

# **Economic and Fiscal Aspects of Coastal and Watershed Stewardship Practices**

A project funded by the Ohio Lake Erie Protection Fund  
SG 212-03

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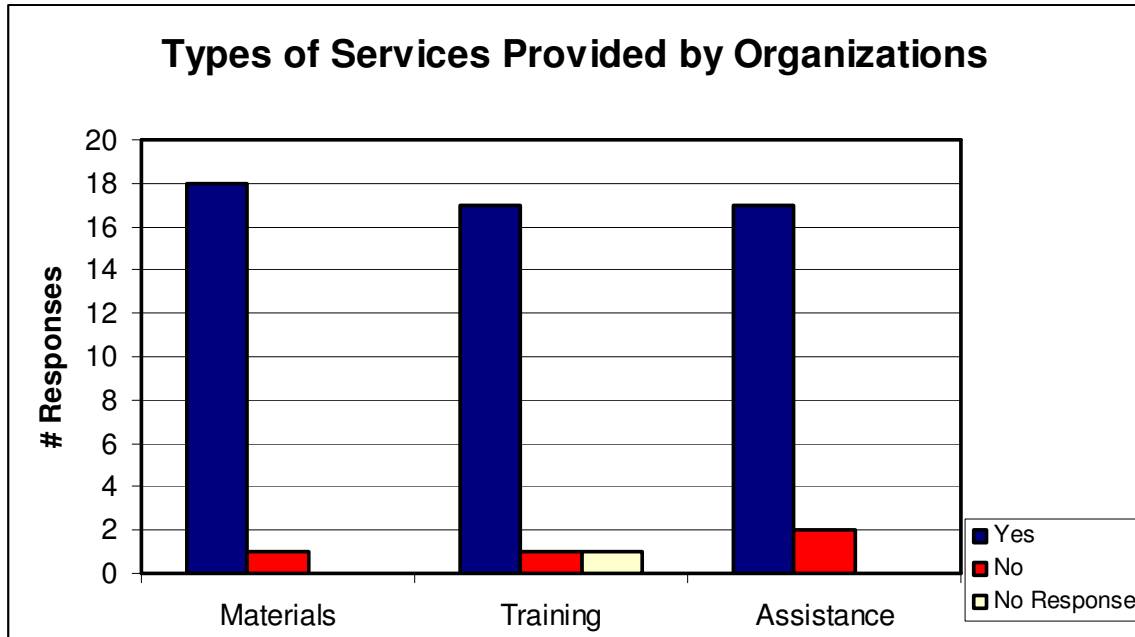
The goal of this project is to investigate the current status of the knowledge base that is being transmitted to local decision makers regarding the economic and financial benefits of coastal and watershed stewardship practices through training and educational programs. Local decision makers are key in achieving many objectives of the Lake Erie Protection and Restoration Plan and other water quality initiatives because of their role in land use and zoning decisions, infrastructure construction and maintenance, storm water management, and economic development activities. The activities of this project are developing a comprehensive scoping of the knowledge base and expertise in the Lake Erie basin regarding the topic focus, which will be used as the basis of continued research to identify needs for applied research on the topic, and identifying opportunities for partnerships in outreach and assistance to local decision makers.

The project focus was developed as a result of the market study and needs assessment of coastal and watershed training for local decision makers conducted for the Ohio Coastal Training Initiative partners (ODNR Coastal Management, NOAA/ODNR Old Woman Creek, Ohio Sea Grant) by the Great Lakes Environmental Finance Center at Cleveland State. The study revealed that land use/infrastructure and economic development aspects of coastal and watershed resources management as a most important “gap” in information available to local decision makers and a key knowledge need. The current project methodology is designed to identify and assemble existing information and training materials currently in use in the Lake Erie basin regarding economic and fiscal aspects of coastal and watershed stewardship. We first scanned practitioner-oriented materials from other regions on economic and fiscal benefits of watershed and coastal stewardship. Organizations that had indicated a role in delivering training on economic or fiscal aspects of stewardship (cost savings, increased tax values, economic development, etc.) in the GLEFC study were the target

