

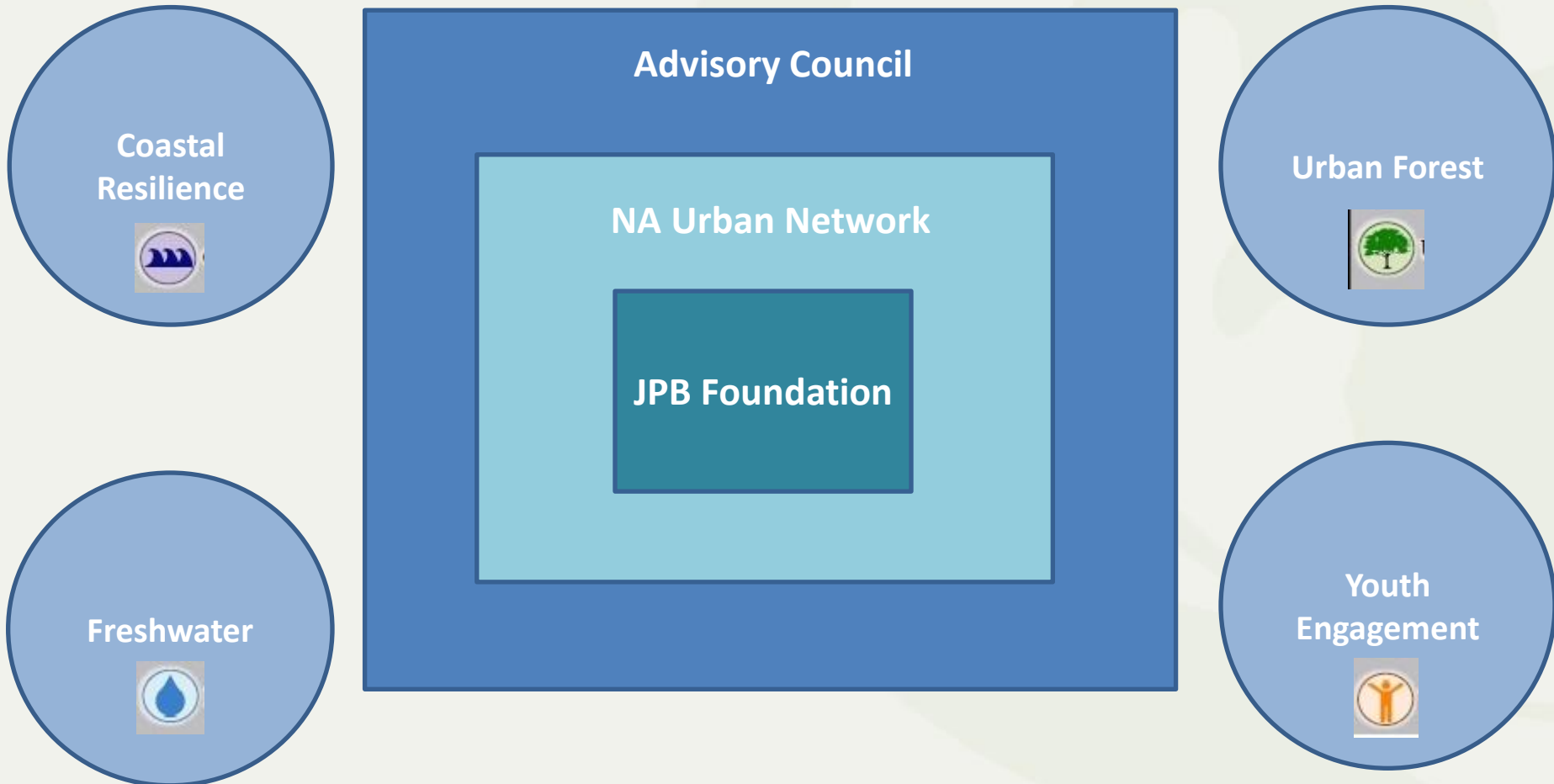
A Whole Cities Approach to Integrated Water Management

