

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are clustered in the top left corner, while others are scattered across the bottom right. The droplets have highlights and shadows, giving them a three-dimensional appearance.

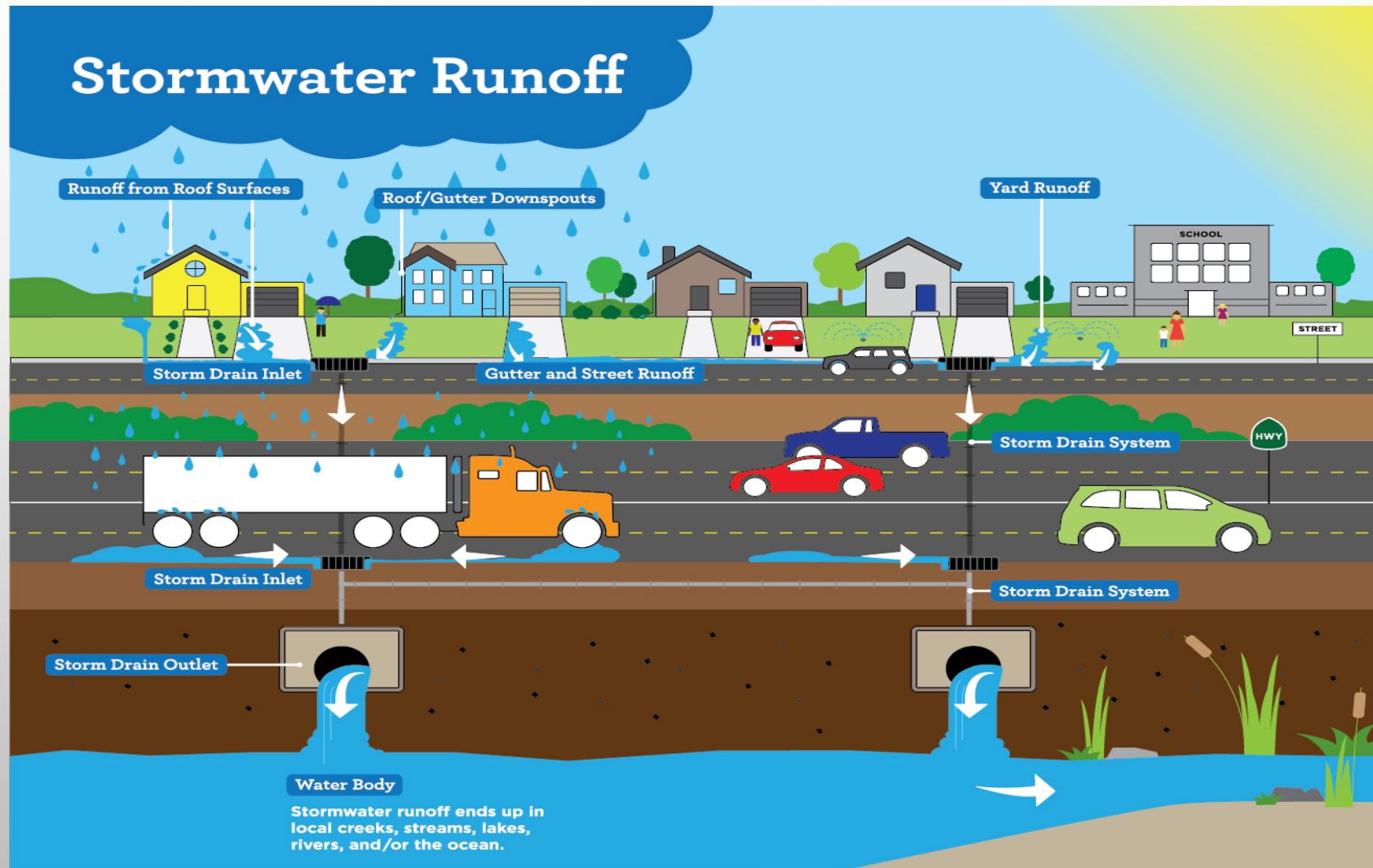
# STORMWATER UTILITIES

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PINELANDS PRESERVATION ALLIANCE


