

# ***City of Waterloo Storm Water Management Program Fee Presentation***

*December 7, 2009*



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## ***Mark Land, Snyder & Associates, Inc.***

- ☐ What is a storm water management program?
- ☐ What is a storm water management program fee?
- ☐ Why consider a storm water management program fee?
- ☐ What is the process to implement a storm water management program fee?
- ☐ Questions



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# ***Storm Water Management Program***

☐ Deals with:

- *Operations and maintenance*
- *Design and engineering*
- *Construction of storm water facilities*
- *Regulations and enforcements*
- *Water quality management and program administration*

☐ Much like a water or sanitary sewer utility

☐ Waterloo created a Storm Water Management Program in 2005



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# ***Storm Water Management Program Fee***

- ☐ User fees would fund this public utility program
- ☐ Authority to establish is vested in Section 384.84 of the Code of Iowa
- ☐ Current Storm Water Management Program funded through various other departments / funds



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# *You Are Not Alone*



Over 40 cities in Iowa have adopted a storm water utility



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# ***Why Consider a Storm Water Management Program Fee?***

1. Relieve financial burden on current funding sources
2. More equitable - user charges based upon level of contributions to the storm drainage system. More fair than property taxes.
3. Utilities are a stable, secure source of funds
4. Use collected funds for:
  - A. Required programs under our National Pollutant Discharge Elimination System (NPDES) storm water
    - *Reduction of pollution in receiving streams*
  - B. Improve storm water system operations
    - *Repair / reconstruct / maintain existing infrastructure*
      - *Reduction in property damage during storm events*



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# ***NPDES Permit Requirements***

1. PUBLIC EDUCATION AND OUTREACH
  - A. General Storm Water Education Fact Sheets
  - B. Website
  - C. Public Meetings
  - D. Iowa Department of Natural Resources (DNR) and U.S. Environmental Protection Agency (EPA) documents available to the public
2. PUBLIC INVOLVEMENT AND PARTICIPATION
  - A. Neighborhood Cleanup Event
  - B. Telephone Hotline Number
3. ILLICIT DISCHARGE DETECTION AND ELIMINATION (IDDE)
  - A. Illicit Discharge Prohibition Ordinance
  - B. IDDE Program - Annual dry weather flow inspections
  - C. Sanitary Sewer Backups and Overflows monitoring program
  - D. Storm Drain Labeling
  - E. Wet Weather Storm Water Monitoring – Tri-annual runoff samples



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# ***NPDES Permit Requirements***

4. CONSTRUCTION SITE STORM WATER RUNOFF CONTROL
  - A. Construction Site Runoff Control Ordinance
  - B. Construction Site Review and Inspection Program
  - C. Sediment and Erosion Control Checklist
  
5. POST-CONSTRUCTION STORM WATER MANAGEMENT
  - A. Post-Construction Runoff Control Policy Ordinance
  - B. Site Plan Review of Post-Construction Runoff Controls
  - C. Inspection of Runoff Control Devices
  - D. Watershed Assessment Program



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# ***NPDES Requirements***

6. POLLUTION PREVENTION/GOOD HOUSEKEEPING –MUNCIPAL OPERATIONS
  - A. Operation and Maintenance of Storm System – program for inspecting, maintaining and cleaning of all storm system components (includes street sweeping)
  - B. Pesticide and Fertilizer Management Program
  - C. Municipal Employee Training Program
  - D. Best Management Practices (BMPs) for City Facilities – assess, correct or implement practices
7. ANNUAL REPORT WHICH INCLUDES:
  - A. Permit requirements implementation status
  - B. Summary of data gathered during report year (water quality, testing)
  - C. Financial summary of report year expenditures and next year's budget
  - D. Summary of report year's work on each requirement
8. SPECIAL CONDITIONS
  - A. Maintain map of MS4
  - B. Store salt in manner that salt does not enter MS4



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# *Maintenance of Existing System*



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# ***Reduce Property Damage***



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# ***Funds for Storm Water Projects***

## □ Examples

- *Drainage Studies*
  - *Dry Run Creek*
- *Small Projects*
  - *Eleanor Street / alley storm sewer*
  - *Cedar Terrace Drive culvert*
  - *Lucas Street / Hall Avenue storm sewer*
- *Starter / Match Funds for large projects*



