

Building a Conservation Concierge TM

Our Objective

Simplify and expedite
landowner engagement in
conservation

The Challenge

Emma's Creek Stream Restoration on Huntingdon Farm

Cattle had unrestricted access to the stream, leading to:

- Eroded and unstable stream banks
- High sediment loading
- Degraded water quality

We knew something had to change.





Conservation Concierge™

The Process

Partnering with Our Conservation District

Months of planning with our local conservation district:

- Site visits and assessments
- Back-and-forth on practice placement
- Iterating on stream channel designs

Practices identified: Stream bank fencing, bank stabilization, vegetative buffers, fish habitat structures, and in-channel flow optimization.

The collaboration was invaluable — but the timeline was LO-O-O-O-ONG!



Conservation Concierge™

The Outcome

Restoration Complete — Nature Does the Rest

Today, Emma's Creek is stabilized and recovering.

What if we could get here faster?

Conservation Concierge doesn't replace the expertise of conservation practitioners or USDA programs — **it accelerates alignment.**

Farmers and agencies arrive at a shared plan sooner, so **nature can start healing faster.**



The Challenge

- **Limited reach and reactive approach:** USDA agencies like NRCS only engage a small proportion of farmers.
- **Resource constraints:**
 - Staffing
 - Technical Expertise
 - Funding
- **Farmers lack access to federal and state programs:**
 - Evaluation of their own property for potential restoration activities
 - Identification of USDA voluntary programs that would be most suitable for enrollment

The Opportunity

- AI as a co-pilot to voluntary conservation adoption

Matching program resources to farmers in need

Accessible site-level assessment to identify conservation opportunities and interpret them in a way any farmer or agency professional can understand

Better and broader access to federal programs

Identify high priority areas and operations for conservation planning and implementation



Conservation Concierge TM

v0.3.8



JD



Please assess @Field 1 for the greatest conservation opportunities.

^ Plan completed (3 steps)

Determining data type for @Field 1

Geocoding selected region of interest

Running conservation opportunity analysis

Here's what the vegetation analysis for @Field 1 tells us about conservation opportunities, based on NDVI from Sentinel-2 over the 2021–2025 growing seasons (April–October each year). 🌱

1. Overall habitat quality inside the field

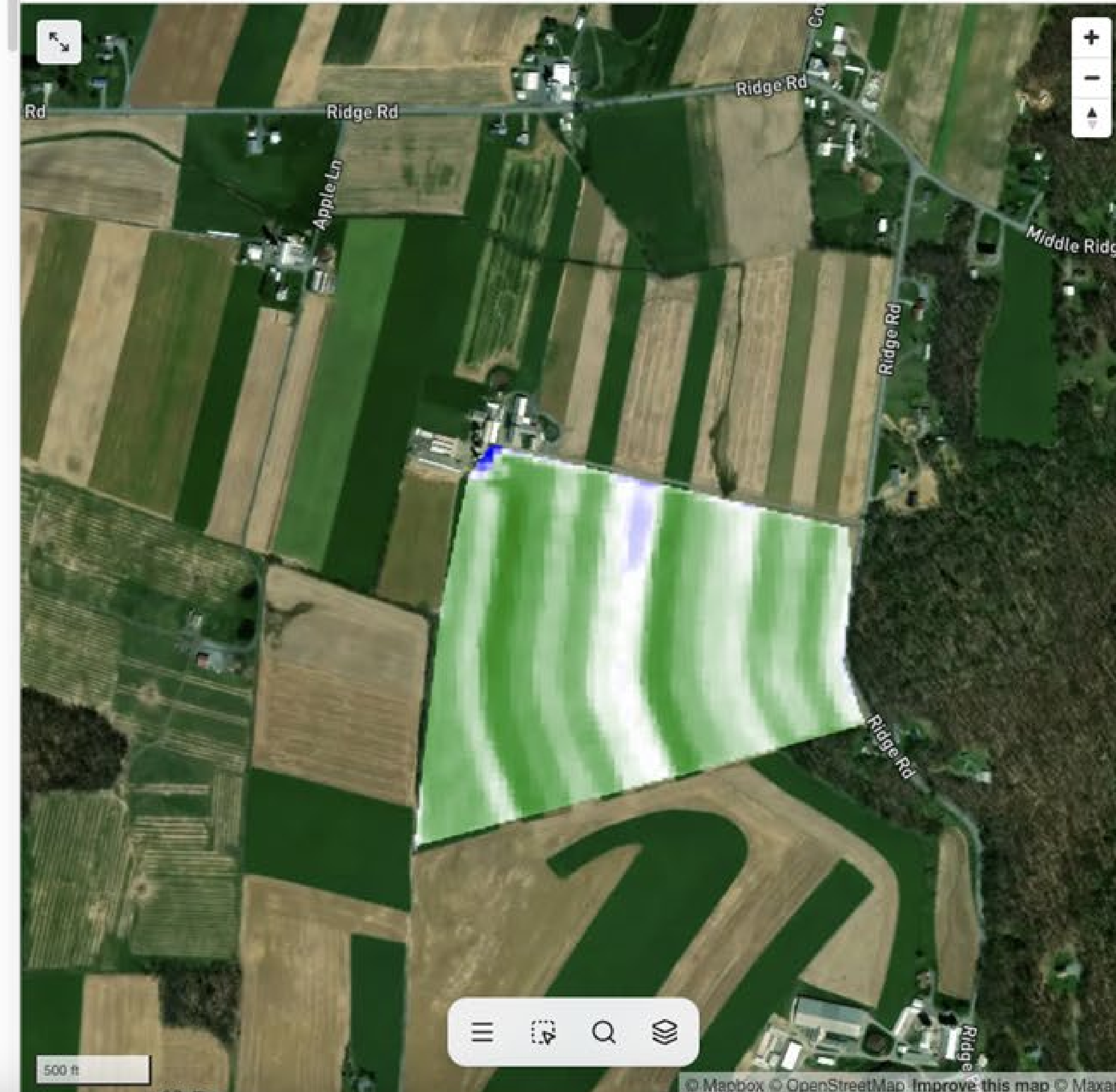
Across 2021–2025, mean NDVI values inside the field are high:

