



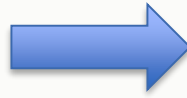
## Encouraging Private Sector's Involvement in Stormwater Management and Beyond

Nina Chen

The Nature Conservancy in New Jersey

December 6, 2016

# Stormwater – a Watershed Problem and Opportunity



Source: Overbrook Environmental Center

# Leveraging the Private Sector – a Growing Trend



## **Problem**

- Impervious surface to treat – 15,000 acres by 2025
- Cost – \$1.2 billion

## **Solution**

- Community Based Public Private Partnership (CBP3)
- 30 years
- 4,000 acres

# Prince George's County CBP3



Performance-based fee & incentive fee

Treated impervious acres

# Corvias®

Greened acres

Community benefits



# Benefits and Challenges of Existing CBP3 Model



## Benefits

- Accelerated delivery of green acres
- Transferred risk to private sector
- >30% cost saving
- Ensured long term operation & maintenance
- Local jobs
- Community inputs
- Technology innovation

## Potential Challenges

- Mismatch of timing for payments
  - Public → Private partner → Subcontractors
  - State Revolving Fund → Private partner
- Large upfront capital needed
  - Planning
  - Design
  - Permitting
  - Siting

# Stormwater Retention Credit Trading – Power of the Market



SW Retention  
Credits (volume  
managed)

