

Bay County RESTORE Act Direct Component Proposals 2014-2015

Proj #	Bay PRP 2014-044
Project Name	Framework for project prioritization to maximize environmental and economic benefits
Project Proposer, affiliation, web site	Mark Buckley ECONorthwest www.econw.com
Project Description	We propose to develop a framework for evaluation and comparison of the available approaches to water quality and habitat needs for Bay County, to identify those that can provide the highest, broadest, and longest-lasting suite of benefits to residents and visitors impacting the local economy. A 2009 study provides extensive biophysical and engineering data as a starting point to consider the needs and options, expanding to consider green infrastructure, LID, and ecosystem services.
Proj. Size (acres)	0
Economic	Identify and quantify benefits and impacts to locals and visitors of functional projects and programs that provide multiple benefits.
Environmental	Identify stable and holistically-compatible suite of projects and programs to achieve multiple environmental benefits, including water quality and habitat. Include evaluation for benefits relevant to climate resilience.
Social	Improve quality of life conditions and attractiveness to visitors and businesses through multiple-benefit restoration projects.
Other	Evaluate efficient projects and programs that encourage other support, funding, and maintenance contributions across the multiple beneficiaries.
Project Location	Bay County as a whole.
Est total project cost	\$40,000
Amount requested	\$40,000
Describe what funds will be used for	The funding is for time of ECONorthwest staff economists and analysts, and local partners to conduct research, communicate and document findings. Staff costs range from \$55 to \$170 per hour, at an initial estimate of 350 hours for all tasks and \$2000 for travel expenses.
Long term funding needed? Source? Availability?	
Est yrs completion	0-2
Matching \$ available?	
Match source? Secured?	
Amount match secured	
% proj cost from match	
Partners anticipated?	Yes
Partner names	Phil Mount, local
Funds request other source?	
If yes, name source, decision date	

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Proj fully funded by other source?	
FULL PROPOSAL FORM	
Project number (proposal)	Bay PRP 2014-044
Submittal date proposal	2/7/2015
Project name (proposal)	Framework for project prioritization to maximize environmental and economic benefits
Applicant name	Mark Buckley, ECONorthwest
Project description (proposal) (1)	<p>We propose to develop a framework for evaluation and comparison of the available approaches to water quality and habitat needs for Bay County, to identify those that can provide the highest, broadest, and longest-lasting suite of benefits to residents and visitors impacting the local economy. A 2009 study provides extensive biophysical and engineering data as a starting point to consider the needs and options, expanding to consider green infrastructure, low impact development, and ecosystem services.</p> <p>Specifically, we will identify the effects of the types of projects eligible under RESTORE Act funding that have final goods and services of value and economic impact to Bay County residents and businesses. This will be based on our work elsewhere and literature, combined with local interviews, and using the 2009 St. Andrew Bay Stormwater Management Plan as a starting point. We will then identify those effects that align with particular socioeconomic scarcities for the region, and measures of per-unit, and total potential benefit by benefit category.</p> <p>We will take a systematic approach that centers on the steps:</p> <ol style="list-style-type: none"> 1. Identify local environmental problems that need to be addressed under mitigation funding requirements 2. Identify and categorize available approaches to addressing these problems 3. Identify and describe benefits available under each approach (or portfolio approach) 4. Align these benefits with beneficiary groups and characterize scarcities 5. Quantify major benefit categories in scalable terms and based on local demand and scarcity 6. Articulate long-term strategy principles 7. Highlight consistent and appropriate near-term actions <p>[cont'd]</p>

