

Opportunities for Public Private Partnership

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Defining Public Private Partnership

A government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies

In other words...

An agreement between a public agency and a private sector entity where the skills and assets of both public and private sector share in delivering a service or facility for the use by the general public. Both share the risks and rewards.



What are the Benefits of P3?

- Reduction of investor risk
- Optimizes both public and private finances
- Pools together human resources and strategic capabilities

Bottom line is if done well, it's a powerful way to accomplish environmental goals.

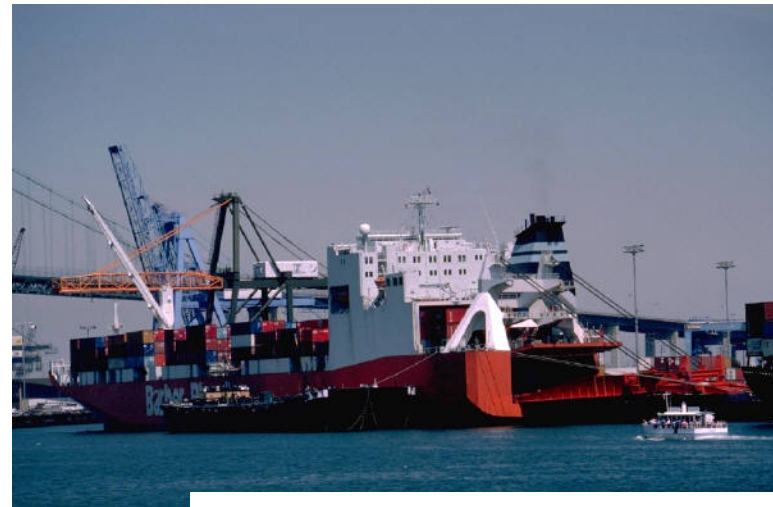


P3 EXAMPLE 1: MID-ATLANTIC DRAY TRUCK REPLACEMENT PROGRAM



General Overview

- Grant program that provides up to \$20,000 to replace older vehicles with more emission-efficient engines.
- Intended to reduce air pollution and greenhouse gases associated with the transport of goods to and from participating ports.
- Participating ports:
 - Port of Virginia
 - Port of Baltimore
 - Port of Philadelphia
 - Port of Wilmington



Partnership with Public and Private Entities

- Port Administrations
- State agencies
- Private companies
- Terminals
- NGO's

Total contribution to program from outside sources is over \$1 million and growing



What's the Secret to Getting a Partnership Established?

- Find out “what’s in it for them”
- Strive to give them a share in the reward
- Minimize the risk

Example:

- Process was set up to award money to best qualified applicant so to minimize default on loan
- Companies got to streamline applicants
- Got cleaner and more reliable trucks delivering their products
- Improved air quality
- Known for being a greener company (CRT)



EFC

Approved Applicants

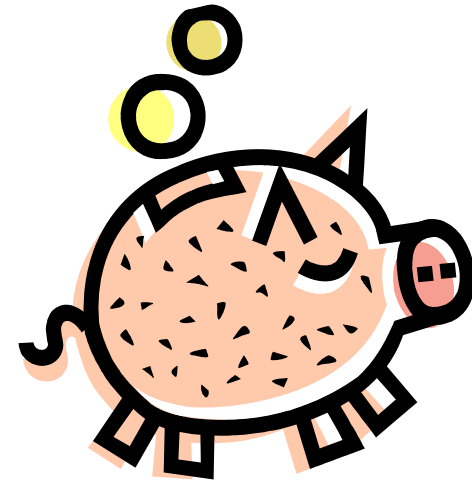
- Receive up to \$20,000 towards a truck with a 2007 or newer engine.
- Must work with an approved program vendor so applicant got better deal on trucks.
- Many received free warranties
- Less defaulted on loans because of lower interest rates



Financing

Another way the program leveraged private sector was in indirect ways:

- Five lending companies made less risky loans to applicants so lower rates were offered
- Applicants are attractive to lenders due to significant down payment now.



