



# Modernizing Your Website for Effective Engagement

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ESSEX COUNTY GREENBELT ASSOCIATION

WILDLANDS TRUST



# What are the most important things in a website?

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## Our Picks:

- Aesthetics
- Functionality/Usability
- Current & Relevant Information



# Why a New Website?

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Before: Websites = Online Brochures

Now: Websites = Interactive Platforms



# Why a New Website?

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Our needs change as our organizations grow.

New Needs:

- Regular information updates
- Events calendar
- User-friendly interface



# New Website Process

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2000 – 2008:

- Mostly static website
- Little change through years

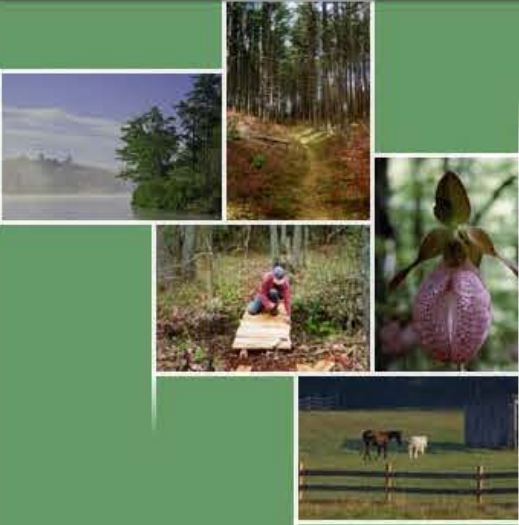


# 2000

## THE WILDLANDS TRUST

- About the Trust
- Land Protection
- Stewardship & Preserves
- Upcoming Events
- Get Involved
- Links

OF SOUTHEASTERN  
MASSACHUSETTS





WILDLANDS TRUST

# 2008

## THE WILDLANDS TRUST



[About the Trust](#)

[Land Protection](#)

[Stewardship & Preserves](#)

[Upcoming Events](#)

[Membership &  
Volunteering](#)

[Links](#)

OF SOUTHEASTERN  
MASSACHUSETTS



Site  
updated  
November  
12, 2007



[Our latest  
newsletter](#)



[Our latest Annual  
Report](#)



[Wildlands Lecture  
Series:  
Wolf Trap Hill Farm](#)

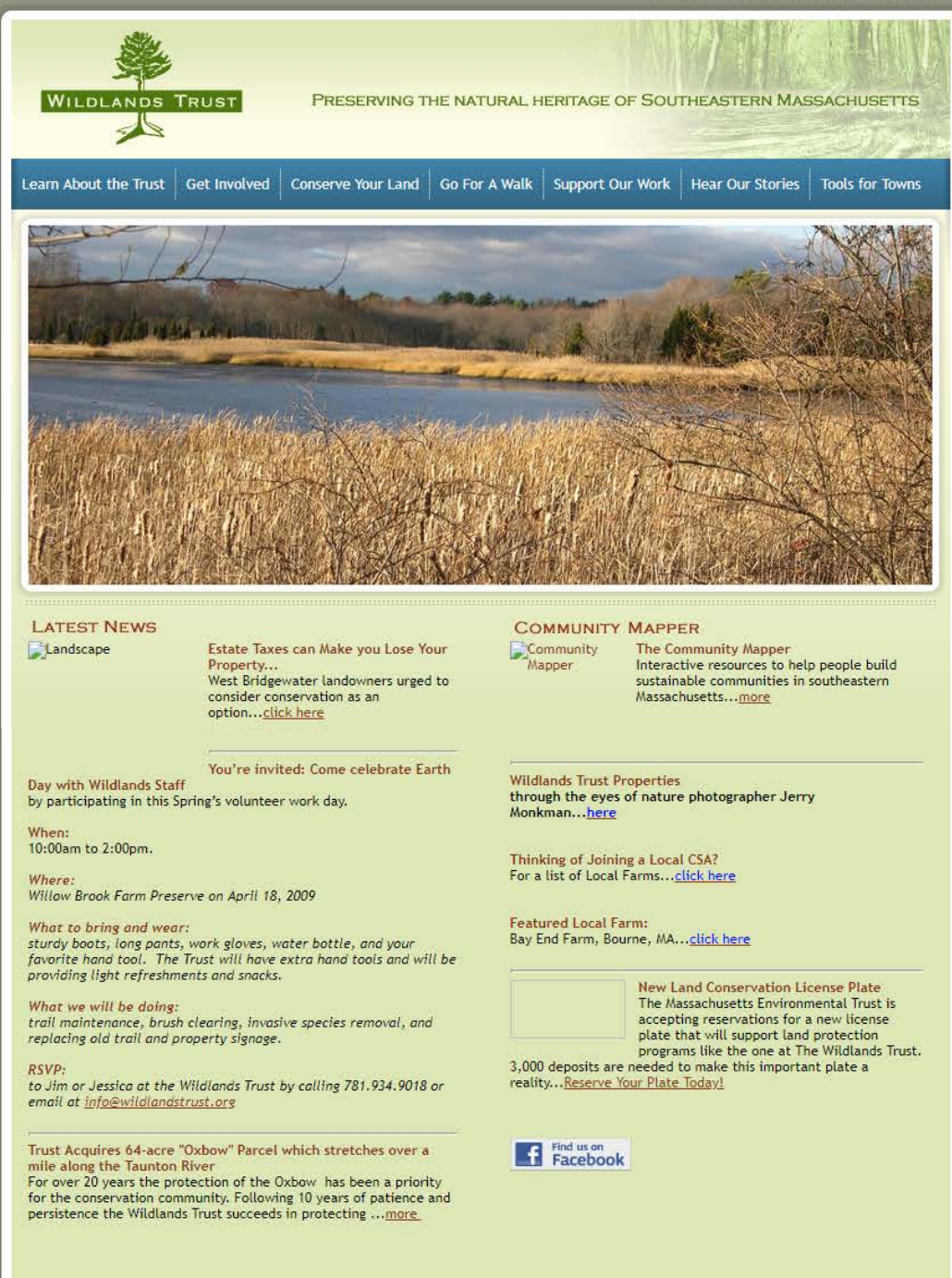


2009 – 2015:

SHARK manages  
“new” website

One person on  
staff trained in  
coding

March 2009 →





May, 2014 →

## Long drop-down menus

Learn About The Trust | Get Involved | Conserve Your Land

- What is a Land Trust
- Mission, Vision & History
- How We Work
- Biennial Report
- Stewarding Our Lands
- Conservation Partnerships
- AmeriCorps Partnership
- Meet Our Staff
- Meet Our Board
- News & Publications
- A New Home for the Wildlands Trust!
- Board Login
- Contact Us

WILDLANDS TRUST 40 YEARS PRESERVING THE NATURAL HERITAGE OF SOUTHEASTERN MASSACHUSETTS

Learn About The Trust | Get Involved | Conserve Your Land | Go For A Walk | Support Our Work | Hear Our Stories | Resources

Like us on Facebook

### Latest News

**CONTRIBUTE HERE**  
HELP US PROTECT LAND

[Join Today!](#)  
Membership supports our mission to save land in Southeastern Massachusetts.  
[Member Benefits](#)

**Capturing Nature**  
Wildlands Trust presents a "Sketch and Watercolor Workshop" Saturday, June 21st, 2014 at 10:am. Spend a morning sketching & painting at a Wildlands Preserve. Tricia Cassidy, local botanical artist & President of the Guild of Natural Science Illustrators- New England Chapter, will be leading the workshop. Bring a folding chair or stool if you'd like. [Learn more](#). [Directions](#).

