

SELLING STORMWATER:

Setting the Stage for Sustainable
Stormwater Financing

Erie County Department of Planning
& Community Development

Amy Murdock

Learning Objectives

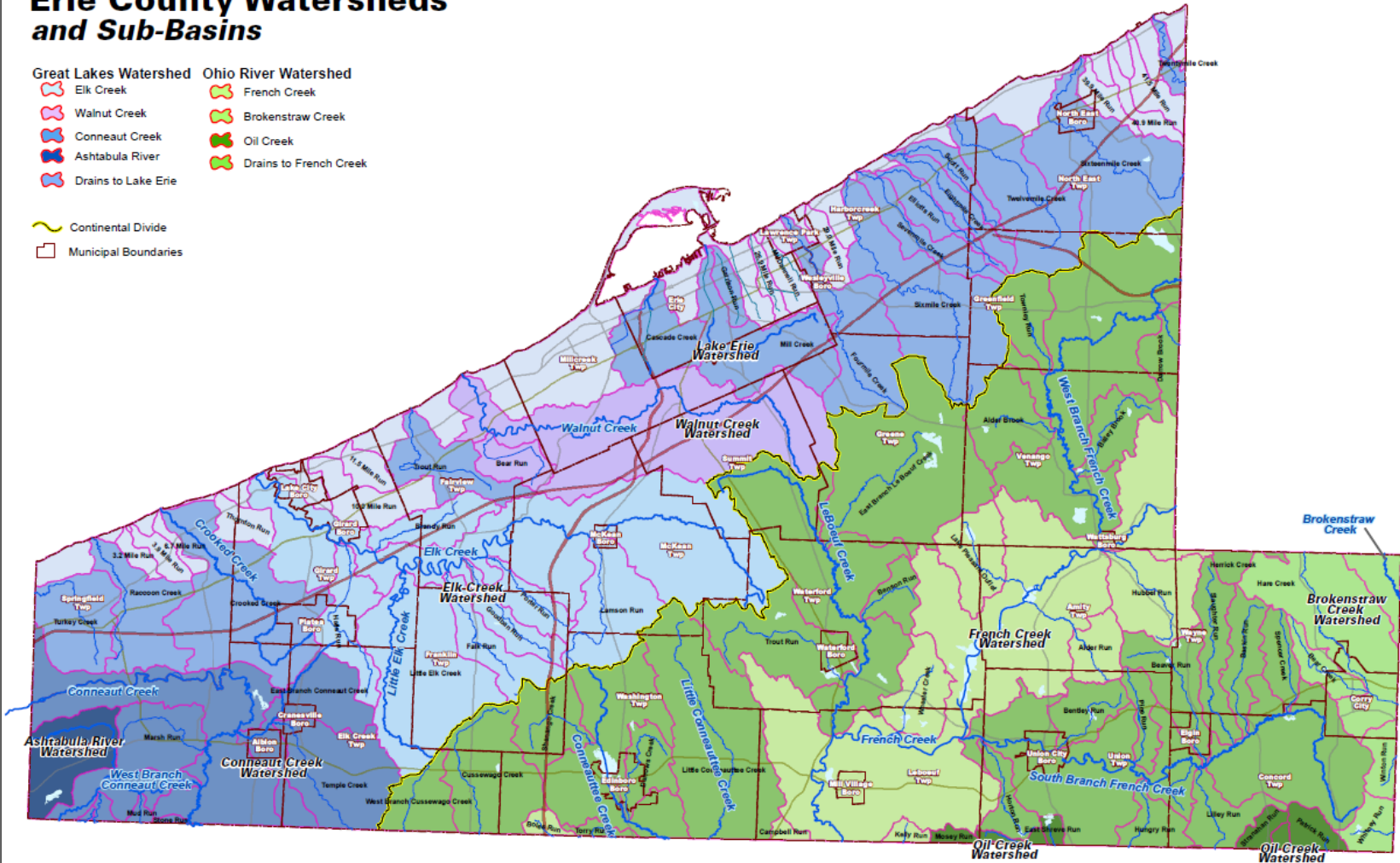
- Understand effective tactics for engaging municipalities in regional programs.
- Understand effective tactics for attracting grant dollars.
- Improve negotiating and/or facilitation skills for multi-municipal projects.
- Learn new methods of financing stormwater infrastructure.
- Acquire sample MOU for municipal stormwater assistance.

