

# Conference on Water Quality & Quantity

Ecosystem Services and Market-Based Approaches

April 28, 2009

World Trade Center

Portland Oregon

- Ecosystem Services and Market-Based Approaches to Address Water Quantity & Quality Concerns
- Current Discussions in the Oregon Legislature and State and Federal Agencies
- Where Does Climate Change Fit Into the discussion?
- Latest Developments on Water Quality Trading Policies and Regulations
- Elements for the Ecosystem Services Marketplace
- What Markets Are Currently Working Effectively?
- Making the Market Work for Businesses & Municipalities

## AGENDA

**8:30-9:00 Registration and Continental Breakfast**

**9:00 Welcome, Introduction and Conference Overview**

*Holly Duncan, President*

*Environmental Law Education Center*

## WATER AND ECOSYSTEM SERVICES

**9:00-9:30 Water Law and Policies**

- Interrelationship between Water Quality & Water Quantity
- Legal Framework for Ecosystem Services Marketplace
- Important Legal Issues: NPDES Permits, TMDLs, Water Quality Trading Policy

*Rick Glick, Davis Wright Tremaine LLP*

**9:30-10:00 Using Ecosystem Services and Market Based Approaches to Address Water Quality Concerns**

- Existing Ecosystem Services – Successes & Lessons Learned
- Building an Integrated Ecosystem Services Marketplace – What Are the Next Steps?
- An Update on the 2009 Oregon Legislative Session

*Louise Solliday, Director*

*Oregon Department of State Lands*

**10:00-10:30 Water Quantity & Quality and the Market's Potential**

- Coordination Between Water Quantity & Quality Policies
- Climate Change – Where Does it Fit Into the Discussion?
- Water Marketing and Other Creative Approaches

*Janet Neuman, Professor, Lewis & Clark Law School*

*Senior Counsel, Attorney, Tonkon Torp LLP*

**10:30-11:00 BREAK**

### **11:00-11:30 Managing Water Through Ecosystem Services**

- Total Water Management – Thinking Differently About Water
- Local Government Experience and Perspective
- Opportunities for the Market – Stormwater, TMDLs, Fish, Wetlands and the Willamette River

***Diane Taniguchi-Dennis, Public Works Director  
City of Albany***

### **11:30-12:00 Water Quality Trading**

- Opportunities for an Ecosystem Marketplace
- Policies, Approaches and Water Quality Trading Case Studies
- DEQ's Internal Management Directive on Water Quality Trading

***Mike Wolf, Water Quality Manager, Oregon DEQ  
Ranei Nomura, Policy Analyst, Oregon DEQ***

### **12:00-1:00 LUNCH (Provided)**

## **USING THE MARKET – How to Use Markets to Achieve Water Improvement**

### **1:00-1:30 Ecosystem Services Markets**

- Using Ecosystem Services Markets to Achieve Ecological Goals
- Making Sure Markets Are Smart, Credible and Practical
- Where Do We Go From Here?

***David Primozych, Executive Director  
Willamette Partnership***

### **1:30-2:00 Building a Multi-Credit Marketplace and Making It Work**

- Reasons for a Multi-Credit Approach
- Crucial Elements for Success
- Current Efforts: Marketplace for Nature and Legislation

***Gina LaRocco, Conservation Program Associate  
Defenders of Wildlife***

### **2:00-2:15 Break**

## **SETTING UP THE MARKET – The Economics and Elements of a Deal**

### **2:15-2:45 Evolution of Water Transactions Market**

- Columbia Basin Water Transactions Program
- Building a Multi-Credit Marketplace -- Where is the Money?
- Water Quantity Deals in the Ecosystem Services Market

***Andrew Purkey, Program Director  
National Fish & Wildlife Federation***

### **2:45-3:15 Market Creation: Issues in Economics and Finance**

- Barriers and Pitfalls to Supply: Energizing Sellers
- Free vs. Regulated Markets and the Role of Intermediaries
- Lessons from Surface and Ground Water Markets

***Bruce Aylward, PhD  
Ecosystem Economics***

**3:15-3:30 Break**

## **MEASURING FUNCTIONS – Making the Market Meaningful and Effective**

### **3:30-4:00 Creating the Market Infrastructure**

- How Are Markets Designed?
- “Counting on the Environment”
- Quantifying the Environmental Benefits of Restoration  
***Bobby Cochran, PhD, Environmental Marketplace Analyst  
Clean Water Services***

### **4:00-4:30 How Can We Place a Value on the Ecosystem?**

- Ecosystem Service Valuation & Accounting
- Making Ecosystem Services and Markets Work for Businesses  
***Kevin Halsey, Parametrix  
Damon Hess, Parametrix***