Wildlands' 4th Annual 5K Run for Conservation will be held on Sat. June 28th, 2014. Planning is underway. Seeking volunteers! Please contact [Moire Loftus](#). Are you interested in becoming a Corporate Sponsor? Click [here](#).

**Trust Wish List**  
From time to time the Trust is in need of office and stewardship equipment. Check out our [Wish List](#).

Wildlands Workshop for Professionals  
Audubon's Long Pasture Wildlife Sanctuary, Barnstable, will hold a hands on Wetland Creation Workshop for professionals on June 24th & June 25th. For more information click [here](#).

Wildlands Forms New Partnership with HPWA

### Our Properties

**Trailblazer Events**  
Mike has resumed a new and expanded Wildlands Trailblazers program. Volunteers are needed to improve our preserves. Next Trailblazers is May 17th. [Learn more](#).

**Find A Preserve Near You**  
Many of the lands protected by the Trust are maintained as "Preserves" with beautiful walking trails. Take a look at our latest [Trail Maps](#).

**2014 Philbrick Community Garden**  
All of our garden plots have been reserved for this season. If you'd like to be added to our waiting list please contact [Karyn Lord](#). [Learn more here](#).

**2013 Highlights**  
Thank you all for your continued and invaluable support of Wildlands Trust. Click [here](#) for Highlights of our accomplishments this year made possible by committed members like you.

"Wildlands Trust Takes Over The Family Farm"  
Article in 9/11/13 *Wicked Local Plymouth* by Frank Mand  
"At Saturday's groundbreaking for the future headquarters of The Wildlands Trust, it was obvious that the choice of the [Davis-Douglas Farm](#) on Long Pond Road was already a hit with neighbors, environmentalists and ..."  
[read more](#)

"Historic Plymouth Farm to become Headquarters of Leading Land Trust"  
Article in 9/11/13 *Wicked Local Plymouth* by Frank Mand  
"For years, this community has been known as a center of American history

Keep Scrolling





# Events Page 2012

ONE event, too much text

Lots of confusing links



## GET INVOLVED

- Overview
- Upcoming Events
- Volunteer Opportunities
- Community Gardens
- Run for Conservation
- Other Ways to Support the Trust

### Upcoming Events

#### Trail Walkers Dates

The Wildlands Trust maintains miles of trails throughout southeastern Massachusetts. Walks will be led by knowledgeable Wildlands staff. We will walk for about two miles. Come join us and explore trails in your community!

Every walk is free of charge. Walkers of all levels and ages are encouraged to attend. This is a great opportunity for those looking to connect with other walkers. It's also a chance to discover many beautiful places that few people know of or explore.



We encourage you to bring friends and family. All walking groups will follow well-maintained trails for about 2 miles! Please sign up [here](#) or call 781-934-9018.

#### Upcoming Dates:

- Saturday, December 7th, 2013- 10am-1:00pm

This event is two-part. Participants may attend either one or both events. Trust AmeriCorps member, Moire Loftus, will lead a nature walk at South Triangle Pond Conservation Area in Plymouth. Please meet at the [Drew Road parking area](#) to begin a 10am walk.

Participants will gather ideas to be incorporated into a Do-It-Yourself holiday nature card to be held following the walk, at the Plymouth Public Library at 11am in the Board Room. For more information [click here](#).

Please RSVP [here](#) so we can email you in the event of a cancellation. We also encourage you to "LIKE" the [Wildlands Trust facebook page](#) for updates about weekly runs.

Hope to see you on the trails!

#### Trailblazers

To learn more about Wildlands Trailblazers- a model for volunteer stewardship, [click here](#).



# New Website Process

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2015:

- SHARK recommends Squarespace
- We research top rated websites for layout ideas
- SHARK helps us design new Squarespace site
- High quality visuals are at forefront of new site (photo cred: Jerry Monkman, EcoPhotography)



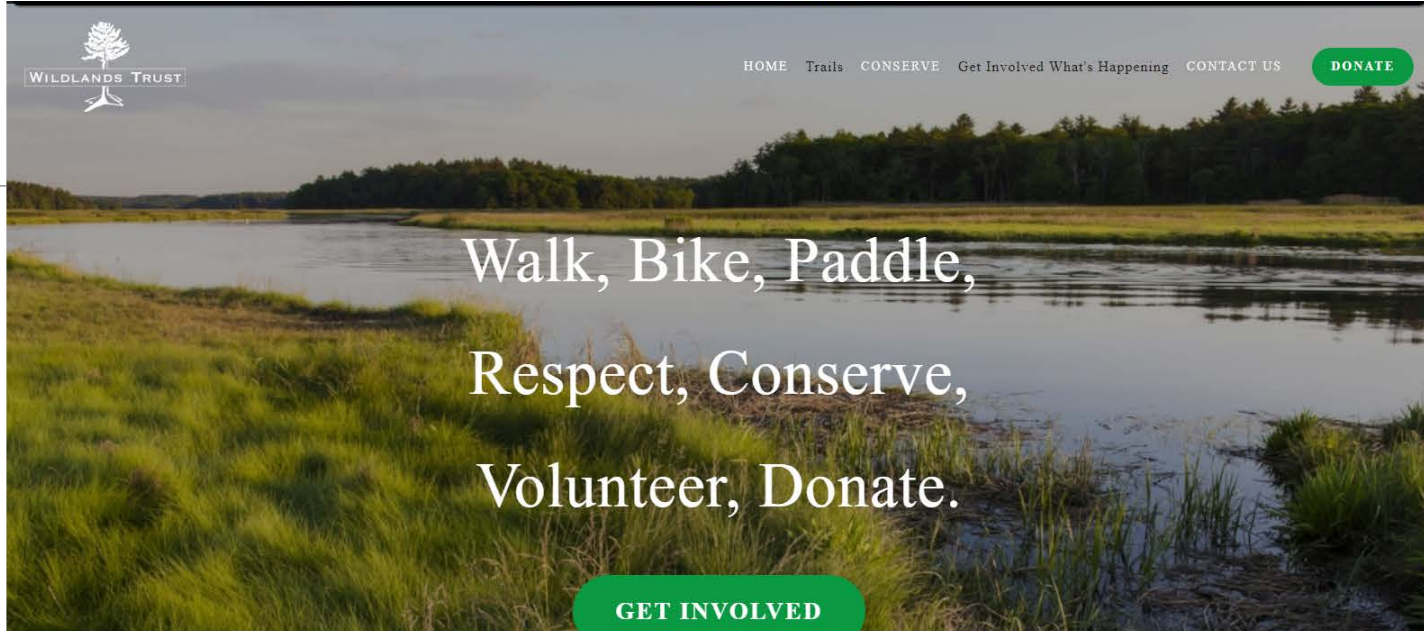
# New Website Process

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2016:

- New website launches
- Management becomes solely internal
- Rachel takes over events and news

# April 2016



WE ARE WILDLANDS TRUST...

## Our Mission:

The Wildlands Trust works throughout southeastern Massachusetts to conserve and permanently protect native habitats, farmland, and lands of high scenic and ecological value in order to keep our communities healthy and our residents connected to the natural world.

