Environmental Return on Investment
A Call to Action
## Problem: Net Loss of Habitat Each Year Despite $20 Billion in Spending

<table>
<thead>
<tr>
<th>Description</th>
<th>Numeric Values</th>
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<tbody>
<tr>
<td>Habitat lost to development</td>
<td>-500,000</td>
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<tr>
<td>Mitigated through banking</td>
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<tr>
<td>Mitigated through non-banking actions</td>
<td></td>
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<tr>
<td>Farm Bill &amp; regional programs</td>
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<tr>
<td>Private non-mitigation</td>
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<tr>
<td>Public land mgt</td>
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*Numeric values are rough estimates for illustration only*
VISION: PERFORMANCE BASED INVESTMENT

Vision:
Performance based investment for mitigation, public & private investment

Net Gain

Habitat lost to development
Mitigated through banking
Mitigated through non-banking actions

Public land mgt
Private philanthropy
Farm Bill & regional programs

0

10,000,000

Functional-Acres

Improvement Over Status Quo

Status Quo Net Loss

-300,000

Numeric values are rough estimates for illustration only
LAKE CLARITY CREDITING PROGRAM

motivating effective action to improve lake clarity
Warrior Way Catchment
Warrior Way Water Quality Improvement Project

- Won competitive grant as a priority project
- Estimated cost $1.8 M
- 80 Acres
- Anticipated Results
  - Reduce sediment loading by 11,000 lbs
Environmental Return on Investment

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<th>Load Reduction (100 kg/yr)</th>
<th>Cost ($100,000)</th>
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Environmental Return on Investment

- Load Reduction (100 kg/yr)
- Cost ($100,000)
Environmental Return on Investment

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Environmental Return on Investment

Outcomes (number of birds) vs. Investment ($)

Graph showing a positive correlation between investment and outcomes (number of birds).
Environmental Return on Investment

Outcomes (# of birds)

Credits (# of functional acres)

Investment ($)

Environmental Incentives