Port of Virginia

- Sponsored by the Virginia Port Authority



Statistics to date:

- Number of applications received in year 1: 61
- Number of new trucks: 28
- Leveraged support from public and private partnership in first 2 years: \$650,000
- Wait list of applicants
- Incentives offered for Green Operators



Port of Baltimore



- Current sponsors:
 - Maryland Port Authority
 - Maryland Department of the Environment
 - Maryland Department of Transportation
 - Terminals
 - Truck companies
- Leveraged support from P3 : \$560,000
- Approximately 42 truck replacements expected



Ports of Philadelphia and Wilmington

- Combined state program
- Current sponsors:
 - The Clean Air Council
 - Trinity Distribution Services
 - TriState Intermodal
 - Evans Trucking
- Projected opening: Spring 2012
- Projected budget: \$336,500 (leveraged funds)
- Approximately 16 extra truck replacements



P3 EXAMPLE 2: SUSTAINABLE MARYLAND CERTIFIED



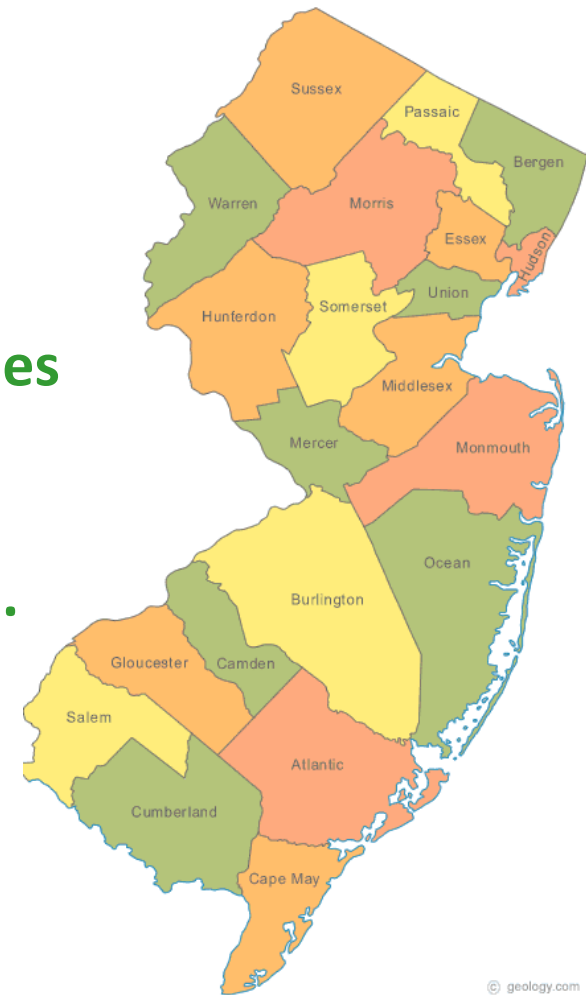
A Better Tomorrow,



One Community At A Time

Sustainable Jersey™

Certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term.



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EFC



Award Winning Program

U.S. EPA Environmental Quality Award



366 Registered Communities
108 Certified Communities



Encompasses three sustainability components:

- **Prosperity**- support local economies and use community resources
- **Planet**- practice responsible environmental management and conservation
- **People**- embrace social equity and fairness



Actions are the concrete steps municipalities can take to become more green and sustainable. Actions include:

- | | |
|---------------------|----------------------------------|
| • Ordinances | • Policies and procedures |
| • Programs | • Facilities |

Successful Engagement of Private Sector

- Geraldine R. Dodge Foundation
- Walmart Foundation
- PSEG
- New Jersey Natural Gas
- Arm and Hammer
- Verizon
- Covanta Energy
- Xerox
- New Jersey American Water
- South Jersey Gas
- Eco Matters



