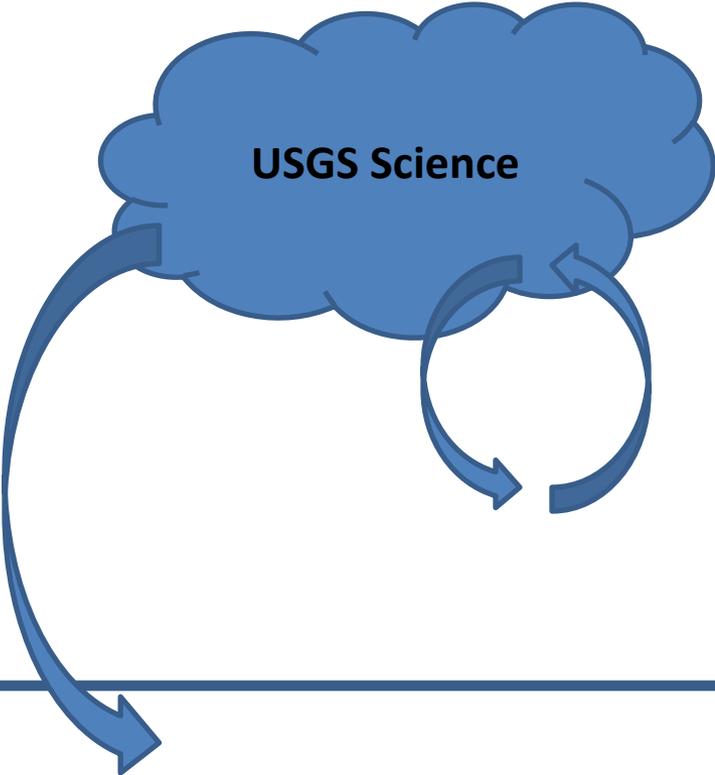


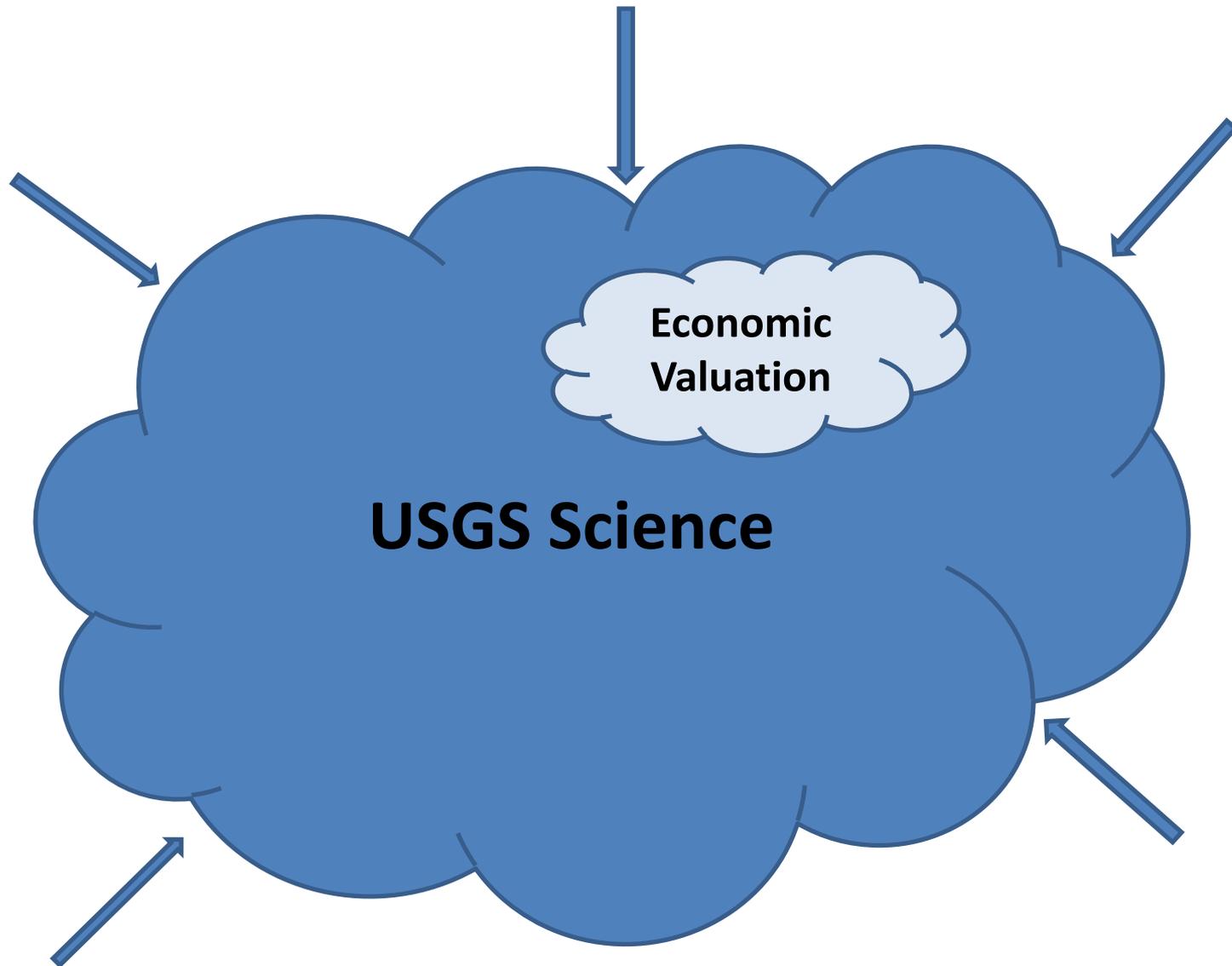
How Should USGS Approach  
Increasing the Value and Relevance  
of its Science to Society with  
Particular Attention to Incorporation  
of Economic Tools for Valuation of  
Natural Resource Use and  
Associated Trade Offs?