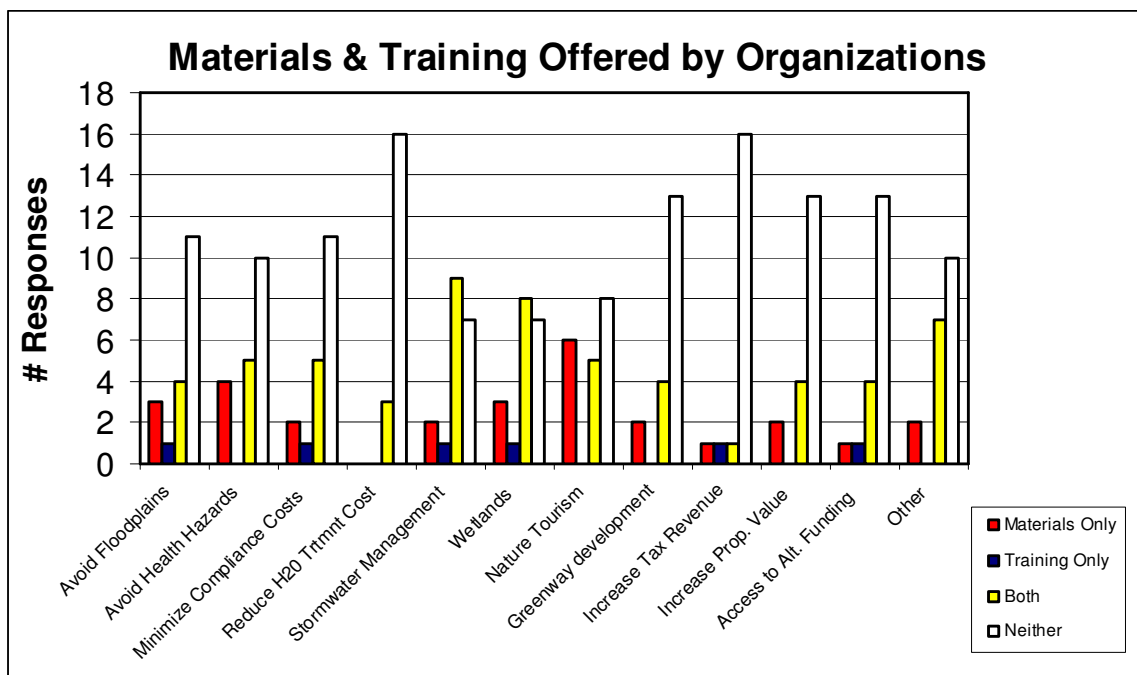
of a telephone-administered survey. From a list of 40 potential providers (those who had indicated in the GLEFC study that they held workshops or education sessions on some economic or fiscal aspect of coastal and watershed resources), we found that 6 were no longer offering those training topics. Our methodology included a minimum of three telephone calls to secure participation by the potential respondent. We were successful in obtaining surveys from 18 organizations that offer training, education or technical assistance regarding economic or physical aspects of coastal and watershed stewardship in the Lake Erie basin, giving us a response rate of 56% for the project. The information presented below summarizes the results of the survey questionnaire that was given to current training providers in the Lake Erie basin.

Please contact Dr. Kellogg ([wendy@urban.csuohio.edu](mailto:wendy@urban.csuohio.edu)) if you have any questions regarding the study. A full discussion of the data results will be posted at the end of the project period in late August. The results and dissemination of the project are the responsibility of Dr. Kellogg and are not a responsibility of the Ohio Lake Erie Protection Fund. The author thanks the Ohio Lake Erie Commission and the fund for supporting this project.

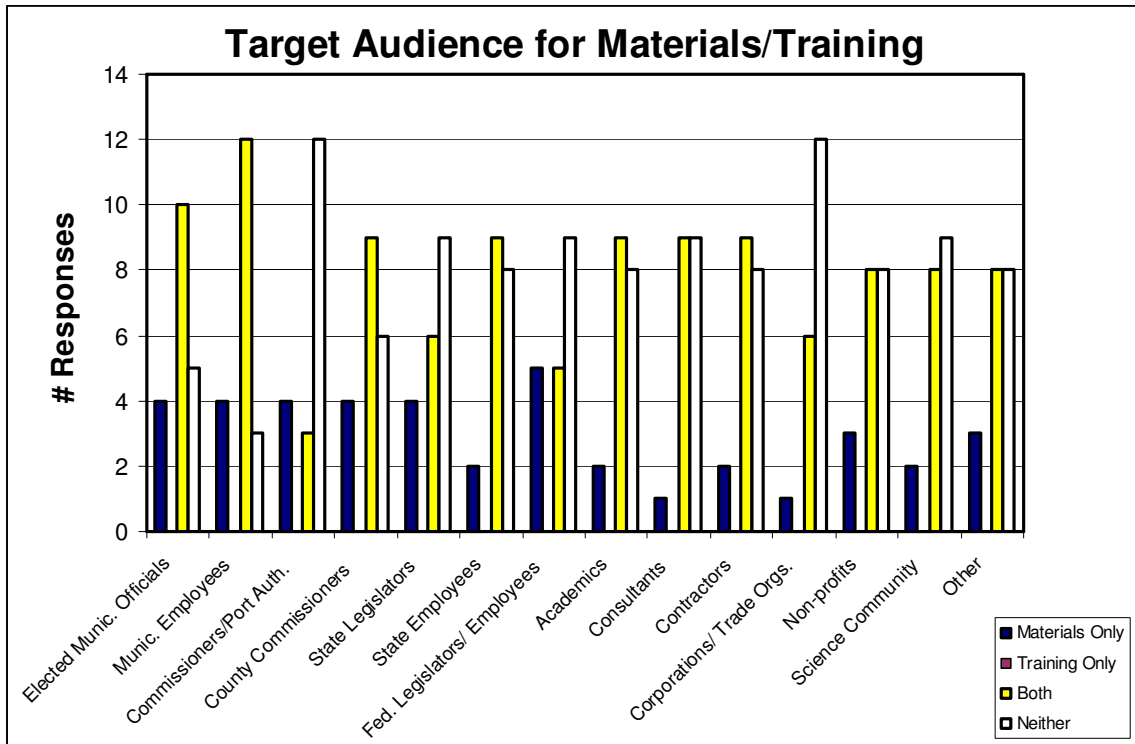
Does your organization provide any of the following type of service regarding the economic, financial, or fiscal value or benefits of coastal and watershed stewardship?