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## ***What's the Next Step?***

- ☐ Analyze the Funding Alternatives
- ☐ Administration Development
- ☐ Develop Potential Revenue Generated
- ☐ Public Education Program



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# ***What's the Next Step?***

- ❑ Analyze the Funding Alternatives
  - *Flat Fee*
  - *Parcel Size*
  - *Impervious Area Basis*



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# ***Funding Alternatives***

## ☐ Flat Fee

- *All users pay the same rate*
- *Not equitable*

## ☐ Parcel Size

- *Some large lots not fully developed while some small lots completely developed*
- *Not equitable*



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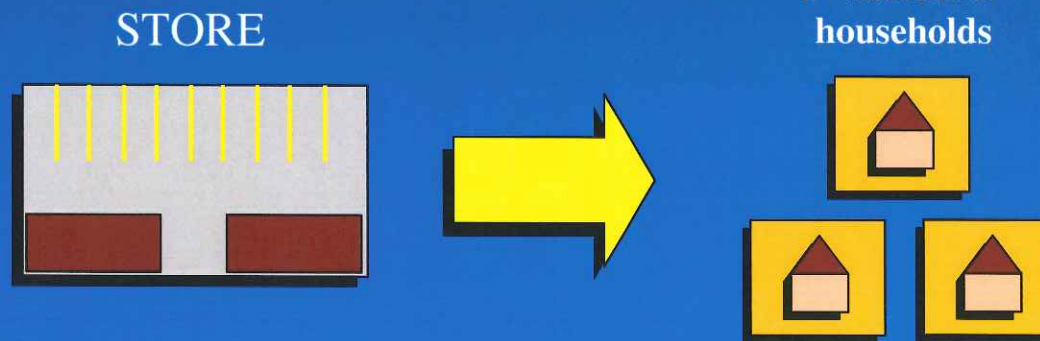
# Funding Alternatives

## Impervious Area Basis

- *Impervious Area: Water can't soak into the ground (pavement, buildings, decks, and compacted gravel)*

**STANDARD BILLING UNITS**  
(Equivalent Residential Units – “ERUs”)

Customer pays based on # of “standard”  
households

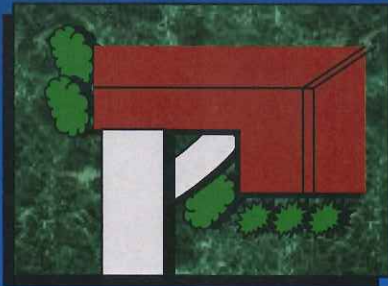


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# Funding Alternatives

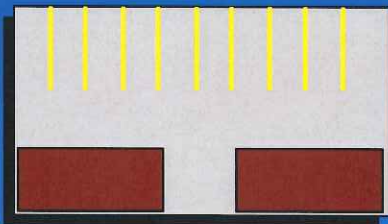
## How do you determine fee?



### Residential

- Recommending \$2.75 per dwelling unit per month.

*A dwelling unit provides complete independent living facilities for one or more persons including permanent provisions for living, sleeping, eating, cooking, and sanitation.*



### Commercial / Industrial / Institutional

- Measure impervious area
- Aerial photos
- Recommending base fee of \$2.75 plus \$2.75 per ERU per month.
- 1 ERU = 5,000 sf.

*Example:  $50,000 \text{ s.f.} / 5,000 \text{ s.f.} = 10 \times \$2.75 = \$27.50 + \$2.75 = \$30.25/\text{month}$*   
*(base rate)*



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# *Commercial Example*



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# ***What's the Next Step?***

- ☐ Analyze the Funding Alternatives
  - *Impervious Area*
- ☐ Administration Development



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# ***Administration Development***

- ☐ Storm Water User Fee Ordinance
- ☐ Storm Water User Fee Rates Ordinance
- ☐ Data Management / Collections and Policies



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# ***Administration Development***

