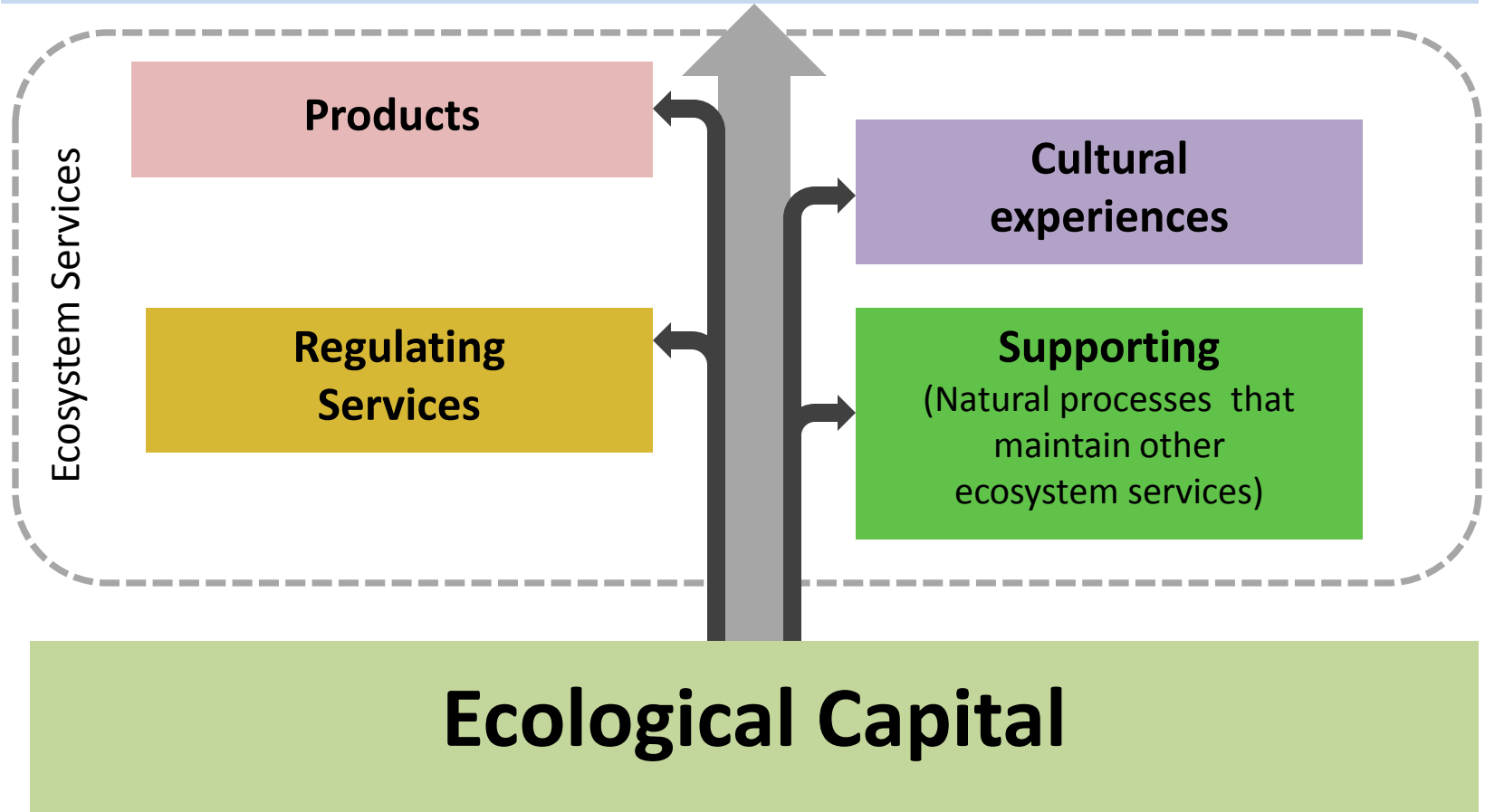


•~~~~~•
A STRATEGY *for* REALIZING
the ECONOMIC VALUE *of the*
ECOLOGICAL CAPITAL *of the*
GREATER HOUSTON REGION
•~~~~~•

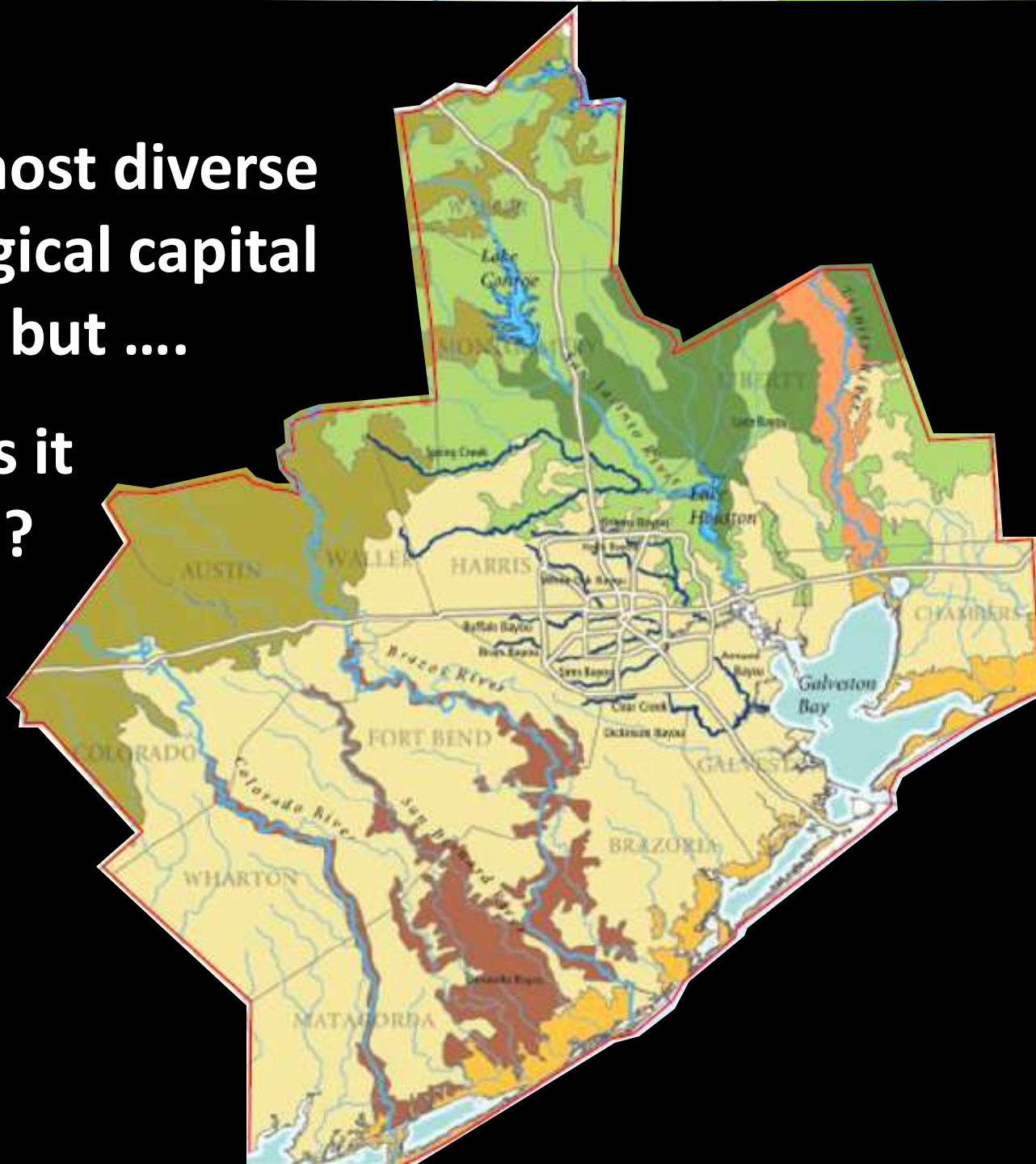
Human well-being

Material needs, health, security, social relations, “quality of life”



2nd most diverse
ecological capital
in US, but

what's it
worth?



