Tapestry as a Conservation Outreach Tool

Tania Homayoun, PhD, Audubon Texas

Carly Lesser & Art Drauglis, Flickr Creative Commons

Overview

Audubon Texas and our programs

Understanding Audubon Texas's constituents through Tapestry

Applying this analysis to reach out to new audiences

Audubon

For over 100 years, Audubon has been working in Texas to protect birds and the ecosystems they – and we – rely upon.

Our mission: Conserving and restoring natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.

John & Fish, Flickr Creative Commons

Audubon

WORKING LANDS

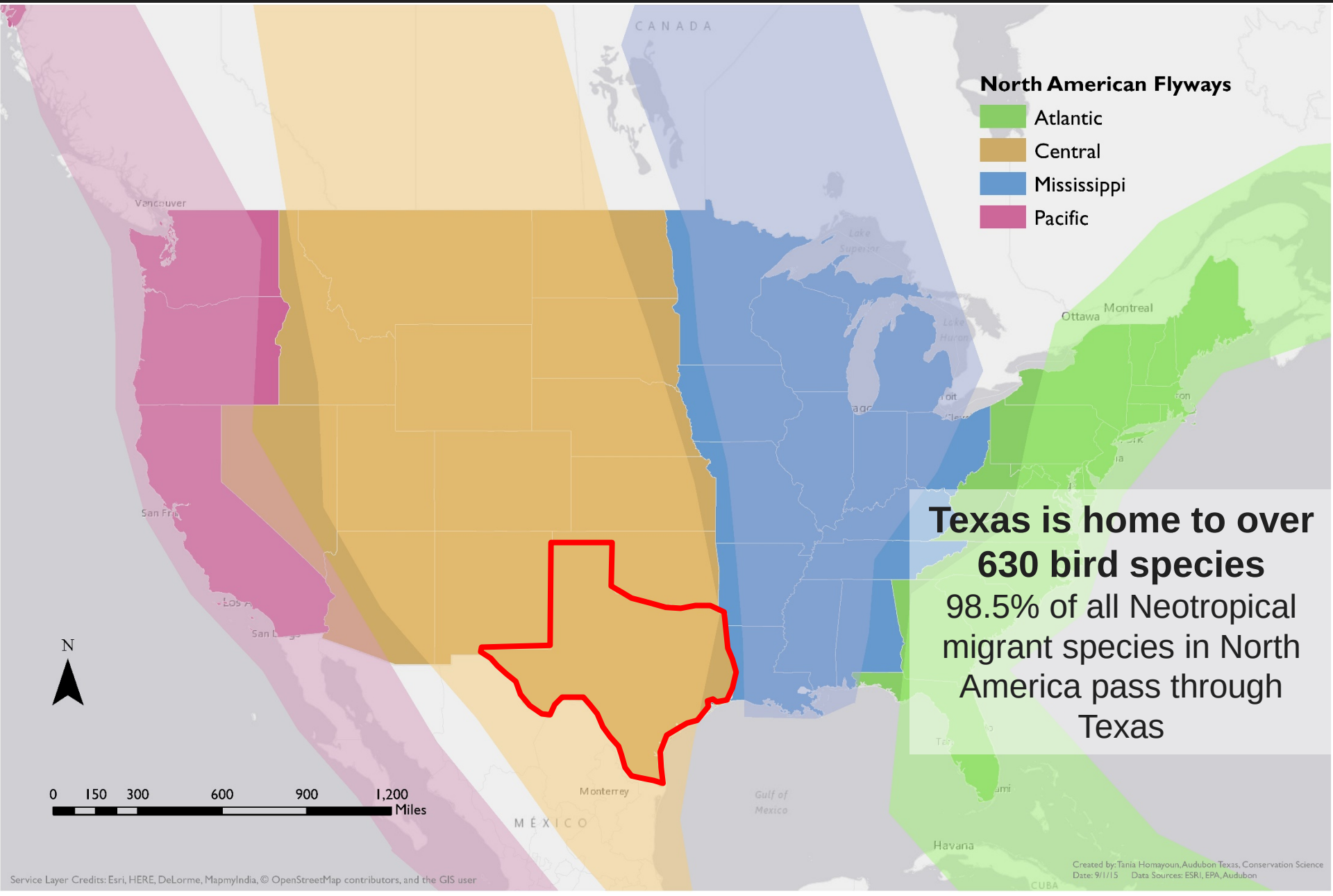
COASTS

WATER

CLIMATE

BIRD FRIENDLY COMMUNITIES

Audubon


North American Flyways
Atlantic
Central
Mississippi
Pacific
CANADA
Vancouver
Ottawa
Montreal
Monterrey
MÉXICO
Gulf of Mexico
Havana
CUBA
N
0 150 300 600 900 1,200
Miles
Texas is home to over 630 bird species
98.5% of all Neotropical migrant species in North America pass through Texas
Service Layer Credits: Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors, and the GIS user
Created by: Tania Homayoun, Audubon Texas, Conservation Science
Date: 9/1/15 Data Sources: ESRI, EPA, Audubon

Audubon Texas
(State Office)