Public Partners

- New Jersey State League of Municipalities
- College of New Jersey
- New Jersey DEP
- New Jersey Board of Public Utilities

Public Private Partnership contributions to Sustainable Jersey to date have exceeded over \$2 million

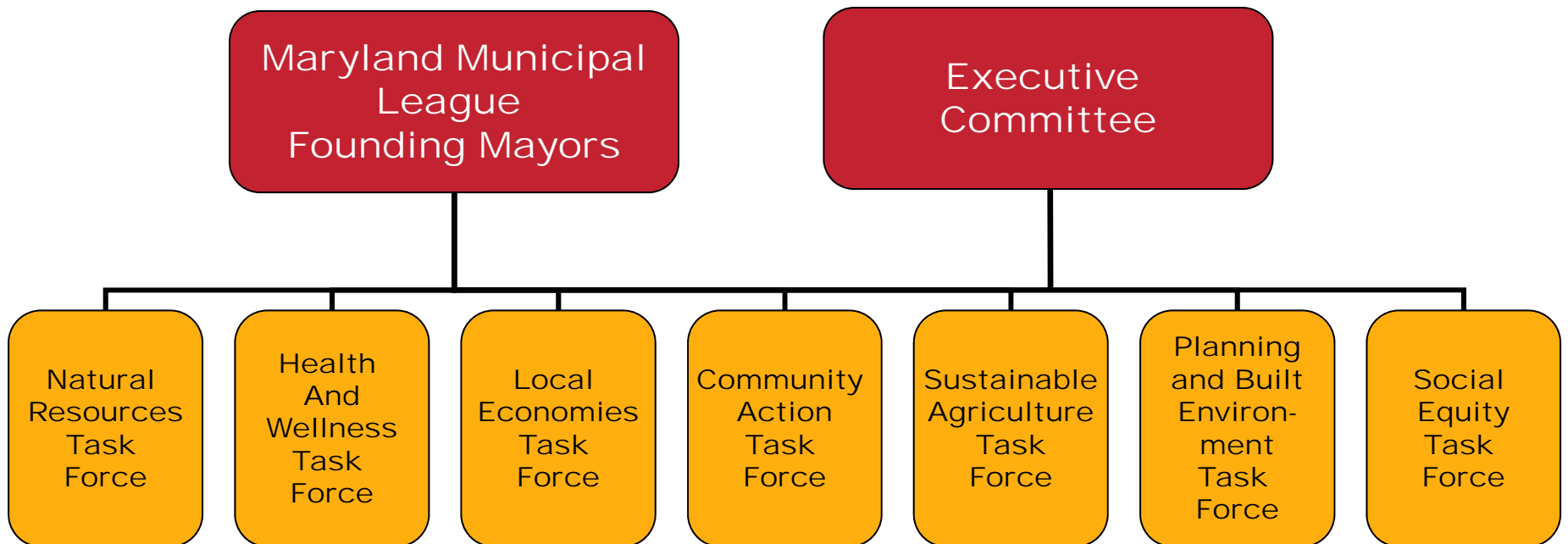




Partnerships

- Maryland Municipal League (MML)
- Department of Natural Resources
- Town Creek Foundation
- 100 other state, private, and non-profits joining in to organize this effort





•Maryland Sea Grant Extension

• Coastal Communities Specialist

•Watershed Specialist

•Maryland Small Business Development Center

•University of Maryland

- College of Agriculture and Natural Resources, Harry R. Hughes Center for Agro-Ecology, Inc.
- College of Computer, Mathematical and Natural Sciences - Atmospheric & Oceanic Science
- Department of Agricultural & Resource Economics, MAWQP (Mid-Atlantic Regional Water Quality Program),
- National Center for Smart Growth, Research, and Education
- School of Architecture
- School of Nursing, Environmental Health Program
- School of Public Health

•University of Maryland Extension

- Maryland Rural Enterprise Development Center
- Western Maryland Research and Education Center

•Bridge Private Lending (One Green Home at a Time)

•Clean Currents

•Crossroads Farmers Market

•Skeo Solutions (formerly "E2 Inc.")