Maggie Messerschmidt

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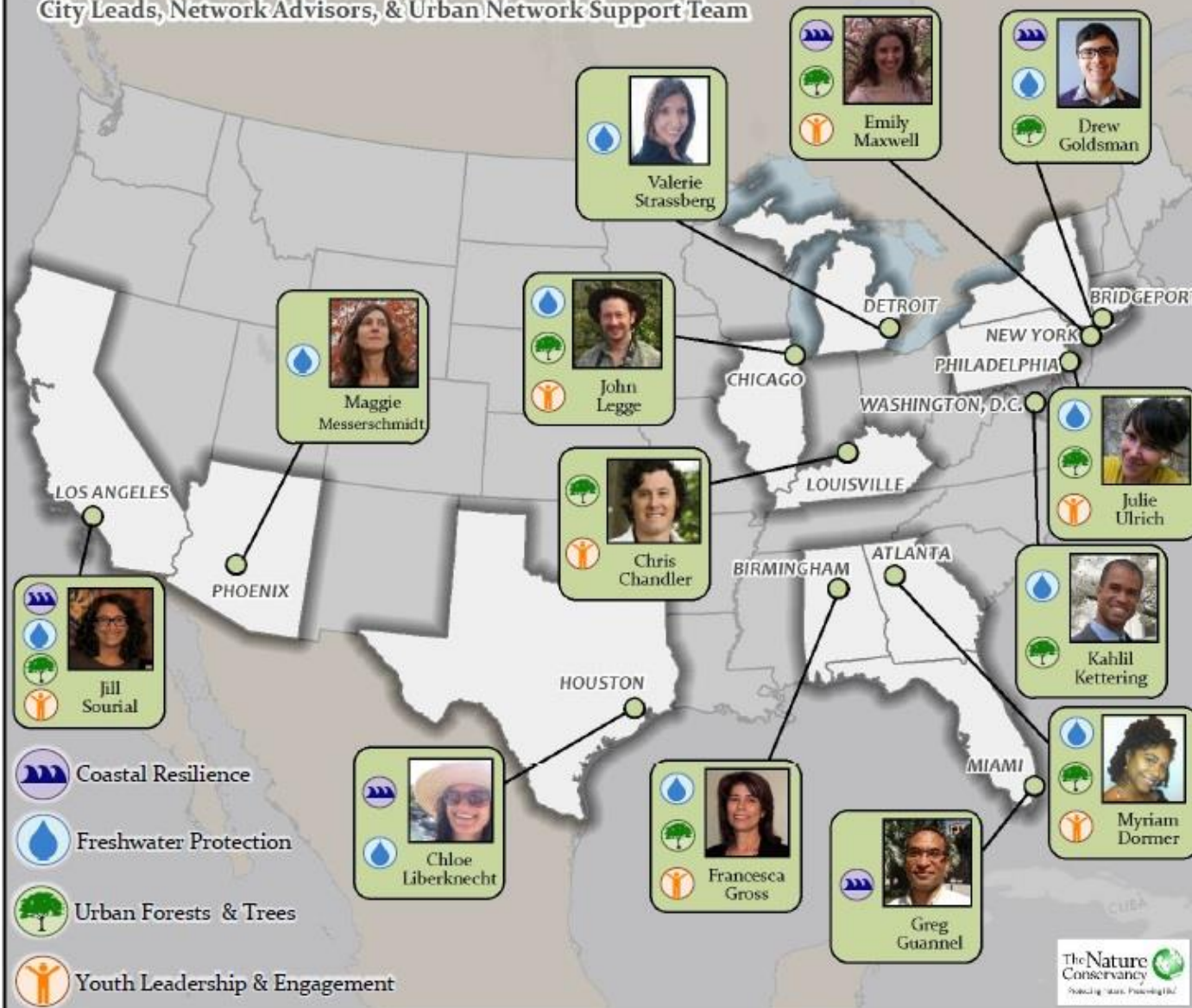
The Nature Conservancy Cities Program

WHOLE CITIES STRUCTURE



Urban Network: City Leads & Staff

City Leads, Network Advisors, & Urban Network Support Team



Network Advisors

Measures Team



Rob McDonald
Senior Scientist-
Sustainable Land



Jensen Montambault
Senior Scientist-
SNAP and CS

Field Guide Team



Stu Gruskin
Chief Conservation &
External Affairs Officer



Joel Paque
Policy Advisor,
International Climate

Capacity Building Team



Emily Maxwell
NYC Urban Program
Director



Chloe Liberknecht
TX Dir. of Gov't Relations
and Freshwater Protection

Urban Network Support Team



Rocio Johnson
Marketing Manager,
Urban Strategies



Emy Rodriguez Rancier
Urban Network Program
Coordinator



Nature Works for People



IMAGINE A CITY THAT IS NOT
APART FROM NATURE,
BUT **A PART** OF NATURE.

