



Early History of Calflora

Calflora was started in 1994 by Ann Dennis while at the US Forest Service to help assess how management practices might affect wildlife, plant diversity, and forest health. Originally an 8-character DOS filename, Calflora was a database of species information that could be downloaded and used on a personal computer. Subsequent versions made the taxon table a websearchable database, and tested the three table concept of taxon, synonymy and occurrence data. An important early collaborator was the Texas A&M University Bioinformatics Working Group.

In 1997, Calflora began collaborating with the UC Berkeley Digital Library Research Project to unite the Calflora database with a collection of wildflower images. Digital Library Project staff members including Ginger Ogle, Joyce Gross, Jeff Anderson-Lee, and Loretta Willis provided invaluable assistance in advising and developing the original CGI-based technical infrastructure of Calflora. The nucleus of the CalPhotos wildflower image collection was formed by a donation of scanned slides from photographer and amature botanist Brother Alfred Brousseau of St. Mary's College. This was upplemented by additional major photo donations from the California Academy of Sciences, California Department of Food and Agriculture, and many private individuals. Calflora has worked with CalPhotos to expand their collection of California native plant photos and weed photos.

Tony Morosco also joined Calflora in 1997 to begin assembling a library of observation data on California plants. In January of 2000 Ann Dennis, Tony Morosco, John Game, Emily Roberson, and Dean Taylor founded the public benefit corporation The Calflora Database to ensure the future of Calflora's services.

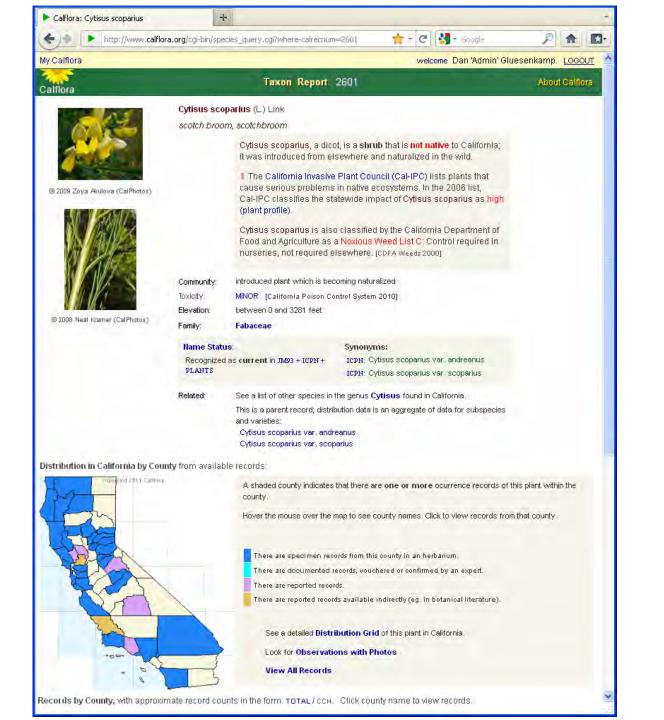
Calflora is an independent organization dedicated to providing scientific information about California plants for research, conservation, and education. Calflora is supported by a mixture of funding from government agencies, grants from foundations, and private donors. Many other individuals and organizations also contribute data, expertise, and technical support.

