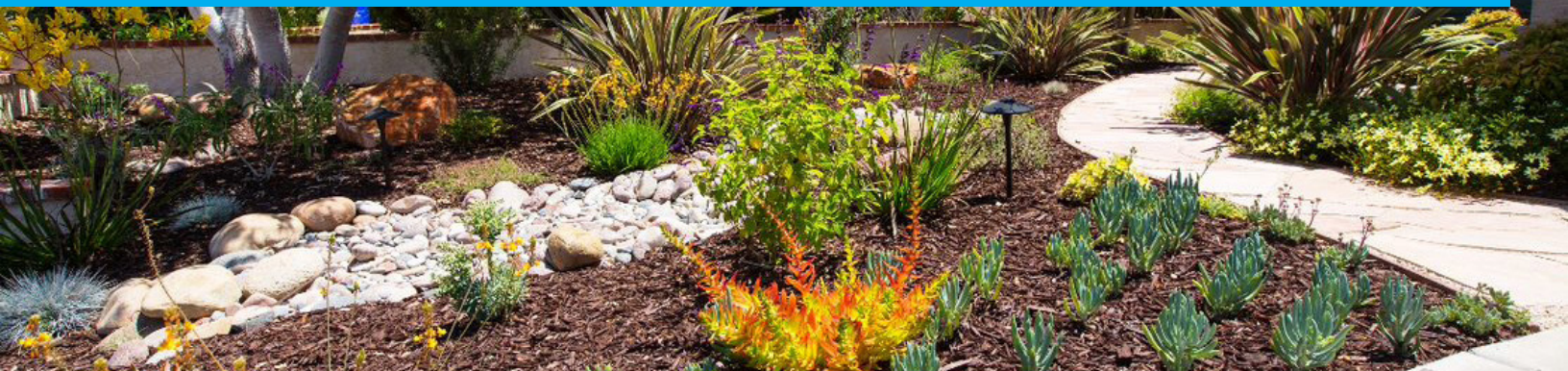


Getting Multi-Benefit, Stacked Incentive Programs Off The Ground



What is a Multi-Benefit, Stacked Incentive Program?

These programs offer rebates, incentives, technical assistance, and education to help property owners make changes that improve water sustainability, and are co-funded by two or more organizations that are often paying for distinct benefits of the incentivized action. Stacking incentives can help limited funding from individual agencies go farther, enhance program capacity, and increase program benefits through more attractive incentives.

Co-funding Water Efficiency & Water Quality Benefits in San Diego

The County of San Diego's Watershed Protection Program and San Diego County Water Authority are teaming up to offer customers in the unincorporated area of the County higher incentives and technical assistance for existing programs, including:



Benefits tracked and reported include:



Session Insights

- **Existing program infrastructure** offers partners a clear opportunity for cost efficiencies.
- **Strategic plans and regulatory requirements** can help identify overlapping objectives.
- **Quantifying co-benefits** can help start a dialogue internally and demonstrate potential program impact if funding is increased.
- **Partnering on smaller efforts**, like education and outreach, can establish a strong foundation for growing collaboration.
- **Communicating clearly** how programs link to agency goals and desired outcomes is critical to bringing diverse stakeholders on board.

For more information, contact:

Joni German
San Diego County Water Authority
jgerman@sdcca.org

Scott Norris
County of San Diego Watershed Protection Program
Scott.norris@sdcounty.ca.gov

Megan Chery
Environmental Incentives
mchery@enviroincentives.com

Photo credit: San Diego County Water Authority