## Our Vision:

The Wildlands Trust will work to sustain the rural character and quality of life enjoyed by the residents of southeastern Massachusetts by protecting high quality conservation and agricultural lands. We envision a future where open land is abundant, our water is clean, and forests, farms, wetlands, fields, ponds, and coastal areas are commonplace sightings on our landscape.

## OUR PEOPLE:

### BOARD OF DIRECTORS:

Chairman - Douglas E. Hart, Duxbury  
Vice Chairman - Crystal Farrar Gould, N. Marshfield  
Treasurer - Greg Lucini, Berkley  
Secretary - Scott Ford, Braintree

Robert Bird, Plymouth  
Allan Caggiano, Norwell  
Samuel Chapin, Plymouth  
Brian Harrington, Plymouth  
Gary Langenbach, Kingston  
Patricia Loring, Duxbury  
Virginia M. Murray, Plymouth



# New Website Process

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2017:

- Roxey takes over design and functionality updates, tracks analytics, adds new features



# Benefits of Squarespace:

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- Can test new pages and ideas while hidden from public
- Constantly improving functionality
- Can update information whenever/wherever you have internet
- Change visuals based on season or major events!



# Interacting with Websites

How does the audience interact with your website?

- F-Shape pattern
- Layer-cake pattern
- Spotted pattern
- Marking pattern
- Bypassing pattern
- Commitment pattern





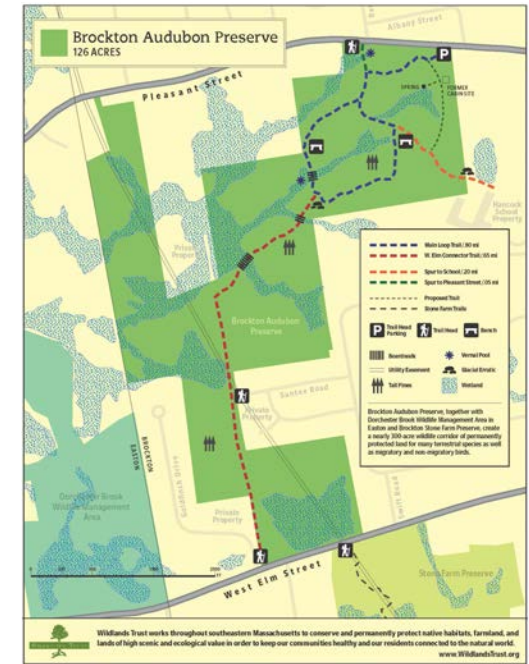
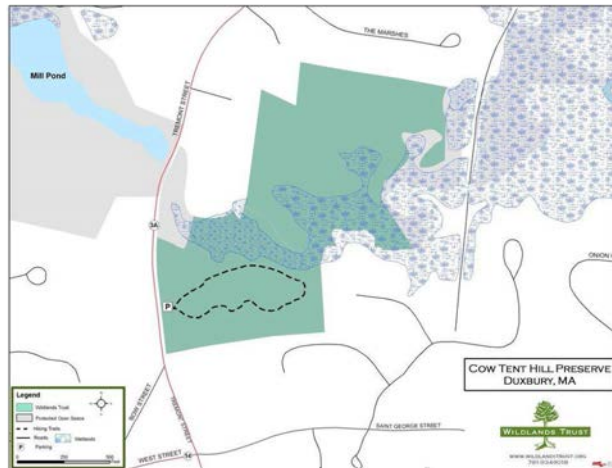


# Interacting with Websites

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- <4 - <10 seconds
- < 4 - <12 seconds
- Short pages vs long pages
- Link click positions
- Avoid wide pages that require horizontal scrolling
- Show all navigation options immediately
- “Scannability”
  - Highlight keywords
  - Meaningful sub-headings
  - Bulleted lists
  - One idea per paragraph
  - Less is more

# Consistent Style





[HOME](#)

[ABOUT US](#)

[TRAILS](#)

[RENEW & GIVE](#)

[GET INVOLVED](#)

[EVENTS](#)

[NEWS](#)

[DONATE](#)

# Hike, Paddle, Bike, Explore

## *DISCOVER WILDLANDS*

[OUR TRAILS](#)

WILDLANDS TRUST WORKS TO PERMANENTLY PROTECT AND STEWARD IMPORTANT HABITATS AND LANDSCAPES BY:

• Assisting landowners who wish to conserve their properties

# WILDLANDS TRUST WORKS TO PERMANENTLY PROTECT AND STEWARD IMPORTANT HABITATS AND LANDSCAPES BY:

- Assisting landowners who wish to conserve their properties
- Assisting farmers and other landowners who want to farm their lands
- Managing a portfolio of diverse habitats and undeveloped land that contributes to the rural character and quality of life in Southeastern Massachusetts
- Assisting communities that seek to protect open space
- Fundraising and seeking grants for the purchase of properties with exceptional conservation values
- Establishing partnerships with a range of private and public entities who share our goals
- Providing innovative outreach programs to help promote and build sustainable communities



About Us



Our Trails



Become A Member



Donate



Volunteer

UPCOMING EVENTS



MAR 26

EVENING VINYASA YOGA

Mar 26, 2018



MAR 28

MINDFUL MEDITATION

Mar 28, 2018



MAR 31

MORNING YOGA

Mar 31, 2018



MAR 31

MOONLIGHT WALK FOR WOODCOCK

Mar 31, 2018



APR 4

VERNAL POOL NIGHT HIKE

Apr 4, 2018



Follow us on Instagram: [@Wildlandstrust](#)



**Wildlands Trust**

Kombucha fun tonight in the Community Conservation Barn with Linda from Independent Fermentations Brewing!!

2 days ago



**Now your support goes 3 times as far**

From Mar 12 – 31, Amazon will triple the donation rate to 1.5% on your first eligible purchase at [smile.amazon.com](#).

TELL US ABOUT YOUR VISIT!

## - OUR TRAILS -

One of the tremendous benefits of land conservation is public access for people of all ages and physical abilities. Many of the lands protected by Wildlands Trust are maintained as "preserves" with beautiful walking trails.



Bridgewater



Brockton



Duxbury



## Trails

[BRIDGEWATER](#)

[BROCKTON](#)

[DUXBURY](#)

[HALIFAX](#)

[KINGSTON](#)

[MARSHFIELD](#)

[MIDDLEBOROUGH](#)

[PEMBROKE](#)

[PLYMOUTH](#)

[ROCHESTER](#)

[WAREHAM](#)

[VISITOR GUIDELINES](#)

[RATE YOUR HIKE](#)



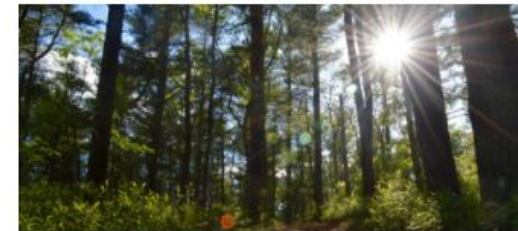
Davis-Douglas Conservation Area



Halfway Pond Conservation Area



Shifting Lots Preserve



South Triangle Pond Conservation Area

## ANALYTICS

Traffic Overview

Traffic Sources

Popular Content

Geography

Form & Button Conversions

Site Search Queries

RSS Subscribers

Search Engine Queries

Activity Log



Analytics on Mobile

Get the Analytics App on the [App Store](#) or [Google Play](#).

