

Greenprinting

**Presentation to the County of Maui's Water
Authority, Social Services, and Parks Committee
March 20, 2023**

The Nature
Conservancy 



**LAND AND WATER
CONNECTIONS**
CONSULTING

What are Greenprints?

What is Greenprinting?

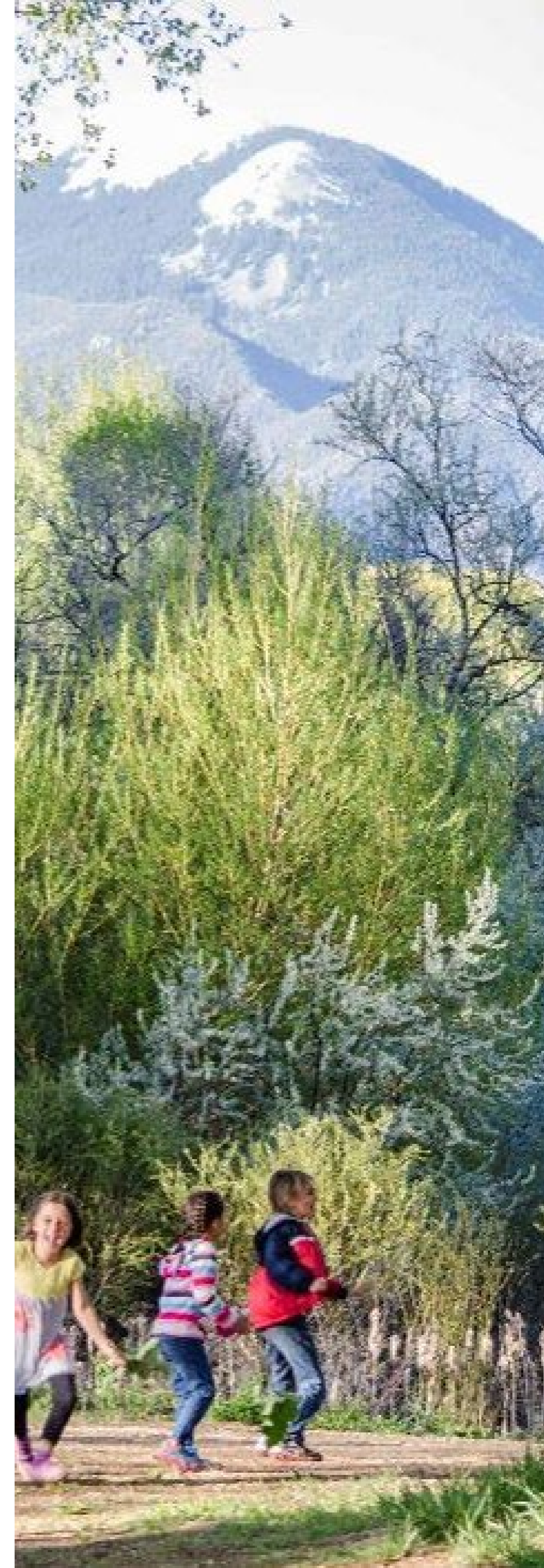
- **A greenprint is a plan or tool that reveals the range of benefits provided by natural and cultural resources.**
- Greenprinting is an adaptable, collaborative, strategic approach that engages partners and uses the best available science to identify multiple-benefit solutions for decision makers.
- Greenprints identify diverse solutions to increase community and ecosystem resilience.

There are a LOT of different definitions of greenprints.

- A greenprint is a plan or tool that reveals the range of benefits provided by natural and cultural resources.
- A web-based map tool that can help institutionalize conservation in infrastructure and land use agency plans, policies, and projects, resulting in an affinity for and protection of the natural and agricultural resources in a region. (Pajaro Compass)
- A Greenprint is a plan for meeting local and regional conservation priorities. (Northshore Greenprint)
- Greenprinting is a systematic approach for identifying areas that offer the highest conservation benefit for water quality protection and other regional resource priorities. (North Central Texas)
- Greenprint is a set of mapping and planning tools. It can help communities see their current resources, learn about current best practices and create the maps and files needed for grant applications, plan development, meeting presentations, and other day-to-day planning activities. (Cuyahoga County Greenprint)
- A planning document containing text and maps that guides communities to grow in a way that balances the need for natural resource conservation with the needs for economic development and physical expansion. (Mid-South Regional Greenprint)
- A Greenprint is a non-regulatory vision to help communities make informed decisions about land conservation, scenic values, and recreation priorities. (Deschutes County Greenprint)

Greenprinting is an **adaptable process** that:

1. Is broadly **focused on the environment** (conservation, land management, green infrastructure, etc.)
2. Incorporates **engagement and user-centered design**
3. Helps **break down silos**, bringing together partners from multiple sectors
4. Assesses and highlights **multiple benefits** and tradeoffs
5. Includes **place-based analysis** of spatial data representing the best available science
6. Includes interpretation/storytelling that **helps translate data** so that it is accessible regardless of expertise
7. Is **implementation-oriented** and designed to facilitate decision-making