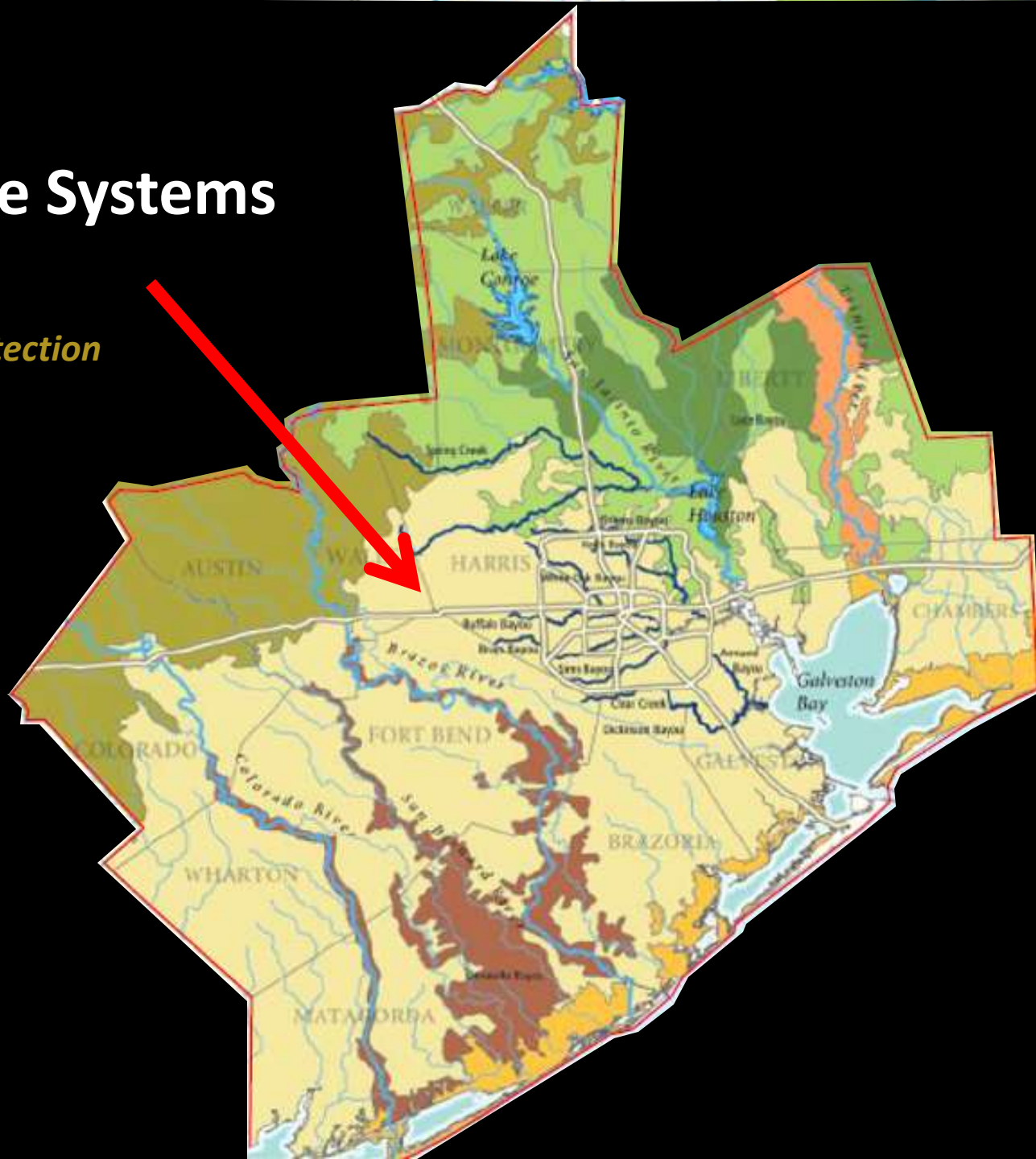
HOUSTON
WILDERNESS
It's Our Nature



HOUSTON
WILDERNESS
It's Our Nature

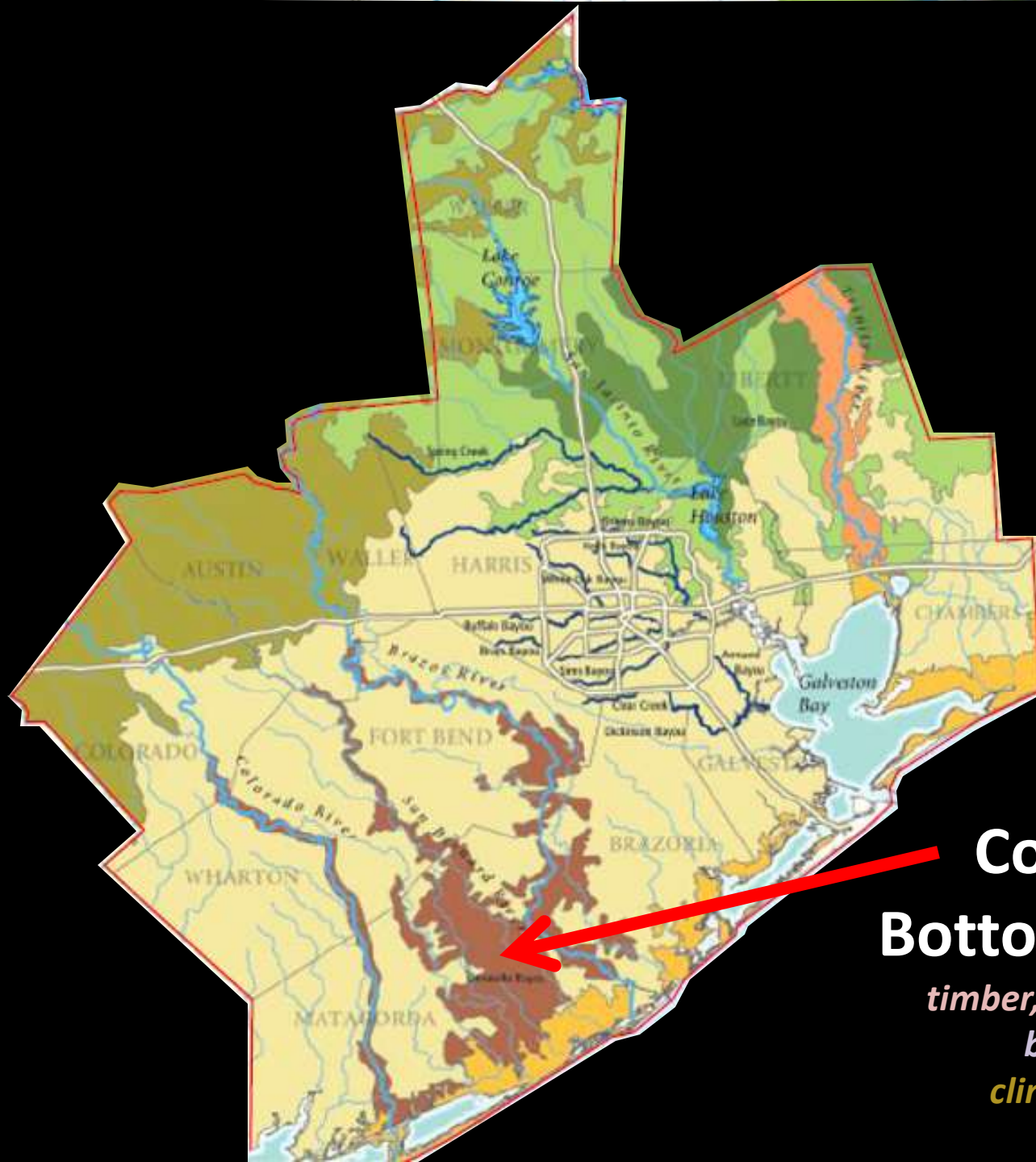
Prairie Systems

croplands
hunting
flood protection





HOUSTON
WILDERNESS
It's Our Nature

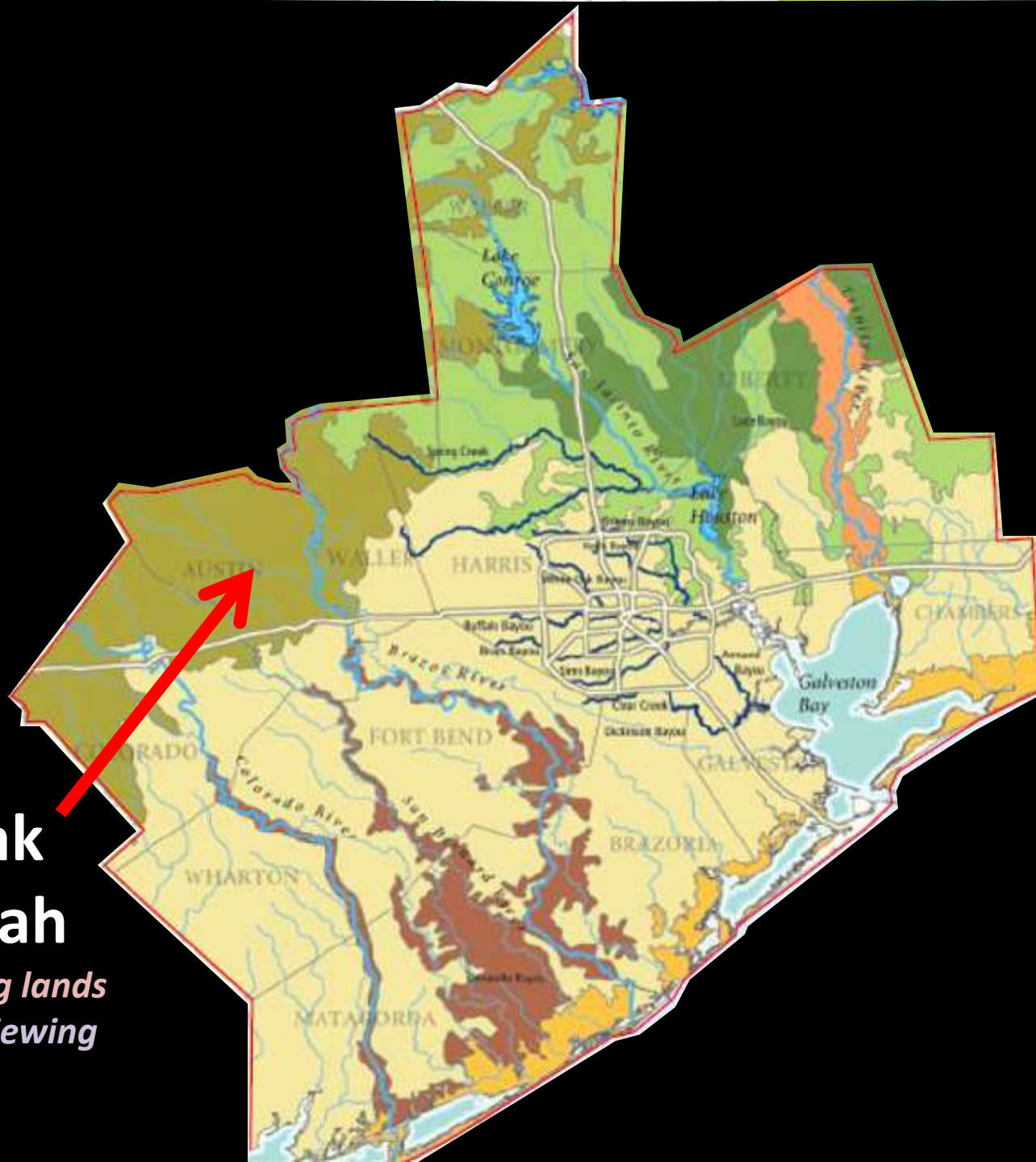


Columbia Bottomlands

*timber, fuel, oxygen
bird watching
climate stability*



HOUSTON
WILDERNESS
It's Our Nature



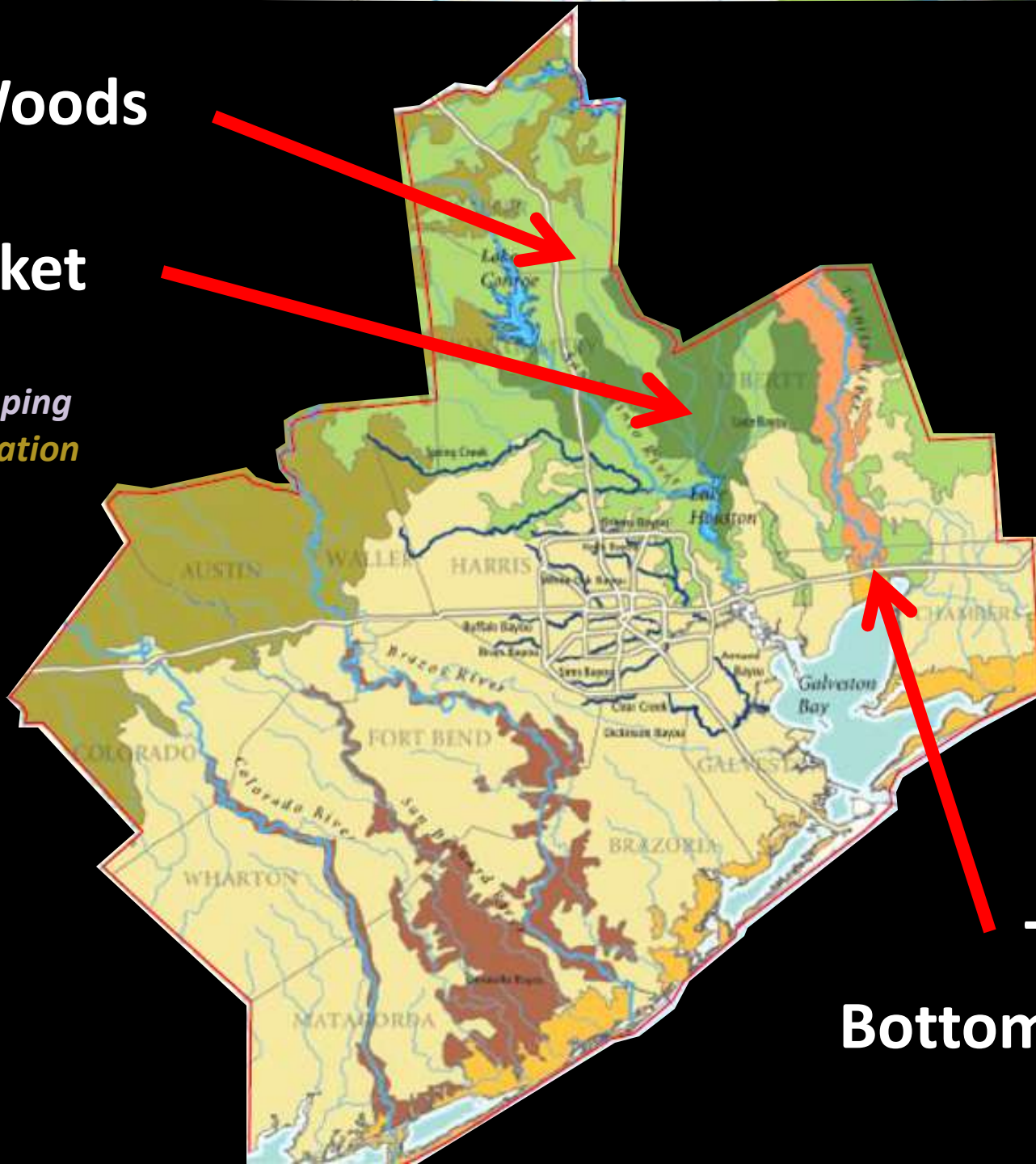
Post Oak Savannah

*cattle grazing lands
wildflower viewing
pollination*

Piney Woods

Big Thicket

medicines
hiking & camping
water purification



**Trinity
Bottomlands**



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WILDERNESS
It's Our Nature



**Marshes,
Bays & Estuaries**

oysters
kayaking
storm surge protection



**Galveston Bay's
"mom & pop"
seafood industry:

\$77 million / year
ecological capital**





**Galveston Bay's
small business –
dominated
tourism industry:**

**\$4 billion / year
ecological capital**





**Upper TX Coast
ecological capital:**

**Potential #1
bird watching
destination in US**



**48 million birdwatchers in USA
\$36 billion in direct expenditures
\$82 billion in total economic value
Generated 671,000 jobs**