•Frederick Ward Associates, Inc.

•NSArchitects

•One Straw Farm

•KCI Technologies

•Foursquare Integrated Transportation Planning

•Greenavise Financial Services

•Terra Verde Communities, LLC

•Maryland Department of Aging - Nutrition and Health Program

•Maryland Department of Agriculture - Agricultural Marketing

•Maryland Department of Business & Economic Development

•Maryland Department of Health and Mental Hygiene - Center for Chronic Disease Prevention

•Maryland Department of Housing and Community Development - Division of Neighborhood Revitalization

•Maryland Department of Housing and Community Development

•Maryland Department of Natural Resources - Forest Service

•Maryland Department of Natural Resources - Maryland Environmental Trust, Land Trust Assistance, Keep Maryland Beautiful

•Maryland Department of Natural Resources

- Natural Resource Planning, Coastal Planning
- Sustainable Maryland, Office for a Sustainable Future

•Maryland Department of Planning

•Maryland Historic Trust

•Maryland Department of the Environment

- Office of Environmental Justice
- Pollution Prevention and Sustainability Program, MD Green Registry

•Maryland Department of Transportation

•Office of Environmental Stewardship,

•Office of Planning & Capital Programming

•Maryland Energy Administration - Energy Efficiency Program, Residential Programs & Training and Appliance Rebates,

•Maryland Environmental Service

•Maryland General Assembly - Senator

•Maryland State Highway Administration (SHA), Maryland Safe Routes to School

•Baltimore City Department of Planning - Research & Strategic Planning

•City of Annapolis - Neighborhood and Environmental Programs

•City of Annapolis - Sustainable Annapolis

•City of Cumberland, MD - Planning Department

•City of Greenbelt - Department of Recreation

•City of Rockville, MD - Environmental Management Division, Sustainable Rockville

•City of Salisbury, MD - Department of Public Works

•Anne Arundel County Public Schools, Watershed Stewards Academy

•Prince George's County - Health Department

•Wicomico County/City of Salisbury (Joint Planning Commission) - Planning Department

•Alliance for Climate Protection - Repower at Home

•Alliance for Community Trees

•BALLE (Business Alliance for Local Living Economies) - Research & Economic Development

•Chesapeake Bay Trust

•Chesapeake Covenant Communities

•Chesapeake Sustainable Business Alliance (CSBA) [Annapolis Sustainable Business Alliance (ASBA)]

•CommonHealth Action - Port Towns Community Health Initiative (CHI)

•Defenders of Wildlife - Climate Change and Wildlife

•EcoVentures International

•Forest Trends - Chesapeake Fund

•Future Harvest - Chesapeake Alliance for Sustainable Agriculture

•Greater Washington Interfaith Power and Light

•Green Building Institute (GBI)

•Green DMV, Inc.

•Home Builders Association of Maryland

•Latin American Youth Center

•Livability Project (and Bethesda Green)

•Low Impact Development Center, Inc.

•Lower Eastern Shore Sustainable Organic Network

•Maryland Association for Environmental and Outdoor Educators (MAEOE)

•Maryland Association of Counties, Academy for Excellence in Local Governance

•Maryland-National Capital Building Industry Association

•Montgomery Housing Partnership

•Montgomery Housing Partnership, Inc. - Real Estate and Neighborhood Revitalization

