So, You say you want to manage stormwater.

Now, let’s chat about how to pay for it.

Presented by:
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University of Maryland Environmental Finance Center

Khris Dodson
Environmental Finance Center at Syracuse University
WHEN YOUR PET GOES ON THE LAWN,

REMEMBER IT DOESN’T JUST

GO ON THE LAWN.
About the EFCs (EFCN)

Environmental Finance Center @ SU

Environmental Finance Center @ UMD
Presentation Outline

• Intro (both)
• **Funding Stormwater Management**: Khris
• **The Benefits of Funding Stormwater**: Khris
• **Funding vs. Financing**: Jen
• **Developing a Successful Finance Strategy**: Jen
• **Cost Reducers**: both
• **Revenue Generators**: Jen
• **Market-based Approaches**: Khris
• **Takeaways**: Jen (both)
• **Additional Tools and Resources**: Khris (both)
Funding Stormwater Management
What’s the cost of not?
Hurricane Irene: $16.6 billion
Binghamton: 2011 flood
$50 million in 30 minutes for one city!
Where does the water go?

Parking lot with rain gardens, curb inlets, trees. YES!
The benefit(s) of a GI approach

The ancillary benefits may outweigh the stormwater benefits!

– Improved streetscapes
– Increased capacity, or upgraded infrastructure
– Inter-departmental ‘co-funding’ (combining Parks, DPW, and other funding streams to create a mutually beneficial project)
– Increased property value and/or investment
Not So Good
Better!
Porous Concrete captures over 700,000 gallons of stormwater annually.
Village Hall Stormwater Retrofit
Greenwood Lake, NY
Village Hall Stormwater Retrofit
Greenwood Lake, NY
Qualifying for a free cash grant is easy!

- $10,000 to over $500,000 in FREE Grant Money is Available NOW!
- Never Repay
- No Credit Checks
- No Interest Charge

To see if you meet the requirements, please visit our web site: [CLICK HERE NOW!](#)

With best regards,

The Grant Giveaway Team
Also not recommended...
FUNDING VERSUS FINANCING
Financing: Coming to Terms

• Funding: finite resources

• Financing: managing resources

• Goal: Return on investment
Why does financing matter?

- Provides backbone for implementation plan
- Resonates with decision-makers
- Lends credibility with funders
- Your plan cannot become a reality without it!
ELEMENTS OF A SUCCESSFUL FINANCING STRATEGY
Effective Financing Strategies

- Community-based
- Integrated
- Mirror the resource
Components of a Financing Strategy

- Cost Reducers
- Revenue Generators
- Market Based Approaches
COST REDUCING STRATEGIES
Cost Reducers

- Planning
- **Effective, enforced policies and regulations**
- Coordination with other community priorities
- **Asset management**
- Collaboration
Policy Based: Watershed Protection Improvement District

- Allows local boards to establish watershed-protection improvement districts to protect residents and watersheds from contamination.
- Municipalities can raise funds to install and maintain stormwater treatment, drainage and infiltration projects, septic system upgrades, alternative septic systems, conservation landscaping, storm water collection devices, and natural shorelines and shoreline buffers.
- These practices are designed to capture, treat, and infiltrate runoff and decrease the amount of pollutants reaching waterbodies.
Policy Based: New York Public Infrastructure Policy Act

- Requires state infrastructure funding to be consistent with smart growth principles, with priority given to existing infrastructure and projects which are consistent with local governments' plans for development.

- We’re seeing this in CFA application requirements
Complete Streets Act

Complete Streets work in:

Buffalo, Erie County, Alfred, Angelica, Cuba, Gowanda, Hinsdale, Kingston, Malone, Portville, Salamanca, Savannah, Syracuse, Fort Edward, Lake George and in Rochester.
Asset Management

– Understand and visualize assets
– **Conduct condition assessment**
– Prioritize asset investments for maintenance and replacement
– **Communicate with decision makers**
Green Infrastructure

– Reduce implementation costs
– Deliver benefits that serve multiple community priorities
– Engage the private sector
– Spur behavior change through the marketplace
– Provide return on investment to local economies
Regionalization

– Create efficiencies
– Fill resource and capacity gaps
– Tap into existing resources and capacity
– Become more attractive and competitive to funders
Spectrum of Regionalization

