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**

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<th>Time</th>
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<tr>
<td>8:30 am – 9:00 am</td>
<td><strong>REGISTRATION</strong></td>
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<td>9:00 – 9:05 am</td>
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- **Dr. Ramzi Mahmood**, California State University-Sacramento Environmental Finance Center
<table>
<thead>
<tr>
<th>Time</th>
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| 9:10 – 9:45 am | FRAMING THE CHALLENGES AND OPPORTUNITIES IN FUNDING STORMWATER PROGRAMS | **Session 1** Framing the Challenges and Opportunities in Funding Stormwater Programs | David Smith, U.S. EPA Region 9  
- Matt Fabry, San Mateo Countywide Water Pollution Prevention Program  
  - 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  
  - The Opportunity: How Growing Funding Opportunities, Improved Planning and Marketing, and Multi-Purpose Vision Are Providing Solutions |
| 9:45 – 10:45 am | PLANNING FOR SUCCESS - WHAT PROGRAM MANAGERS NEED TO DO TO WIN FINANCING | **Session 2** Planning for Success - What Program Managers Need to Do to Win Financing | Jill Bicknell, Santa Clara Valley Urban Runoff Pollution Prevention Program  
- Daniel Apt, OLAUNU Consulting  
  - Focusing on the Triple Bottom Line - Planning Your Program to Meet Multiple Needs  
- Chad Praul, Environmental Incentives  
  - Estimating Stormwater Program Costs and Benefits and Distinguishing Capital and O&M Needs  
- David Smith, U.S. EPA Region 9  
  - Potential Roles of Financial Capability Assessment in Stormwater Finance Plans |
| 10:45 – 11:00 am | COFFEE & NETWORKING BREAK |  
  
| 11:00 – 12:00 pm | ENGAGING THE PUBLIC AND DECISION-MAKERS TO MARKET YOUR PROGRAM | **Session 3** Engaging the Public and Decision-makers to Market Your Program | Annalisa Kihara, State Water Resources Control Board STORMS Program  
- Jason Drew, NCE  
  - Shifting the Mindset - Preparing to “Sell” Stormwater to the Public and Decision-makers  
- Joe Teresi, City of Palo Alto (retired)  
  - Practical Issues in Engaging the Public and Decision Makers to Build Multi-Purpose Programs  
- Annalisa Kihara and Jeffrey Albrecht, SWRCB STORMS Program  
  - Discussion: What Support Do Cities Need to Build Capacity to Plan and Market?  
  - Resource: Jerry Bradshaw (SCI Consulting) |
| 12:00 – 1:00 pm | NETWORKING LUNCH: Lunch Provided |  
  
|  
  

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
- Wennilyn 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 Kemer, 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?