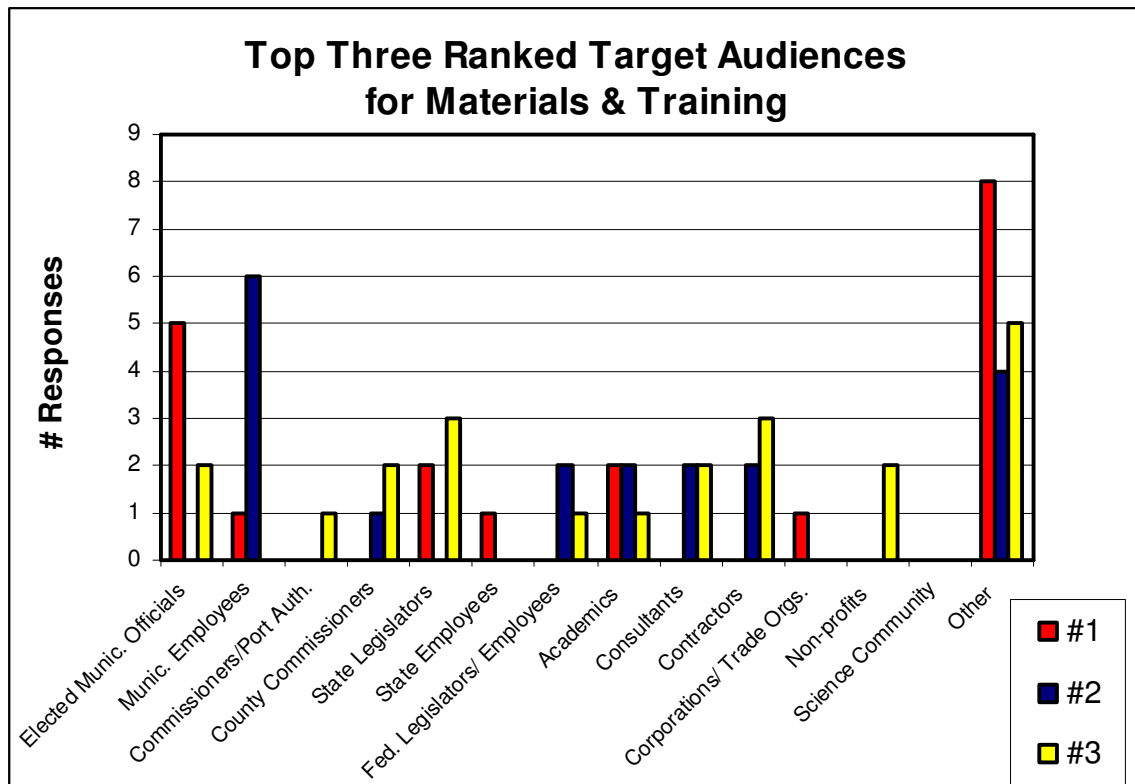
Regarding any informational/educational materials your organization distributes, (either in paper or on-line), or training courses your organization may offers, please indicate the topics covered by your organization. (Remember, we are focused on the economic, financial, or fiscal value or benefits of these aspects):



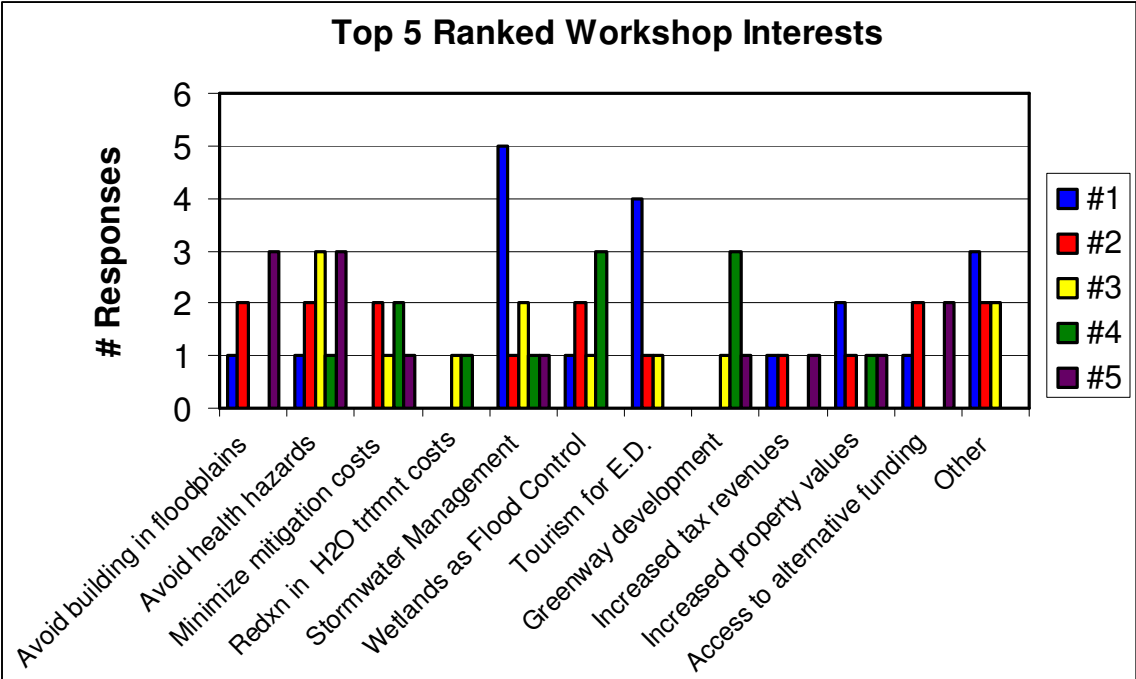
Who are the target audiences or participants for your informational materials and/or training programs? (Please check all that apply).



