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UPDATE:
STANDARDIZING THE
RETURN ON INVESTMENT IN
URBAN AND COMMUNITY
FORESTRY RESOURCES

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ENVIRONMENTAL
FINANCE CENTER

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STANDARDIZING URBAN FORESTRY ROI

Today's Discussion

- Quick refresher
- Our progress since March
- Where we are headed
- Where we welcome your help

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PROJECT REFRESHER: BACKGROUND

- **Background**
Respond to a need identified during the development of the current Ten-Year Urban Forestry Action Plan.
- **Goal**
Develop a standardized, replicable, and transparent urban forestry accounting system that considers both public and private investors, integrates existing approaches, and measures return on investment.
- **Deliverables**
Examine three approaches to accounting for urban forestry investment and resulting benefits to develop an accounting system and aggregation protocols with the potential to be used broadly by the community of practice.

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PROJECT REFRESHER: WHAT THIS IS NOT

- **A system we will be populating**
"Test drive" user inputs will help refine the tool, but our focus will be on building the platform.
- **A national aggregation at this stage**
This is an ideal long-term outcome, but the scale of achieving this requires "bounded" first steps.
- **Everything to everyone . . . at least not yet!**
A national-scale tools that works well for the full community of practice has complexities that will require a series of adaptations of this prototype.

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PROJECT REFRESHER: WHO WE ARE

- **Jen Cotting**, Interim Director, Environmental Finance Center
- **Naomi Young**, Director, Center for Regional Analysis
- **Dr. Kathleen Wolf**, Research Social Scientist
- **Carolyn Dupont**, Director – Environment, Quantified Ventures
- **Todd Appel**, COO, Quantified Ventures
- **Mark McPherson**, Executive Director, City Forest Credits



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PROJECT REFRESHER: YEAR ONE
RESEARCH & DEVELOPMENT

- **Conduct literature review**
- **Assemble advisory panel**
- **Interview key experts**
- **Design an accounting system**
- **Design aggregation protocols**

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PROJECT REFRESHER: YEAR TWO
TESTING AND APPLICATION

- Recruit pilot participants
- Pilot the accounting system
- Test the aggregation protocols
- Refine the system
- Offer accounting protocol trainings
- Refine the system
- Product finalization and dissemination

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UPDATE: PROGRESS SINCE MARCH

As of March 2018

- Administrative fun!
- Research work to date
- Kick off call with full project team

Since March 2018

- Established monthly meeting schedule
- Created shared reporting and file sharing systems
- Literature review and conceptual framework close to completion
- Key advisory panel members and interviewees being identified
- Key case stories being identified

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UPDATE: WHERE WE ARE HEADED



- Assemble advisory committee – fall 2018
- Engage relevant interview, pilot, and case study candidates – fall 2018
- Begin to design accounting system and accounting protocols – winter 2018-19


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CONTINUE TO WELCOME INPUT

- Literature review – any closing thoughts
- Potential advisory panel members
- Possible interviewees, pilot and case story communities
- Willingness to help during vetting stages

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QUESTIONS AND COMMENTS



Jennifer Cotting
Interim Director
Environmental Finance Center
University of Maryland
jcotting@umd.edu
301-405-5495