Generated \$11 billion in federal, state and local tax revenues

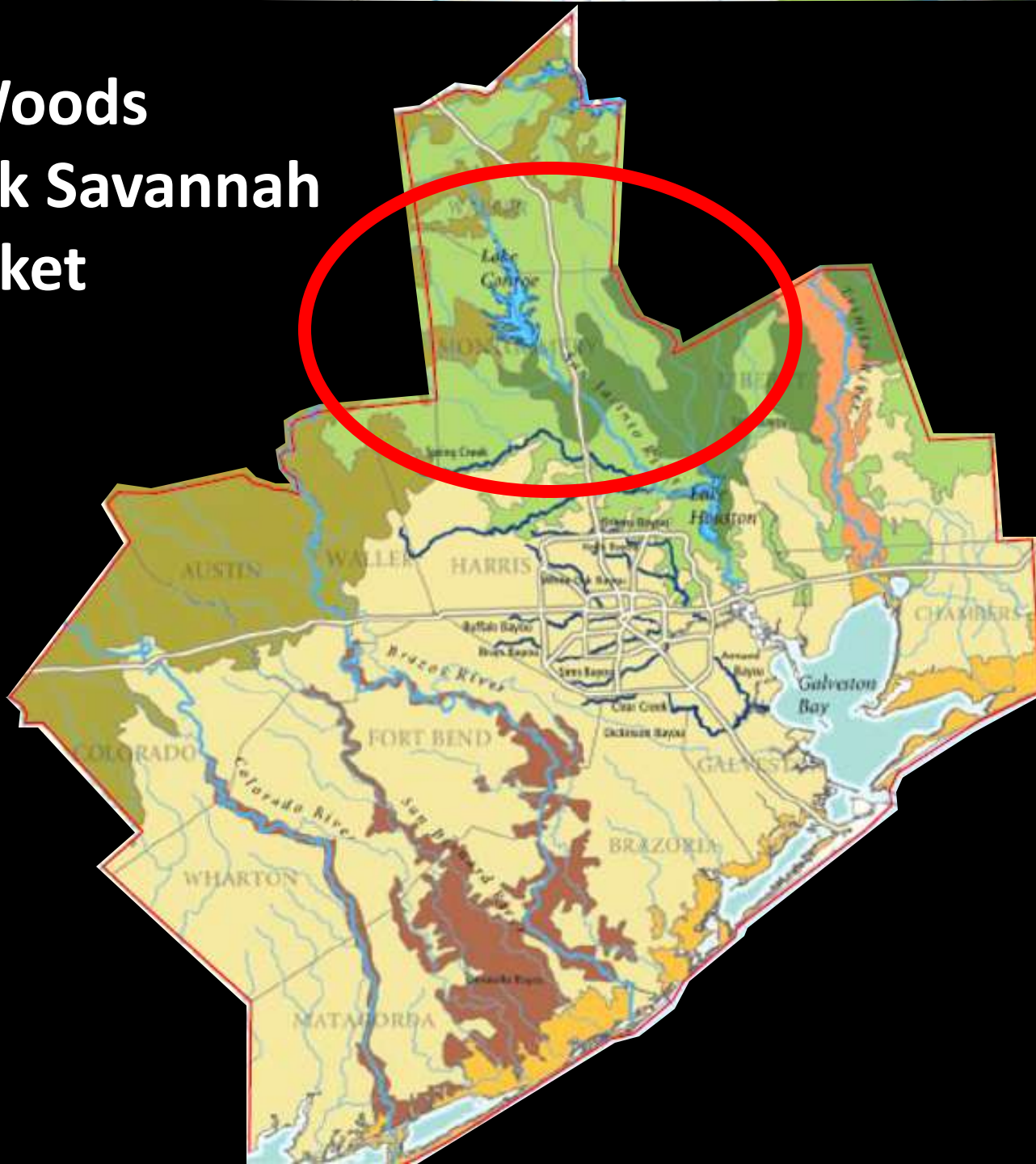
Galveston Bay's marshes and wetlands: \$35 billion ecological capital ???



HOUSTON
WILDERNESS
It's Our Nature



Piney Woods
Post Oak Savannah
Big Thicket





**Timber generates
\$30 billion in
economic impact
for Texas**





**HOUSTON
WILDERNESS**
It's Our Nature

Trails are #1 amenity cited by potential homebuyers

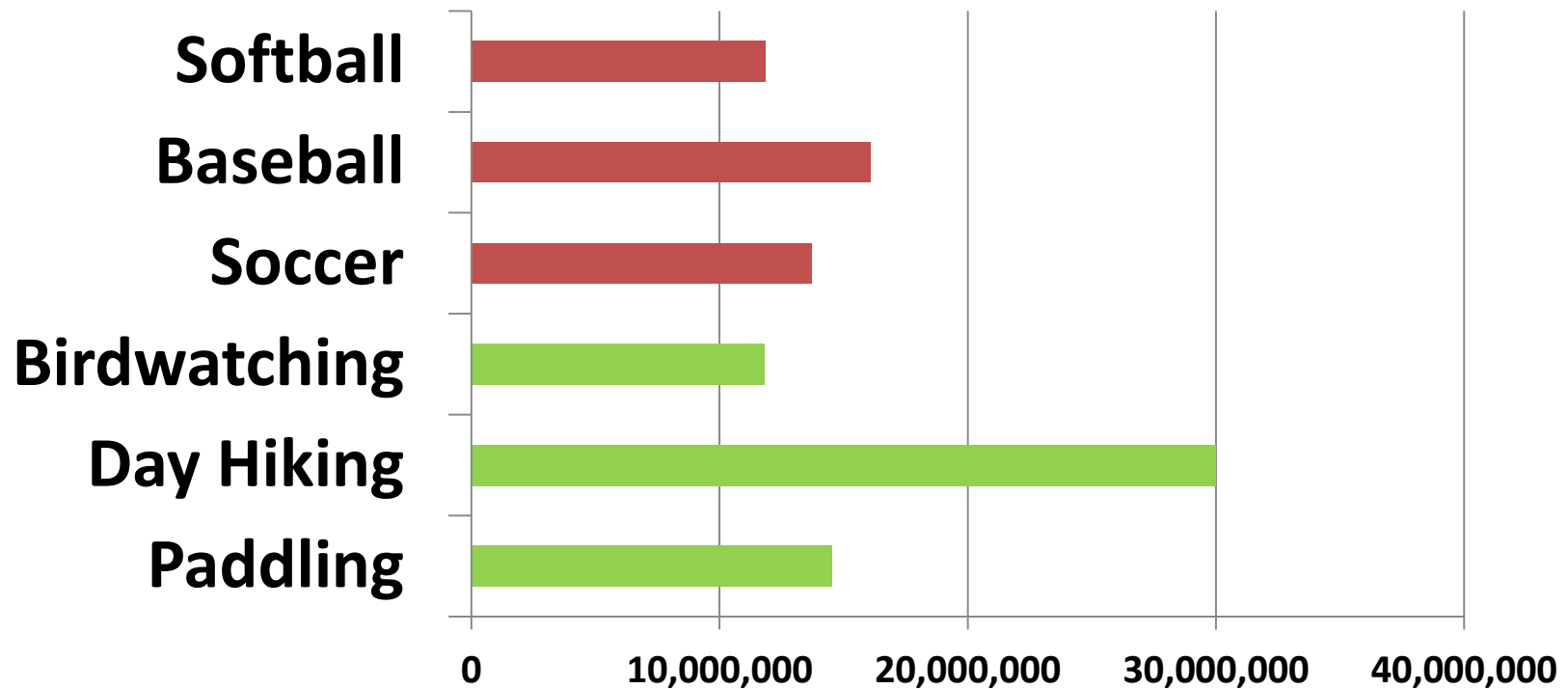
National
Association of
Homebuilders
survey