Who are the top three target audiences from the list above?



To what kind of economic, financial, or fiscal value or benefits have participants in your workshops been **most** receptive? Please rank 1 through 5, with 1 being the most important.



Do different types of workshop participants respond differently, in regards to economic, fiscal, and financial benefits?

**Responses:**

- \*Community decision makers are most interested in fiscal impacts, i.e. how regs are going to effect the bottom line in their community, either by effecting job creation, development & tax revenues, or the costs of doing business in their community. As a consequence, when I get asked by nonprofit orgs, like watershed groups, to provide info on the benefits of water quality improvements, they also are focused on fiscal impacts. The one exception in Ohio occurs along the Lake Erie shoreline, partic. along the eastern shoreline where Ohio SeaGrant agents have a long history of providing economic valuation studies that show the value of the local environ. resources, such as the fishery, the beach-front, or whatnot. The local sea grant agents have been able to communicate the use of environ. values in local decision-making. This represents a strong contrast with other regions of the state. Private landowners have only been interested in things that directly effect them, i.e. if they see benefits to their property, they are interested. They go to programs on horticulture b/c they like to garden, or horses b/c they own horses. Few of them go to programs focusing on the offsite consequences of individual activities. When rules/regs. come along that directly effect their land, they will come to programs.
- \*Those applying for grants approach them with financial interests, others they don't often deal with directly (e.g. property owners).
- \*Everyone looks to engineers/ consultants for answers. Pollution credit trading too abstract for local commissioners to understand and be interested in using.
- \*Government people are very interested in the potential economic and financial aspects. Land owners are worried about how it will effect their privacy or enjoyment.
- \*Developers/ Contractors all come for the same thing.
- \*It's difficult for developers/ local government officials to make the leap from development to sustainable development- they don't get it. It's hard to sell them on intangible benefits-quality of life, etc.

- \*Local unit of government want more growth for taxes, think residential, but have Phase 2 compliance & need to generate revenue to pay for Phase 2 compliance; better way to do development; how to fund??
  - 2. contractors/developers say: show me the bottom line; e.g. construction phasing
  - 3. individuals are emotional, against some control, also complaints against development, have different agendas
  - \*landowners and political officials are lukewarm about costs of community service benefits b/c benefit is not immediate; green infrastructure 5,10,20 years from now...got to get elected now!!! Landowners (not immediate benefits)
  - \*coastal business people primary concern is profit, but see health of business linked to health of lake; academic community most responsive to environmental problems to give maximum protection to environment (?), business falls where it may
  - \*Projects: Cleveland state artificial reef constructed due to previous projects; Lorain county visitor bureau incorporates ? And ecotourism; charter captain clientele have realized increased productivity through new fishing habitat; private ?/ clubs ? have benefitted by improved aging; steelhead (rainbow trout) impacts just beginning (data in analysis); state had never collected, all tributaries; off tourism season; ODNR had no idea what b/ was regarding programs & outcomes; can now justify stocking/ economic development expenditures; impacts just beginning, economic impact
  - \*no
  - \*receptive-variety of outreach; ED-collaborative on projects; outreach local decision makers-adverse impacts on environment; charter captains-fisheries studies; neutral-research
  - \*putting dollar figures of economic benefits--hit home to a lot of folks, mayors, city engineers; sat up and looked hard; really good response
  - \*SWCD is voluntary--> incentives, people more receptive i.e.-cost share programs; carrot not stick
  - \*we have found that participants seem to respond to whatever hits the issue that is pressing for them. If they have just experienced flooding, it's flood control; if they have a Phase II burden, it's storm water; if they want to see open space preserved, it's funding options. If nothing is pressing, the level of interest/action is very low.
  - \*Local decision makers are hesitant to fund natural resources programs unless they can tie to mandated reasons (i.e.stormwater, wetlands). Urban forestry benefits- hard to incorporate into local government funding priorities.
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## Why does your organization provide information/ training on economic, financial, or fiscal benefits of protecting watershed and coastal resources to local decision makers?

