

Measuring benefits from coastal restoration for nature and people



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In partnership with
ECOSYSTEM MARKETS
Making Them Work

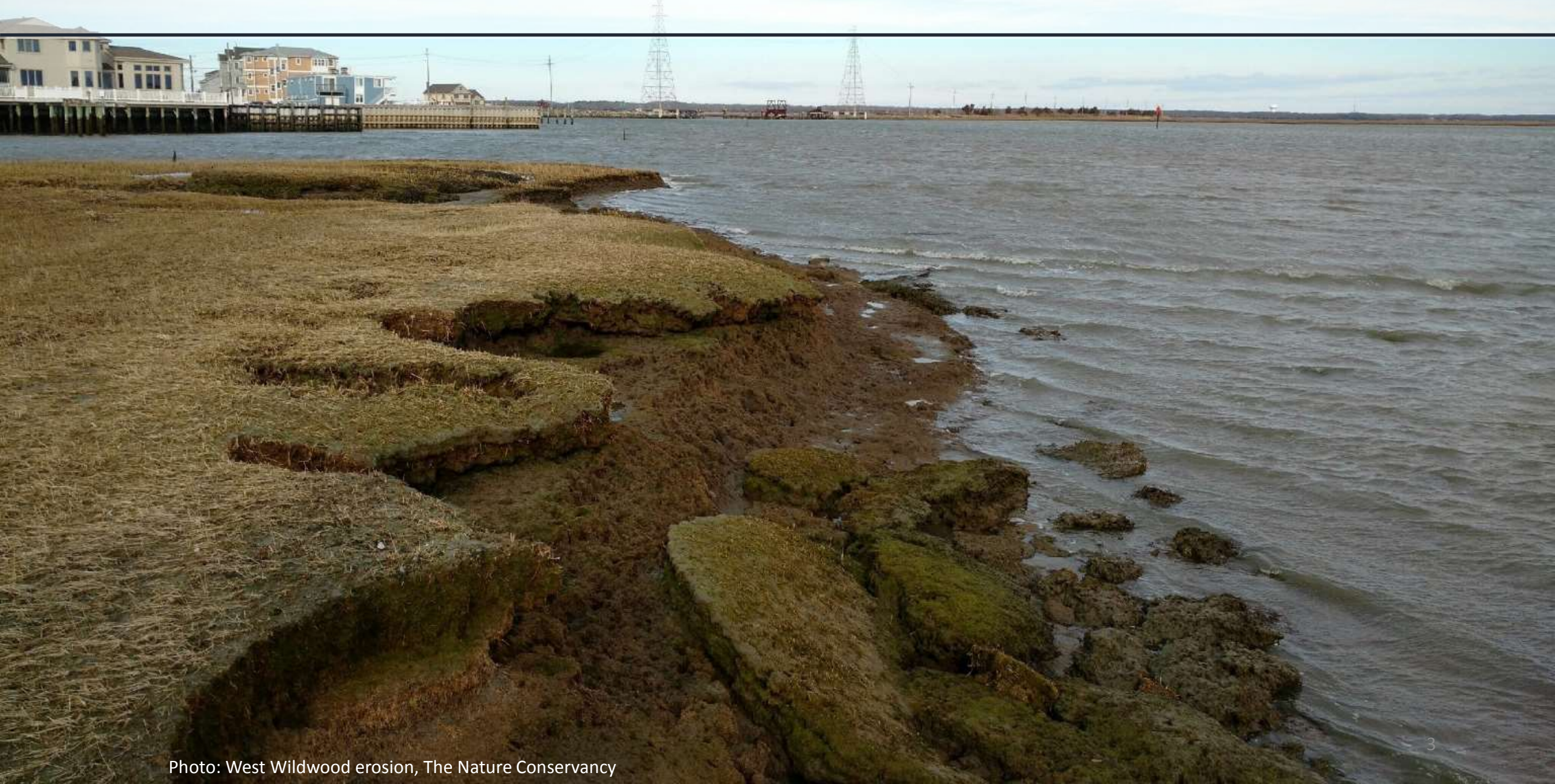
ESP
Ecosystem Services Partnership

Photo: © The Nature Conservancy with aerial support from LightHawk

Why this topic?