## TRAFFIC OVERVIEW

Last Year

All devices

Unique Visitors

28.1k

+120.6% yr/yr

Visits

33.4k

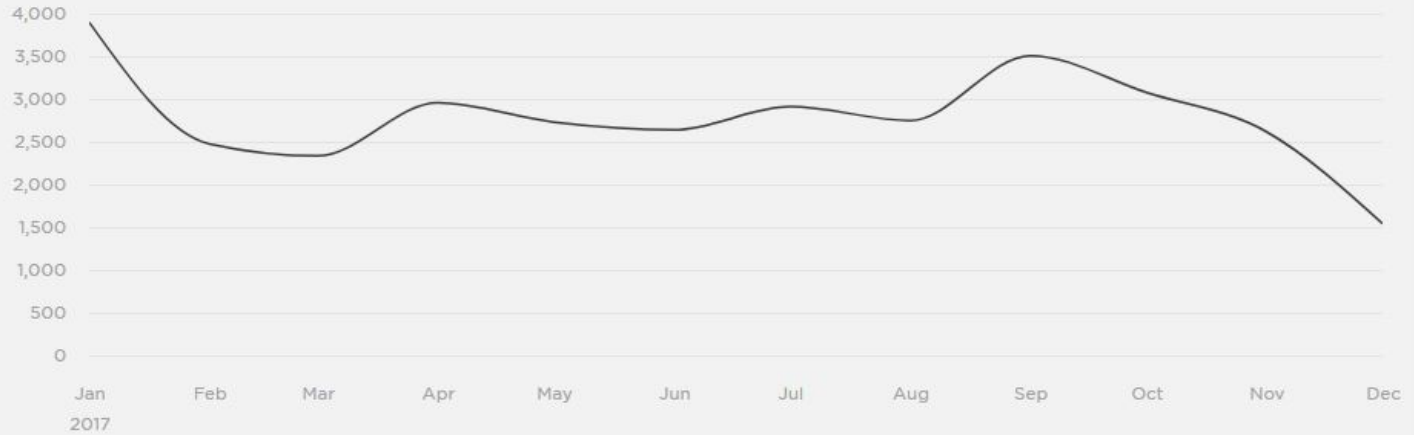
+77.3% yr/yr

Pageviews

92.7k

+68.6% yr/yr

Visits by month (Sun, Jan 1-Sun, Dec 31, 2017)

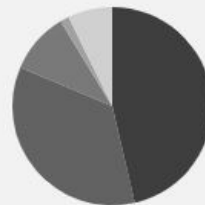


Visits by **DEVICE TYPE**



● Desktop

Visits by **SOURCE**



● Direct

Visits by **BROWSER**



● Mobile Safari



ANALYTICS

Traffic Overview

Traffic Sources

Popular Content

Geography

Form & Button Conversions

Site Search Queries

RSS Subscribers

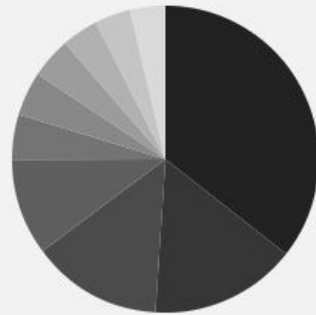
Search Engine Queries

Activity Log



Analytics on Mobile

Get the Analytics App on the [App Store](#) or [Google Play](#).



7,428  
Total Pageviews

- 35.59% Home
- 15.46% Our Trails
- 13.74% Events
- 10.16% Plymouth
- 4.76% Pembroke
- 4.64% Green Team 2018 - Recruitment Begins!
- 4.31% Marshfield
- 3.82% Halfway Pond Conservation Area
- 3.78% About Us
- 3.74% Great River Preserve

Count	Page
1,287	<a href="#">Home</a>
559	<a href="#">Our Trails</a>
497	<a href="#">Events</a>
368	<a href="#">Plymouth</a>
172	<a href="#">Pembroke</a>
168	<a href="#">Green Team 2018 - Recruitment Begins!</a>
156	<a href="#">Marshfield</a>
138	<a href="#">Halfway Pond Conservation Area</a>
137	<a href="#">About Us</a>



# Why?

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## Goals

- Advance Greenbelt's mission through greater public awareness and fundraising
- Reach people where they are and on any device
- Understand digital visitors' expectations and meet them

# Planning

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- Reviewed proposals from four website design companies, including current provider
- Staff committee meetings
- Submitted case for Board approval
- Researched available web mapping technologies

# Pre-2011



The screenshot shows the Essex County Greenbelt Association website. At the top is a banner image of a green landscape with a river and mountains. Below the banner is the title "Essex County Greenbelt Association" and the tagline "Conserving the Open Space Heritage of Essex County since 1961". A navigation menu includes links for Home, Join Us, Events, Conservation, Stewardship, Properties, and Products. A sidebar on the left lists Staff, Headquarters, Contact Us, and Links. The main content area features a "WELCOME!" message, a paragraph about the association's mission, and several announcements: "Greenbelt's Fall Festival" (October 2nd), "New Open Space Maps!" (with a link to the online store), "New! Get Out and Play!" (with a link to the play section), and "New! Try out our new GiftCalcs Calculator for Planned Gifts!" (with a link to read more).

## Essex County Greenbelt Association

*Conserving the Open Space Heritage of Essex County since 1961*

[Home](#) [Join Us](#) [Events](#) [Conservation](#) [Stewardship](#) [Properties](#) [Products](#)

[Visit our online store!](#)  
[Join Now!](#)

**Staff**

**Headquarters**

**Contact Us**

**Links**

**WELCOME!**

The Essex County Greenbelt Association is a member supported nonprofit land trust that has conserved nearly 14,000 acres of land in Essex County. Greenbelt works with local communities and landowners to acquire and protect ecological areas, farmland and scenic vistas. One of our major goals is the creation of "greenbelts" consisting of river, trail, and other natural corridors, coastal systems and visually intact landscapes.

**Announcements**

**Greenbelt's Fall Festival**  
Join us for a day of traditional family fun at our Cox Reservation Headquarters on Saturday, October 2!  
[>Read more](#)

**New Open Space Maps!**  
We have updated our Open Space Maps!  
[>visit Online Store](#)

**New!**  
**Get Out and Play!**  
Paddle, run & ride with Greenbelt  
[>visit the new "play" section of our website](#)

**New! Try out our new GiftCalcs Calculator for Planned Gifts!**  
Explore how much you will receive in income and charitable deductions when you establish a Charitable Gift Annuity with Essex County Greenbelt.  
[> Read more](#)



ESSEX COUNTY  
GREENBELT

# Designing a New Website



## *Get Outside* with the [Greenbelt Guide](#).

Discover 25 spectacular destinations with removable trail maps and property guides covering special features, flora, fauna and often, some of the property's unique history.

Join us for outdoor adventure! [Our Events Calendar](#) features free monthly events all year long.