– Pascal Mittermaier

“Nature is more than a 'nice to have' for cities—it is an essential ingredient for economic growth and human health and well-being.”

– Mark Tercek, TNC CEO

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Whole Measures for Whole Communities

Whole Measures is a framework developed by Center for Whole Communities

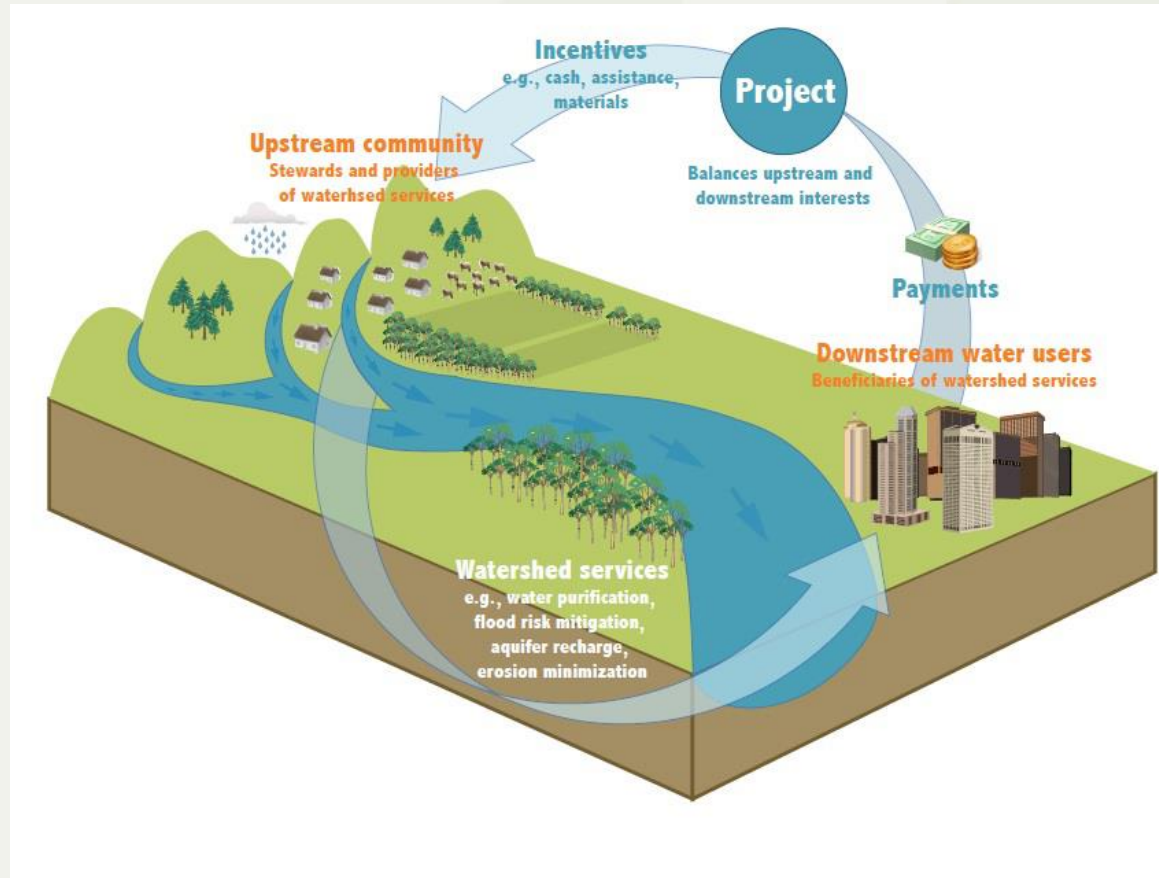
...A foundation for a highly integrated, whole systems approach that effectively embraces a wide variety of values:

- ❖ Social equity
- ❖ Biodiversity
- ❖ Human rights
- ❖ Ecosystem health
- ❖ Civic engagement
- ❖ Economic vitality.

