



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?

- Who needs to be made more aware of the stormwater management funding needs?
- What resources are needed for stormwater financial planning?
- What can be done to create greater awareness of funding options and make funding more accessible?
- How do you incentivize multiple benefit projects and collaboration?
- Where are additional resources needed?



Thank you!

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