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# THE STORMWATER PROBLEM





# THE STORMWATER SOLUTION

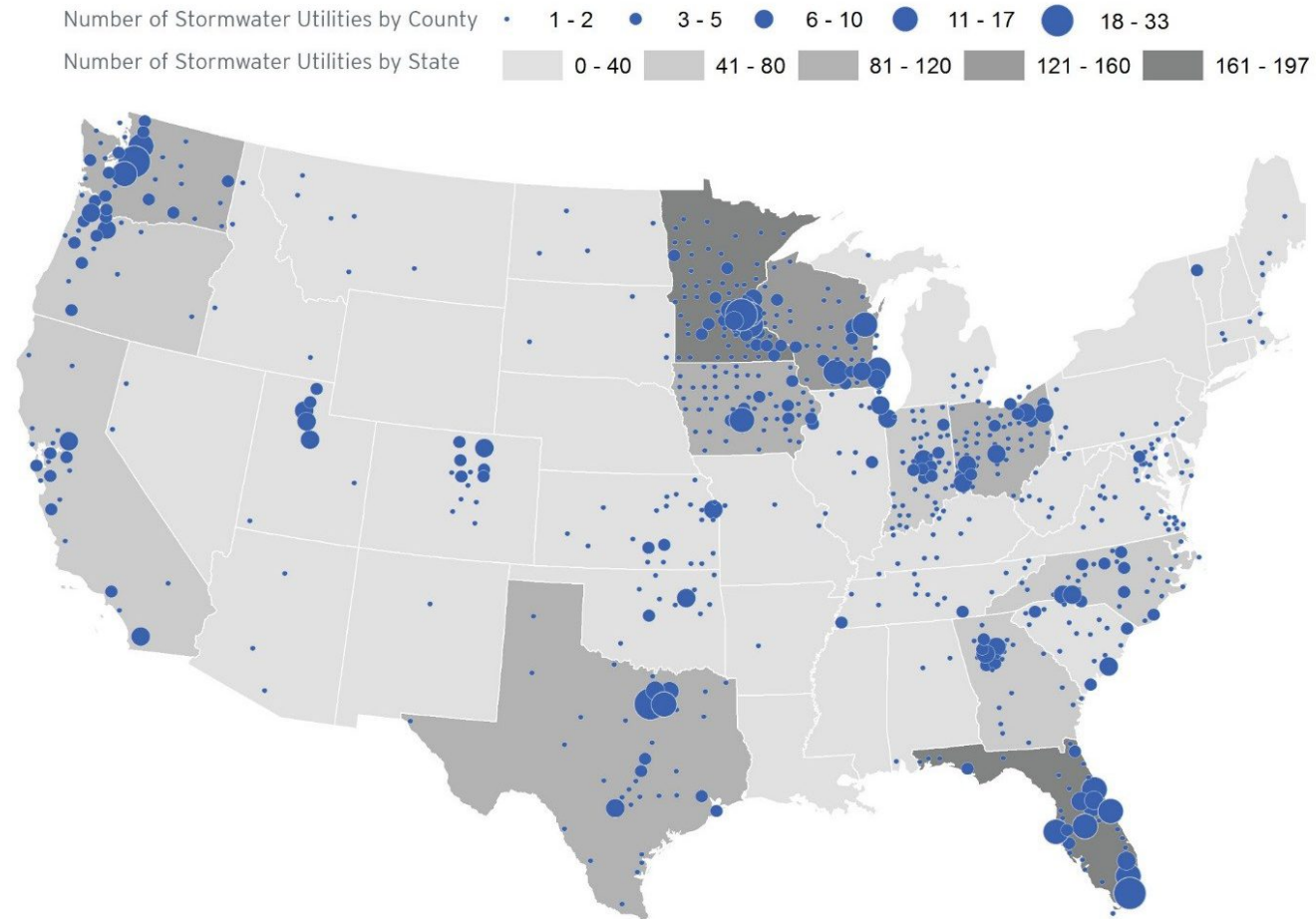
- STORMWATER UTILITY
    - FUND FOR STORMWATER PROBLEM
    - INSTALLATION OF GREEN STORMWATER INFRASTRUCTURE
    - DEDICATED ENTITY
    - DEAL WITH FLOODING AND STORMWATER POLLUTION
  - MORE THAN 1800 COMMUNITIES ACROSS THE COUNTRY HAVE A STORMWATER UTILITY, BUT WHERE EXACTLY?
- 

