

# REST EASY WHEN IT RAINS

WHY STORMWATER UTILITIES MAKE MUNICIPAL GOOD SENSE

October 6, 2022 | Lambertville



**NEW JERSEY**  
**STORMWATER**  
**UTILITY**  
**RESOURCE CENTER**



**NEW JERSEY**

**FUTURE**





# Agenda

- Stormwater: What's The Fuss?
- Current Stormwater Funding Practices
- Intro to Stormwater Utilities (SWU) & Process
- SWU Investigations in New Jersey
- NJDEP Stormwater Utility Feasibility Study Grant
- Questions

# What is Stormwater?

- Rain or melting snow that flows off of streets, lawns, or other sites (EPA)
- Why is stormwater runoff increasing?
  - Development & increased storm intensity and frequency.

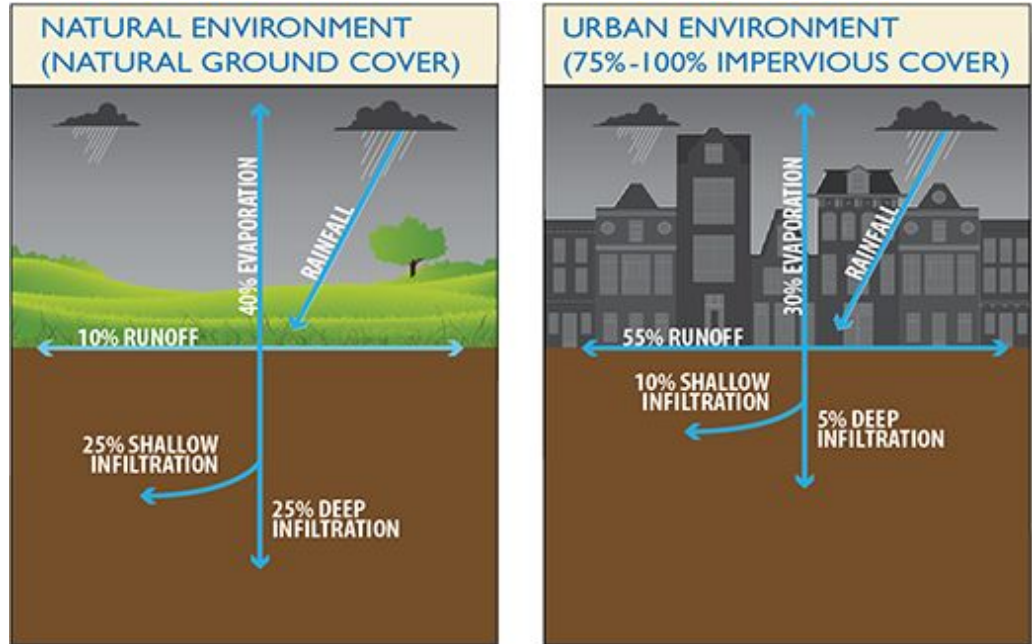


Image Credit: District of Columbia Water and Sewer Authority

# What's the Fuss?

- Stormwater fouls our waters
- Stormwater floods our communities
- Stormwater hurts our economy



Camden, NJ



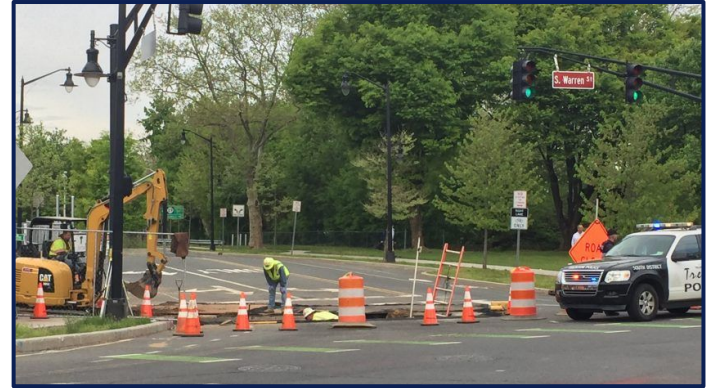


# Current Stormwater Funding Practices

- **Property Taxes**



- **Sewer Fees**



# What Are My Options?



- **Do Nothing**
- **Increase Property Taxes**
- **Increase Sewer Rates**
- **Create a Stormwater Utility**

