

**Research Poster from the
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Abstract LEARN-05

**Evaluation of Objectives for a Transfer of Development Credit Program:
The Beaver Hills Initiative (BHI)**

Katherine Packman¹, Marian Weber² and Peter Boxall¹

¹University of Alberta, Edmonton, Canada

²Alberta Innovates Technology Futures

The Beaver Hills area in central Alberta is a unique area with diverse environmental features, and is also facing rapid growth in population and economic activity which places unprecedented pressure on Alberta's landscape. Ultimately there must be a balance between conflicting land use demands in the area: agriculture, industry, recreation, housing, infrastructure, and the environment. Transfer of Development Credits (TDC) are being investigated for the Beaver Hills as a market based instrument that can be used with planning to direct development away from valuable ecological or cultural resources towards areas more suitable for intensive development. TDC programs use a market where development potential is sold from landowners in designated "sending areas" to landowners/developers in designated "receiving areas". An important aspect to implementing a TDC program is to understand the attitudes and values of density and what the tradeoffs are for changing density and intensity of land use in areas targeted for development with increased conservation. We review the BHI TDC initiative and issues related to setting program objectives. We summarize attitudes towards density/development tradeoffs from existing studies and discuss the design of a choice experiment to evaluate these tradeoffs in the BHI. The results will be used to help designate receiving and sending areas in the Beaver Hills region in the implementation process of a TDC program.