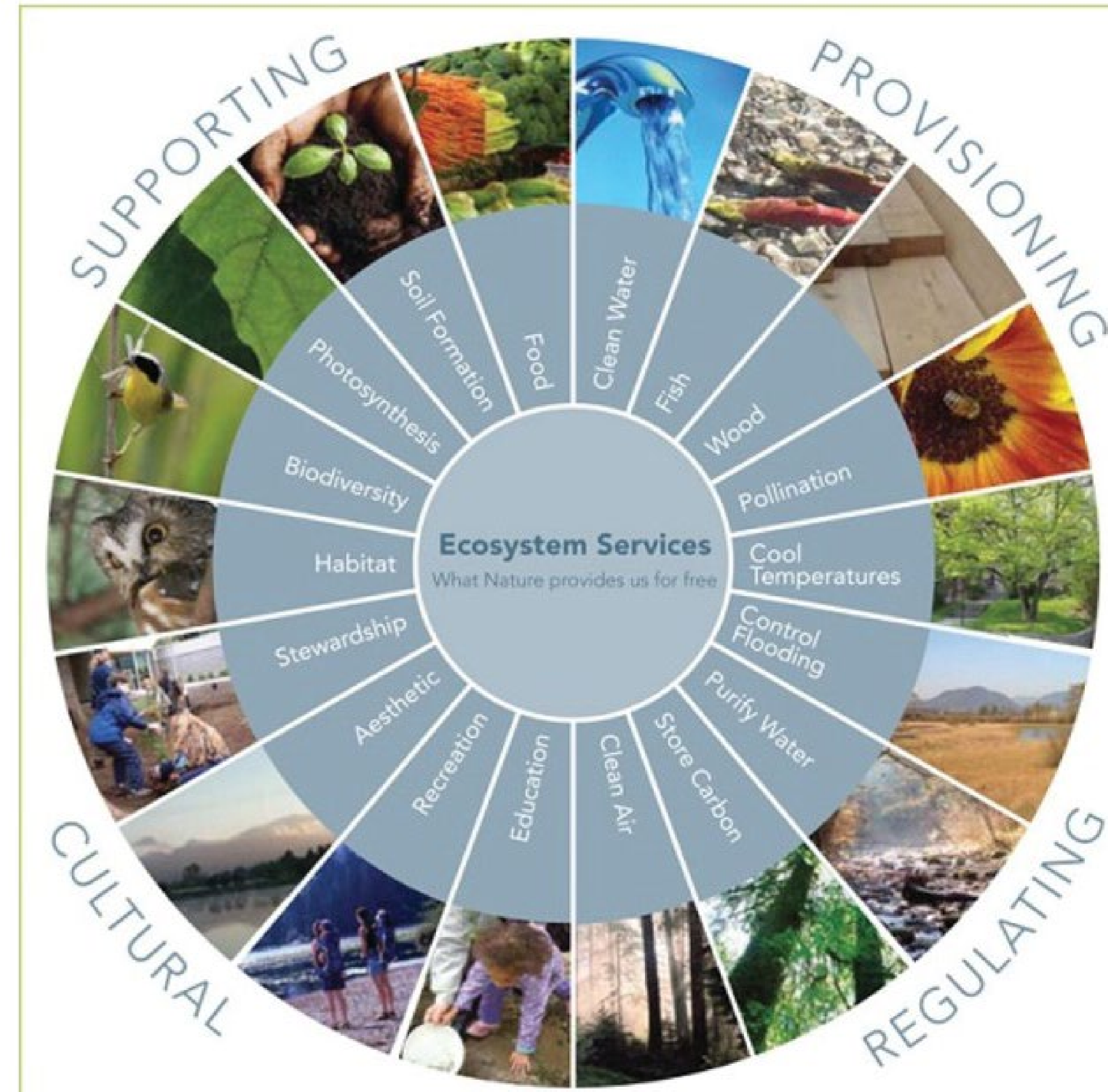


Multiple Benefits

Benefit = resource value + need

- **Resources** can include water, wildlife habitat, tree canopy, farmland, cultural resources
- **Need** can incorporate risks to resources, socioeconomic vulnerability, and health inequity, lack of access to parks and open space

MULTIFUNCTIONALITY - I.E. COLLECTI



Why Greenprinting?

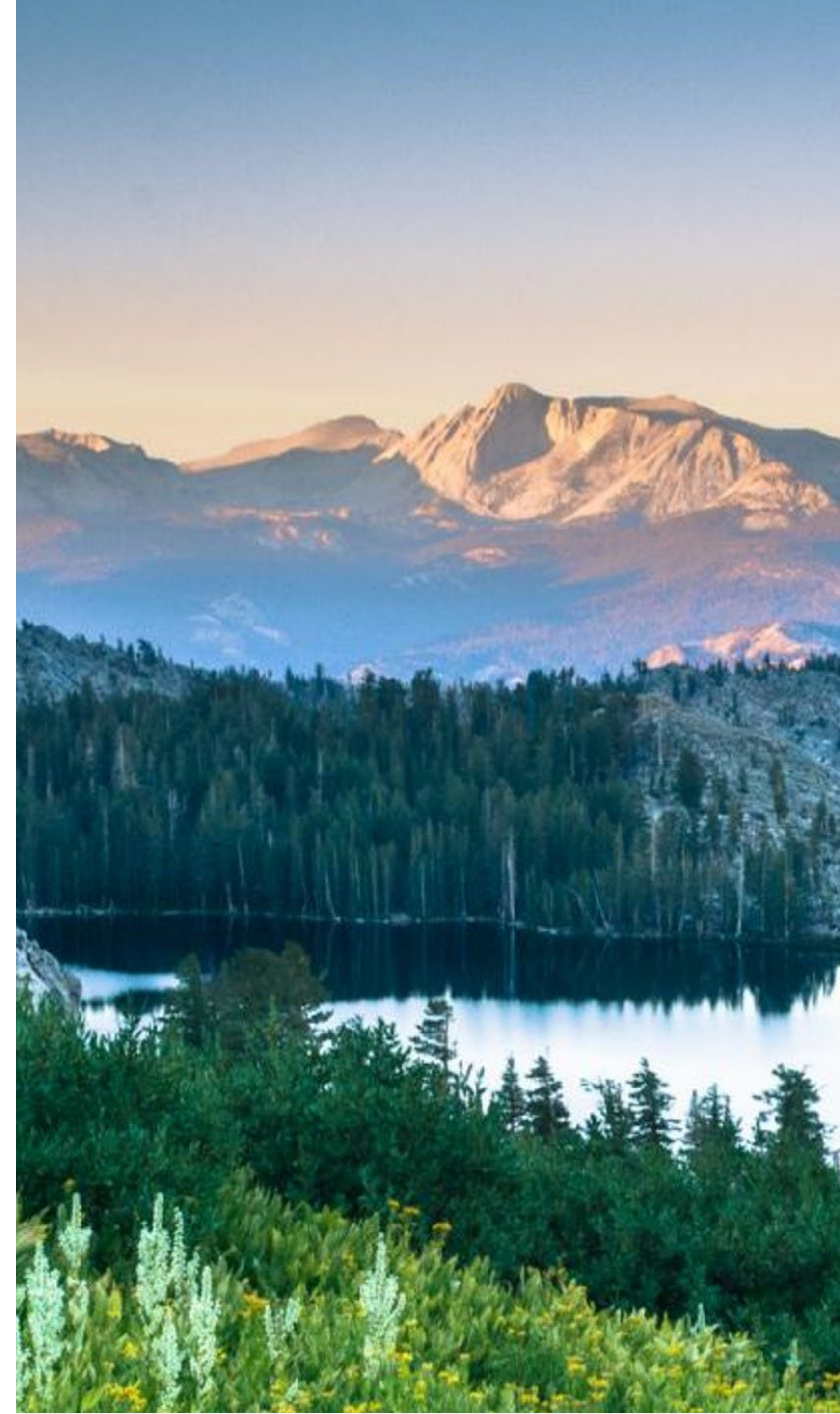
- Conservation is often not considered early enough in planning
- It can be difficult for decision makers and stakeholders to access and interpret relevant data
- Planning may be very siloed, which makes it difficult to prioritize multi-benefit conservation
- There is limited funding for conservation investments (greenprints help prioritize)



Greenprinting Process

Key Questions for Greenprints

1. **GOALS:** What are the goals of the greenprint and the greenprinting process?
2. **ENGAGEMENT:** Who will use the greenprint? Who will make key decisions? Who else needs to be engaged?
3. **SCIENCE/DATA:** What data will be incorporated? How will goals/themes be represented?
4. **FORM:** What will the greenprint look like?
5. **CAPACITY:** What resources are necessary for developing the greenprint? How will it be managed in the longer-term after it is developed?