Nature Centers

Dogwood Canyon Audubon Center

Trinity River Audubon Center

Mitchell Lake Audubon Center

Science

Coastal

Urban

Grasslands

Audubon

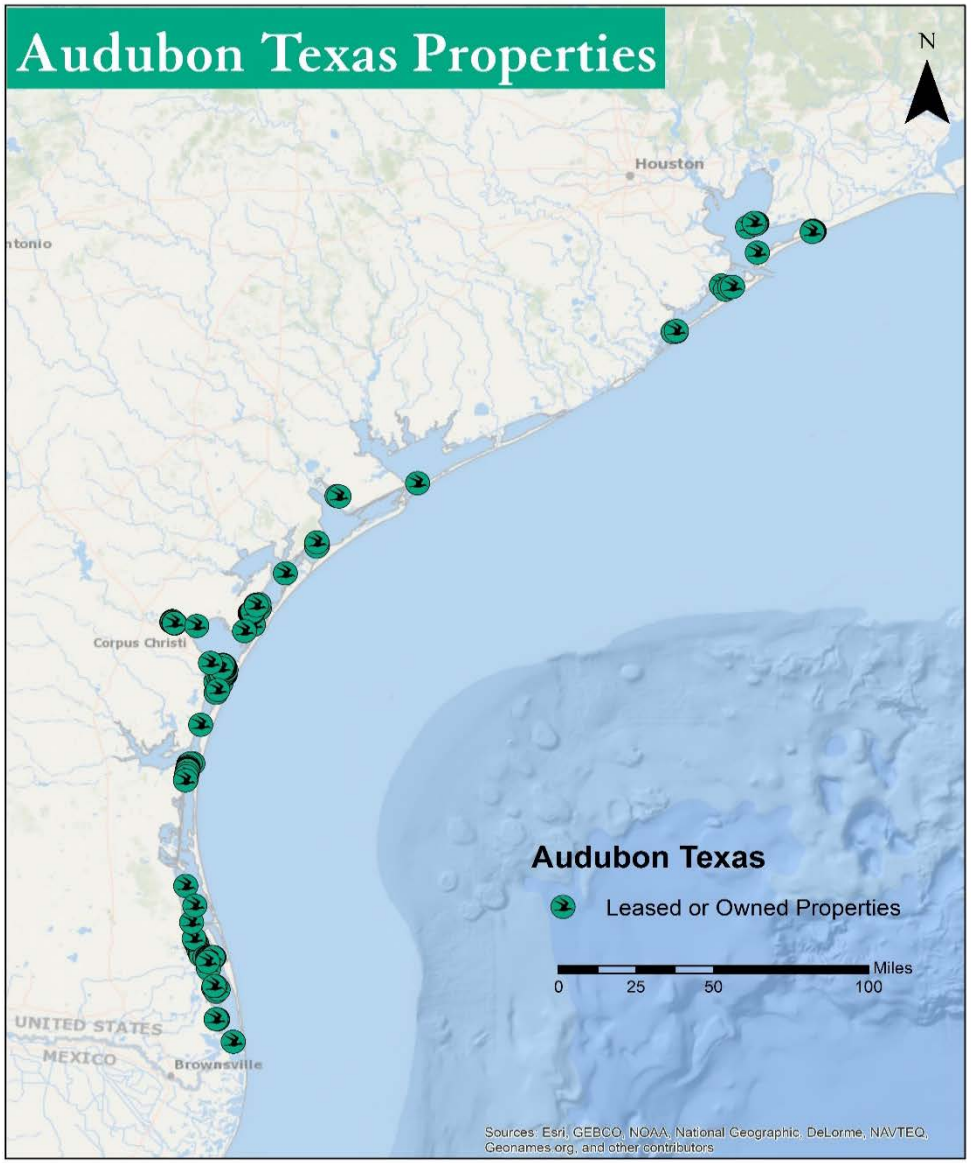
COASTS

Coastal Conservation Program

Randal Ford

Audubon

COASTS



Audubon TEXAS

Created By: Amanda Hackney
Audubon Texas Conservation Science
Date: 6/11/13
Data Source: Audubon, ESRI

Audubon Texas manages 177 islands along the Texas coast in support of colonial waterbirds.

Audubon TERN
TEXAS ESTUARINE RESOURCE NETWORK

The Texas Estuarine Resource Network engages citizen scientists in monitoring and management of coastal bird habitats

Audubon

WORKIN
G LANDS

Prairies & Grassland Program: Conservation Ranching

Rosana Rieth/USDA, Flickr Creative Commons

WORKIN
G
LANDS

Audubon's **Conservation Ranching** Program…

…is an **opportunity** for farmers, ranchers, and other land managers **to create and maintain habitats** that allow grassland bird species to flourish…

…while **staying on the land** and making a living.

Audubon

BIRD
FRIENDLY
COMMUNITIES

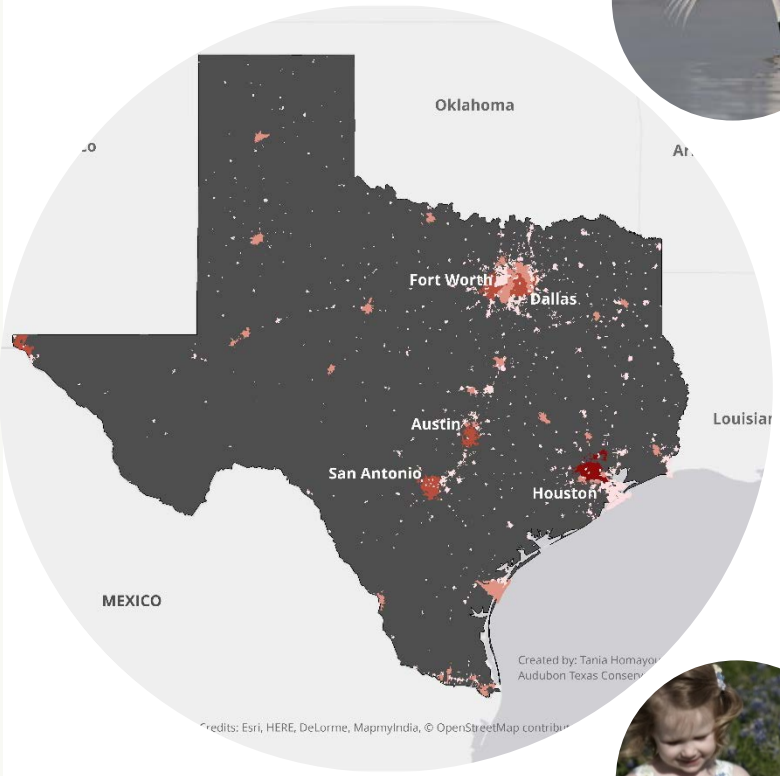
Urban Conservation Program

haroc, Flickr Creative Commons

Audubon

BIRD FRIENDLY COMMUNITIES

Urban conservation that integrates Texas nature back into the places where we live, work, & play



