

TRACKING WATERSHED HEALTH: INSPIRING PERFORMANCE AND MOTIVATING EFFECTIVE ACTION

CHAD PRAUL
PARTNER, WATER PRACTICE

Environmental
Incentives 

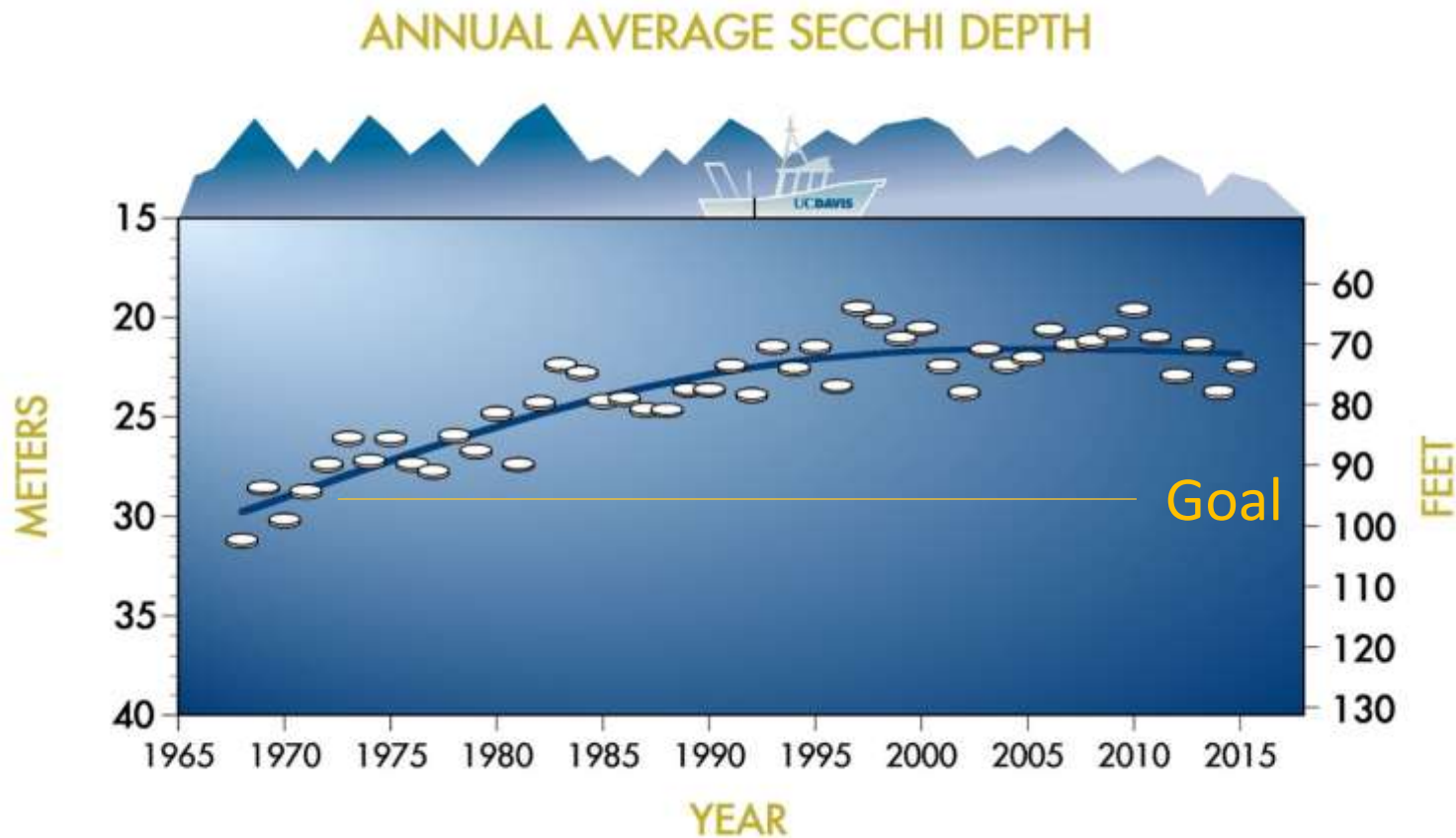
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- A scenic landscape featuring a river flowing through a lush green valley. The river is surrounded by dense vegetation and rocky banks. In the background, there are rolling hills covered in green trees under a clear blue sky. A person is visible in the river, engaged in fly fishing. A large, semi-transparent white circle is overlaid on the center of the image, containing a list of four bullet points.
- Better environmental ROI
 - Public & political confidence
 - Reduced compliance uncertainty
 - Regulatory flexibility

