Enclosure 2

Recommendations for the Project Brief Map

The following are observations and recommendation related to maps that are part of a Forest Legacy Program project application. These recommendations are the result of feedback from previous members of the National project selection panel. Following these recommendations on how to improve a map is not a requirement; these are suggestions to help in the development of a competitive application.

- First impressions matter. Many reviewers have indicated that the map was the first item they reviewed on a project brief. If the map was difficult to read, reviewers became confused from the outset about why the project was important, threatened, or strategic.
- It is important to ensure that the project brief content and the map tell the same story and that the story is accurate (e.g. if a proposed tract is being highlighted for its public recreation amenities and none of those amenities are identified on the map, then you make it difficult for reviewers to give you full points for that attribute). Remember if the proximity of features are highlighted in the brief, make sure they also appear on the map.
- The information portrayed on map should be clear, concise, and easy to read. Some map style suggestions are below:
  - The reviewers suggest reserving bright colors for project area and other FLP areas (e.g. highlight the proposed FLP project tracts in red). Other protected lands are easy to spot as saturated earth tones (e.g. gradient shades of green to differentiate federal, state and privately conserved land). The map is easier to analyze if the base map is light gray or a neutral color, so it does not distract from the map message.
  - Do label FLP tracts on the map with the year funded, proposed, or completed.
  - Do not clutter the map with unnecessary labels (e.g. local roads that don't pertain to navigation to the property).
- Scale the project map to show how the project tracts fit into the area's conservation landscape. If the map is too localized, reviewers cannot understand how it ties to other conserved land. Conversely, if the map area is too large, it may be difficult to see what is adjacent to the proposed tracts. Reviewers state that if you are having a hard time finding the map scale sweet spot, you may want to consider developing a regional inset map to show where the project area is located within the state and to highlight conserved lands nearby.