

**simpplr.**

CASE STUDY

# The Trust for Public Land Connects its Employees with Simplr



THE  
TRUST  
FOR  
PUBLIC  
LAND

Industry: Nonprofit  
Founded: 1972  
Headquarters: San Francisco, CA

With Simplr, our employees are beginning to use the intranet as their primary source of news and information, and they're becoming more closely connected to each other in the process. That's a real success for us.

– Jenna Booth

*Director of Business Information Systems*

## The Challenge

With approximately 400 employees across 30 offices in the U.S., The Trust for Public Land needed to better connect its geographically dispersed employees and help them find the information they needed to do their work every day.

The organization's 15-year-old intranet was no longer meeting employees' needs. Employees found the old intranet so hard to use and its content so outdated, that they reverted to inefficient email threads to track down important information. In addition, the old intranet lacked collaborative and social features to help connect colleagues across geographical locations and departments.

After evaluating 8 vendors, The Trust for Public Land selected Simplr because of (1) its ease of use and breadth of features, (2) strong integration with Salesforce, and (3) low total cost of ownership, which was especially important due to resource constraints.



**Connect deskless employees with responsive and relevant content**



**Create and maintain content without IT dependency**



**Establish a baseline for engagement and create a continuous cycle of improvement with analytics**

## The Solution

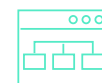
Simplr was ready to use right out of the box. Since it offered a complete package that was easy to administer and intuitive to use, the team spent less time learning the system and completing complex technical implementation tasks. Instead, they were able to focus on gathering input from the organization and preparing teams for the transition. They paid particular attention to the content architecture and invested time in reorganizing their existing content, with a focus on the end users.

Each department manages their own content, a model which ensures content is refreshed constantly and key information is kept up-to-date. In addition, sharing lighter and more personal updates on topics such as work anniversaries and office dogs has helped drive adoption and build culture within the organization as well.

Today, The Trust for Public Land's Simplr intranet is up and running under the name of Canopy. From communicating organization-wide news, to facilitating discussions and information-sharing, to promoting collaboration across departments and locations, Canopy is the place where more than 90% of employees log in monthly to get their work done and connect with each other.



**90% of employees logging in monthly**



**Rollout team focused on content architecture**

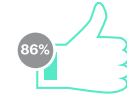


**Each department manages their own content**

## The Results

Simplplr has helped members of The Trust for Public Land's distributed workforce find the information they need and connect to each other. All key organizational content and internal updates now reside within Canopy, thus maintaining the institutional memory and history, enabling new employees to get up to speed faster and information to remain when an employee leaves. In addition, The Trust for Public Land's internal news and communications are radically changing employees' perception of their intranet. Whereas their old intranet used to be the place of last resort, their new intranet is moving to a place of daily interaction.

Furthermore, Simplplr's social features have enabled employees to connect across geographies and departments to build stronger connections. Having threaded, searchable conversations and sharing both work-related and personal news has enabled employees to connect with each other in a way that was not possible before. This sentiment was echoed in a recent survey where 86% of respondents said they would encourage a new employee to use Canopy.



**86% would recommend to a colleague**



**The intranet is now a place of daily interactions**



**Over 90% of employees log in monthly across the company**

## About The Trust for Public Land

The Trust for Public Land is a nonprofit organization whose mission is to create parks and protect land for people, ensuring healthy, livable communities for generations to come.

The Trust for Public Land has been connecting communities to the outdoors—and to each other—since 1972. Today, millions of Americans live within a 10-minute walk of a park or natural area they helped create, and countless more visit every year.