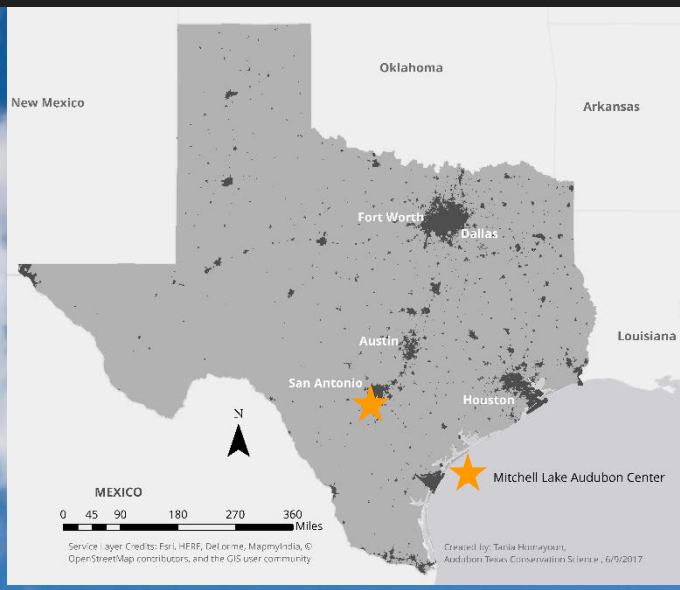
Water Conservation & Quality

Clean Energy & Air

Native Ecosystems & Habitat

Connections to Nature & Place

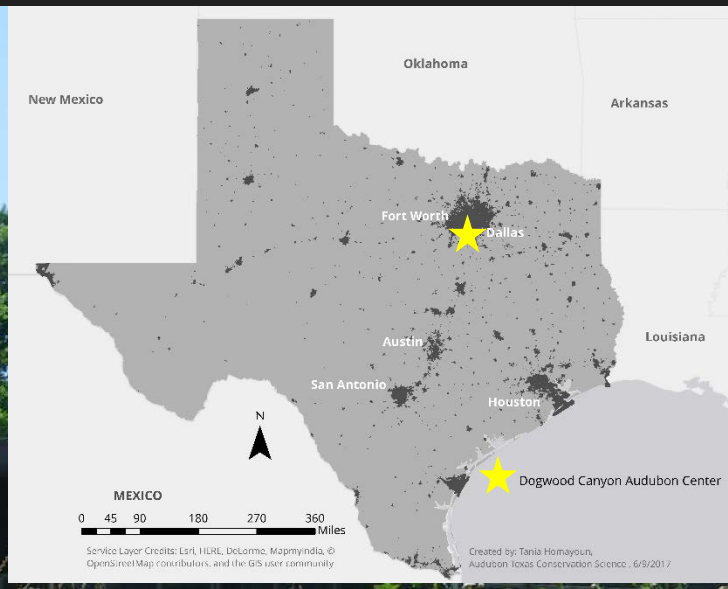
Mitchell Lake Audubon Center



© Sean Fitzgerald

Audubon

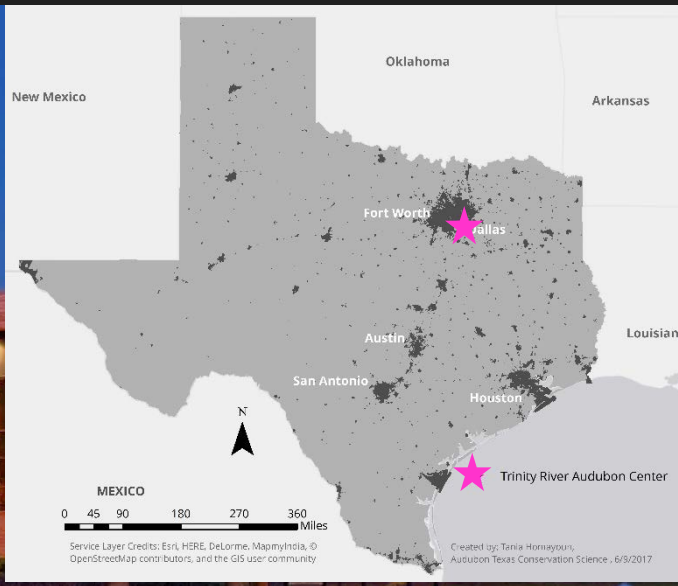
Dogwood Canyon Audubon Center



© Audubon Texas

Audubon

Trinity River Audubon Center



© Jeremy Woodhouse

Audubon

Audubon's Centers offer science-based educational programs and field trips

© Audubon Texas

Audubon

Audubon's Centers offer camps, River Expeditions, and Scout Badge programs

© Audubon Texas

Learn about your local birds at Audubon's Centers

© Audubon Texas

Audubon Texas Supporters

- Volunteers
- Individual donors
- Sponsors (corporate)
- Foundations

Audubon Texas Supporters

- Volunteers
- Individual donors
- Sponsors (corporate)
- Foundations

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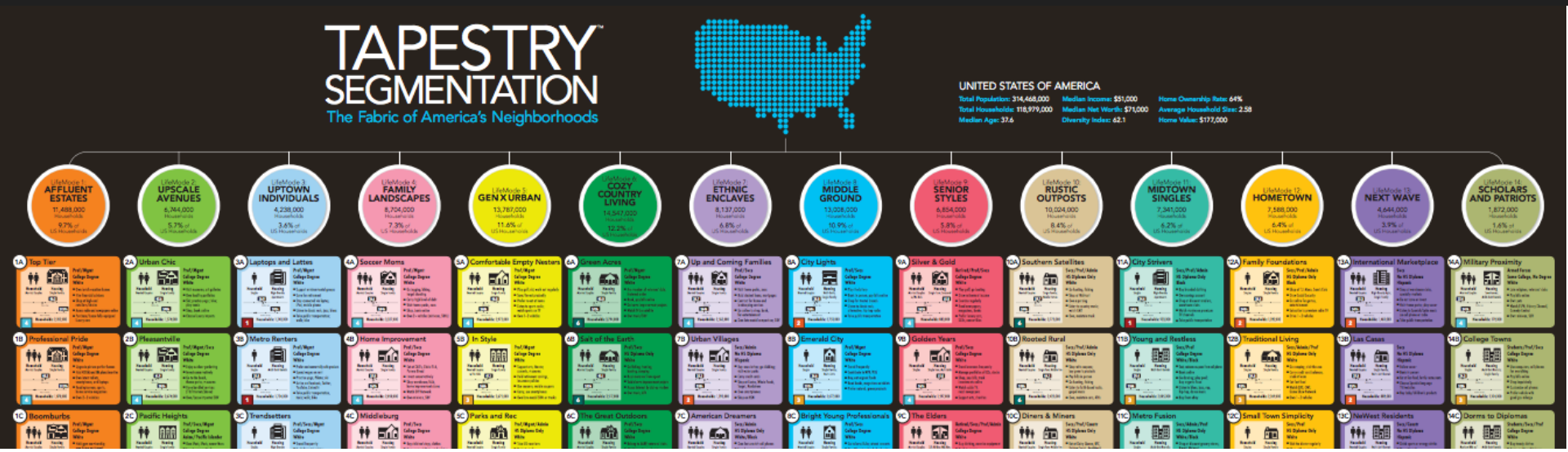
- Individual donors
- Sponsors (corporate)
- Foundations

But who are they?