# WHERE DO STORMWATER UTILITIES EXIST?

FIGURE 1

## Stormwater utilities are concentrated in only a few regions nationally

Number of Stormwater Utilities, By County and State, 2016



Source: Brookings analysis of WKU stormwater utility survey data.

# WHAT ABOUT NEW JERSEY?

- FLOOD DEFENSE ACT - A2694/S1073 – SIGNED INTO LAW IN MARCH 2019
- THE BILL EMPOWERS NEW JERSEY COUNTIES AND MUNICIPALITIES — ON A PURELY VOLUNTARY BASIS — TO CREATE MUCH-NEEDED, COMMUNITY-BASED STORMWATER PROGRAMS THAT REDUCE POLLUTION AND CONTROL LOCAL FLOODING
- FLOODING/STORMWATER/POLLUTION - \$16 BILLION PROBLEM FOR NJ

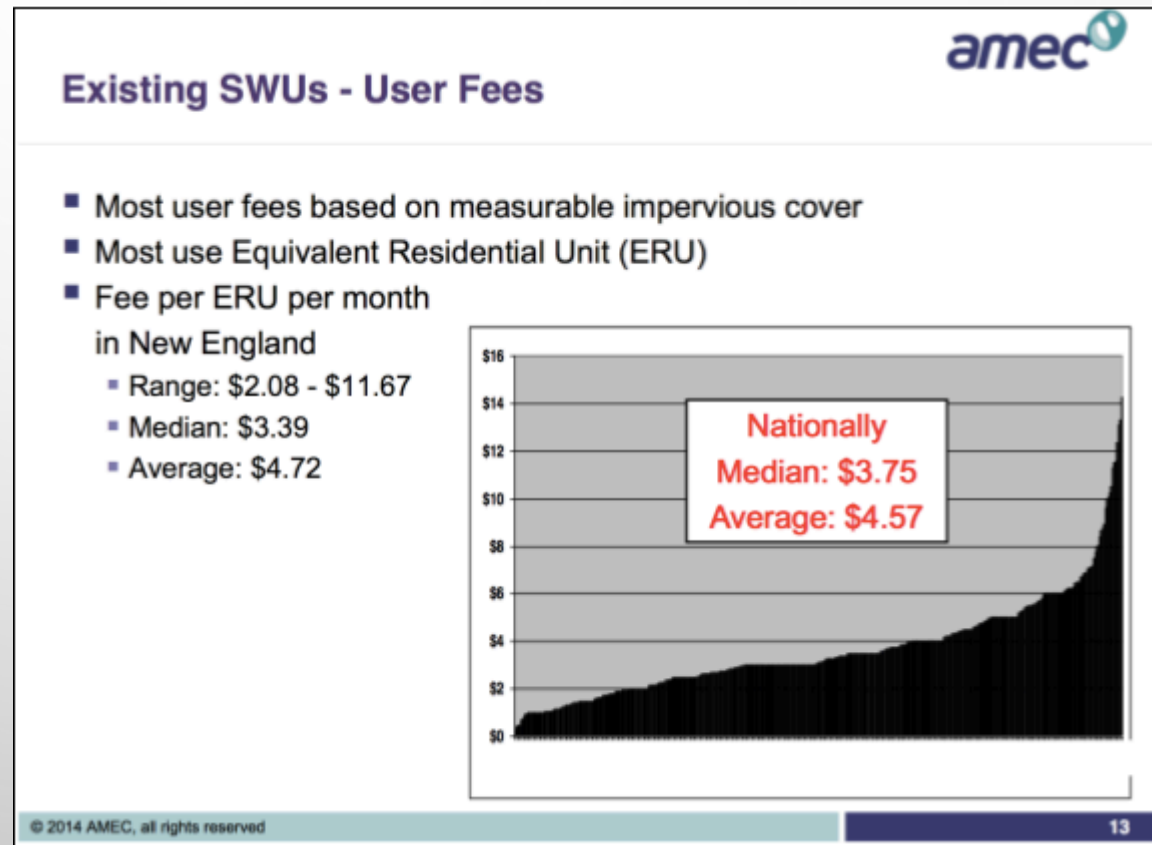


# WHO CREATES A STORMWATER UTILITY?

- MUNICIPALITIES
  - COUNTIES
  - MUNICIPAL OR COUNTY WASTEWATER UTILITIES AND UTILITY AUTHORITIES
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# WHAT ARE TYPICAL STORMWATER FEES?

