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
### Session 1
#### Framing the Challenges and Opportunities in Funding Stormwater Programs

**Moderator:** David Smith, U.S. EPA Region 9

- **Ken Farfsing,** City of Carson  
  - The Challenge: How Funding Constraints, More Stringent Regulations, and Misunderstandings About Stormwater Make Success Difficult
- **Steve Moore,** California State Water Resources Control Board  
  - The Opportunity: How Growing Funding Opportunities, Improved Planning and Marketing, and Multi-Purpose Vision Are Providing Solutions

### Session 2
#### Planning for Success - What Program Managers Need to Do to Win Financing

**Moderator:** Renee Purdy, Los Angeles Regional Water Quality Control Board

- **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
- **Drew Kleis,** City of San Diego  
  - Potential Roles of Financial Capability Assessment in Stormwater Finance Plans

### Session 3
#### Engaging the Public and Decision-Makers to Market Your Program

**Moderator:** 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
- **Genevieve Osmena,** Los Angeles County Department of Public Works  
  - 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?

### Additional Information

- **Networking Lunch:** Lunch Provided
Session 4  
1:00 – 2:15 pm  
PUBLIC GRANT/LOAN PROGRAMS TO FUND STORMWATER PROJECTS  
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
- **Katie Grasty**, Federal Emergency Management Agency  
  - FEMA Planning and Mitigation Grants

2:15 – 2:30 pm  
NETWORKING BREAK

Session 5  
2:30 – 3:30 pm  
FEE PROGRAMS AND OTHER ONGOING LOCAL FUNDING SOURCES  
Moderator: **Kristyn Abhold**, U.S. EPA Water Infrastructure and Resiliency Finance Center

- **Charles Herbertson**, Culver City  
  - Successful Fee Program Campaigns in Prop 218 Environment
  - 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  
3:30 – 4:30 pm  
UNCONVENTIONAL FUNDING SOURCES  
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
- **Laurie Walsh**, San Diego RWQCB  
  - Stormwater Crediting Programs

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?