Greenprint goals

PROCESS GOALS

- Promote balanced growth by enabling multi-benefit planning
- Protect and restore environmental services
- Direct conservation investments
- Direct green infrastructure investments
- Promote the value of nature, conservation, and green infrastructure
- Demystify and democratize access to data
- Develop cross-sector partnerships and collaborations
- Set the stage for policies or public funding

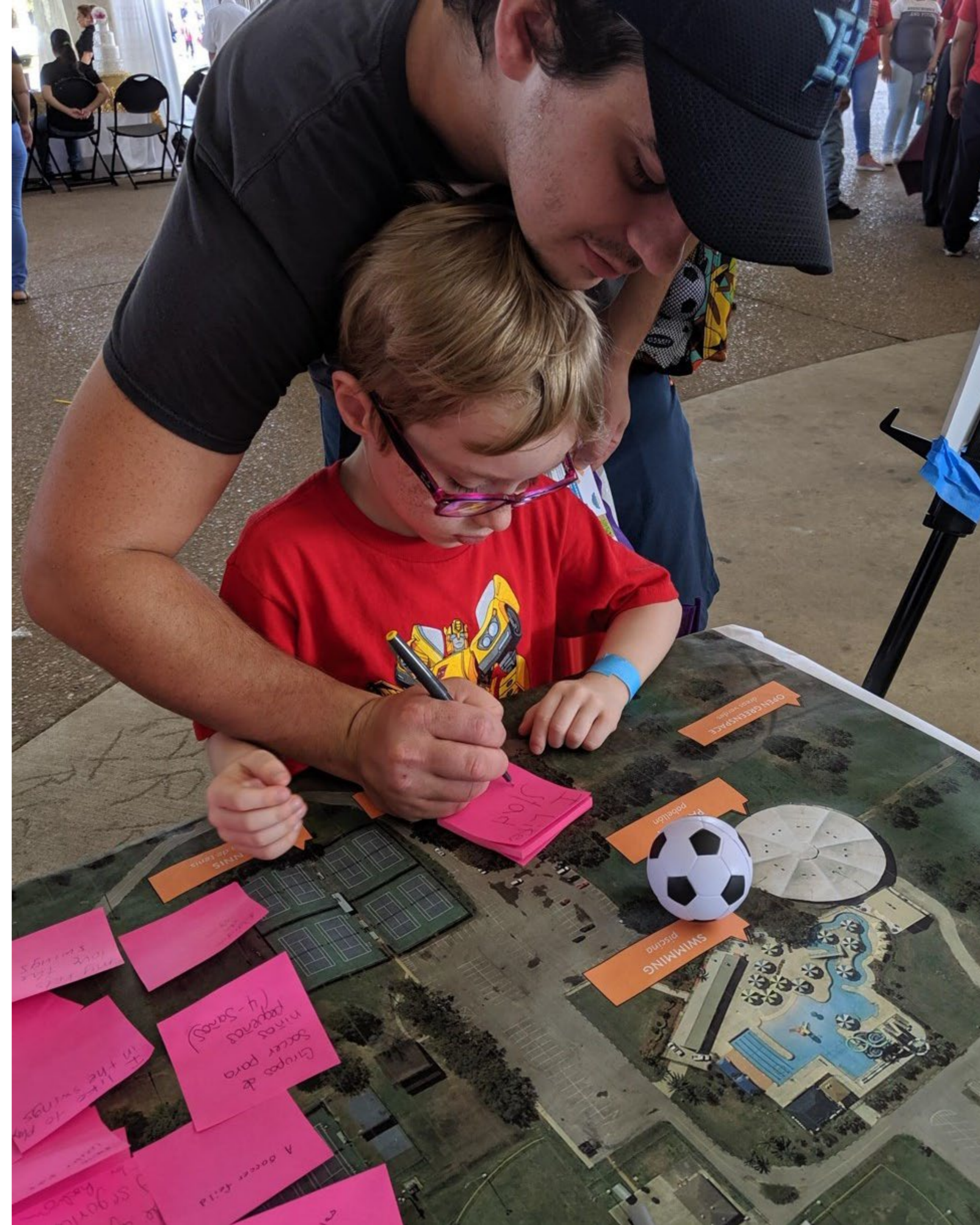
RESOURCE/BENEFIT GOALS

- Protect water quality or quantity
- Preserve rural working lands
- Protect wildlife habitat
- Protect cultural resources/sacred places
- Expand access to nature and outdoor recreation (parks, trails, wildlife viewing, fishing, hunting, foraging)
- Expand access to healthy food
- Reduce exposure to environmental risks
- Improve community health, reduce health inequity

Users and stakeholders

- Local governments and planners
- Conservation organizations
- Public infrastructure agencies (water, transportation, energy)
- Natural resources agencies
- Environmental justice groups and other local NGOs
- Health agencies
- Funders
- Environmental advocates
- Developers
- Elected officials
- Tribal groups and Indigenous communities (note: these are rightsholders)

How are users and stakeholders different?

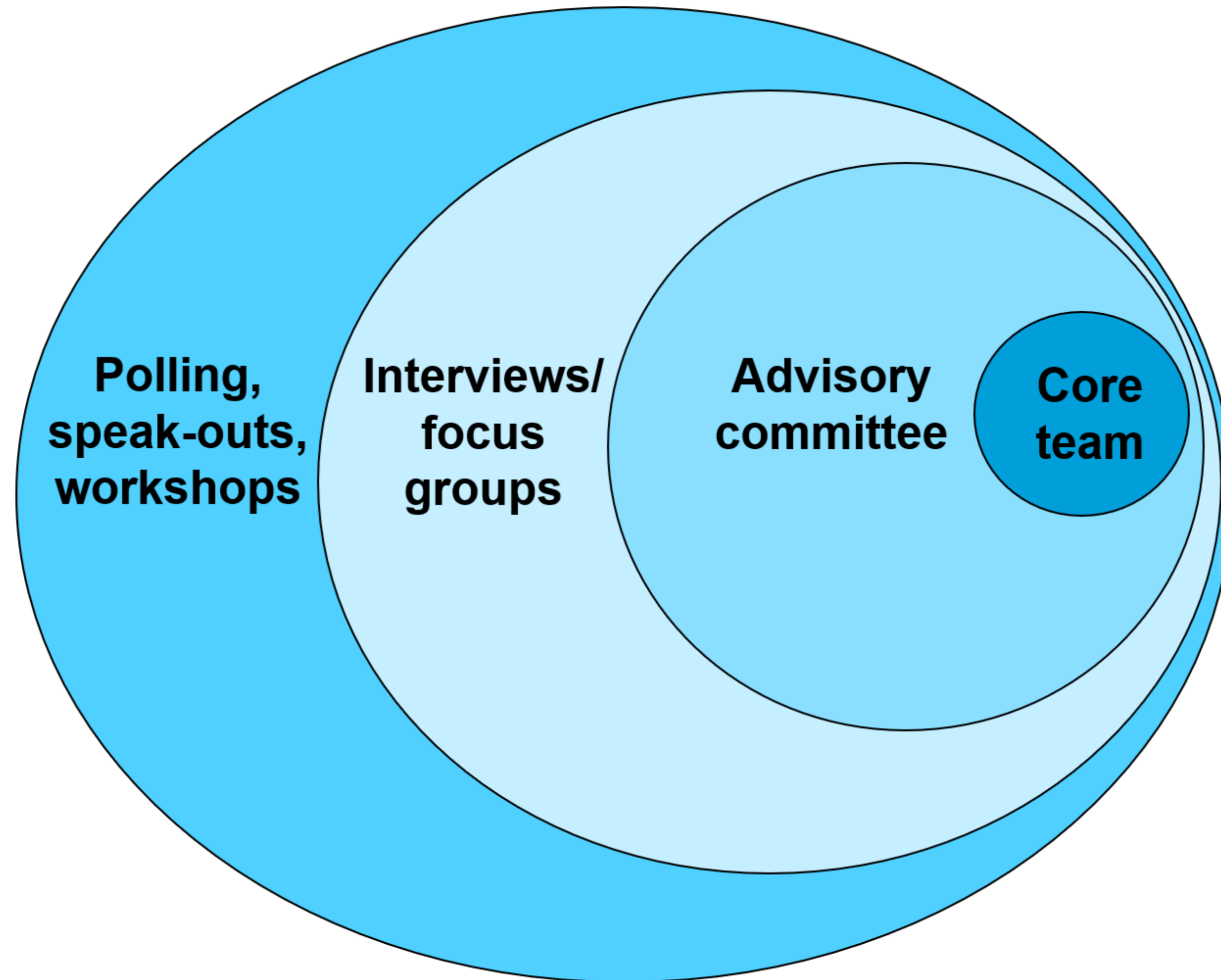


Outreach and Engagement

- Closed advisory group meetings
- Meetings with technical experts
- Open community meetings
- Interviews with experts and/or potential users
- Online surveys and telephone polling
- Webinars
- Focus groups
- Speak-outs and intercept surveys (going to where people are)
- Youth-focused engagement
- Arts-focused engagement
- Web-mapping platforms