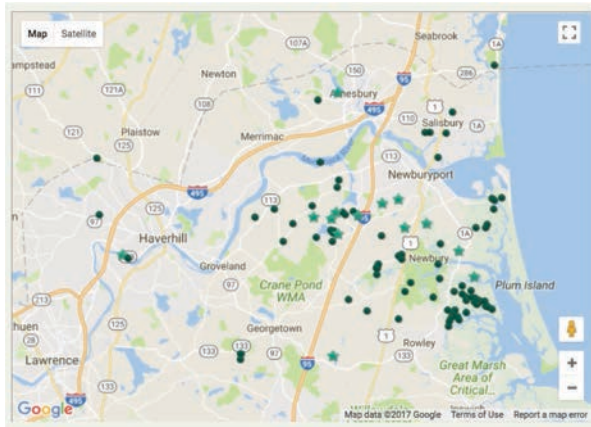
# Design Priorities

- Events
- Properties & Maps
- Donations
- Responsive

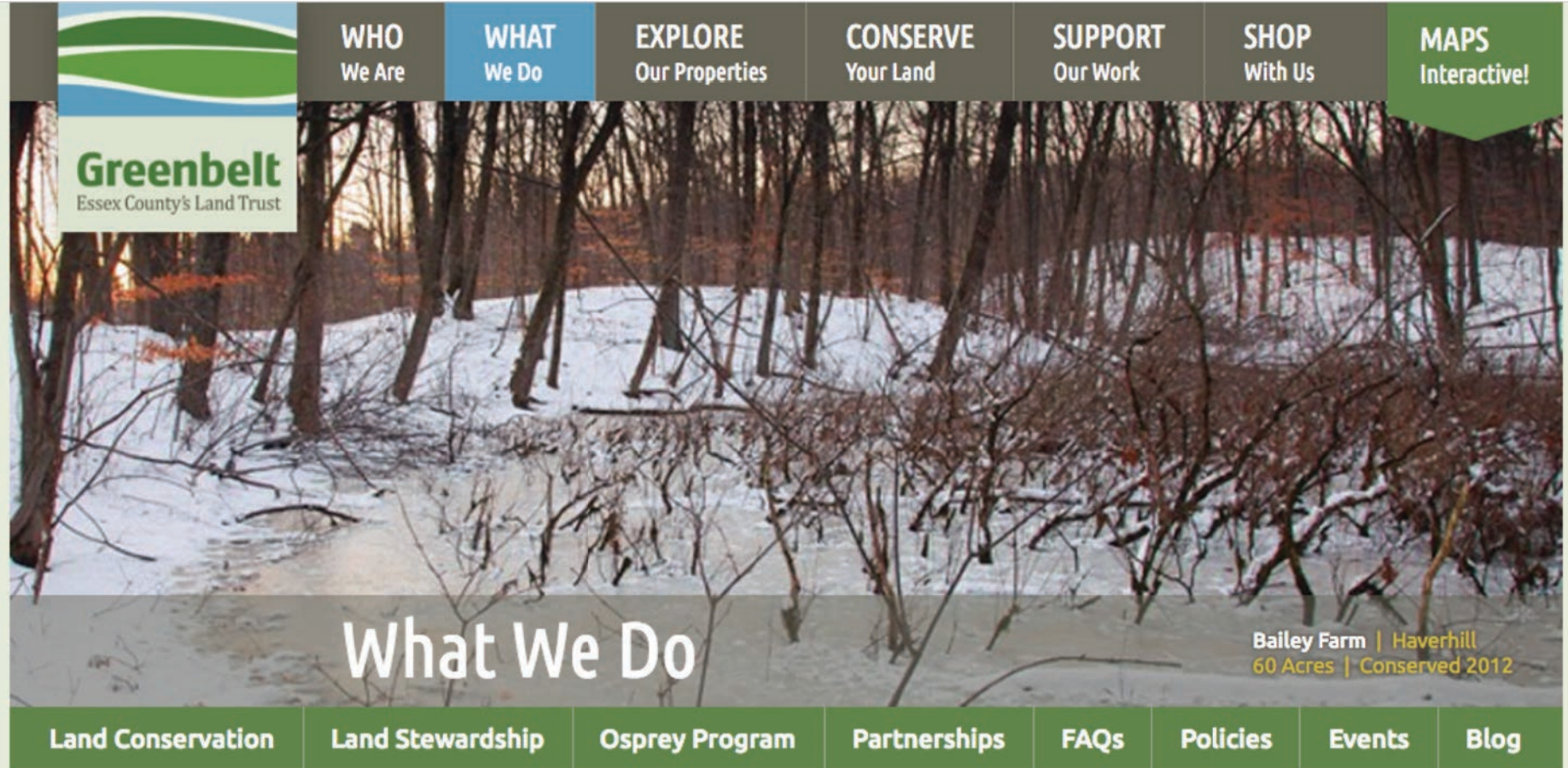


Upcoming Events

DONATE



# Simplify, Simplify.



The image shows a website navigation bar and a hero section. The navigation bar at the top has eight items: WHO We Are, WHAT We Do (highlighted in blue), EXPLORE Our Properties, CONSERVE Your Land, SUPPORT Our Work, SHOP With Us, and MAPS Interactive! (highlighted in green). Below the navigation bar is a hero image of a snowy forest. In the top left of the hero image is the Greenbelt Essex County's Land Trust logo. In the bottom right of the hero image is the text: Bailey Farm | Haverhill, 60 Acres | Conserved 2012. At the bottom of the hero image is a dark green bar with eight white text items: Land Conservation, Land Stewardship, Osprey Program, Partnerships, FAQs, Policies, Events, and Blog.

**WHO**  
We Are

**WHAT**  
We Do

**EXPLORE**  
Our Properties

**CONSERVE**  
Your Land

**SUPPORT**  
Our Work

**SHOP**  
With Us

**MAPS**  
Interactive!

**Greenbelt**  
Essex County's Land Trust

**What We Do**

Bailey Farm | Haverhill  
60 Acres | Conserved 2012

Land Conservation

Land Stewardship

Osprey Program

Partnerships

FAQs

Policies

Events

Blog

# Osprey Program

Cox Reservation  
Essex | 31 Acres

Land Conservation

Land Stewardship

Osprey Program

Partnerships

FAQs

Policies

Events

Blog

About Ospreys

Research

OspreyCam

Osprey Watch

Osprey Monitoring Form

Osprey Blog



Greenbelt began conducting Osprey conservation in 2007 when it constructed its first nesting platform at the Cox Reservation. Since then our goals and efforts have expanded greatly to include:

- Management - install and maintain Osprey nesting platforms

## Help Us Continue Osprey Conservation Your support helps fund:

- Materials for Osprey nest platform construction and repairs
- Webcam set-up and installation
- Osprey webpage upgrades
- Purchase of satellite transmitters for Osprey migration research
- Interpretive signage about Osprey biology and conservation

[Donate Now](#)

## Osprey Blogs

- [Osprey Program Update - Jan 2017](#)
- [Osprey Program Update - Aug 12, 2016](#)
- [Osprey Program Update - July 21, 2016](#)



## Getting Started

Cox Reservation  
Essex | 31 Acres

Technical Assistance

Tax Benefits

Conserve Your Land

### Grasses

As a landowner, your land conservation options depend upon your vision for the future of your land and your unique financial goals. Greenbelt's Land Conservation staff can familiarize you with the most common options and work with you to find a solution that meets your needs.

### Land Conservation Options

#### Outright Gift of Land

The simplest way to conserve your land is by outright property donation to a qualified conservation organization, like Greenbelt. Most properties that Greenbelt holds are donated by landowners who wish to protect a beloved place. Under certain circumstances, Greenbelt acquires land at a **bargain price** or fair market value. Donations and bargain sales that meet IRS requirements can result in federal and state tax benefits.