Erie County Watersheds

Erie County Watersheds and Sub-Basins

- | | |
|------------------------------|-----------------------------|
| Great Lakes Watershed | Ohio River Watershed |
| Elk Creek | French Creek |
| Walnut Creek | Brokenstraw Creek |
| Conneaut Creek | Oil Creek |
| Ashtabula River | Drains to French Creek |
| Drains to Lake Erie | |



- Continental Divide
- Municipal Boundaries

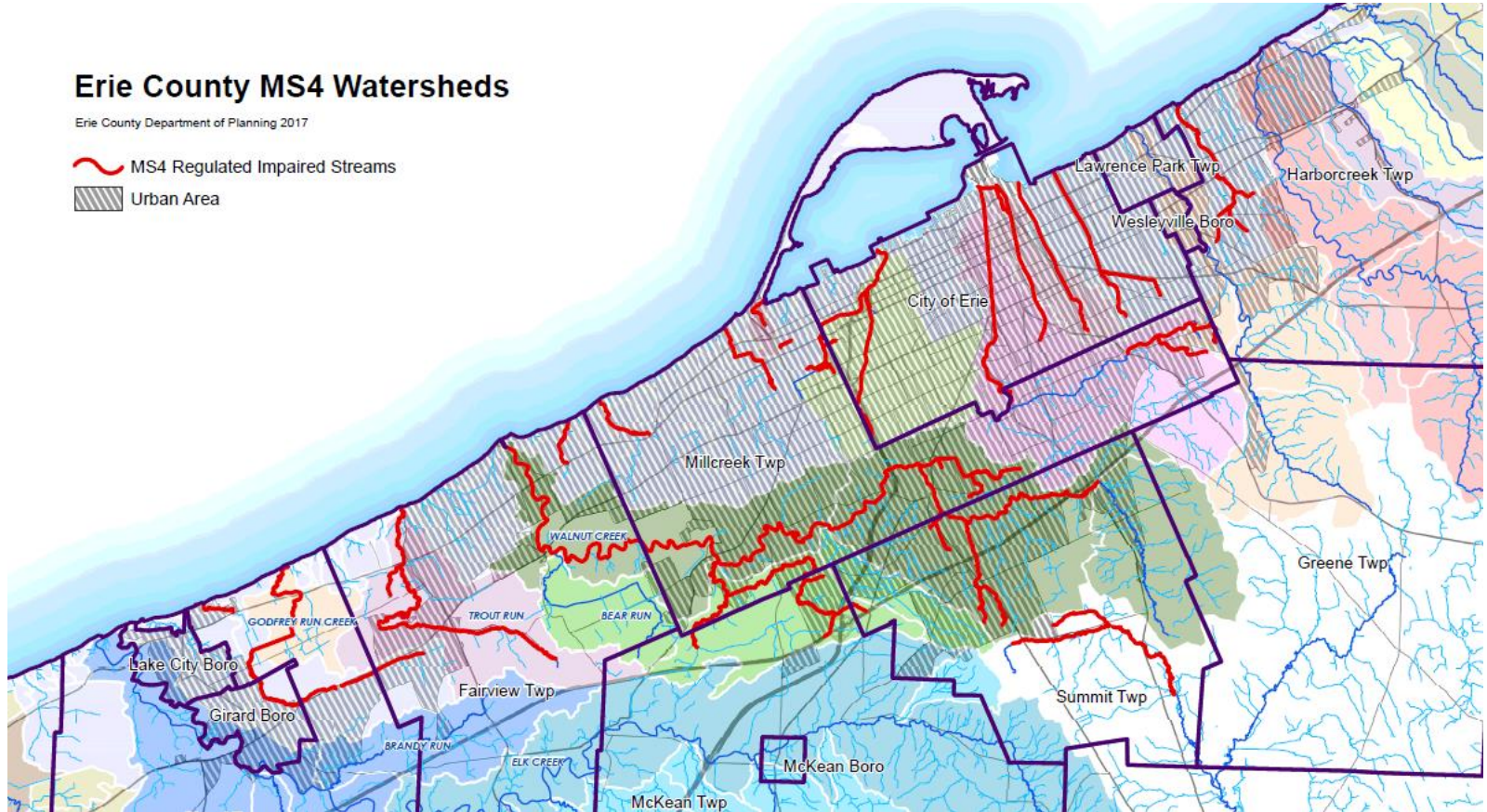


Erie County MS4

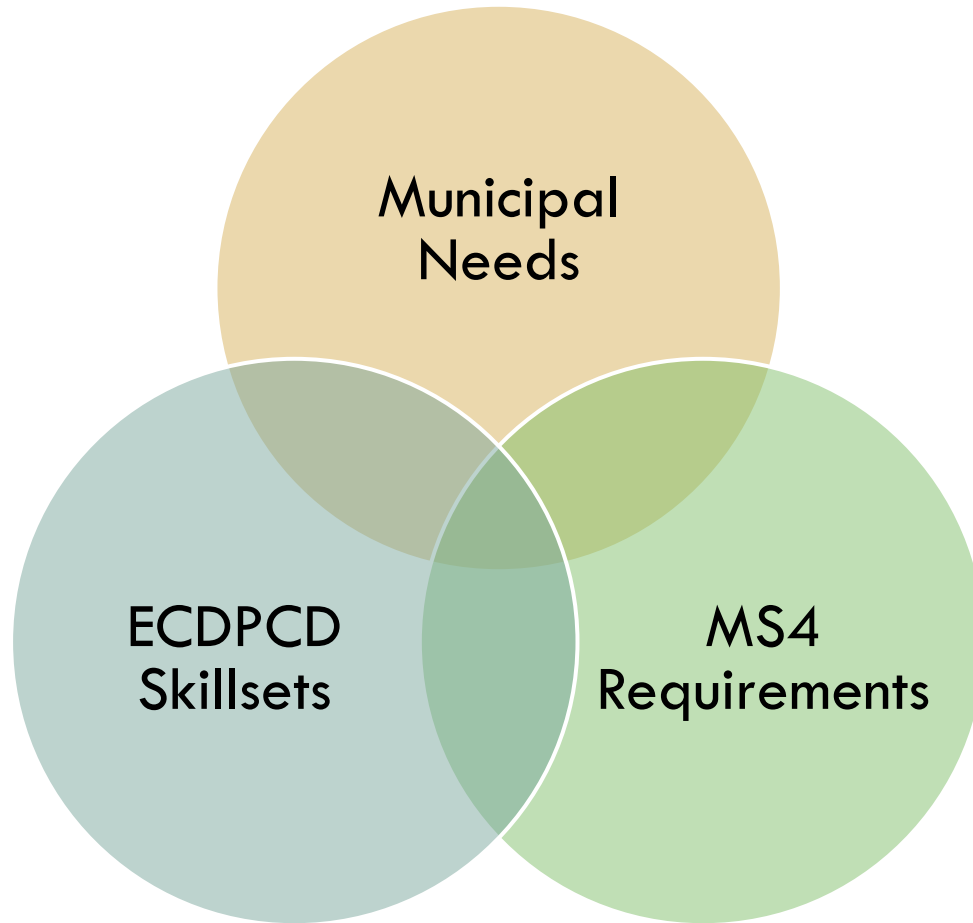
Erie County MS4 Watersheds

Erie County Department of Planning 2017

-  MS4 Regulated Impaired Streams
-  Urban Area



Where's the White Space?



Finding the White Space

□ Municipal Interviews

- “We don’t need help right now.”
- “Is this a regional takeover?”
- “We’re ignoring MS4.”

- Most municipalities were ill equipped to meet the requirements of MS4.
- Every municipality interpreted the regulations **differently**.

Finding the White Space

- Spend some time with DEP
 - ▣ Dive into the regulations to show a thorough understanding.
 - ▣ “Shining light in the Northwest.”
 - ▣ Trips to the Regional Office
 - ▣ Regular calls with Central Office
 - ▣ How could ECDPCD become an extension of their efforts? \$\$

Finding the White Space



- Existing Skillsets
 - What supporting activities align with existing programs

White Space = Municipal MOUs

- Education and Outreach
- GIS and Mapping
- Planning and Administrative Support
 - ▣ Grant writing, Impervious Surface analysis, etc.

The Road to Signatures

- ▣ Group 1 - “We don’t need help right now.”
