

Bay Bank & LandServer

*Moving Markets to Protect Ecosystems of
the Chesapeake Bay Region*

Eric Sprague -- *Alliance for the Chesapeake Bay*
Will Price – *Pinchot Institute for Conservation*

Overview

- Vision for Bay Bank, LandServer, and Associated work
- Background & Process
- Bay Bank & LandServer Outcomes
- Challenges
- Future Work

Vision for Bay Bank & LandServer

- “It shouldn’t be hard for a landowner to join conservation programs”
- Connect landowners to new and existing conservation programs
- Test new approaches for engaging landowners and get better environmental outcomes



Market-Based Conservation



- Reduces the cost of restoration or compliance
- Targets conservation actions
- Improves accountability & effectiveness of practices
- Expands revenue options for landowners
- Facilitates private investment
- Creates green business opportunities

...brings real, verifiable conservation to scale.

Our process

- Regulatory and voluntary demand analysis with Environmental Law Institute
- “Market area” working groups to identify ways we could facilitate landowner involvement
- Tool development to engage landowners and ease implementation
- Pilot projects to test tools and demonstrate new approaches



Conservation Outreach and Implementation Tools



LandServer™ beta

A conservation assessment tool for
landowners, producers, and property
managers

[Learn more...](#)

[Home](#) | [About](#) | [Partners](#) | [Help](#) | [Contact](#) |

[Benefits](#)

[Map My Property](#)

[My Account](#)

[Create an Account](#) | [Login](#)

Bay Bank™

The Chesapeake's
Conservation Marketplace

[News](#)

[About the Bay Bank](#)

[Contact us](#)

[Marketplace](#)

[Tools](#)

[Education](#)

Here's how Bay Bank works for...

Browse the

Bay Bank

Ecosystem Crediting Platform

[LOGIN ►](#)

[Project
Information](#)

[Project
Baseline](#)

[Project
Design](#)

[Project
Verification](#)

[Project
Certification](#)

[Credit
Registration](#)

[Credit
Issuance](#)

[Project
Monitoring](#)

Making It Work: Bay Bank

[Create an Account](#) | [Login](#)

Bay Bank

The Chesapeake's Conservation Marketplace

[News](#) | [About the Bay Bank](#) | [Contact us](#)

[Marketplace](#) | [Tools](#) | [Education](#)


Here's how Bay Bank works for...

Landowners | **Service providers** | **Credit buyers**

- 1 Run a free LandServer property report** to determine your eligibility for programs and markets.
- 2 Open a Bay Bank Account.**
- 3 Browse the Market Education Guide** to learn all about your available opportunities.
- 4 Post an "expression of interest" on the marketplace.**
- 5 Choose a service provider to develop your project.**
- 6 Buyers will contact you via email.**

Browse the marketplace by state

Delaware (0)
New York (0)
Maryland (0)
Pennsylvania (0)
Virginia (0)
West Virginia (0)



Find credits for sale by...

State:


Credit types:

Listing types:

New marketplace listings


[→ View all marketplace listings](#)

Credit prices are determined independently by sellers




For landowners...

- Benefits and tools for landowners
- Add your project
- Get bids from service providers



For service providers...

- Benefits and tools for service providers
- Add your company



For buyers...

- Benefits and tools for buyers of ecosystem service credits
- Search the marketplace

About the Bay Bank

Bay Bank is the Chesapeake's conservation marketplace, linking landowners with resources to improve and protect the region's natural resources and working lands. Bay Bank combines the best available tools to enable easy access to local, regional, and national ecosystem markets and conservation programs.

- Bay Bank partners
- Contact us

Bay Bank tools

- LandServer
- Service Provider Matching
- Bay Bank Marketplace
- Bay Bank Registry

Bay Bank

© 2010 Bay Bank | [Login](#) | [Register](#) | [Terms of Use](#) | [Privacy Policy](#)
Design and development by The Other Firm

Making It Work: Bay Bank



Forest conservation

Learn more about:

Benefits

→ Benefits overview

Market areas

→ Market areas overview
→ Forest conservation
→ Habitat conservation
→ Water quality protection
→ Carbon sequestration
→ Conservation programs

Ecosystem credits

→ Ecosystem credits overview
→ Property potential

How does this market work?

Am I eligible to sell credits?

How do I generate credits?

How much money do credits sell for?

How much will it cost me to generate and sell credits?

What is required of me in order to generate credits?

Can I see my county's specific requirements?

I'm interested. Now what do I do?

How does this market work?

