



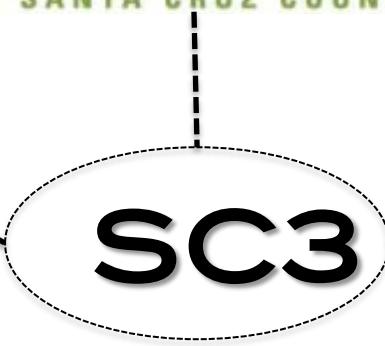




# HEALTHY LANDS HEALTHY ECONOMIES



DEMONSTRATING THE ECONOMIC VALUE OF  
NATURAL AREAS AND WORKING LANDSCAPES



# FUNDING AND SUPPORT PROVIDED BY:





# Primer: Built Capital & Natural Capital



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# Primer: Ecosystem Goods & Services





# Goods



# Services





# Santa Clara County 2035



# HEALTHY LANDS & HEALTHY ECONOMIES:

NATURE'S VALUE IN  
SANTA CLARA  
COUNTY





# Ecosystem Services



- Water Supply
- Flood Risk Reduction
- Food
- Tourism, Recreation & Health
- Biodiversity / Habitat
- Climate Stability
- Pollination

# Ecosystem Service Valuation (ESV) Methods

- ID ecosystem services
- Value individual services
- Value bundles ecosystem services by land cover type
- Estimate asset value of the natural systems in Santa Clara County

Source: Earth Economics, 2014



# Value of Ecosystem Services in Santa Clara County

\$1.6 billion to \$3.9 billion per year  
of Natural Capital Goods & Services

Source: Earth Economics, 2014



# Asset Value of Santa Clara County's Natural Capital

## Net Present Value:

Discount Rate	Low Estimate	High Estimate
0% (100 Yrs)	\$162 Billion	\$386 Billion
3.5% (100 Yrs)	\$45 Billion	\$107 Billion

