



An Urban Waters Learning Network Session

Communicating the Value of Nature-Based Solutions

March 18, 2026





WELCOME!

Communicating Value (Session 2)

While you wait, please ...

- Introduce yourself in the chat – name, organization, where you're calling from
- Use the chat box for questions
- Open the evaluation form now & give us feedback after the session!

ABOUT THE URBAN WATERS LEARNING NETWORK

We are a peer-to-peer network of people and organizations working to conserve, restore and revitalize America's urban waterways, supporting our members' work through tools, training, mentoring and financial assistance.

Meet the network and search our member map on our website!

urbanwaterslearningnetwork.org



OUR PRESENTERS



Olivia Molden, PhD

*Project Director
Earth Economics*



Carson Risner

*Senior Research Analyst
Earth Economics*



Dr. Angela Chalk

*Executive Director
Healthy Community Services*



Matthew Shore

*Director of Planning &
Development*



Agenda

- Session 1 recap
- Quick start guide
- Insights from New Orleans
- Insights from New York



How to use Ecosystem Services Valuation?

Why do we value nature?

Nature's values are often invisible in economic decisions.

When the value of nature is better understood, we can make more effective decisions.

It strengthens the case for restoration and protection.

Quick Start Guide

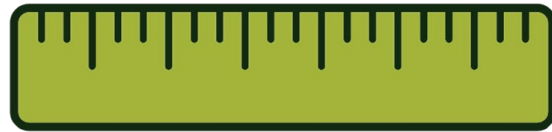
1. Record project data
2. Determine valuation needs
3. Find a valuation service
4. Interpret results
5. Communicate results



1. Record Project Data



**Capital costs and
Maintenance
(O&M) costs**



**Quantity or size
of features**



**Anything else
quantifiable
(e.g. volunteers,
donations, visitors)**

2. Determine Valuation Needs



Raising
awareness



Securing
funding



Weighing
benefits
and costs



Making
land use
decisions



Supporting
policy

low

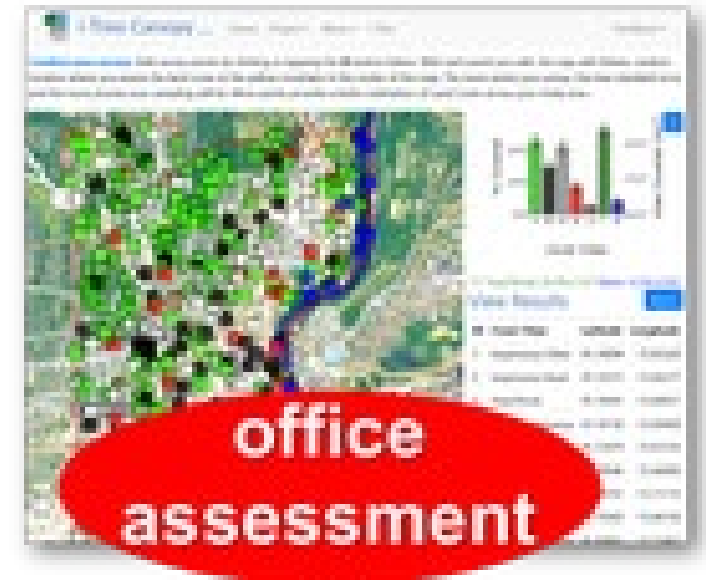
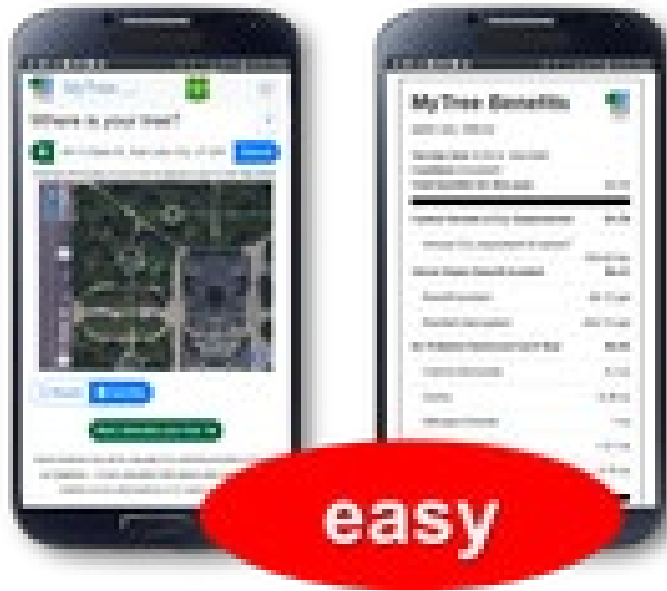


