



Value of Storm Water Infrastructure

Education Video

(<https://www.youtube.com/watch?v=jGerV-XfAho&feature=youtu.be>)

Talking points to follow the video (if you choose):

- Define, discuss and quantify the stormwater infrastructure in your community.
 - “Our stormwater infrastructure Include things like hard or “grey” infrastructure including:
 - ___ miles or storm drainage pipe
 - ___ miles of channels
 - ___ culverts (pipe crossings)”

 - “It also includes things that are classified as “green” infrastructure including:
 - ___ miles of creeks, streams, rivers
 - ___ regional lakes or ponds
 - ___ acres of wetlands
 - ___ storm water control measures (a.k.a. BMPs) including bio-retention basins/rain gardens, wet ponds, dry detention, sand filters), porous pavement, cisterns”

 - “If properly built, operated, and maintained the above infrastructure helps created a safe and livable community by preventing dangerous flooding and by keeping our water clean.”

 - “Stormwater from our community drains into [River Basin, Reservoir or Sound] “
 - Based on the list of state’s impaired waters ___ miles or ___ creeks are listed as impaired”
 - Our goal is to improve those waters and protect others.

Note: If your community does not know what stormwater infrastructure it owns and should be maintaining then sate the need to create a stormwater inventory and do a stormwater master plan.

- Discuss your NPDES MS4 Permit (level of detail up to you)
 - “We maintain a federal permit for our stormwater program. Per the permit, we must implement a comprehensive stormwater management program to meet 6 federally mandated minimum control measures.”
 - Provided additional details you see appropriate

- Discuss Your Stormwater Program
 - “To operate and maintain our stormwater infrastructure discussed earlier and our stormwater management program for our permit compliance we have the following resources:
 - ___ staff
 - ___ equipment including ___

- **Discuss how your stormwater program is funded**

- The above stormwater program and infrastructure is operated and maintained by:
 - Utility fees \$/year (if applicable)
 - General Fund (if applicable)
 - Grants and loans (if applicable)

Note: If you have no dedicated funding then discuss how other similar sized communities have funded their program through stormwater utilities (reach out to SWANC for help).

- **Put your funding in context with critical needs (if you have a master plan use it here)**

- Our stormwater funding allows us to do ___ relative to ___ needs
- State things you are not doing due to lack of funding (e.g., inspections, maintenance, capital projects, etc.)
- Stories of how recent storms/hurricanes created needs could go here
- Stories of business or citizen complaints could go here
- Focus on what needs to be done vs. what budgets allow

- **End with call to action (if you choose)**

- Ask for public or political support the stormwater program
- Ask for support for creating or increasing funding (e.g., creating a utility, increasing funding, applying for loans or grants, etc.)
- Ask for support for a specific initiative
- Ask for support that not all complaints can be meet due to budgets