESS:

Our team will be gathering input on what to include in this tool starting in spring 2020. We anticipate having the Greenprint ready for stakeholder input and user testing in spring 2021, with a launch planned for fall 2021. We plan to engage regional stakeholders throughout the development process, through formal advisory groups, data collection efforts, outreach to SCAG members, and interviews with potential users.

QUESTIONS?

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THE SOCIAL GREENPRINT:

WHAT IT IS	WHAT IT IS NOT
An document and framework to advance the pace and scale of voluntary conservation in a region	An acquisition map or regulatory plan that dictates land use for any public or private entity
An assessment that identifies features or values on the landscape that are important to participants, like recreation, habitat, water resources, habitat, climate change resiliency or community	A complete inventory of everything important within an area A new data set
An analysis that illustrates how conservation values may work in concert with each other and with other values	A comprehensive solution for natural resource protection
A resource that helps stakeholders understand shared priorities and facilitates collaboration	A requirement that stakeholders engage in projects
A tool that addresses the needs and opportunities for keeping working and agricultural lands viable	An effort to subvert private property rights

PROJECT SCHEDULE:

