



Building Communities.
Improving Lives.



Top 10 Things to Consider When Instituting a Stormwater Utility

IAFSM Conference, Bloomington-Normal, IL

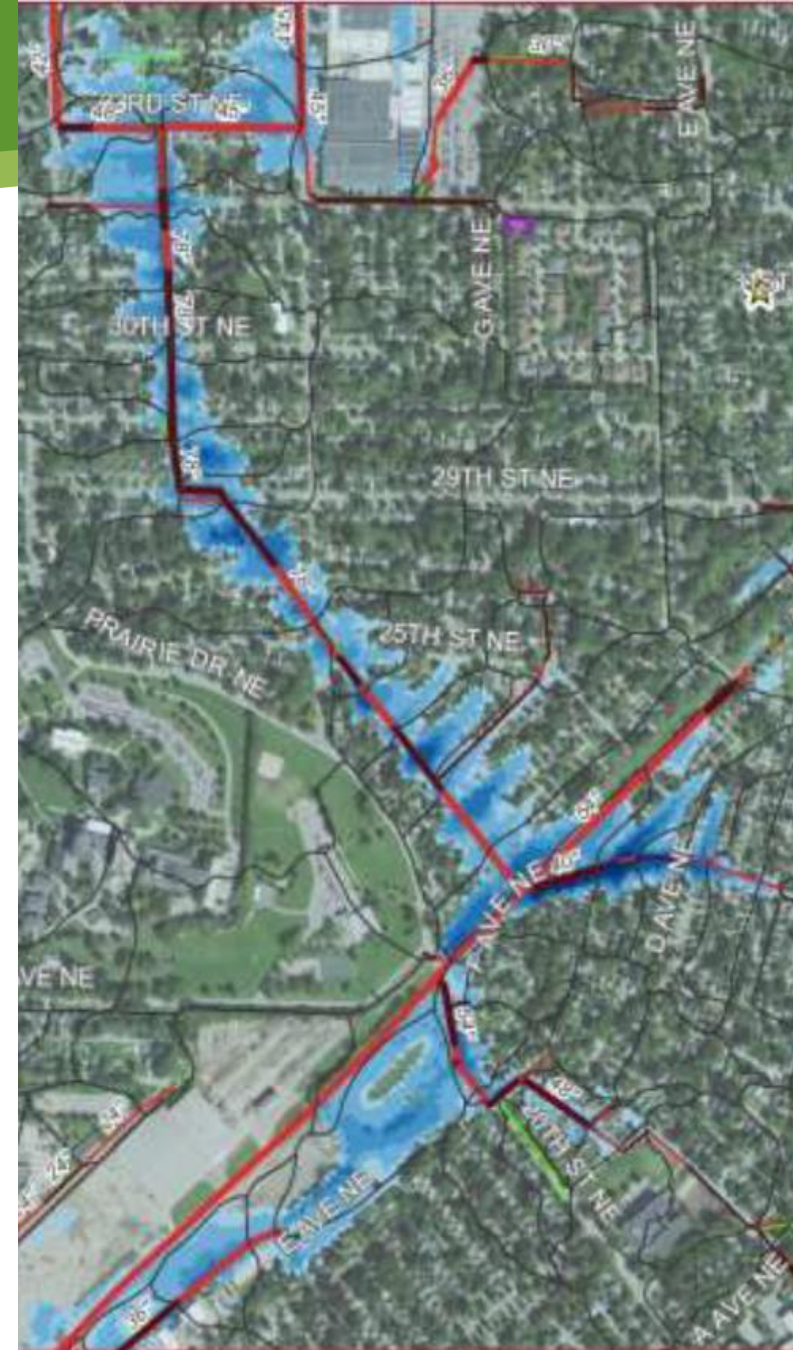
March 9, 2022

Sandy Pumphrey, PE, CFM, ENVSP

June 2008



Localized Flooding



So, you want to institute a Stormwater Utility?

Why?

So, you want to institute a Stormwater Utility?

What is a Stormwater Utility?

So, you want to institute a Stormwater Utility?

What is a Stormwater Utility?

A legal mechanism, whereby revenue can be generated through user fees in order to pay for the capital, operational and maintenance costs of a stormwater conveyance system.

So, you want to institute a Stormwater Utility?