The Scope of Work

- ❖ Develop and make the case for nature-based solutions for water security
- ❖ Develop partnerships for investment in TNC's ecological solutions to water security
- ❖ Build capacity for implementation of best practices in urban watersheds

Investing in Ecosystem Services Upstream



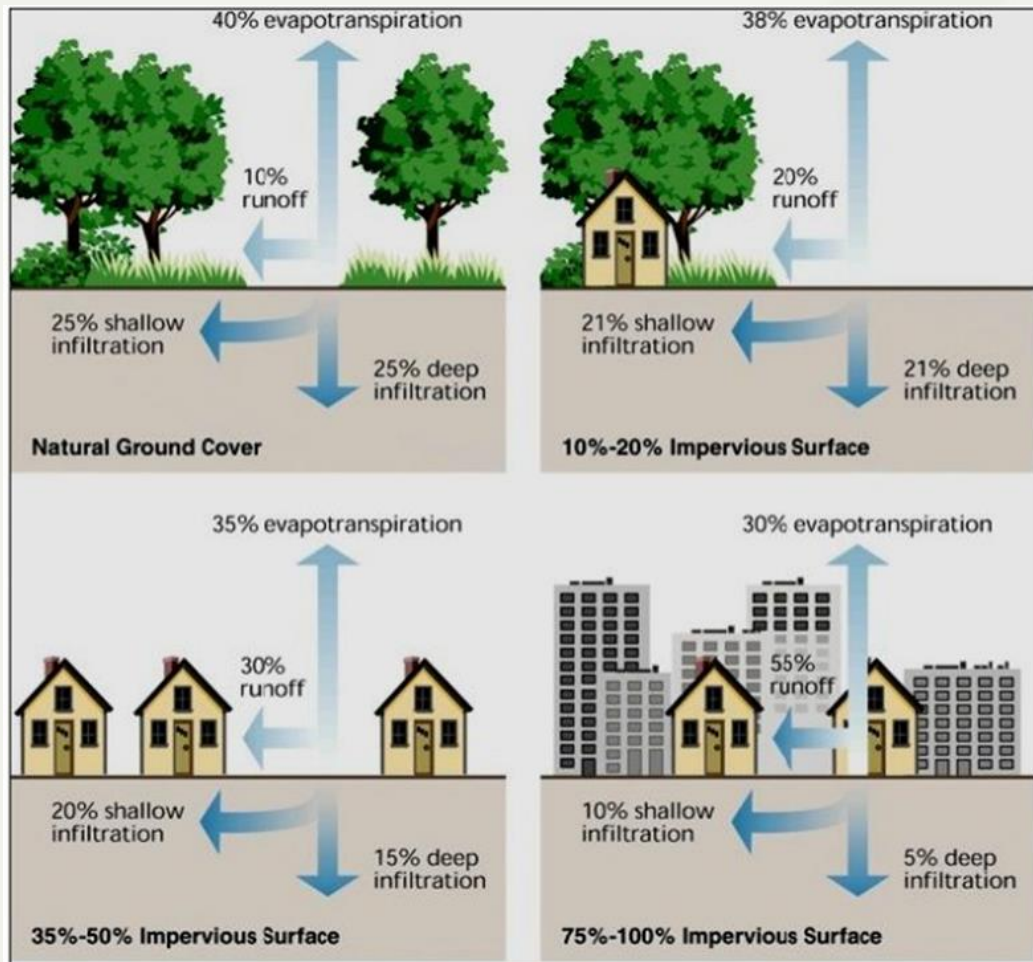
Alliance for Water Stewardship Training Invitation

The International Water Stewardship Standard

- ❖ supports, recognizes and rewards collaborative efforts to manage shared water challenges
- ❖ provides a strategic framework for companies to better manage water resources and associated costs and risks

