



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

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2:15 – 2:30 pm      **NETWORKING BREAK**

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**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

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**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

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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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