Source: Earth Economics, 2014





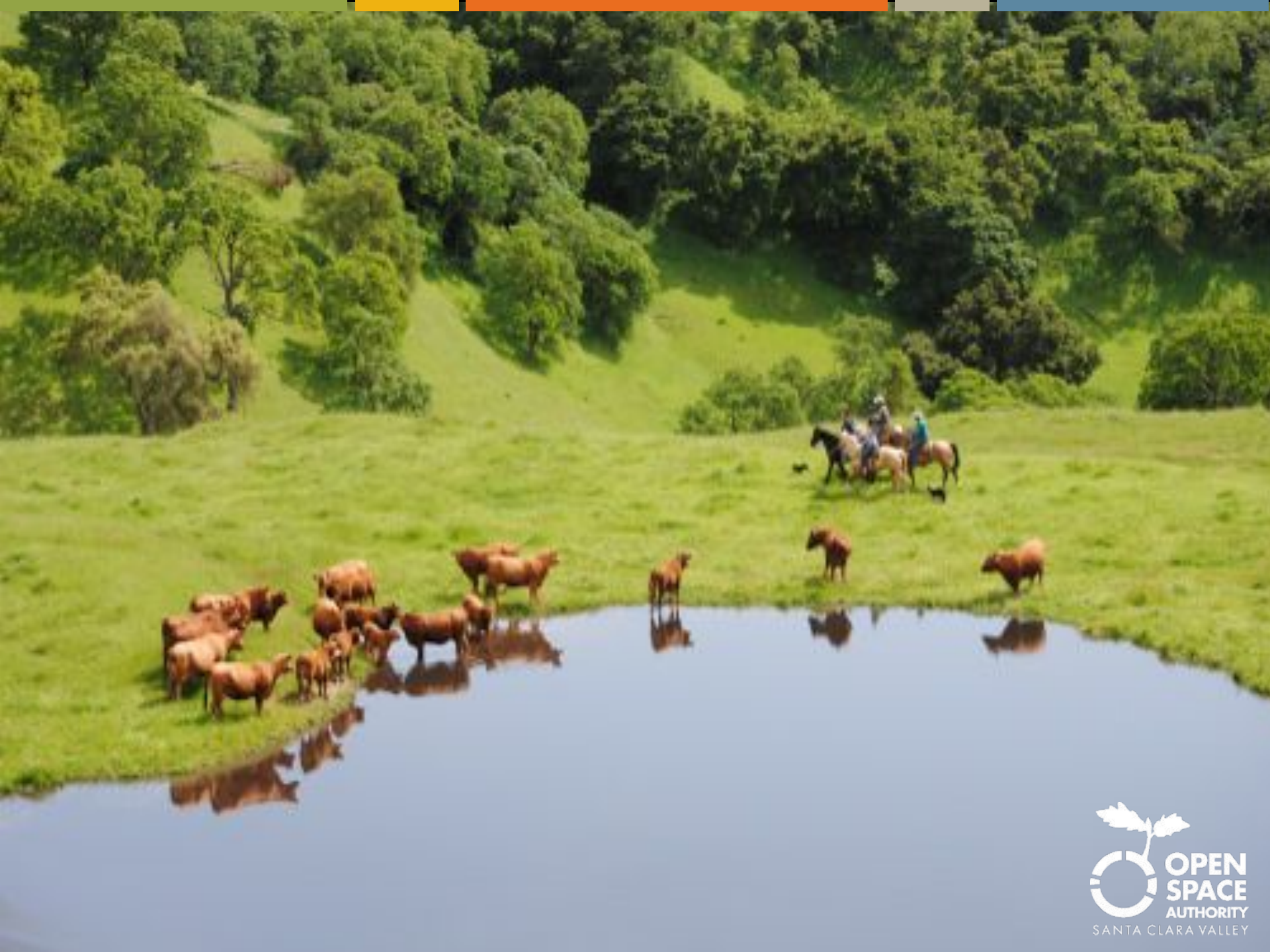


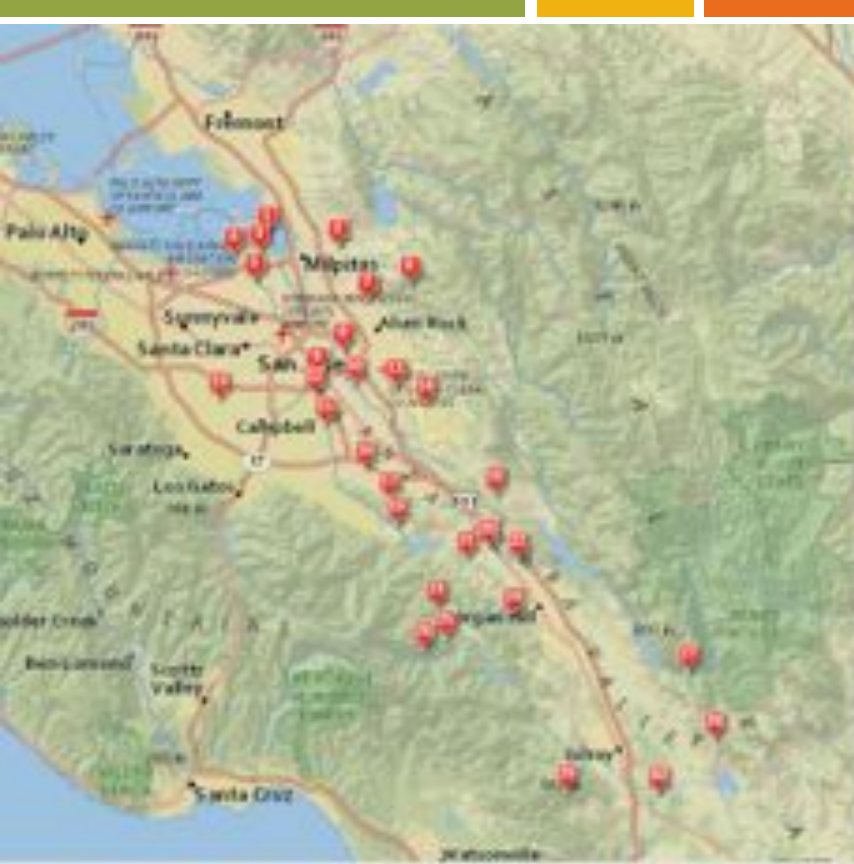












**OPEN SPACE AUTHORITY**  
SANTA CLARA COUNTY

**Examples of High Priority Potential Projects that Help Connect People to Nature**

The proposed measure's funds would be spent to protect water resources from pollution and toxins, preserve open space, wildlife habitat, scenic hillside, redwood forests, and agricultural land; and to improve and maintain parks, trails and trail connections among local and regional parks. Up to 25% of the funds would be allocated to cities, schools, nonprofits and the County through grants for urban open space, outdoor education projects and programs such as urban creek and flood plain restoration and community gardens.



## Open Space, Wildlife Habitat, Clean Water and Increased Public Access Funding Measure

- \$24.00 parcel tax for 15 Years
- \$8 million/Year for Conservation



# Recommendations

- Include natural capital and ecosystem services in policy, decision-making and accounting
- Use spatial decision-support tools to prioritize natural capital projects
- Increase funding for natural capital solutions
- Provide incentives for stewardship of natural capital
- Build partnerships that link equity / economy / environment



# Bay Area 2035 ?