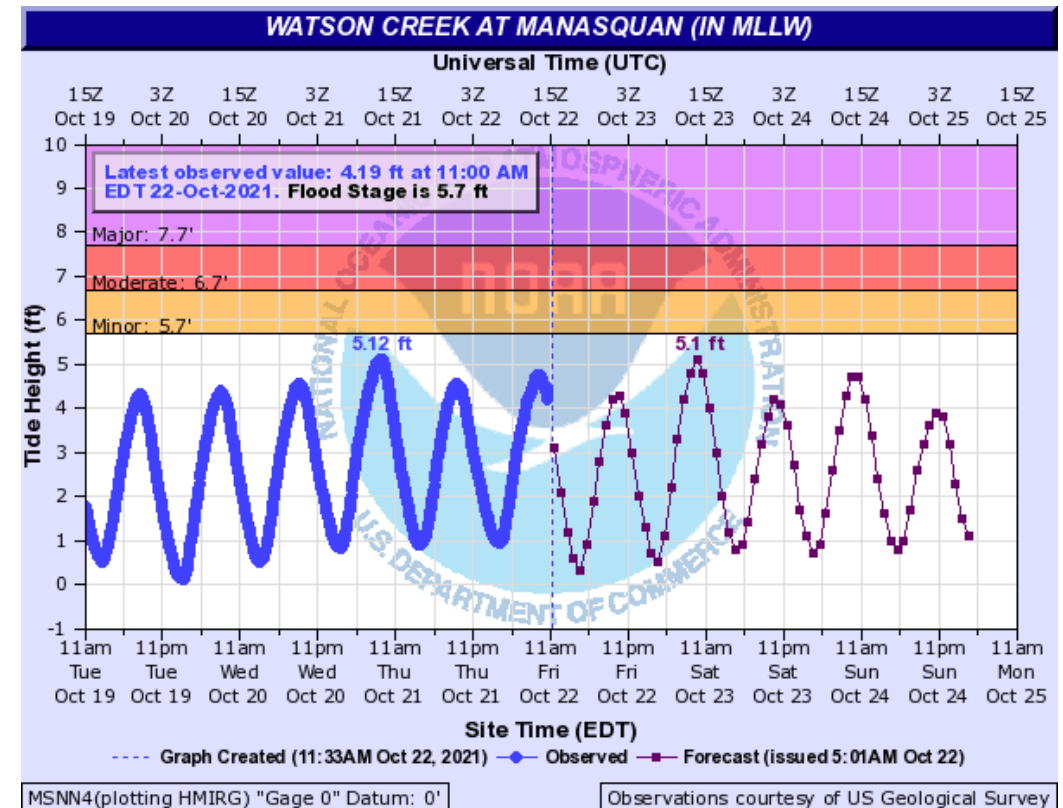
What is a Stormwater Utility?

Viewing your stormwater conveyance system as something to be actively managed, rather than passively assumed.