ELEMENTS OF PERFORMANCE-DRIVEN WATERSHED PROGRAMS



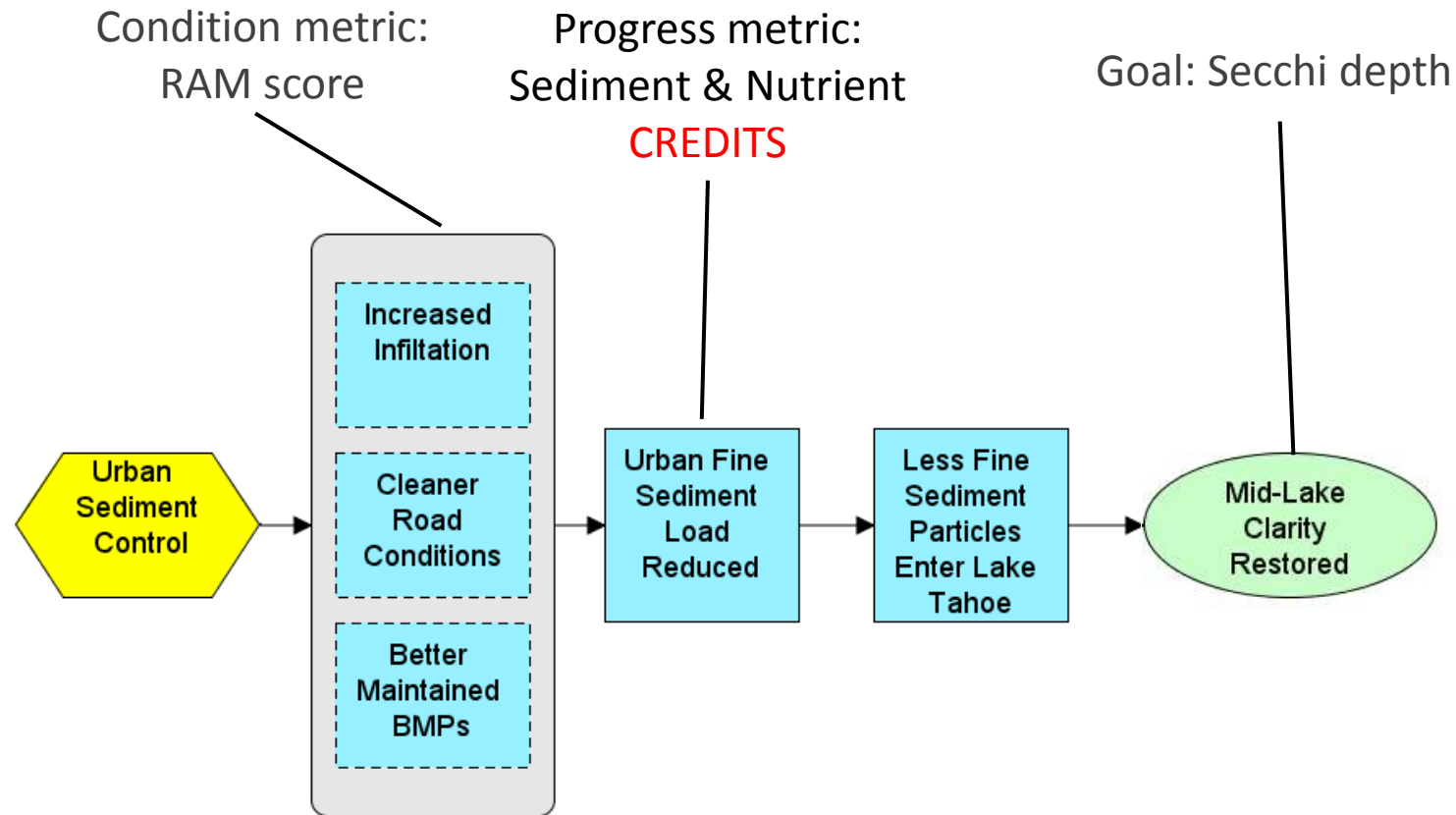
1. Clear goals
2. Defined numeric objectives
3. Quantification tool
4. Regular reporting
5. Structured adaptation process

I. CLEAR GOALS



- Secchi depth: outcome that lets people know what really matters and when they are done
- Reception
 - Already accepted
 - 65 year timeframe un motivating
- Lessons
 - Set interim milestones to stay present
- Napa's local elements
 - 185,000 tons/year sediment
 - Spawning gravel permeability

