

Using Big Data to Inform Land Conservation and Park Development that Address Climate Change

Our mission

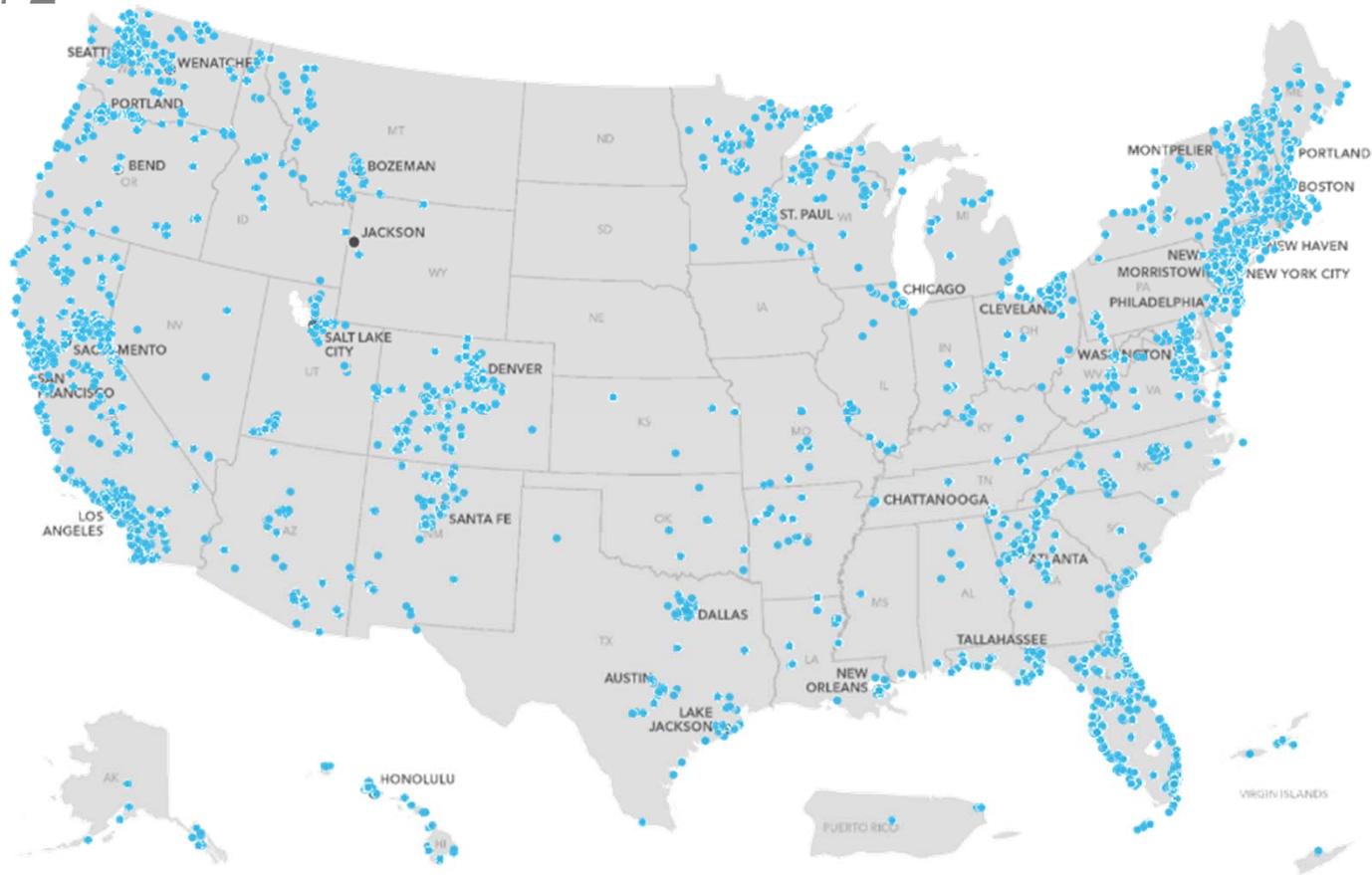
LAND FOR PEOPLE

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



Our impact

SINCE 1972



THE TRUST FOR PUBLIC LAND



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 10-min walk

THE
TRUST
FOR
PUBLIC
LAND

Better, Faster, Stronger

ANALYTICAL POWER FOR TPL AND OUR SECTOR

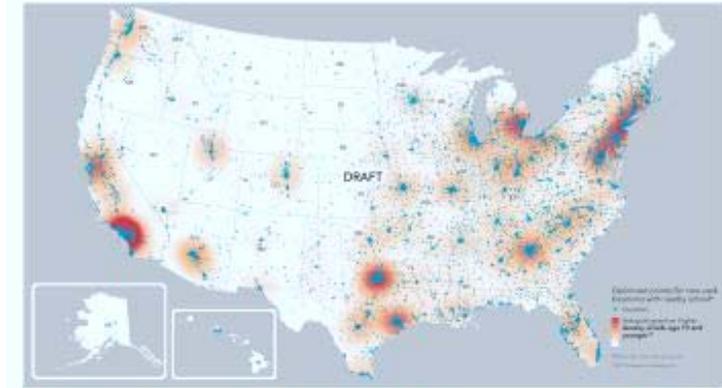
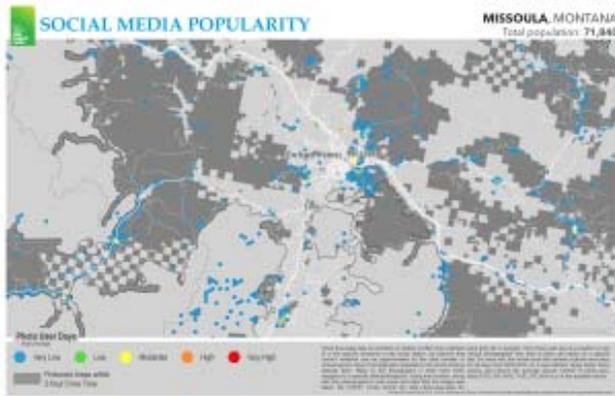
Research & Innovation:

define, translate and disseminate the

