City of Wisconsin Rapids
Storm Water Utility

1. Implementation
2. Structure
3. Revenue
4. Pros and Cons
5. Future Outlook

1. Implementation


Chapter 33 Stormwater Management Utility

33.01 Findings and Declarations of Policy
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33.01 FINDINGS AND DECLARATIONS OF POLICY

Why did the City decide to implement another utility?

- DNR Phase II Storm Water Regulations
- Estimated $20 + Million detention pond investment to reach 40%

How was the City able to implement another utility?

- Citizen support – stakeholders meeting
- Growing Economy
- The utility structure could be formed to tax property owners in many different ways.

Apparent Need → Public Meetings → Adoption of Utility

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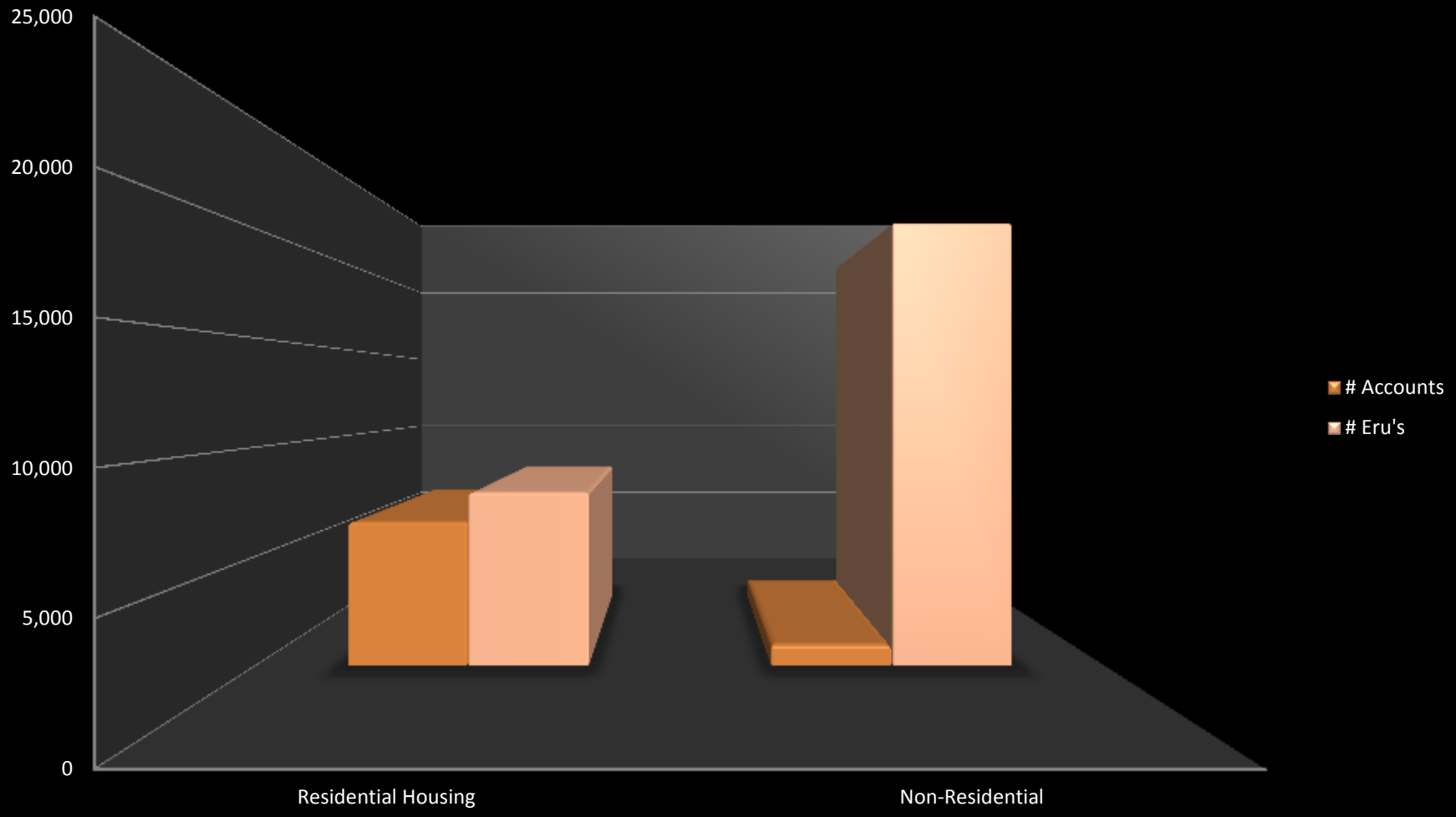
Storm Utility Classification