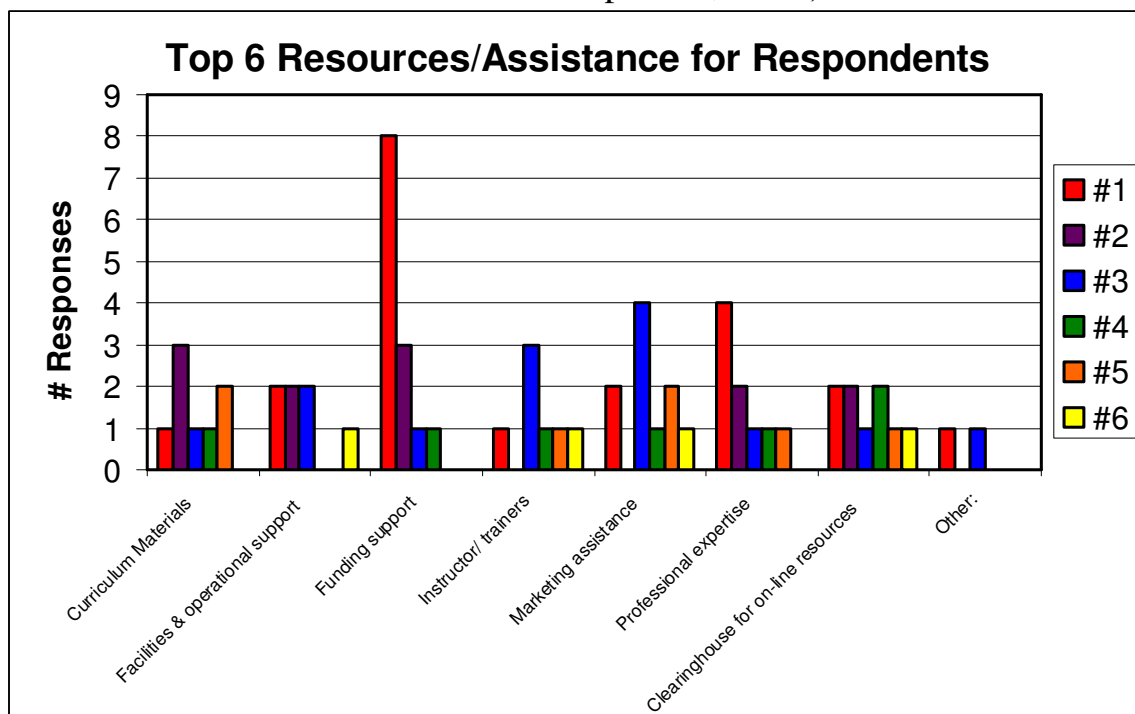
### Responses:

- \*OSU Ext. has a long history of extending basic research to private citizens who aren't attending the University. For the last 10-15 years, OSU Ext. mission has expanded to provide a more holistic view of the environment, and I was hired to develop an extension program in environmental economics in 1996.
- \*Local decision makers want info. Economic info gets their attention, gets them to change their behavior towards development if they can see the cost savings. They won't do it for betterment of everyone or improved quality of life only. Lots of new information, especially with new techniques and new ideas just now becoming available.
- \*It's what we do.
- \*Recreational boating contributes an estimated 1.4 billion annually to the state's economy & supports 19,500 jobs. An estimated 3.5 million Ohioans go boating each year. The state's mandatory boating education course requires educating boaters to environmental issues.
- \*to help people preserve historic property- promotes preservation and reuse of historic property; grant from NPS requires it
- \*Economic value is addressed indirectly as a part of most training they offer, but is especially important to farmers in early training. It is requested by workshop attendees, as it is difficult to find good information on this topic.
- \*It's our job; education is a major part of it. Related workshops, outreach, environmental developers