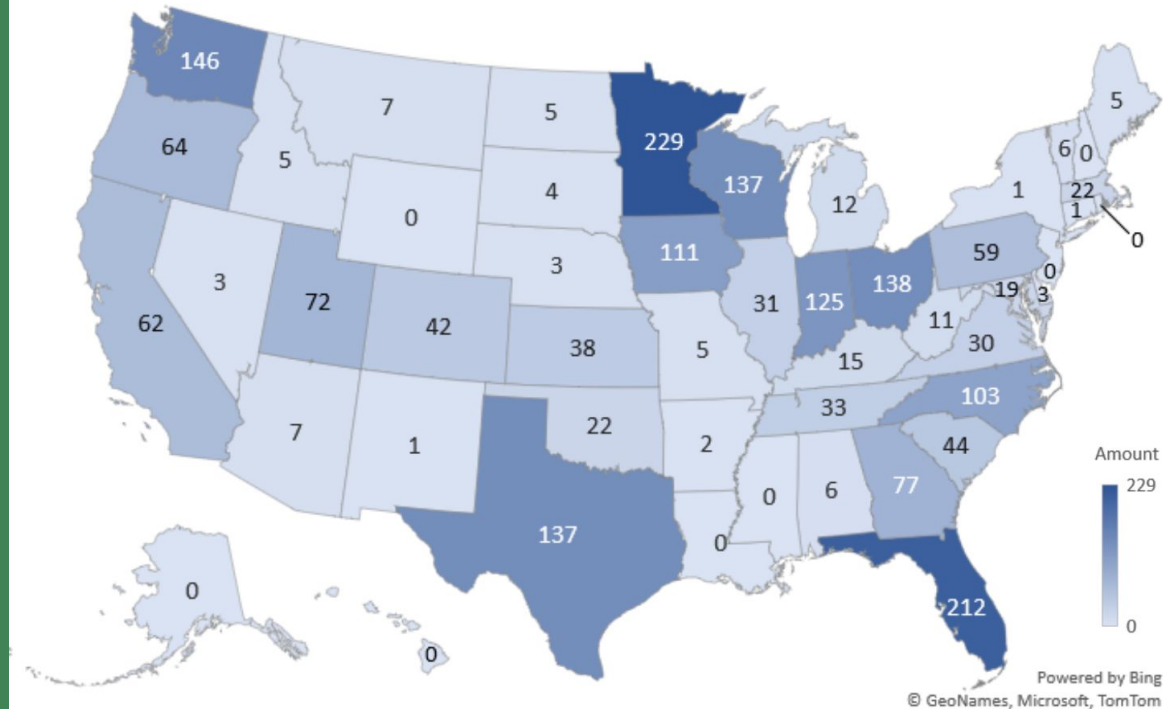
# What is a Stormwater Utility?



*Similar to a water or sewer utility, a stormwater utility is a dedicated funding mechanism to pay for a community's stormwater management program.*



## Number of Stormwater Utilities by State 2022



**As of 2022, 2,055 stormwater utilities had formed in the United States.**

*(Source: Western Kentucky University 2022 Stormwater Utility Survey)*

# Clean Stormwater & Flood Reduction Act

- [New Jersey law](#) allows, but does not require, local governments to establish stormwater utilities.
- Stormwater utilities must collect fees based on the amount of stormwater a property generates.
- Can be established by municipalities, counties, groups of municipalities, and sewerage and improvement authorities.
- Funds generated are dedicated solely to stormwater management.



