

# The Value of Preserving and Restoring Migratory Bird Habitat to Residents of the Pacific Flyway

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Deterioration of habitat along the flyways has been a major contributor to migratory bird loss. A number of agencies, including the U.S. Forest Service, are working to increase the quantity and quality of migratory bird habitat to address this problem.

The Pacific Flyway includes vast amounts of public lands, within which are numerous habitat obligates (migratory bird species which depend upon adequate quality and quantity of specific habitat types). To provide information about the value of different types of migratory bird habitat, this stated preference survey elicits willingness to pay from the general public to purchase habitat along the Pacific Flyway. The survey design provides a framework which can be applied to flyways across North and South America. The results of this survey will provide values which resource managers and policy makers can utilize in decision making across ecosystem types and project scales.

This survey instrument is inclusive of the wide range of ecosystem service values which habitats provide. We elicit information on use and knowledge of bird habitat, and preference for the environmental good: Habitat type and quality. Respondents will be shown examples of six habitat types at different quality levels. For each habitat type respondents will be shown a representative sample of habitat obligates.

2,000 Pacific Flyway residents (California, Oregon, Washington, and Alaska) will be surveyed via Qualtrics in the Fall of 2023 and the data will be analyzed using standard discrete choice logit models. Focus groups with households in the targeted region will be undertaken before launching the survey.

Values from this study will be used to inform local and regional management decisions related to habitat preservation and restoration, wildlife management, and responses to environmental threats from climate change.

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