Nature based recreation



2007 Participation by Activity, All Americans Ages 6 and Older

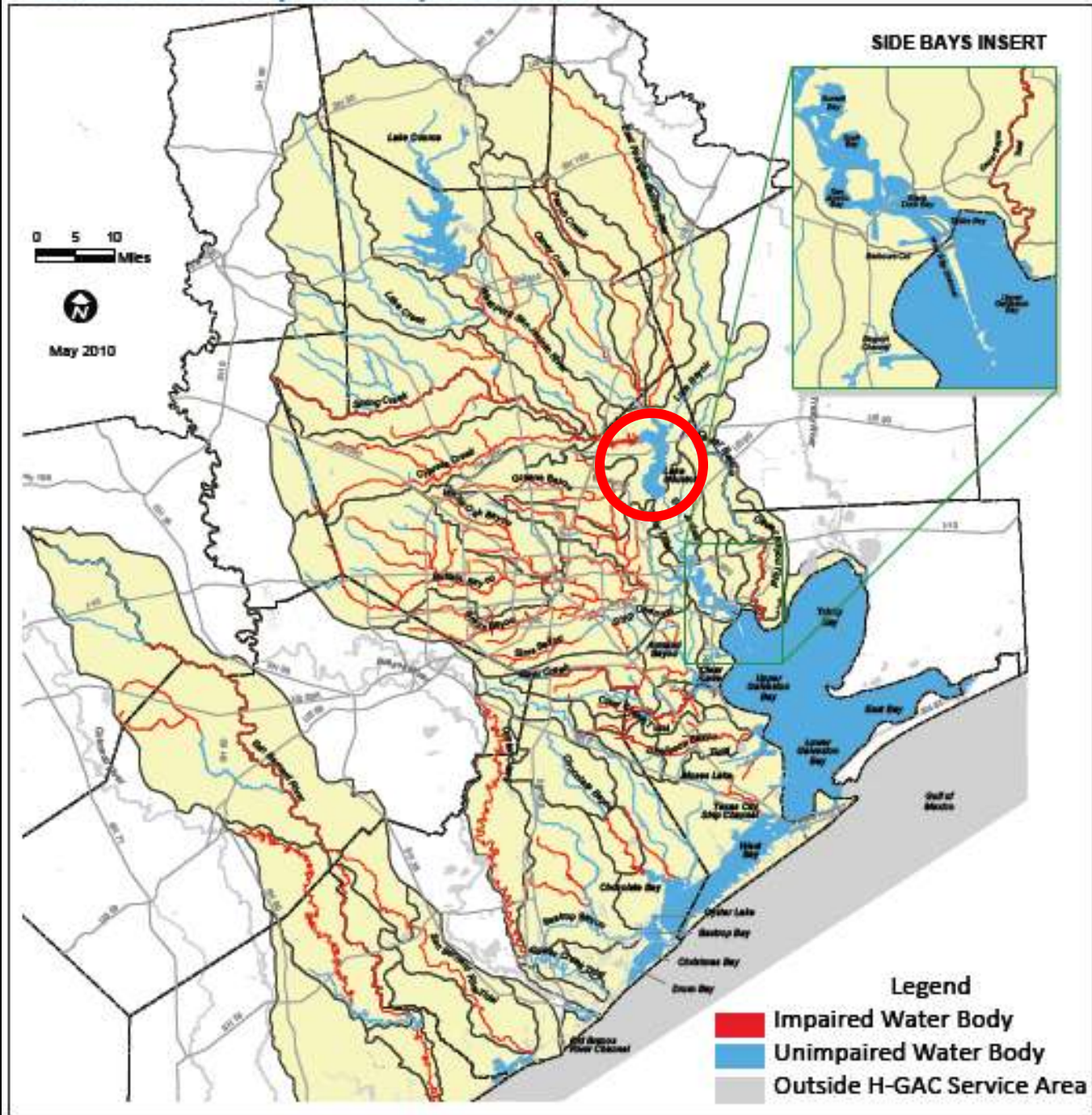


Source: *Outdoor Recreation Participation Report, 2008*, based on a survey commissioned by The Outdoor Foundation, National Golf Foundation, Sporting Goods Manufacturers Association, and SnowSports Industries America

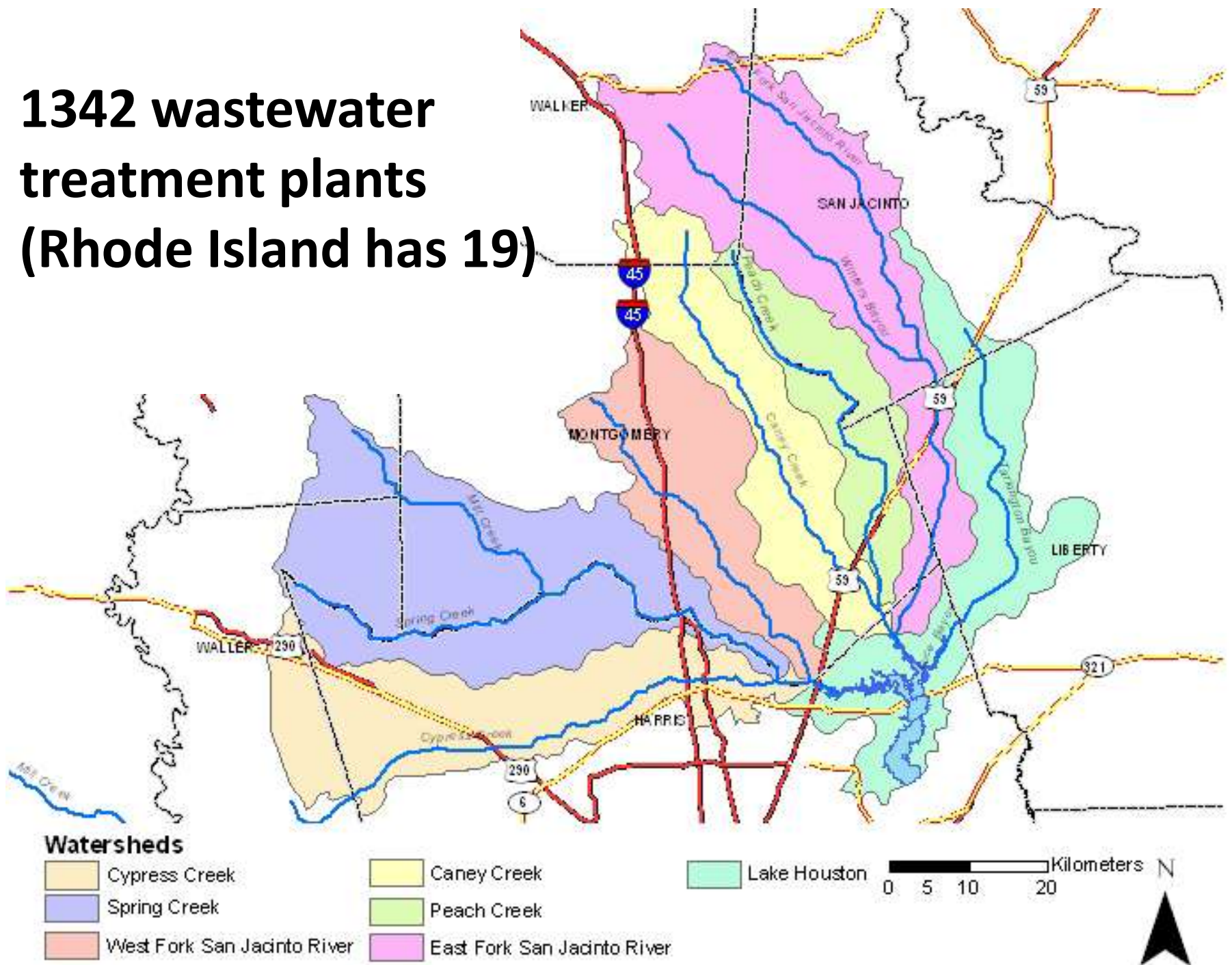
Water Bodies Impaired by Bacteria*

Lake Houston
drinking
water =

3X
treatment
costs



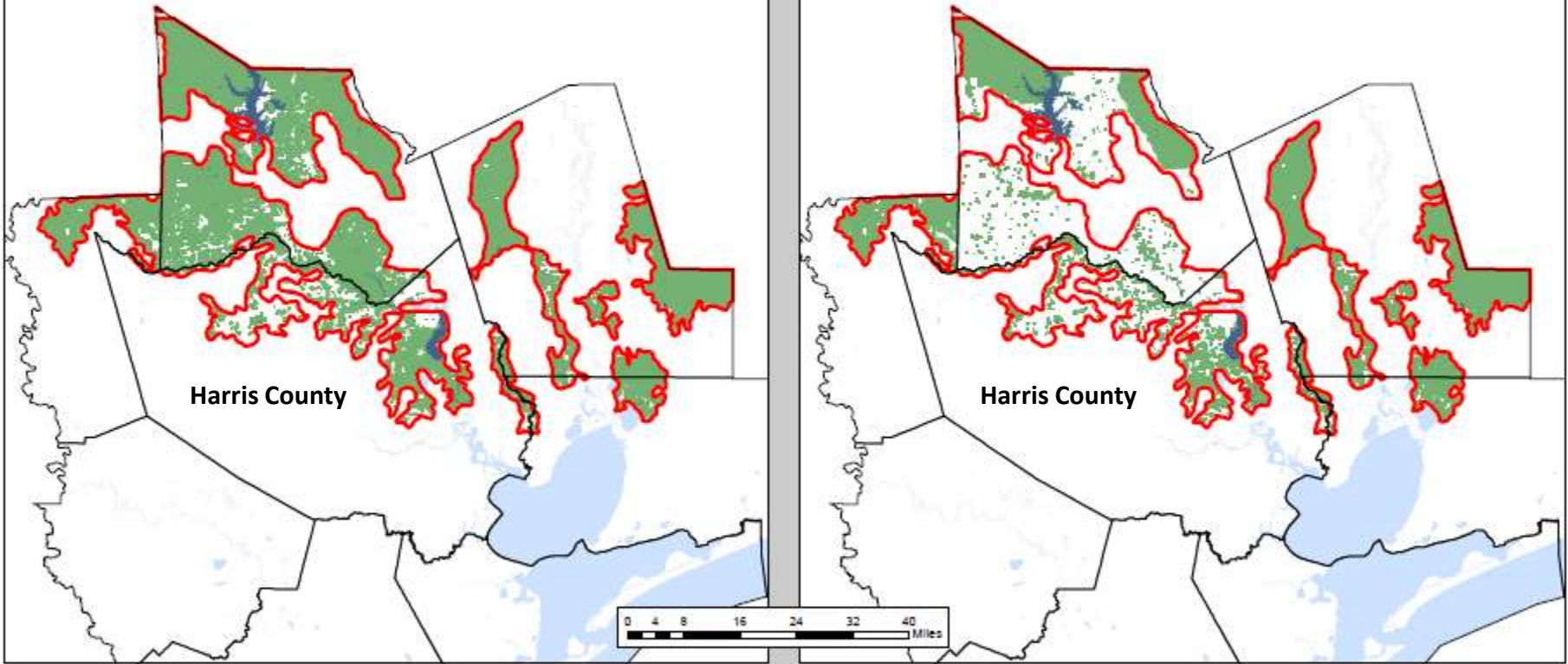
1342 wastewater treatment plants (Rhode Island has 19)