Audubon



Explore Audubon Texas supporters: Tapestry

- Explore differences and similarities between programs
- Individual supporters to
  - Fall Campaign (*fundraising*)
  - North Texas Giving Day (*fundraising*)
  - RESTORE Act petition (Science *advocacy*)

Cost Centers (Programs)

Audubon Texas (State)

Dogwood Canyon Audubon Center

Trinity River Audubon Center

Mitchell Lake Audubon Center

Science
Coastal
Urban
Grasslands

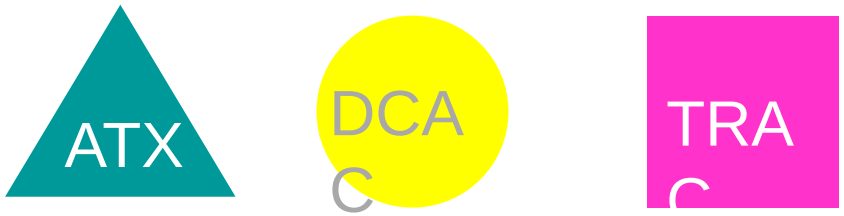
North Texas Giving Day Analysis

North Texas Giving Day
Donor Data 2014-2015
227 records

Out of geography

Insufficient data

North Texas Giving Day Analysis



North Texas Giving Day Donor Data 2014-2015

Geocode

Donor Location Shapefiles

2015 Tapestry-enriched US Census Block Group shapefile *(North Central Texas)*

Intersect

Dominant Tapestry segments for Donor Census Block Groups *(North Central Texas)*

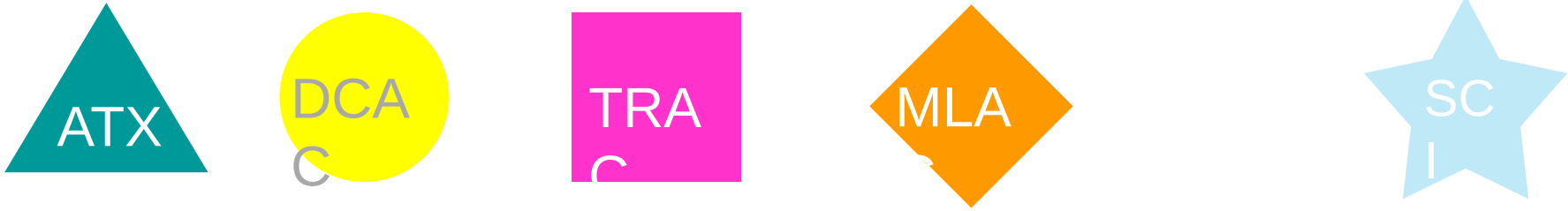
Export

Most Prevalent Dominant Tapestry segments for each Program *(Excel)*

Query

New Census Block Groups matching top Tapestry *(New Audiences)*

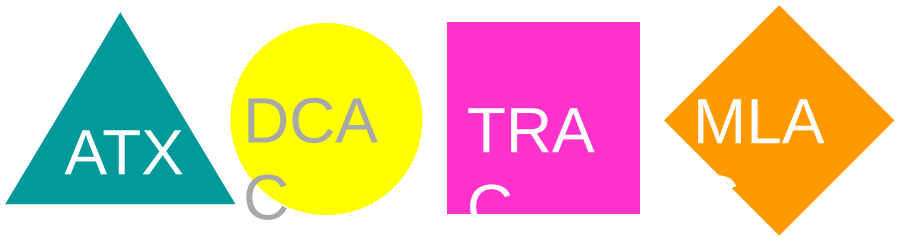
Fall Campaign Analysis



Fall Campaign
Donor Data 2012-2015
2,140 records

Insufficient data

Fall Campaign Analysis



Fall Campaign
Donor Data 2012-2015

Geocode

Donor Location Shapefiles

2015-2016 Tapestry-enriched US Census Block Group shapefile
(DFW, SA, HOU Texas)

Intersect

Dominant Tapestry segments for Donor Census Block Groups
(DFW, SA, HOU Texas)

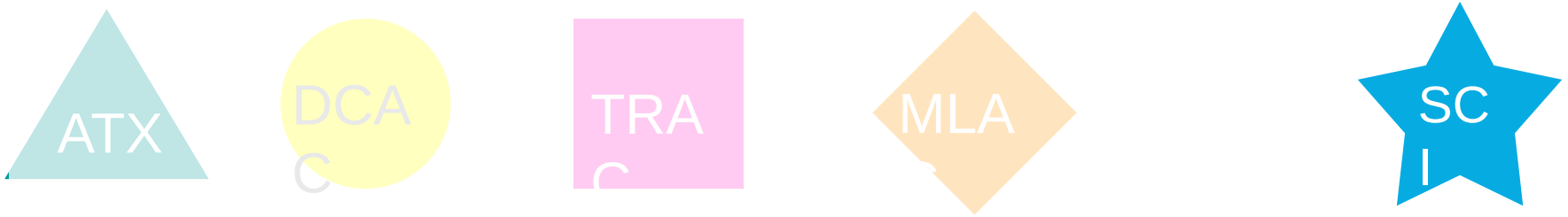
Export

Top Dominant Tapestry segments for each Program
(Excel)

Query

Census Block Groups matching top Tapestry
(New Audiences)

RESTORE Act Signatory Analysis



RESTORE Act Petition signatories *(Zipcodes)* *964 records*

RESTORE Act Signatory Analysis

RESTORE Act Petition signatories *(Zipcodes)*

Supporter Zipcodes Shapefile

Enrich

Dominant Tapestry-enriched Supporter zipcodes shapefile

Export

2015-2016 Tapestry-enriched US Census Block Group shapefile *(DFW, SA, HOU Texas)*

Query

New Census Block Groups matching top Tapestry *(New Audiences)*

Most prevalent Dominant Tapestry segments *(Excel)*

Who are our supporters?

What are the prevalent Tapestry segments represented by our donors to these campaigns?