At ASU Tempe Campus, November 12th and 13th

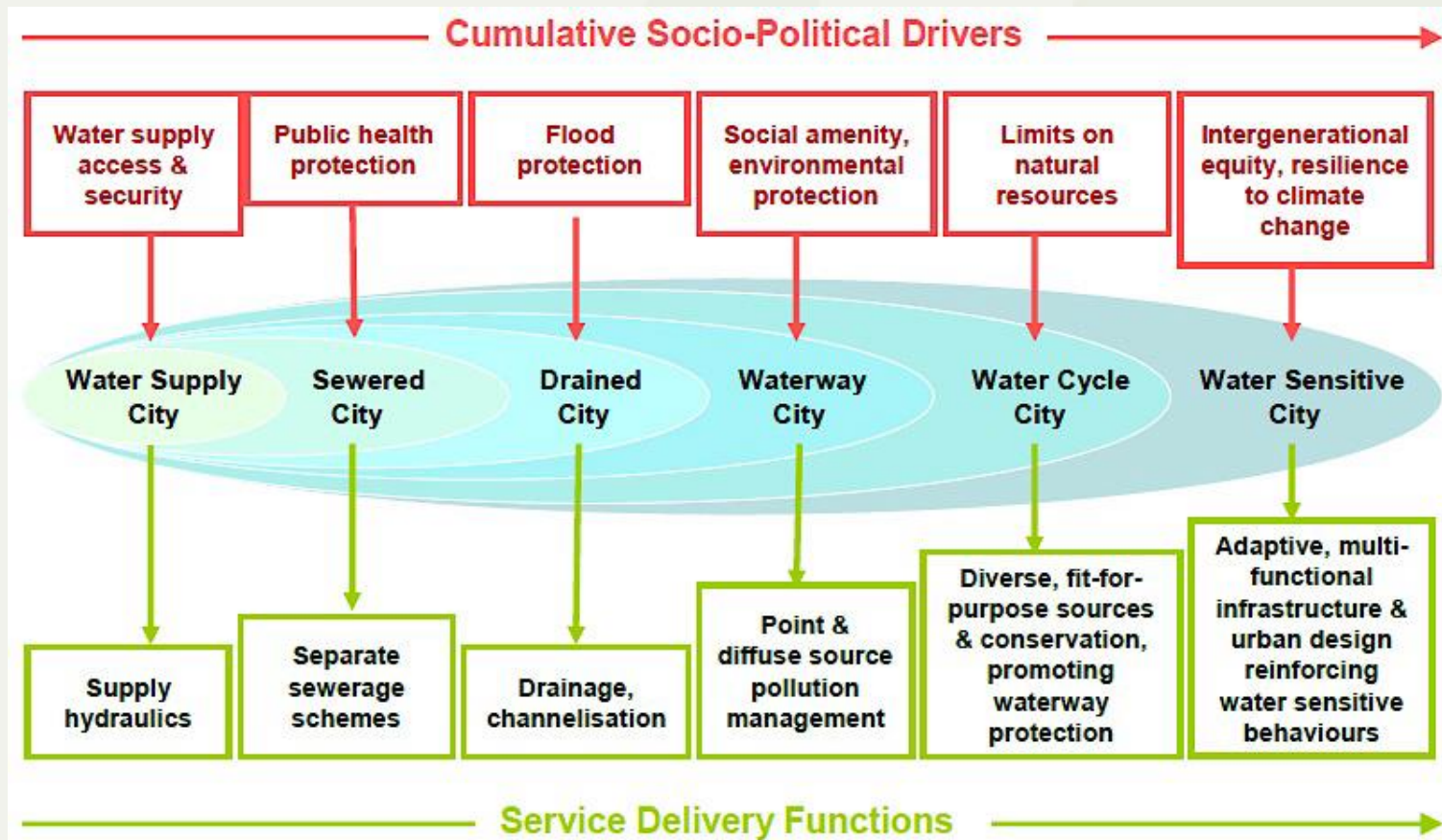
In the City



What ecosystem services are we losing to urbanization?

- ❖ Natural Recharge
- ❖ Sub-surface flow and flow regulation
- ❖ Cooling through soils, evapotranspiration, shade
- ❖ Runoff filtration (water quality)
- ❖ Recreation / health benefits

In the City



ATTRIBUTES	TRADITIONAL REGIME	WATER SENSITIVE REGIME
System Boundary	Water supply, sewerage and flood control for economic and population growth and public health protection	Multiple purposes for water considered over long-term timeframes including waterway health and other sectoral needs i.e. transport, recreation/amenity, micro-climate, energy, etc..
Management Approach	Compartmentalization and optimization of single components of the water cycle	Adaptive, integrated, sustainable management of the total water cycle (including land-use)
Role of public	Water managed on behalf of communities	Co-management of water between government, business and communities
Risk	Risk regulated and controlled by government	Risk shared and diversified via private and public instrument

Baby Steps to Urban Conservation

- ❖ Participatory Planning and Envisioning
- ❖ Triple-Bottom Line economic analysis and valuation of green infrastructure
- ❖ Data exchange and base map development for conservation prioritization
- ❖ Demonstration of integrated efficiencies and best practices

Questions?

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