- 2021: Mean \approx 0.68
- 2022: Mean \approx 0.74 (strongest vegetation)
- 2023: Mean \approx 0.65
- 2024: Mean \approx 0.59 (lowest of the 5 years)
- 2025: Mean \approx 0.63

Type a message. Use '@' to select your area.



Map Viewer



Current Support

- **Farm Level Analysis**
 - Automation of 9 separate assessment models saving weeks to months of analytical time
 - Model Development Pipeline - Our team can bring online custom models and workflows
- **Data Integration**
 - Connect ArcGIS
 - Upload spatial files
- **Region of Interest Delineation**
 - Define regions of interest for analysis
- **Trained LLM and LLM Refinement**
 - Bring your own knowledge and context for informed responses



Feature Pipeline

- **Formalized Conservation Program and Management Practice Matchmaking**
 - Conservation Concierge will suggest most suitable practices and programs supporting implementation
- **ACPF Management Practice Siting**
- **Report and Conservation Plan Generation**
- **Streamlined Enrollment**
 - Enable farmers to easily become part of USDA Conservation Programs
- **Conservation Tracking Integration**
 - FieldDoc and/or Conservation Desktop



ACPF

What ACPF Enables in Conservation Concierge

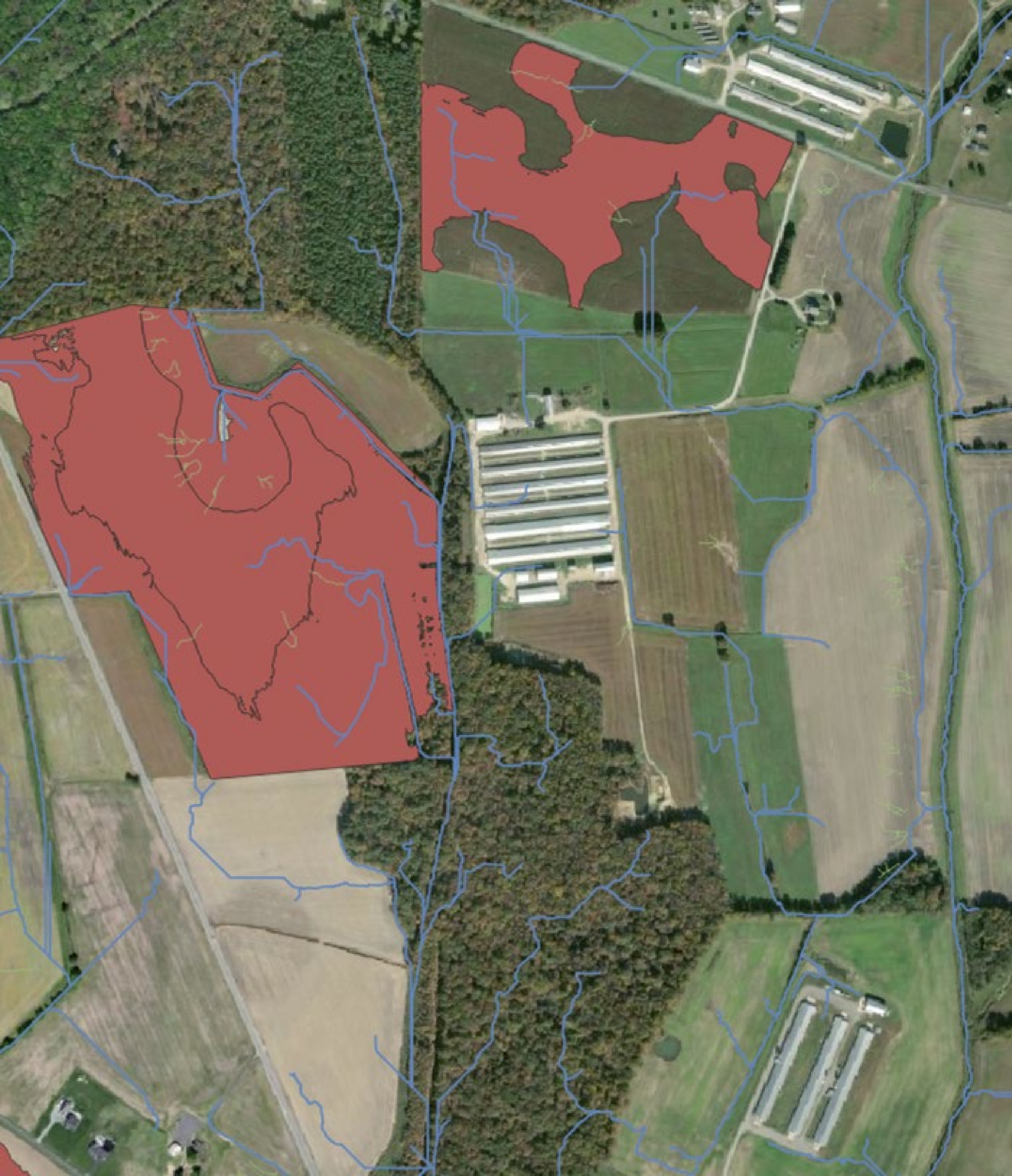
- Identifies optimal locations for conservation practices using terrain analysis
- Users run ACPF through simple chat commands — no GIS expertise required
- Reduces watershed analysis from days to hours