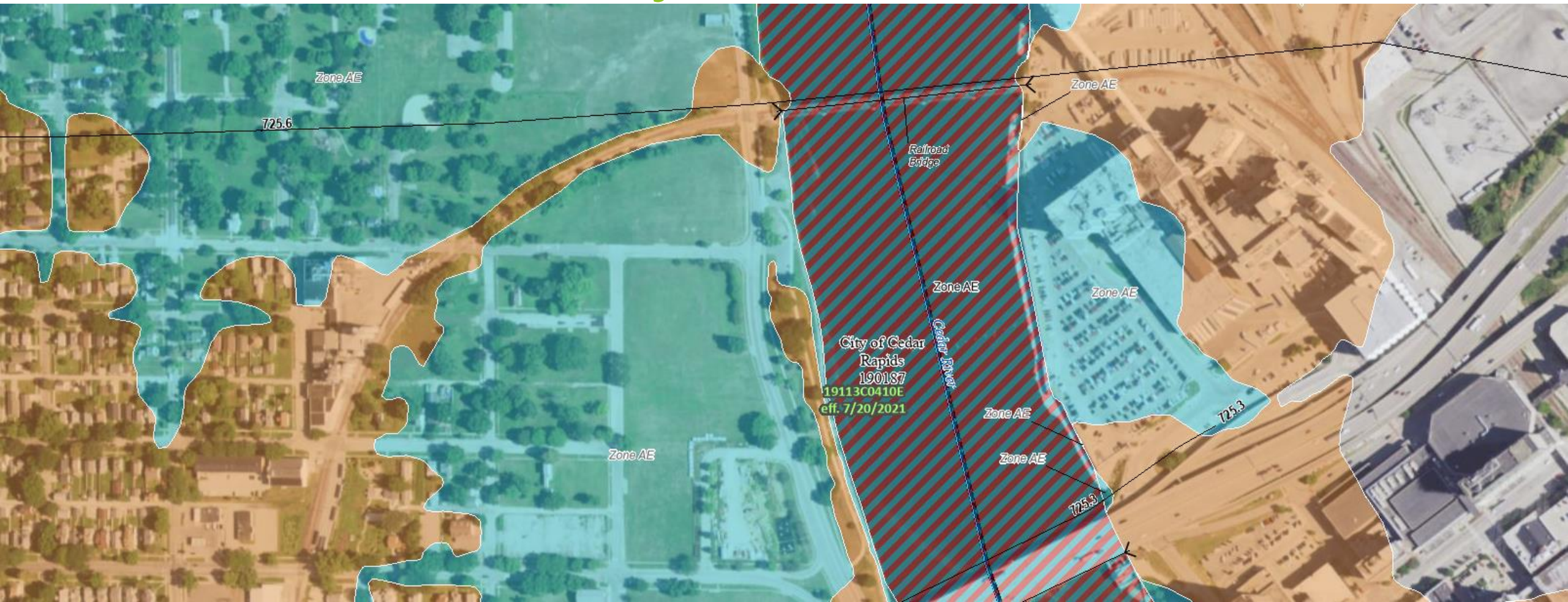
“Factor of Safety” and Stormwater

What does success look like
in stormwater management?

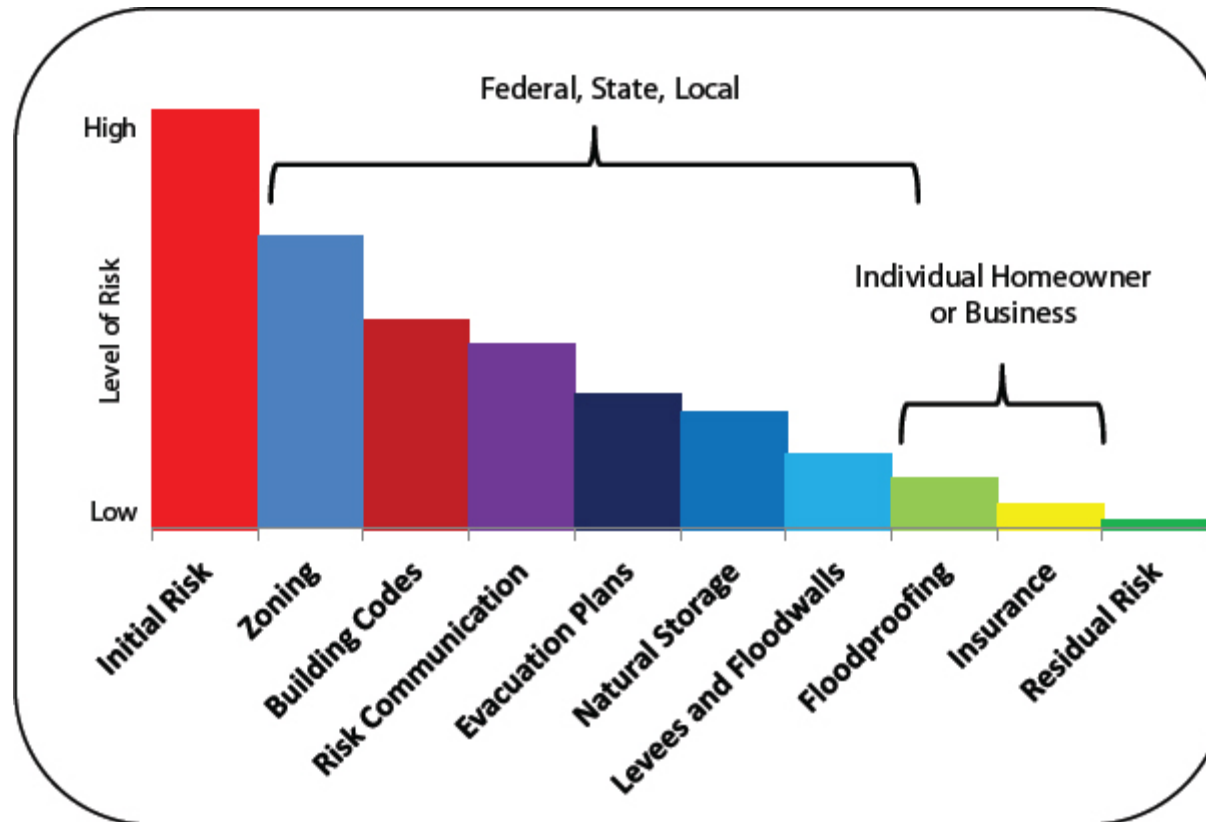
“Factor of Safety” and Stormwater



“Factor of Safety” and Stormwater



“Factor of Safety” and Stormwater



“Factor of Safety” and Stormwater



Surfside, Florida

When is safe, safe enough?