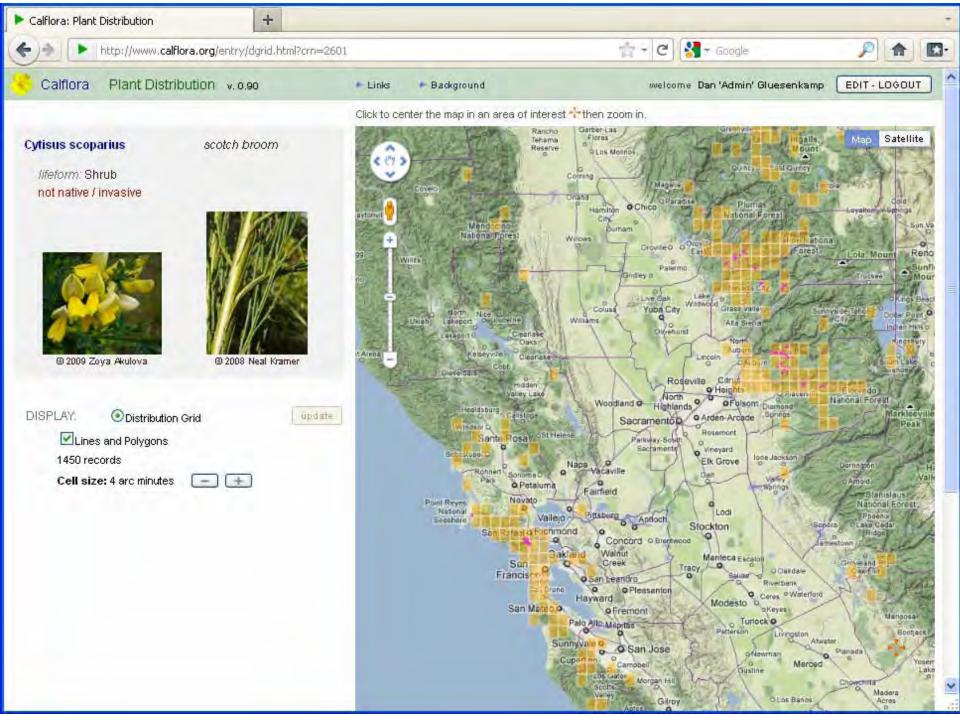


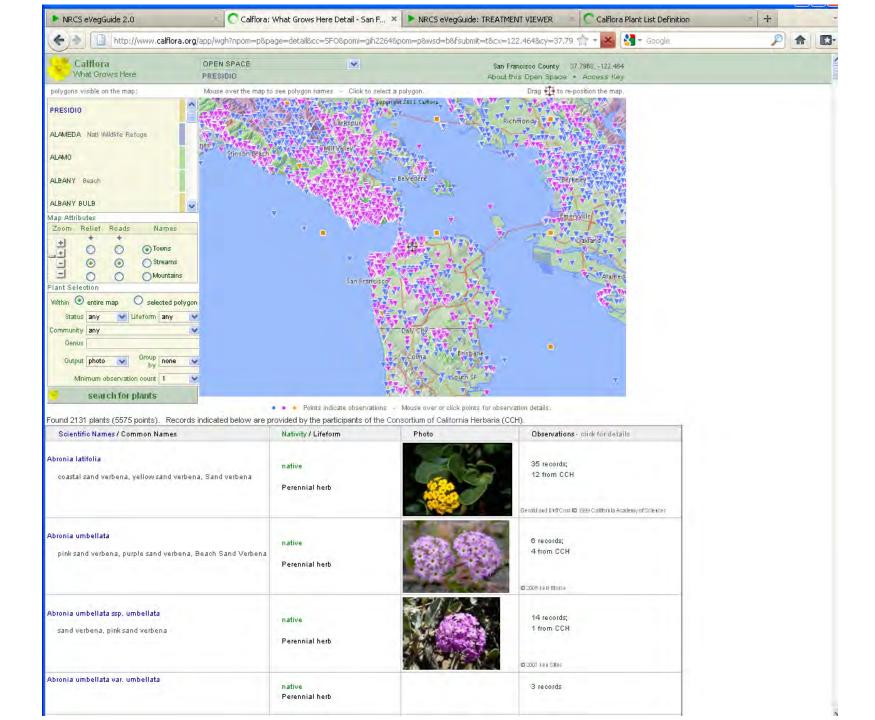
information on wild California plants for conservation, education, and appreciation