Society

DOI

**USGS Science**

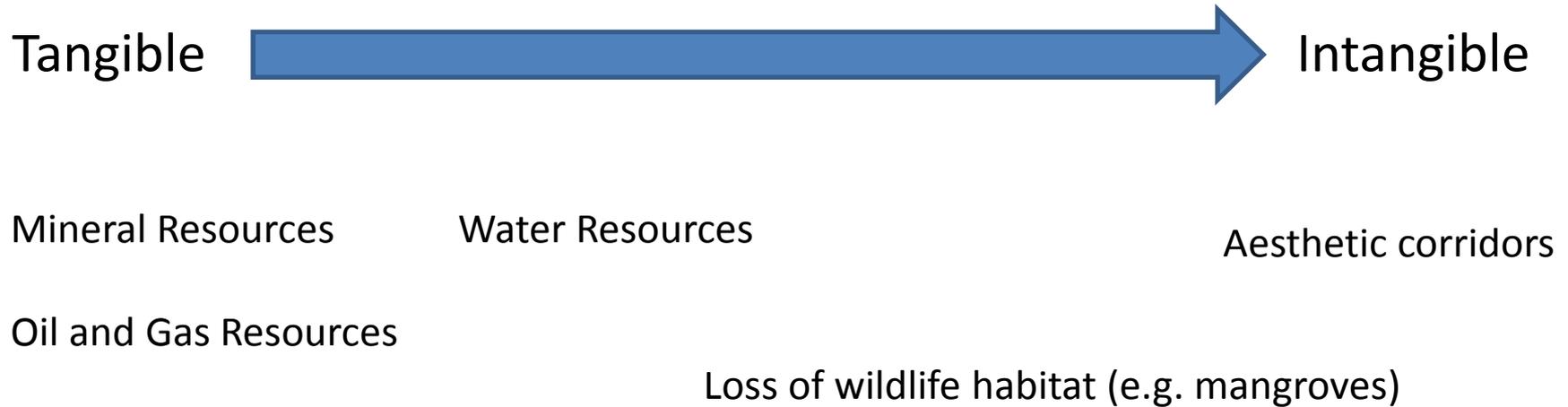




**Economic  
Valuation**

**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**

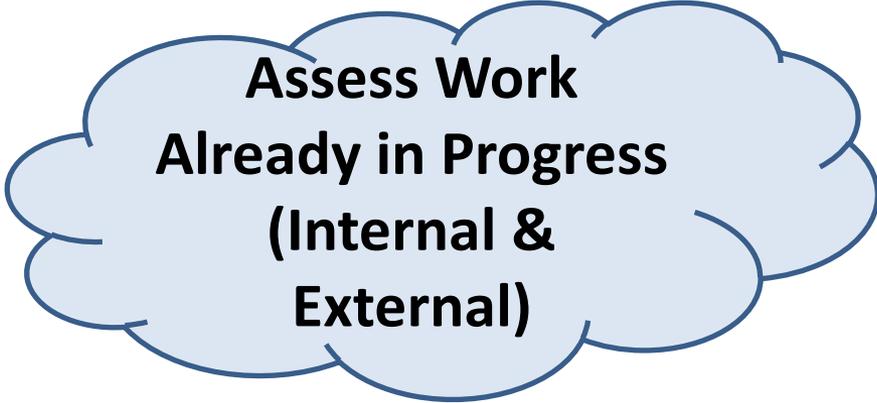
- USGS is DOI's Science Arm
- Enhance existing value to USGS efforts (economic valuation of resources)



## 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

## Universal



## Focused

- High Visibility
- Leader in Field
- Responsiveness to needs
- Broader geographic scope
- National Initiative
- Across mission areas
  
- Requires greater resources
- Higher risk
- Over extension of capabilities
- Perceived risk which weakens scientific credibility
- Lack of data

- 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
  
- 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