- FEES ARE TYPICALLY BASED ON THE AMOUNT OF IMPERVIOUS AREA ON A PROPERTY THAT DRAINS TOWARDS A STORMWATER PERMITTED AREA. PROPERTIES ARE OFTEN CLASSIFIED INTO TWO GROUPS: RESIDENTIAL VS. COMMERCIAL/INSTITUTIONAL/INDUSTRIAL.




# STEP-BY-STEP – HOW TO CREATE A STORMWATER UTILITY

- 8 STEPS
  - INITIAL CONCEPTUAL DISCUSSION
  - STORMWATER UTILITY STUDY TEAM
  - ENGAGE POWERS THAT BE – MAYOR/COUNTY/UTILITY DIRECTOR
  - CONDUCT FEASIBILITY STUDY
  - ENGAGE STORMWATER ADVISORY COMMITTEE
  - GET THE “GO/NO GO” DECISION
  - IMPLEMENTATION PHASE
  - GO LIVE






# FIRST STEP

- CAN BE HARD
  - NEED TO HAVE/ESTABLISH RELATIONSHIP
  - INVOLVE ORGANIZATIONS TO HELP HAVE A CONVERSATION/ GIVE A PRESENTATION
  - FIND LIKE MINDED PEOPLE IN THE COMMUNITY TO PROVIDE GROUNDSWELL SUPPORT OR
  - FIND ELECTED/APPOINTED OFFICIALS WHO UNDERSTAND AND ARE INTERESTED
- 




## SECOND STEP

- CREATE THE STUDY TEAM – KEY LOCAL STAFF
  - IDENTIFY GOALS, NEEDS, AND IF IT IS POSSIBLE
  - WILL DECIDE IF FORMAL PROPOSAL WILL BE DEVELOPED FOR SHARING WITH KEY ELECTED OFFICIALS
- 