Collaboration on public education and outreach

Informal sharing between staff of equipment, tools, and resources

MOU developed for defined shared activities

Informal collaboration through peer-to-peer sharing

Formal regional entity created/adapted to manage stormwater
REVENUE GENERATORS
Revenue Generators

- Grant and loan programs
- Bonds
- Sustainable, dedicated funding
Ithaca Stormwater Fee

- Assessment began January 1, 2015
- 1 ERU pays $48/yr
- Larger properties pay per ERU
- $800 K est. revenue
- Credit up to 20% of total fee

Impact Examples:
$130,000 for Cornell
$15,500 from Wal-Mart
$12,000 from Wegmans,
$46,000 approx for City
Chautauqua County Bed Tax

- 3% for economic development in 2004
- Raised to 5% to include water resource management projects in 2008
- 2% capitalizes Lakes & Waterways grant fund
- Public agencies, private organizations, Chautauqua residents
MARKET BASED APPROACHES: PUBLIC PRIVATE PARTNERSHIPS
Public-Private Partnerships
Onondaga County Save the Rain Green Improvement Fund (GIF)

Never been advertised!

130 applications since March 2010

83 projects completed; 35 projects under contract or in implementation phase

40+ million gallons to be captured annually from projects
Skiddy Park B-ball courts with the Boeheim Foundation Courts 4 Kids program
Connective Corridor
Incentivizing the Private Sector

BINGHAMTON, NY

Location: Broome County, NY
Area: 11.14 square miles
Founded: 1867
Population: 46,551

SHARING THE COST

... of green stormwater projects
with residents and businesses

50/50

STORMWATER MANAGEMENT FUND

NFWF sponsored program where the City splits the cost of GI projects with developers and landowners up to $25,000 for going above and beyond the required level stormwater management

GREEN STORMWATER AND LANDSCAPING MATCHING FUND

Local foundation sponsored program where the City provides matching funds for residents, nonprofits, and small businesses who want to install small-scale GI practices such as rain gardens, rain barrels, shade trees, and pervious paving.
Incentivizing the Private Sector

• Upper Susquehanna Coalition: berm removal, constructed wetlands, buy-backs, streambed restoration...

Image courtesy Alliance for the Bay Flickr
Take-Aways

• Effective financing strategies tend to be
  – Community based
  – Integrated
  – Mirror the resource

• Green infrastructure approach
  – Makes sense from a resource management perspective
  – Makes sense from a financing perspective

• Asset Management and Regionalization
  – Can create efficiencies and reduce implementation costs
  – Can occur at multiple depths and scales
Additional Tools and Resources
# Boot Camp at a Glance

Each category below includes modules that are designed to get you thinking and provide guidance on becoming better financial stewards as you meet your environmental goals. Depending on your particular needs, we will work with you to pick the modules and build a Boot Camp that makes sense for you.

## Core Components for all Boot Camps Include:
Overview of financial terms, concepts, and tools; a program financing assessment; and assistance in determining costs and creating a realistic budget

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<th>Water Resource Management</th>
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<td><strong>Stormwater:</strong> utilities, financing, regionalization, asset management, MS4 program improvement</td>
<td><strong>Climate Change:</strong> local flooding, sea-level rise, hazard mitigation, resiliency</td>
<td><strong>Local Government Certification:</strong> develop program actions, “green team” training, partnership building</td>
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<tr>
<td><strong>Green Infrastructure:</strong> economic development, policy considerations, leveraging</td>
<td><strong>Energy:</strong> tracking and budgeting; energy efficiency; renewable energy</td>
<td><strong>Leadership and Program Development:</strong> facilitation, mediation, strategic planning, stakeholder engagement</td>
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<td><strong>Public-Private Partnerships:</strong> leveraging private investments with private dollars, environmental markets</td>
<td><strong>Food Systems:</strong></td>
<td><strong>Fiscal planning and budgeting,</strong></td>
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<tr>
<td><strong>Rural Land Management:</strong> farmer assistance, nutrient management, TMDLs</td>
<td><strong>Stakeholder Engagement and Community Education</strong></td>
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<td><strong>Public Health Connection:</strong> environmental justice, air quality, housing, transportation</td>
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Please contact Brent McCloskey at brentmc@umd.edu or (301) 405-8513. Costs vary depending on a variety of factors such as length of Boot Camp, research, location and venue. For additional information about the EFC, please visit our website at [www.efc.umd.edu](http://www.efc.umd.edu)
Discusses sources of funding, legal implications, and implementation of funding. Also includes case studies.
Funding Stormwater Programs