Layers of Engagement



Greenprinting Steps

1. Assess feasibility and secure funding
2. Engage users/stakeholders (probably starts alongside #1)
3. Design and refine
4. Launch greenprint/take action
5. Evaluate and adapt



GREENPRINT PROCESS



Capacity required

Process Design + Oversight

Stakeholder Engagement

GIS, Science, and Planning

Tool / Report Development

Forms of Greenprints

Map of a small number of specific priorities

[illegible]

THE LIVERMORE BLUE
A MEMOIR

March 2010

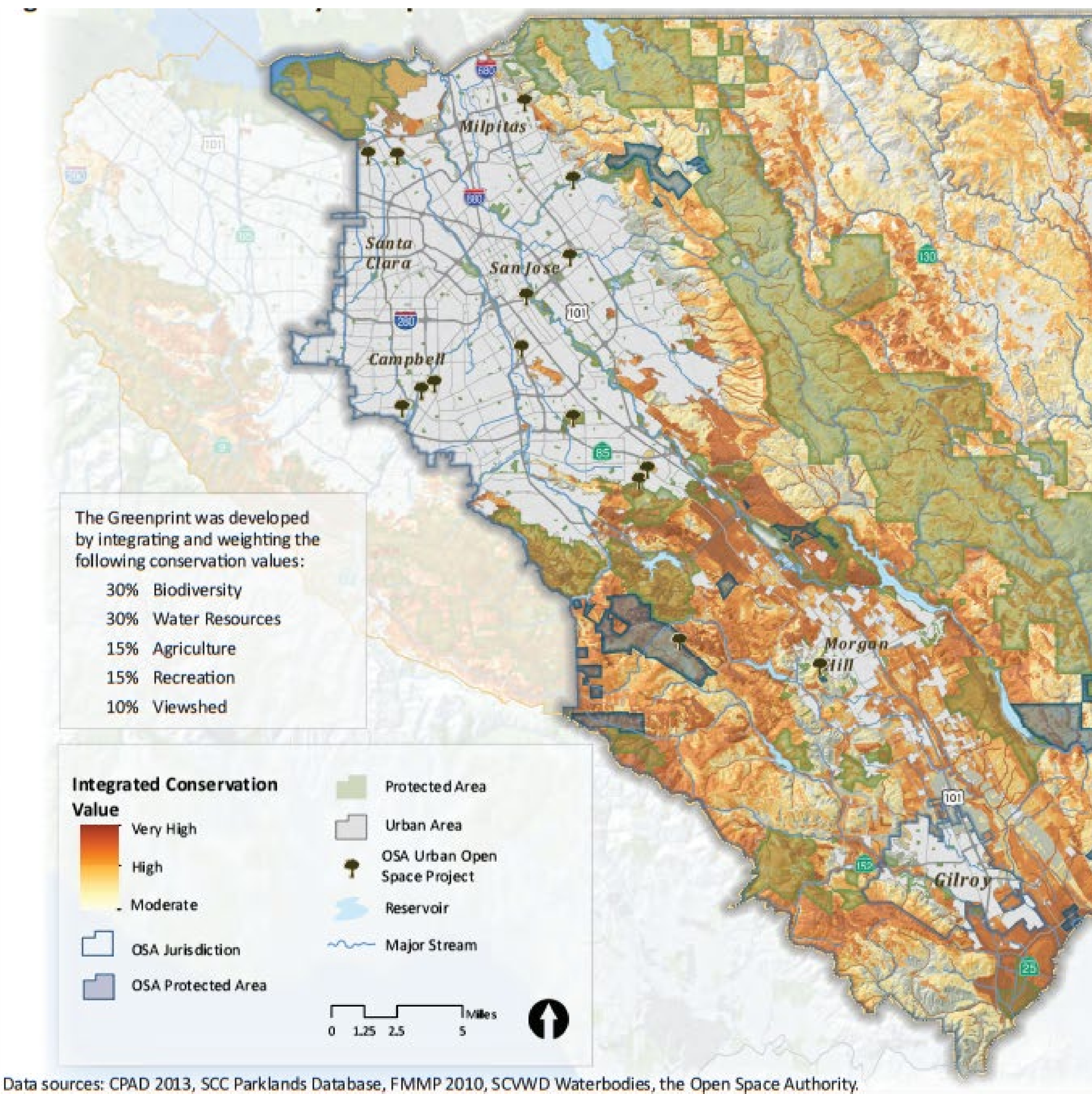
Wall-to-wall priorities for more resources