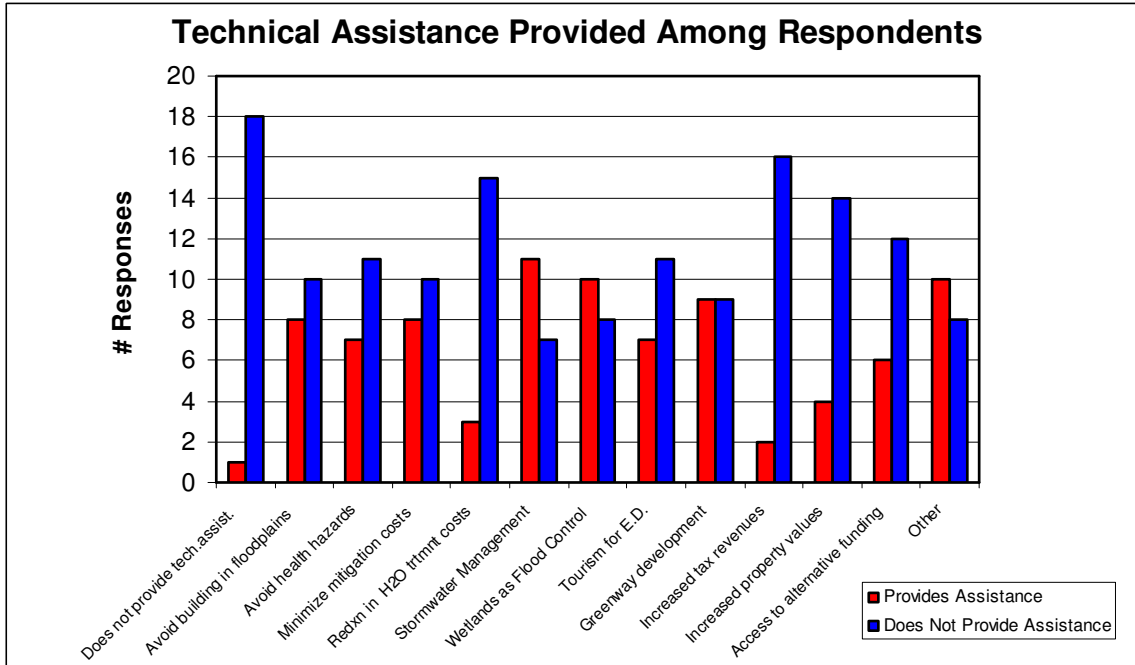
- \*part of mission, area plan for 9 county area, educational materials deemed necessary by committee (OW Board, County Commissioners, etc.)
- \*in seagrant original mandate 1978; promote maximum but wise use of LakeErie resources; benefit w/o harm; sustainable harvest; economic development of coastal region
- \*EPA Compliance; smart growth/sustainable development
- \*specific benefits to lakefront communities; coastal economic (change seagrant program); use maximum use to stimulate economic development impact for coastal community
- \*client needs; institutional ability to conduct CVM, travel cost and other environmental economics research; environmental economic research aids decision makers
- \*reason why founded; wise use and stewardship of lake erie; ed specialist; at first SG-ecological; in Ohio, managed with extension; dual appts; ed positions new in 1993 & 1996; evolved to that, national seagrant-expands interaction with industry in metro areas; redevelopment; business retention & expansion to start program
- \*we provided money, "bodies", materials; mission of agency to protect human health and environment, \$GLNPO ?? Office is very receptive to local needs; westlake office-pilot for CBEP, RAP(C,B+M); work with NGO's; materials-agency has to deliver to locals
- \*economic, etc. info is incidental to our main focus (basic research to aid in development of wise management plant).
- \*promote conservation; best use of natural resources; use wisely; improve wq; economic incentives to encourage practices; heart and soul of why formed in dust bowl '30'serosion control-->w.q. added in 1960's
- \*This is all we do. We were formed by members to assist with flooding/erosion concerns. We have always approached this from an economic standpoint in terms of cost savings associated with maintaining natural functions versus recreating through engineered solutions.
- \*part of our funded research

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What kind of resources or assistance would be of help to you in providing a better product regarding the economic, financial, or fiscal value or benefits to stewardship? Please rank from 1 to 6 in order of importance. (1=most important, 2=second most important, etc...)

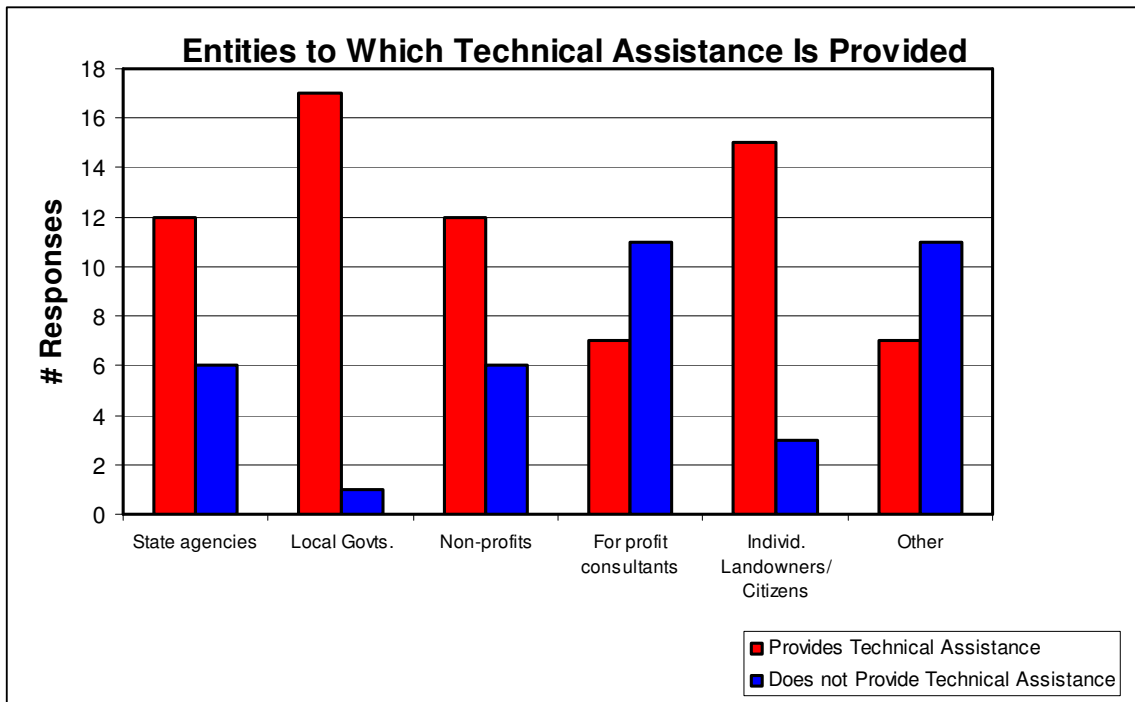


Regarding technical assistance your organization offers, please indicate the topics included by your organization; again, we are focused on the **economic, financial, or fiscal value or benefits of these aspects:**