ATX

Audubon TEXAS
State Office

North Texas Giving Day

Known Segments	21
Unkn. Segments	0%
Dominant Segmentations	
2A: Urban Chic	16%
3B: Metro Renters	12%
7A: Up & Coming Families	8%

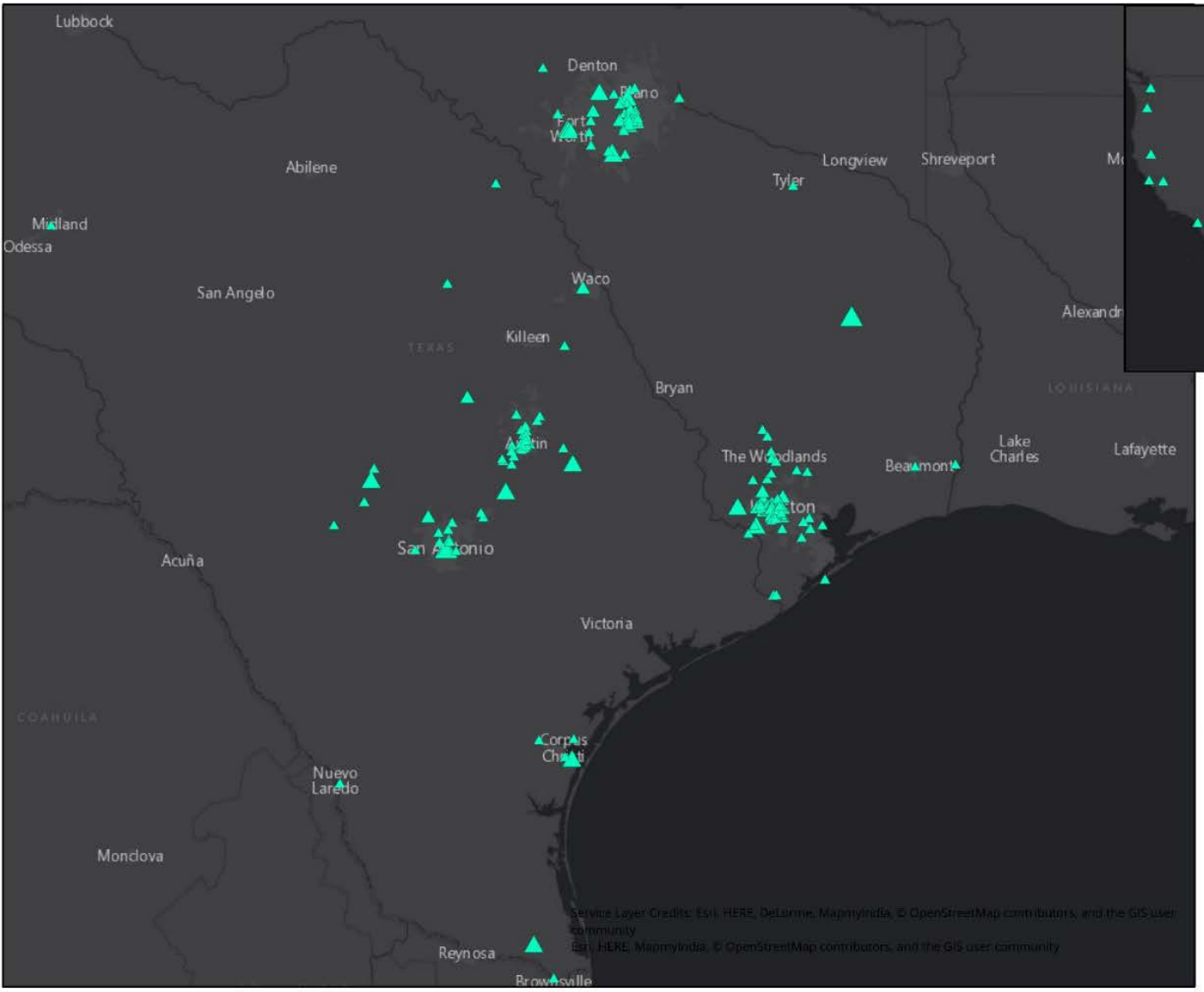
36% total donors

Fall Campaign

Known Segments	37
Unkn. Segments	25%
Dominant Segmentations (Known)	
1A: Top Tier	21%
2A: Urban Chic	13%
3B: Metro Renters	10%
1E: Exurbanites	7%

51% total donors

Audubon



Fall Campaign ATX Donors

Gift Amount

- $0.00 - $300.00
- $300.01 - $850.00
- $850.01 - $2,500.00
- $2,500.01 - $5,000.00

Tania Homayoun, Audubon Texas Conservation Science, 7/21/2016

Audubon

ATX

Audubon TEXAS
State Office

North Texas Giving Day

Known Segments	21
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2A: Urban Chic	16%
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36% total donors

Young, ethnically diverse, suburban families

Fall Campaign

Known Segments	37
Unkn. Segments	25%
Dominant Segmentations (Known)	
1A: Top Tier	21%
2A: Urban Chic	13%
3B: Metro Renters	10%
1E: Exurbanites	7%

51% total donors

Mix of affluent, established households & young urban singles

Audubon

DCA C

DOGWOOD CANYON Audubon CENTER AT CEDAR HILL

North Texas Giving Day

Known Segments	20
Unkn. Segments	0%
Dominant Segmentations	
6A: Green Acres	15%
6C: The Great Outdoors	14%
1A: Top Tier	9%
3B: Metro Renters	9%

47% total donors

Fall Campaign

Known Segments	43
Unkn. Segments	8%
Dominant Segmentations (Known)	
4B: Home Improvement	11%
1A: Top Tier	10%
1B: Professional Pride	8%
2A: Urban Chic	7%
6C: The Great Outdoors	6%

42% total donors

Lifemodes 4: Family Landscapes (young families)
Lifemode 6: Cozy Country Living (suburban, conservative)

TRA
C

TRINITY RIVER Audubon CENTER

North Texas Giving Day

Known Segments	28
Unkn. Segments	0%

Dominant Segmentations

1A: Top Tier	22%
2A: Urban Chic	15%
3A: Laptops & Lattes	7%
3B: Metro Renters	7%

51% total donors

Fall Campaign

Known Segments	51
Unkn. Segments	2%

Dominant Segmentations (Known)

1A: Top Tier	26%
2A: Urban Chic	15%
3B: Metro Renters	11%

52% total donors

Heavily skewed towards 3 dominant segments

Audubon

MLA

MITCHELL LAKE Audubon CENTER

Fall Campaign

Known Segments	50
Unkn. Segments	3%
Dominant Segmentations (Known)	
1A: Top Tier	8%
8B: Emerald City	8%
1E: Exurbanites	7%
2A: Urban Chic	6%
1D: Savvy Suburbanites	5%
34% total donors	

Urban, environmentally-conscious, above-median income

Top 5 segments only comprise 34% of total number donors

Audubon

SCI

Audubon TEXAS
Science

RESTORE Support Campaign (Zipcodes)

