



# Ecosystem Service Economics

Uncovering the Hidden Value  
of Your Land Assets





## Ecosystem Services Economics: Putting the Environment in the Assets Equation

**Liability vs. Opportunity.** Our clients run the numbers daily on scenarios built around cost/benefit analysis. For decades, our economists and ecologists have conducted studies and made recommendations that have delivered hundreds of millions of dollars to our clients, by reducing their liability or uncovering hidden value in their assets. Our people have done this utilizing economic frameworks and tools that have been approved and in use by major Federal Government agencies, and some international agencies, for the last twenty-plus years.

### Services:

- Net Environmental Benefit Analysis (NEBA)
- Natural Resource Damage Assessment (NRDA)
- NEPA/CEQA/EIS Alternatives Analysis
- Land Asset Management
- Lifecycle Analysis (LCA)
- Benefit Cost Analysis (BCA)
- Uncertainty Analysis

### We Can Help Answer Such Questions As:

- Can our potential environmental liabilities be repurposed into assets?
- How much are our specific natural assets worth?
- Is our proposed settlement defensible in court and the public eye?

Whether your company is facing a major environmental response event, or you are looking to generate goodwill out of an underutilized property, our experts can compare numerous competing cost/benefit scenarios that empower you to choose the path that best balances financial, social, and environmental health while managing site risks.

### Importance of Ecosystem Services

The quantification of ecosystem service flows help our clients to document & understand the following, with the goal of successful management of liabilities and assets:

- Environmental & monetary cost-benefit trade-offs associated with an action
- Utilizing ecosystem service values to evaluate a parcel of property (for environmental or land conservation stewardship, repurposing)
- Compare monetary and ecosystem benefits/costs between actions with NEBA-CA (such as offshore oil/gas/wind commissioning and decommissioning, site remedial alternative identification, and NRDA).

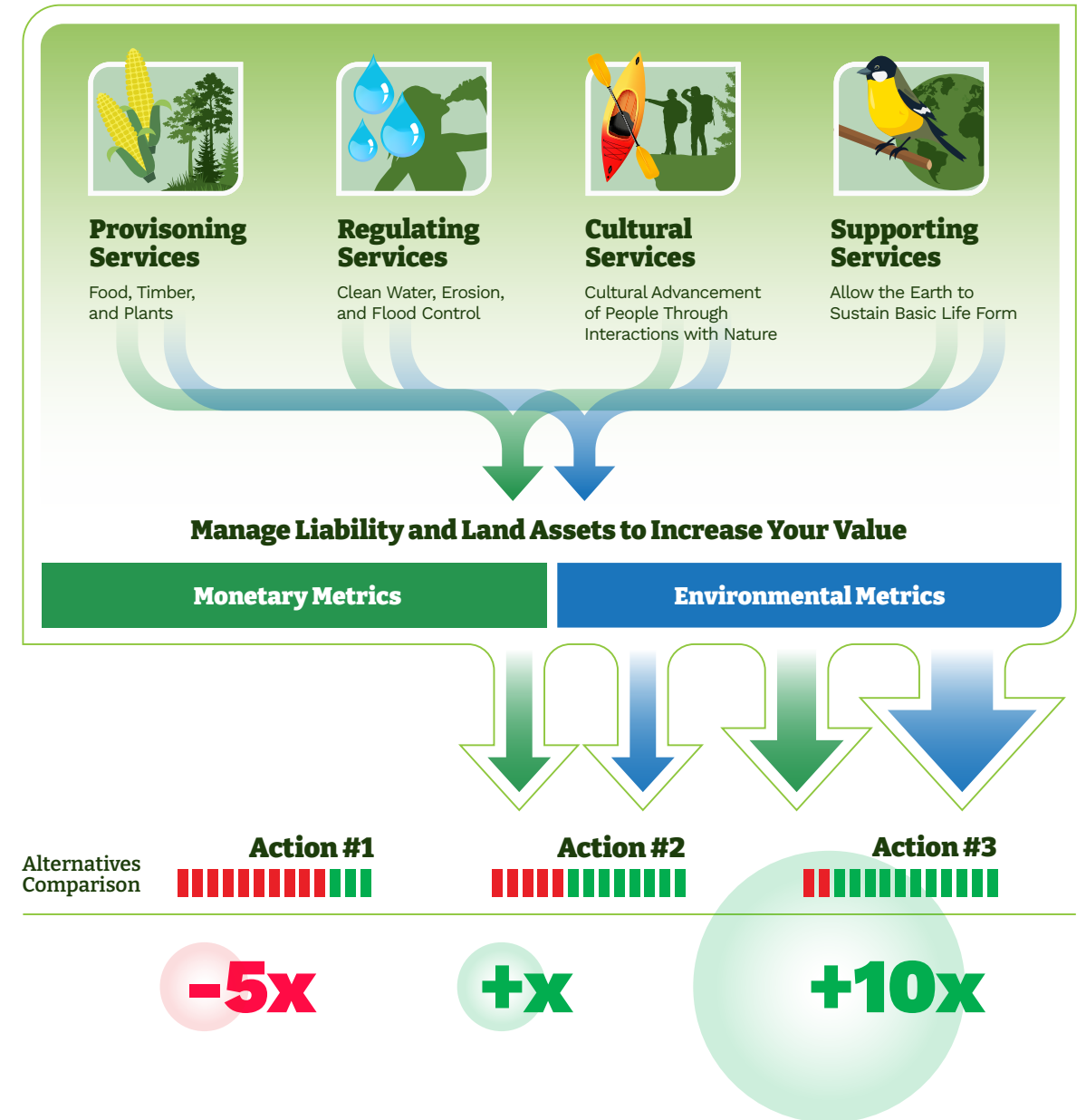
Let us uncover the hidden environmental value of your land assets.



