

## Welcome &

### Plenary Session

10:00 a.m. - 11:15 a.m.

## Paying for Stormwater Management

- Ellen Kohler, Director of Applied Research & Programs, Water Center at University of Pennsylvania

## Session 1

11:30 a.m. - 12:45 p.m.

### IMPLEMENTERS

#### Conversation with DEP on Existing Data & Mapping Tools

- Timothy Ebersberger, Environmental Engineer, New Jersey Department of Environmental Protection's (NJDEP) Municipal Stormwater Permitting Unit

### POLICY-MAKERS

#### Stormwater Utilities for Local Officials

- Lindsey Sigmund PP, AICP, Program Manager, New Jersey Future
- Elizabeth Treadway, Senior Vice President, WSP

### COMMUNITY STAKEHOLDERS

#### Youth Advocacy - Engaging the Next Generation in MS4 (Roundtable)

- Pat Heaney, Assistant Director of Education, The Watershed Institute
- Stephanie Silva, Watershed Educator, The Watershed Institute
- Sophie Glovier, Chief of Operations, The Watershed Institute

## Networking Lunch

12:45 p.m. - 1:45 p.m.

## Power Hour

2:00 p.m. - 3:00 p.m.

### IMPLEMENTERS

#### Understanding Watersheds

- Clay Emerson Ph.D., P.E., CFM, Senior Technical Director of Engineering, Princeton Hydro

### POLICY-MAKERS

**TBD**

**Power Hour cont.**

2:00 p.m. - 3:00 p.m.

COMMUNITY  
STAKEHOLDERS

**Map it Out: Using Online Mapping to Better Understand Your Local Watershed Issues**

- Priscilla Oliveira M.S., Outreach Specialist, The Watershed Institute

**Session 2**

3:15 p.m. - 4:30 p.m.

IMPLEMENTERS

**Optimal Watershed Improvement Planning: Collaborating Across Sectors to Map Robust Hydrology Networks**

- Andrew Filippi P.E., Sewer Engineer, Municipality of Princeton
- Andrew Lloyd AICP, CFM, Senior Planner, Mercer County
- Timothy Ebersberger, Environmental Engineer, NJDEP's Municipal Stormwater Permitting Unit

POLICY-MAKERS

**Case Study on Regional Approaches**

- Angela Knowles PP, AICP, Deputy Director, Office of Planning, Policy & Economic Development, Somerset County
- Beth Uhler, Pennsylvania Director, Center for Watershed Protection

COMMUNITY  
STAKEHOLDERS

**Voluntary Actions: River Friendly**

- Olivia Spildooren, River Friendly Coordinator, The Watershed Institute

**Networking**

4:30 p.m. - 5:15 p.m.

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## Plenary Session (10:00 a.m. - 11:15 a.m.)

### Paying for Stormwater Management

Implementers, Policymakers, & Community Stakeholders

- Ellen Kohler, Director of Applied Research and Programs, Water Center at University of Pennsylvania

Maintaining and improving our stormwater management systems takes time, money and resources. Planning and implementing projects to improve water quality and reduce flooding to meet the requirements of the Clean Water Act may increase funding needs. Our speakers will discuss what grants, loans and other sources of funding are available to municipalities to meet the requirements of the permit and statutes.

## SESSION 1 DESCRIPTIONS (11:30 a.m. - 12:45 p.m.)

### Conversation with DEP on Existing Data & Mapping Tools

Implementers

- Timothy Ebersberger, Environmental Engineer, New Jersey Department of Environmental Protection's (NJDEP) Municipal Stormwater Permitting Unit

Watershed-level planning requires collaboration between towns, the state, and a good understanding of geospatial relationships of infrastructure, issues, assets, and more. Watershed Improvement Plans require municipalities to map out existing BMPs, outfalls, and other data layers. NJDEP has a significant amount of available data. In this session, DEP would like to have a conversation with permittees and staff in charge of implementation on how and when to best share this information with municipalities.

### Stormwater Utilities for Local Officials

Policymakers

- Lindsey Sigmund PP, AICP, Program Manager, New Jersey Future
- Elizabeth Treadway, Senior Vice President, WSP

With the passage of the Clean Stormwater and Flood Reduction Act in 2019, New Jersey municipalities, counties and others have been authorized to create stormwater utilities. Stormwater utilities are a mechanism to fund, like wastewater and drinking water authorities, the maintenance and development of stormwater management systems. Learn more about stormwater utilities and one municipalities exploration of this tool to help it maintain its stormwater systems. With the new MS4 permit, permittees will have to take affirmative action to reduce flooding and improve water quality. How are they going to finance the planning and construction of these projects? Stormwater Utilities may be the answer.