Ease of Implementation



Flexibility














User-defined priorities + custom reporting

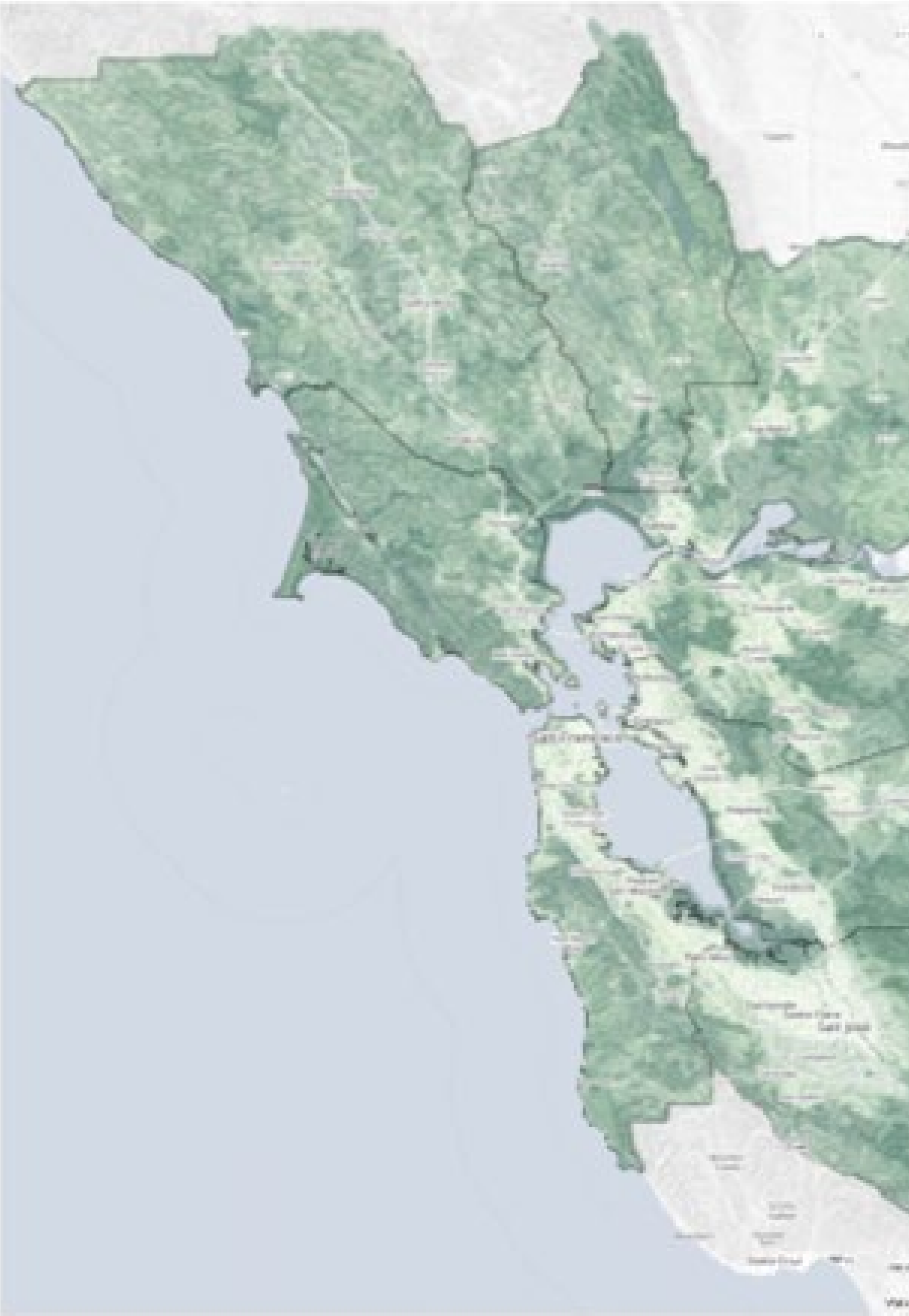
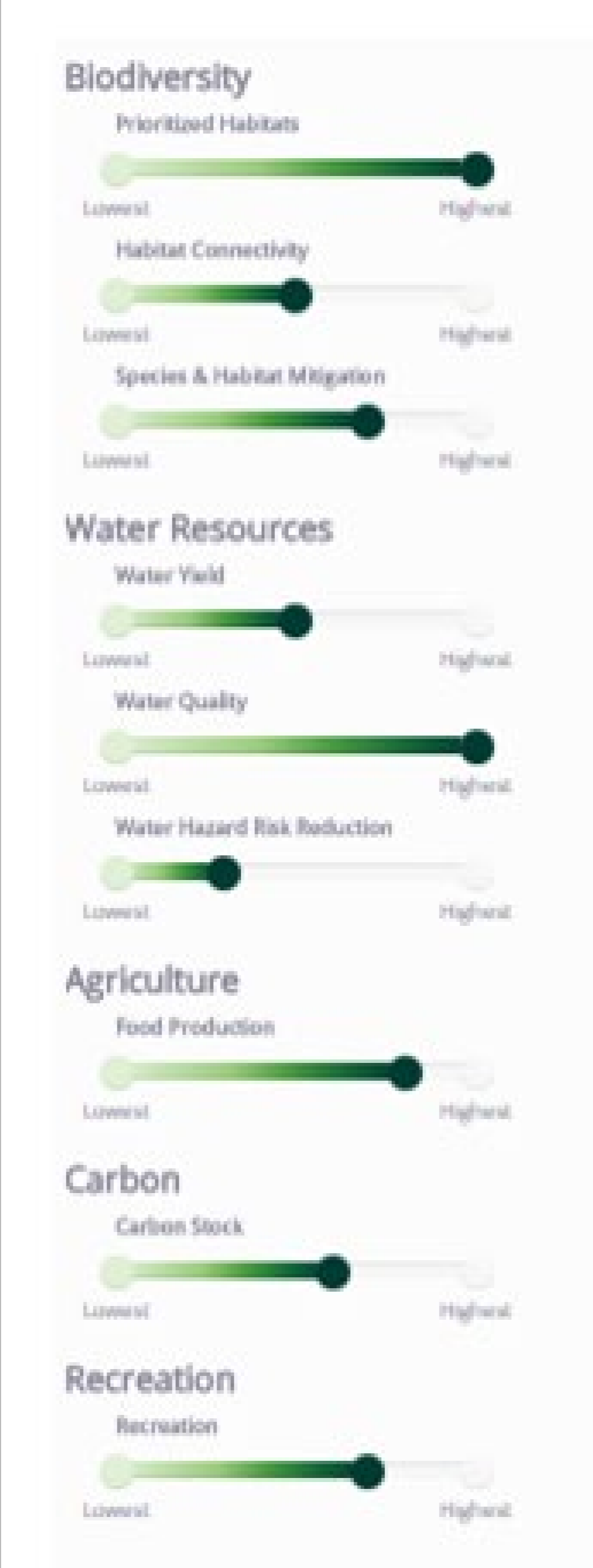
Ease of Implementation

★ ★

Flexibility

★ ★ ★

 FOOD PRODUCTION	 CARBON STORAGE	 OUTDOOR RECREATION
 WATER YIELD	 WATER QUALITY	 WATER HAZARD REDUCTION
 COMPENSATORY MITIGATION	 PRIORITIZED HABITATS	 HABITAT CONNECTIVITY



