



# Discussion: What Support Do Cities Need to Build Capacity to Plan and Market?

Stormwater Finance Forums  
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# Strategy To Optimize Resource Management of Stormwater (STORMS)

**Mission:** *To lead the evolution of stormwater management in California* by advancing the perspective that stormwater is a valuable resource, supporting policies for collaborative watershed-level stormwater management and pollution prevention, removing obstacles to funding, developing resources, and integrating regulatory and non-regulatory interests.



# STORMS Phase I Projects

- Promote Stormwater Capture and Use
- Eliminate Barriers to Stormwater Capture and Use
- Develop Guidance for Alternative Compliance Approaches
- Develop Watershed-Based Compliance Guidelines
- Implementation of Senate Bill 985
- **Eliminate Barriers to Stormwater Funding**
- Stormwater Program “Open Data”
- Urban Pesticides Amendments
- Opportunities for Source Control



# STORMS: Stormwater Funding

## Eliminate Barriers to Funding Stormwater Programs and Identify Funding for Stormwater Capture and Use Projects

- **Identify** stormwater management **funding sources**
- **Collaborate with** appropriate **funding partners** and **make funds more accessible**
- Utilize stakeholder workshops to **identify and address funding barriers**
- **Find opportunities** for siloed interests to **collaborate and support multiple benefit projects**



# What Support Do Cities Need?

1. What can be done to make funding more accessible?
2. How do you incentivize multiple benefit projects and collaboration?
3. Where are additional resources needed?



# Thank you!

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