Nature in the City: The Map

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How to experience dynamic nature in San Francisco? A ground-breaking new map is your guide. Telling the stories of earth-shaking forces, charismatic species, and changing urban habitat, the Nature in the City map is as beautiful as it is informative. Detailed environmental information is woven together with original artwork by Jane Kim and design by Leah Elamin. The map celebrates the abundance of nature and unique ecosystems found right at our doorstep, orienting the viewer to a sense of time and place.

“The map aims to deepen a sense of personal belonging in nature, and to highlight change over time in this beautiful city,” says author Mary Ellen Hannibal, the map’s lead writer. “It invites users to notice, learn, and advocate for nature where we live,” says Peter Brastow, Biodiversity Coordinator, SF Department of the Environment, and a member of the project’s advisory committee.

The map was developed by an inter-agency committee and freelance creative talent under the aegis of the nonprofit Nature in the City, in partnership with the SF Department of the Environment, the SF Planning Department, the SF Public Library, the Presidio Trust, the California Academy of Sciences, and the Exploratorium—all working together to inspire stewardship and lasting engagement with the environment among city dwellers.

Nature in the City, the nonprofit: Nature in the City is San Francisco’s first organization wholly dedicated to ecological conservation, restoration, and stewardship of urban species and their habitats.

"Nature is a vital part of all our stories here in San Francisco. This map is bringing those stories to light and deepens the connections between urban and natural landscapes," says Eric Rodenbeck, CEO, Stamen Design

Maps are 24 x 36” flat and 8 x 6” folded. Folded maps cost $9.50 each and poster maps cost $15 each on natureinthecity.org/map. Maps are also available at bookstores and retailers around the city. Schools, nonprofits, and educational organizations are eligible to request free maps. To learn more about the project, map release events, to get a map, and/or obtain a media press kit, visit: www.natureinthecity.org/map

Once you get your maps, we’d love to hear from you. Share your map explorations with us on social media with hashtag #natureinthecitymap

Twitter: @natureinsf
Instagram: @natureinthecity
Facebook: @natureinsf

Product release date: April 18, 2018
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Nature in the City Map: FAQ

How is this map different from a regular map?
• A useful tool to learn about and explore San Francisco natural areas and parks
• Illustrations and text give a deepened perspective of the maps data and creatures
• A beautiful poster for the classroom or framed
• Nature information about the past, present, and future is a great classroom tool
• Invitations to get curious and participate in citizen science throughout

Where can I get a map?
San Francisco bookstores, museums, visitor centers, or you can order here: www.natureinthecity.org

What kind of species does the map show?
• These species are a small selection from the vast array of life in San Francisco
  • Tiny green chorus frog, colorful butterflies, sea lion, coyote, pelican, and more—a little bit of everything—beautifully illustrated and described
  • Species that can be seen everyday and those that require patience and careful observation

How can I learn more about these plants and animals?
• Visit city-wide public education sites highlighted on the map
• Take a guided walk with Nature in the City
• Explore iNaturalist to learn, and post your own observation

Are any of these plants and animals endangered?
• Yes, a few are! The Blue Whale and the Chinook Salmon
• The California Brown Pelican, considered a major conservation success story, was removed from the endangered species list in 2009

How can I help preserve the nature in San Francisco?
• Join others to volunteer – check out our list of organizations and agencies that need your help: www.natureinthecity.org/map
• Become a citizen scientist by downloading the iNaturalist app – it’s easy and fun and provides valuable data to scientists tracking species
• Participate in citizen science projects: count birds, butterflies, and bees, monitor the health of water, air, and soil
• Speak up about how you value nature at neighborhood and citywide meetings

What about the rest of the Bay Area?
• Regional organizations can provide so many resources – check out our list of organizations you can contact: www.natureinthecity.org/map

Can I find the map online?
• Plans for an online version are in the works. Sign up for updates at: www.natureinthecity.org/map

How much does it cost?
• Folded maps cost $9.50 each and poster maps cost $15 each on natureinthecity.org/map. Maps are also available at bookstores and retailers around the city. and for information on bulk discounts and to find out if you qualify for free maps, visit www.natureinthecity.org/map
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Backgrounder: Map Collaborators

Map Team Bios: The following all contributed greatly to the artistic, scientific, and educational value of the Nature in the City map. Their expertise and generosity were vital in making the map a resource for all of us.