Bay Bank connects forest landowners to Maryland forest conservation buyers. The state Forest Conservation Act (FCA) requires residential and commercial developers to replace trees cut during development. If a developer is unable to plant trees on the construction site, s/he may:


- Buy forest mitigation credits generated by landowner "forest mitigation banks"
- Pay a fee to the county that may then be used to buy forest mitigation credits generated by landowner "forest mitigation banks" or



Bay Bank tools

→ LandServer
→ Service Provider Matching
→ Bay Bank Marketplace
→ Bay Bank Registry

Making It Work: Bay Bank



Bay Bank™
The Chesapeake's
Conservation Marketplace

Welcome, Eric | My account | Logout

[News](#)[About the Bay Bank](#)[Contact us](#)[Marketplace](#)[Tools](#)[Education](#)

Marketplace

The Bay Bank marketplace connects buyers and sellers of ecosystem service credits. New credit types will be added as they become available.

For landowners

- Add your project
- Get bids from service providers

For service providers

- Add your company

For buyers

- Benefits and tools for buyers of ecosystem service credits

Browse the marketplace by state

Delaware (1)	New York (0)	Maryland (7)
Pennsylvania (0)	Virginia (0)	West Virginia (0)

Find credits for sale by...

State:

Credit types:

Listing types: [Search](#)

Learn more about the marketplace

Benefits

- Benefits Overview

Market areas

- Forest conservation
- Water quality protection

Featured listings

3

Offsite Mitigation

Cecil, MD

Price: \$12,000.00

New marketplace listings

Habitat Conservation Sussex, Delaware	\$200,000.00 (Negotiable)
Forest Conservation Dorchester, Maryland	\$180,000.00
Forest Conservation T... ..	\$1,500,000.00 (Negotiable)

Making It Work: Bay Bank

Marketplace

Learn more about
the marketplace

Benefits

→ Benefits Overview

Market areas

→ Forest conservation
→ Water quality protection
→ Carbon sequestration
→ More...

Ecosystem credits

→ Property potential
→ Selling credits
→ More...

Credit #000007

Listed: February 16, 2011

68 Forest Conservation credits

Price: \$180,000.00

Expression of interest

Prices are determined independently by sellers.

Location:

Dorchester, Maryland

Description:

Other types of credits may apply: Habitat conservation, mitigation, carbon sequestration. Property is 39% wetlands, 49% forested, 10% ag. Located within Nanticoke/Blackwater River BioReserve. Property is within following national/international designations: BioReserve of Critical Importance, Important Bird Area, Wetland of International Importance. Also within MD unprotected Targeted Ecological Area and Nontidal Wetland of Special State Concern. Supports many RTE species. Designated as a Sensitive Species Project Review Area. USDA NRCS priority watershed for nitrogen and phosphorus and State of MD Wetland of Concern.

Find credits for sale by...

State:

Credit types:

Listing types:

Search

**Contact the seller to inquire
about purchasing these credits**

Message:

Dear seller,

I found your listing (#000007) on Bay Bank, and would like to talk with you about purchasing these ecosystem credits.

Name:

Email:

Phone:

Company:

Send Message

Bay Bank

Ecosystem Crediting Platform

LOGIN ►

Project
Information

Project
Baseline

Project
Design

Project
Verification

Project
Certification

Credit
Registration

Credit
Issuance

Project
Monitoring

Welcome to the Bay Bank's Ecosystem Crediting Platform

This tool helps land managers translate environmental restoration and conservation actions into conservation credits. Users can map their projects, create multiple project designs, and manage their projects through approvals for select conservation programs.

Interested in using the ECP?

If you would like to begin developing conservation projects register your organization as a service provider at www.thebaybank.org and then request access by sending an email to us at info@thebaybank.org.

Still Have Questions?

[Browse the FAQ's »](#)

[Contact Us »](#)

How It All Works...



About the Bay Bank

Bay Bank (www.thebaybank.org) is the Chesapeake's conservation marketplace, linking landowners with resources to improve and protect the region's natural resources and working lands. Bay Bank combines the best available tools to enable easy access to local, regional, and national ecosystem markets and conservation programs. Bay Bank is managed by the Pinchot Institute for

Bay Bank

Ecosystem Crediting Platform

Welcome Eric

[My Projects](#)

[My Account/Admin Dashboard](#)

[Add a Project](#)

[Logout](#)

[Project Information](#)

[Project Baseline](#)

[Project Design](#)

[Project Verification](#)

[Project Certification](#)

[Credit Registration](#)

[Credit Issuance](#)

[Project Monitoring](#)

PROJECT:

Brown Conservation and Habitat Over...

[Design Boundary](#)

[Map Units](#)

[Design Data](#)

[Credit Estimates](#)

[Release Schedule](#)

[Submit Design](#)

[Baseline](#)

[Project Boundary](#)

[Map](#)

[Satellite](#)



Credit Estimates

The list below contains the credit estimates for this project design scenario. These are estimates only, and do not factor in any credits withheld for insurance purposes or other market specific requirements. The final credits associated with a final design will not be confirmed until the project is verified and certified. These estimates serve to inform you of the likely outcomes of the proposed project design scenario.