Loss of coastal wetlands



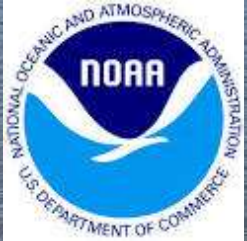
Delaware Bayshore project



Oyster restoration with shell bags



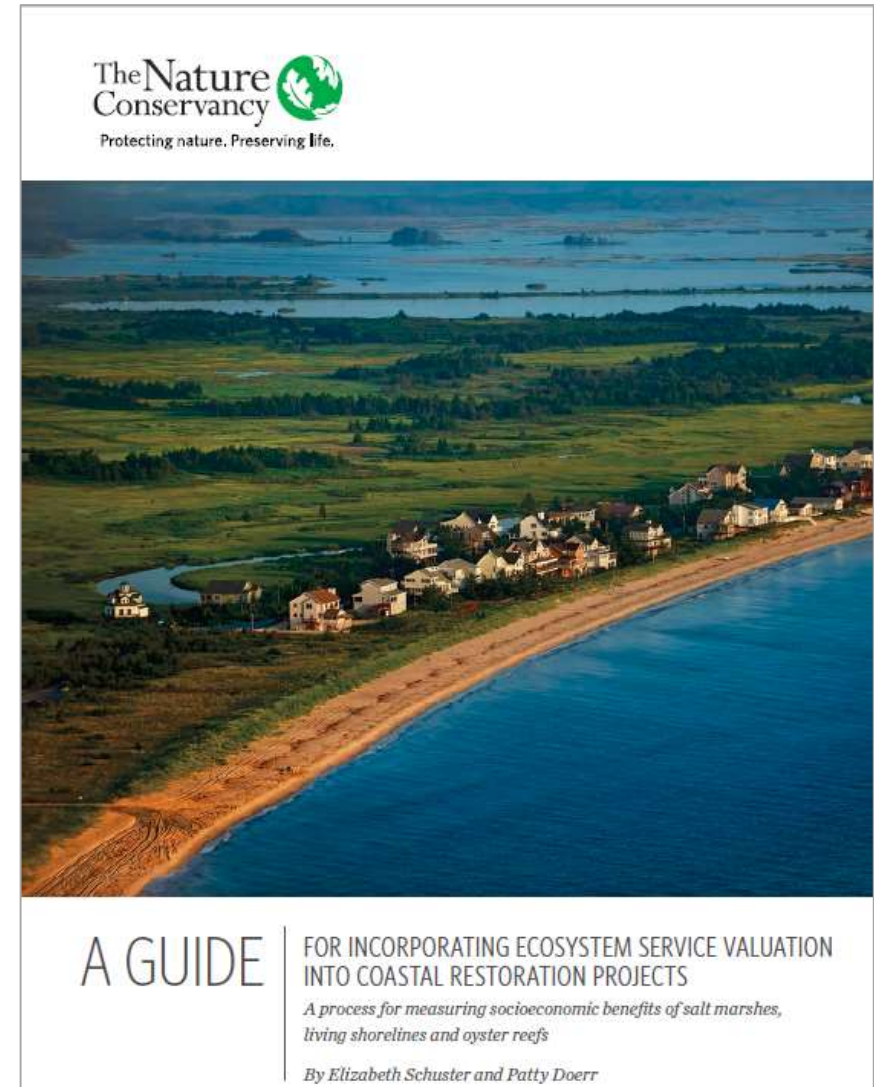
Oyster restoration with oyster castles



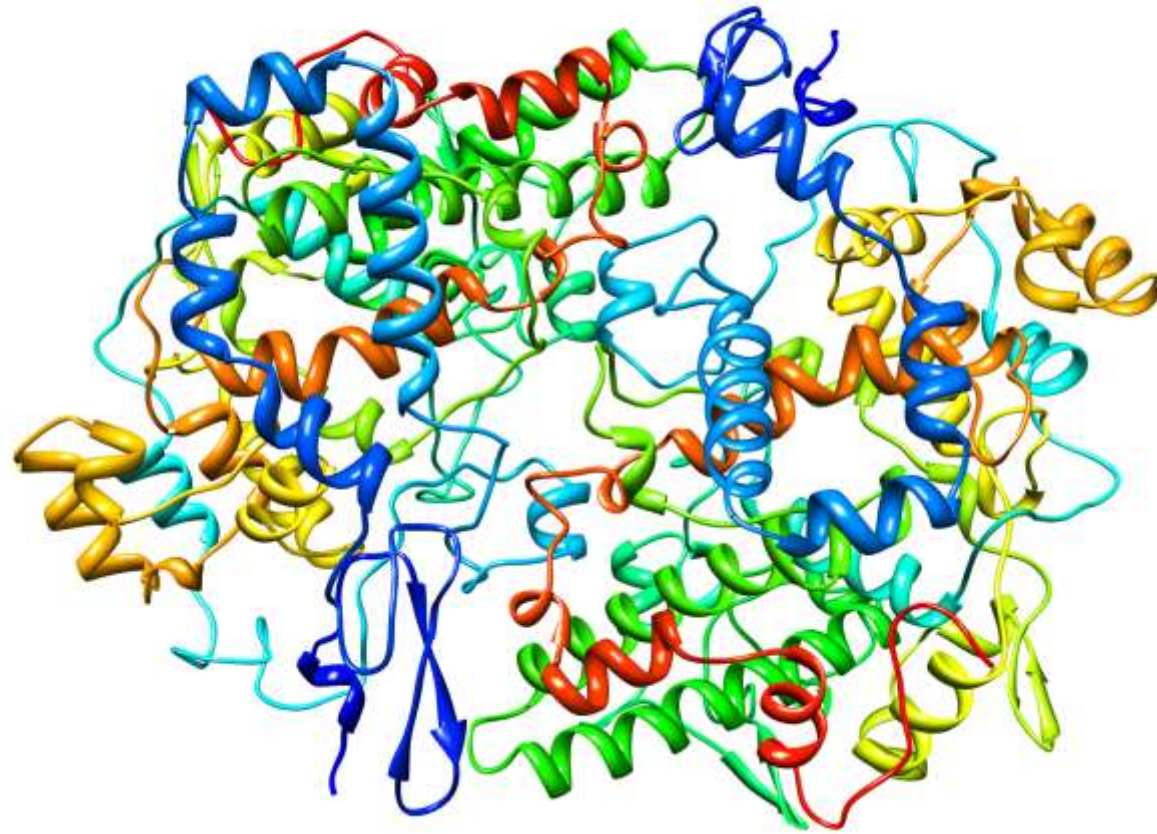
Measuring the success of coastal restoration, New Jersey Resilient Coastlines Initiative

Measures and Monitoring outputs

A Framework for Developing Monitoring Plans for Coastal Wetland Restoration and Living Shoreline Projects in New Jersey



Ecosystem service valuation guidebook



Define project scope



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graph TD; A[Define project scope] --> B[Conduct rapid stakeholder assessment]; B --> C[Set socioeconomic goal for the project]; C --> D[Select relevant metrics]; D --> E[Determine appropriate study design];
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The diagram is a vertical flowchart with five steps, each in a rounded rectangular box. The boxes are arranged in a descending staircase pattern from top-left to bottom-right. Each box is connected to the next by a downward-pointing arrow that follows the right side of the box and then turns left to point at the top of the next box. The steps are: 1. Define project scope, 2. Conduct rapid stakeholder assessment, 3. Set socioeconomic goal for the project, 4. Select relevant metrics, and 5. Determine appropriate study design.

Conduct rapid stakeholder assessment

Set socioeconomic goal for the project

Select relevant metrics

Determine appropriate study design

Applying the 5 steps to the Delaware Bay



Photo: The Nature Conservancy

Define project scope



Conduct rapid stakeholder assessment

Tourism and Economic Development Committee (TED)

- Bayshore Center at Bivalve (lead)
- Municipal officials
- County and state agencies
- FEMA
- Non-profits



Set socioeconomic goal for the project

Develop the Bayshore tourist destination



More visitors.

- Increase the number of visitors



More money spent.

- Increase visitor spending at local businesses



Maintain rural landscape.