78% of poss. Tapestry segments

	Known Segments	52
	Unkn. Segments	0%
	Dominant Segmentations (Known)	
Southern, urban millenials	11B: Young & Restless	9%
Young, ethnically diverse, suburban families (ATX)	7A: Up & Coming Families	8%
	3B: Metro Renters	6%
	1C: Boomburbs	6%
	7F: Southwestern Families	5%
		34% total supporters

Top 5 segments only comprise 34% of total number supporters

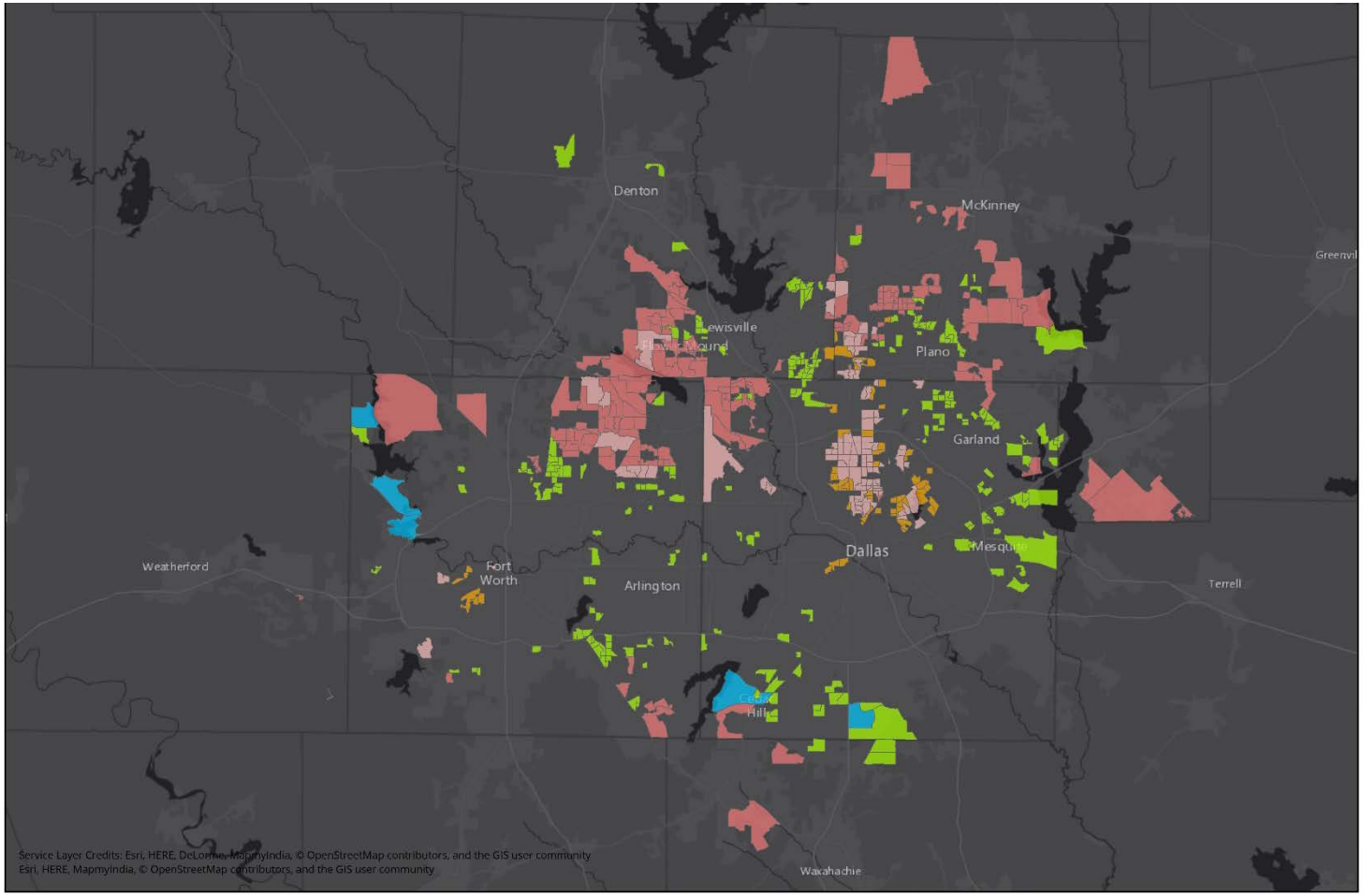
Angie Babbit, Flickr Creative Commons

Conclusions

- MLAC had a very diverse audience; no one segmentation was heavily dominant
- TRAC's primary supporter base is very affluent
- Supporters for Science to an advocacy campaign are diverse and differ from financial donors to State and Centers
- **Key segments that potentially support the whole organization financially:**
  - 1A: Top Tier
  - 2A: Urban Chic
  - 3B: Metro Renters

Applying our analysis to reach new audiences

New Census Block Groups matching Top Tapestry Segments



Census Block Group Tapestry - DCAC

- 1A
- 1B
- 2A
- 4B
- 6C

Tania Homayoun, Audubon Texas Conservation Science, 7/21/2016

Audubon

North Texas Giving Day Audubon Texas Donor Tapestry Pro

A story map

Using these Maps | Audubon Texas | Dogwood Canyon Audubon Center | Trinity River Audubon Center

Major Tapestry segments associated with Dogwood Canyon Audubon Center donors to 2014-2015 North Texas Giving Day were:

