Conservation Pivot

Conservation Pivot Goals

- Bring strategic, efficient investment to California's conservation expenditures
- Conserve working lands by providing regulatory and economic incentives to stewards to enhance the environmental benefits they provide
- Bring private capital to bear in addressing environmental problems (water quality, biodiversity and GHGs)
- Attract private investment to California and expedite infrastructure development with innovative, efficient permitting processes

General approach

Dominating Tools over last Decades

- Philanthropic Dollars targeted to specific properties
- Voluntary Activities
- Public Spending

Philanthropic Interest

- **Driver:** Desire to protect specific place.
- Private donors or foundations fund the protection of lands for conservation.
- **Sample**: Tejon Ranch, Santa Cruz Island, Staten Island, California Rangeland Trust
- **Best Application:** Strategically target exceptional properties for conservation when other funds are unavailable.
- **Constraints**: Philanthropic dollars are limited and uncertain.

Local Community Conservation

- **Driver:** Sustainability ethic of community
- Landowners voluntarily implement land use practices that improve environmental conditions.
- **Sample:** Mill Creek Conservancy, Mattole Restoration Council
- **Best Application**: Willing landowners with resources to contribute
- **Constraints**: Limited to watersheds/communities with leadership and collaboration skills and sufficient resources.

Public Spending

Driver: Public dollars spent for public benefits: to protect working lands and and improve environmental conditions.

Sample: NRCS/Farm Bill/Williamson Act Programs/State Bonds

Public Spending

- **Best Application**: Landowners who meet criteria for public programs
- **Constraints**: - Limitations in availability of funds, uncertain future (ie Farm Bill, Ca budget woes)
- Inconsistent outcomes, lack of monitoring

Emerging Tools

- Supply Chain Preferences for Environmental Outcomes
- Compliance Conservation Credits
- Payments for Ecosystem Services

Supply Chain Preferences

- **Driver:** Consumer pressures drive retailers to require production changes from suppliers
- **Sample.** Preference for products developed with improved environmental conditions
- **Best application.** Buyer demands drive entire sector to modify practices
- **Constraints.** Metrics to demonstrate compliance, economics

SUSTAINABILITY CONSORTIUM

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Save money. Live better.

Compliance Conservation Credits

- **Driver.** Various regulations, ESA, CESA, CEQA, Clean Water Act, etc.
- **Sample**: Landowners develop scientifically based credits to sell to project developers for compliance with mitigation needs
- **Best application:** Wetlands/species habitat, water quality trading, carbon

Compliance Conservation Credits

- **Constraints:** Regulatory hurdles, landowners willingness, metrics, monitoring, transparency.

Payments for Ecosystem Services

- **Drivers:** Compliance and avoided cost of alternatives
- **Sample:** Landowners develop and sell credits of environmental improvements such as, water temperature, avoided fire, groundwater recharge

. **Best Application:** Utilities pay landowners to provide green infrastructure

Payments for Ecosystems Services

- **Constraints**: Metric development for new “benefits”, regulatory approval of alternative approaches, understanding of potential services

Schedule

- Interviews and data collection through Fall 2012
- Proposed policy agenda early 2013
- Implementation Summer/Fall 2013