

Shifting the Mindset



**Funding Stormwater
The Next Great Challenge
April 3 & 5 2017**

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It Often Feels Like This...



Traditional Approach

- Source of funds
 - Compete for General Fund \$
 - Apply for grants
 - Road fund
- Funding initiatives - Limited
 - Internal focus
- Supportive argument
 - Permit driven

Municipality	Status	Annual Rate	Year	Mechanism
San Clemente	Successful	\$ 60.15	2002	Balloted Property Related Fee
Carmel	Unsuccessful	\$ 38.00	2003	Balloted Property Related Fee
Palo Alto	Unsuccessful	\$ 57.00	2003	Balloted Property Related Fee
Los Angeles	Successful	\$ 28.00	2004	Special Tax - G. O. Bond
Palo Alto	Successful	\$ 120.00	2005	Balloted Property Related Fee
Rancho Palos Verde	Successful , then recalled and reduced	\$ 200.00	2005, 2007	Balloted Property Related Fee
Encinitas	Unsuccessful	\$ 60.00	2006	Non-Balloted Property Related Fee adopted in 2004, challenged, ballot and failed in 2006
Ross Valley	Successful, Overturned by Court of Appeals, Decertified by Supreme Court	\$ 125.00	2006	Balloted Property Related Fee
Santa Monica	Successful	\$ 87.00	2006	Special Tax
San Clemente	Successfully renewed	\$ 60.15	2007	Balloted Property Related Fee
Solana Beach	Non-Balloted, Threatened by lawsuit, Balloted, Successful	\$ 21.84	2007	Non-Balloted & Balloted Property Related Fee
Woodland	Unsuccessful	\$ 60.00	2007	Balloted Property Related Fee
Del Mar	Successful	\$ 163.38	2008	Balloted Property Related Fee
Hawthorne	Unsuccessful	\$ 30.00	2008	Balloted Property Related Fee
Santa Cruz	Successful	\$ 28.00	2008	Special Tax
Burlingame	Successful	\$ 150.00	2009	Balloted Property Related Fee
Santa Clarita	Successful	\$ 21.00	2009	Balloted Property Related Fee
Stockton	Unsuccessful	\$ 34.56	2009	Balloted Property Related Fee
County of Contra Costa	Unsuccessful	\$ 22.00	2012	Balloted Property Related Fee
Santa Clara Valley Water District	Successful	\$ 56.00	2012	Special Tax
City of Berkeley	Successful	varies	2012	Measure M - GO Bond
County of LA	Deferred	\$ 54.00	2012	NA
Vallejo San & Flood	Successful	\$ 23.00	2015	Balloted Property Related Fee
Culver City	Successful	\$ 99.00	2016	Special Tax
County of El Dorado	Studying	NA	NA	NA
County of Orange	Studying	NA	NA	NA
County of San Mateo	In Process	NA	NA	NA
City of Sacramento	In Process	NA	NA	Balloted Property Related Fee
County of Ventura	Studying	NA	NA	Balloted Property Related Fee

Success Rate = <50%

* Of the ones we know about

What to Shift

- How we...
 - **THINK**
 - **TALK**
 - **SELL**
- ... Stormwater



Context for Shifting

1. "Homeless" service
2. Competing
3. Poor job of marketing
4. Lower priority
5. Programs not well defined
6. Lack compelling message
7. Public's confidence of government LOW



So What Do We Do?



1. Clearly Define the Program

- Don't think like a Stormwater Guru
- Be comprehensive
- **What services are you providing?**
- Who is receiving service?
 - Residents
 - Land owners
 - Businesses
 - Visitors

2. Justify of Need

- How much do you need?
- What do you have now?
 - What sources?
- What's the delta?