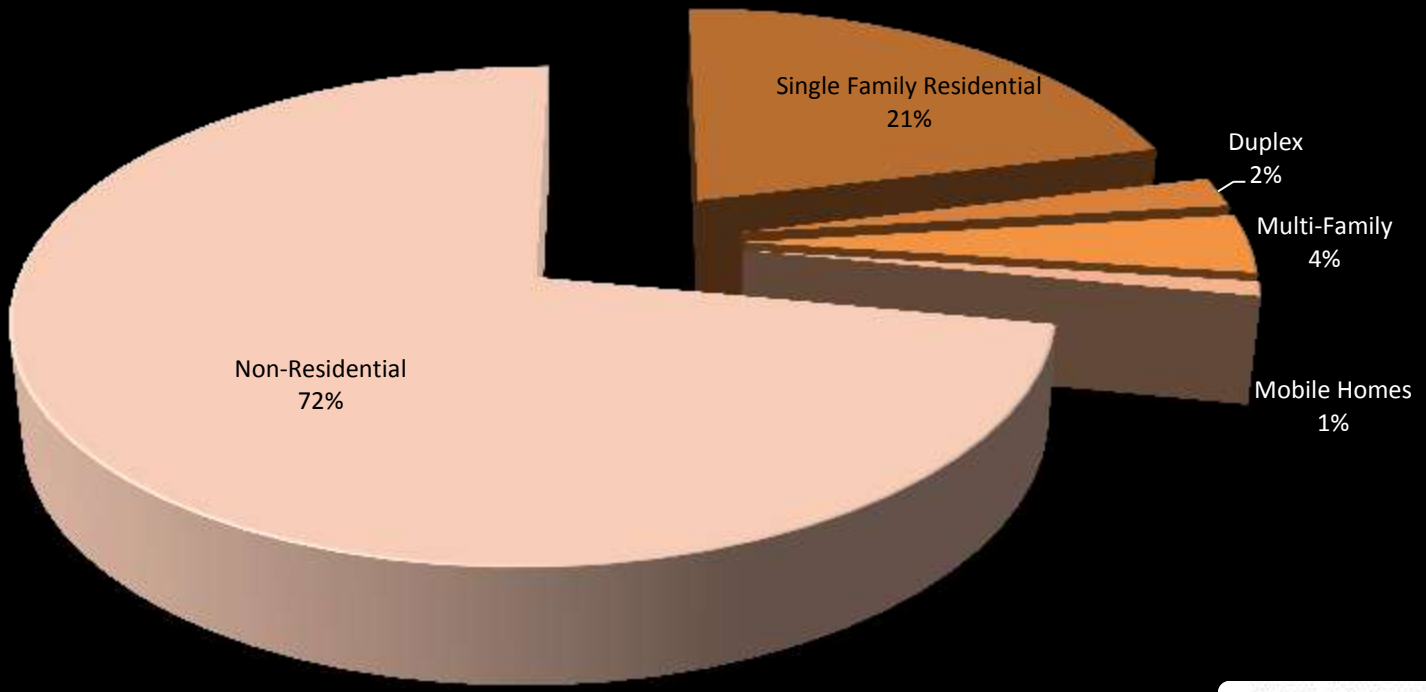


Residential Housing is 70% of the number of accounts with only 21% of the ERUs whereas Non-Residential is 10% of the number of accounts with 70% of the ERUs.

2. Structure

Property Class → Impervious Surface → ERU 2,620 SF → Charge → Credits

ERUs by Class



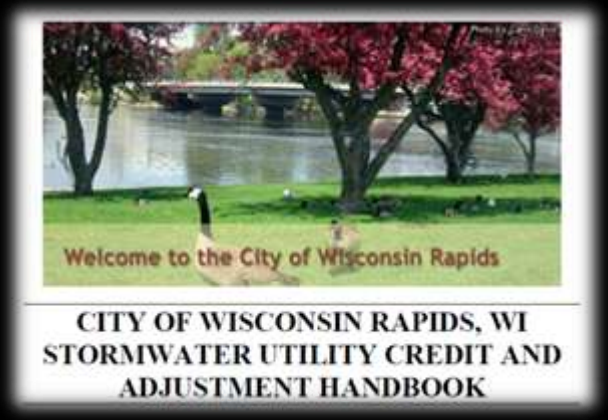
Impervious Surfaces and ERU Determination

- What are impervious surfaces?