Value

- Eliminates need for ArcGIS Pro Advanced licenses and specialized training
- Auto-pulls required data (DEMs, soils, land cover, roads)
- Exportable outputs for planning and grant applications

Strategic Alignment with USDA

- Extends USDA's ACPF investment through an accessible delivery platform
- Connects opportunity mapping → practice planning program enrollment (EQIP, CREP, RCPP)



Pricing

BASE SEAT

\$270/month

-
- ✓ 100 Geospatial Analyses/month
 - ✓ 300 Messages/month
 - ✓ 5 GB Cloud Storage
 - ✓ 50 Raster Queries/month
 - ✓ 130 km² Analysis Area
 - ✓ Access to 9 assessment models
-
- ✓ Optional: Integrate your core workflows and models starting at 15k

ROI Summary

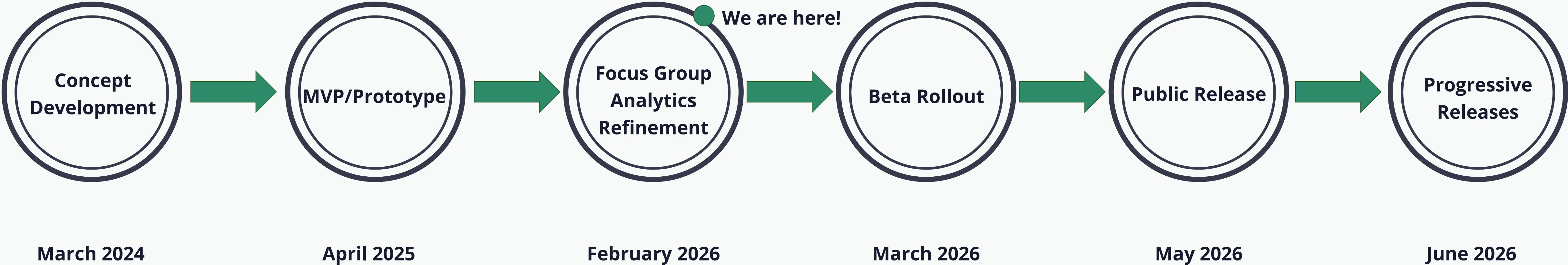
Multiply Your Team's Impact

- Free up GIS staff for higher-value analysis
- Reduce routine assessment bottlenecks
- Cut consultant spend on repetitive tasks
- Extend technical capacity to staff

Traditional Costs for Comparison:

- GIS consultant rates: \$75–150/hour
- Custom Assessments, Models, and Maps: \$20k and Up | Limited Scalability
- Typical turnaround: Weeks to Months

Conservation Concierge TM - Deployment Timeline



Thank You! Q&A

the CAMPBELL
FOUNDATION

 The
COMMONS

Please complete our survey
using the QR Code!

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