Tahoe Stormwater Funding Partnership
Financial Outlook

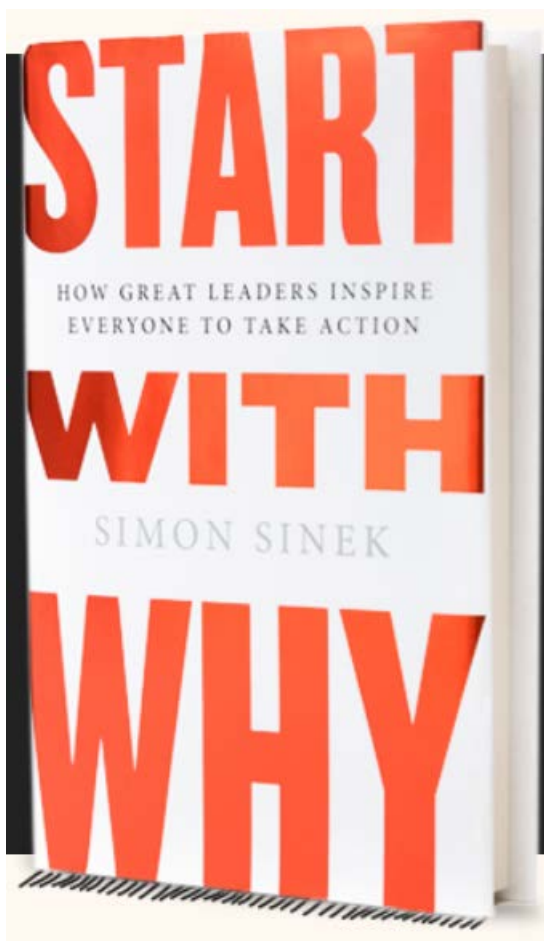
Submitted to:
Tahoe Resource Conservation District

December 2015

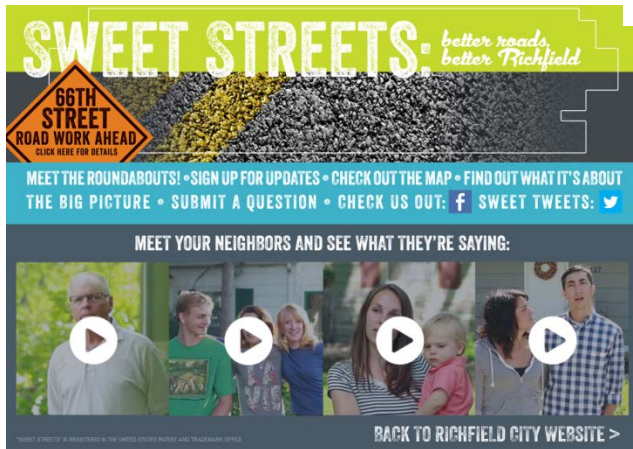
Submitted by:



3. Compelling Argument

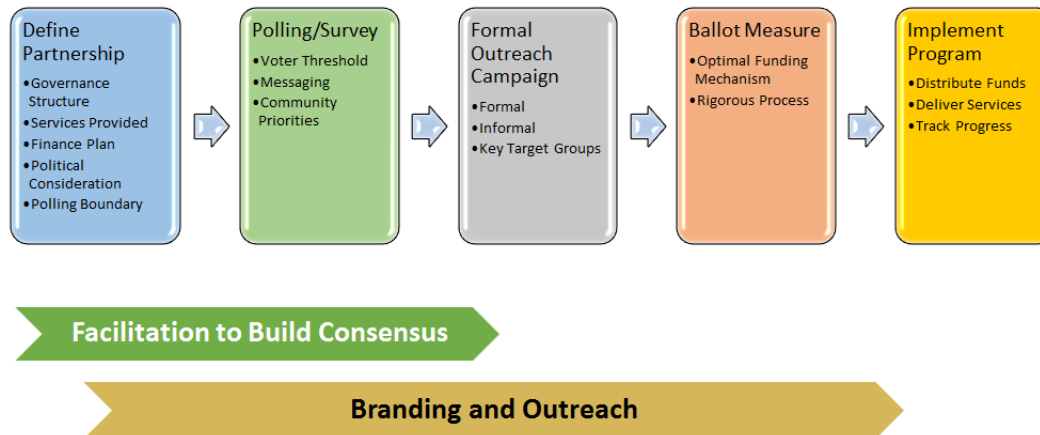


4. Branding & Messaging



5. Take a Different Approach

- **Work outside in**
- **Key Stakeholders**
- **Strong Outreach Plan**
- **Be politically savvy**
- **Refine branding and messaging**



Thank you!