•Montgomery Victory Gardens

•National Trust for Historic Preservation

•Preservation Maryland

•Progressive Cheverly

•Simplicity Matters Earth Institute

•The Biophilia Foundation

•USGBC - Southern Maryland Chapter

Final SMC Product



- Over 60 actions
- More than 700 points
- 9 action families



ACTION ITEM	POINTS
COMMUNITY ACTION	
Green Team	
Participate in SMC Green Team Training	5
Create a Green Team	10 M
Complete a Green Team Action Plan	10 M
Conduct Community Barriers and Benefits Assessment	15
Build SMC Resource Center	5
Participation in MD Green Schools	10
Innovative Demonstration Projects	5 to 20
COMMUNITY BASED FOOD SYSTEM	
Local Food Consumption	
Local Food Fair	10
Local Food Consumption & Preservation Classes	5 per class
Establish Local Farmers Market	15
Promote Local Farmers Market	5
Local Food Production	
Community Gardens	15*
Spring Transplant Sale	10
Fall Transplant Sale	10
Establish CSA Drop-off Location	10
Innovative Demonstration Projects	5 to 20
ENERGY	
Municipal Energy Audits	10 (1st bldg), 5 (consec bldgs)*
Residential Energy Efficiency	5 to 25+
Wind Energy Project	15
Innovative Demonstration Projects	5 to 20
GREENHOUSE GAS	
Municipal Carbon Footprint (pre-requisite)	15 *
Community Carbon Footprint (pre-requisite)	15
Climate Planning	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
Innovative Demonstration Projects	5 to 20
HEALTH & WELLNESS	
Let's Move	15
Workplace Wellness	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
Living Well Program	5 per class
Innovative Demonstration Projects	5 to 20
LOCAL ECONOMIES	
Buy Local	
Establish Local Business Directory	10
Promote Local Business Directory	5
Buy Local Campaign	15
Local Business Roundtable	5 per roundtable
Local Business Procurement Notices	10
Economic Analysis of Procurement Practices	15
Local Purchasing Preference Policy	10
Green Business Recognition	
Join Maryland Green Registry	5
Promote Maryland Green Registry	5 points per 2 businesses

ACTION ITEM	POINTS
LOCAL ECONOMIES (CONTINUED)	
Green Business Certification Program	15
Green Purchasing	
Green Purchasing Policy (pre-requisite)	15*
Evaluate Current Purchasing Practices (pre-requisite)	10
Vendor Preference Statement (pre-requisite)	10
Purchase Recycled Products	10
Purchase Environmentally Preferable Products	10
Implement Waste Reduction Program	10
Innovative Demonstration Projects	5 to 20
NATURAL RESOURCES	
Watershed Stewardship	
Implement Watershed Stewardship/Pollution Prevention Outreach Program(s)	10
Facilitate Engagement in Existing Watershed Stewardship Opportunities	5 per event
Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship	10
Provide Incentives for Watershed Stewardship on Private Lands	15
Create a Watershed Plan	20*
Stormwater Management	
Stormwater Management Program	15*
Stormwater Manager/Coordinator	15
Stormwater Fee Structure	20
Septic Management	
Septics System Assessment and Inventory	15
Septics System Management Plan	20
Dedicated Septic System Fund	20
Water Conservation	
Develop a Water Conservation Plan	15
Develop a Water Conservation Outreach Program	10
Tree City USA	15
Pet Waste	
Implement a Pet Waste Education Program	5
Develop a Pet Waste Program	5
Adopt a Pet Waste Ordinance	5
Innovative Demonstration Projects	5 to 20
PLANNING AND LAND USE	
Participation in DHCD Sustainable Communities	20
Housing and the Comprehensive Plan	10
Land Preservation	
Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Build Easement Inventory	10
Innovative Demonstration Projects	5 to 20