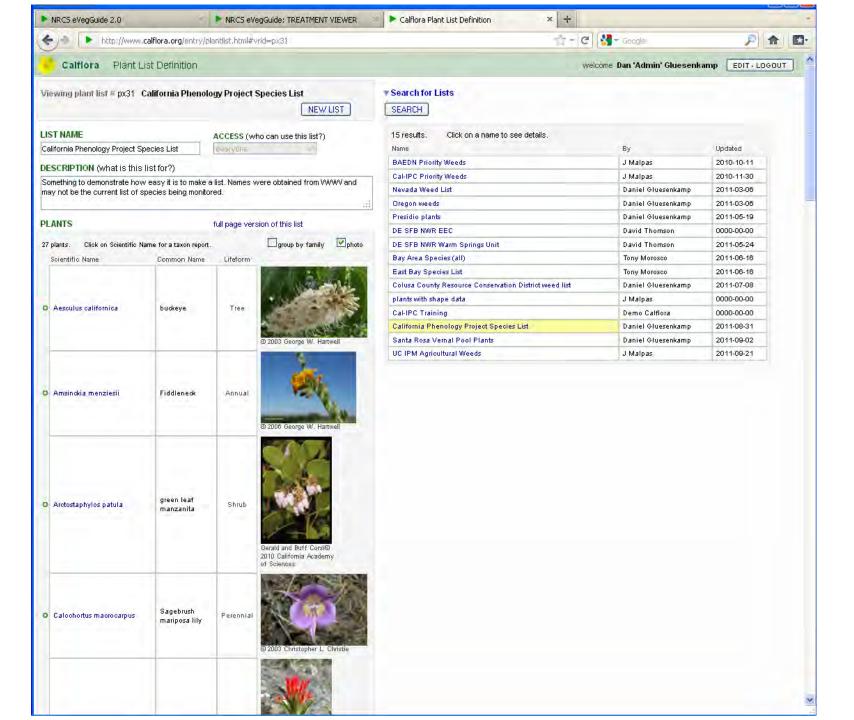


	Search for Plants		Common Names A B C D E F G H I J K L M N O P					PQ	QRSTUVWXY			YZ	Z any Alameda
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	()		Family Names	ABC	DEFG	ніјкі	MNO	P	RS	ruv	W M	Z	Amador Butte
My Calflora	plant name	plant name ◀ NAME WIZARD									Calaveras Contra Cost		
About Calflora		Enter part of a	a name, scientific or	common:							C	ounty	Colusa Del Norte
Observation Search		dandelion, D	elphinium, or Dryo	nium, or Dryopteridaceae					(multiple)				El Dorado Fresno
Plant Name Search	lifeform	✓ All plants					☐ Vines				Glenn Humboldt		
		Ferns & R	telatives		Annual Wildflowers				☐ Shrubs				Imperial
		Grass & G	Grass-like plants	Perennial Wildflowers					□ T	ees		Inyo Kings	
Native plant		All plants											Kern
observation hotline	native /	A STATE OF STREET		rarity	All plan							Lake Lassen	
Application Notes	non-native	-	tive to California			Rare p							Los Angeles
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nvasives		☐ Cal-IPC Invasive Plants ☐with an affinity to serpentine soil									Marin		
What Grows Here?													Mariposa Mendocino
Add Observations	elevation	below	feet, above	feet									Merced Mono
		any							S AII.				Monterey
NRCS California	community	Coastal Strand	Categ			catego	bry	ry O All plants O Monocots				Modoc	
eVegGuide 2.0		Coastal Salt M	larsh					O Dicots				Napa Nevada	
		Freshwater W		U.									Orange
REGISTER		stal Scrub				GymnospermsPteridophytes					Placer		
Donate Now		Coastal Sage	00.00	1					Pie	ndopr	lytes		Plumas
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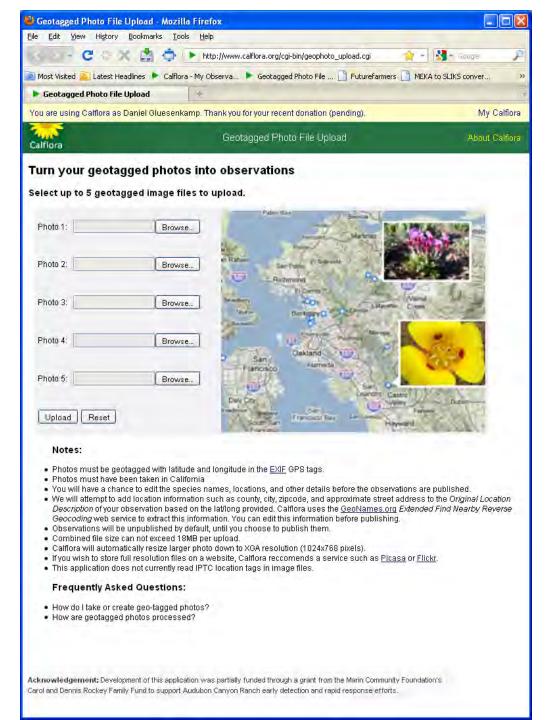