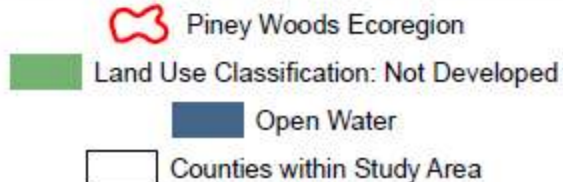
Piney Woods

2005

2035

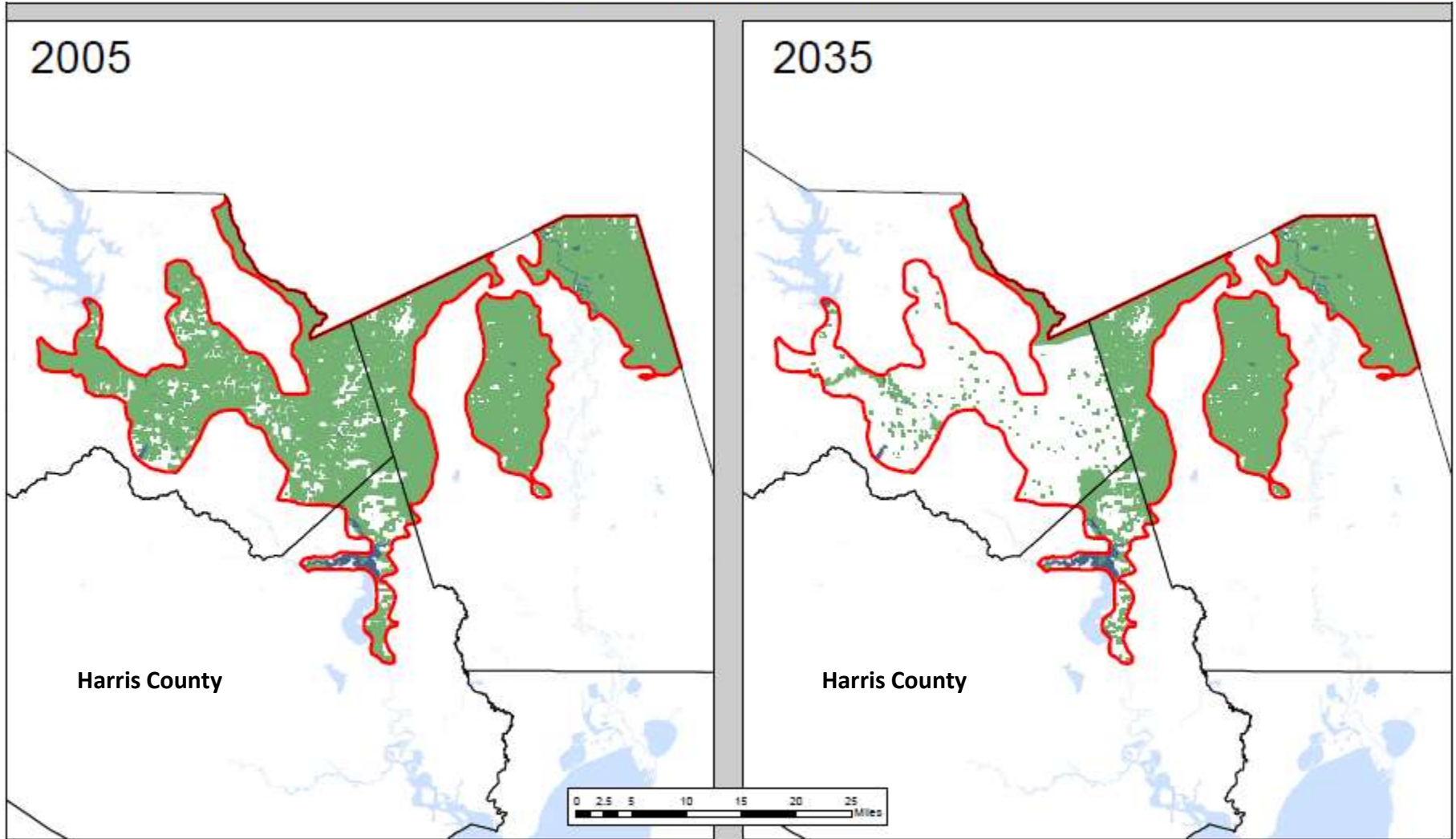


Ecoregion Area: 1469.8 square miles
Undeveloped Area: 1018.6 square miles
% Undeveloped: 69.3%

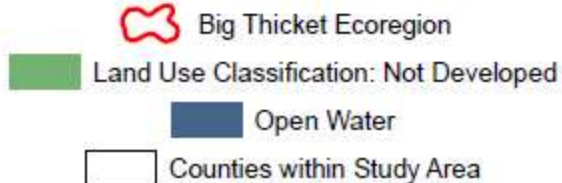


Ecoregion Area: 1469.8 square miles
Undeveloped Area: 628.5 square miles
% Undeveloped: 42.8%

Big Thicket

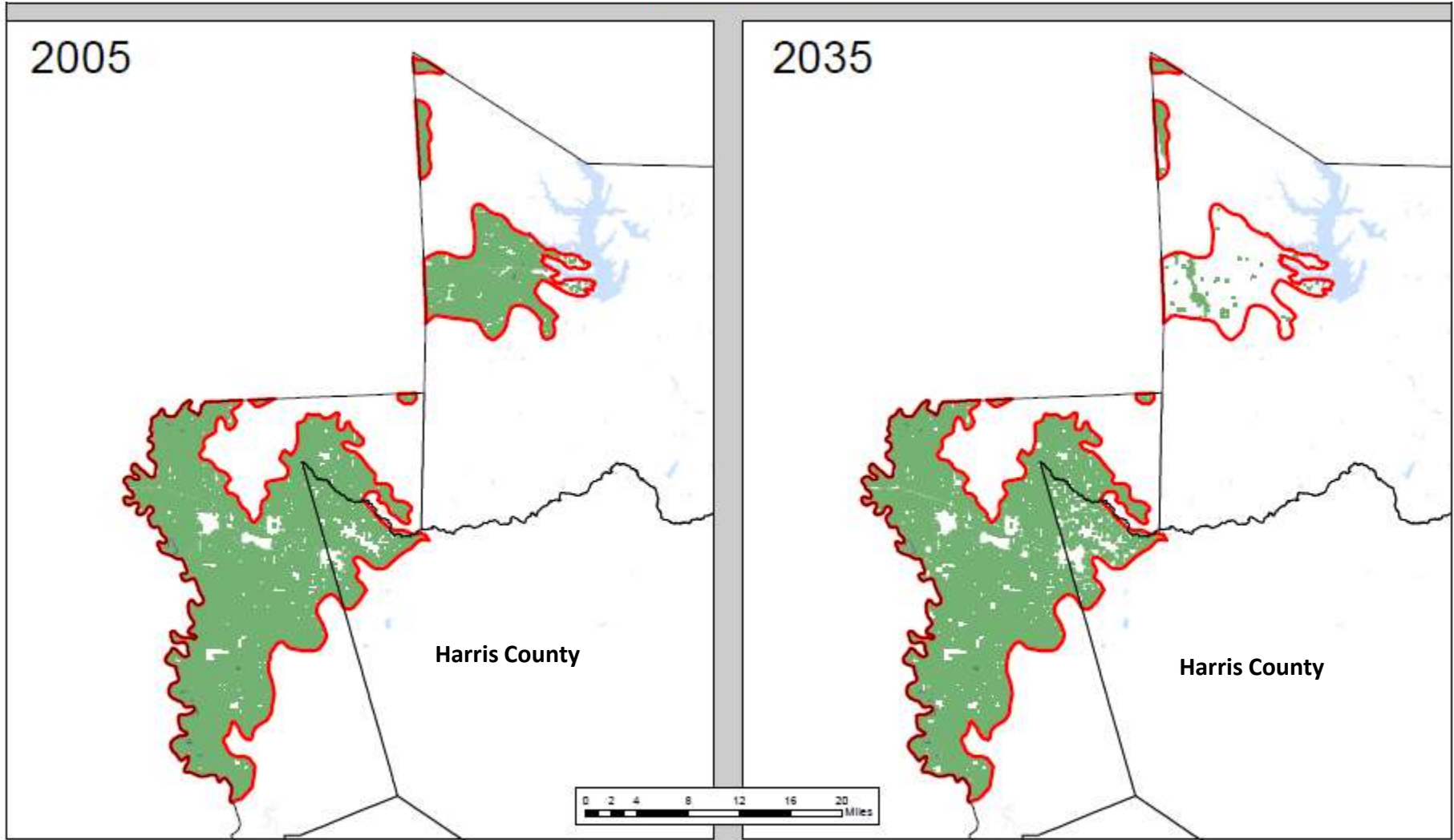


Ecoregion Area: 662.2 square miles
Undeveloped Area: 497.4 square miles
% Undeveloped: 75.1%

