

The Nature
Conservancy



Rhode Island

Proposal of Website Material

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Introduction

- **Tim Mooney**, Marketing and Communications Director at the Rhode Island Nature Conservancy
 - Call for website material
 - Engaging for a general audience
 - Informative for a scientific audience

Objective

- Visit four sites:
 - Aust Family Preserve
 - Whitehead Preserve
 - Francis C. Carter Memorial Preserve
 - Pocasset Ridge

- Develop material to be used on the Nature Conservancy Website

Approach

- Keeping in mind the goals and values of the Nature Conservancy
- **Site Descriptions**
 - Integrating scientific knowledge with rhetorical devices to draw readers in
- **Blog Post**
 - Providing first-hand experience and perspectives of each preserve
 - Usable in the form of review material for the Nature Conservancy Website
- **Photo Library**

Overview of Sites

Whitehead- Short boardwalk trail whose description needed updating

Carter- Outdated trail descriptions of the newly expanded preserve

Aust- Great for beginners

Pocasset- Large new preserve with minimal upkeep



Model site

← → ↻ www.washingtonnature.org/yellowisland ★ 📧 ⋮



Summer is the perfect time to go visit the gem of the San Juan Islands - the Yellow Island Preserve! This 11-acre preserve is among the most colorful of the Nature Conservancy's preserves.

The native grasslands on Yellow Island are unique and an absence of grazing has preserved the diversity of native plants. More than 50 species of wildflowers, including broadleafed shooting star and hairy Indian paintbrush bloom on Yellow Island. The only cactus species native to western Washington, the brittle prickly pear cactus, also makes its home on the island. Bald eagles fly majestically above the island's trees and harbor seals can be found on the rocks off the island's west spit. Harlequin ducks and the black oystercatcher can be seen in the intertidal zone and mink and river otters are common on the island too. Further out in the nutrient-rich waters surrounding the island, marine mammals such as orca whales, harbor porpoises and sea lions can be seen swimming and feeding.

The Nature Conservancy acquired this island in 1979, allowing it to protect this beautiful and unique ecosystem. Ongoing

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Whitehead

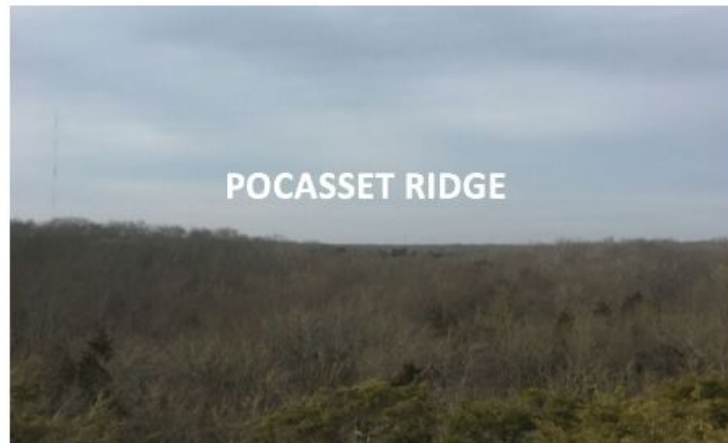


An easily accessed boardwalk trail meandering over wetlands and through a lush wood, tucked behind a suburban park.

The Whitehead Nature preserve is 110 acres of pristine forested wetland nestled within Little Compton, Rhode Island, surrounding Bumblebee pond. The rare endemic plant life and variation of habitat supports over 60 species of birds in the spring and a myriad of other wildlife year-round. Wildflowers bloom around Bumblebee pond, attracting a wide variety of pollinators can be seen busily moving from plant to plant.

The Dundery Brook Trail, entrance located within Little Compton's [Veteran's Field Park](#), is a boardwalk trail winding through a wetland forested with black locust trees, opening to a pond surrounded by a flowering meadow. Deer, raccoons, and coyotes can be seen moving between the trees and shallow pools. The 3,000 feet of boardwalk followed by a half mile of grassy path by Bumblebee pond is perfect for those looking for a leisurely hike through the woods. Additionally, the Dundery Brook Trail is wheelchair accessible, and has many benches that allow the hiker to sit back and relax amongst the trees and birdsong.

Pocasset



A series of well managed and winding trails that leads through 500 acres of lush woods and swampy marshlands.

Numerous fast running streams run through various portions of the park, one of which is crossed by a stone bridge which sits adjacent to the remains of an old saw mill. Numerous large rock formations of varying size lay scattered throughout the preserve and offer impressive elevated views of the forest. The largest rock formation in the preserve is high rock, a massive rocky ridge that rises as much as 50 feet above the surrounding ground and offers a panoramic tree top level view of the surrounding landscape and a very productive spot for bird watchers. A huge variety of plant life grows within the preserve and large variety of birds can be seen in the preserve year-round.

The primary entrance to the trail is located off of 2910 Main Road, Tiverton, RI, a sign at the intersection of Main Road and [Nannaquaket Road](#) in Tiverton. The preserve features over 3.5 miles of trails. The trails are all marked by colored tags on trees to allow hikers to gain reference of their location and there are detailed maps at the trailheads as well.

Aust Family



Tucked away in the rural-suburbs of Lincoln, Rhode Island lies a quick escape into a natural New England landscape.

Just 15 minutes from Providence, the Aust Family Reserve offers a set of marked trails overlooking the scenic Manton Pond. Although it is located right off of Route 146, the Aust Family Preserve will make you feel like you are far away from the hustle and bustle of the city. It is the ideal location for a short and sweet nature walk ranging from 1-3 miles.

The Aust Family Reserve offers nature walks along what was historically the Providence-Woonsocket Trolley Line. Along with the reserves rich history, it offers scenic pond views and towering trees, some tagged with the intricate design of Turkey tail fungus. The reserve is also an ideal location for bird watchers, as the sounds and sights of woodpeckers and black-and-white warblers surround that path's visitors. A beautiful picnic area overlooks the pond, making the Aust Family Reserve an ideal location for both avid nature enthusiasts, bird watchers, or a lunch-break retreat into the scenic woods of New England.

Carter



With dense forests, lush grasslands, and miles trails, the Carter Preserve is perfect for multi-mile hikes lasting the day, or short 20-minute strolls through woods.

With over 840 Acres of land and 9 distinct trails, the Carter Preserve has a wide variety of ecosystems to explore. Whether it be, grassland, shrubland, coniferous forest, or hardwood forest, the preserve has something for everyone. While exploring the 35 acres of grassland, you will be able to hear the songs various bird species from the large Osprey to the tiny Grasshopper Sparrow. Venturing deeper into the forest, Black Birch and White Oak trees start to pop up on either side with various species of squirrels calling these trees home. For the animal lovers, a particular treat to see could include: White-tailed Deer, Wild Turkey, and even some Red-Tailed Hawks.

Enter from the King's Factory Road entrance for a walk along the Pawtucket River, with river access near the entrance. Use the entrance off Old Mill Road for quick access the grasslands or visit the old stone chimney off the Narragansett Loop. Finally, you could choose to park off Route 112 and visit the vernal pool right off the entrance, or a quicker walk up to the ice pond and historic dam. No matter what experiencing you are looking for, the Carter Preserve has something for everyone, and is a must visit for southern Rhode Island.

Blog Posts

- **Blog posts**
 - Provide personal experiences and reviews of sites.
 - Serve as a means of providing user reviews of each preserve.
 - Observations can be added to a sites description.
 - Can allow new people to make a first impression based on the reviews before going to sites.

Thank you for your time and for
working with us.

Any questions, comments, or
concerns?