

## 30x30 and Green Infrastructure: Tools for Multi-Scale Conservation and Design

Friday, October 27, 2023  
11:00 AM – 12:00 PM

### Overview

Exploring 30x30 and the implementation pattern being taken by federal, state, and private actors, this session provides knowledge on the synergies with green infrastructure case studies over multiple scales, connections to conservation efforts around biodiversity, climate, and public access, and introduces attendees to free geospatial tools to apply into practice.

### Learning Objectives

- Gain knowledge of the current 30x30 movement, how it connects biodiversity, climate, and access, and how landscape architects can use it in practice.
- Learn about current green infrastructure plans through multi-scale case studies, and identify how these approaches can be brought into landscape architecture practice.
- Gain skills to navigate and use free geospatial applications which cover 30x30.biodiversity, climate, and public access, and integrate them into practice and design workflows.
- Gain understanding of the trends taking shape and new resources available as 30x30, green infrastructure, and conservation design become more important due to climate change.

### Speakers



#### Daniel Martin, RLA, ASLA

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Daniel Martin is a Licensed Landscape Architect and works as a consultant and project manager for the environment and geodesign department in the Professional Services Division at Esri. Daniel leverages his background in landscape architecture, ecological mitigation and restoration, and wildlife management to help clients utilize technology and design to build resilience and achieve balance between the natural and built environments.



#### Karen Firehock, AICP

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Ms. Firehock founded the national Green Infrastructure Center Inc. in 2007 that maps, models and creates strategies to conserve or restore natural resources in wild and urban landscapes. She has directed 100 green infrastructure planning projects. Her book, Strategic Green Infrastructure Planning: A Multi-scale Approach shows how to craft a green infrastructure plan, and her book Green Infrastructure: Map and Plan the Natural World With GIS shows how to model natural resources for large landscapes. She holds B.S. in Natural Resources Management from UMD and an M.P. Urban and Environmental Planning from UVA, and is adjunct faculty for Landscape Architecture.

# ASLA2023

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## Session Outline

- I. Introduction, 30x30 movement, Synergy with Green Infrastructure (15 minutes)**
  - a. Emerging 30x30 picture, driven by regulators, opportunities for designers
  - b. Process, uses, and data driving 30x30.
  - c. Green Infrastructure, synergy with 30x30, conservation, design
- II. 30x30 California Example – Leading the way on 30x30 Conservation (20 Minutes)**
  - a. California Nature, created by Executive order
  - b. System used to enable progress.
  - c. How conservation is quantified, tracked, decisions made, and data updated
  - d. Engaging with the public, and available resources
  - e. Live demo of 5-6 free applications
- III. Green Infrastructure Case Studies over Multiple Scales (20 Minutes)**
  - a. State scale: South Carolina Statewide Green Infrastructure Plan and 30x30 integration
  - b. Regional scale: Abermarle County, Virginia Green Infrastructure Plan
  - c. City scale: City of Norfolk, Virginia Green Infrastructure Plan
- IV. Brining it all together: 30x30 and Green Infrastructure (5 Minutes)**
  - a. Using data to make decisions
  - b. Using the right vs Wrong data
  - c. Thinking about connectivity, and anticipation trends and needs in light of climate change
  - d. Resources available and to watch for, ready to add to your practice.
- V. Questions and Answer (15 Minutes)**

## Sources

- [California Nature 30x30](#)
- [Building Green Infrastructure in the US – A Framework for Sustainable Growth](#)
- [Green Infrastructure for the US – Maps and Apps to connect the most valuable landscapes in the Nation](#)
- [Esri Green Infrastructure Gallery](#)
- [Esri Launches National Green Infrastructure Initiative for Planning](#)
- [Green Infrastructure: Map and Plan the Natural World with GIS](#)
- [Green Infrastructure Center](#)