#### Gifted land may be attractive to landowners who:

- Treasure their property and want to see it preserved for the common good.
- Own property they no longer wish to use.
- Own highly appreciated property, the sale of which would prompt a high capital gains tax.
- Want to reduce property & estate tax burdens.
- Wish for their land to be permanently preserved and cared for by qualified land managers.

#### An outright gift of land can qualify landowner for **tax benefits**, such as:

- Federal income tax deduction
- Massachusetts Conservation Land Tax Credit
- Removes landowner obligation to pay property taxes
- Offsets capital gains taxes from sales of other property
- Reduced estate taxes for heirs.

### Colorful Field

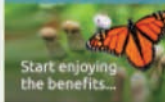
#### Conservation Restriction (CR)

A conservation restriction (called a "conservation easement" in other states and under federal law) is a legal agreement between a landowner & a land trust or government conservation agency that allows the landowner to permanently limit uses of the land in order to protect its agricultural and conservation values. The landowner retains private ownership of the land. The CR continues in

“Conservation is the state of harmony between men and land.”

Aldo Leopold

Become a Member Today



Start enjoying the benefits...

Sign Up Now

Greenbelt Homepage – Suggested Menu

[Trails](#) [Events](#) [Donate](#)

(New Buttons)

Who We Are

- Mission & Values
- History & Headquarters
- Staff
- Board of Directors
- Our Partners

What We Do

- Land Conservation
- Land Stewardship
- Osprey Program
- Current Projects
- FAQs
- News

Get Outdoors

- Our Trails
- Greenbelt Guide
- Nature This Month
- Events

Conserve Your Land

- Your Conservation Options
- Financial Benefits
- Landowner Success Stories
- Resources

Get Involved

- Donate
- Membership
- More Ways to Give
- Current Land Campaigns
- Planned Giving
- Business Sponsorship
- Volunteer
- Business Partners
- Property Monitoring
- Greenbelt Store

**Footer**

- Legal & Privacy
- Rules & Regulations
- Register/Login to NetCommunity
- Sitemap

# Other Sites



## Empowering You to Protect the Outdoor Places You Love

*Outdoor Alliance unites the voices of paddlers, mountain bikers, hikers, climbers, and backcountry skiers to conserve America's public lands and protect the human-powered outdoor experience.*



*If you are still having seizures after one year or after trying 2 seizure medicines, it's time to see an epilepsy specialist.*

LEARN



*"When I meet people, the first thing I do is tell them my story, just so they know who I am and what I've been through."*

READ INSPIRING STORIES OF PEOPLE WHO LIVE WITH EPILEPSY

## 2018 National Walk For Epilepsy



Join us in Washington, D.C., on Saturday, April 2018, as we gather to create awareness, raise funds to support research and services, and celebrate community together.

REGISTER NOW



## NO FARMS NO FOOD

American Farmland Trust tackles the biggest threats to our nation's farmland and family farmers.

LEARN MORE

PHOTO BY JIM RICHARDS

# The New ECGA.org

NEWSLETTER | CONTACT US



TRAILS

EVENTS

DONATE



WHO WE ARE

WHAT WE DO

GET OUTDOORS

CONSERVE YOUR LAND

GET INVOLVED

GIVE

## Welcome to the New ECGA.org

Our website recently received an exciting makeover. Now optimized for viewing on all your devices, with new interactive mapping tools & many other enhanced features.

TAKE A TOUR

Greenbelt, Essex County's Land Trust, is the most effective champion of land conservation, working to conserve the farmland, wildlife habitat and scenic landscapes throughout the region.





# Collecting RSVP's

## More Than Honey Film Screening

Event Date: 2018-03-22

First Name	<input type="text"/>
Last Name	<input type="text"/>
Number Participating	<input type="text"/>
Names of Others Participating	<input type="text" value="If more than one, list names here"/>
Email	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip Code	<input type="text"/>
Phone Number	<input type="text"/>
How did you hear about this event?	<input type="text" value="Please Select"/>

PAY LATER

REGISTER



# Properties

---

Come explore Greenbelt's conserved properties. Whether you want to hike, kayak, run, paint or bird, we're sure you'll find the perfect spot at one of our reservations.

## Search our Properties

Keyword Search	Town	▼	Activities	▼	Terrain	▼	SEARCH
----------------	------	---	------------	---	---------	---	--------

View by:  **Thumb**  List



## ALLYN COX RESERVATION

Town: Essex  
Total Acres: 31  
Year Conserved: 1974  
Difficulty: Easy

 [DOWNLOAD TRAIL MAP](#)

### ACTIVITIES



Fishing



Kayaking



Photography



Scenic Views

## Expansive Views, Salt Marsh Habitat & Paddle Launch



### Allyn Cox Reservation | Essex

#### Property Description & History

Stunning views of a breathtaking New England salt marsh, with an open field, bordered by hedgerow on the edge of a tidal estuary in the Great Marsh ecosystem. Nature enthusiasts, dog walkers, painters, canoers and birders visit throughout the seasons. Ospreys are often seen in a nesting platform in spring and summer.

Greenbelt headquarters is located here and serves as a venue for many events, such as the annual Art in the Barn exhibition. The property was settled by 1648 as a colonial salt marsh farm and for more than 350 years was a dairy farm and apple orchard.

# Old Maps

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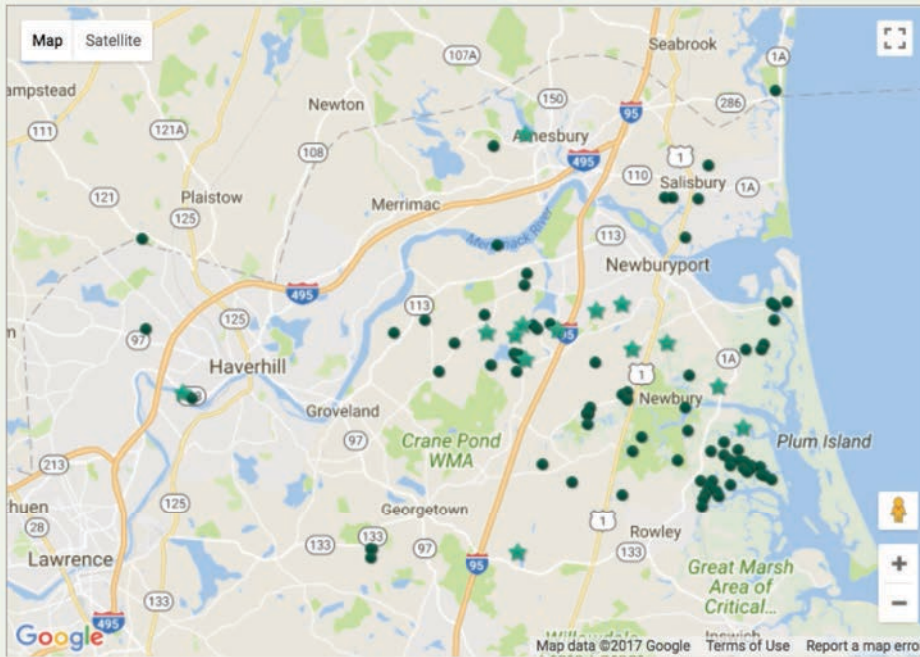
- Platform: Google Maps
- Format provided by consultants
- Not customizable or interactive
- Limited functionality



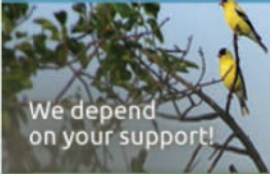


# Maps – Old Website

## Northern



Contribute to Greenbelt



We depend on your support!

