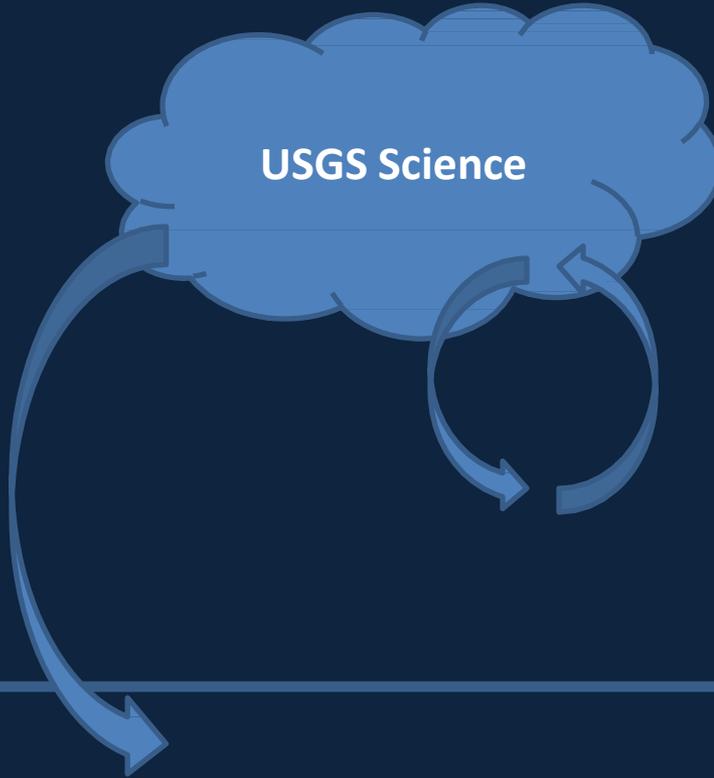


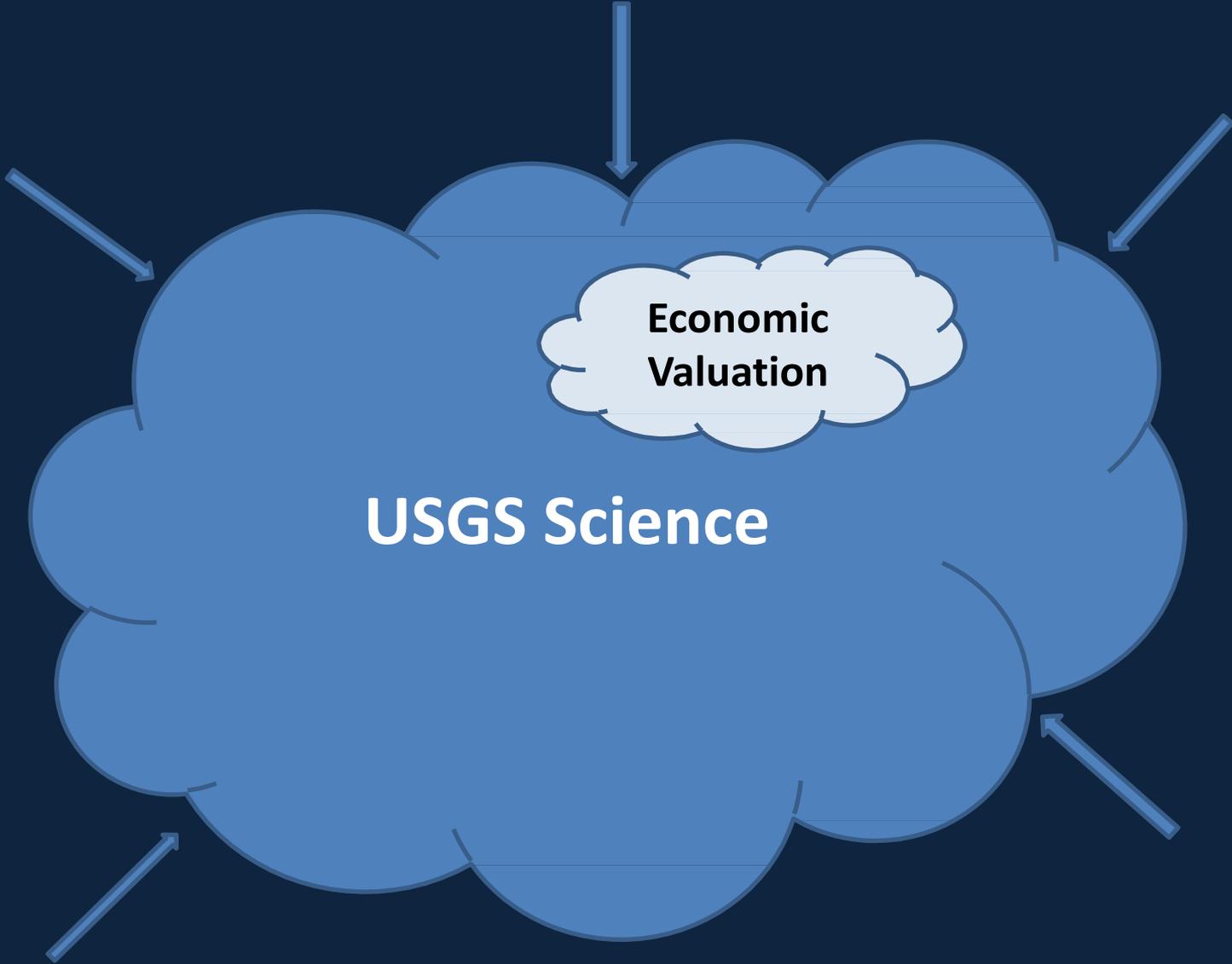
How Should USGS Approach
Increasing the Value and Relevance
of its Science to Society with
Particular Attention to Incorporation
of Economic Tools for Valuation of
Natural Resource Use and
Associated Trade Offs?