* denotes Priority Action M denotes Mandatory Action

To learn more visit
www.sustainablemaryland.com



Info explains the goals, How To's, resources, and requirements of each action

Learn about upcoming events, trainings, and opportunities

The screenshot shows the homepage of the Sustainable Maryland Certified website. At the top is a banner with yellow flowers and a circular logo that says "SUSTAINABLE MARYLAND" with "• CERTIFIED •" below it. Below the banner is a dark red navigation bar with white text: "HELPING COMMUNITIES INVEST TODAY FOR A MORE LIVABLE TOMORROW". The navigation bar includes links: "HOME", "ABOUT SUSTAINABLE MARYLAND", "ACTIONS FOR SUSTAINABLE COMMUNITIES", "PARTICIPATING MUNICIPALITIES", "NEWS, EVENTS, AND TRAININGS", "GRANTS AND RESOURCES", "REGISTER YOUR MUNICIPALITY", "LOG IN", and "JOIN MAILING LIST". The "ACTIONS FOR SUSTAINABLE COMMUNITIES" link is circled in black. Below the navigation bar is a left sidebar with a red header "NEWS + UPDATES" and links: "GETTING STARTED", "FREQUENTLY ASKED QUESTIONS", and "SAMPLE RESOLUTION". The main content area has a red header "Welcome to Sustainable Maryland Certified!". Below this is a paragraph: "Please browse our website to become familiar with the various components. Links at the top of the page will guide you to SMC action items and municipal registration." followed by another paragraph: "Good places to start are the **Getting Started** and **Frequently Asked Questions** links on the left." and a third paragraph: "Sustainable Maryland Certified (SMC) is a new initiative of the Environmental Finance Center at the University of Maryland (EFC) designed to support Maryland's 157 municipalities as they look for cost-effective and strategic ways to protect their natural assets and revitalize their communities. Using best practices in resource areas like water, energy, planning, health, food, and economy, a municipality can earn points toward sustainability certification." Below this is a paragraph: "This free and voluntary program, with the full support of the Maryland Municipal League (MML), helps communities choose a direction for their greening efforts; complete their chosen actions with help from program tools, trainings, case studies, and other resources; and be recognized for their accomplishments. Sustainable Maryland Certified offers a menu of actions, allowing communities to choose activities specific to their needs and plan across community priorities to achieve multiple community benefits." Below this is a red header "ANNOUNCEMENTS:". Below this is a paragraph: "This website was officially launched at the **Maryland Municipal League Convention** on June 26, 2011 in Ocean City, MD." and a link: "Click **here** for a copy of the presentation from the Convention." On the right side of the main content area is a yellow button "REGISTER YOUR MUNICIPALITY" circled in black, followed by a yellow button "ACTIONS FOR CERTIFICATION", and two red text blocks: "0 ALREADY REGISTERED" and "0 CERTIFIED TO DATE".

Log in to register your municipality and upload submission requirements

P3 EXAMPLE 3: SAGE

STREETSCAPE APPEARANCE GREEN ENHANCEMENT



WHAT IS SAGE?

SAGE is a donation-funded, municipality-managed program

- beautifies the local streetscape
- boosts civic and community pride
- facilitates future economic development



WHY SAGE WORKS

This program works in challenging economic times

- Garden locations are assigned sponsorship values.
- Municipalities embrace the program because the gardens' design and installation with LID features are covered by private donations.
- The SAGE program reduces VDOT maintenance, puts small contractors back to work and instills community pride.



WHY SAGE WORKS

Cost Example:

- 2 donors contribute
\$12,500 each
- Garden construction \$5,000



after five years

RECOGNITION SIGNS



WHO PARTICIPATES?



Bank of America



CENTRA



Genworth Financial



DAVIDSON, DOYLE & HILTON
CERTIFIED PUBLIC ACCOUNTANTS
P.O. Box 800, Lynchburg, VA 24505



Everyone deserves a good meal.™



LYNCHBURG's SUCCESS



Lynchburg has seen tremendous success with its roadway beautification program, LEAF.

LEAF is the sole reason for VDOT's *Comprehensive Roadside Management Program* and has raised over \$1.6 million to date!

Opportunities exist to help meet TMDL requirements with the help of private resources!

Lynchburg's LEAF by the Numbers

- 55 sponsored gardens (10 acres total)
- >\$1,200,000 5-year garden sponsorship value
- 92 donors
- >40 acres of meadow
- >1,300 street trees planted outside of gardens
- **>\$1.6MM in donations to date**
- >\$225,000 surplus currently in program account



Thank You!

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