



Funding Stormwater: The Next Great Challenge

April 5, 2017
Oakland, CA

Elihu Harris State Office Building
1515 Clay Street, Oakland, CA 94612

Map/Parking/Transit: <http://www.mwadw.com/docs/parkingMap.pdf>

Register: <http://oakland.stormwater.co/>

Lunch and Refreshments Will Be Provided!

How do we build successful stormwater finance strategies? The forum addresses important challenges municipal program managers face in building financial capacity including:

- Key questions every local program manager must ask and answer before seeking funding.
- Defining your program scope and funding needs.
- Practical advice on developing stormwater program finance plans and budgets.
- Strategies for overcoming barriers to stormwater funding in California.
- Introduction to available public and private funding sources for capital and O&M needs.
- Advice on funding multi-purpose projects that address stormwater quality and other goals.

AGENDA

8:30 am – 9:00 am **REGISTRATION**

9:00 – 9:05 am **CALL TO ORDER**

- **Dr. Ramzi Mahmood**, California State University-Sacramento Environmental Finance Center



9:05 – 9:10 am	<p>WELCOME & INTRODUCTION: NEEDS WE HEARD FROM YOU</p> <ul style="list-style-type: none"> – Jim Gebhardt, U.S. EPA Water Infrastructure and Resilience Finance Center
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Session 1	<p>FRAMING THE CHALLENGES AND OPPORTUNITIES IN FUNDING STORMWATER PROGRAMS</p> <p>9:10 – 9:45 am Moderator: David Smith, U.S. EPA Region 9</p> <ul style="list-style-type: none"> – Matt Fabry, San Mateo Countywide Water Pollution Prevention Program <ul style="list-style-type: none"> ▪ The Challenge: How Funding Constraints, More Stringent Regulations, and Misunderstandings About Stormwater Make Success Difficult – Dr. Newsha Ajami, Water in the West, Stanford University and San Francisco Regional Water Quality Control Board <ul style="list-style-type: none"> ▪ The Opportunity: How Growing Funding Opportunities, Improved Planning and Marketing, and Multi-Purpose Vision Are Providing Solutions
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Session 2	<p>PLANNING FOR SUCCESS – WHAT PROGRAM MANAGERS NEED TO DO TO WIN FINANCING</p> <p>9:45 – 10:45 am Moderator: Jill Bicknell, Santa Clara Valley Urban Runoff Pollution Prevention Program</p> <ul style="list-style-type: none"> – Daniel Apt, OLAUNU Consulting <ul style="list-style-type: none"> ▪ Focusing on the Triple Bottom Line – Planning Your Program to Meet Multiple Needs – Chad Praul, Environmental Incentives <ul style="list-style-type: none"> ▪ Estimating Stormwater Program Costs and Benefits and Distinguishing Capital and O&M Needs – David Smith, U.S. EPA Region 9 <ul style="list-style-type: none"> ▪ Potential Roles of Financial Capability Assessment in Stormwater Finance Plans
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10:45 – 11:00 am	COFFEE & NETWORKING BREAK
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Session 3	<p>ENGAGING THE PUBLIC AND DECISION-MAKERS TO MARKET YOUR PROGRAM</p> <p>11:00 – 12:00 pm Moderator: Annalisa Kihara, State Water Resources Control Board STORMS Program</p> <ul style="list-style-type: none"> – Jason Drew, NCE <ul style="list-style-type: none"> ▪ Shifting the Mindset – Preparing to “Sell” Stormwater to the Public and Decision-makers – Joe Teresi, City of Palo Alto (retired) <ul style="list-style-type: none"> ▪ Practical Issues in Engaging the Public and Decision Makers to Build Multi-Purpose Programs – Annalisa Kihara and Jeffrey Albrecht, SWRCB STORMS Program <ul style="list-style-type: none"> ▪ Discussion: What Support Do Cities Need to Build Capacity to Plan and Market? ▪ Resource: Jerry Bradshaw (SCI Consulting)
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12:00 – 1:00 pm	NETWORKING LUNCH: Lunch Provided
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Session 4 PUBLIC GRANT/LOAN PROGRAMS TO FUND STORMWATER PROJECTS

1:00 – 2:15 pm Moderator: **Bola Odusoga**, U.S. EPA Region 9

- **Joe Karkoski**, State Water Resources Control Board
 - Prop 1 and Other State Grants
- **Wennylyn Fua**, State Water Resources Control Board
 - State Revolving Fund Loans and Guarantees
- **Constantine Kontaxis**, CalTrans
 - Transportation-Related Grants
- **Robert McCord**, Federal Emergency Management Agency
 - FEMA Planning and Mitigation Grants

2:15 – 2:30 pm NETWORKING BREAK

Session 5 FEE PROGRAMS AND OTHER ONGOING LOCAL FUNDING SOURCES

2:30 – 3:30 pm Moderator: **David McKay**, U.S. EPA Water Infrastructure and Resiliency Finance Center

- **Leslie Estes**, City of Oakland
 - Successful Fee Program Campaigns in Prop 218 Environment
- **Mitch Avalon**, Contra Costa County
 - Prop 218 Reform Prospects and Development of Local Funding Sources
- **John Bliss**, SCI Consulting
 - Expanding Your Reach: Using Other Local Fees and Revenues

Session 6 UNCONVENTIONAL FUNDING SOURCES

3:30 – 4:30 pm Moderator: **Jim Gebhardt**, Director of the U.S. EPA Water Infrastructure and Resilience Finance Center

- **Scott Boardman**, West Coast Exchange
 - Prospects for Public Private Partnerships to Fund Municipal Stormwater
- **Jeremy Sokulsky**, Environmental Incentives
 - Pay for Performance Models and Other Unconventional Approaches
- **Holly Galavotti** and **Kristyn Abhold**, U.S. EPA Water Infrastructure and Resilience Finance Center
 - Washington D.C.'s Stormwater Crediting Program and Environmental Impact Bond

4:30 – 5:00 pm REFLECTION AND NEXT STEPS

- Moderator: **David Smith**, U.S. EPA Region 9 and **Maureen Kerner**, California State University-Sacramento Environmental Finance Center
 - Key lessons learned today
 - What did we miss that needs attention?
 - What would help communities most to build local capacity to plan funding?
 - How can we effectively share successes and challenges?
 - Who should take on next steps?
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