- ▣ Group 2 - “Is this some kind of regional takeover?”
- ▣ Group 3 - “We’re ignoring MS4 until it goes away.”

The Road to Signatures

SECTIONS

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Our view: Storm highlights need for readiness

CLASSIFIEDS



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- Erie man sentenced in fatal Summit Township crash



Nearly 3 inches of rain falls on Erie region from storm

Results

- MOUs with all regulated municipalities and counting
 - ▣ Key: Low cost, Assistance with impervious surface analysis
- Attracted grant dollars to support program
 - ▣ Key: Signed MOUs, Relationship with DEP
- “Would the County be interested in forming a SW Authority?”

Financing

- MOU includes shared municipal cost for services.
- Assistance with SW Fee calculation
 - ▣ ERU (Equivalent Residential Unit)
 - 1 ERU is the average impervious surface of a single family detached
 - 1 ERU equals \$8.00/month)
 - All non-single family detached parcels are charged based on the amount of impervious surface on the parcel
 - Church that has twice the amount of the average amount of imp. Surface of single family detached parcels would be charged at a rate of 2 ERUs or \$16.00/month

Next Steps

- Assist municipalities through stormwater fee feasibility studies and outreach.
- Group 1 – “What about municipalities that are uphill that contribute to our stormwater issues?”
- Group 2 – “What if we don’t charge the fee to our residents?”
- Group 3 – “We are rural and do not need to participate.”

Questions?



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