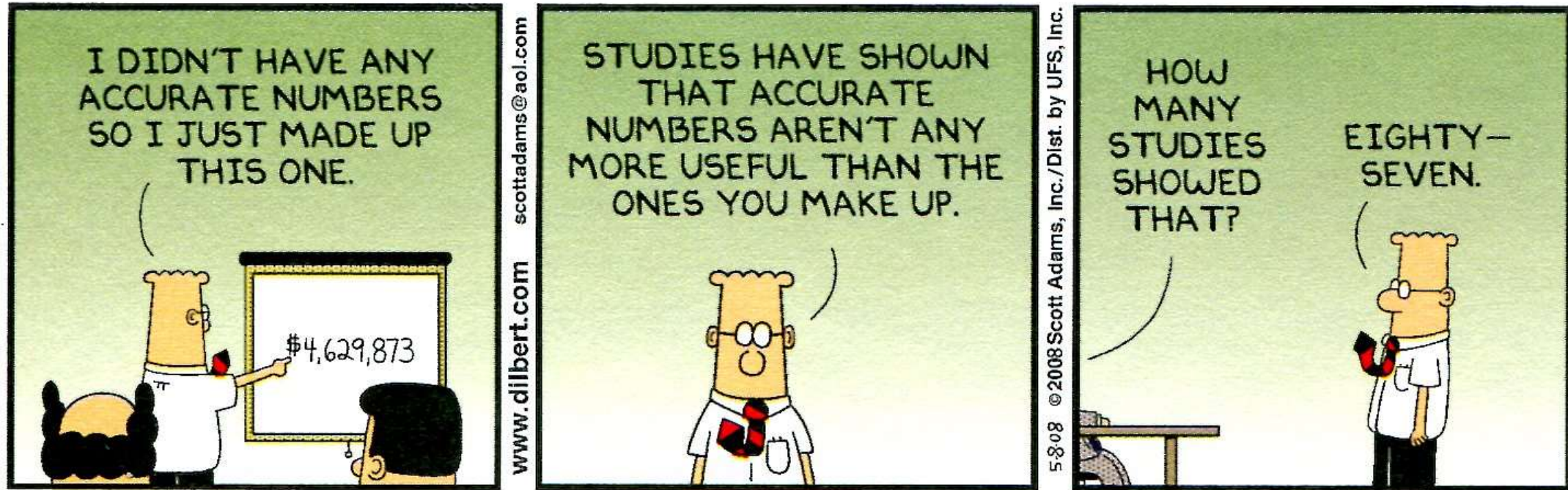
- While maintaining the cultural and natural character



Select relevant metrics



Determine appropriate study design



How trustworthy do your results need to be?

