Every trading program should strive to be:

**TRANSPARENT**
Keep the public informed at every step of the process by:
- Involving stakeholders in the design of the trading program;
- Communicating to the public information deemed necessary to maintain stakeholder confidence.

**REAL**
Show pollutant reductions and water quality improvement by:
- Measuring reductions;
- Verifying BMP installation and maintenance, e.g. through a third-party.

**ACCOUNTABLE**
Manage the program effectively by:
- Including trade tracking mechanisms in the program design;
- Periodically reviewing the program’s process and results.

**DEFENSIBLE**
Base the program on sound science and protocol by:
- Using dynamic water quality models;
- Requiring credit generators to certify credits;
- Developing scientifically-based trading ratios.

**ENFORCEABLE**
Establish responsibility for meeting or exceeding water quality standards by:
- Incorporating clearly-articulated trading provisions in NPDES permits.