Peter Brastow
San Francisco Department of the Environment, Biodiversity Coordinator
www.sfenvironment.org
Since the mid-1990s, Peter Brastow has worked to restore nature and biodiversity in San Francisco. After some graduate school in geography at UCLA, Peter worked for ten years for the National Park Service at the Presidio of San Francisco, Golden Gate National Recreation Area, restoring dunes, wetlands and coastal grasslands for rare plants and wildlife. Peter founded Nature in the City in 2005, the first and only organization wholly dedicated to restoration and stewardship of the Franciscan bioregion and to connecting people and nature where we live in San Francisco. Since 2012, Peter has served the City of San Francisco as the Senior Biodiversity Coordinator at the Department of Environment in order to propagate local biodiversity-friendly operations and programs throughout the city.

Leah Elamin, Graphic Designer & Landscape Architect
www.linkedin.com/in/lelamin/
As a Bay Area native, Leah Elamin’s personal and professional interests have been inspired by the local landscape. Working both as a Landscape Architect and Graphic Designer, she gravitates towards projects that integrate design with environmental and sustainability concerns. “The Nature in the City map is a rewarding melding of these interests.” In addition to the map project, she has worked on a diverse range of projects helping to create effective and resourceful solutions to meet clients’ design challenges. This includes work for: EO Products, Exploratorium, University of San Francisco, Volume Inc., Stanford University, and Miller Company Landscape Architects.

Mary Ellen Hannibal, Writer
www.maryellenhannibal.com
Mary Ellen Hannibal is an award-winning journalist and author focusing on science, culture, and the important connections between people, species, and ecosystems. Her most recent book, Citizen Scientist: Searching for Heroes and Hope in an Age of Extinction, was named one of the best titles of 2016 by the San Francisco Chronicle and received a Nautilus Book Award for ecology and the environment. Reporting deeply, Hannibal digs into the origins of today’s tech-savvy citizen science movement – tracing it back through centuries of amateur observations by writers and naturalists. Prompted by her novelist father’s sudden death, she connects the activity of bearing witness to nature today with a broad inquiry into time, place, and purpose. Hannibal’s previous books include The Spine of the Continent, about which Publisher’s Weekly said, “This is what science writing should be: fascinating and true.” Her work has appeared in The New York Times, Esquire, Nautilus, Bay Nature, Anthropocene, and many other publications.

Lindsay Irving, Project Manager & Cartographer
Lichen Projects
www.lichen-projects.com
Lindsay Irving is an independent producer, cartographer, and science communication specialist. She has worked on mapping and data visualization projects with museums, government agencies and commercial studios for 14 years in San Francisco. “The Nature in the City Map was an orchestration of art, science, design, and outreach with the goal of celebrating the diversity of life and its stories in map form.”
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Rebecca Johnson, Citizen Science Lead
California Academy of Sciences
www.calacademy.org
Rebecca Johnson co-directs Citizen Science at the California Academy of Sciences Citizen Science, where she is also a Research Associate in the Department of Invertebrate Zoology and Geology. Through her work, she supports and grows a community of naturalists working together to discover nature. She is passionate about building coalitions around place-based nature connection, biodiversity documentation, and using species observations to understand climate and land use change. She and Alison Young were honored with the Bay Nature 2017 ‘Local Heroes for Environmental Education’ award. Rebecca spearheads the Academy’s biodiversity work with the City of San Francisco and the California Marine Protected Area Network and is a founding member of the San Francisco Cities Connecting Children to Nature Core Team.