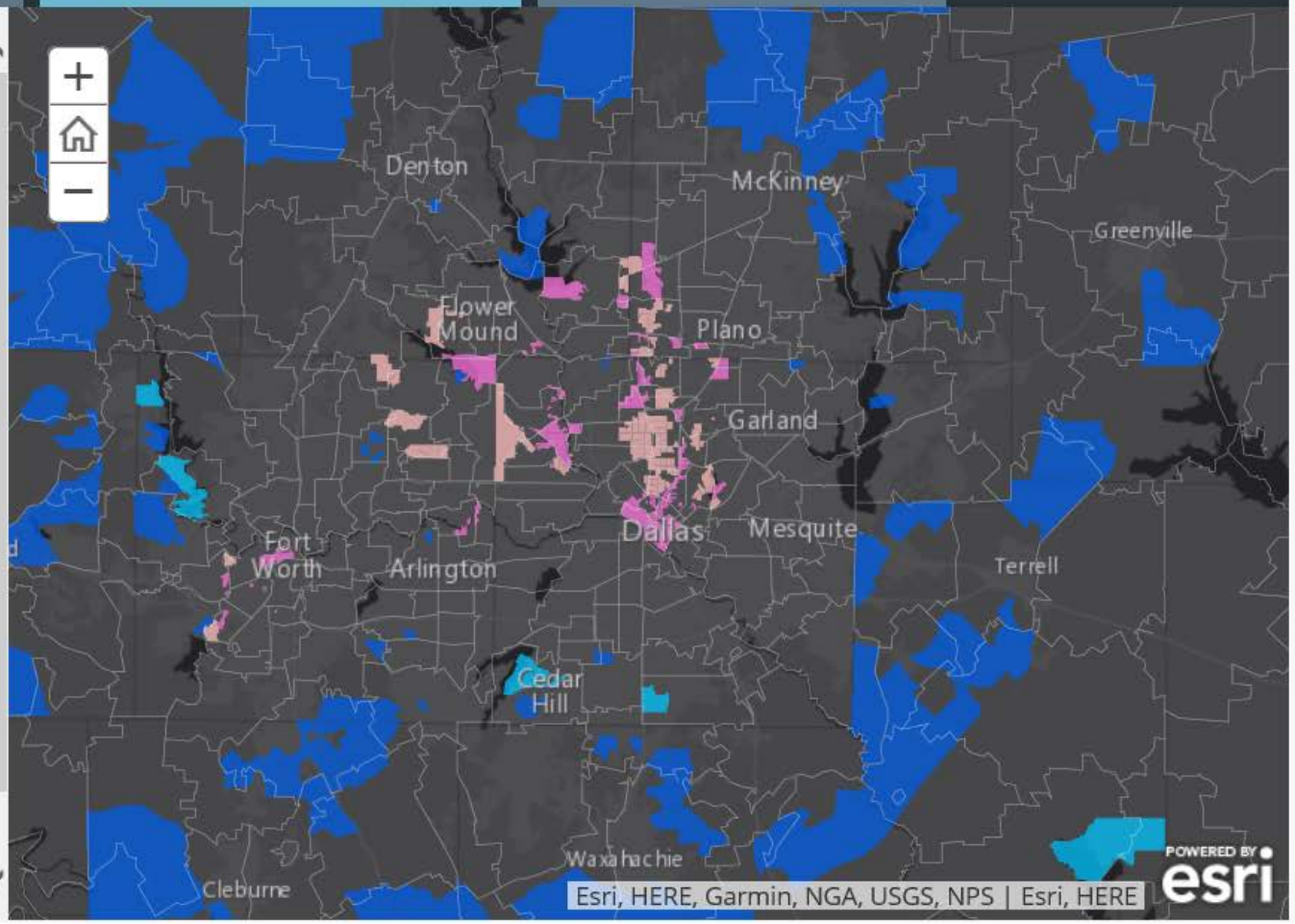
- 1A: Top Tier
- 3B: Metro Renters
- 6A: Green Acres
- 6C: The Great Outdoors

Together, these segments capture 47% of DCAC donors to this campaign.

USA ZIP Codes (2013)

Tapestry Census BlockGroup - DCAC Donor Matches

- 1A
- 3B
- 6A
- 6C



Compare Census block groups to Zip codes

Audubon

Audubon Texas Fall Campaign Donor Ta

A story map

Audubon TEXAS

Using these Maps | Audubon Texas | Dogwood Canyon | Mitchell Lake | Trinity River

Major Tapestry segments associated with Audubon Texas donors to the 2012-2015 Fall Campaign were:

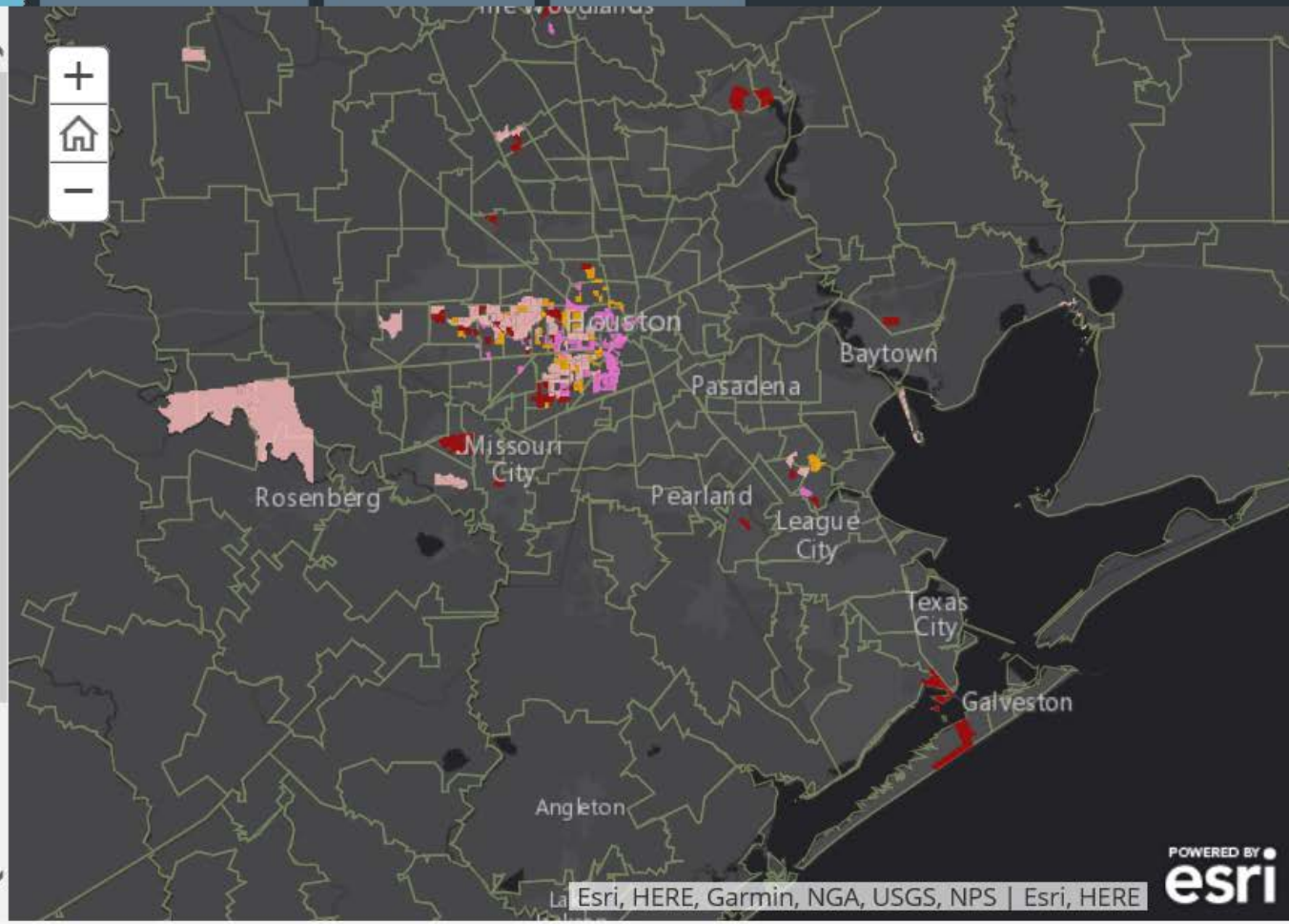
- 1A: Top Tier
- 1E: Exurbanites
- 2A: Urban Chic
- 3B: Metro Renters

Together, these segments capture 51% of ATX donors to this campaign.