## Net Environmental Benefit Analysis (NEBA)

### Tapping Into Trillions of Dollars - How We Uncover The Hidden Value

The Federal Government recognizes NEBA as a viable framework for comparing the ecological and socioeconomic values of the environment. These values are encompassed within the following four services:



### Maximizing Public Interest Value While Managing Site Costs & Risk

The NEBA quantifies ecological, economic, risk, and social metrics across action options in a directly comparable format. Thus, decision-makers can readily identify and execute action alternatives that optimize public interest benefits including but not limited to the ecology, economy, and society, while minimizing the risks to personnel, the environment, and society.

## Our Experience and Expertise

### Arkansas

#### Private Corporation

Fair Market Value of Appraised Land Parcel  
**~\$400,000**

#### NEBA Analysis Insights:

*With over 600 acres of timberland and other habitats, the client came to us looking to divest. Our experts helped them successfully discover and maximize the value in their lands.*

**~\$2 Million** ✓

*Mitigation Bank & Donation Revenue*

**\$5.2 Million** ✓

*Final Public Interest Value Unlocked*

### Minnesota

#### Private Corporation

Fair Market Value of Appraised Land Parcel  
**\$215,000**

#### NEBA Analysis Insights:

*The client had an abandoned tank farm along the Mississippi River, and we empowered them to analyze their options for management and divestiture of the site.*

**\$30 Million** ✓

*Final Public Interest Value Unlocked*

### Wisconsin

#### City Government

#### NEBA Analysis Insights:

*Our team partnered with the local government to unlock the potential of their brownfield property along the Menomonee River. Together, we maximized the public interest value of the stormwater management plan and River Walk.*

**\$25 Million** ✓

*Cost Savings & Revenue Through Beneficial Reuse*

**\$120 Million** ✓

*Final Public Interest Value Unlocked*

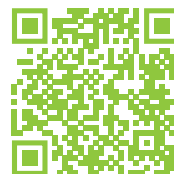
## Our People

We look forward to speaking with you about how we can help you uncover your hidden value and reduce your liability.



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