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<p>Project description (2)</p>	<p>This approach will rely on a combination of reviewing regional and local datasets and reports, combined with our understanding of benefits and results developed elsewhere. It will include extensive communication with local experts to properly understand options, benefits, and interactive effects.</p> <p>TASK 1: CONTEXT AND NEEDS - Describe ecological constraints for Bay County to be addressed with funding and the regional economic objectives. Identify primary actors and trends.</p> <p>TASK 2: OPTIONS AND CHARACTERISTICS - Identify and summarize the options for addressing past, ongoing, and emerging harms and threats to the target water and habitat resources. Review and summarize experiences with these techniques in Bay County and elsewhere, with emphasis on contexts similar to Bay County. Categorize effects of options, and metrics for these effects.</p> <p>TASK 3: BENEFITS AND BENEFICIARIES - Align the effects of options with demands and benefits in Bay County. Identify drivers of value such as availability and quality of substitutes and complements. Align beneficiary groups and consider pathways and manifestations of value. Consider group-specific values, and opportunities for beneficiaries to support and contribute.</p> <p>TASK 4: OPTION COMPARISON AND PORTFOLIO CONSIDERATION - Develop a matrix for comparison of options, and summarize build-out potential by approach. Consider portfolio implications for combinations of options, and categories of emergent benefits with long-term effects.</p> <p>TASK 5: STRATEGIC PRINCIPLES - Articulate insights and management principles that emerge from consideration of options and benefits available to Bay County from the various approaches that address water quality and habitat needs. Identify both general, long-term principles and guidance for near-term steps. Explain and quantify the benefits associated with successful implementation.</p> <p>TASK 6: NEAR-TERM ACTIONS - Identify, explain and describe the values attributable to at least one near-term project or program opportunity. Explain important factors involving partnering, communication, funding.</p>
<p>Project location description</p>	<p>This is a programmatic study that is not geographically specific, but addresses options and effects for all of Bay County.</p>
<p>1. Restore nat res</p>	
<p>2. Mitigate</p>	
<p>3. Implement plan</p>	
<p>4. Workforce/Jobs</p>	
<p>5. Improve state park</p>	
<p>6. Infrastructure</p>	
<p>7. Flood protect</p>	
<p>8. Planning</p>	<p>This project will develop criteria and quantitative value estimates, including monetary, that address benefits generated by restoration, conservation, and other improvements to coastal habitats and related ecosystems. The intention is to align existing science quantifying effects of various project types and elements to benefits for Bay County residents, visitors, and the regional economy. In this way, benefit estimates would be available for evaluation and comparison of projects providing habitat benefits in metrics relevant to local individuals and businesses.</p>
<p>9. Promote tourism</p>	
<p>10. Promote seafood</p>	

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1.1 Diversify	The framework will address tourism economic impact opportunities for conservation, restoration and related projects. In addition, quality-of-life and regional desirability speak to attractiveness for businesses and educated, productive workers.
1.2 Infrastruc	Metrics for quality-of-life and regional desirability speak to attractiveness for businesses and educated, productive workers.
1.3 Airport	Identification of effects of projects that increase tourism demand would have market impacts on airport use.
1.4 Job train	Framework will include consideration of characteristics and results that are attractive to businesses and skilled workers.
1.5 Workforce dev	
1.6 Facil tourism/econ dev	Develop benefit estimates for projects and programs that inform tourism and business marketing efforts.
1.7 Rec, transport, wage	Identify and quantify specific benefits of projects that align with outdoor recreation opportunities and quality of life.
1.8 Protect nat res	Identify factors driving tourism demand associated with natural resources, and include metrics for evaluation of projects and programs that protect and promote those factors.
1.9 Promote fishing	Fishing recreation and related businesses would be included in metrics of benefits and market impacts.
1.10 Commun resil	Identify and prioritize benefits of projects that align with protection and mitigation of anticipated effects of climate change for resiliency benefits.
2.1 Protect SAB	The primary objective of this project is to develop a framework to assess the benefits in economic terms and results of environmental restoration, conservation, and infrastructure investments that improve environmental quality in Bay County. All effects are predicated on a pathway of environmental improvement. In this way, the initial condition is improvement and protection of the watershed and water quality, as well as establishing economic reasons and data for such investments.
2.2 Improv wtr qual	See above.
2.3 Protect seagrass	The resulting framework would be useful to a public awareness campaign, by highlighting and quantifying final goods and services of value to the community that result from environmental investments.
2.4 Wildl hab	The framework will identify and quantify any benefits to the community of functional nearshore habitat.
2.5 Acq lands	The framework will provide information for prioritizing efforts, including potential acquisitions.
2.6 Preserve dunes, shore	The framework will contribute to such preservation and restoration efforts by identifying community benefits that would result.
2.7 Protected spp	The framework would directly promote efforts for protected species that provide benefits, as well as indirectly by identifying benefits of functional supporting habitat.
2.8 Water data	The framework would identify metrics for measurement of benefits, and provide a basis for continued collection and analysis of such metrics.
3.1 Deer Pt Lk wtr qual	The framework can include gray infrastructure investments for consideration and involvement of their benefits in prioritization.
3.2 Stabil roads	See above.

