**ACES 2016 Town Hall Proposal**

**Title:** EnviroAtlas’ New Environmental Markets Decision Support Tools: Linking Ecosystem Services with Environmental Markets Data and Policies

**Description:**

Up-to-date, comprehensive, and spatially oriented data is critical to advance effective application of environmental markets in economic development, conservation planning, and public policy.

USDA, EPA, and ForestTrends’ Ecosystem Marketplace have partnered to incorporate environmental markets data into the Federal ecosystem service decision support tool, EnviroAtlas.

EnviroAtlas provides users the ability to freely view, analyze, and download geospatial data and other resources. The newly developed environmental markets data layers show where markets for water, carbon, wetlands, and habitats occur on the U.S. landscape, provide information about the markets and enabling policies, and allow this information to be displayed in the context of existing environmental data. The integration allows users to understand trends, gaps, and opportunities, as well as make inferences about demand and enabling or limiting conditions for environmental markets. Planners and managers can identify areas of opportunity or conflict and make informed decisions based on reliable information.

**Proposed Session Agenda:** (total time 1 hour)

Introduction 5 min

Market Data Overview: Telling the Story 15 min

Tool Demonstration 25 min

Moderated Discussion 15 minutes

**Audience:** The target audience is policy makers, market administrators, ecosystem service practitioners, landowners, and academics. Town Hall participants will learn about the EnviroAtlas tool and the newly available ecosystem markets data, and how they can use them to learn about markets across the country.

**Conference Themes**: This Town Hall integrates several of the conference themes, and provides a new decision support tool for policy makers, environmental market participants and public stakeholders interested in ecosystem services. Primary themes include:

* Markets
* Methods for Quantification, Modeling, and Mapping
* Public-Private Partnerships and Inter-Agency Coordination

**Contact Information for Invited Speakers:**

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| --- | --- | --- | --- |
| **Speaker** | **Topic** | **E-mail contact** | **Status** |
| Chris Hartley  (USDA) | Moderator | chartley@oce.usda.gov | Accepted |
| Genevieve Bennett  (Forest Trends) | Markets data | gbennett@forest-trends.org | Accepted |
| Annie Neale  (EPA) | Tool demonstration | [Neale.Anne@epa.gov](mailto:Neale.Anne@epa.gov) | Accepted |

**Organizer:**

Chris Hartley, PhD (primary contact)

USDA Office of Environmental Markets

[chartley@oce.usda.gov](mailto:chartley@oce.usda.gov)

202.690.0832

**Qualifications of Organizers:**

Christopher Hartley is the Deputy Director and Senior Environmental Markets Analyst with the USDA Office of Environmental Markets. He is responsible for the development of policy, tools, and metrics to support landowner participation in ecosystem services markets. He holds a Doctorate in Agricultural Ecology and masters’ degrees in Agronomy and International Agricultural Development from the University of California – Davis.