2. DEFINED NUMERIC OBJECTIVES

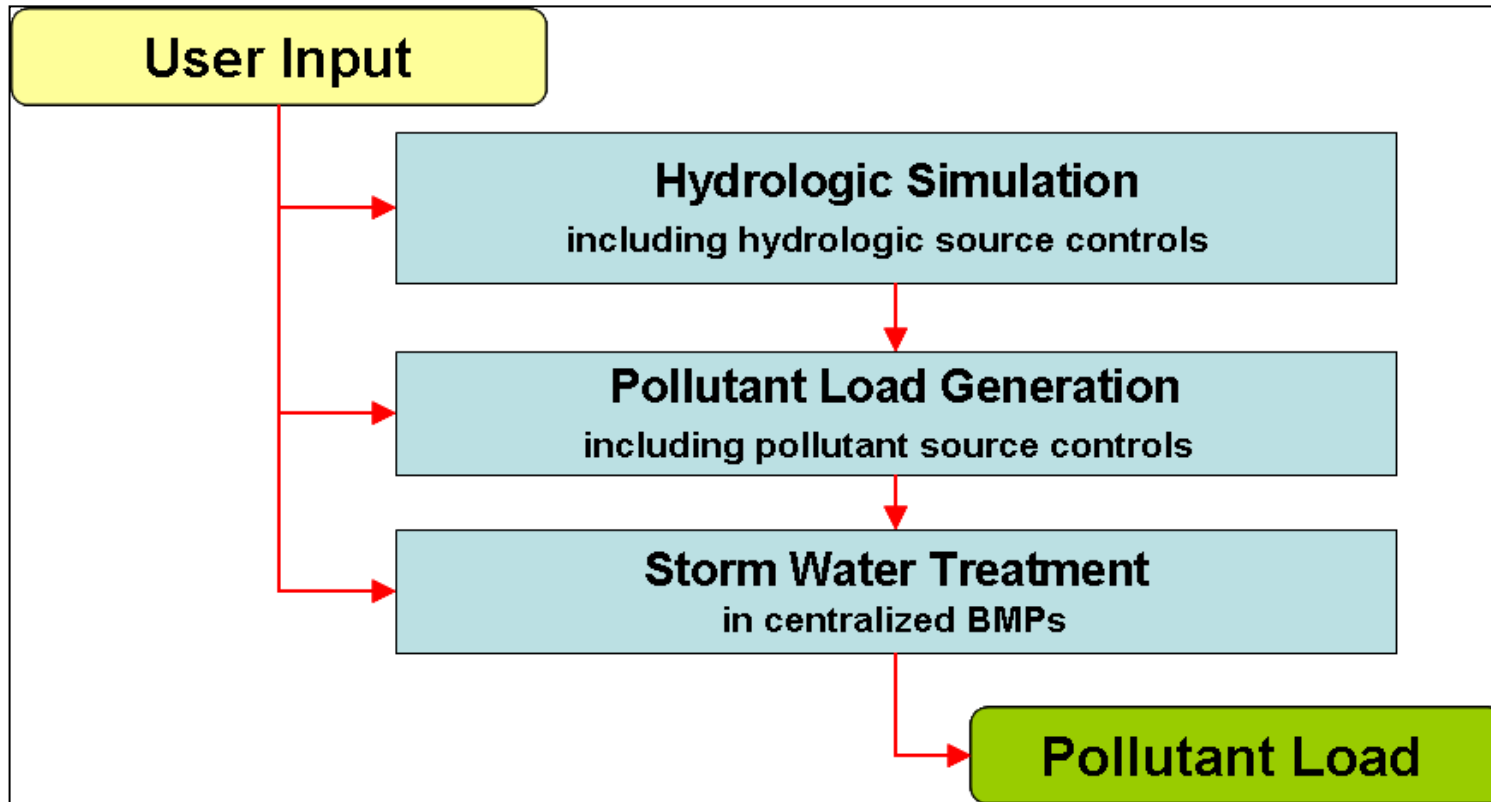


Results Chain

- Three metrics that are tracked to characterize the program.
- Reception
 - Long & challenging debate
- Lessons
 - Select few metrics
 - Diagram process worked
- Napa's local elements
 - Land Smart & Fish Friendly Farming

