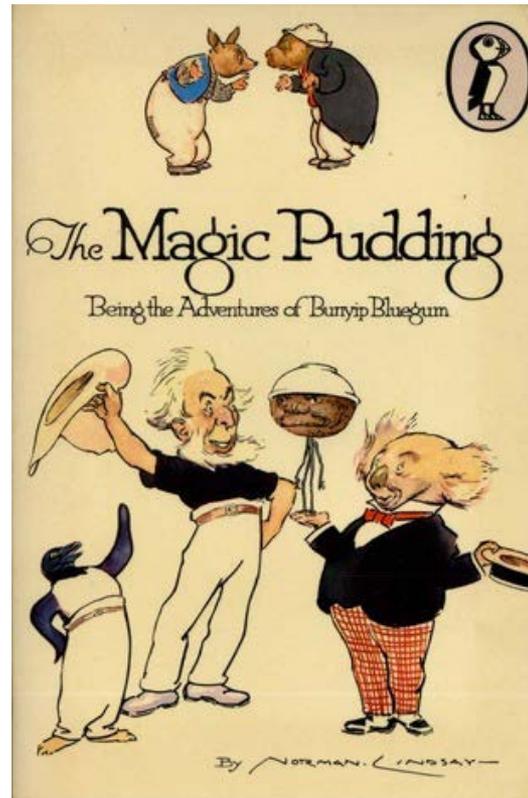


The Economic Benefits of Water Sensitive Cities

'Multiple Benefits' has got me worried...



Transport economics tried 'Multiple Benefits'

'Wider Economic Benefits'

- An attempt to capture the 'network' benefits that come from adding links to transport systems
- Sound basis in economic theory
- Has struggled to get past skeptical bureaucrats

If it's too good to be true, it probably is

What has been will be again,
what has been done will be done again;
there is nothing new under the sun.

There is no such thing as a free lunch

A refresher on the *potential* individual benefits

The 'avoided cost' benefits

- cheaper potable water source
- Avoid some costs of moving water around in pipes
- Avoid some costs of treating water and wastewater
- Avoid some costs to manage urban stormwater
- Reduce annoying, but not particularly costly, flooding
- Avoid some costs of maintaining urban creeks and rivers
- Reduce the potential costs from nitrogen entering PPB

A refresher on the *potential* individual benefits

The 'yep, I'd pay for that' benefits

- Maintaining, but better still, improving the urban waterway experience
- Having 'green' and 'blue' spaces in the urban realm
- Using nature to take the edge off those really hot days
- Simply knowing that what is left is being looked after

How do you we quantify these benefits?

Old fashioned hard work!

- To quantify avoided costs must first quantify the costs that are to be avoided
- Using our brains to think it through - am I robbing Peter to pay Paul?
- Start by thinking of most problems as unique - yes, I know that's annoying...
- To quantify 'yep, I'd pay for that' benefits, we need to be brave enough to ask the question and accept the answer

How do we quantify MULTIPLE benefits?

By being very careful!

- The tale of green space and avoided flooding...
- The tale of nitrogen and phosphorous...
- Some questions to ask:
 - Am I just identifying each side of the equation?
 - ‘and then what...’
 - Can you explain why there are multiple benefits to a ‘normal’ person? If not, it’s unlikely to fly in a business case

My number 1 tip...

Identify and measure a problem...

...because 'opportunities' are business case poison.

My number 2 tip...

Think benefits, not features...

...because only bad used-car salesman try to sell features.

My number 3 tip...

Work with what you've got...

...because the world is full of budget constraints.

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