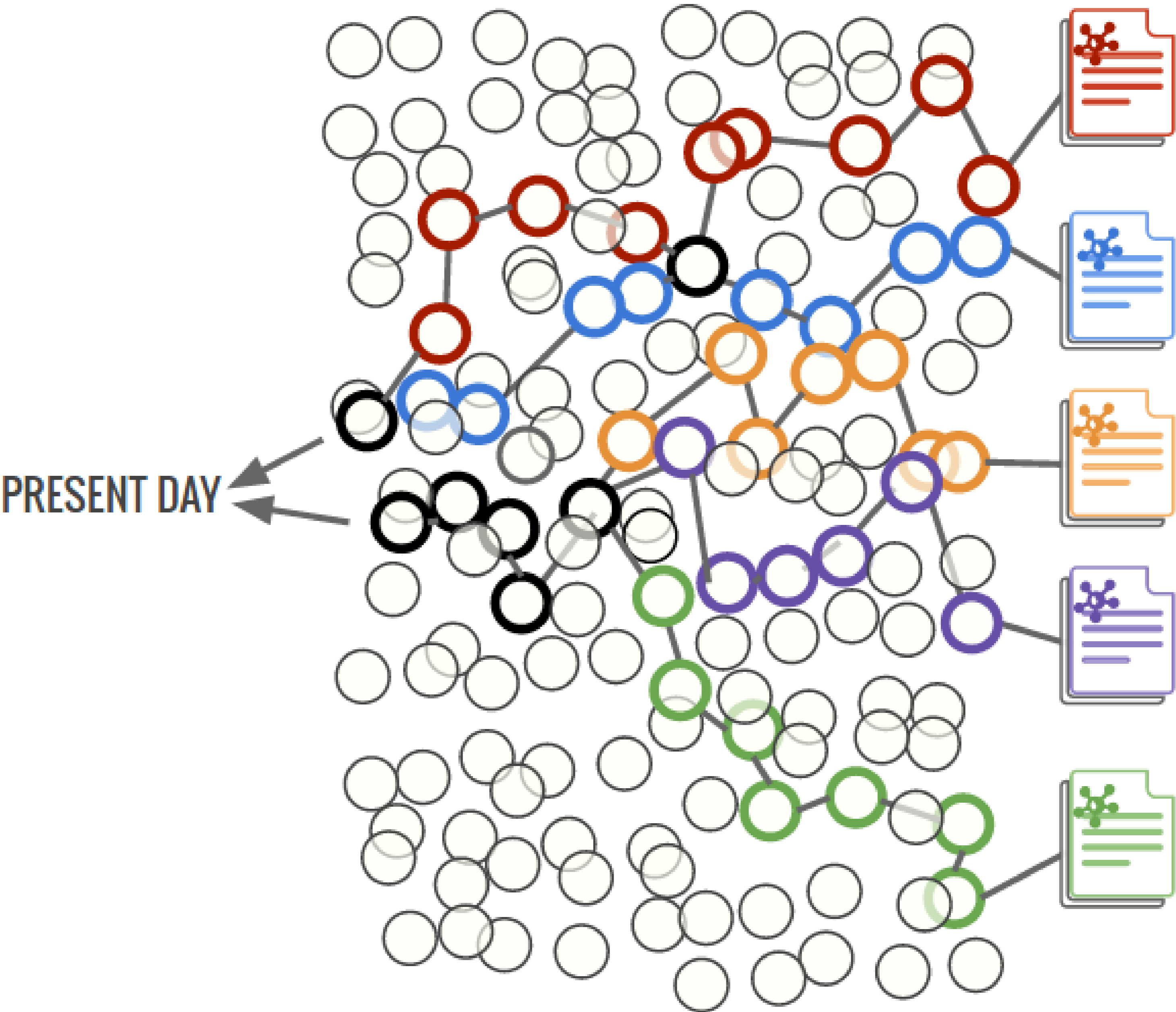
Future scenario assessment + report

Ease of Implementation

★

Flexibility

★★★★



Use Cases

About ABAG

Communities & Environment

Service Programs



QUICK LINKS

[PCA Home](#)

[Program Background](#)

[PCA Project Funding](#)

[PCA Designations & Criteria](#)

