Measuring benefits from coastal restoration for nature and people

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Why this topic?
Loss of coastal wetlands

Photo: West Wildwood erosion, The Nature Conservancy
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
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?

- Yes: 99%
- Maybe: 1%
On average, how many times a year do you visit the Cumberland County Bayshore?

Number of respondents

- Less than once a year
- Once a year
- 2-4 times a year (50%)
- 5-10 times a year
- 10 or more times a year
What were your primary motivations for visiting during this trip?

Photo: Steve Jacobus, NJDEP
What were your primary motivations for visiting during this trip?

- Wildlife viewing
- Outdoor recreation
- Special events or festivals
- Rural, authentic and/or pristine
- Close to home
- Cultural or historical attractions
- Restaurants/dining
- Family and/or kid friendly
- Art (painting, photography, etc.)
- To visit friends or family
- Business
Did you purchase a meal?
Did you purchase a meal?

<table>
<thead>
<tr>
<th></th>
<th>Breakfast</th>
<th>Lunch</th>
<th>Dinner</th>
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<tbody>
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<td>Percent of respondents to buy a meal=</td>
<td>52%</td>
<td>16%</td>
<td>35%</td>
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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

Photo: Gandy's Beach, The Nature Conservancy
Questions?
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