If you would like to create different design scenarios, click on the Project Design tab and proceed. Once completed, select your preferred design to submit to Bay Bank to be verified.

Zone 1: Habitat Market: Brook Trout

ESTIMATED CREDITS
5,353.89 credits

Wins: LandServer

- Online education and outreach tool
- Natural resource assessment and conservation program eligibility filter
- 4,000 unique visitors/1,100 reports
- 25% conversion rate (web standard 1%)



Other Uses of LandServer

Common Waters Fund - Mozilla Firefox

http://commonwaters.landserver.org/addresses/161

COMMON WATERS FUND
Clean Water • Healthy Forests • Sustainable Communities

Check Your Eligibility For Common Waters Funding


Good news!

According to the information you provided, your parcel is in a Priority Funding Area and you are probably eligible to apply for funding through the Common Waters Fund. The next step is to [contact a coordinator](#) so they can confirm that you meet this and other eligibility requirements and help you complete an application for funds.

Address:
Skipperene Rd, Narrowsburg, NY 12764, USA

Boundary	Acres	Eligibility
1	1098.20	Tier 4

[Start Over](#) [Print](#) [Program Contacts](#)



Google 1 km 1 mi Map Data - Terms of Use

1 2 **step 3**

[Privacy policy](#) [Close window](#)

Done

Wins: Habitat Conservation Credits



- Permanent protection and management for >100 acres of high quality and priority habitat
- Developed new metric for evaluating habitat value
- Investigating with multiple partners ways to integrate approach

Example: “Brook Trout Credits”

Location

- EBTJV Priority Watersheds
- Trout Unlimited Conservation Success Index
- Proximity to riparian areas and occupied streams

Habitat Quality

- Vegetative composition and structure (98% forest cover)
- Local threats and management

Project Duration

- Permanent = 100% of credits



Eastern Brook Trout

Salvelinus fontinalis

- 2% of its historic range in the Chesapeake Basin
- Coldwater streams
- Private landowners
- A shared federal, state, conservation priority
- Need a common currency
- Credits...

Additional Action/Condition

- Must be new conservation and not required by law

Credit Terms

- Contracts for life of project—minimum of 20 years
- Protects site from degradation
- Assigns liability for intentional loss
- Assigns rate for unintentional loss

Planning, monitoring, and maintenance

- Must develop and implement a habitat conservation and monitoring plan

Other Priority Habitat Credit Markets



Bog Turtle

Glyptemys muhlenbergii

- Wetland complexes
- Interface between farms & streams
- Troubled habitat
- Federally listed, state priority habitat



Delmarva Fox Squirrel

Sciurus niger cinereus

- Mature connected tracts of hardwood & pine
- 87% range on private lands
- Federally listed, state priority habitat



Indiana Bat

Myotis sodalis

- Diverse forests, mature trees for roosts, and cave & other formations for hibernation.
- Federally listed, state priority habitat

Challenges

- Establishing role in nutrient trading, carbon sequestration and wetlands mitigation
- Tool adoption
- More pilot projects & demonstrations



Ongoing Work

Provide Education, Outreach and Communication on Market-based Conservation Opportunities.

Conducting outreach to conservation buyers and state and local governments on the benefits of using forest-based practices and “habitat conservation credits” to achieve Chesapeake restoration goals.

Implement Market-based Conservation .

Facilitating landowner involvement in existing and developing forest-based mitigation and offset programs

Future

- “Field partner” model
 - Alliance for the Chesapeake Bay: Uses tools to implement forest mitigation programs and engage private forest landowners
 - Trout Unlimited: Uses habitat conservation credits to raise funding for priority land conservation deals
- Connect landowners and other users to grant programs, farm bill programs, etc
- Encourage landowner outreach groups to use tools: circuit riders, watershed groups, land trusts, etc

Education, Outreach and Communication on Market-based Conservation Opportunities. Habitat Conservation Credits

- Connect landscape level priorities with site level actions
- “Credits” through restoration, protection and management
- Leverages funding sources



Assess Credit Potential

- Forest habitat (FIDs, brook trout, etc)
- Riparian forest
- Forest cover
- Nutrient removal
- Growth Offsets
- LEED

Connect Landowners to Buyers

- Home builders/Developers
- Utilities/transportation
- State and Local governments



Implement Market-based Conservation.

Forest-based mitigation and offset programs



**No matter which Market,
we get healthy forests**



Discussion Points

- A well-functioning centralized marketplace will require buy in by governments, conservation groups and businesses. Is this achievable?
- If yes, what are your thoughts for better integrating our work with existing efforts?
- If no, are there pieces of this work that have a role on their own?
- Do you see other ways that these tools and approaches could be useful?