

# Wisconsin River Basin – Demand Analysis

	# Facilities	TMDL Data					Potential Credit Market		Newtrient Analysis Comment
		Total Baseline Flow (MGD)	Average Baseline Flow (MGD)	Total Baseline TP Load (lbs/yr)	TP Wasteload Allocation Current Criteria (lbs/yr)	Implied TP Wasteload Reduction (lbs/yr)	Low	High	
<b>Industrial Point Sources:</b>									
Large	6	82.8	13.8	236,955	49,733	187,222	3,000	9,000	Low @ 500 per facility / High @ 1,500 per facility
Medium	5	14.9	3.0	29,624	7,219	22,405	2,500	7,500	Low @ 500 per facility / High @ 1,500 per facility
Small	18	4.0	0.2	7,843	2,415	5,428	4,071	5,428	Low @ 75% / High @ 100%
Sub-total	29	101.7		274,422	59,367	215,055	9,571	21,928	
<b>Municipal Point Sources:</b>									
Large	4	21.8	5.4	66,382	13,628	52,754	2,000	6,000	Low @ 500 per facility / High @ 1,500 per facility
Medium	8	15.3	1.9	46,681	9,343	37,338	4,000	12,000	Low @ 500 per facility / High @ 1,500 per facility
Small	65	23.3	0.4	69,110	48,198	20,912	15,684	20,912	Low @ 75% / High @ 100%
Sub-total	77	60.4		182,173	71,169	111,004	21,684	38,912	
Total Point Sources	106	162.1		456,595	130,536	326,059	31,255	60,840	
MS4	49	n/a		39,936	11,013	28,923	21,692	28,923	Low @ 75% / High @ 100%
Total	155			496,531	141,549	354,982	52,947	89,763	
							\$ 55	\$ 55	Assume value per credit is \$50-60
							\$ 2,912,099	\$ 4,936,965	Estimate Annual Market
							<b>\$3-5MM Range in WRB</b>		

## Methodology:

- ✓ Began with publicly available TMDL data sourced from Wisconsin Department of Natural Resources
- ✓ Segmented industrial versus municipal point sources and classified as small, medium and large using baseline flow
- ✓ Interviewed a sampling of facilities from each segment/classification to assess potential interest in water quality trading
- ✓ Estimated a low and high potential credit quantity interest for each segment/classification
- ✓ Aggregated potential credit market size and extrapolated a potential dollar market size using a range of \$50-60 per credit

*Analysis completed Q4 2018*