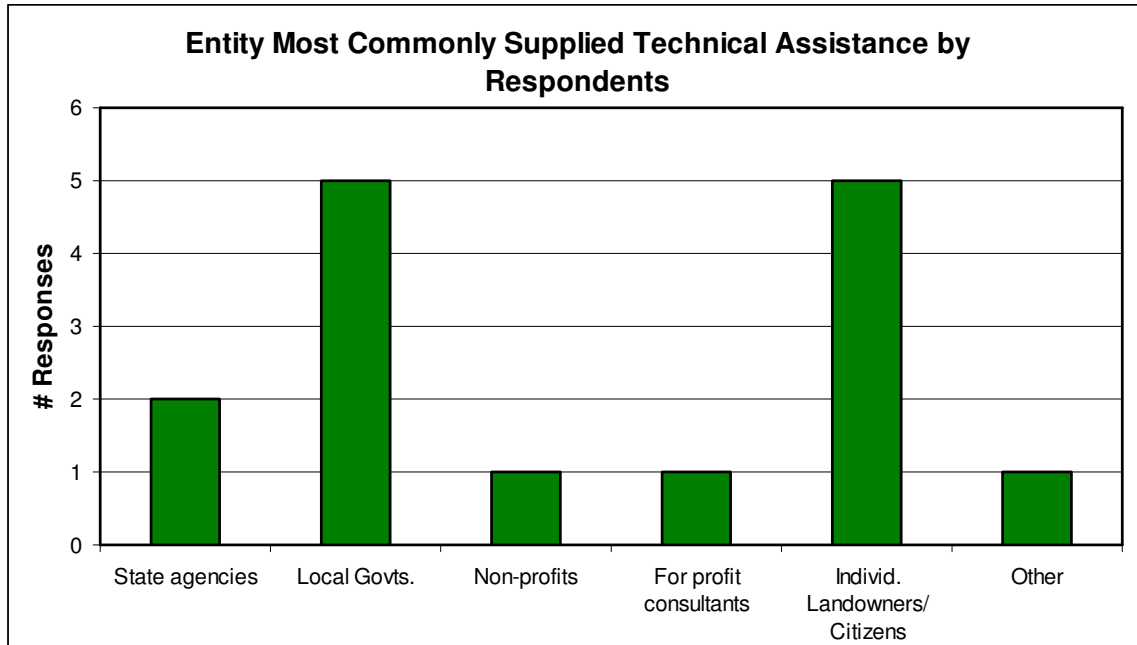


\* 1 Respondent did not provide any technical assistance on any of these topics.

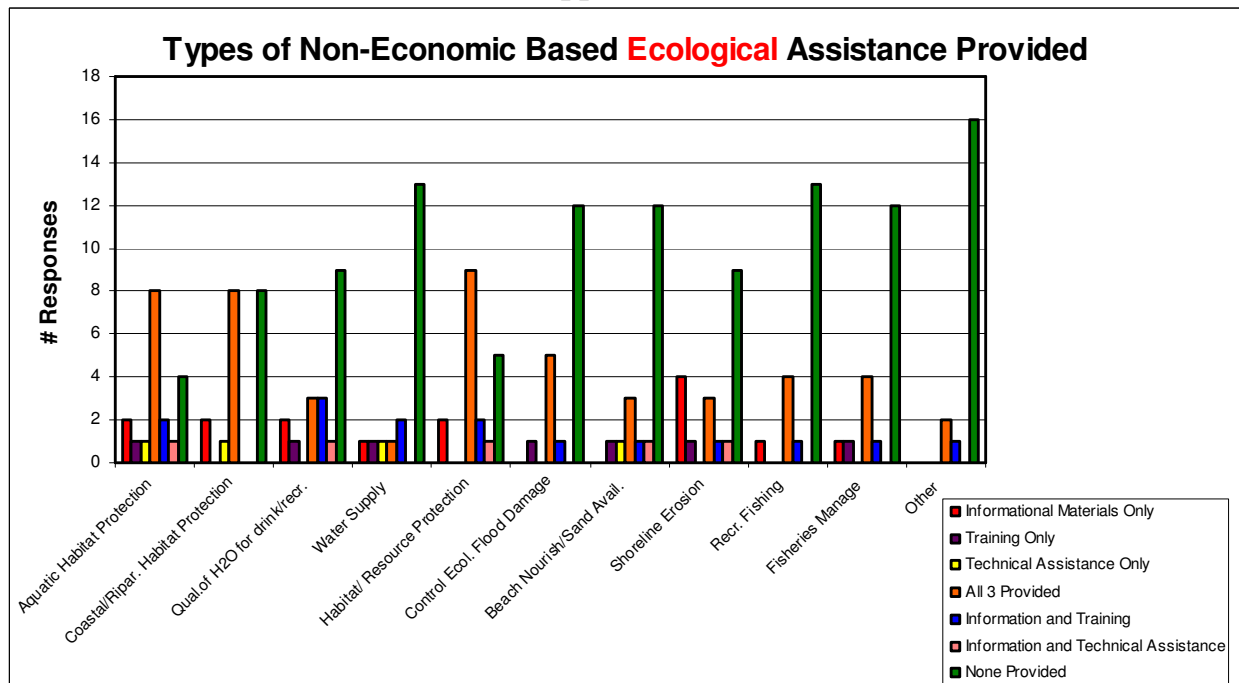
To which type(s) of entity do you supply technical assistance on the **economic, financial, or fiscal value or benefits of these topics?** (Please check all that apply):