What's reasonable in terms
of flood risk reduction?

Top 10 Things....Disclaimer!

I'm not a "Municipal Advisor" nor an attorney and the following presentation is provided for information only.

Should you want to pursue a stormwater utility for your municipality, you're advised to retain the services of an attorney and/or municipal advisor in implementing the stormwater utility for your location.

Top 10 Things to Consider When Instituting a Stormwater Utility

10. Look back

Understand your existing revenue and expenditures



10. Look back

Understand your existing revenue and expenditures

Are previous funding sources
likely to continue?



10. Look back

Understand your existing revenue and expenditures

What operational practices aren't
providing much benefit?



10. Look back

Understand your existing revenue and expenditures

Review previous stormwater masterplans.
What did they recommend?



10. Look back

Understand your existing revenue and expenditures

Talk to real people in the community.
Which projects have provided real
benefit in the past?



9. Look forward

Masterplan your future needs



9. Look forward

Masterplan your future needs



What projects are necessary in the future (regardless of cost)?

9. Look forward

Masterplan your future needs



Have you modelled your
stormwater system?

Do you know where the
hotspots are?

9. Look forward

Masterplan your future needs



Other upcoming CIP projects?

8. Understand your options for setting utility rates



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8. Understand your options for setting utility rates

Flat fee



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8. Understand your options for setting utility rates


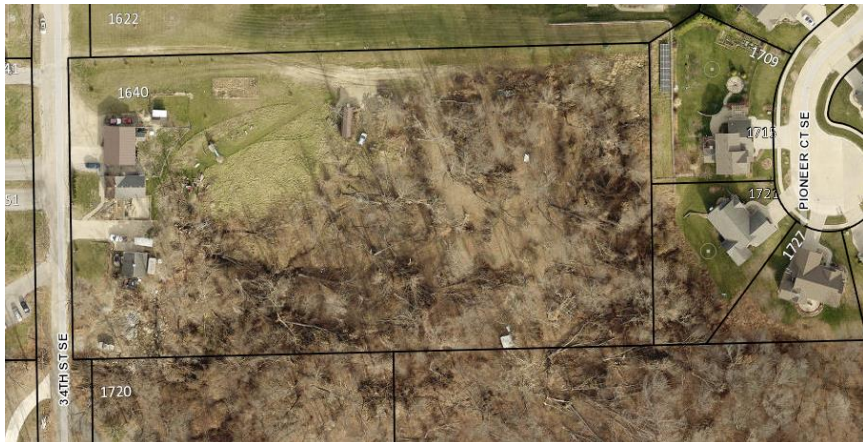
ROW frontage



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8. Understand your options for setting utility rates

Property Size

An aerial photograph showing a large, modern commercial or industrial complex. The property features several large, interconnected buildings with flat roofs, extensive parking areas with many vehicles, and landscaped green spaces. The surrounding area appears to be a developed business district.

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8. Understand your options for setting utility rates

Planimetric/Impervious Area



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7. Incentivize property owners to do good



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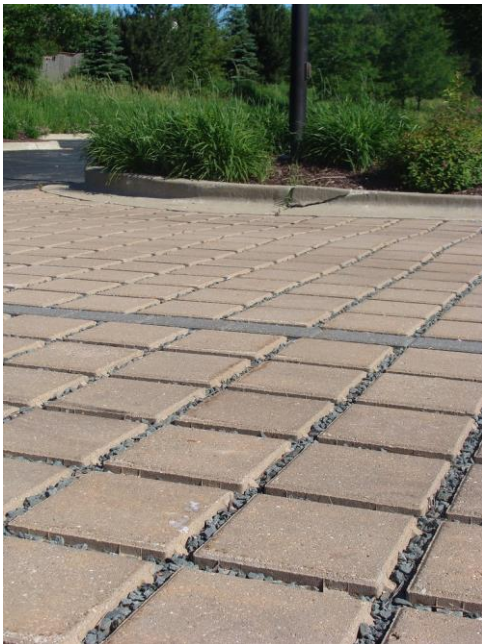
- ▶ Raingardens
- ▶ Rain barrels
- ▶ Permeable Pavement Driveways
- ▶ Removal of impervious surface
- ▶ Soil Quality Restoration
- ▶ Development Standards?