[PCA Maps](#)

Priority Conservation Areas

**Natural Landscapes, Agricultural Lands, Urban Greening
and Regional Recreation**

These are achieved through consensus by local jurisdictions and participating agencies

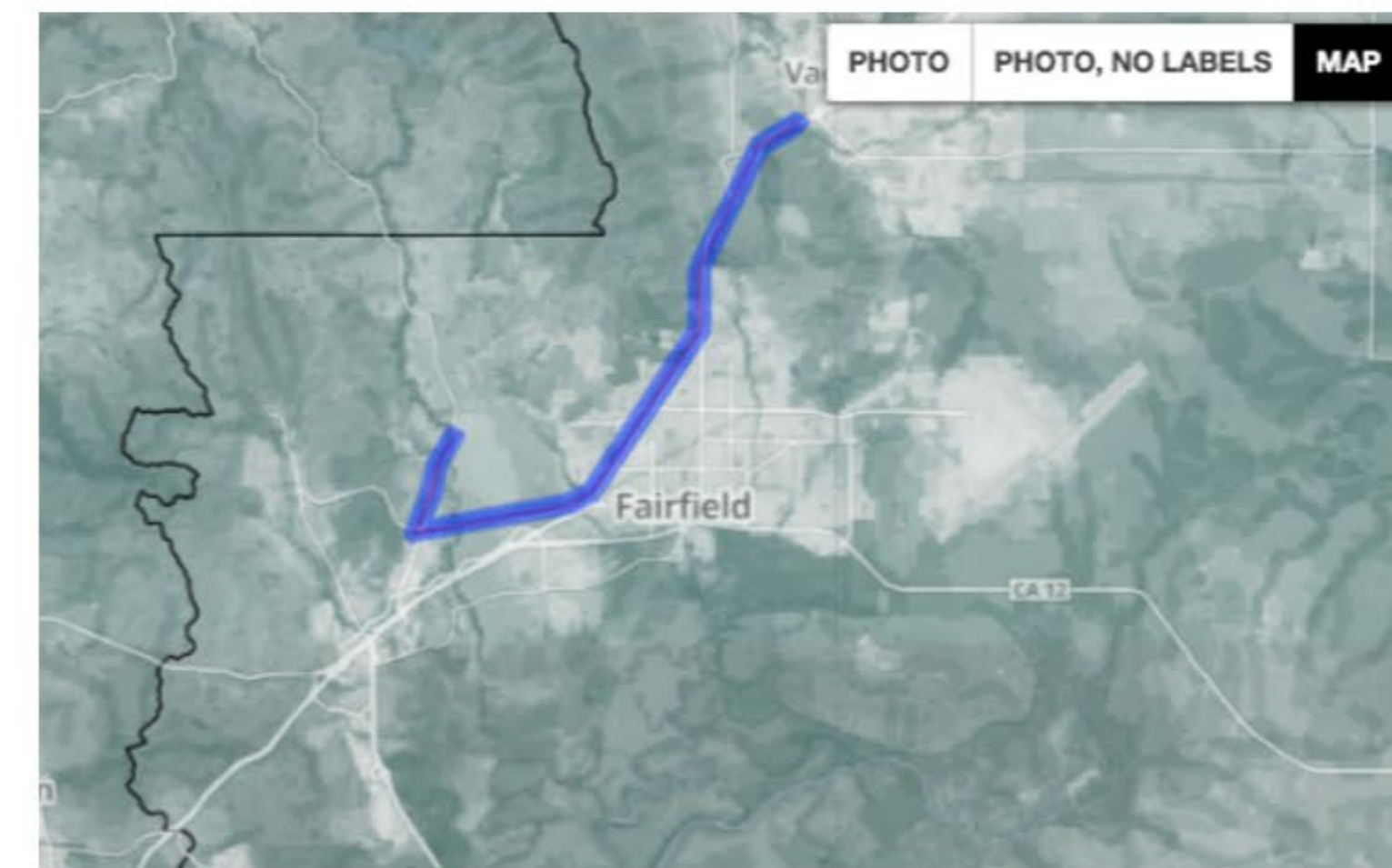
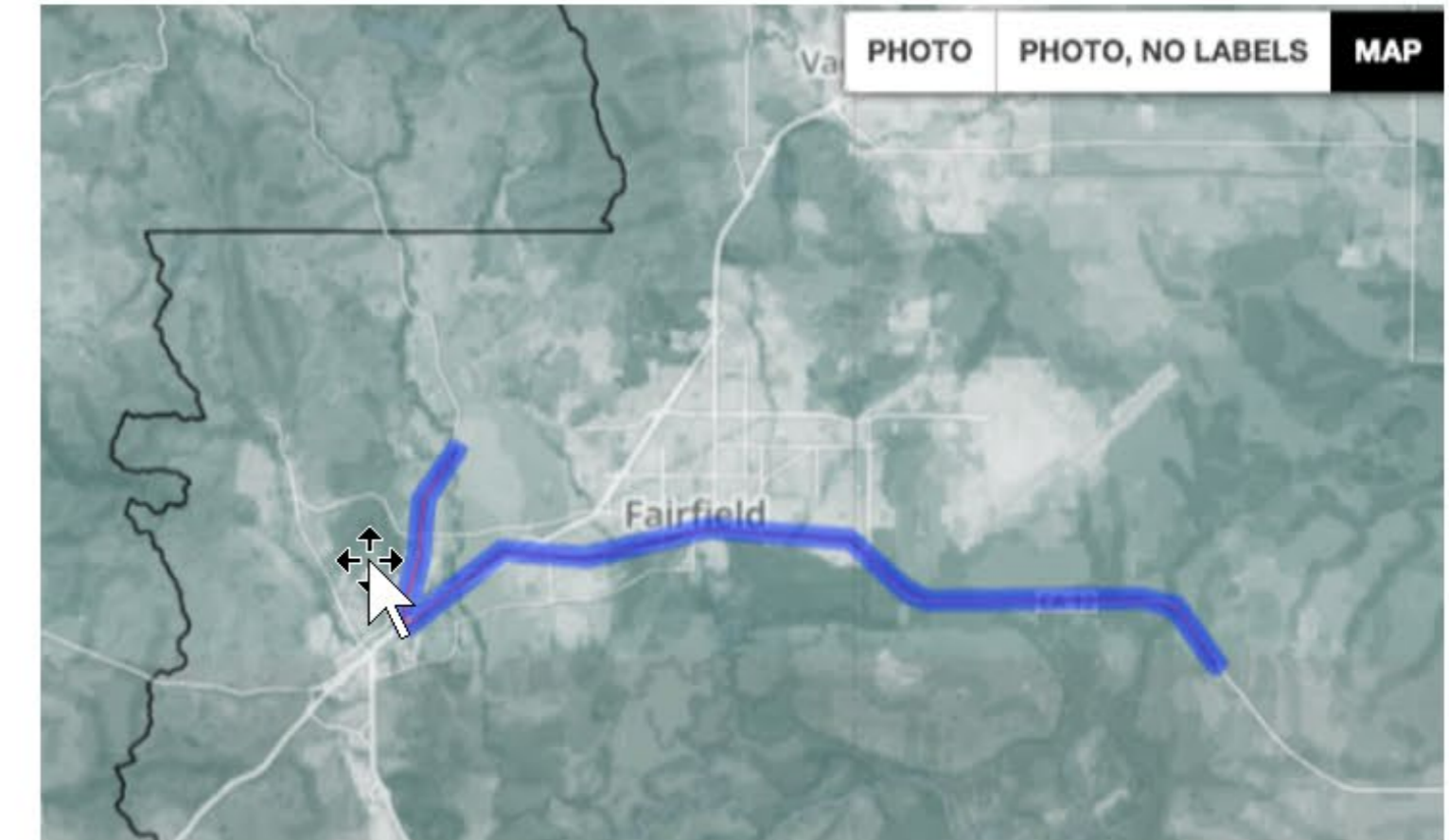
INFRASTRUCTURE AGENCIES

