

# Stormwater Financing: The Mid Atlantic Perspective

The Environmental Finance Center at the University of Maryland

Water Infrastructure Forum  
September 11, 2015

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# Where Does It All Begin?

A comprehensive strategy


Make sure to...

- Estimate annually but plan for the long term
- Make program transparent and cost effective
- Get to know your system – above and below the ground
- Engage public early and often



# Organizational Challenges

- Responsibilities dispersed across broad group
- Large capital costs and evolving landscape
- Long term maintenance
- Need for better data and tracking
- Requires staff capacity



*Which of these challenges do you face? Which issues are most pressing?*

Oakland, CA - photo courtesy of EFCWest

# EFC's Approach to Local Stormwater Program Analysis



# Local Drivers

Stringent regulations

**NOTICE**  
SCRANTON  
SEWER  
AUTHORITY  
COMBINED  
SEWER OUTFALL  
UNTREATED SEWAGE  
CSO# 22  
THIS SITE IS AT OR  
DOWNSTREAM OF A  
COMBINED SEWER OVERFLOW.  
AVOID WATER-RELATED  
ACTIVITIES DURING  
DISCHARGES OR HEAVY RAINS.  
TO REPORT A PROBLEM CALL  
570-342-5337





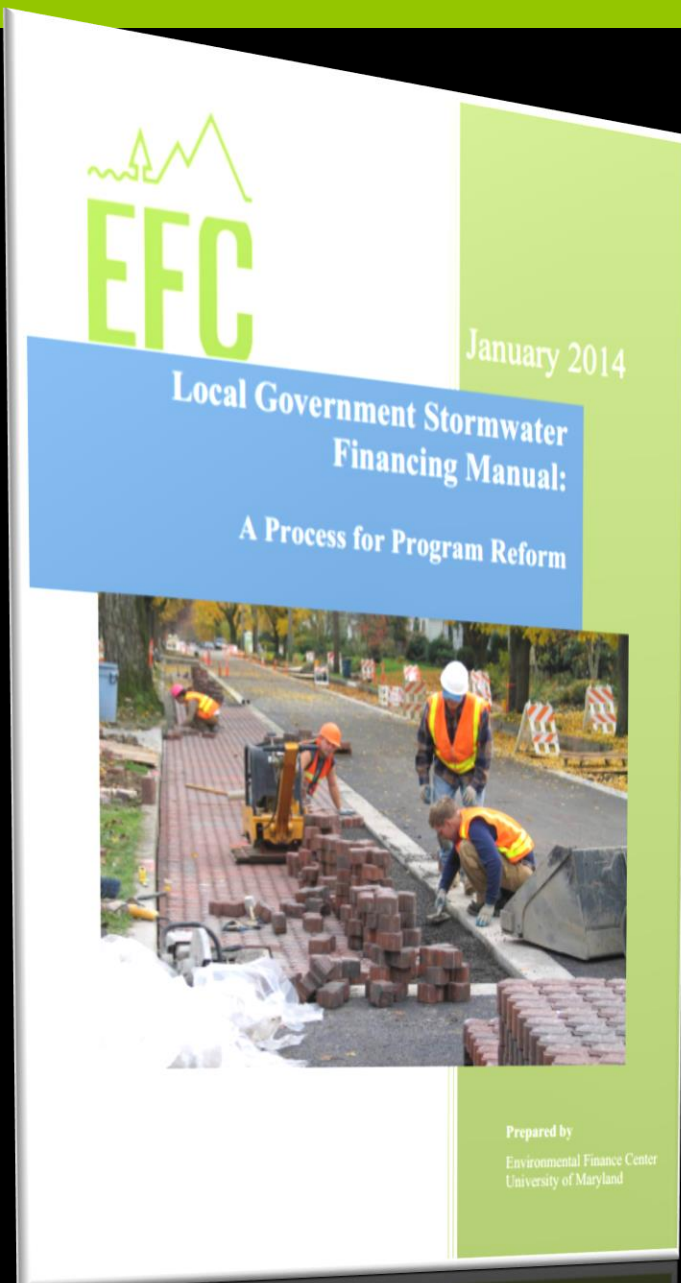
# Importance of Community Outreach

- Build community support
- Implement demonstration projects
- Frame issues locally
- Target outreach to identified stakeholders
- Partner with local stakeholders

