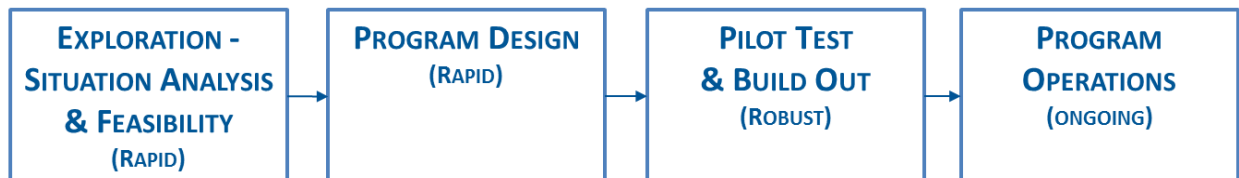


## PROGRAM DEVELOPMENT: BUILDING PERFORMANCE-BASED PROGRAMS FROM THE GROUND UP

**Session Organizers: Jeremy Sokulsky, Katie Riley & Shayna Brause (Environmental Incentives)**

Environmental Incentives has worked with partners to develop multiple water quality and habitat programs across the U.S., including nine habitat exchanges for species and natural resource conservation and mitigation, a landmark TMDL implementation program for the Lake Tahoe Basin, a water quality trading program in the Klamath River Basin, and multiple performance measurement programs across the West, and more. This workshop will leverage EI's experience efficiently developing performance-based programs to demystify the process of leading stakeholder groups through the development of a performance-based program, and provide tools to participants to integrate best practices into their own program development processes.

We will introduce our four stage process for efficiently developing a performance-based program for any geographic region or specific environmental issue. The development of an environmental performance-based program includes four distinct stages: **1) Situation Analysis & Exploration, 2) Program Design, 3) Pilot Test & Program Build Out, and 4) Ongoing Operations.**



In this workshop, participants will learn how to define the key questions and process steps necessary to guide diverse groups of stakeholders through these four distinct stages of development.

- 1) Exploration – Situation Analysis & Feasibility:** During this stage, we work with a small set of interested and motivated stakeholders to identify the type of credits, the demand for credits, the necessary tools, the related policies and programs, and the primary participants needed to successfully implement a program.
- 2) Program Design:** During this stage, we engage a larger set of interested stakeholders through policy and science-focused committees. These committees develop specific tools and protocols that will be used to 1) estimate habitat improvement from projects and relate the results across broad geographies, 2) verify, track and report results from implemented projects, and 3) support multi-entity collaboration on projects to fulfill multiple regulatory and restoration program needs.
- 3) Pilot Test & Build Out:** During this stage, we work with stakeholders to support pilot transactions, enabling draft tools and protocols to be tested and improved through on-the-ground implementation of projects. Initial transactions are highly facilitated, and this direct experience is leveraged to build out the specifics for the forms and guidance necessary to 1) evaluate habitat loss and improvements, 2) document and track credit transfers, and 3) report overall performance on an annual basis.
- 4) Ongoing Program Operations:** This stage demonstrates the long-term viability of the program. Using the experience from pilot testing, the program infrastructure is scaled to support wide-spread participation and ongoing operations. Depending on the number of users and volume of transactions, it may be appropriate to convert these management processes to an online format.

This Program Development Workshop will use templates and worksheets to actively engage participants in exercises to demonstrate necessary components in each stage of developing a program.

**AGENDA**

DESCRIPTION	TIME	LEAD
<p><b>Introduction: Ecosystem Markets and the Program Development Process</b>                      Overview will center on defining ecosystem markets and the role of program design or market infrastructure, and the importance of program design for ecological and economic outcomes.</p>	30 min	<b>Katie Riley</b>
<p><b>Exploration – Situation Analysis &amp; Feasibility</b>                      Who are the participants? What entities will fill different roles during program development and operations? What policies will guide the direction and needs of the program?</p>	25 min	<b>Shayna Brause</b>
<p><b>Program Design</b>                      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>	25 min	<b>Eoin Doherty</b>
<p><b>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>	25 min	<b>Patricia Sussman, Brian Strachan</b>
<p><b>Best Practices from the Field</b>                      Drawing from experiences developing programs in multiple geographic locations, we will present best practices learned to date in a panel-structured discussion.</p>	30 min	<b>Katie Riley</b>
<p><b>Q &amp; A Session</b>                      Open forum for discussion based on questions from the audience.</p>	15 min	<b>Katie Riley</b>

**GOALS & OBJECTIVES**

There is growing interest and recognition that market-based approaches are attractive solutions to many environmental programs, both in terms of regulation and the investment of public and private funds. However, many program developers get stuck trying to answer the question of “how do we do this?” and become stagnated. This workshop will identify necessary program components and questions to answer in order to set a clear path for program development.

**TARGET AUDIENCE**

This workshop is targeted to individuals who are interested in building a market-based program for species habitat or watershed conservation, but don’t know how to take the next steps.

- Practitioners
- Regulatory agencies
- Policymakers
- NGOs

**TIME REQUIREMENT**

The Program Development workshop is planned for a half-day session (3 hours). Although it could function independently, the workshop organizers envision this to complement the workshop session being proposed by Willamette Partnership centered on the content behind key decision decisions throughout Program Design.

## 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 an 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 Lesser Prairie Chicken Habitat Exchange and Central Valley Habitat Exchange, and has been involved in the development of 7 habitat exchanges since 2012. Katie holds a Master of Environmental Science and Management from the Bren School at UC - Santa Barbara, where she specialized in environmental economics and policy, and a BA from Virginia Tech.

### **Shayna Brause**

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Shayna Brause is an associate at Environmental Incentives and is the EI project manager for the Colorado Habitat Exchange and Upper Green River Conservation Exchange. Shayna holds a Master of Science from Colorado State University, where she specialized in ecosystem services and collaborative conservation, and a BS in Transportation, Logistics, and Supply Chain Management from the University of Maryland.