24

Solano County Transportation Agency

Natural Value Assessment

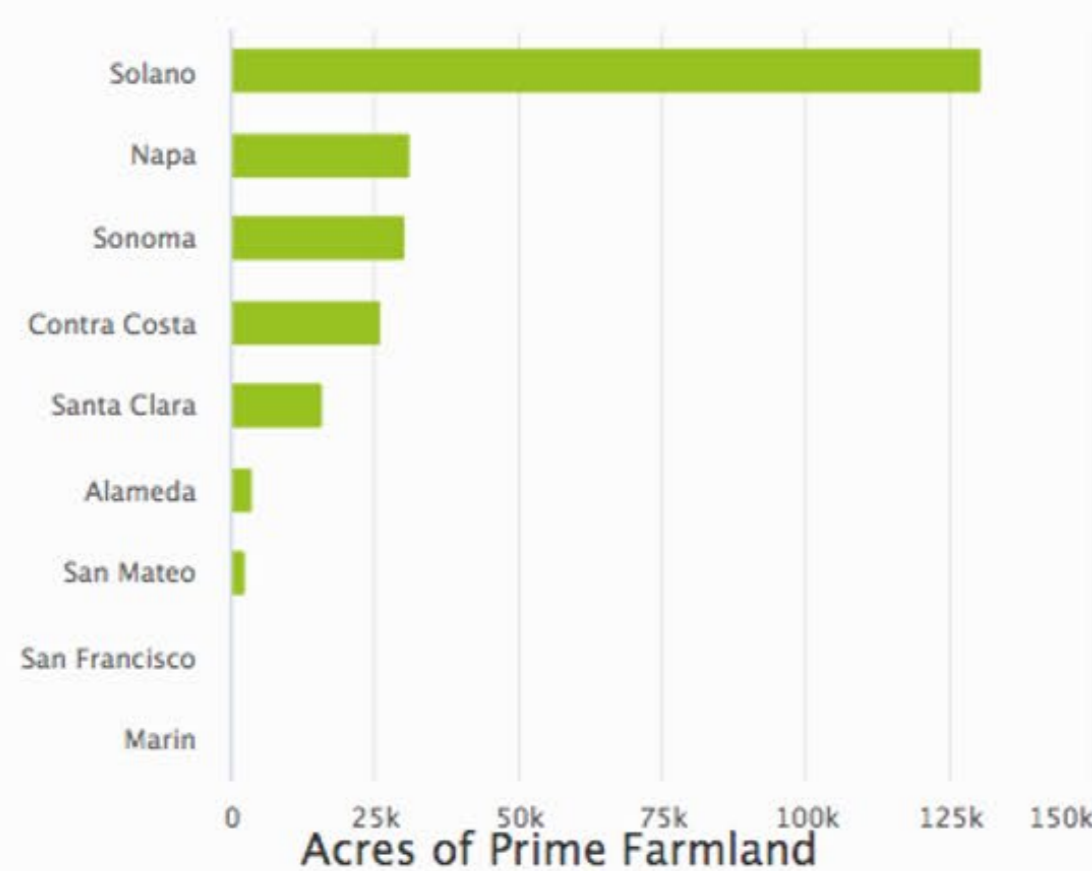
Route Comparison



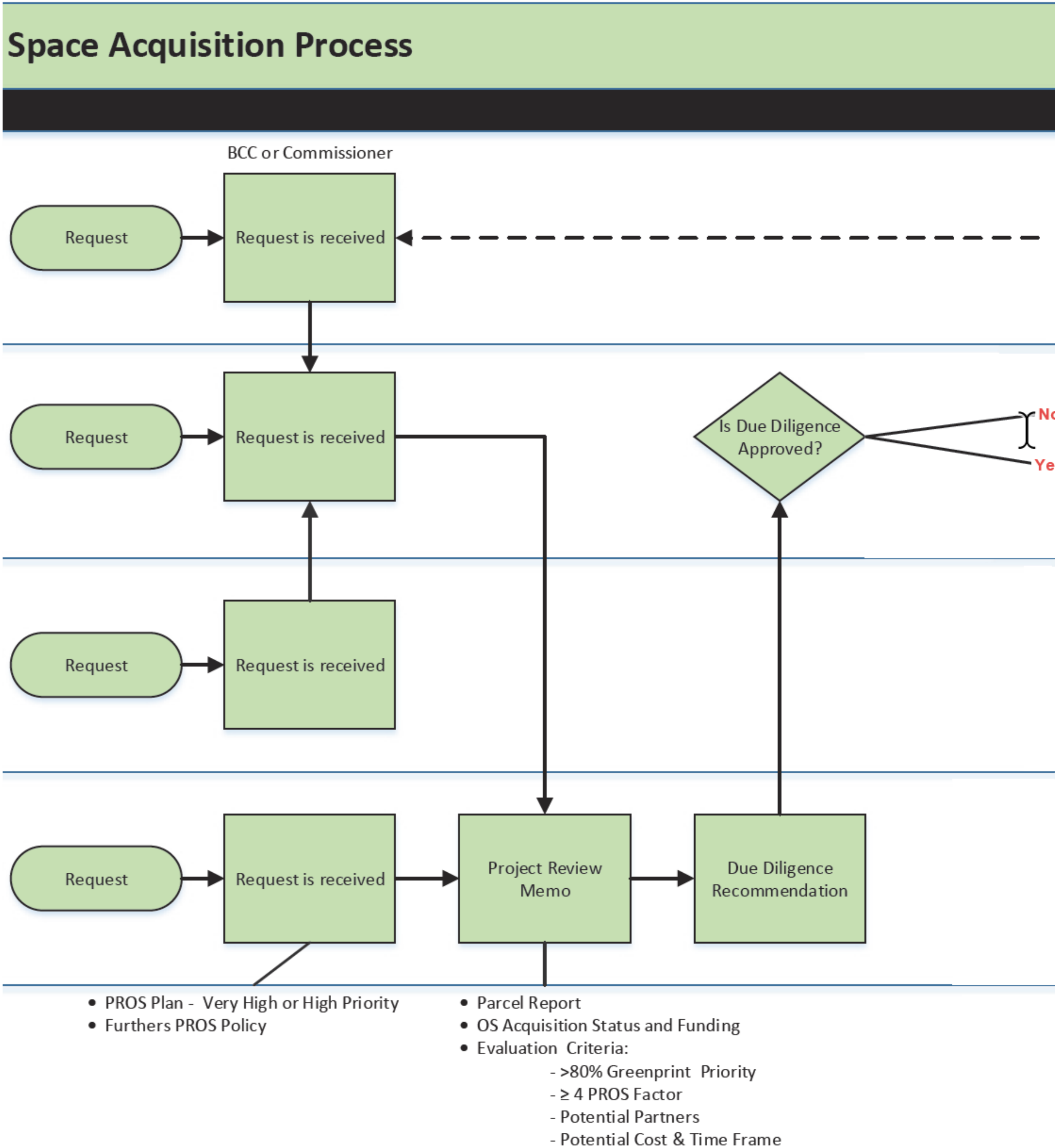
DASHBOARD

Overview Biodiversity and Habitat **Agriculture** Water Carbon Recreation

Select subcategory: **Prime Farmland** • Farmland of Statewide Importance • Unique Farmland • Farmland of Local Importance • Grazing Land



Bernalillo County Open Space Acquisition Process



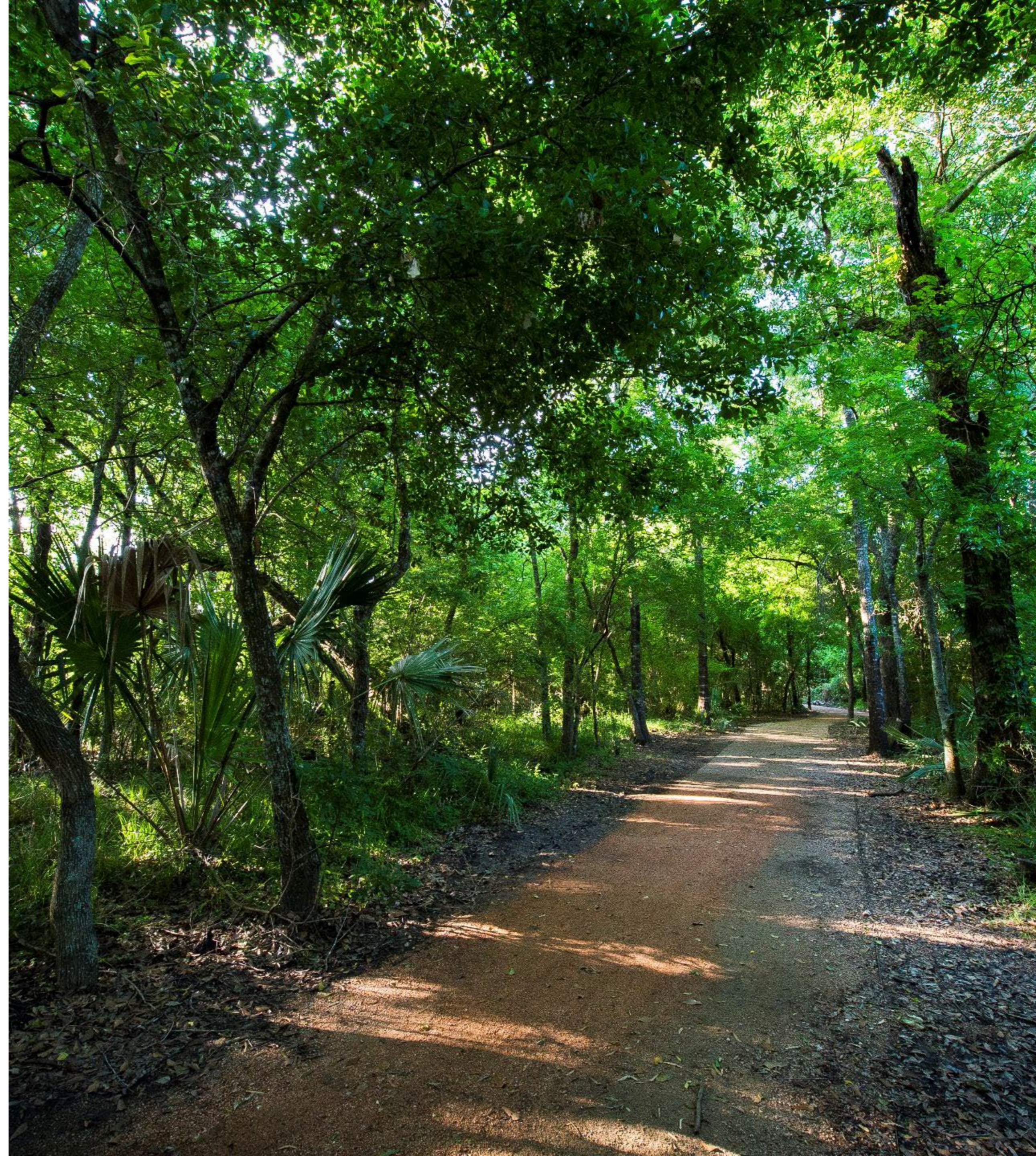
Introduction to Greenprinting

Thank You!

Amy Wilson Morris, PhD

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WASSP Committee

From: Amy Morris <amywilsonmorris@gmail.com>
Sent: Monday, March 20, 2023 10:41 AM
To: WASSP Committee
Subject: Greenprinting Presentation
Attachments: Greenprint Overview for Maui County_3-20-23.pdf

You don't often get email from amywilsonmorris@gmail.com. [Learn why this is important](#)

Dear Committee Chair Sinenc,

I appreciate being given the opportunity to present today. My slides are attached. Please let me know if you have any questions at all.

Warmly,

Amy

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**Amy
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PhD (she/her)
Principal

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510-891-8888