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3.3 Sewer AWT	See above.
3.4 Septic to central	See above.
3.5 Stormwtr	See above.
3.6 LID	The multiple benefits provided by LID are particularly relevant targets for benefit quantification, because the secondary benefits are typically diffuse and not necessarily captured by the primary stormwater regulatory driver. It will be important to consider how LID projects provide specific economic benefits for Bay County to consider the appropriate types and mix of LID BMPs.
3.7 Coast resil	Coastal resilience benefits and flood protection would be benefit metrics in the framework.
3.8 Support port	
Budget justification	The budget will be used for data and literature review, as well as application and tailoring of benefit estimates to the specific demands, scarcities, and related economic conditions of Bay County. This will include time for ECONorthwest staff economists, local partners, communication and publishing, and one trip for project director Mark Buckley.
Ongoing costs	If Bay County chooses to continue to apply the framework, it can potentially lower costs for project evaluation by developing analytical "capital". Collecting and maintaining performance data would be a cost, but could be incorporated into costs and responsibilities for individual projects.
Objective and measures	The project will: identify 1) types of projects for evaluation, 2) the effects of each project type that provide benefits including economic, 3) alignment of these effects will needs, demands, and scarcities in Bay County, particularly for economic sectors, 4) per-unit values that can be summed to consider gross project benefits, and 5) a final framework for continued use. Each project step will involve products for review and establishment of progress.
Nat Res Proj	Yes
Best Avail Science	This project will directly utilize the best available biophysical and economic research and data, as well as methods, with full documentation. In this way, it will contribute to evaluation of other projects by these criteria as well. Risk and uncertainty, as well as areas of potential scientific ambiguity, would be criteria for consideration.
Env issues	
Econ Dev proj?	Yes
Econ Dev description	The benefits of this project would be to identify which environmental projects can contribute to economic development objectives and by which pathways. In this way, it would contribute to the overall program's contributions to regional economic development.
Job Creation?	
Describe how jobs created	Not directly, but indirectly this project would identify the best pathways for future projects to contribute to job creation.
No. jobs created	
No. jobs created Yr 1	
No. jobs created Yr 2	
No. jobs created Yr 3	
Avg wage	
Total proj cost	

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Complement. proj descr.	Yes, it will identify projects that provide economic benefits.
Proj readiness descr	Yes, the project is ready to begin data and literature review immediately.
Permits required?	
Permits status	
Land acq?	
Acquire fee simple?	
Acquire easement?	
Fee and easement descri	
Terms of easement	
Entity to hold title	
Easement acres	
Fee simple acres	
Appraisal avail?	
Appraised value	
Title opinon avail?	
Material risks	No known risks.
Likelihood of success	It is highly likely that the project will achieve its objectives. ECONorthwest has completed many similar projects, and has already determined that sufficient data are available for this effort in Bay County.
Contract out work?	
Contracting strategy	Although the project team does include partners, and ECONorthwest will serve as the prime. ECONorthwest frequently uses sub-contracting agreements and has well-established legal and accounting practices to do so.
Applic manage proj?	Yes
L 1. Proposed mgr	Mark Buckley, ECONorthwest
L 2. Mgr agreed?	Yes
L 3.Mgr experience	ECONorthwest is over 40 years old, and manages approximately \$7 to 8 million in projects of this nature annually. Mark Buckley is a partner and leads the natural resource practice area at ECONorthwest. In this capacity, he has several years experience managing projects of this size and substantially larger. He typically manages \$500 to \$700k worth of projects annually.
L 4. Post proj maint	ECONorthwest anticipates handing off the framework to Bay County and related program staff.
L 5. Mgmt approach	The approach will be primarily in-house, in that Mark Buckley will managed technical staff for data analysis and product development, with input and contributions by local project partners as needed.
Outreach descr	The team intends to communicate and disseminate results through publication, web-hosting, and presentation.