*What are some examples of successful outreach activities in your area?*

# EFC / UMD Stormwater Financing Manual and Municipal Online Stormwater Training Center

Resource and framework that mirrors the EFC process



# Community Outreach: Examples from the field

Rain Barrel Give Away  
in Oxford, MD

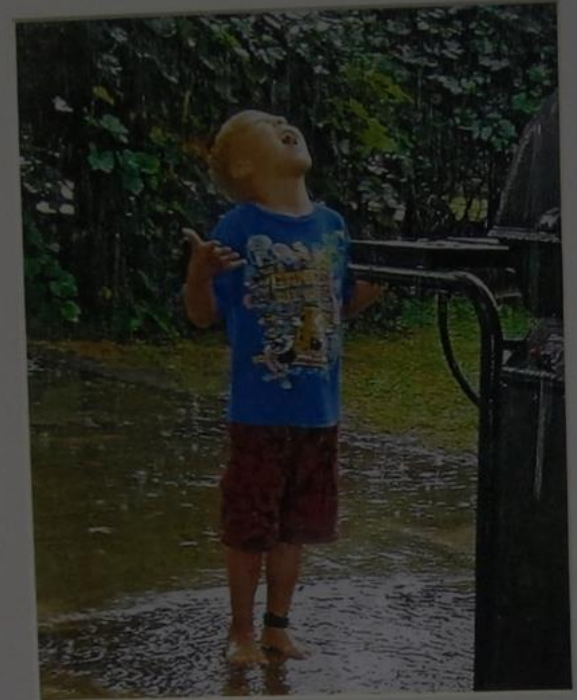


Photo Contest in  
Berlin, MD



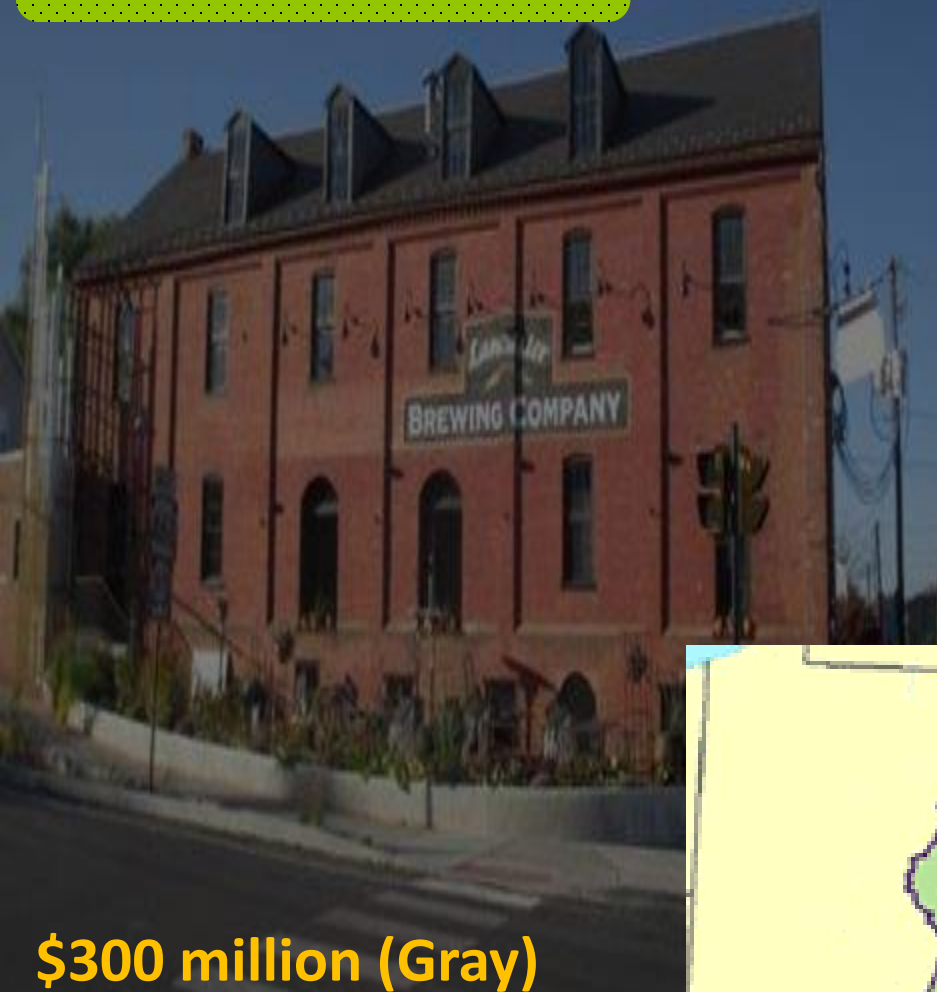
# Green Infrastructure

- Reduce implementation costs
- Deliver benefits that serve multiple community priorities
- Engage the private sector
- Spur behavior change through the marketplace
- Provide return on investment to local economies