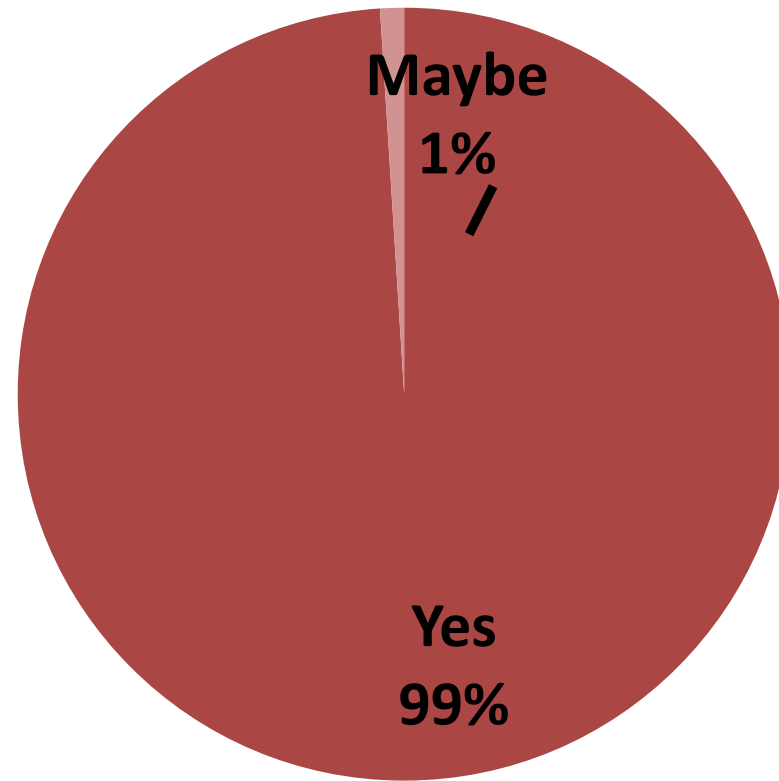
Conduct tourism study

- Survey methods
- Number of responses
- Dates

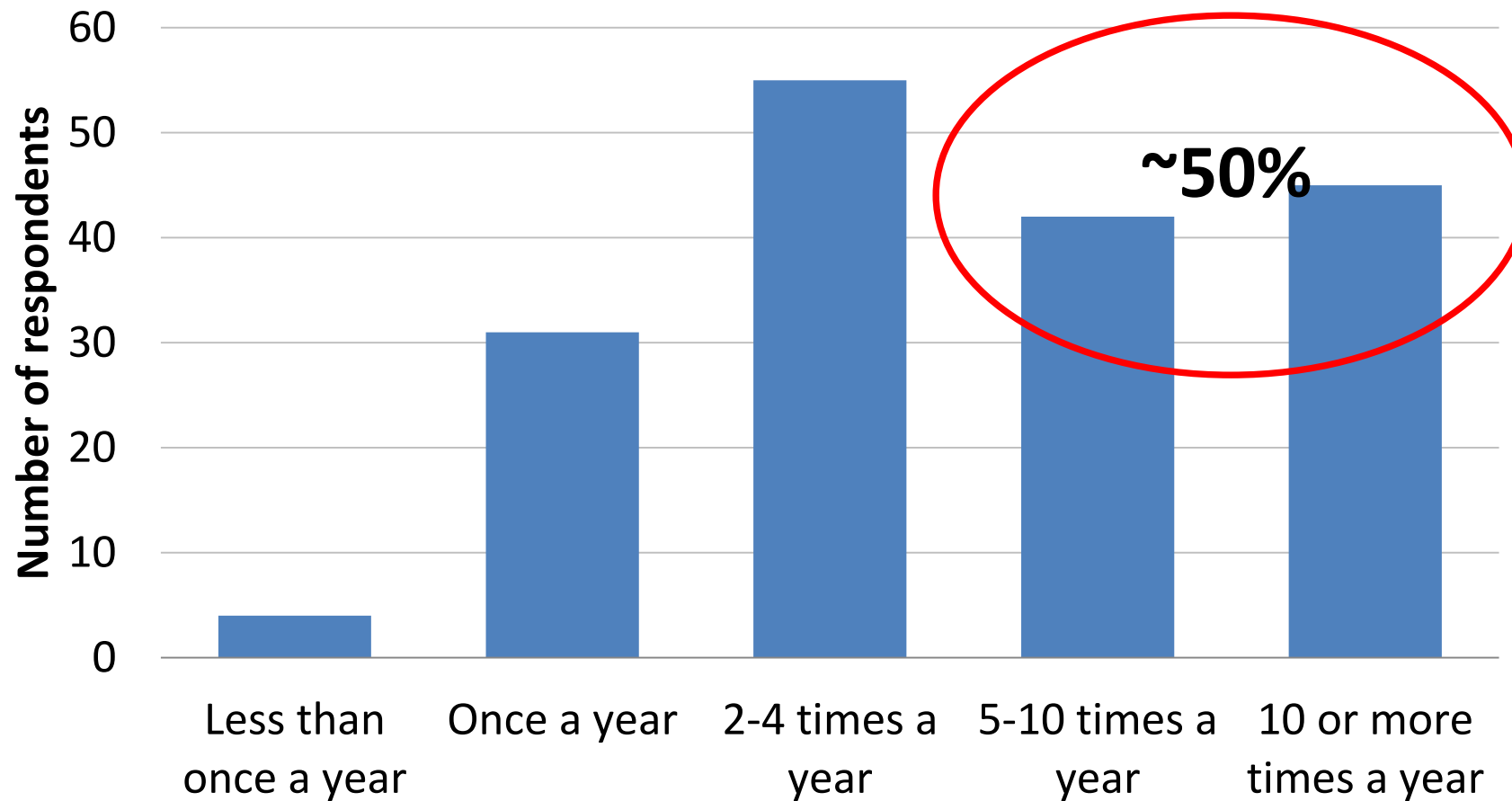
Would you return to the Bayshore?



Would you return to the Bayshore?