# Stormwater Utility: Key Benefits

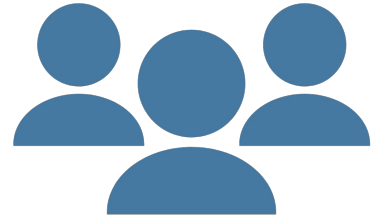


- Equitable
- Dedicated
- Stable
- Sole exemption - agriculture/horticulture



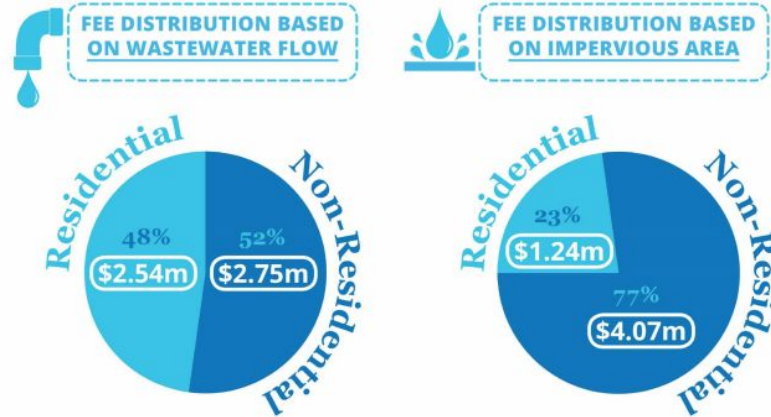
# Stormwater Utility: What Can It Pay For?

- Establishment of a Stormwater Utility
- Capital Expenditures
- Operations & Maintenance
- Asset Management
- Public Outreach & Education



# Paying a Fair Share in Harrisburg, PA

## Fee Distribution



With a Stormwater Fee, Residential Customers pay \$1.3M less

*\*Source: Capital Region Water, 2020*

# Stormwater Credits

- **Definition:** Stormwater credits are ongoing reductions in a customer's stormwater fee provided for private stormwater management activities that reduce demand on the stormwater system and/or reduce the utility's costs.
- Credit programs also provide a venue for stormwater utilities to promote green initiatives, sustainable development and environmental stewardship across their service area(s).
- NJDEP Guidance





# Steps to Establish a Stormwater Utility

## Key Milestones For Implementation



### Eight Basic Steps to Establish a Stormwater Utility

1. Vetting the concept with top local officials
2. Establishing a core team of internal experts
3. Engaging the mayor (or county executive or utility director)
4. Authorizing a feasibility study to identify options that best suit the community
5. Ongoing stakeholder and outreach activities
6. "Go" or "no go" decision
7. An implementation phase
8. The final launch

# Community Research: Important Questions to Answer

- What are the problems facing your community?
- What are your community's goals for managing stormwater?
- Do you need a different structure and more resources?
- What is the cost of inaction?



# SWU Investigations in New Jersey



- Current Stats
- Municipal Perspective
  - Flooding Issues
  - Stormwater Infrastructure Needs
  - Water Quality Concerns





## NJDEP Grant Opportunity

- Stormwater Utility Feasibility Technical Assistance Grants
- No-cost
- **November 1, 2022 application deadline**



Protect Public Health.  
Safeguard Your Community.  
Rest Easier When It Rains.



Why Stormwater Matters

[Learn More >](#)



Why a Stormwater Utility?

[Learn More >](#)



Establish a Stormwater Utility

[Learn More >](#)





## List of Potential Stakeholder Committee Members



[Home](#)

[About](#)

[Why Stormwater Matters](#) ▾

[Why a Stor](#)

Hospital  
Major Commercial Employer  
Major Industrial Employer  
Major Mall  
School District  
College  
Churches  
Homeowners Association  
Environmental Group

[Stay Informed](#)

[Resources](#)



## Potential Stakeholder Committee Meetings & Topics

Click each meeting to read the topics

Meeting 1

Field Trip

Meeting 2

Meeting 3

Meeting 4

Meeting 5

Meeting 6

Introduction to Stormwater  
Existing Program Issues  
Program Needs and Priorities



A person wearing a yellow life vest is in a small wooden canoe on a calm lake. In the background, a vibrant rainbow arches across a blue sky with scattered white clouds. The far shore is lined with green trees.

