The number and complexity of conservation programs available to farmers and woodland owners have expanded rapidly over the past few years: Conservation Reserve Enhancement Program, forest mitigation banking, Environmental Quality and Incentives Program, wetlands mitigation banking, carbon sequestration, nutrient trading... the list goes on. Each program's point of contact, approval process, specialized technical needs, land use restrictions, payment structure, and other rules are equally diverse. LandServer is the key online mapping tool that simplifies the eligibility and application processes for farmers and woodland owners. This easy-to-use tool determines each landowner's eligibility in ecosystem markets and conservation programs, and provides a full report in just a few easy steps.

LandServer provides farmers and woodland owners with a quick and easy natural resource assessment report, an evaluation of the property's potential to receive payments for implementing conservation actions, and information on how to get started. In the Chesapeake, users have access to the Bay Bank, where credits can be generated and listed for potential buyers. State and local governments and conservation organizations also benefit through LandServer's ability to educate, update new GIS data easily, and provide helpful contact information to the user.
Landowners are able to:

- Quickly and easily generate a natural resources assessment report for their property
- Easily evaluate potential to enroll in valuable state and federal cost-share programs
- Evaluate potential to receive payments for implementing land practices that enhance ecosystem services
- Save time by using the Bay Bank to generate ecosystem service credits, and list credits online for buyers

LandServer also allows non-profit, government, and corporate organizations to better target their objectives by finding landowners and operators willing to implement conservation actions. It is a versatile tool:

- LandServer serves as an educational resource for raising awareness of the role of natural systems in providing valuable ecosystem services.
- The LandServer database can be loaded with any state or local priority area GIS data that can then be included in the report to the user. This GIS data can include special resource areas, priority funding areas, wildlife action plan data, zoning, rural legacy, cost share programs, etc.
- State and local governments with in-lieu fee responsibilities will have access to landowners interested in implementing practices through the Bay Bank marketplace.

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