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7. Incentivize property owners to do good

Keep it Simple!



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6. Talk to large property owners



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Outreach early



6. Talk to large property owners

Promote incentives



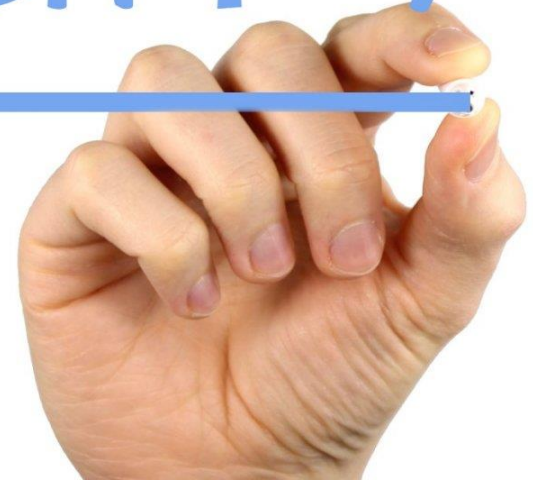
7. Talk to large property owners

Ask them to advocate
for adoption



5. Emphasize Equity

EQUITY

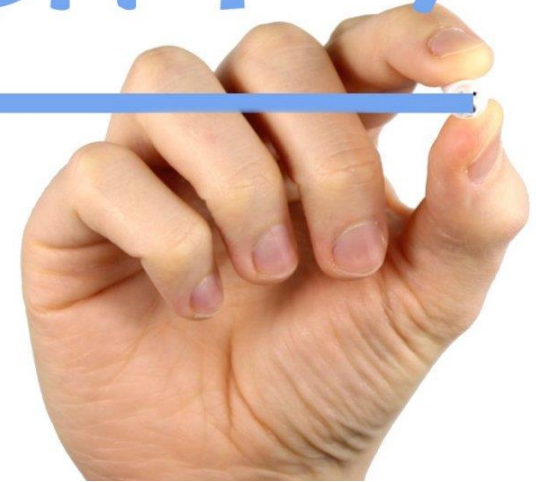


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5. Emphasize Equity

No-one likes to pay
too much

EQUITY



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5. Emphasize Equity

No-one will tell you if
they are paying too little



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4. Emphasize Resilience



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4. Emphasize Resilience



What's the purpose of
your stormwater utility?

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4. Emphasize Resilience



What's the perceived benefit, to the public?

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4. Emphasize Resilience



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Does the community
“own”
the need to properly
manage its stormwater?

4. Emphasize Resilience



Can you quantify the benefit – e.g., online dashboard?

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3. Make your program sustainable

Have you budgeted for operation of the stormwater utility?



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3. Make your program sustainable

Have you budgeted for operation of the stormwater utility?

Regular planimetric surveys?



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3. Make your program sustainable

Have you budgeted for operation of the stormwater utility?

Program Staff to field incentive payments/credits?



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3. Make your program sustainable

Have you budgeted for operation of the stormwater utility?

Right-sized BMP incentive program?



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2. Communicate



2. Communicate



Simplify the program.

2. Communicate



Communicate with affected users beforehand.

2. Communicate



Bring your City Council
along in the process.
They will get contacted by
property owners.

2. Communicate



Drum up the incentive
component

1. Have a clear “why”.

It's not just a revenue source.

1. Have a clear “why”.

“I want to protect people
from getting hurt.”

1. Have a clear “why”.

“I want to protect property
that people have worked
hard to acquire.”

1. Have a clear “why”.

“I want emergency services to be able to do their job.”

1. Have a clear “why”.

“I want stormwater to be managed properly....with system redundancy.”

1. Have a clear “why”.

“I want to live/work in a
resilient, vibrant
community.”

Recap

10. Look back
9. Look forward
8. Understand your options for setting utility rates
7. Incentivize property owners to do good
6. Talk to your large property owners
5. Emphasize Equity
4. Emphasize Resilience
3. Make your program sustainable
2. Communicate
1. Have a clear “why”

Recap

10. Look back
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4. Emphasize Resilience
3. Make your program sustainable
2. Communicate
1. Have a clear “why”

Have a clear
“why”

Questions



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