Society

DOI

USGS Science





**Economic
Valuation**

USGS Science

Potential Valuation Continuum





Motivate and Engage USGS Scientists

- USGS overview – why this is important; existing work
- Engaging employees to justify importance of topic
- Identifying rallying point for USGS employees (statement all employees can embrace)
- Develop communication plan to key players highlighting existing science



Engage USGS Partners

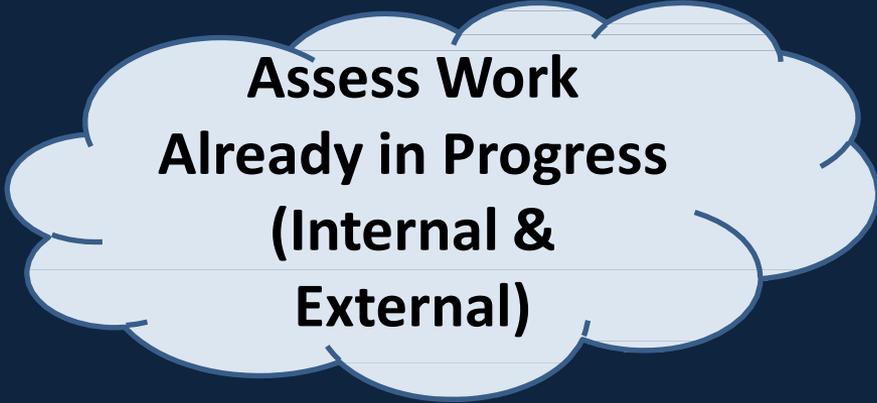
- USGS is DOI's Science Arm
- Enhance existing value to USGS efforts (economic valuation of resources)



Measuring Effectiveness

How to measure effectiveness/success (potential benchmarks)

1. Funding support to expand beyond data sets to economic evaluations
2. Increased feedback from customers/partners on traditional assessments
3. Expanding base of customers and partners
4. Increased public awareness of ecosystem and environmental health issues
5. Increased buy-in by USGS scientists



**Assess Work
Already in Progress
(Internal &
External)**

- Important historical studies
- Global Overview
- USGS Studies

Polarity Map of Scope

Universal ←————→ **Focused**

(+)

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- High Visibility
- Leader in Field
- Responsiveness to needs
- Broader geographic scope
- National Initiative
- Across mission areas

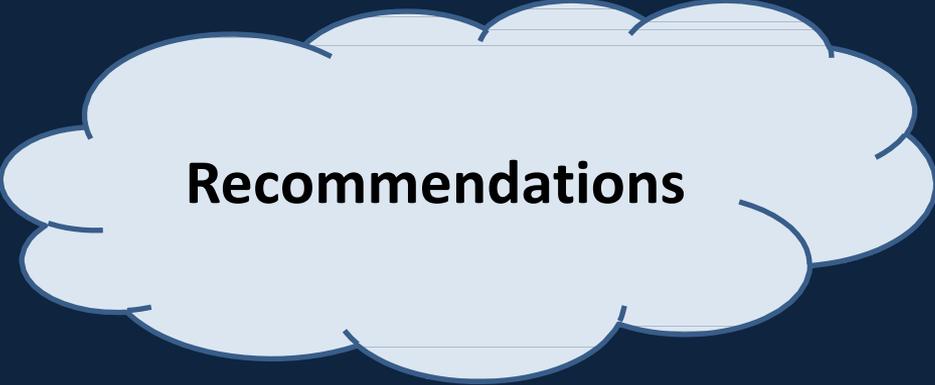
- Test of concept
- Lower risk
- More “doable”
- Higher probability of success
- Lends itself to adaptive management
- Requires less resources
- Help generate data needed for future larger scale evaluations

(-)

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- Requires greater resources
- Higher risk
- Over extension of capabilities
- Perceived risk which weakens scientific credibility
- Lack of data

- Lose Initiative
- Unrecognized/unappreciated value to various science aspects of USGS
- Lack of opportunity for integration across Mission Areas
- Is this worth the time and effort?
- Risk of false negative if pilot studies are not representative



Recommendations

- June 2011 workshop
- Potential Pilot Studies
- Communication Plan

