

## Education

M.B.A., Stanford Graduate School of Business  
B.S., Chemical Engineering, University of California, Berkeley

## Certification

Professional Engineer, Civil Engineering – California #C66893

## Employment History

President, Environmental Incentives, LLC	2004 – present
Project Development Coordinator, Clipper Windpower	2004
Green Pricing Program Director, 3 Phases Energy Services	2003
Water Resources Engineer, CA Regional Water Quality Control Boards, Lahontan & LA	1999 – 2002
Executive Director, Salem Sound 2000, Inc.	1997 – 1999
Lakes Researcher, Russian Academy of Sciences, Limnological Institute	1995 – 1996

## Qualifications

Jeremy Sokulsky has pursued innovative means to improve the environment for over a decade from the public, private and non-profit sectors. In 2004 Mr. Sokulsky founded Environmental Incentives to investigate and further the use of incentives and performance-based policies as tools to inspire environmental improvement. He has managed teams and lead projects to develop wind energy projects, investigate nutrient, metals and bacterial pollution to water bodies, and analyzed market-mechanisms for environmental management. Mr. Sokulsky's overall goal is to assemble the policy, scientific and operational infrastructure to enable ecosystem service-based policies and incentive programs as tools to achieve measurable environmental improvement.

## Relevant Experience

### Water Quality Crediting, Trading & Markets Analyses

- Project lead for the feasibility investigation and program design of a water quality crediting and trading program to implement the Lake Tahoe Total Maximum Daily Load
- Analyzed markets and investigate individual transactions for US water pollution control and wetlands mitigation, Mexican watershed protection, Costa Rican ecosystem and Australian salinity markets for Ecosystem Marketplace
- Participated in and reported on water quality trading and wetland mitigation banking policy at national conferences and Katoomba Group events

### Multi-Agency Management System Design for Lake Tahoe

- Designed a multi-agency management system incorporating continual improvement and adaptive management into an operational protocol that informs policy decision with the best available information, and coordinates implementation efforts and targeted research
- Facilitated agency executives and senior management in the identification of means to coordinate decision making and formally consider scientific findings in their resource management decisions

### Collaboration and Multi-Agency Technical Project Coordination

- Led 40 agency staff and contractors from four regional, state and federal agencies to develop unified desired conditions and indicators for the Lake Tahoe Basin
- Facilitated cross agency communication and planning for the Pathway planning process to create coordinated long-term plans including updates of the Tahoe Regional Planning Agency Regional Plan, USDA Forest Service LTBMU Forest Plan and coordination with the development of the Lake Tahoe Nutrient and Sediment TMDL for Lake Clarity

## Conservation Real Estate & Mitigation Banking Markets Analyses

- Investigate market drivers that produce attractive investor returns for conservation oriented development and management of private lands
- Quantify public, philanthropic and private sources of financing for conservation activities on private lands at a national level
- Develop and populate a market attractiveness index to predict the states with the most robust and emerging markets for wetland and conservation banking investments

## Wind Energy Project Development

- Developed project financial pro formas, contract terms and power purchase agreements for utility-scale wind energy projects worth over \$60 million
- Authored utility integration side of a successful \$1.75 million Expanded Wind Regime Technology and Intermittency Management Capability Demonstration grant to the California Energy Commission
- Prospected for land right-of-ways and easements, and created utility partnerships for wind energy projects on public and private lands

## Indicator and Performance Measure System Design & Program Reporting

- Designed systems link system-wide indicators to program and project performance measures through conceptual models to show and measure how resource management actions are related to achieving overall environmental goals
- Use performance measures and project outcomes to align broad environmental goals with organizational and individual incentives, and facilitate communication between regulators and regulated public and private entities
- Develop reporting protocols and hierarchical information structures to communicate results from resource management actions, improve accountability for grant funds and government expenditures, and increase transparency of operations of public agencies

## Select Publications & Presentations

Sokulsky, J. and T. Beierle. 2007. Management System Design: Technical Report & Generalized Management System Design Manual. Prepared by Environmental Incentives, LLC for the Tahoe Regional Planning Agency. Stateline, NV. Available at [www.tiims.org](http://www.tiims.org).

Praul, C., J. Sokulsky, et al. September 2007. Pathway Indicator Monitoring and Reporting Strategy – Technical Report. Tahoe Regional Planning Agency. Stateline, NV. [www.tiims.org](http://www.tiims.org). Updated 11/13/07.

Praul, C. and Sokulsky, J., September 2007, Lake Tahoe TMDL Pollutant Reduction Opportunity Report. Water Quality Control Board, Lahontan Region. South Lake Tahoe, CA. [http://www.waterboards.ca.gov/lahontan/TMDL/Tahoe/Tahoe\\_Index.htm](http://www.waterboards.ca.gov/lahontan/TMDL/Tahoe/Tahoe_Index.htm). Updated 11/13/07.

Sokulsky, J., et. al., Tech. Ed., September 2005, Pathway 2007 Evaluation Report. <http://enviroincentives.com/documents.htm>

“What We Know about Ecosystem Service Markets,” Ecosystem Services Market Incentives for Land Stewardship, Pacific Northwest Field Station USDA Forest Service & Western Forestry and Conservation Association, Vancouver, WA, 18 January 2007

“Conservation Markets Policy Framework,” Portland Katoomba, Making the Priceless Valuable: Jumpstarting Environmental Markets, Portland, OR, 9 June 2006

Sokulsky, J., “National Forum on Synergies between Water Quality Trading and Wetland Mitigation Banking,” Ecosystem Marketplace, 27 July 2005