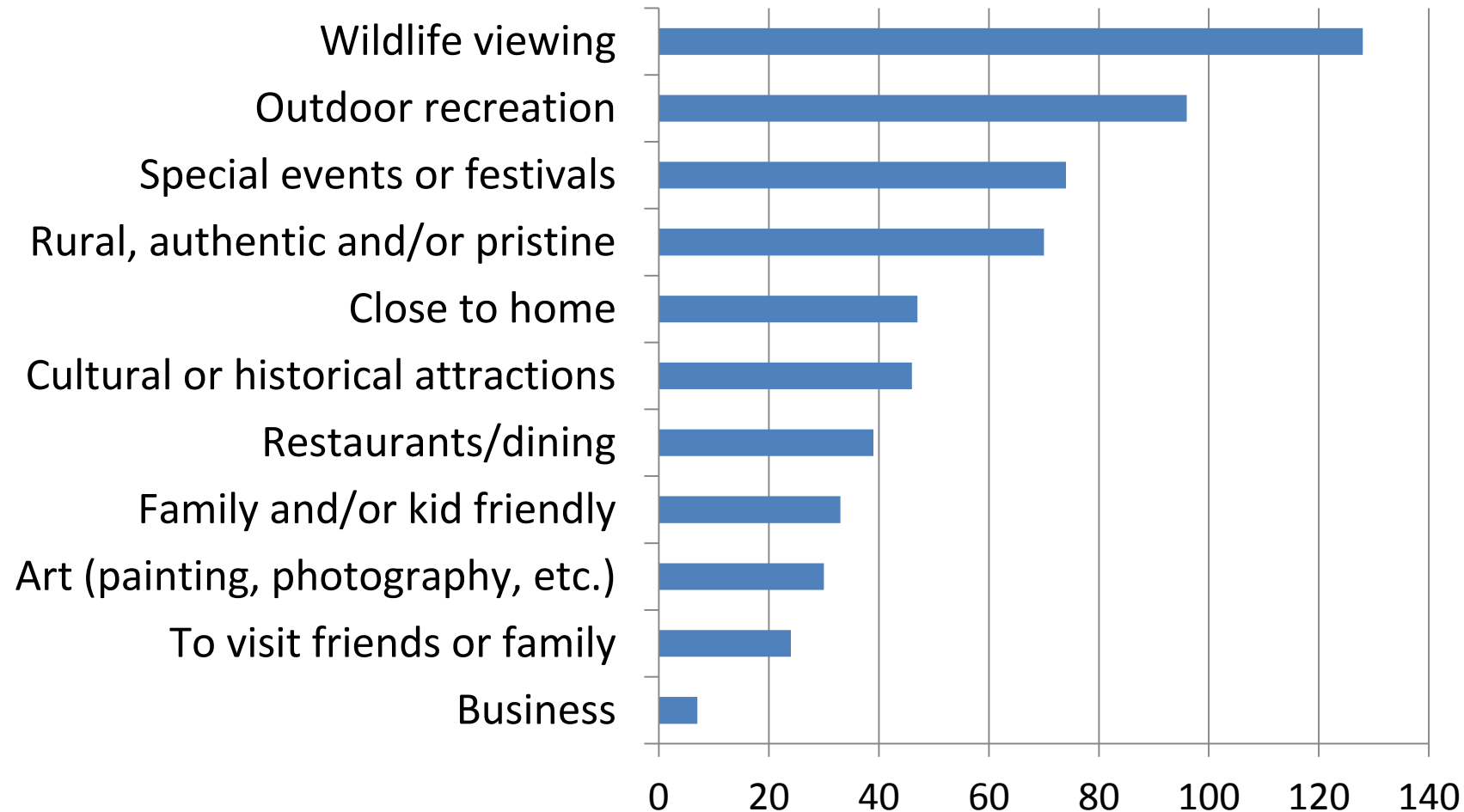
On average, how many times a year do you visit the Cumberland County Bayshore?



What were your primary motivations for visiting during this trip?



What were your primary motivations for visiting during this trip?



Did you purchase a meal?



