

Why do we care about stormwater?

A major source of pollution to our rivers, streams, and lakes nationwide, and here in Wisconsin, is stormwater runoff. Runoff from rain and snow melt flows over land and streets to our collection system's pipes, ditches, culverts, and detention facilities until it reaches our streams and Lake Michigan. This runoff carries with it trash, debris, motor oil, and automotive residue from our streets and parking lots, herbicides and pesticides from our lawns, and sediment from construction sites. If not controlled, these pollutants go straight into our water supply.



How do I get more information?

More detailed information on Wisconsin stormwater management can be found by visiting the Wisconsin DNR online at <http://dnr.wi.gov/topic/stormwater/>.

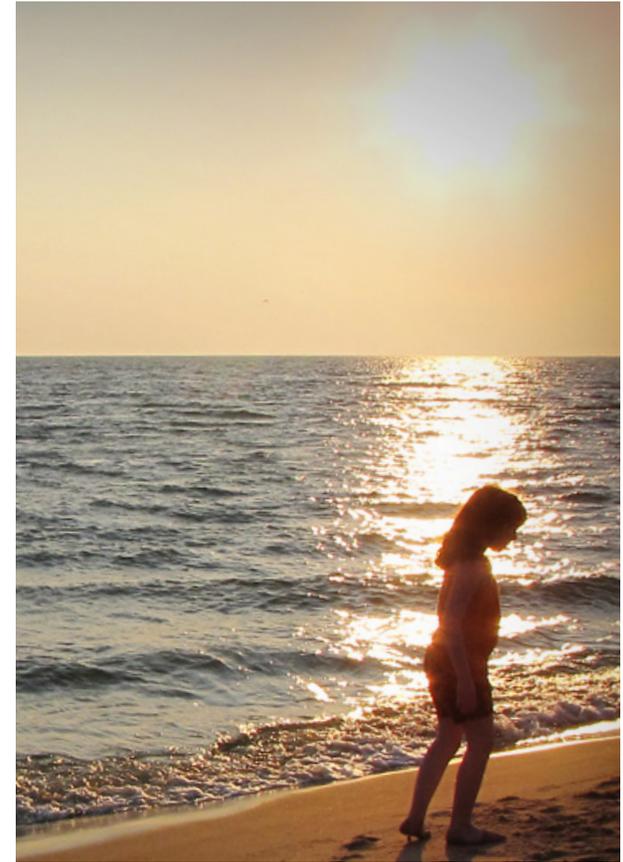
For more information regarding stormwater management in the Village, please visit www.wfbvillage.org or contact:

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Village of Whitefish Bay
5300 N Marlborough Drive
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Village of Whitefish Bay



Your **Stormwater Utility**

Resident Informational Brochure
October 1, 2013

How is stormwater regulated?

The foundation of today's stormwater regulations lies in the Federal Water Pollution Control Act, commonly known today as the Clean Water Act due to its focus on cleaning up our rivers, lakes and streams. In Wisconsin, the Department of Natural Resources (WDNR) is responsible for carrying out this federally mandated program. This is accomplished through a series of state rules developed by the WDNR that regulate construction sites, industries, and municipalities. These rules are changing how the Village of Whitefish Bay conducts its stormwater management program.

How do we currently manage stormwater?

In order to manage the amount (quantity) and cleanliness (quality) of stormwater runoff within the Village, we currently:

- + maintain storm sewer infrastructure,
- + sweep streets and clear debris from drainage ways,
- + provide leaf collection,
- + inspect and enforce construction site erosion control standards,
- + monitor detention basin maintenance,
- + review and approve land development stormwater management practices,
- + conduct engineering studies to determine infrastructure needs and reduce flooding risks,
- + conduct water quality studies to determine pollution reduction needs, and
- + improve and expand storm sewer system as part of capital improvement projects.

However, under the State's new WDNR rules, this is not enough.

What is the Village required to do?

The new State rules require that the Village of Whitefish Bay reduce pollutant loadings to Lake Michigan by 20% in 2013. Additionally, the Village is required to undertake a number of new activities, such as:

- + monitoring stream bank erosion,
- + updating and enforcing stormwater and illegal dumping ordinances,
- + educating the public on how to reduce stormwater pollution,
- + obtaining WDNR discharge permits and
- + reporting annually to the WDNR.

To meet these State mandates and improve the existing stormwater infrastructure with quantity/flood mitigation projects, the Village will need to increase the funding of the current stormwater management program by millions of dollars over the next few years.



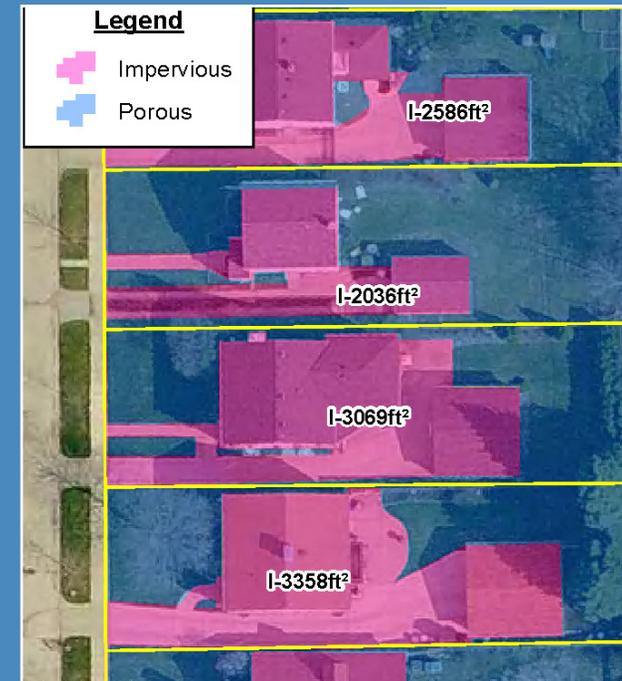
Improving and expanding the Village's storm sewer system will prevent potential flooding.

When will the utility be started?

The Village adopted the stormwater utility ordinance in July of 2013. Utility billing will begin in December of 2013.

Stormwater Utility as a Solution

A stormwater utility fee is a service fee based upon each parcel's equivalent runoff/residential unit (ERU). The ERU is based upon the impervious area of a single family residence, with an average residence equal to one ERU. As part of the utility creation, each residence was measured to determine the impervious area. This measurement was then converted to an ERU.



The Village's stormwater utility will have a rate of \$100 per ERU per year, broken down between a \$60 base charge and a \$40 equivalence charge. The \$40 equivalence portion may be decreased based upon credits, adjustments, and rebates, if applied for and approved by the Village. The Village will have each parcel's ERU on file for review and adjustment. Visit www.wfbvillage.org to review information on the process of applying for and obtaining credits, adjustments, and rebates.