



Keeping the character of the valley

The Economic Value of Salmon Habitat in the Mat-Su

Corinne Smith, The Nature Conservancy

The Mat-Su has a lot to offer

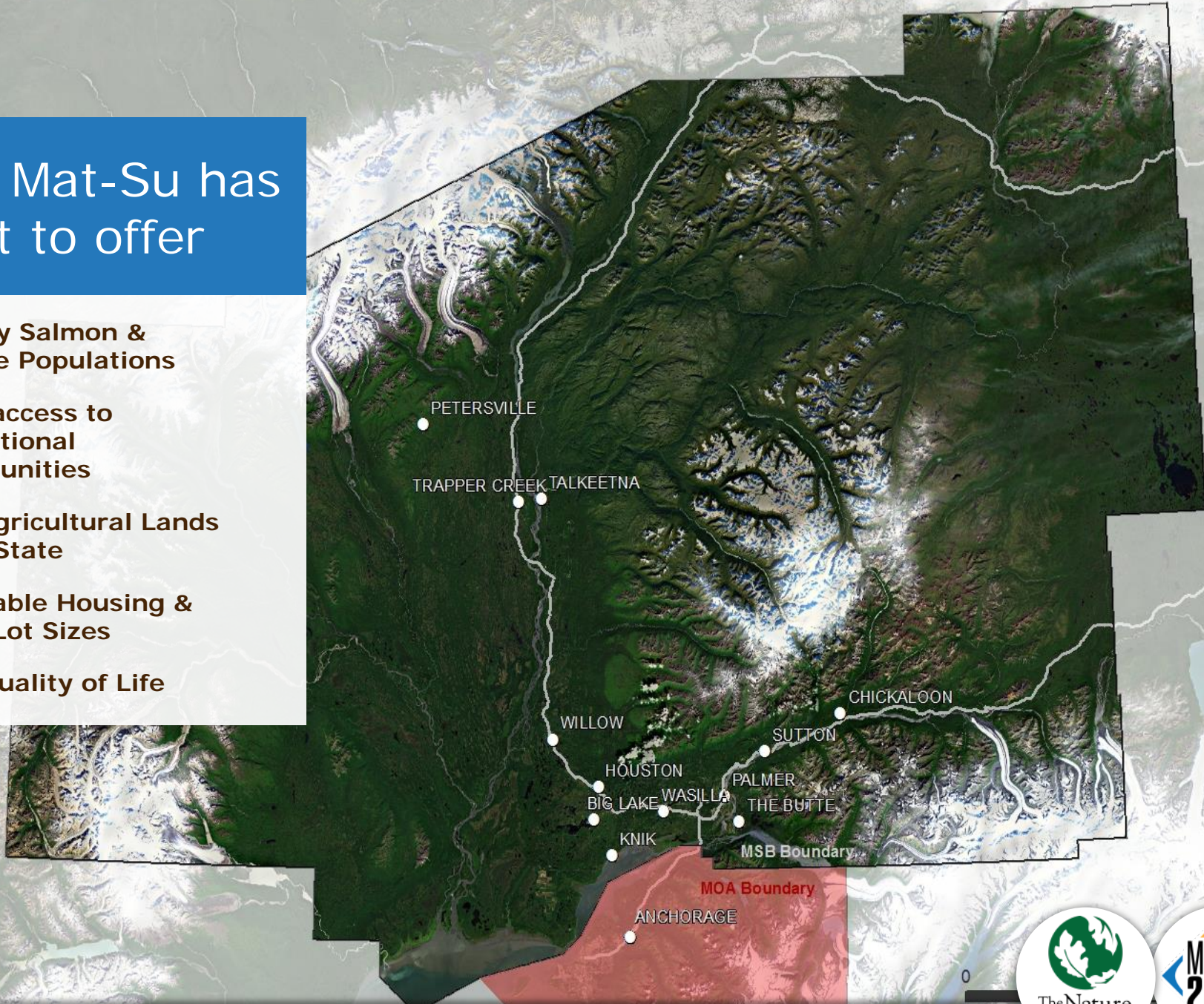
Healthy Salmon & Wildlife Populations

Great access to Recreational Opportunities

Best Agricultural Lands in the State

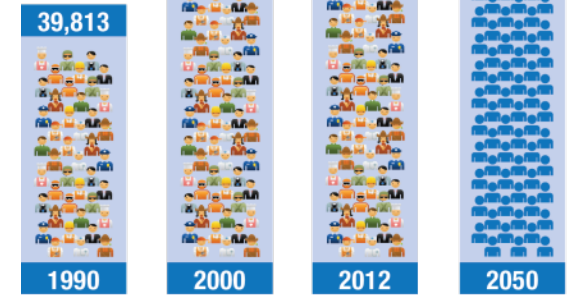
Affordable Housing & Large Lot Sizes

High Quality of Life



People are moving here

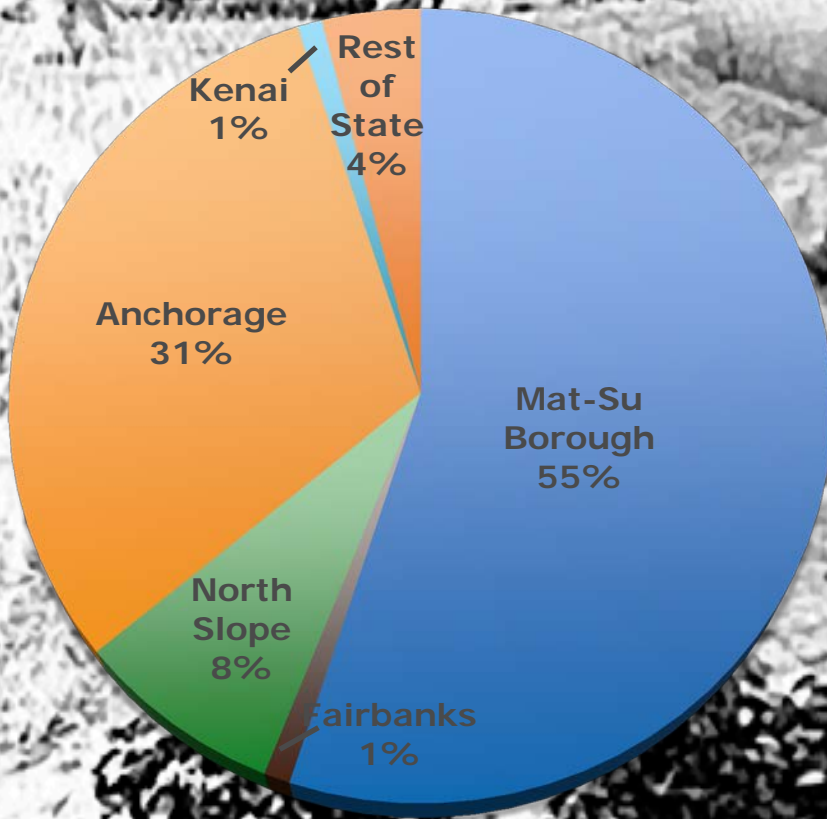
Population Increase:
Projected to reach 300,000 in the next 60-100 years.



Who lives in the Mat-Su?



The workforce is changing



Top Mat-Su Borough Employers

1	MSB School District
2	State of Alaska
3	Mat-Su Regional Medical Center
4	Wal-Mart/Sam's Club
5	Fred Meyer
6	Mat-Su Borough
7	Matanuska Telephone Association
8	First Student
9	Carrs/Safeway
10	Federal Government
11	Mat-Su Services for Children & Adults, Inc.
12	University of Alaska





What do they think about salmon?

'Salmon are essential to the Mat-Su way of life.' 72%

'Even in difficult times, we should still find money to protect ... salmon ... habitat.' 80%

'Salmon are important to the Mat-Su economy.' 82%



What do they think about salmon?

"The hunting and fishing lifestyles are a big part of our life here in the Mat-Su Valley. ... We try very hard to live a lifestyle that binds natural resources and the civilized world. "



What do Mat-Su residents value most?