Jane Kim, Artist
Inkdwell
www.inkdwell.com
Jane Kim is a visual artist, science illustrator, and the founder of Ink Dwell, a studio that inspires people to love and protect the earth. Her art career started when she was a little girl obsessively painting flowers and bears on the walls of her bedroom. She received more formal training at Rhode Island School of Design and then Cal State Monterey Bay, where she received a master’s certificate in science illustration. She specializes in creating large-scale public installations, and in addition to the Cornell Lab of Ornithology, she has produced works for the National Aquarium, the de Young Museum, the Nature Conservancy, the Smithsonian Institution, Facebook, Recology, and Yosemite National Park. She is the creator of the Migrating Mural campaign, a series of public installations that highlight wildlife along migration corridors they share with people. She still enjoys painting flowers and bears, though nowadays she doesn’t get in trouble for painting on the walls.

Damien Raffa, Program Manager
Presidio Trust
www.presidio.gov
For the past 25 years, Damien Raffa has designed and implemented projects and programs to provide urban children, youth and families engaging experiences and encounters with "nature in the city" of San Francisco. In addition to the earlier editions of the Nature in the City map, recent city-wide collaborations include the San Francisco Children’s Outdoor Bill of Rights and Cities Connecting Children to Nature collaborative (San Francisco is one of seven cities nominated to participate in this national initiative focused on equity of nature experience for city dwellers). “I hope this map will be successful in connecting San Franciscans of all backgrounds to nature where they live.”

Susan Schwartzenberg, Senior Artist and Curator
Exploratorium
www.exploratorium.edu
Susan Schwartzenberg is a senior artist, and Director of the Fisher Bay Observatory at the Exploratorium. In this capacity, she has spearheaded the museum's Environmental Initiative, a multi-year plan for evolving place-based education and environmental literacy. She has worked as a curator, photographer, designer and author and has exhibited her work internationally. She is a Loeb Fellow at the Harvard Graduate School of Design, and has taught at the San Francisco Art Institute, the California College of Art, and Stanford University. As a photographer and visual artist, she has received numerous awards, and has taken part in residencies and exhibitions worldwide. She is known for her public projects, including recent works at Stanford University, San Francisco's McLaren Park and Suzhou China. Currently she is engaged in regional Bay Area projects exploring the impacts of climate change and sea level rise.
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Kelley Trahan, Environmental Librarian
San Francisco Public Library
www.sfpl.org
Kelley Trahan is the Environmental Librarian at the San Francisco Public Library. She seeks to inspire understanding and appreciation of the interconnectedness of life on earth by bringing public programs on a wide range of environmental topics to the Library. “Working on the map with artists, educators and scientists who care deeply about nature was awesome. The process of decision-making and problem solving to fully conceptualize, articulate and communicate nature in the city was incredibly gratifying. The final product is equally rich in information and beauty.”

Michael Webster, Geographer
San Francisco Planning Department
www.sfplanning.org
Michael Webster is a geographer at the San Francisco Planning Department. “Working on the Nature in the City map was an honor and a welcome diversion from the usual plan maps that I make on a daily basis at the Department as I got to experience the art of cartography, working with artists, designers and writers, and the science of cartography working with top natural resource experts in San Francisco.”

Alison Young, Citizen Science Manager
California Academy of Sciences
www.calacademy.org
Alison Young co-directs the Citizen Science program at the California Academy of Sciences, where she builds communities of the public, scientists, and resource managers through learning about, discovering, and documenting biodiversity. She and Rebecca Johnson were awarded the Bay Nature Institute’s 2017 “Local Hero for Environmental Education” award. Alison sits on the Board of Directors for the Citizen Science Association and is co-lead of the annual City Nature Challenge, an international urban bioblitz competition engaging people around the world in a contest to find and document the nature in their cities. “I hope this map will connect San Francisco residents and visitors to the abundant and unique nature in our city - from our backyards and schoolyards to our more wild parks, beaches, and natural areas, head out and see what you can find!”