



Measuring economic benefits from restoration: Lessons learned for practitioners

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Summit 2015

Natural infrastructure



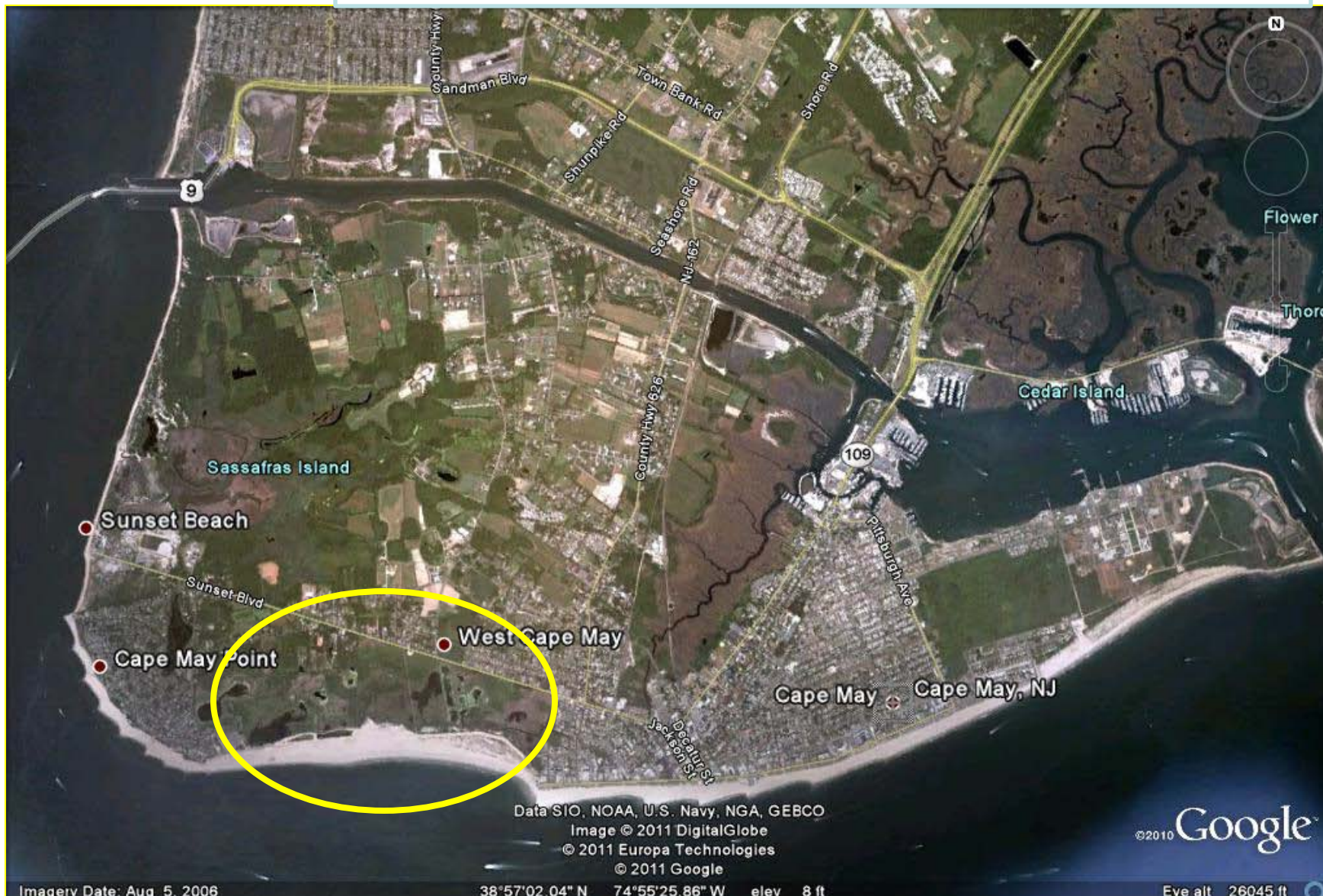
Current studies frequently are:

- Aggregated to watershed or state level
- Often for open space, not restoration

A CASE STUDY

Ecological restoration in Cape May
County, New Jersey

Lower Cape May Meadows ecosystem restoration





Lower Cape May Meadows project completed in 2007



Economic analysis of Lower Cape May Meadows

- 1) Which benefits to quantify?
- 2) Which methods to use?