Tapestry segments were mapped for Houston, North Texas, and San Antonio metro areas. Pan around the map to explore.

ATX Tapestry Enriched Census BlockGroups

- 1A
- 1E
- 2A
- 3B



Generalized to protect anonymity

Audubon

Audubon Texas RESTORE Proposal Supp

A story map

Audubon TEXAS

Using these Maps | RESTORE Supporter Locations | RESTORE Supporter Tapestry Segments

Predominant Tapestry segments associated with RESTORE supporters were:

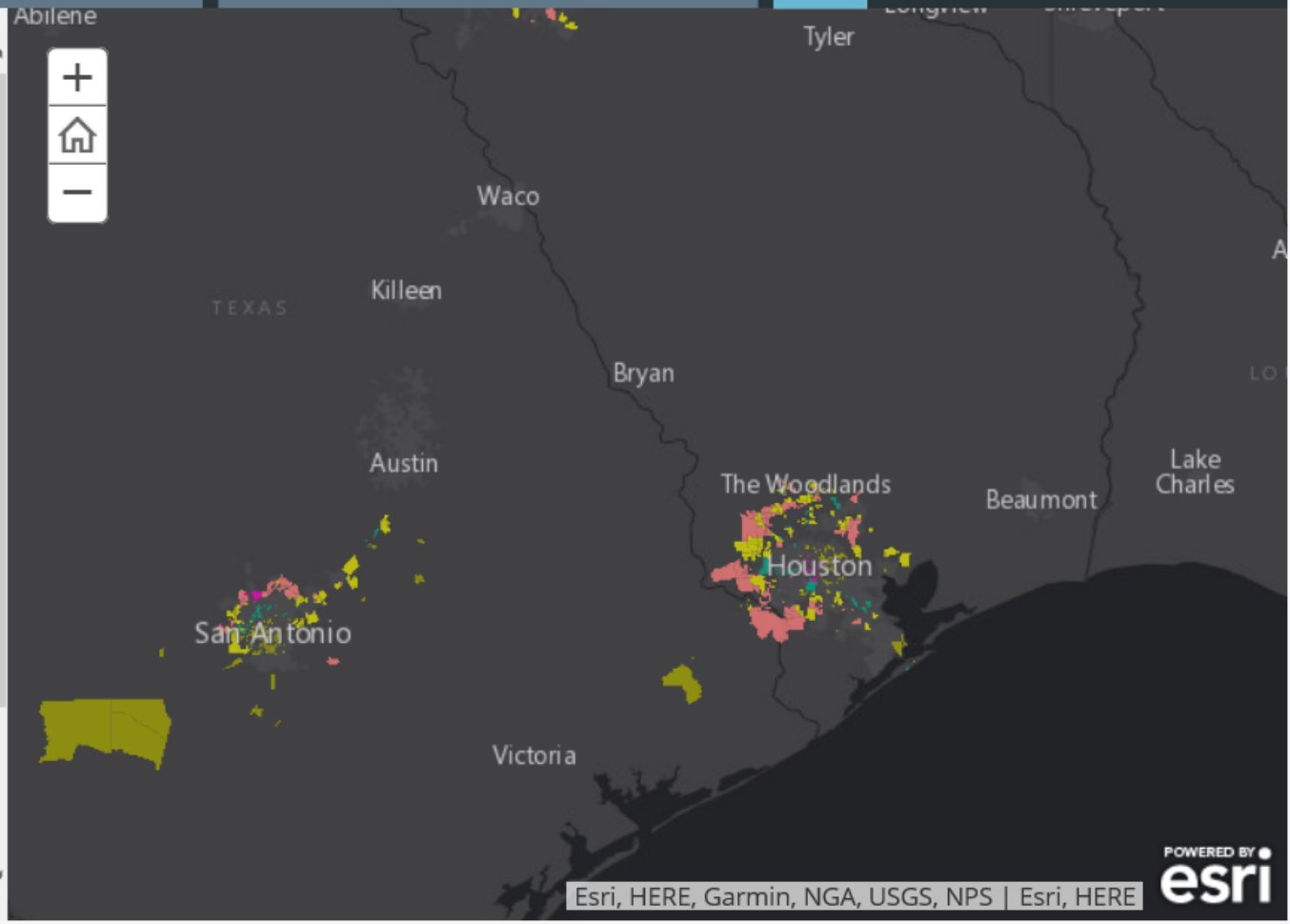
- 1C: Boomburbs
- 3B: Metro Renters
- 7A: Up and Coming Families
- 7F: Southwestern Families
- 11B: Young and Restless

Together, these segments capture **34%** of the total supporter segments.

Tapestry segments were mapped for North Texas, Houston, and San Antonio metro areas. Pan and zoom around the map to explore.

Tapestry Enriched Census BlockGroups

- 1C
- 3B
- 7A



Links directly to segment descriptions

Trial using target segments

- County appraisal district data for addresses
- Intersect with newly-identified Tapestry segment census block group areas
- Select core segments with strategic value
- Apply to 2017 Spring Fundraising Campaign

Spring Campaign 2017

- Spring fundraising appeal included 5,000 new addresses for 1A & 1D in 3 counties across Texas
- Boosting Facebook ads for target zipcodes
- As of early June, have started seeing returns – including the very 1st donation of the campaign!

Sebastian Niedlich, Flickr Creative Commons

Lessons Learned

- Use Tapestry information to help tailor messaging
- Understand the limitations of data, both availability and scope of information
- Start small – don’t get overwhelmed

Questions?

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tx.audubon.org

Audubon
TEXAS

Sean Fitzgerald