### Youth Advocacy - Engaging the Next Generation in MS4 (Roundtable)

Community Stakeholders

- Pat Heaney, Assistant Director of Education, The Watershed Institute
- Stephanie Silva, Watershed Educator, The Watershed Institute
- Sophie Glovier, Chief of Operations, The Watershed Institute

Young people are the future. The Watershed Institute's staff will show you how to involve youth in advocacy and local efforts in your area. We will review case studies of our youth advocacy programs and discuss lessons learned from past programs and how to improve these programs. We will share ideas for starting a youth advocate program in your municipality. Participants are invited to share their experiences working with young people on environmental advocacy.

## POWER HOUR DESCRIPTIONS (2:00 p.m. - 3:00 p.m.)

### Understanding Watersheds

Implementers

- Clay Emerson Ph.D., P.E., CFM, Senior Technical Director of Engineering, Princeton Hydro

Watersheds often span multiple municipalities, presenting challenges as flooding and water quality impairments are not solely caused by, nor can they be solved by any single town. Viewing watersheds as a system provides a clear view of constraints and potential opportunities for solutions. The presenters will discuss how to use these opportunities in developing plans to improve water quality and reduce flooding.

TBD

Policymakers

### Map it Out: Using Online Mapping to Better Understand Your Local Watershed Issues

Community Stakeholders

- Priscilla Oliveira M.S., Outreach Specialist, The Watershed Institute

Maps can help us better visualize the world around us by taking big areas (like watersheds) and displaying relevant data through colors, points, lines, and other diagrammatic graphics. It is a way for us to organize large sets of information into something more bitesize and comprehensible. While the idea of ‘mapping’ may seem intimidating to some community members and other non-experts, the truth is that there are several resources that make mapping intuitive, straightforward, and accessible. This session will demystify mapping and showcase the tools anyone can access to build maps representing issues and information that span large areas in watersheds such as flooding. Attendees will also learn how they can then use these maps to effectively advocate on issues at the local level.

## SESSION 2 DESCRIPTIONS (3:15 p.m. - 4:30 p.m.)

### Optimal Watershed Improvement Planning: Collaborating Across Sectors to Map Robust Hydrology Networks

Implementers

- Andrew Filippi P.E., Sewer Engineer, Municipality of Princeton
- Andrew Lloyd AICP, CFM, Senior Planner, Mercer County
- Timothy Ebersberger, Environmental Engineer, NJDEP's Municipal Stormwater Permitting Unit

The initial stage of the MS4 permit requires a significant amount of mapping and inventorying of a municipality’s existing infrastructure and environment. Mapping robust hydrology networks can take time, but it helps implementers optimize watershed improvement planning by providing a ‘full picture’ view of infrastructure and issues. In this session, speakers will discuss examples of local efforts to better understand stormwater infrastructure by gathering and organizing data developed across sectors (i.e., state, local, and private data) and the mapping tools available from the NJDEP.

## SESSION 2 DESCRIPTIONS CONT. (3:15 p.m. - 4:30 p.m.)

### Case Study on Regional Approaches

Policymakers

- Angela Knowles PP, AICP, Deputy Director, Office of Planning, Policy & Economic Development, Somerset County
- Beth Uhler, Pennsylvania Director, Center for Watershed Protection

This session builds on the Day 1's Regional Approaches to Stormwater Management. Development and implementation of the MS4's Watershed Improvement Plans has created an opportunity for municipalities to work together to in preparing the Watershed Inventory Report and Watershed Assessment Reports. Our speakers will discuss how regional approaches are working outside of New Jersey as well as the beginnings of regional approaches in New Jersey.

### Voluntary Actions: River Friendly

Community Stakeholders

- Olivia Spildooren, River Friendly Coordinator, The Watershed Institute

Municipalities will be developing plans to improve water quality and reduce flooding. All of us can assist in achieving this goal. Becoming River-Friendly is one step people can take to be part of the solution.

This session will give an overview of the River-Friendly certification programs for residents, schools, businesses, and golf courses. We will leave time for discussion of how this program can promote partnership and advertise role models in environmental education and stewardship. Examples of certified organizations and the steps to certification will be reviewed. Learn how the River-Friendly program can help you increase individual or organizational environmental literacy, promote behavior change, and create in-the-ground projects to protect water quality and restore wildlife habitat!