Give Today

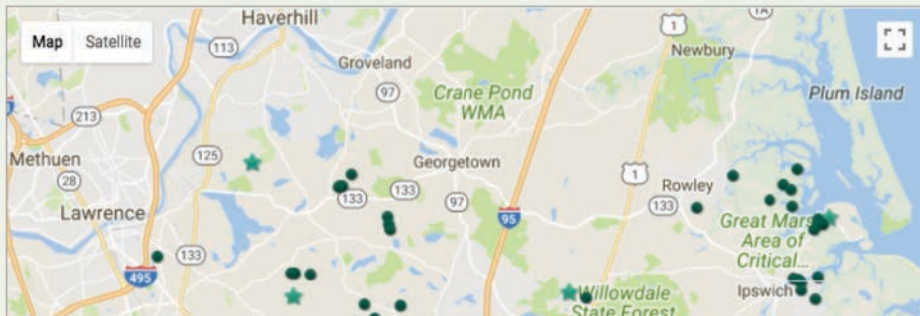
“Every flower is a soul blossoming in nature.”

Gerard De Nerval

Map Key:

- ★ Reservations
- Properties
- Conservation Restrictions
- ▲ Assisted Projects

## Central



# Interactive Maps The Need

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## Goals for new maps:

- Include our property, CR, & trail data
- Customizable
- Mobile optimization
- Location services
- Interface is user friendly

# Interactive Maps Development Process

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## Criteria for mapping platforms:

- Cost
- Keep production in house
- Ability to customize design
- Mobile optimization
- Location services

## Platforms evaluated:

- Mapbox
- Carto
- Open Street Maps
- ESRI Story Maps
- ESRI Web App Builder

# Interactive Maps Process

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- Researched mapping platforms
- Built web map
- Built template for web app
- Created individual web application for county & individual properties
- Created Story Map for headquarters

# Interactive Maps Web Map



Home ▾ Greenbelt Basemap MASTER MAP [↗](#)

[New Map](#) [Create Presentatio](#)

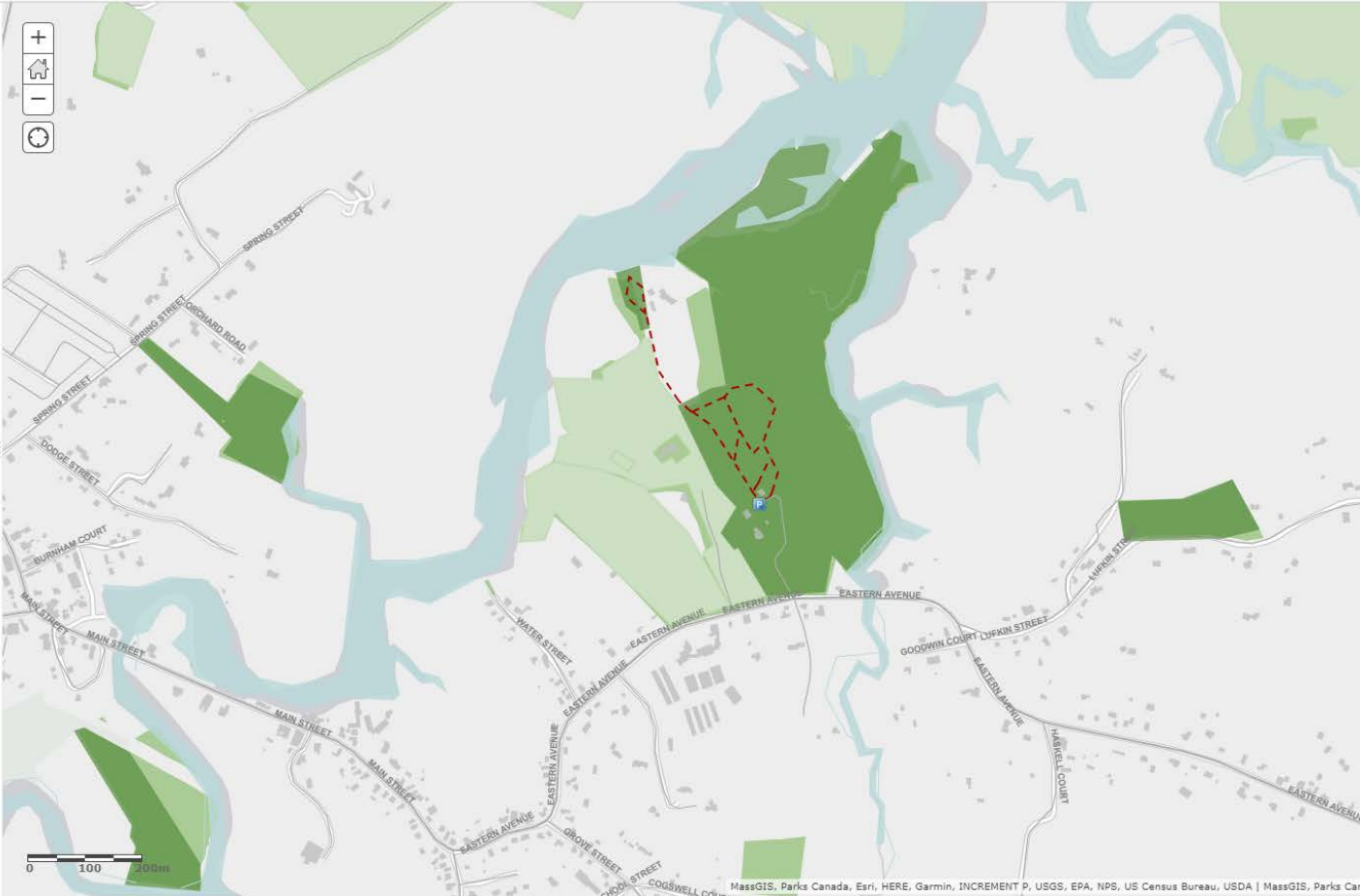
[Details](#) [Add ▾](#) [Edit](#) [Basemap](#) [Analysis](#)

[Save ▾](#) [Share](#) [Print ▾](#) [Directions](#) [Measure](#) [Bookmarks](#)

[About](#) [Content](#) [Legend](#)

## Contents

- Map Tour layer
- MassDOTRoads - All Roads
- Greenbelt Publicly Accessible Properties
- Parking
- BuildingFootprints EssCnty
- HYDRO100K ARC EssCnty
- MassDOT Roads EssCnty
- Town Boundaries
- Trails
- Water
- Ocean
- NHTOWNS POLY
- MACounties minus essx
- Greenbelt Properties
- Greenbelt Privately Protected Land - zoom out
- Greenbelt Privately Protected Land
- Other Protected Land
- MassGIS Base Streets with Labels
- Light Gray Canvas (No Labels)
- Light Gray Canvas



