

PERFORMANCE-DRIVEN STORMWATER MANAGEMENT AND FUNDING

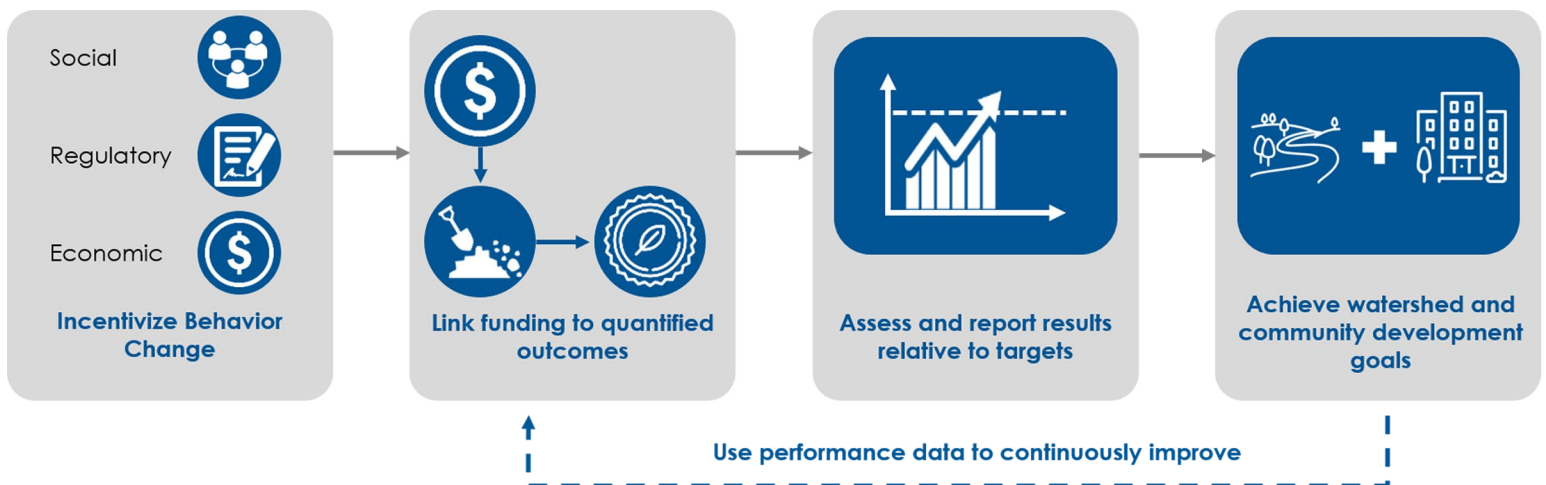


Stormwater is the only growing source of water pollution in many watersheds in North America, while climate change is driving a need for additional freshwater supply in the West. Managing stormwater as a resource commodity – and communicating the multiple benefits it can provide – is essential to galvanize support to expand funding and partnerships for stormwater management.

Our Performance-Driven Conservation® tools and approach help communities achieve and maintain water quality targets, while enabling beneficial development and reducing compliance costs. With clearly defined targets, and metrics to measure against those targets, we create regulatory, economic and social incentives that shift behavior. Permittees get credit for their effective actions while regulators are able to track valuable results; enabling flexibility to optimize actions, rather than complying with prescriptive checklists.

OUTCOMES

- DIVERSIFIED FUNDING SOURCES & PARTNERS
- IMPROVED ENVIRONMENTAL OUTCOMES & PUBLIC SUPPORT
- ENGAGED PRIVATE PROPERTY OWNERS & BUSINESSES
- REDUCED COMPLIANCE COSTS
- ENABLED PUBLIC-PRIVATE PARTNERSHIPS



Services



CREDITING PROGRAM DESIGN

Quantify environmental benefits from effective actions and clearly demonstrate the value by tracking and reporting results. Use performance effectiveness to optimize capital improvements and asset management.

- Reduce compliance uncertainty & costs
- Increase flexibility & stakeholder trust



Functioning programs such as Lake Tahoe's Lake Clarity Crediting Program & the Stormwater Retention Credit Trading Program in Washington D.C. are demonstrating quantified impact.



ALTERNATIVE COMPLIANCE PROGRAMS

Transform stormwater ordinances and harness permit language to flexibly achieve requirements, decrease the cost of compliance, and create net environmental benefit to win support of all stakeholders.

- Engage private property partnerships
- Enhance regulatory flexibility



STRATEGIC FUNDING PORTFOLIOS

Use performance-based budgeting to align funding with goals and innovative procurement mechanisms to enable public-private partnerships. Open the door to new funding sources and substantially increase the success of funding requests.

- Diversify funding sources
- Engage private partners to manage risk



MULTI-BENEFIT PROJECT REPORTING

Rally support for green stormwater infrastructure by quantifying the benefits linked to sustainability, climate resiliency and community development goals. Align long-term plans and project schedules between multiple departments to achieve cost efficiencies.

- Leverage municipal budgets
- Sustain political and public support



A Cost-Benefit Analysis is supporting San Diego Region Bacteria TMDL decision-makers evaluate impacts of various strategies.

Learn about our performance-driven programs in action:

Chad Praul
cpraul@enviroincentives.com

Evan Branosky
ebranosky@enviroincentives.com

Environmental
Incentives