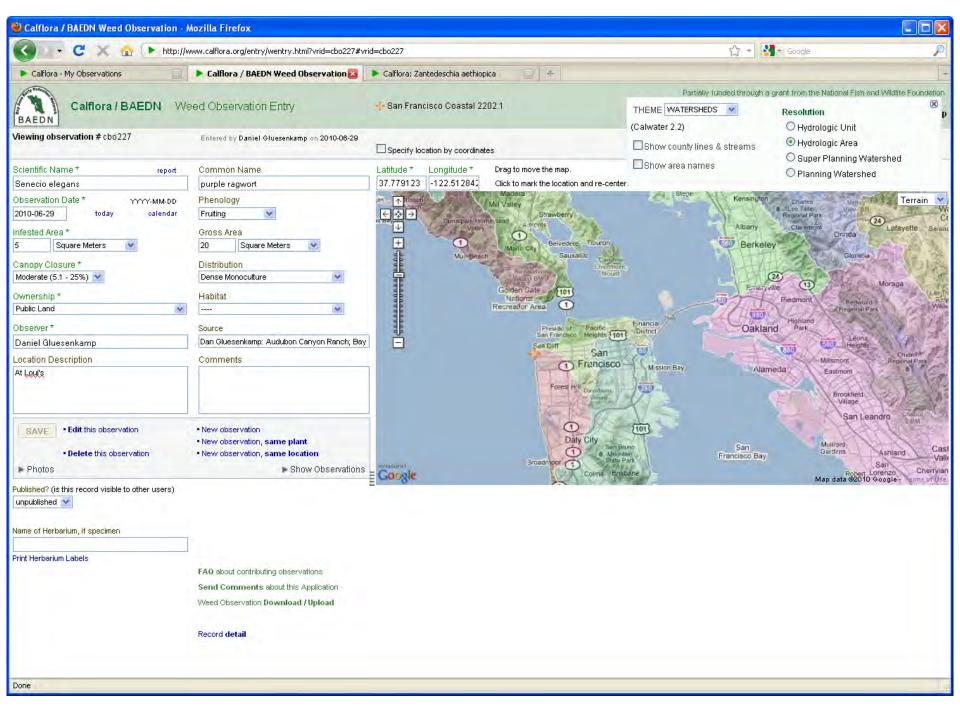


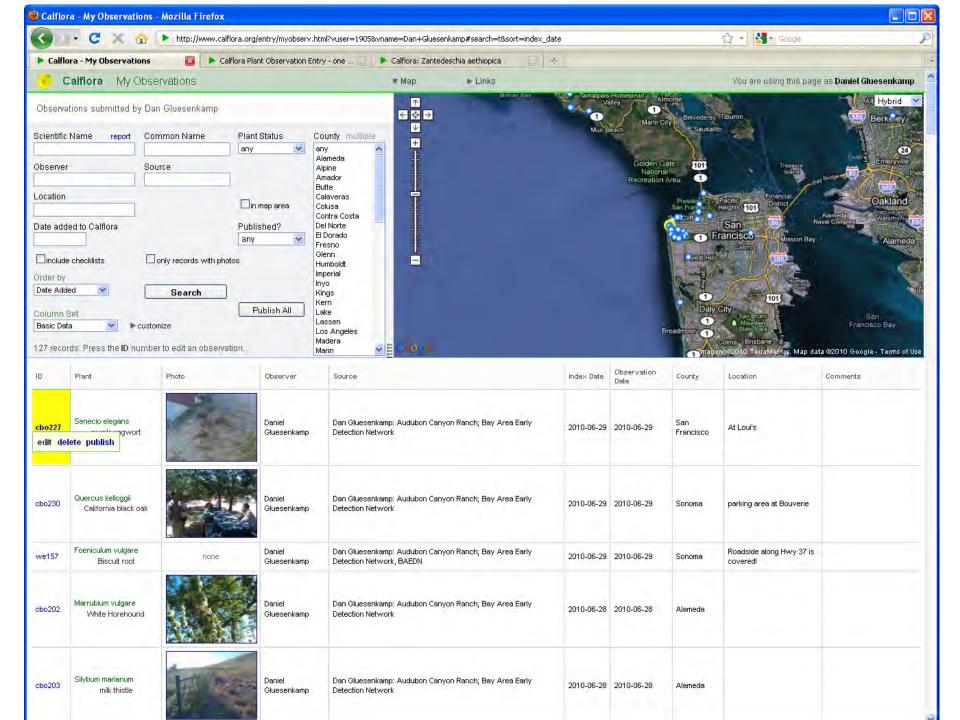












Numbers

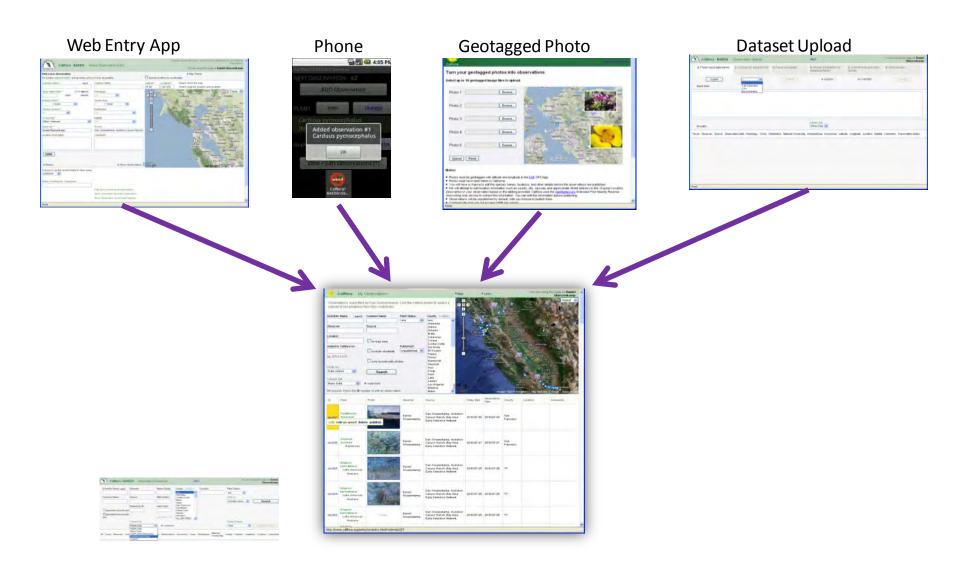
- ~21,000 registrants
- ~252,000 unique users in 2010
- ~2,000,000 occurrences (120K)
- ~2,500 site checklists (5K)
- 300+ published studies and reports (180)

Bay Area Early Detection Network BAEDN





Occurrence Reporting



Map the Spread!