# Interactive Maps Web AppBuilder



Home ▾ Web AppBuilder for ArcGIS Allyn Cox Reservation Website Map

Abby ▾

Theme Map Widget Attribute

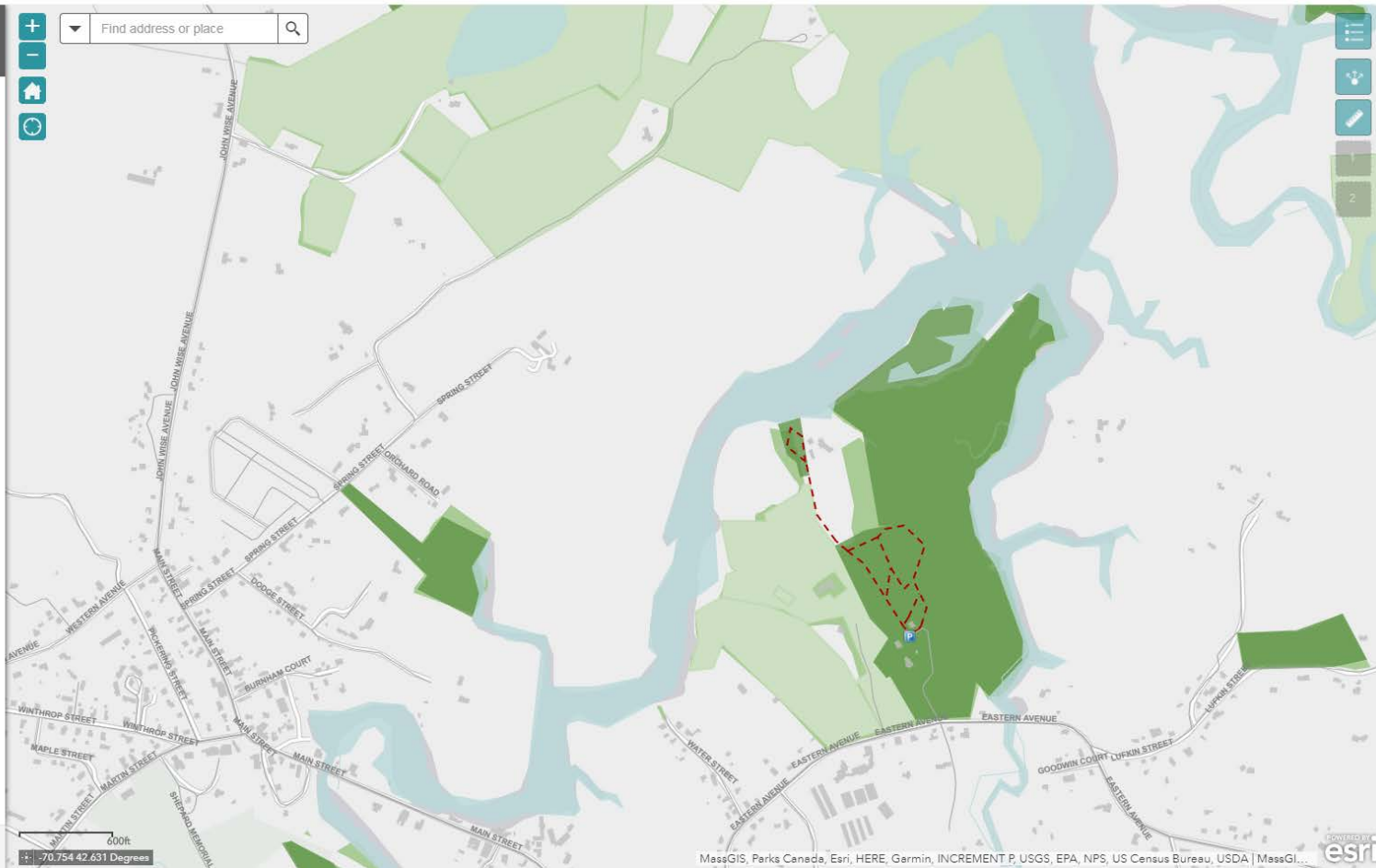
Coordinate Extent Navig... Full Screen Home

My Location Overview... Scalebar Search

Splash Zoom Slider

Legend Measure Share Widget

Widget



Launch | Previews | Saved ▾

MassGIS, Parks Canada, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, NPS, US Census Bureau, USDA | MassGIS... esri

# Interactive Maps Story Maps



Greenbelt's Allyn Cox Reservation

Directions:

STORY CONFIGURATION

SAVE SHARE SETTINGS HELP

[Change Basemap](#)

Welcome to Greenbelt's Allyn Cox Reservation! Edit me!

Intro

Add Organize Import

- Allyn Cox
- Osprey Platform
- Dog Friendly
- Salt Marsh Ecosystem
- Greenbelt Headquarters
- Salt Marsh Flora
- Cox Studio Barn
- Kayakers on the Essex River
- Viewing Platform
- Bee Hives
- Painters
- Art in the Barn



# Interactive Maps Challenges

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- ArcGIS Online vs ArcMap
- Limitations of ArcGIS Online Data
- Learning curve of web integration
- Mobile Optimization/Location Services
- Pop Up Interface
- Speed
- Time Investment

# Interactive Maps Lessons Learned

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- Creating interactive maps is feasible with a working knowledge of ArcMap
- Patience and time investment is required
- Pay attention to sources of data in your web map
- Speed & performance is dependent on many factors
- Getting (and keeping) everything working depends on many factors

# Interactive Maps Next Steps

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- Create more Story Maps
- Upgrade web map data
- Training with ESRI

# Demo

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[www.ecga.org](http://www.ecga.org)



# Lessons Learned

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## Managing Internally:

- Careful collaboration among staff
- Staff with access must be trained/trusted
- Staff with experience and/or training with communications and technology can greatly benefit website!



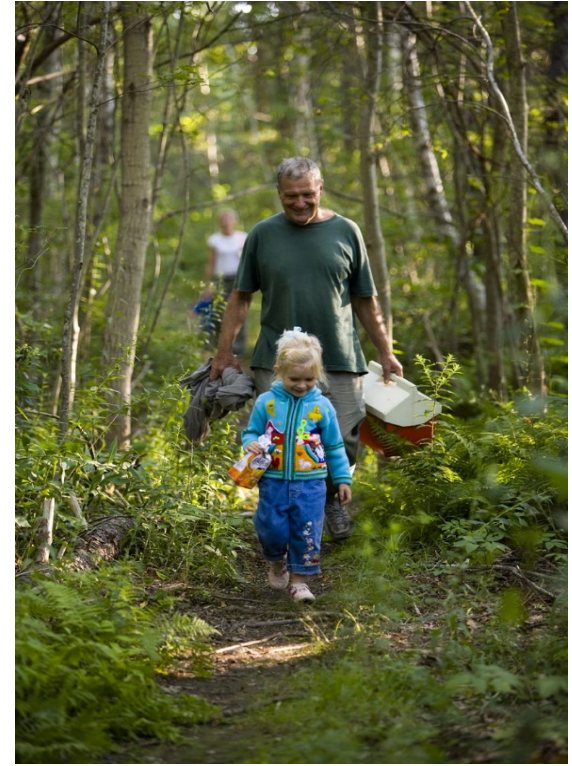
# Lessons Learned

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- On budget
- Timeline expectations
- Staff time required to manage consultants & volunteers
- Pros & Cons of working with consultants
- Lots of positive feedback from constituents – important to stay fresh!
- Learning curve with the new mapping technology
- Constantly changing technology & expectations



Thank you!  
Questions?



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ESSEX COUNTY GREENBELT ASSOCIATION  
WILDLANDS TRUST