Forest Atlas of the United States: Empowering 21st Century Partners and Stakeholders

Charles H. Perry and many others
Our agenda

- Introduce the atlas project
- Review a few products in the portfolio
- Have a conversation about the next steps
Begin with the end in mind...

The atlas represents a new strategy and architecture for sharing data, information, and knowledge with the next generation of policy-makers, resource managers, land owners and constituents.
Why an atlas, and why now?
Print readership declined by 50% even as total media use went up 12%.

### Share of Time Spent per Day with Major Media by US Adults, 2010-2014

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>— Mobile (nonvoice)</td>
<td>3.7%</td>
<td>7.1%</td>
<td>13.4%</td>
<td>19.2%</td>
<td>23.3%</td>
</tr>
<tr>
<td>— Online*</td>
<td>22.0%</td>
<td>22.6%</td>
<td>20.7%</td>
<td>19.2%</td>
<td>18.0%</td>
</tr>
<tr>
<td>— Other</td>
<td>3.9%</td>
<td>4.1%</td>
<td>4.3%</td>
<td>5.0%</td>
<td>5.9%</td>
</tr>
<tr>
<td><strong>TV</strong></td>
<td>40.9%</td>
<td>40.4%</td>
<td>39.2%</td>
<td>37.5%</td>
<td>36.5%</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>14.9%</td>
<td>13.9%</td>
<td>13.0%</td>
<td>11.9%</td>
<td>10.9%</td>
</tr>
<tr>
<td><strong>Print</strong></td>
<td>7.7%</td>
<td>6.5%</td>
<td>5.4%</td>
<td>4.4%</td>
<td>3.5%</td>
</tr>
<tr>
<td>— Magazines</td>
<td>4.6%</td>
<td>3.8%</td>
<td>3.1%</td>
<td>2.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>— Newspapers</td>
<td>3.1%</td>
<td>2.7%</td>
<td>2.3%</td>
<td>1.9%</td>
<td>1.6%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>7.0%</td>
<td>5.5%</td>
<td>4.0%</td>
<td>2.8%</td>
<td>1.9%</td>
</tr>
<tr>
<td><strong>Total (hrs:mins)</strong></td>
<td>10:46</td>
<td>11:18</td>
<td>11:49</td>
<td>12:03</td>
<td>12:14</td>
</tr>
</tbody>
</table>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; numbers may not add up to 100% due to rounding; *includes all internet activities on desktop and laptop computers; **offline reading only
Source: eMarketer, April 2014
We know ideas empower people...
a picture’s worth 1000 words...

Vinland Map of 1434. First map of North America.
Image source: Brookhaven National Lab.
And, informed decisions require data and knowledge.
So how has FIA historically addressed this need?
Go spatial!

Be social!
A spectrum of needs

Students  Educators  Policy-makers  Land Managers  Power Users
An expanded portfolio of products lets users identify and meet their individual needs.
Forest Atlas of the United States

Coming Soon!
The United States of America has impressive forests-more than 800 million acres of natural and planted forests and woodlands-providing clean water, clean air, wildlife and fish habitat, recreational opportunities, and resources for economic development.

This Atlas combines state-of-the-art inventory and monitoring information with tree pollen counts, mill surveys, ownership records, bird...
Ch 1. Where do trees grow?

The United States has a tremendous forest resource—more than 750 million acres of native and planted forests managed by public and private landowners for forest products, recreation, wilderness, wildlife habitat, and many other purposes. Over the past 150 years, basic surveys of United States forests have evolved into a rigorous inventory program that we can use to share information about the value of these forests and the challenges that confront them. In the Forest Atlas of the United States, we explore many questions about our forests and share relevant geospatial data and analytical products.
America's Private Forest Owners

Private forest owners control 56 percent of the forest land in the contiguous U.S. This group includes more than 11 million families, individuals, corporations, tribes, and other private groups. The values and objectives of these owners, within the constraints and opportunities their forests provide, determine what can and will be done on their land.

Most private forest land (62 percent) is owned by an estimated 10 million families, individuals, trusts, estates, and other groups who are collectively referred to as family forest owners. There are four major “types” of family forest owners:

1. 49 percent of owners who seek to establish a woodland retreat with high amenity values;
2. 28 percent who own the land to meet multiple aesthetic, recreational, and financial objectives;
3. 5 percent of owners who are focused primarily on the financial gains they can earn from their land; and
4. the remaining 18 percent of owners who do not have strong objectives for their property.

Corporations own 33 percent of private forest land. This group includes multi-national, regional, and local companies. Forestry is the primary objective for some of these owners, but others are energy companies or own it for other reasons, such as buffers around manufacturing plants. Two newer types of corporations are timber
Next steps...
How can you help?

- Provide feedback
- Support for developing marketing strategies and outlets
- Facilitate linkages with other regional story tellers for content delivery
Contact Information

Charles H. (Hobie) Perry
charleshperry@fs.fed.us