Economic analysis of Lower Cape May Meadows

Mixed methods analysis and data:

- 1) Flood reduction benefits
- 2) Ecotourism benefits

Average damage (in \$) per storm with storm surge above 2.5 feet

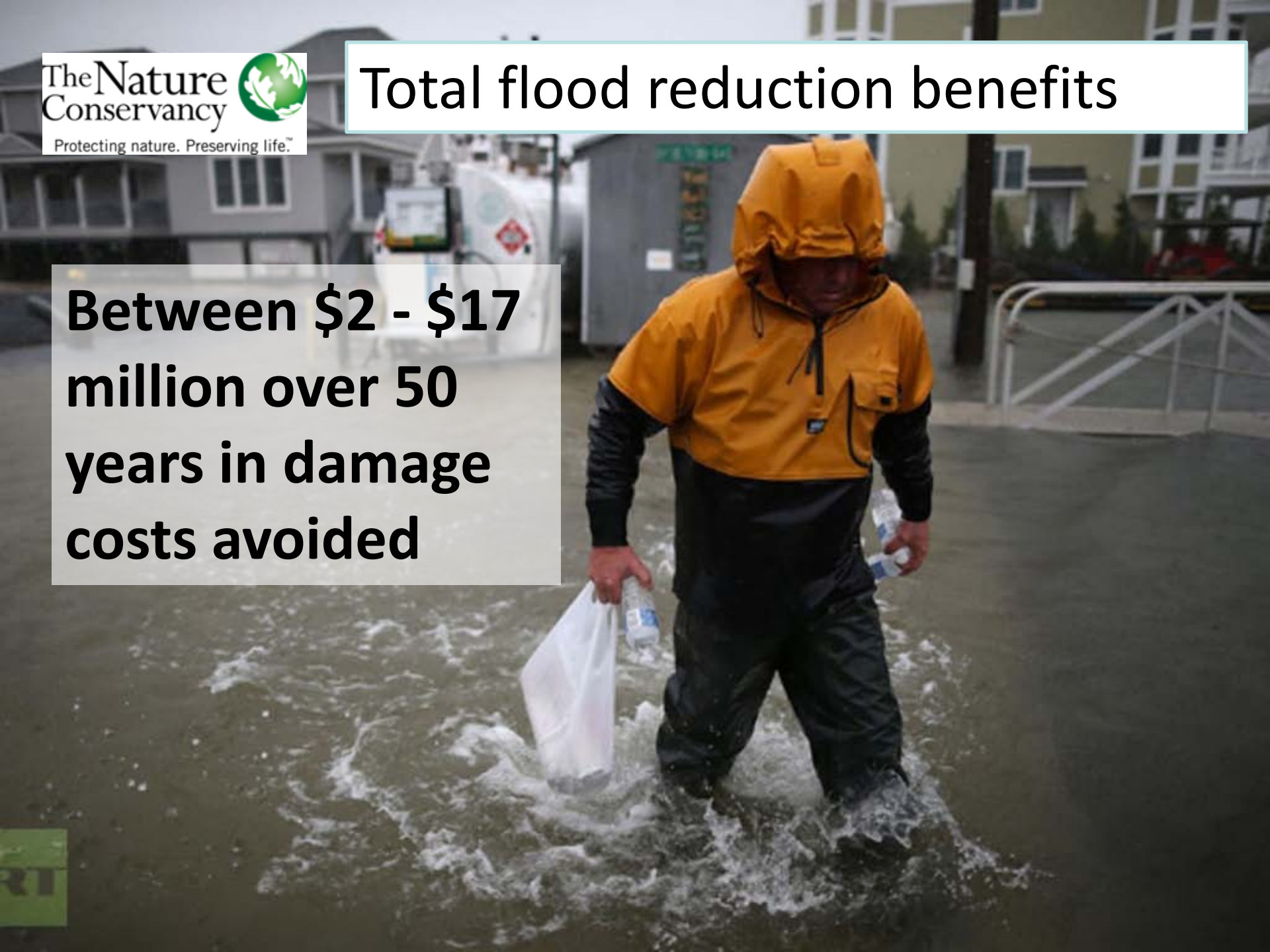


Superstorm Sandy

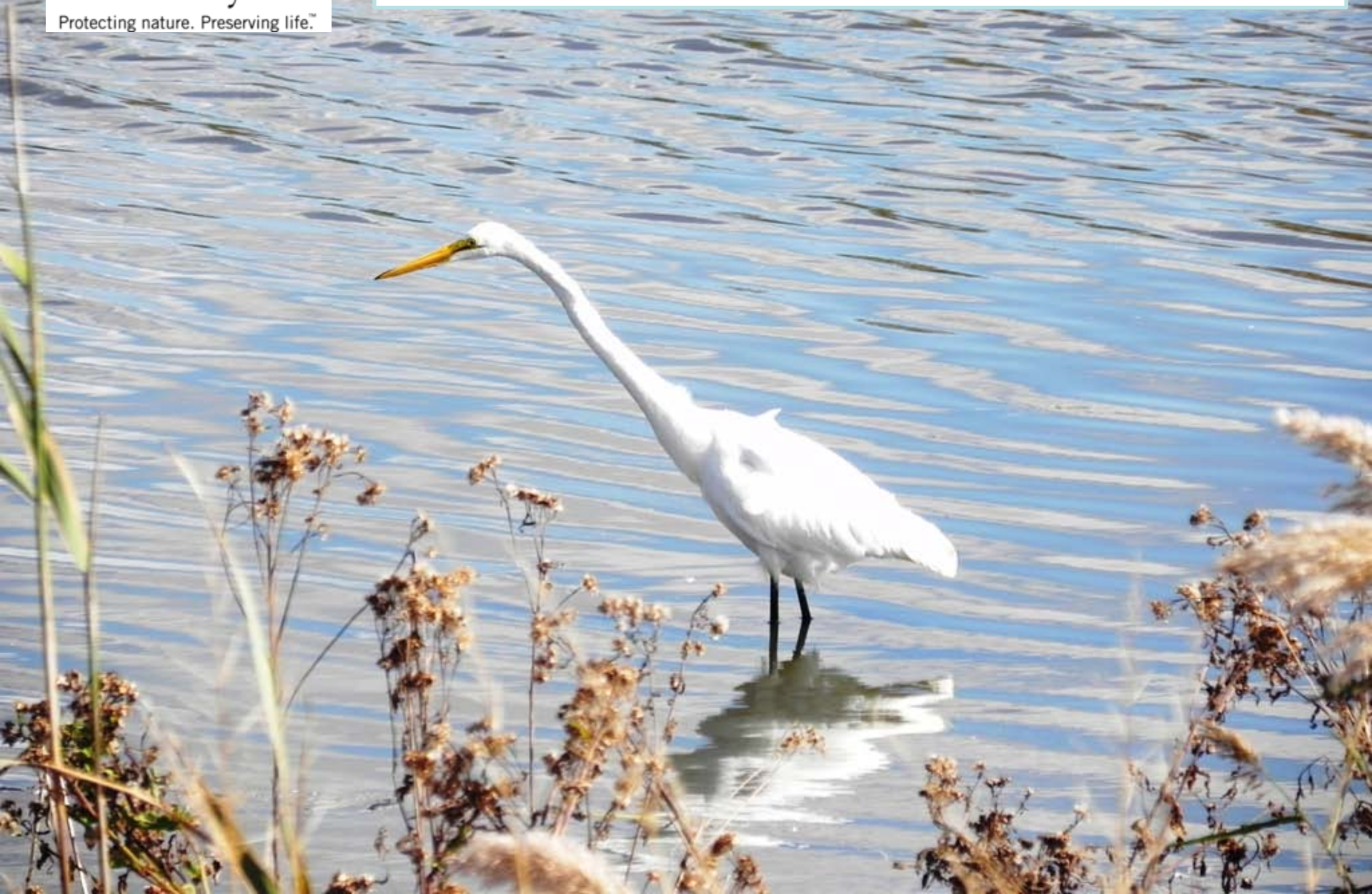
	Damage (\$)	Storm surge (ft)	3-day Precipitation (inches)
Nor'easter of January 1992	\$727,000	3.22	0.6
Superstorm Sandy	\$6,290	3.24	10

Total flood reduction benefits

**Between \$2 - \$17
million over 50
years in damage
costs avoided**



Ecotourism and birding analysis



Access at Cape May Meadows

BEFORE



AFTER



Economic impact for Cape May County

\$313 million = TOTAL



Economic impact for Cape May County

\$313 million = TOTAL

\$200 million = PROJECT IMPACT



Economic impact for Cape May County

\$313 million = TOTAL

\$200 million = PROJECT IMPACT

\$5.5 billion = Tourism in Cape May County



LESSONS LEARNED AND OPPORTUNITIES

Lessons learned

- 1. Proof of concept**
- 2. Value to municipalities and other partners**
- 3. Multiple benefits lead to multiple funding sources**

Economic metrics for restoration projects

- 1. Incorporate economic metrics into existing monitoring plans**
- 2. Engage stakeholders early in the process**

Thank you!

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