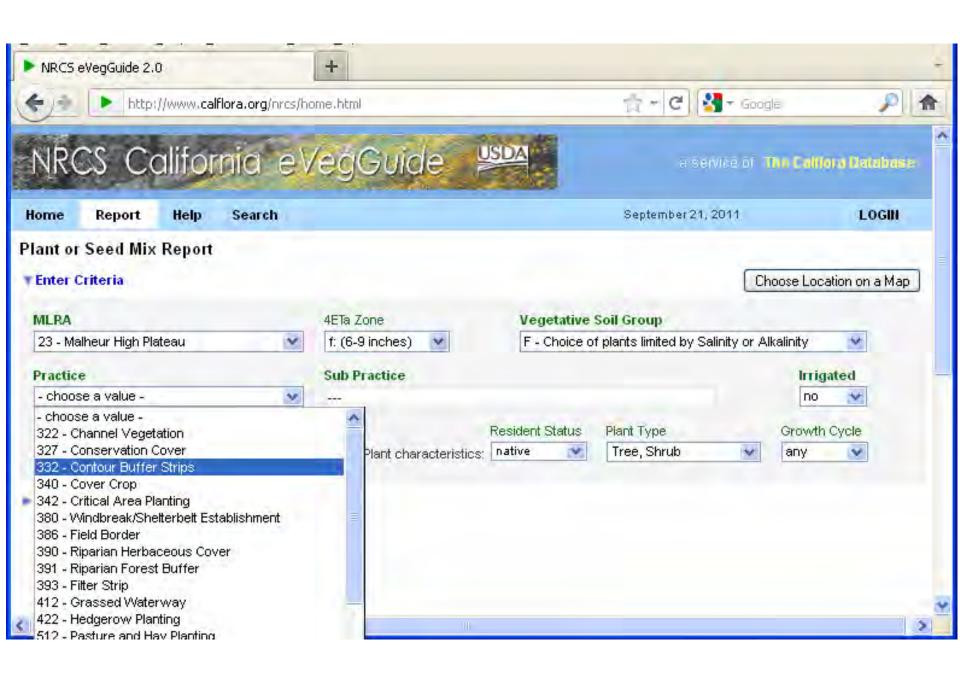
Cal-IPC Mapping Project

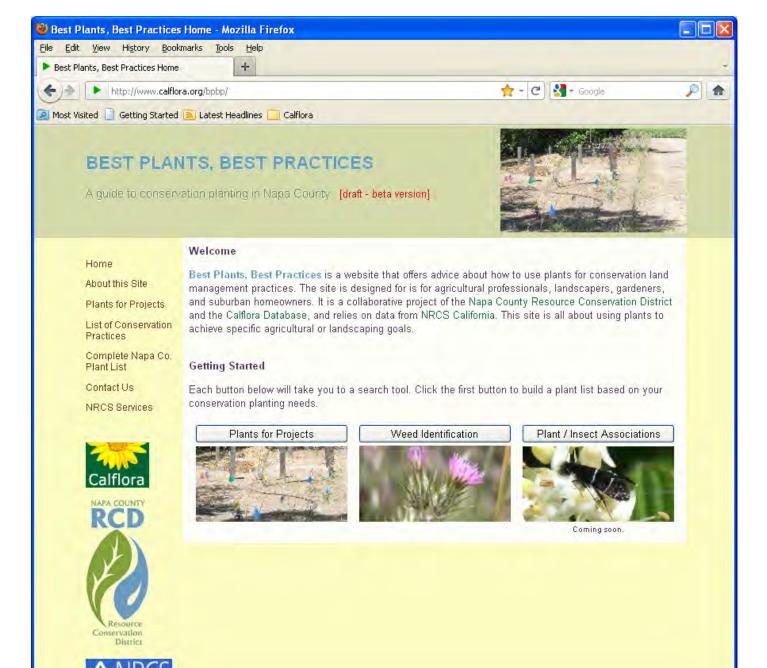
Dana Morawitz
Elizabeth Brusati
Suzanne Harmon
Tony Morosco
Cynthia Powell
Falk Schützenmeister