\$\$



# Impact Investment – Capital with a Heart

natureVest

The Nature Conservancy 



 encourage capital™

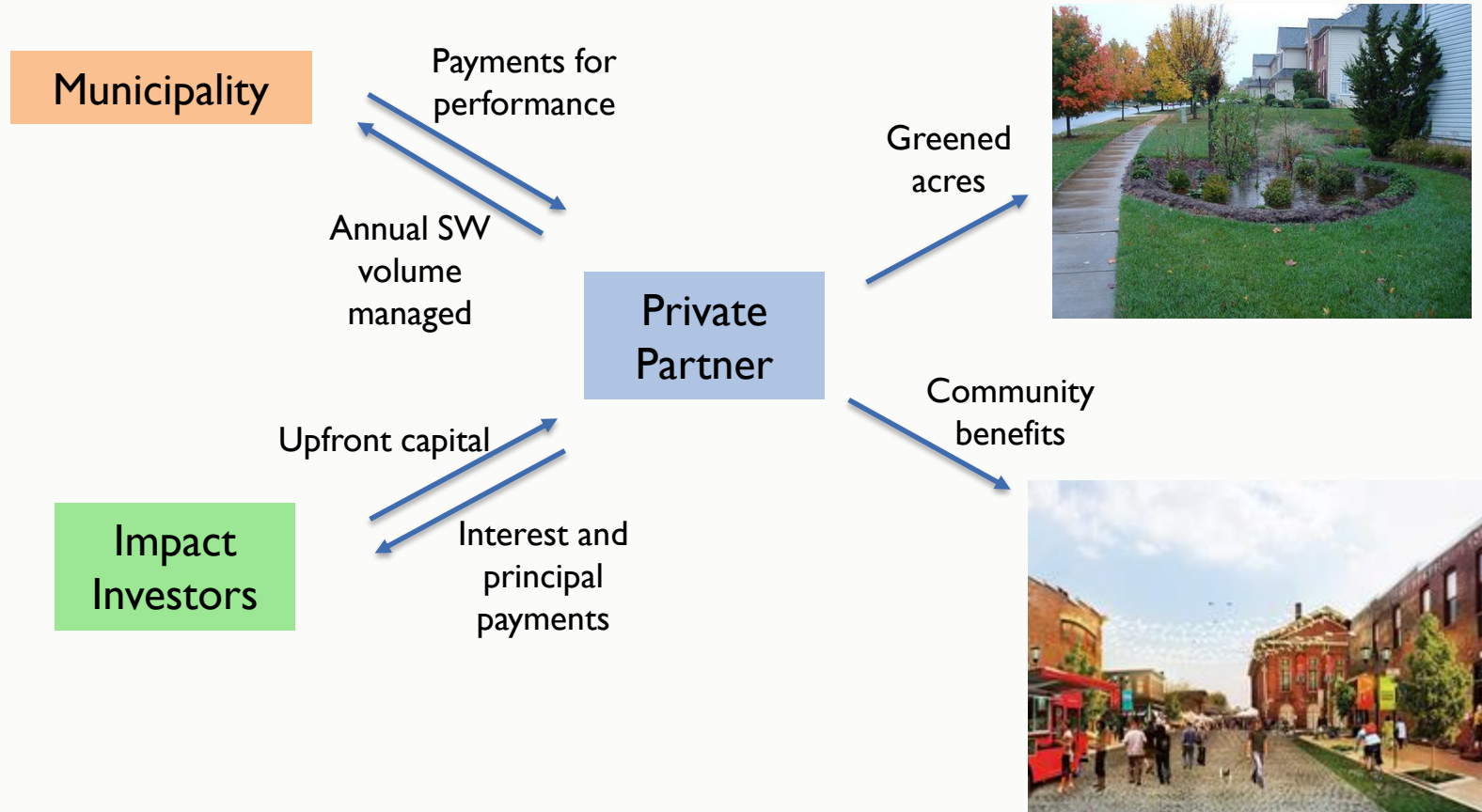


 Prudential



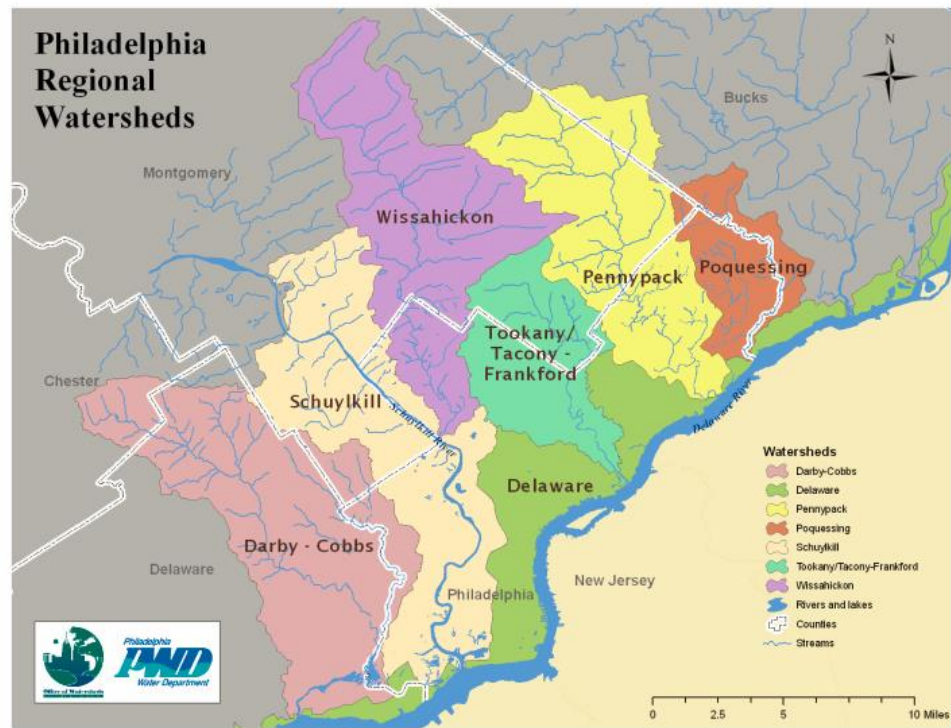
\$1.7mm for green  
SW infrastructure  
in Washington,  
D.C.

# CBP3 + Impact Capital – Maximize Them to the Full Extend





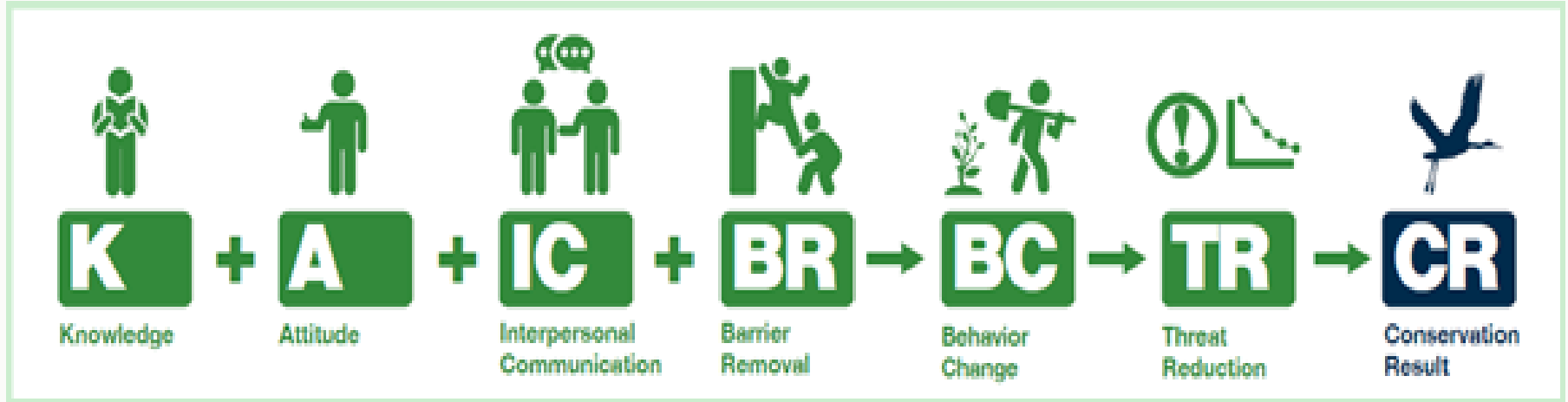
# Going Beyond the Municipal Boundary



# All These New Things – a Brave or Scary New World?



# Behavior Change – the Human Aspect of Business



Rare's Theory of Change Model

# Attitude and Network – Going Beyond Rationality



Attitude  
– Touch the heart



Interpersonal Communication  
– Valid your change and feelings