Effort



high

3. Find a Valuation Service



3. Find a Valuation Service



The Resilience Hub Benefit-Cost Tool

Earth Economics in collaboration with City of
Seattle's Office of Sustainability and Environment



 Seattle
Office of Sustainability
& Environment

 Green New Deal

 EARTH
ECONOMICS

4. How to Interpret Results

Stated Preference

Ask someone how much they value something.

Revealed Preference

Infer value based on behavior.

Market Value

Price paid for an environmental good like timber.

Cost-Based Value

Costs required to replace, substitute, or restore services.

5. How to Communicate Results

Term	Definition	Example Statement
Ecosystem Service Valuation	Economic value provided by nature.	Our street trees provide \$10,000 in air quality each year.
Benefit-Cost Analysis	Weighs project benefits and costs to determine economic viability.	For each dollar invested, our project returns \$5 in benefits
Economic Contribution Analysis	Maps how money circulates throughout an economy.	Recreation on conserved lands brings \$100,000 in tax revenue and supports 50 jobs.
Beneficiary Mapping	Identifies and locates individuals that are impacted by a project.	Our project provides park access for 500 people.



Insights from Healthy Community Services

Contact



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Insights from South Bronx Unite

**South
Bronx
Unite**

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THE MOTT HAVEN-PORT MORRIS WATERFRONT PLAN

New York State Department of Environmental Conservation's 2016 Open Space Plan recognized the Waterfront Plan as a priority project.



Park Avenue Boat Launch & Waterfront Park

Lincoln Avenue Waterfront

Alexander Avenue Extension

Bronx Kill Waterfront

Historic Port Morris Gantries

132nd-134th Connector Trail

Stony Point Trail

East 132nd Street Pier



7.15 ACRES of greenspace with bioswales, rain gardens, and open grass lawns



6 MILES of connecting/ waterfront trails



Flood mitigation measures



17.6 ACRES of new park area along the waterfront



1,350 trees

The Waterfront Plan can provide
\$259 million in benefits each year **AND...**



537

construction jobs



1,063

jobs in related
industries



\$105.3M

in local economic
activity



\$248M

generated by parks



\$3.9M

other green infrastructure



\$7.2M

from tree planting



\$360K

from pervious pavement

Envisioning a new future for an underutilized NYC DOT-owned lot, using Earth Economics data (Jan-Feb 2026)



Select the location of your project

1. Select your borough and neighborhood.
2. On the map, zoom into your project neighborhood and click on the location your project.

Select borough:

Bronx ▼

Select neighborhood

Please select an option below ▼



NYC Green Impacts Calculator Benefits



NYC
community land
initiative



Thank you!

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BEFORE YOU GO

- ✓ Tell us what you think –fill out the evaluation survey
- ✓ Join us for upcoming events
 - *Avoiding Water Shutoffs (Part 2)* - March 24, Noon-1pm ET
 - *State Funding Programs for Water (a State Policy Showcase)* - March 25, 3-4pm ET
- ✓ River Rally 2026 registration is open!
- ✓ Join the Urban Waters Learning Network



THANK YOU!