- What is an ERU?
  - 1 ERU = 2,620 SF

- Single Family Residential = 1 ERU
- Multi-Family = 0.65 * 1 ERU * No. Living Units
- Non-Residential = ERUs based on impervious area

3. Revenue



- 2009 rate = $28.00 per ERU per year
- Current rate = $30.00 per ERU per year

Adjustment and Credit Policy

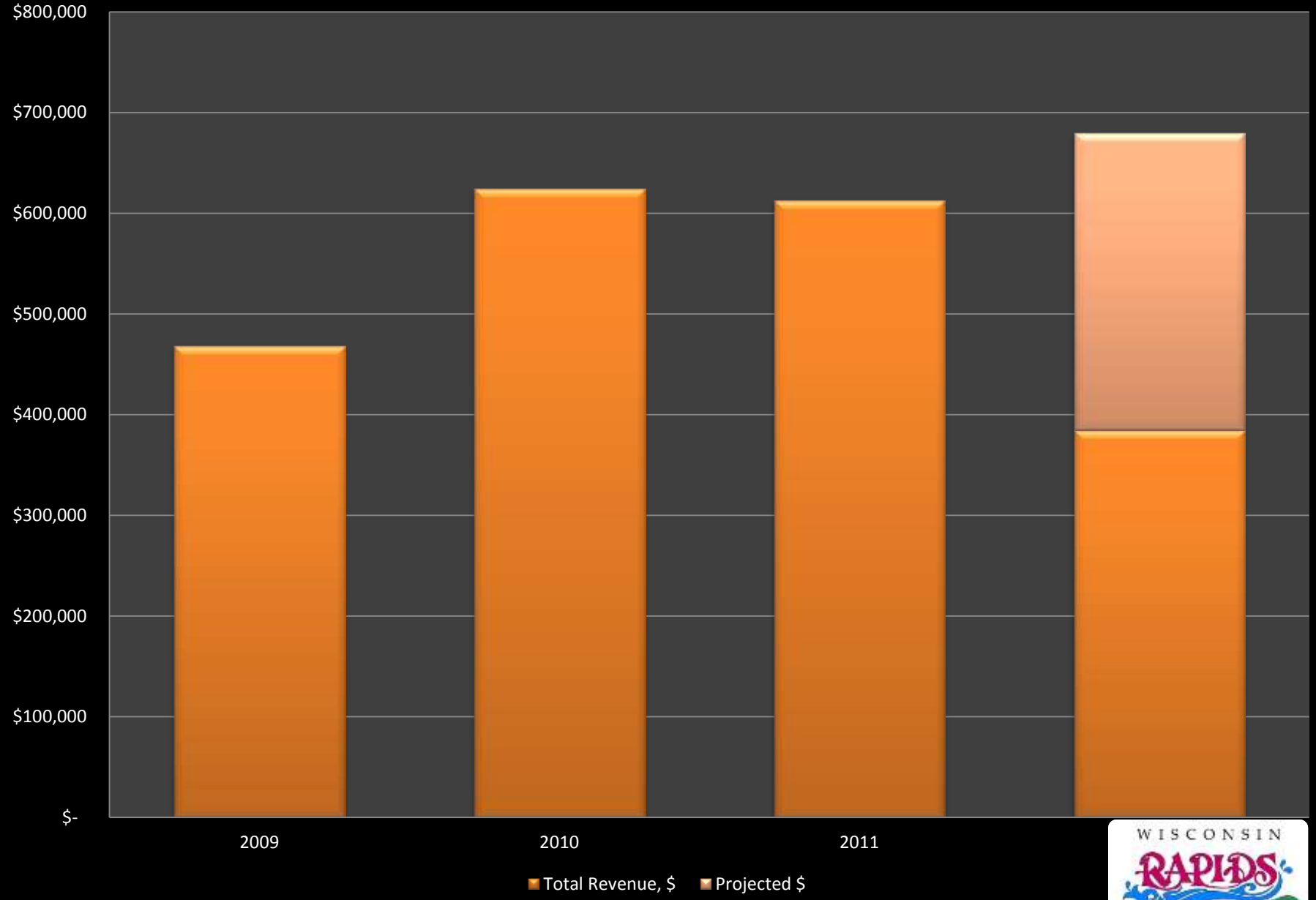
- Adjustment modifies the ERUs assigned to a particular parcel
- Credit applies a percent reduction based on three criteria