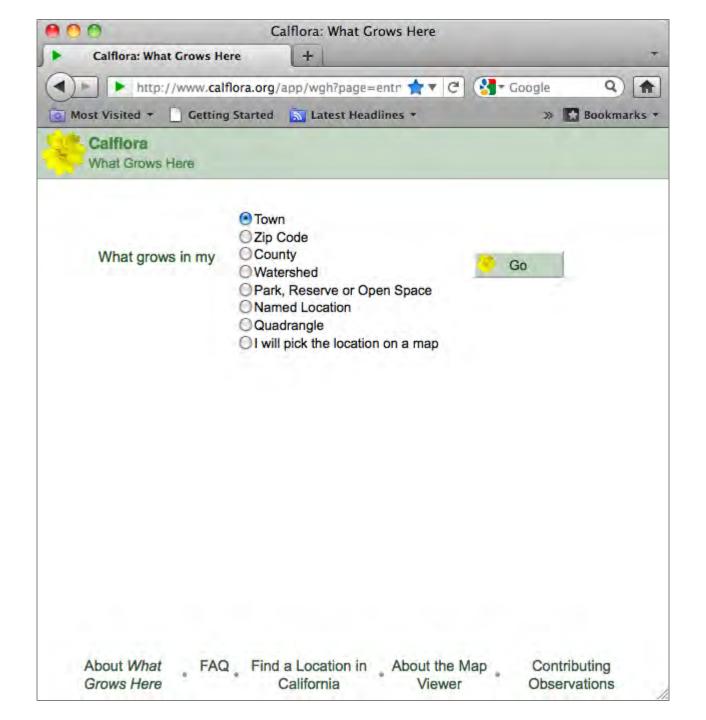


calweedmapper.calflora.org

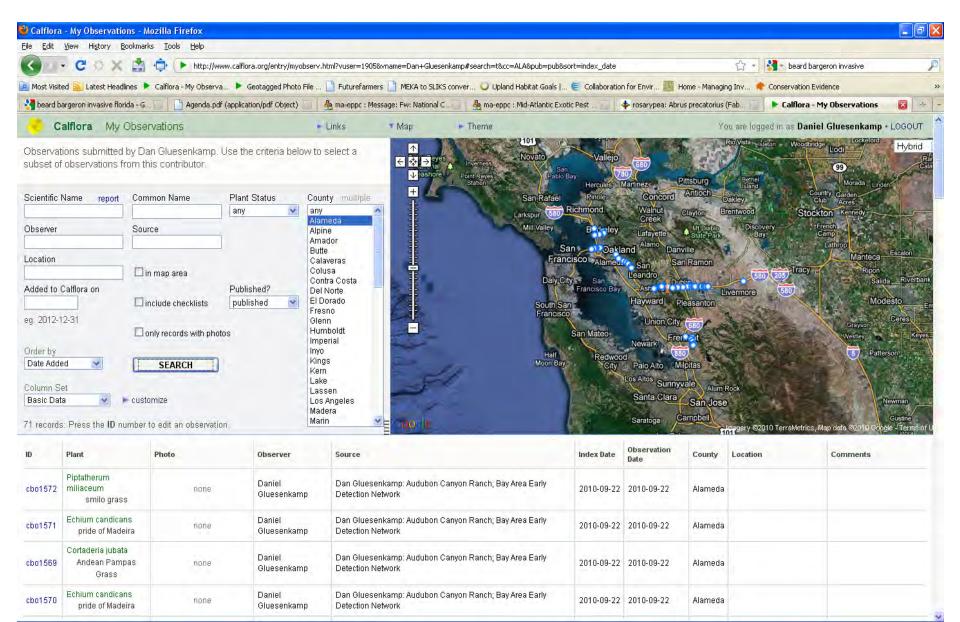




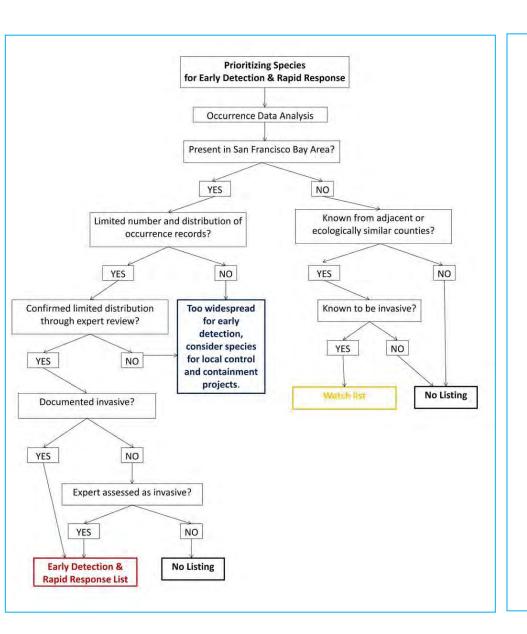




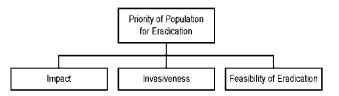
Manager Module



Prioritization Tools

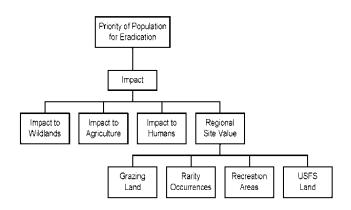


APPENDIX A- Hierarchy Used for Prioritization Analysis

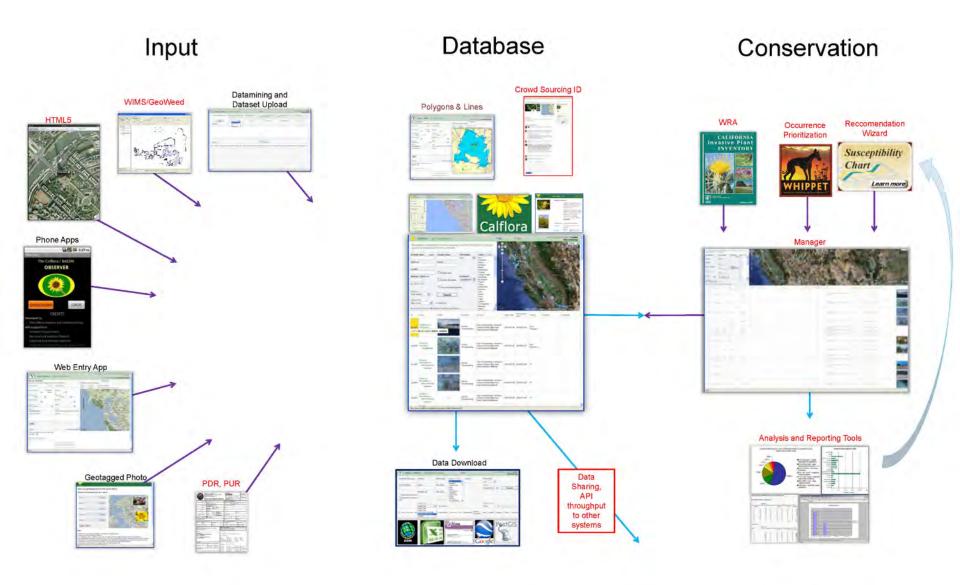


The overall priority of the population for eradication is divided into three major criteria.

AKA Tier 1: Impact, Invasiveness, and Feasibility of Eradication.



The Impact major criterion is further broken down into sub-criteria, AKA Tier 2: Impacts to wildlands, agriculture, humans, and regional site value. The regional site value sub-criterion is further broken down into sub-sub-criteria, AKA Tier 3.



Integrated Mapping & Management Planning Platform

Black = completed modules, Red = in development

Planning

Defining Your Project

- Project people
- Project scope & focal targets

Using Results to Adapt & Improve

- · Analyze actions & data
- Learn from results
- Adapt project
- Share findings

Conservation Action Planning

Developing Strategies & Measures

- * Target viability
- Critical threats
- Situation analysis
- Öbiectives & actions
- Measures

Implementing Strategies & Measures

- Develop workplans
- Implement actions
- Implement measures.



Partners and Supporters



























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