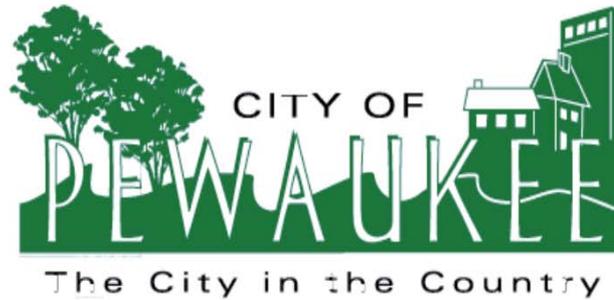


Storm Water Utility Districts

City of Pewaukee



Identify the Need



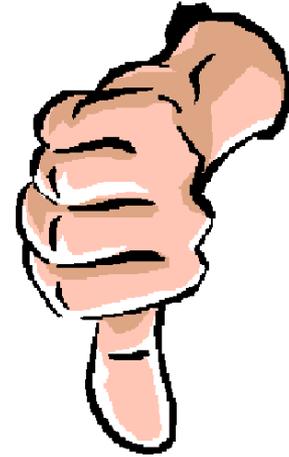
Pros of a Utility



- Pros
 - Dedicated funding source
 - Substantially increased funding level for this program
 - Does not count toward tax levy limits
 - All users (including Tax Exempts) pay their fair share



Cons of a Utility



- Cons
 - Another “Tax” on residents
 - A new “Tax” for tax exempts
 - Increases level of service expected from program
 - Additional billing expenses and accounting tracking



City of Pewaukee's Program

- Average Single Family Residential Impervious Area = 5,339 SF = 1 ERU (Equivalent Runoff Unit)
- Residential properties are in 3 tiers based upon their zoning classification. Duplexes are considered Tier 2.
 - Tier 1 = 1.3 ERU's
 - Tier 2 = 1.1 ERU's
 - Tier 3 = 0.75 ERU's



Residential Tiers and Other Developed Impervious Areas

Legend

- Tier 1
- Tier 2
- Tier 3
- Impervious Areas
- City Boundary



City of Pewaukee
30000 W. Pewaukee
May 15, 2021 10:45 AM
Scale: 1:250,000



City of Pewaukee's Program

- All Non-residential (Agricultural, Condominiums, Manufacturing, etc.) have their impervious areas measured using Aerial photography, plans, or field measurements.
 - The measured area is divided by the average residential impervious area (5,339 SF) to determine the ERU of the property.

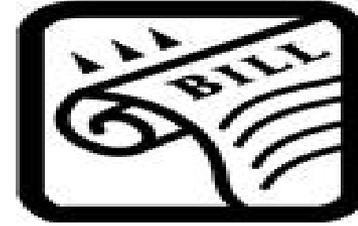


City of Pewaukee's Program

- Our rate = \$120/Year/ERU/Parcel
- This includes:
 - Capital projects & equipment
 - Maintenance projects (anticipate growth here)
 - Regulatory compliance
 - Operating expenses



Billing Method



- Annual bill due by November 1st of the current year.
- Outstanding bills are then placed on the Tax Bill as a Special Charge.
- An outside services was used to generate and mail the bills based on a database we created.
- Tracking is done through EXCEL.



Credit Policy

- **Adjustments**

- For added or removed Impervious Areas
- To correct Data (more accurate information)

- **Credits**

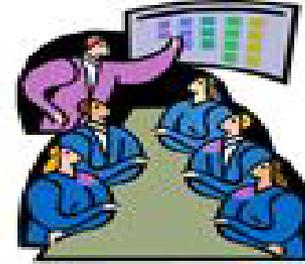
- Riparian or Isolated Area Credits (15%)
- Storm Water Quantity Credit (15%)
- Storm Water Quality Credit (25%)
 - For Pre-2005 developments only or post-2004 developments treating pre-2005 developed areas

- **Rebates**

- Rain Barrel
- Rain Garden
- Porous Pavement



Public Education



- Public Officials
 - Document and map areas of problems in community to show not an isolated problem
 - Educate them on NR151 and NR216 regulations and the need for compliance
 - Get their buy-in prior to moving forward with public outreach program
 - Provide them with material to answers their constituents questions before they get them



Public Education

- **General Public**
 - 6 hour Public Informational Meeting
 - Public Hearing (not required by law)
 - Public Notices (For PIM & PH)
 - City Website
 - Journal Sentinel
 - Freeman
 - Lake Country Reporter
 - Also discussed on Talk Radio
 - Pamphlet & Letter sent with Bill
 - City of Pewaukee Website



Public Feedback



- Public did not read information provided, but called angry over bill.
- You can call it whatever you want, it is just a another TAX.
- What do I get out of this?
- I maintain my own ditch.
- I don't have any drainage issues...I'm at the top of the hill and don't contribute to any flooding.



Public Feedback



- Why do I have to pay to fix someone else's problem?
- Tiering system is unfair.
- Unfairly targeting farmers and not giving them due credit for their farming methods.
- Business can't pass this along to tenants as it is not a fee and their leases don't allow fees to be passed along.
- When are you going to be here to fix my issue/review my property?



Lessons Learned



- Experience several 100 + year storm events for 3 years to identify areas of concern and keep them in the forefront of issues.
- Prepare FAQ's to give to all staff to answer questions when answering phone calls.
- Many people are not aware of issues going on in the community and are not in touch with venues to get this information (ie. website, papers, radio)



Lessons Learned

- Allow plenty of time from billing cycle to billing due date to address adjustments to properties.
- Many people do not read information sent with bills.
- Timing is everything.



Lessons Learned

- Wear your thick skinned protective gear for several weeks after the bills are sent to the residents.



- Say “I’m sorry” and “I understand” a lot.



The End

- Contact Information:
 - Maggie Wagner, P.E.
 - City of Pewaukee
 - W240N3065 Pewaukee Road
 - Pewaukee, WI 53072
 - (262) 691- 0804
 - wagner@pewaukee.wi.us
 - www.cityofpewaukee.us/stormwater-utility.php