

# WATER QUALITY TRADING

## KEYS TO SUCCESS

Every trading program  
should strive to be:

### **T** RANSPARENT

Keep the public informed at every step of the process by:

- ☆ Involving stakeholders in the design of the trading program;
- ☆ Communicating to the public information deemed necessary to maintain stakeholder confidence.

### **R** REAL

Show pollutant reductions and water quality improvement by:

- ☆ Measuring reductions;
- ☆ Verifying BMP installation and maintenance, e.g. through a third-party.

### **A** CCOUNTABLE

Manage the program effectively by:

- ☆ Including trade tracking mechanisms in the program design;
- ☆ Periodically reviewing the program's process and results.

### **D** EFENSIBLE

Base the program on sound science and protocol by:

- ☆ Using dynamic water quality models;
- ☆ Requiring credit generators to certify credits;
- ☆ Developing scientifically-based trading ratios.

### **E** NFORCEABLE

Establish responsibility for meeting or exceeding water quality standards by:

- ☆ Incorporating clearly-articulated trading provisions in NPDES permits.