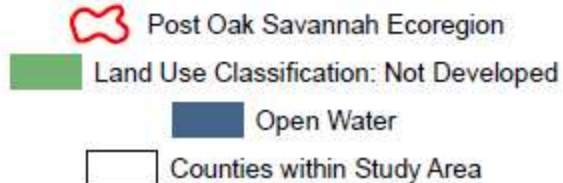


Ecoregion Area: 662.2 square miles
Undeveloped Area: 313.3 square miles
% Undeveloped: 47.3%

Post Oak Savannah

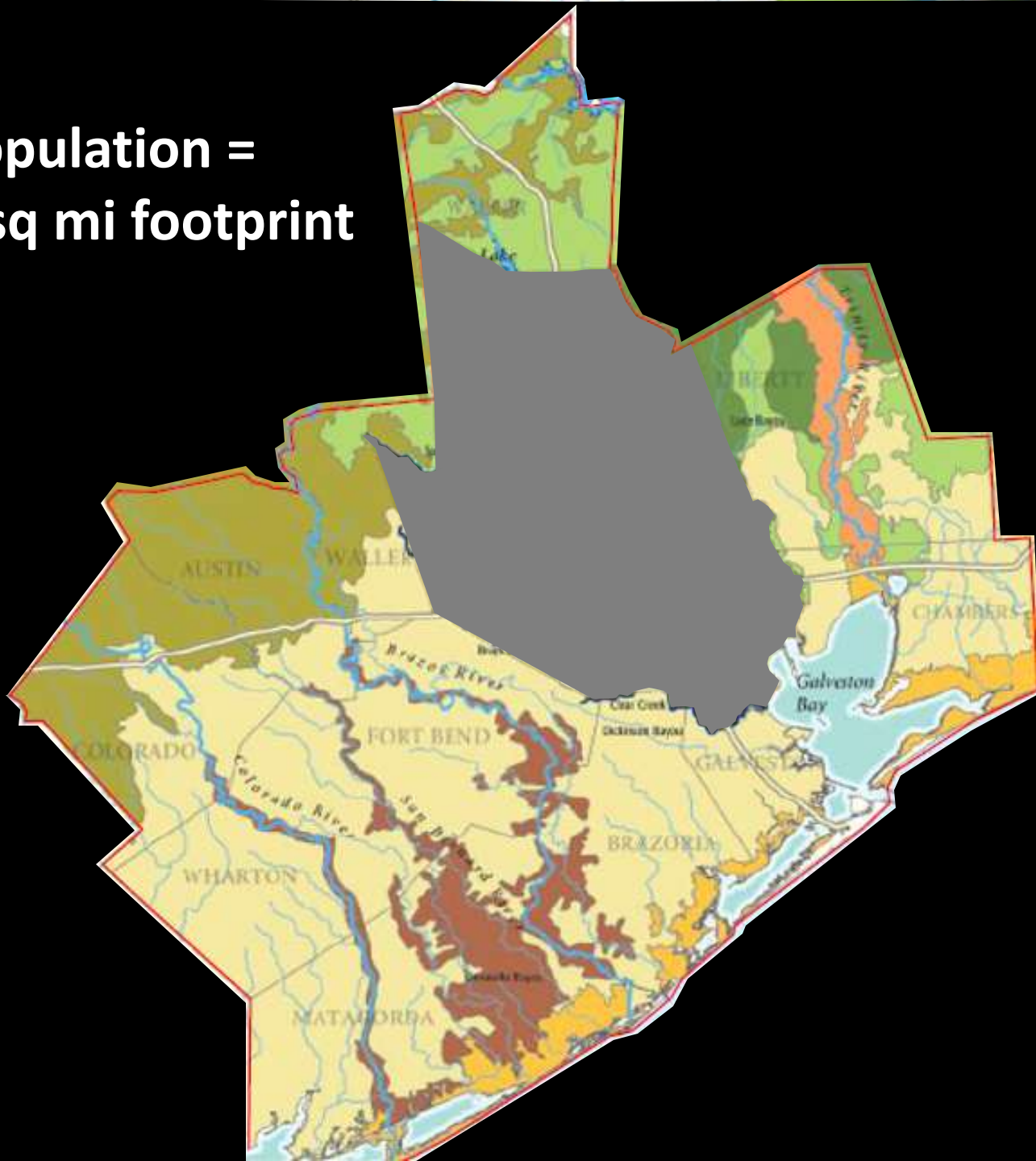


Ecoregion Area: 393.2 square miles
Undeveloped Area: 329.1 square miles
% Undeveloped: 83.7%

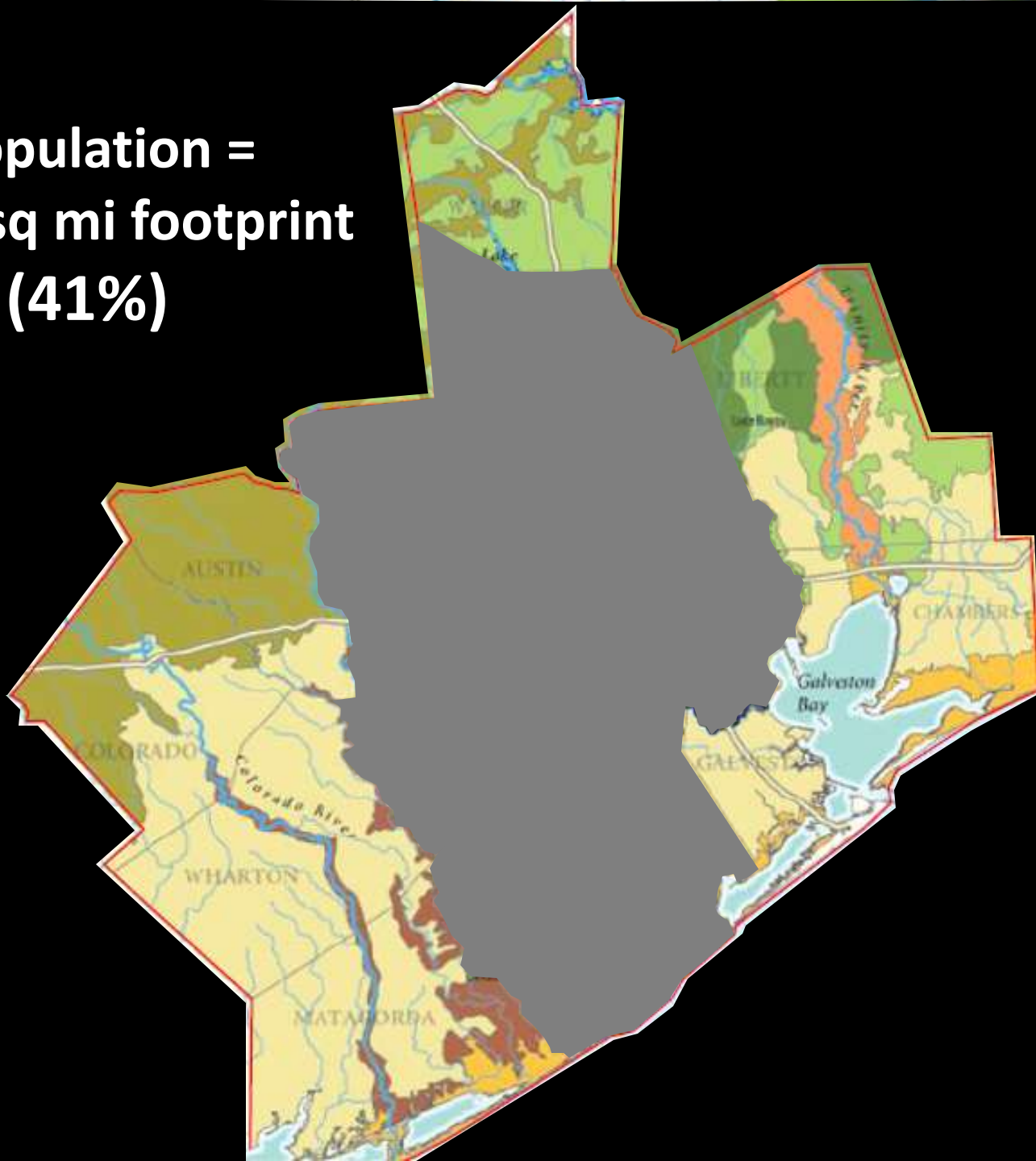


Ecoregion Area: 393.2 square miles
Undeveloped Area: 258.7 square miles
% Undeveloped: 65.8%