## Additional Resources

- Consultant Technical Assistance
- New Jersey Stormwater Utilities Peer Learning Exchange
- Grant Application Assistance

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[stormwaterutilities.njfuture.org](http://stormwaterutilities.njfuture.org)

# Addressing Stormwater in New Jersey

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October 6<sup>th</sup>, 2022

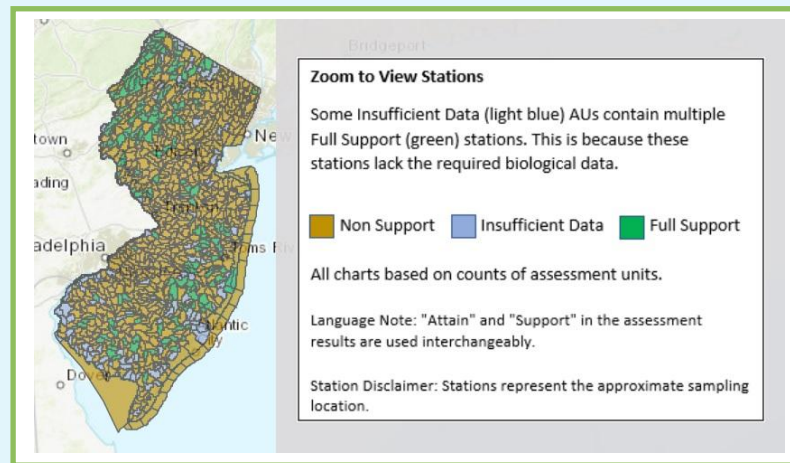
James Thompson



# Stormwater Management in NJ

### The Challenge...

- Changes in rainfall patterns
- > **15%** of NJ is impervious cover
- **43%** of NJ's drinking waters **didn't meet** water quality standards in 2019
- Hazardous Algal Blooms (**HABs**)



# The Stormwater Problem

### The Cost

- Ida, 2021: **\$248.7 million** damages to homes/business and loss of **30 lives**
- Municipal and local challenges to flood response

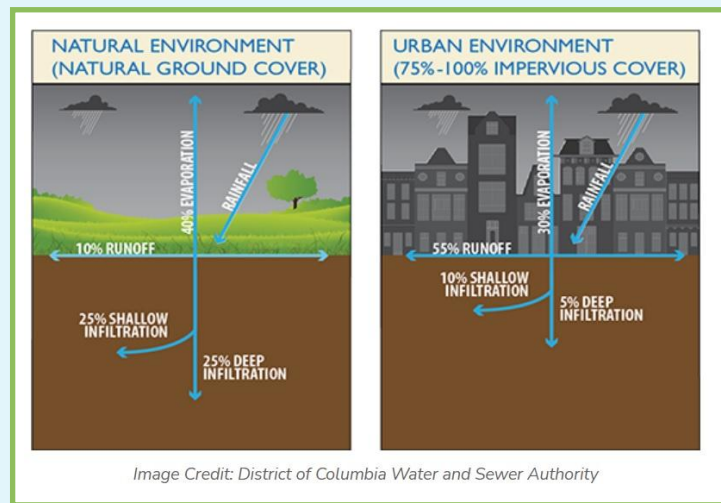


Photo credit: nj.com



# Stormwater Management in NJ

- 2022: DEP ranked nearly 700 water infrastructure project needs totaling nearly **\$7 billion**
- Dedicated funding?
- Gaps in capacity



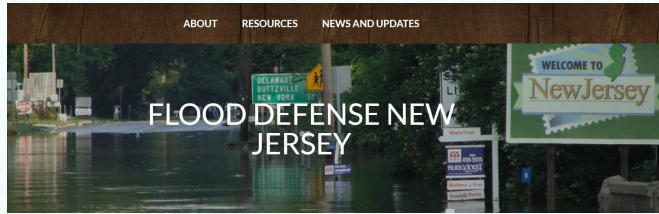
## Getting Involved

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# FLOOD DEFENSE NEW JERSEY





## Services

- Local Pass through grants
- Technical assistance – feasibility and implementation
- Educational services
- Community outreach and support
- Peer to peer networking
- Materials and events



## REQUEST FOR PROPOSALS

### **Flood and Stormwater Management Grant Program New Jersey League of Conservation Voters Education Fund**

#### **Summary**

New Jersey League of Conservation Voters Education Fund seeks to fund governing bodies and municipal authorities to explore and/or implement local stormwater utilities.

#### **Details**

- GRANT PERIOD: This grant period is one year.
- GRANT AMOUNT: \$2,500 - \$30,000
- DEADLINE TO APPLY: Applications are accepted on a rolling basis, until all funds are awarded.



Resources:  
[flooddefensenj.org](http://flooddefensenj.org)



# THANK YOU

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Questions?

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