SELLING STORMWATER:
Setting the Stage for Sustainable Stormwater Financing

Erie County Department of Planning & Community Development

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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 MS4

Erie County MS4 Watersheds
Erie County Department of Planning 2017

- MS4 Regulated Impaired Streams
- Urban Area
Where’s the White Space?

Municipal Needs

ECDPCD Skillsets

MS4 Requirements
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.”
Our view: Storm highlights need for readiness

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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