Included within ordinance 8-4, Storm Water Management Program

- ☐ Purpose and Findings
- ☐ Establish the Storm Water User Fee
  - *Administrator*
  - *Duties and Responsibilities*
  - *Staff in Charge of Operations*
- ☐ Methods for Adopting Fees and Charges
  - *Exclusions*
  - *Fee Reductions*
- ☐ Charges and Fees in General:
  - *What revenue is used for*
  - *Methods for Adopting Changes*
- ☐ Billing System Implementation
  - *Collection*
  - *Appeals*
  - *Adjustments*



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# ***What's the Next Step?***

- ☐ Analyze the Funding Alternatives
  - *Impervious Area*
- ☐ Administration Development
  - *Ordinance 8-4*
- ☐ Potential Revenue Generated



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# Revenues Generated

City	Approximate Population	Cost of 1 ERU	SF of 1 ERU	Annual Revenue
Des Moines	198,700	\$7.87	3,667	\$12,000,000
W. Des Moines	52,800	\$4.25	4,000	\$1,000,000
Ankeny	42,000	\$4 (res) \$3 (com)	4,000	\$888,000
Iowa City	62,400	\$2.75	3,129	\$660,000
Cedar Falls	36,100	\$3 (base) \$5 (per ERU)	10,000	\$600,000
Cedar Rapids	120,800	\$3.35	N/A	\$1,800,000
Dubuque	57,700	\$4.00	2,917	\$2,181,000
Ames	50,700	\$3.00	N/A	\$1,000,000
Waterloo	68,750	\$2.75 (base) \$2.75 (per ERU)	5,000	+/- \$1,500,000



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## ***What's the Next Step?***

- ☐ Analyze the Funding Alternatives
  - *Impervious Area*
- ☐ Administration Development
  - *Ordinance 8-4*
- ☐ Potential Revenue Generated
- ☐ Public Education Program



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# ***Public Education Program***

- ❑ Storm Water User Fee Fact Sheet
  - *City Web Site*
  - *Include with Water Works billings*
    - *Mailed separately if using postcards*
    - *Envelope stuffer with full page billing*
- ❑ City Council Presentation
  - *Taped for broadcast on public access channel*



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# Storm Water Management Program Fact Sheet

## Storm Water Management Program Fee



### What is a storm water management program?

Federal water quality regulations require many urban areas and industries throughout the United States to implement a comprehensive storm water management program to improve storm water quality. As storm water runoff flows towards a collection system, it picks up pollutants like oil, metal, fertilizer, pesticide and trash, which flow untreated into our creeks, rivers and lakes. Waterloo is among the 43 cities in Iowa required to have a storm water management program. Waterloo's program is a joint effort between the Engineering, Waste Management and Street Departments.

### What does the Storm Water Management Program do?

Waterloo's storm sewer system benefits all properties within the City by providing drainage and flood control. Our storm water management program involves the operation, maintenance and construction of the City's storm sewer system; storm sewer system studies and assessments; enforcement of storm water regulations, public education and outreach programs and the associated administrative costs, fees and employee training to meet the requirements of the City's annual Iowa Department of Natural Resources issued storm water discharge permit.

### Why is this fee needed?

When the federal and state governments passed the clean water laws, no funding sources were provided to help cities meet these regulations. A combination of general obligation bonds, sewer fees, and road use tax funds are currently the main sources of funding for Waterloo's storm water management program. A storm water program management fee will provide the funds needed to operate this program and meet those governmental regulations.

### Who will pay this fee?

Since all properties benefit from the City's storm sewer system, a user fee will be assessed to all residences, commercial, industrial, institutional (i.e., school, church, hospital) and government facilities within Waterloo.

### How will this fee be collected?

A storm water user fee will be assessed monthly and included in the quarterly Waterloo Water Works bill.

### What is the fee rate?

Residential properties will be charged a flat fee of \$2.75 per dwelling unit. A fee reduction will be available to those households that meet the City of Waterloo's low-income guidelines.

Commercial, industrial, institutional and government properties will be charged a flat fee of \$2.75 per parcel plus a fee of \$2.75 per 5,000 square feet of impervious area. Impervious area includes buildings, driveways, sidewalks and parking lots; basically any non-vegetated area.

Impervious area for non-residential properties was determined by analysis of the most recent aerial photography available to the City of Waterloo.

### For more information, contact:

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# ***Discussion***



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