# Green Infrastructure: Examples from the field

Lancaster City, PA



Warrington  
Township, PA



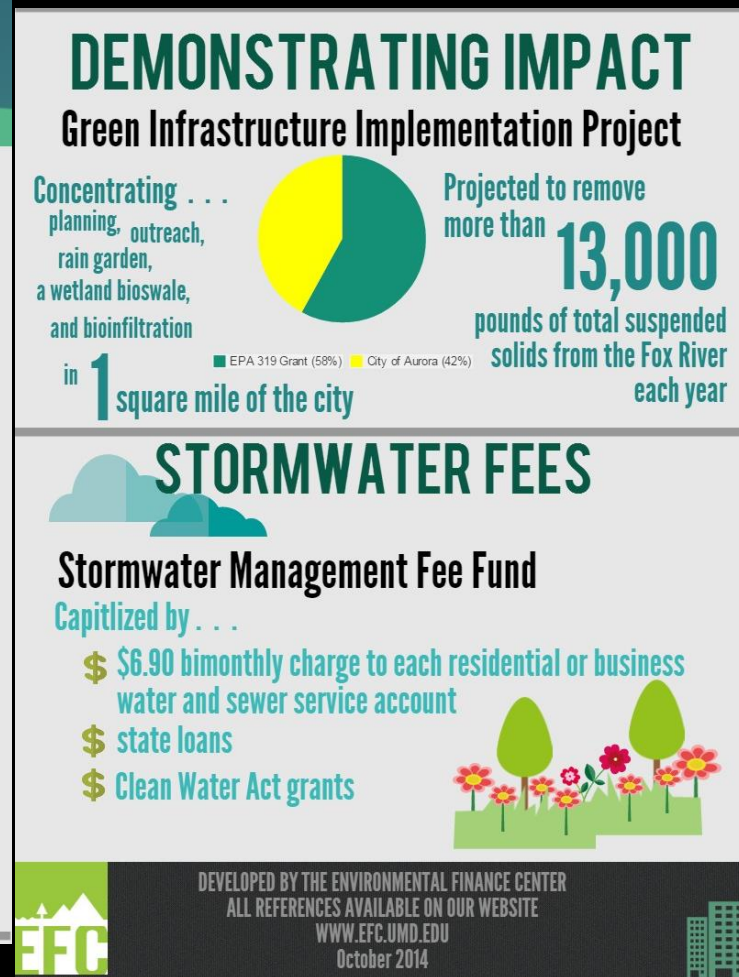
**\$300 million (Gray)**  
**\$140 million (Green)**





# Green Infrastructure Mapping

Telling  
the  
financing  
story  
through  
the use  
of  
graphics



For more examples like this, check out EFC/UMD's interactive Green Infrastructure Map at <http://efc.umd.edu/gimap>