April 2009

Executive Summary

This document is intended to assist local stormwater managers to alleviate the significant expense of construction, operation and maintenance of a municipal separate storm sewer system (MS4). The costs of stormwater programs, increased by regulatory requirements (stormwater Phase I or Phase II), flooding concerns, water quality issues (including total maximum daily loads, or TMDLs) and population growth, may be subsidized through a stormwater utility or various other methods detailed in this document.

Stormwater management can be costly, but it is a good investment. There are new stormwater management techniques, referred to as low impact development (LID), that infiltrate, evaporate, and reuse stormwater, thereby, preventing polluted runoff from happening. This helps to reduce the high costs of cleaning up the water quality impairments from the polluted runoff. Additional benefits from these techniques include increased ground water recharge, flood control, and healthy aquatic ecosystems through maintenance of base flow for streams. LID techniques need to be used and designed carefully, and used in conjunction with traditional stormwater management techniques.

This fact sheet includes information on various stormwater funding mechanisms and types of stormwater utilities; it also describes how to create a stormwater utility and provides a list of resources.

New England Case Studies

More than 800 communities or districts across the country have adopted a stormwater utility to help fund the costs of stormwater programs, including the costs of regulatory compliance, planning, maintenance, capital improvements, and repair or replacement of infrastructure. Examples of utilities from two New England cities are discussed below.

South Burlington, Vermont

http://www.sburststormwater.com

The South Burlington Stormwater Utility is the first of its kind in Vermont. Six streams in and around South Burlington are impaired from stormwater, resulting in water pollution, erosion, flooding, and unstable streambanks. The utility was established in 2006 to help mitigate the increasingly complex issues associated with stormwater management, including failing septic systems in older developments and phosphorus runoff polluting Lake Champlain, which is the primary source of drinking water for the Burlington area.

The municipal Stormwater Services Division administers the utility, which pays for system maintenance, capital project construction, enforcement, and customer outreach and assistance.

An example of a capital project construction (a gravel wetland) that was paid for by the stormwater utility in South Burlington, Vermont.

User fees are based on the amount of impervious area on a property. The monthly fee per equivalent residential unit (ERU) was set using a scientific process. This process determined that a typical single-family home in South Burlington had 2,700 square feet of impervious surface. A single-family home is assessed a fee of $4.95 per month, whereas duplexes and triplexes are assessed fees of $2.25 and $1.50 per month, respectively. All other properties are assessed a fee depending on the amount of impervious surface. The utility funds a comprehensive program bringing in more than $1 million annually.

Cities in New England with Stormwater Utilities

- Chicopee, Massachusetts
- Lewiston, Maine
- Newton, Massachusetts
- Rehoboth, Massachusetts
- South Burlington, Vermont

(as of December 2008)

http://www.epa.gov/region1/npdes/stormwater
The "Save the Rain" program is a comprehensive stormwater management plan intended to reduce pollution to Onondaga Lake and its tributaries. During wet weather events, stormwater flows into the local sewer system, causing heavy flow periods that can overload the system.

October
30TH: Community Meeting – W. Onondaga Green Corridor Project
Time: 06:00 PM
Location: Southwest Community Center
The West Onondaga Green Corridor project consists of a road narrowing from Onondaga Creek to... (read more)

Onondaga County Executive Featured on Municipal Sewer & Water Magazine September 2012 Cover
September 2012

Project:
Arbor Day Tree Plantings at Hughes Magnet School

Project Owner:
Syracuse City School District

Project Location:
Hughes Magnet School

Sewershed:
Midland

GI Technology:
Tree Plantings

Runoff Reduction:
20,000 gal/yr

Year Completed:
2012

Construction Cost:
$0

Primary Contractor:
City/County Arborist
Onondaga County, New York
Save the Rain Program
Green Infrastructure Maintenance Training

Prepared for
Onondaga County, New York

Prepared by

March 9, 2012

Save the Rain
Questions?

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