state of the art for our field

- Solve problems **faster**
- Drive better **insights** and outcomes with **non-traditional partners** like school districts and healthcare providers
- **Track** progress against our mission

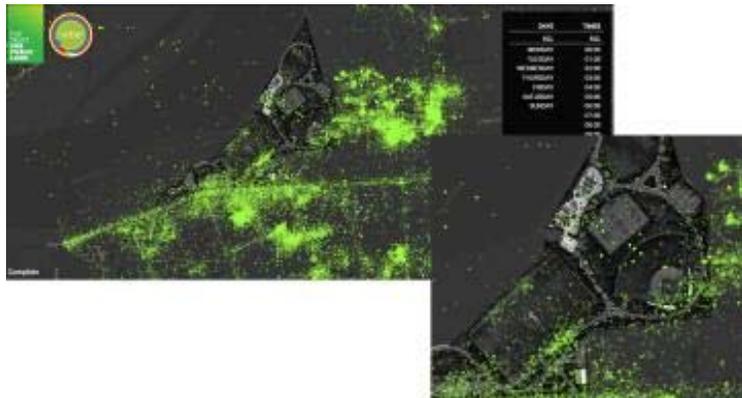




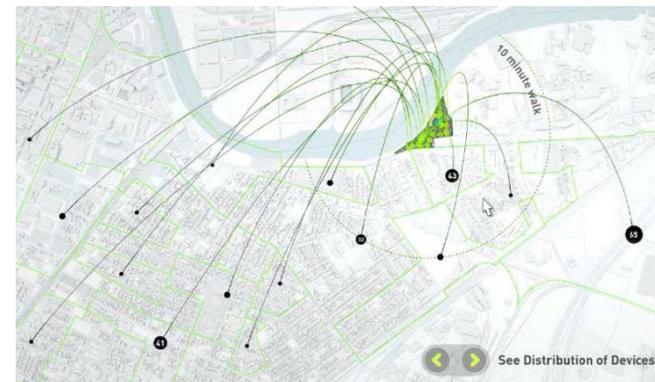
SOCIAL MEDIA DATA TO ESTIMATE PARK USAGE

USE OF APPLICATION DATA

OPTIMIZED POINTS WITH NEARBY SCHOOLS AND DEMOGRAPHICS



ANONYMIZED CELL PHONE DATA TO TRACK PARK USAGE AND ROUTES



USING ANONYMIZED CELL PHONE DATA TO ESTIMATE PARK USAGE

WORLD OF OPPORTUNITIES