

Performance-based Conservation Incentives in the Pajaro Valley

Community Dialogue Meeting
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Performance-based Conservation Incentives in the Pajaro Valley

- Public private partnership between RCDSCC and Driscoll's (funded by USDA- NRCS).
- Performance-based vs Practice-based; focuses on outcomes.
- Targets Water Quantity and Water Quality (Nutrients).
- We help set the target and the growers figure out how to meet it.
- Utilizes existing community dialogue strategies and existing datasets.

Performance-based Conservation Incentive Structure



Questions?

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