### Tool 6a: Translate Benefits into Dollars

**Purpose:** Convert objective data (e.g. revenue changes) and subjective valuation (e.g. value weights) inot monetary equivalents. The final figures provide a guideline for decision-making, especially for calculating ROI.

**Refer to:** Tool 3a, 4b, 5b

**Used in:** Tool 6b

***Instructions***

Fill in the blanks with your program-specific data. This worksheet can be used with a calculator or in spreadsheet programs (like Excel or Google Sheets) to automate calculations based on inputs.

***Step 1: Identify Direct Monetary Benefit into Dollars***

What is the direct monetary benefit that you will be using in this analysis (Tool 3a)?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe the baseline (Tool 4b):

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe the measure after the program (Tool 4b):

$ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the attribution factor for this benefit (Tool 4b)?

% \_\_\_\_\_\_\_\_\_\_\_\_

Total monetary difference attributed to program: [ (After - Baseline) x Attribution % ]

$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Example:***

*Direct monetary benefit: Park fees*

*Baseline: $350,000 annual revenue*

*Measure after the program: $600,000 annual revenue*

*Attribution factor: 40%*

*Total monetary difference attributed to program: (600000 - 350000) x 40% = 100,000*

***Step 2: Dollar Value per Value Weight Point***

From Step 1:

Total Monetary Difference Attributed to program (from above):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Value weight for monetary benefit (Tool 5b): \_\_\_\_\_\_\_

Dollar Value per Value Weight Point: [Total Monetary Difference Attributed to Program / Value Weight %]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Example:***

*Total monetary difference attributed to program: $100,000*

*Value weight for monetary benefit: 20*

*Dollar value per weight point: 100000 / 20 = $5000*

***Step 3: Dollar Equivalents for Other Benefits from Value Weights***

Refer to your identified value weights for each benefit from Tool 5b. For each dollar value, calculate:

Dollar Value per Value Weight Point x Value Weight

Benefit 1: \_\_\_\_\_\_\_\_\_\_

Value Weight: \_\_\_\_\_\_\_\_\_\_

Dollar Value: $\_\_\_\_\_\_\_\_\_\_ (calculated)

Benefit 2: \_\_\_\_\_\_\_\_\_\_

Value Weight: \_\_\_\_\_\_\_\_\_\_

Dollar Value: $\_\_\_\_\_\_\_\_\_\_ (calculated)

[Add additional benefit criteria as needed]

***Example:***

*Peace of Mind:*

*Value Weight = 100*

*Dollar Value = 100 \* 5000 = $500,000*

*Ecological Health:*

*Value Weight = 80*

*Dollar Value = 80 \* 5000 = $400,000*

***Step 4: Total Dollar Equivalent Benefit Calculation***

Benefit 1 Dollar Value: $\_\_\_\_\_\_\_\_\_\_

Benefit 2 Dollar Value: $\_\_\_\_\_\_\_\_\_\_

Monetary benefit dollar value: $ \_\_\_\_\_\_\_\_\_\_\_\_\_

[Add additional criteria dollar values]

*Sum all of the above values to calculate:*

**Total Perceived Benefit in Dollar Terms: $\_\_\_\_\_\_\_\_\_\_**

***Example:***

*Peace of Mind: $500,000*

*Ecological Health: $400,000*

*Improved natural recreational experience: $100,000*

***Total percieved benefit in dollar terms: $1,000,000***