Zero Discharge	Peak Discharge	Water Quality

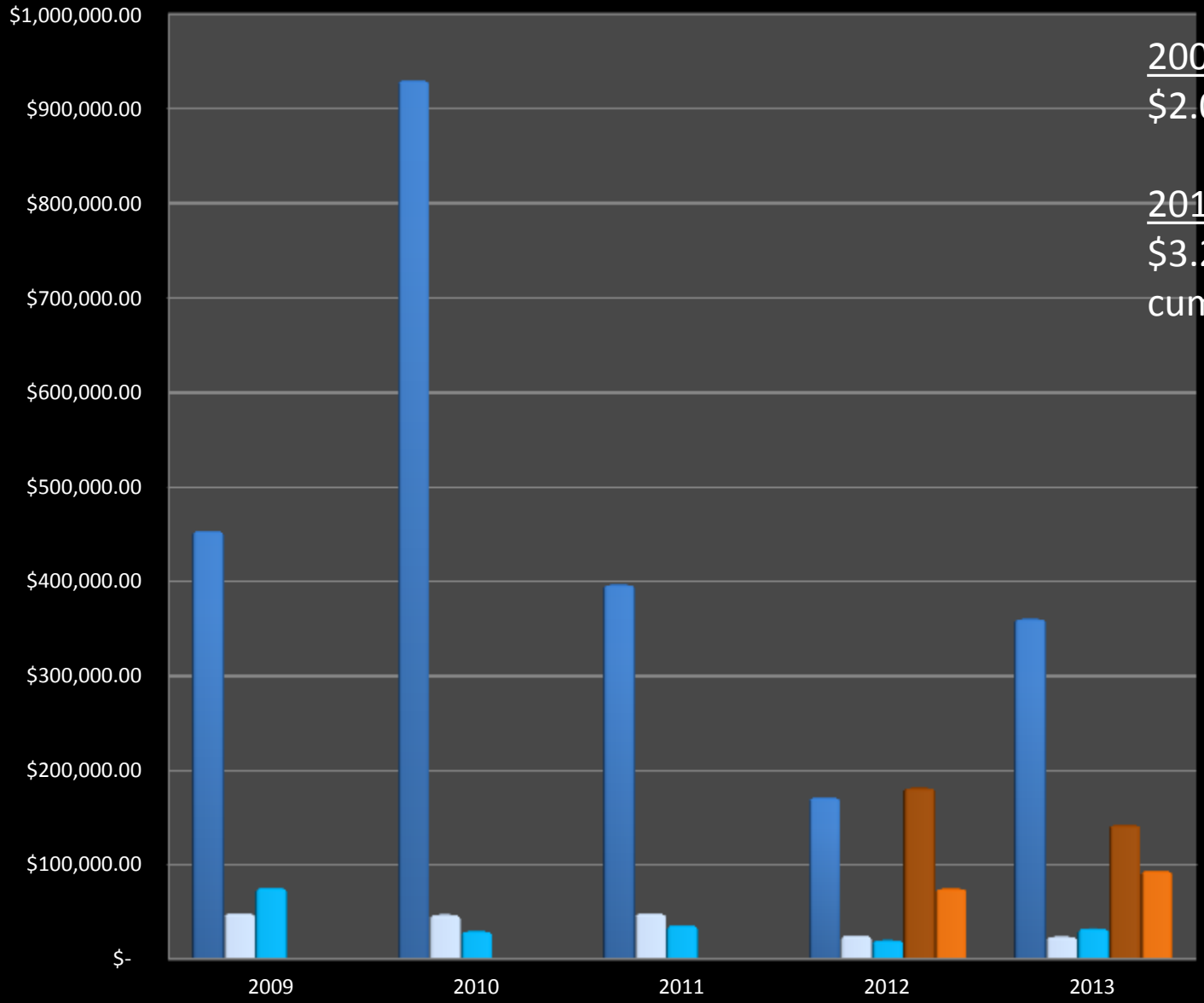
- 50% Maximum credit

- Modified 50% Credit Requirements

Storm Utility Revenue



Utility Expenditures



2009-2011
$2.01 Million Invested

2012-2013
$3.20 Million Invested
cumulative

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4. Pros and Cons

Pros

1. Creates awareness and incentives for property owners to reduce and
2. A new user based revenue source (keeps general tax levy from increasing)
3. Sufficient revenue to meet requirements of the City's Storm Permit.

Cons

1. Difficult to manage account changes
•Utility Billing System
2. System Updating
•Permits
3. New Utility in poor economy
4. Labor hours
5. No perceived benefit or service

5. Future Outlook

•Moving away from water quality infrastructure to meet TSS requirements based on existing sites

•Moving toward water quality infrastructure for new developments and re-developments

•Transferring historical general tax levy storm related items to the utility

•Focusing more attention on other permit requirements such as education and outreach, pollution prevention, and illicit discharge detection and elimination program

•Transition to a new Billing Program

•Credits for home owners

•System Updating – streamline process for greater accuracy