# Spectrum of Regional Approaches

Collaboration  
on public  
education and  
outreach

Informal sharing  
between staff of  
equipment, tools,  
and resources

MOU  
developed for  
defined shared  
activities

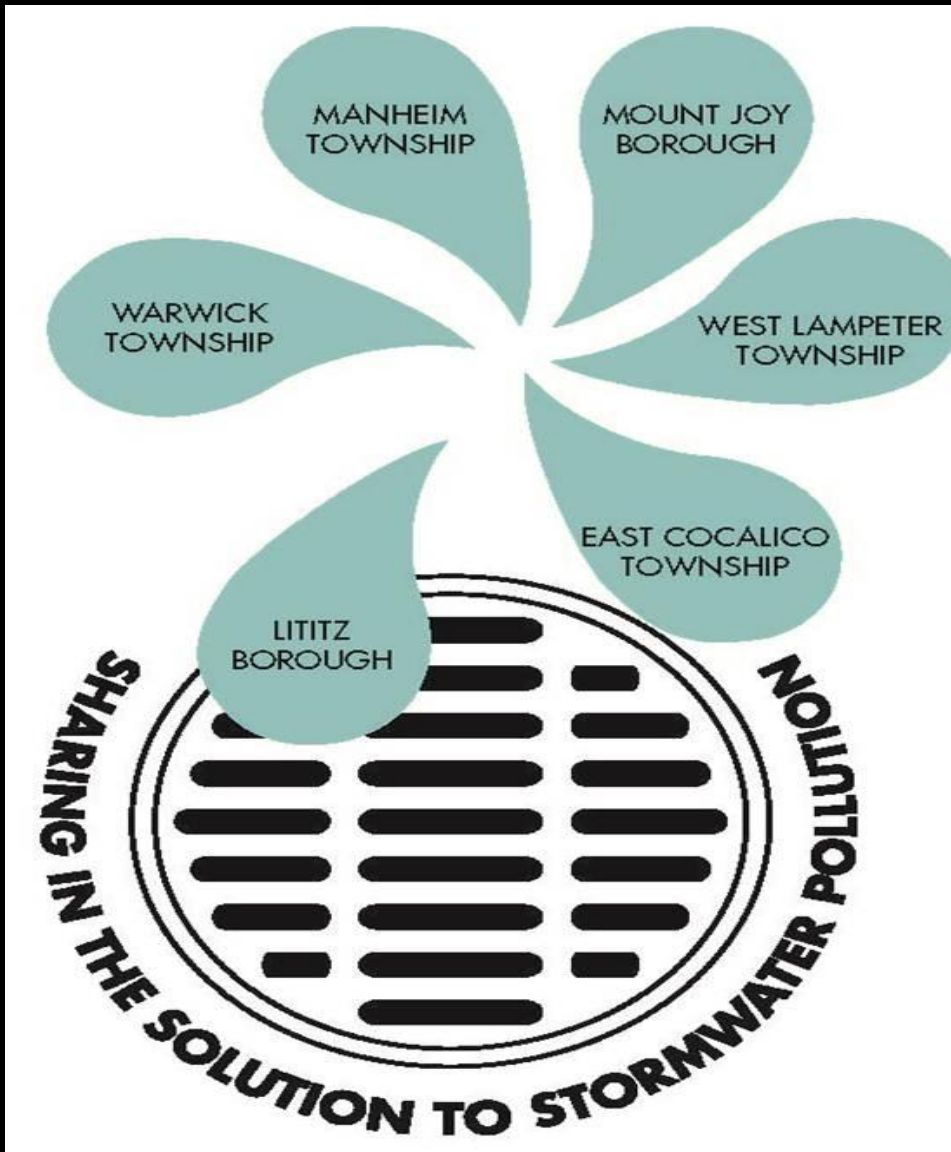
*Where do you fall on this spectrum? What  
are the barriers and opportunities?*

Informal collaboration  
through peer-to-peer  
sharing



Formal regional entity  
created/adapted to  
manage stormwater

# Regional Approaches: Examples from the field



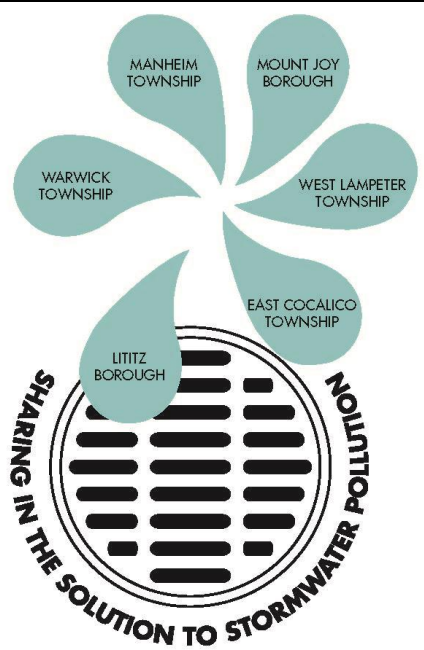
Regional Stormwater Management Program  
Level 1 and Level 2 tiers – *all member communities level 2*

# Early Lessons Learned from Lancaster County

Greatest opportunity for collaboration is through education and outreach

Need to know the audience to frame message

Outreach is first step to putting long-term financing in place, projects on the ground



*What are the barriers and opportunities within your locality and/or region to conduct meaningful outreach and engagement?*

# Thank you!

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