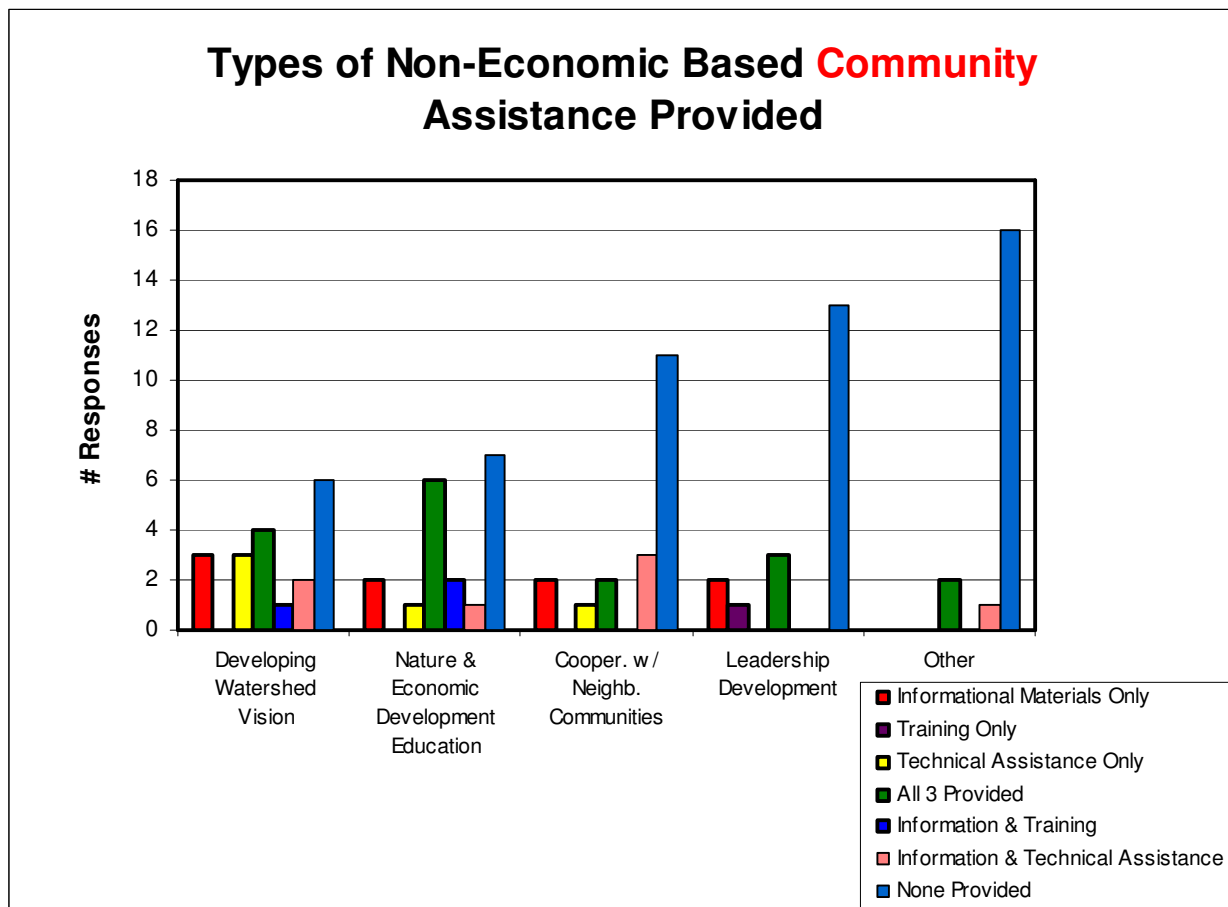
To which type of entity do you supply technical assistance **most often (one type)**:



Does your organization provide informational materials, training or technical assistance regarding any of the following **non-economic aspects** of coastal and watershed stewardship (planning, land management practices and education of the general public or local decision makers designed to sustain the ecological function and human use values of a resource or place over time)? Check as many as applicable.



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