Study
4
Local
Values

Focus
Groups in:
Wasilla
Palmer
Houston
Talkeetna
Sutton

● Mat-Su Salmon

● Farmland

● Access to Recreation

● Opportunities for
Future Job Growth

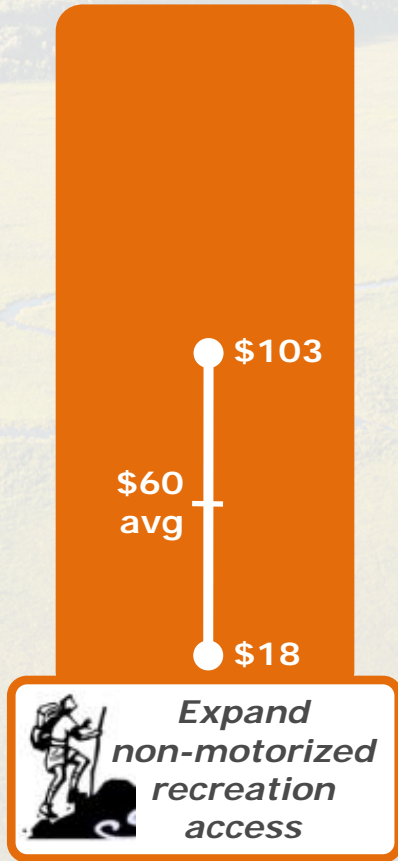
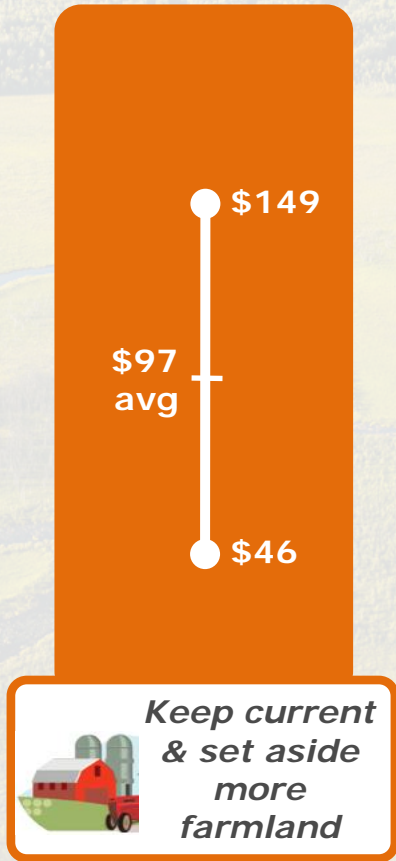
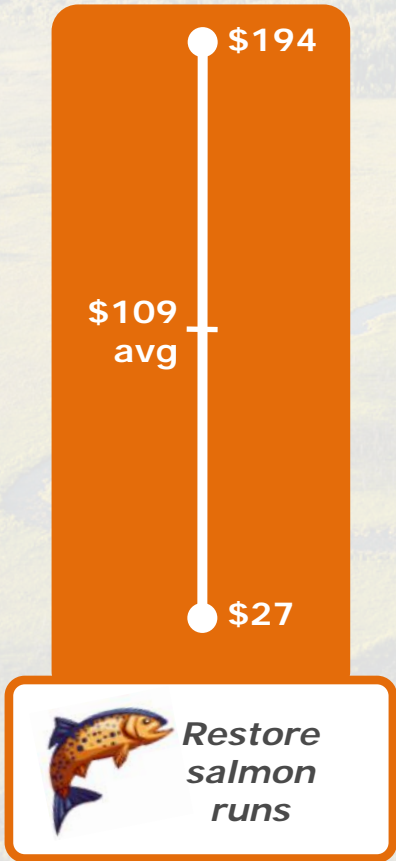
● Population Growth

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What is the value of open space, a stream or a lake?

Study

3

Local
Values

Using Local Private Property prices compare consumer demand for attributes of a home:

- **Structural characteristics**
(lot size, size of home, age, features of the building)
- **Neighborhood characteristics**
(location-specific and related to the built environment)
- **Environmental amenities**
(location-specific community assets)

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What is the value of open space, a stream or a lake?

Study

3

Local Values

\$240,000



Adjacent Open Space

\$281,000



\$408,000

Fronts Salmon Stream



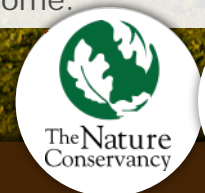
Lakefront

\$420,000



Based on 2010 Average Sale Price of a Single Family Home.

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A Little Help from our Friends

Project Partners:

The Nature Conservancy
Great Land Trust
Alaska Farmland Trust
US Fish and Wildlife Service
Envision Mat-Su

Consulting Experts:

Institute of Social &
Economics Research
Earth Economics
The Mat-Su Borough
Western Demographics, Inc.

Financial Support:

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Bullitt Foundation
Gordon & Betty Moore
Foundation

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Questions?