

**ACES 2014 Morning Workshop 4  
December 8, 2014 | 8:30-11:30am**

**Title: *Designing Performance-Driven Ecosystem Service Programs***

**Description:**

Designing successful ecosystem service programs requires understanding the critical success factors and enabling conditions that lead to ultimate adoption and use. It also requires getting the right people together and the right products developed along the way. Environmental Incentives (EI) has years of experience working with partners to develop water quality and habitat programs across the U.S., including habitat exchanges for a variety of species in multiple states, and a landmark water quality trading program for Lake Tahoe’s TMDL.

In this workshop, EI will showcase the process steps, products and questions necessary to guide diverse stakeholders through four distinct stages of program development – 1) Explore, 2) Design, 3) Pilot Test , and 4) Maintain. We will use templates and worksheets to actively engage participants in small group exercises to demonstrate necessary components in each stage of developing a program. Participants are encouraged to bring an idea for an ecosystem service program that they are either currently or potentially interested in developing. Participants will leave the workshop with functional tools to integrate into their own program development processes.

*Note: This Workshop gives an overview of the full process for developing successful, performance-driven ecosystem service programs, including enabling conditions and success factors. It is designed such that it can work independently, but also complements Willamette Partnership’s Monday afternoon workshop on best practices in program design.*

**AGENDA:**

Description	Time
<p><b>1. Introduction – Overview of the Program Development Process</b> Overview will center on defining the process of designing ecosystem service programs, and the role of program design to ensure ecological and economic outcomes.</p>	8:00-8:25am
<p><b>2. Exploration – Situation Analysis &amp; Feasibility</b> Who are the anticipated participants? Are the enabling conditions of success fulfilled? What policies will guide the direction and needs of the program?</p>	8:25-9:00am
<p><b>3. Program Design</b> What entities will fill different roles during program development and operations? What are the tools needed to understand the system and quantify impacts of site-scale restoration? How will these environmental benefits be tracked and traded programmatically?</p>	9:00-9:30am
<p><b>BREAK</b></p>	9:30-10:00am
<p><b>4. Pilot Test through Ongoing Operations</b> How can we test the tools and protocols on the ground to improve program implementation, launch programmatic adaptive management and ongoing operations?</p>	10:00-10:30am
<p><b>5. Best Practices from the Field – Product Review &amp; Discussion</b> Following our small group exercise, we will come back together to discuss findings and best practices in an open forum setting.</p>	10:30-11:30am

**Target Audience:**

This workshop is targeted to individuals who are interested in building a market-based program for species habitat or watershed conservation, but are seeking assistance with next steps.

- Practitioners
- Regulatory agencies
- Policymakers
- NGOs

**Organizers:**

Jeremy Sokulsky, PE, MBA  
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Jeremy Sokulsky is the founder and CEO of Environmental Incentives. Jeremy designs and implements multi-agency collaborative management systems and establishes performance measures related to environmental restoration and community enhancement. He is developing programs to leverage public and private investment to improve ecosystem services across the U.S, including developing habitat exchanges in 9 states. He regularly speaks at conferences focused on environmental markets where he leads policymakers to take a strategic and pragmatic approach to using ecosystem services to drive environmental and economic performance. He is leading the effort to link payments for ecosystem services to defined management systems to ensure they can incorporate new scientific information and political circumstances over time. Jeremy has performed comprehensive reviews of ecosystem service markets and analyzed financial opportunities for private equity funds investing in conservation real estate opportunities. Jeremy holds an MBA from the Stanford Graduate School of Business and a B.S. in Chemical Engineering from the University of California, Berkeley, and is a certified Professional Civil Engineer in the state of California.

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Katie Riley is a Senior Associate at Environmental Incentives, and has hands-on knowledge of building programs – both from the ground up and throughout the different stages of development. Katie is the EI project manager for the Central Valley Habitat Exchange, and has been involved in the development of seven habitat exchanges since 2012. Katie holds a Master of Environmental Science and Management from the Bren School at University of California, Santa Barbara, where she specialized in environmental economics and policy, and a BA from Virginia Tech.