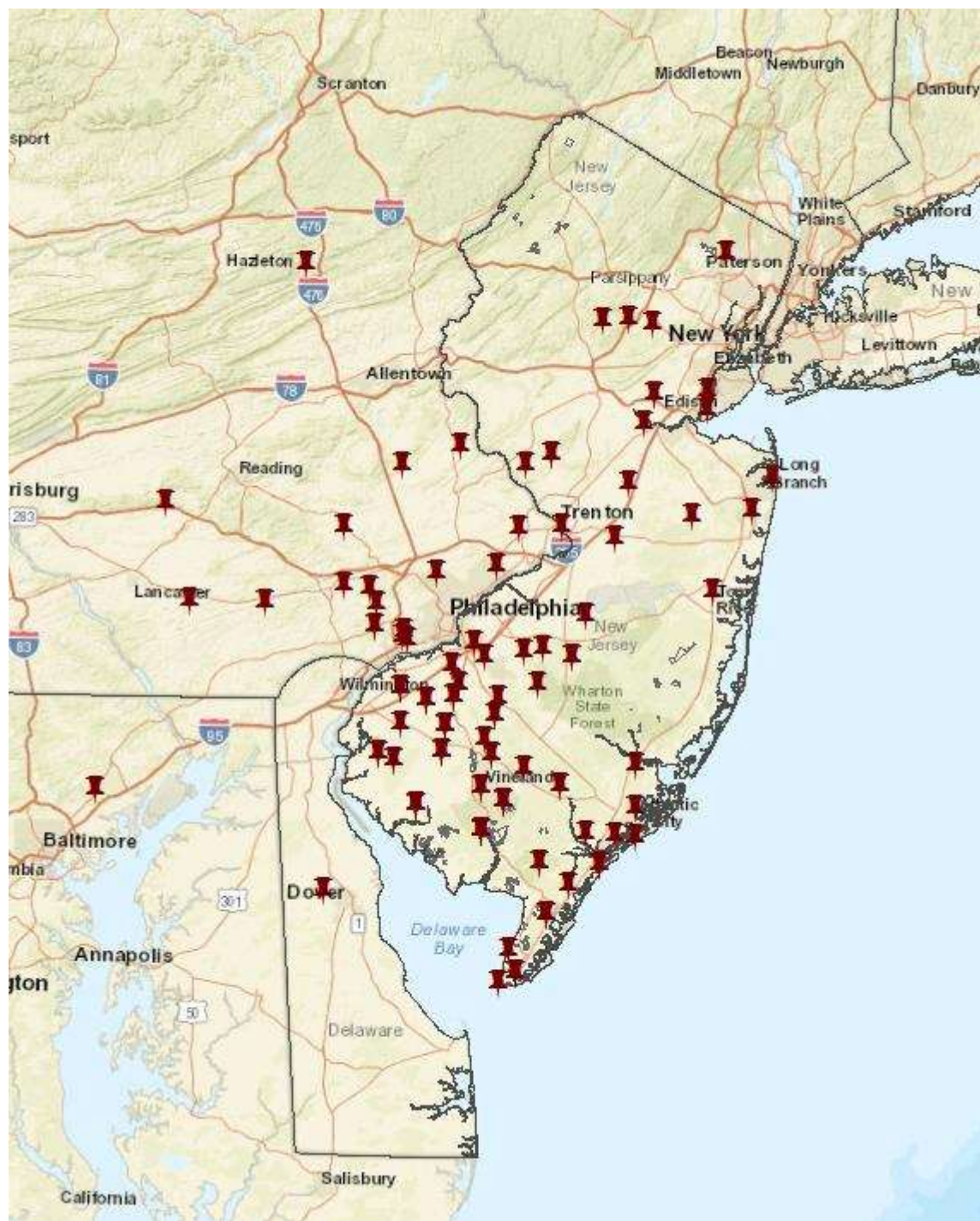
Did you purchase a meal?

Percent of respondents to buy a meal= 52%		
Breakfast	Lunch	Dinner
16%	35%	49%

**Where did you come from?
(location of primary residence)**



Where did you
come from?
(location of
primary
residence)
*Not shown:
Florida,
Minnesota,
New
Hampshire,
Massachusetts
and Virginia.*



Lessons learned

- 1) Engage stakeholders early
- 2) Level of rigor varies by target audience
- 3) Promote the results to decision makers
- 4) Shared funding for nature and economic development

Questions?

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