

ACES 2016 Thursday Lunch Town Hall
December 8, 2016 | 12:00pm-1:05pm | Grand Ballroom 1

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 are critical to advance effective application of environmental markets in economic development, conservation planning, and public policy.

USDA, EPA, and Forest Trends' Ecosystem Marketplace have partnered to incorporate environmental markets data into the Federal ecosystem services 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 watershed services, carbon, wetlands, and habitats occur on the U.S. landscape. Users can view information about markets, individual projects and enabling policies, and explore this data in the context of the 300+ environmental and demographic map layers available on EnviroAtlas. 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 1.5 hour)

Introduction	5 min
Market Data Overview: Telling the Story	15 min
Tool Demonstration	25 min
Case Studies	30 minutes
Moderated Discussion	15 minutes

Audience: The target audience includes policy makers, market administrators, ecosystem services 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:

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
Anne Neale (EPA)	Tool demonstration	Neale.Anne@epa.gov	Accepted

Genevieve Bennett (Forest Trends)	Moderated Discussion of Use Cases	gbennett@forest-trends.org	Accepted
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Organizer:

Chris Hartley, PhD (primary contact)
USDA Office of Environmental Markets
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.