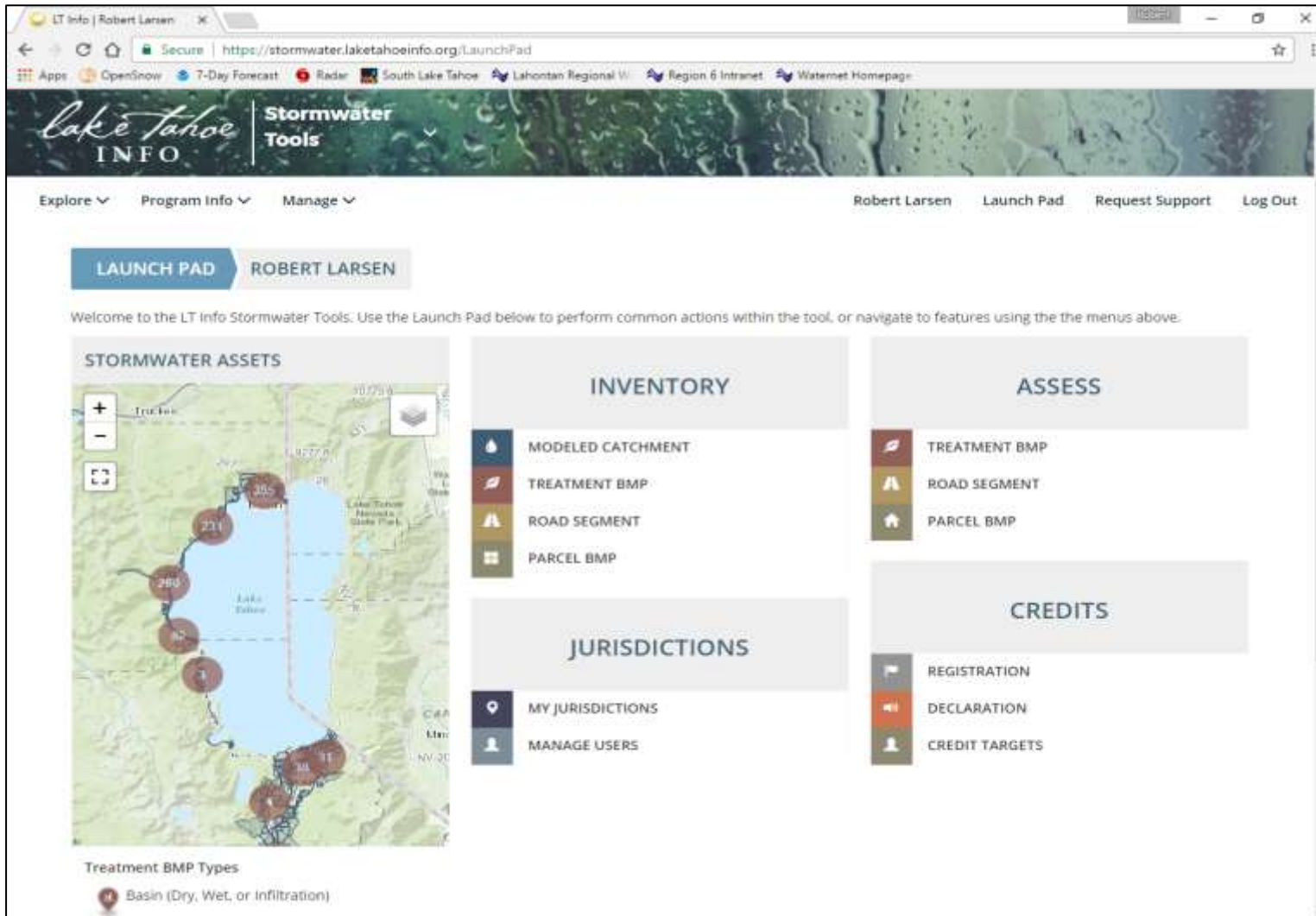
3. QUANTIFICATION TOOL

Pollutant Load Reduction Model



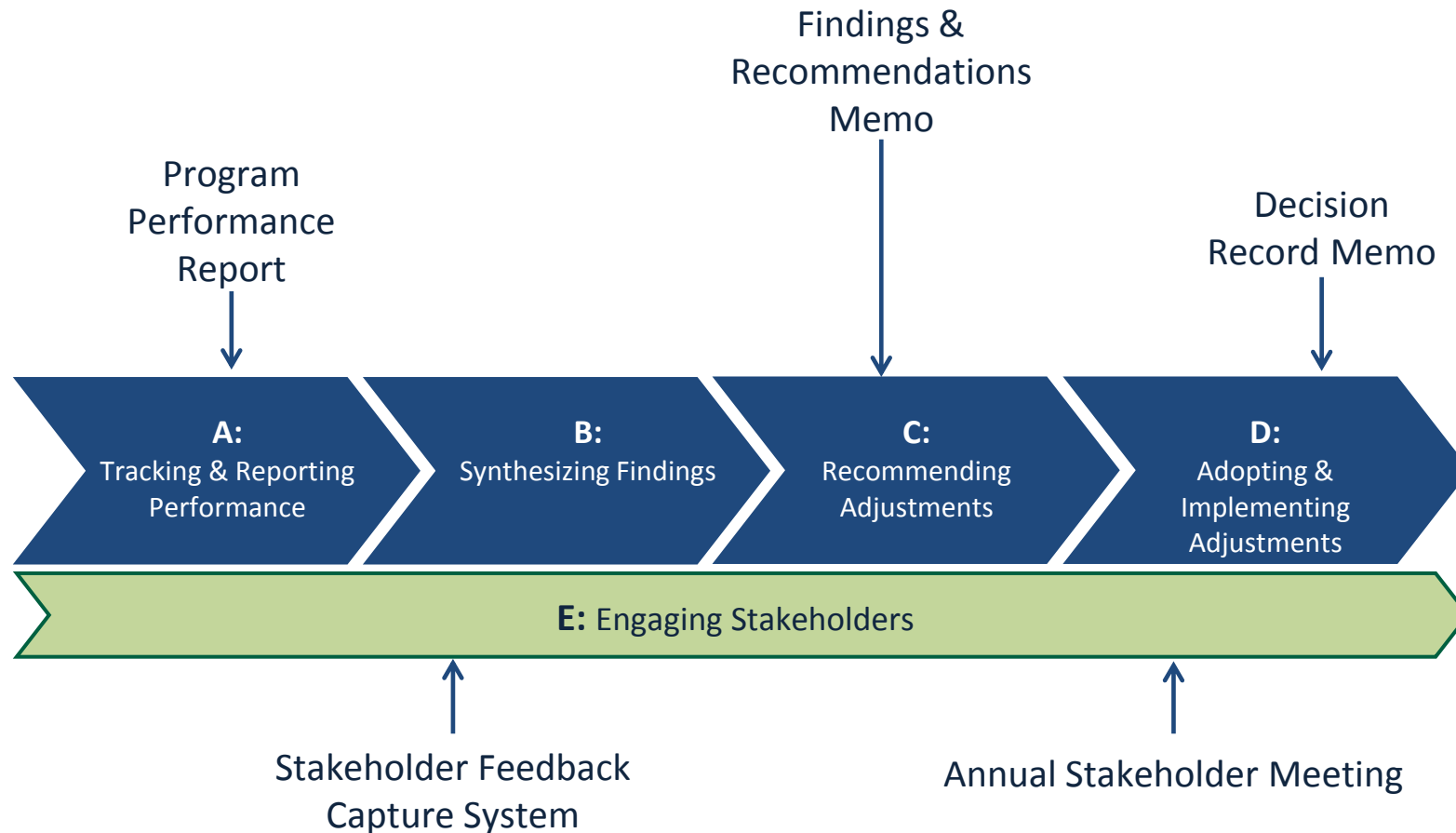
- A numeric model that calculates **Credits** for all activities
- Reception
 - Fear it would be misleading
 - Appreciation for consistency & predictability
 - Shares risk of technical uncertainty
- Lessons
 - Target consistency & useability over accuracy
 - Model rather than monitor
- Napa's local elements
 - Nothing available ?

4. REPORTING TOOL: TRACKING RESULTS



- Tool that eases reporting and links projects to credit objectives
- Reception
 - Resistance on first version
 - Ease of use wins acceptance
- Lessons
 - Develop along with policy
 - Inform design with actual projects
 - Must be a requirement
- Napa's local elements
 - Implementation tracker (ITAS)

5. STRUCTURED ADAPTATION PROCESS



- Annual process composed of several meeting and memo products
- Reception
 - More participant confidence
 - More work for program administrator
- Lessons
 - Expect to update tools with latest science
 - Program would not function without this management system
- Napa's local elements
 - Adaptive management in TMDL

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SUMMARY OF PERSPECTIVES

■ **Water Board**

- Focuses municipalities on effective actions
- Links project-level actions to TMDL

■ **Municipalities**

- Like program flexibility
- Appreciate regulatory predictability

■ **Funding Agencies**

- Guidance for awarding grants
- Evaluate project effectiveness

■ **Stakeholders**

- Most accept regulatory strategy
- Some distrust models
- Equity concern

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