## THIRD STEP

- IF PROPOSAL IS DEVELOPED, GIVE PRESENTATION TO MAYOR/COUNTY EXECUTIVE/UTILITY DIRECTOR
  - ENGAGE A CONSULTANT (POSSIBLY) TO HELP WITH SHARING/DEVELOPING INFORMATION
  - HAVE PROS AND CONS LAID OUT
  - GOAL TO GET SUPPORT BY ELECTEDS
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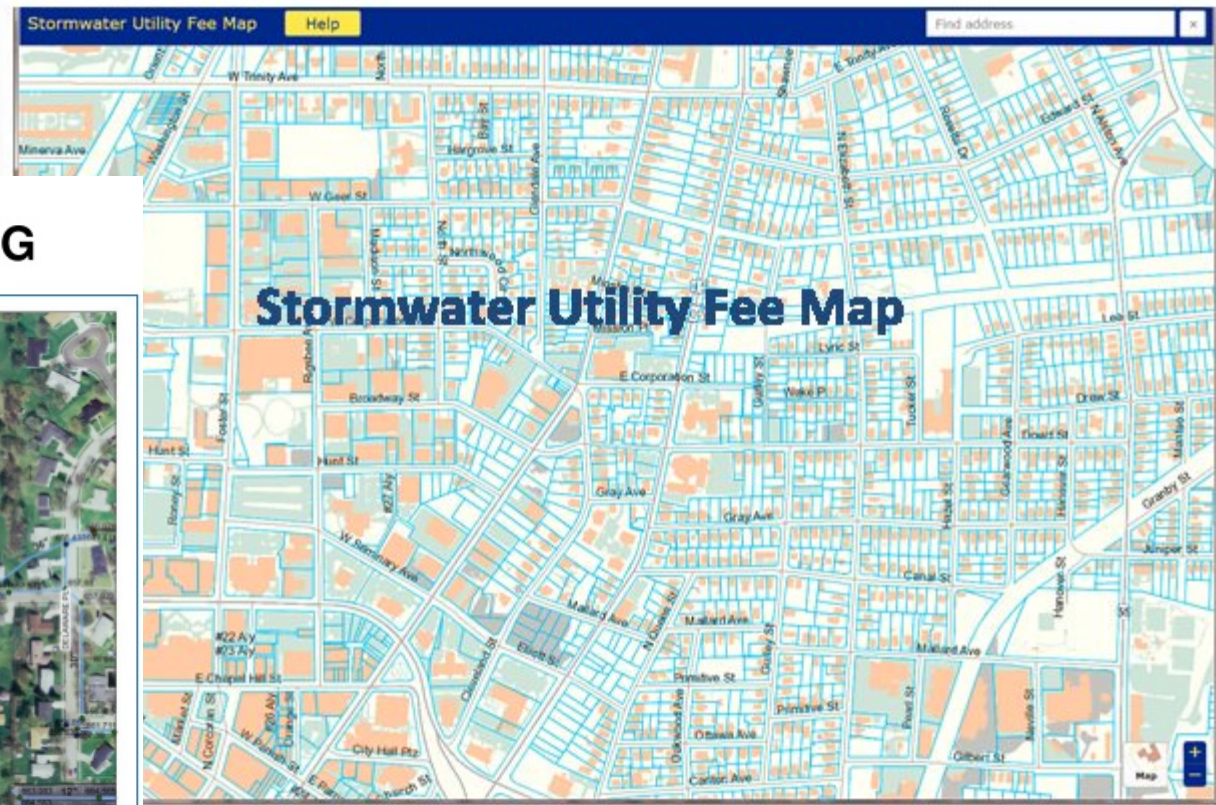
# FOURTH STEP


- FEASIBILITY STUDY




## INFRASTRUCTURE MAPPING

- Survey grade GIS mapping of municipal infrastructure.
- Recommend getting additional data including inverts, material type, condition etc...





# FIFTH STEP

- STORMWATER ADVISORY COMMITTEE
    - EDUCATE AND SOLICIT INPUT FROM PUBLIC
    - KEY ASPECTS OF STUDY
    - FORWARD RECOMMENDATIONS TO MAYOR/COUNTY EXECUTIVE/UTILITY DIRECTOR
- 



# SIXTH TO EIGHTH STEP

- GO – NO GO –
  - IMPLEMENTATION
  - GO LIVE
- 

# WHO CAN HELP YOU?

- WATERSHED ORGANIZATIONS/ENVIRONMENTAL ORGANIZATIONS
- FLOOD DEFENSE COALITION





# CONTACT

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