

Best Practices for Private Funding of PPPs

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Two Approaches



- Southern Company level
 - Five Star and Urban Waters Restoration Grant Program
 - 1-2 year projects
 - \$25-40k with 1:1 match
 - Broad goals
 - Diverse partnerships encouraged
 - Educational component required
- Georgia Power level
 - Pilot for water quality stewardship program
 - Up to \$500k/year for 1-2 projects
 - Specific targets: projects to delist/downlist 303(d)-listed streams
 - Few structured requirements
 - Designed for matching funds (e.g. 319, EQUIP)

Five Star and Urban Waters Restoration Grants



- Participating with NFWF since 2006
 - \$3 million contribution
 - \$13.6 million in restoration
 - 126 projects, 57 organizations
 - >400 partners total
 - 1,300 acres and 137,000 feet of stream restored
- Clear successes
- Gaps?



Water Quality Pilot

- Intent is to target 303(d)-listed streams in Georgia
 - Exploring Proctor Creek options
- Large projects designed to move the needle
- Biggest challenge has been finding the right partners
 - Capacity
 - Mission
- Plan to have 1-2 pilot projects in 2019



Lessons Learned



- Networking/relationships are crucial
- Clear communication: intent of the funding company, willingness and capacity of the implementing group
- Urban Waters Partnerships are an ideal avenue for connecting interested groups in these projects
- Find ways to marry corporate expectations (shovel ready!) with organizational needs (ongoing operations, project development)
- Aim for long-term relationships