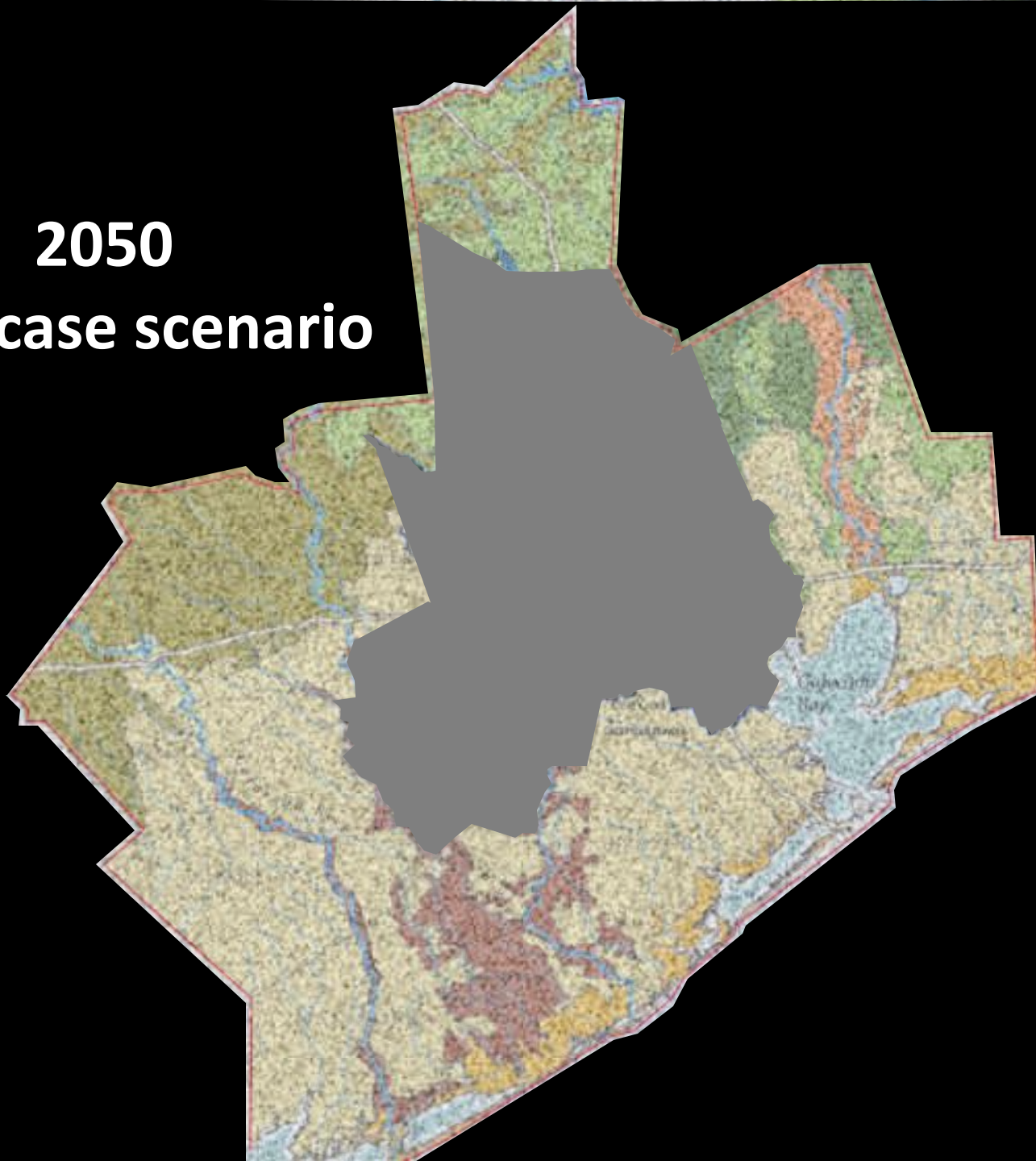
**2010 population =
~ 3000 sq mi footprint**



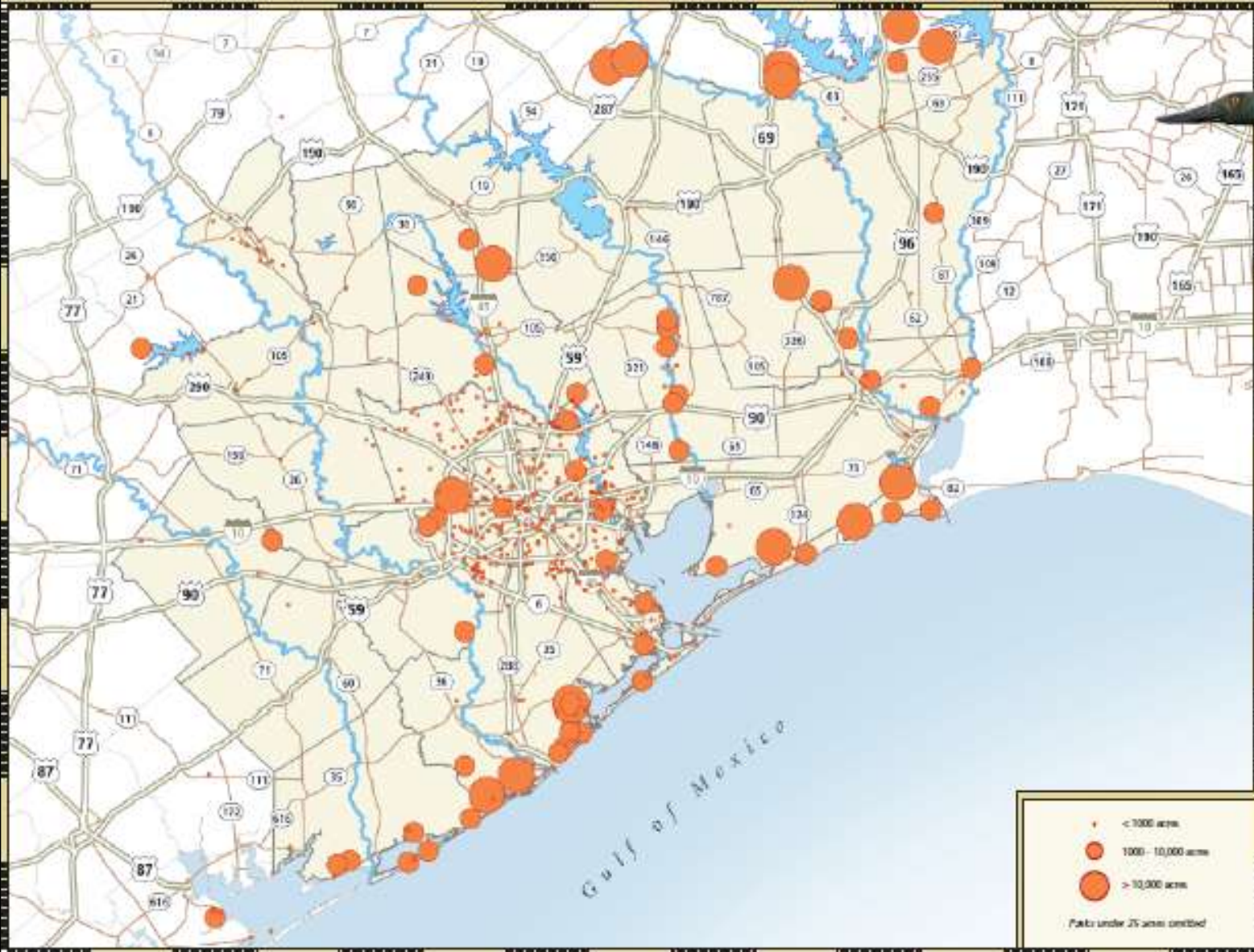
**2050 population =
~ 5700 sq mi footprint
(41%)**



**2050
worst case scenario**



Protected Lands



We need to know:

- 1. Where is our most valuable ecological capital?**
- 2. How much is our ecological capital worth?**
- 3. Who benefits from its economic value?**
- 4. What is our strategy for protecting that value?**



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