



# Stormwater Utility Rate Strategies

**Drivers and Considerations for  
Rate Restructuring**

December 3, 2025

# Agenda

1. Stormwater Utilities
2. Update Drivers
3. Case Study: City of Dunedin
4. Case Study: City of Tampa
5. Data Maintenance
6. Q&A

# Stormwater Utilities



# Stormwater Utility

1

## Distinct fiscal entity

Funding often generated through fees based on property characteristics

2

## Defined service provision

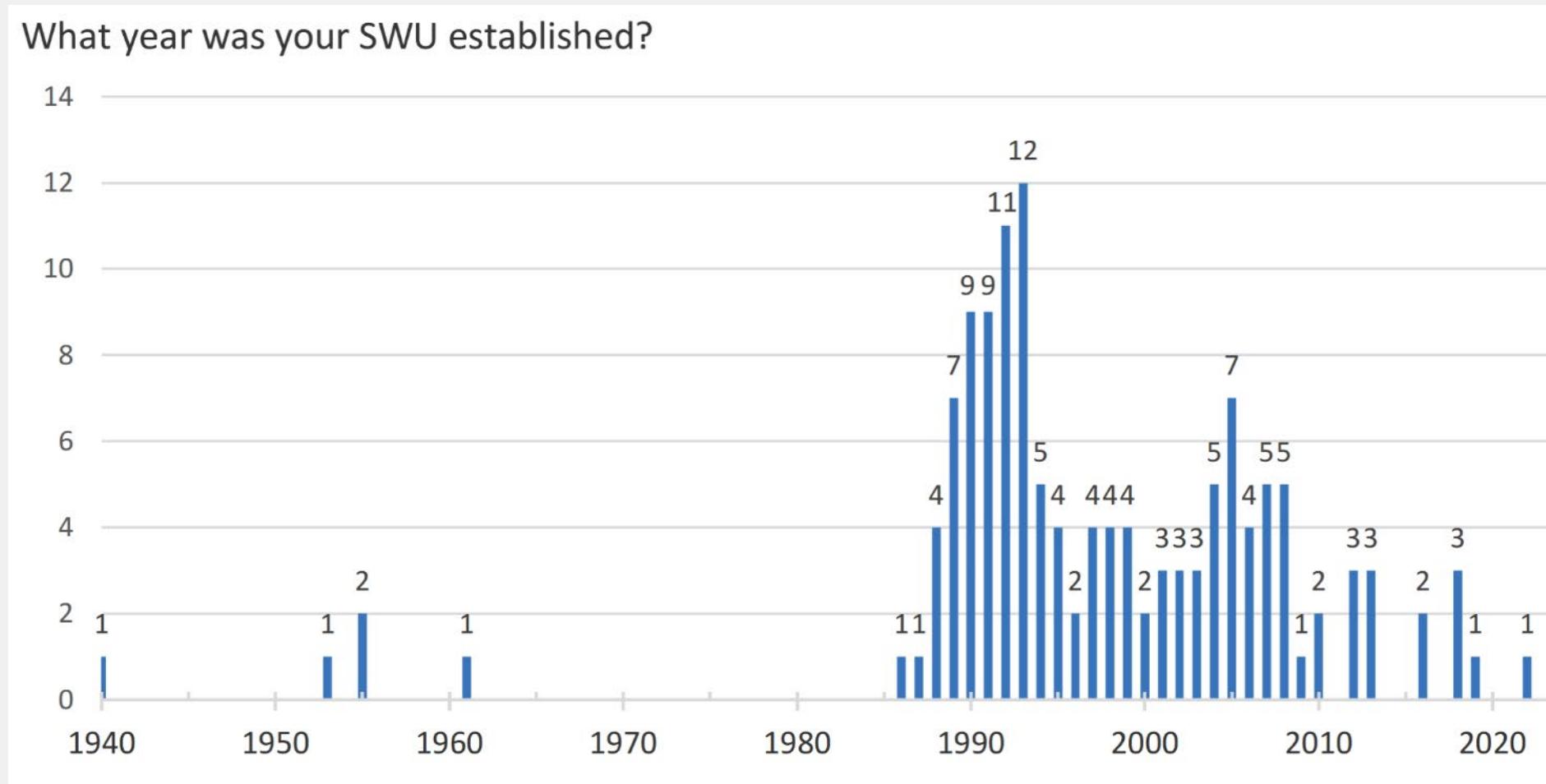
3

## Organizational structure (even if decentralized)



# Florida Stormwater Utilities

## Year Established



Source: FSA 2024 Stormwater Utility Report

# Changing Goals and Standards

- Capital Planning & Prioritization
- Funding Mechanisms
- Resiliency
- Rate Structure and Rates
- Equity
- Credit Program
- Affordability Considerations
- Data Maintenance
- Changing Regulations



# Update Drivers



# Utility Update Drivers



## Increased Revenue

Flood Control

Water Quality Improvement

Resiliency



## Improved Equity

Development changes

Green infrastructure & cost-mitigating activities



## Technological Advances

Improved availability and resolution of geospatial data

Advances in billing technologies

# Increased Revenue Need

- Escalating operating & capital costs
- Updated stormwater master planning
- Capital prioritization & timing
- Assessing level of service
- Evaluating reserve targets
- Heightened public awareness & engagement

Revenue Stability

Affordability

Administrative Ease

Equity

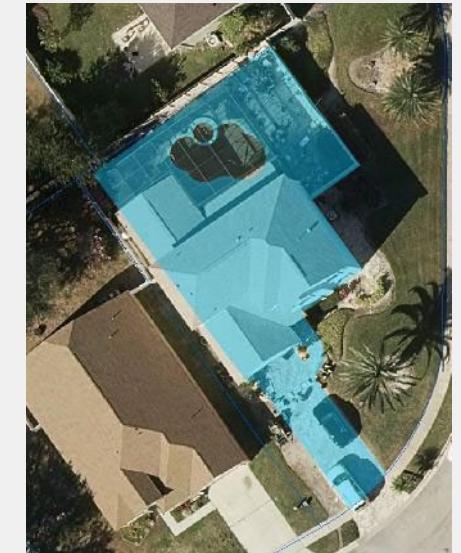
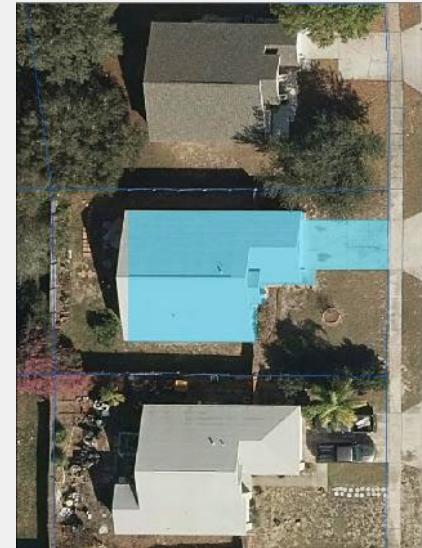
Defensibility

Customer Understanding



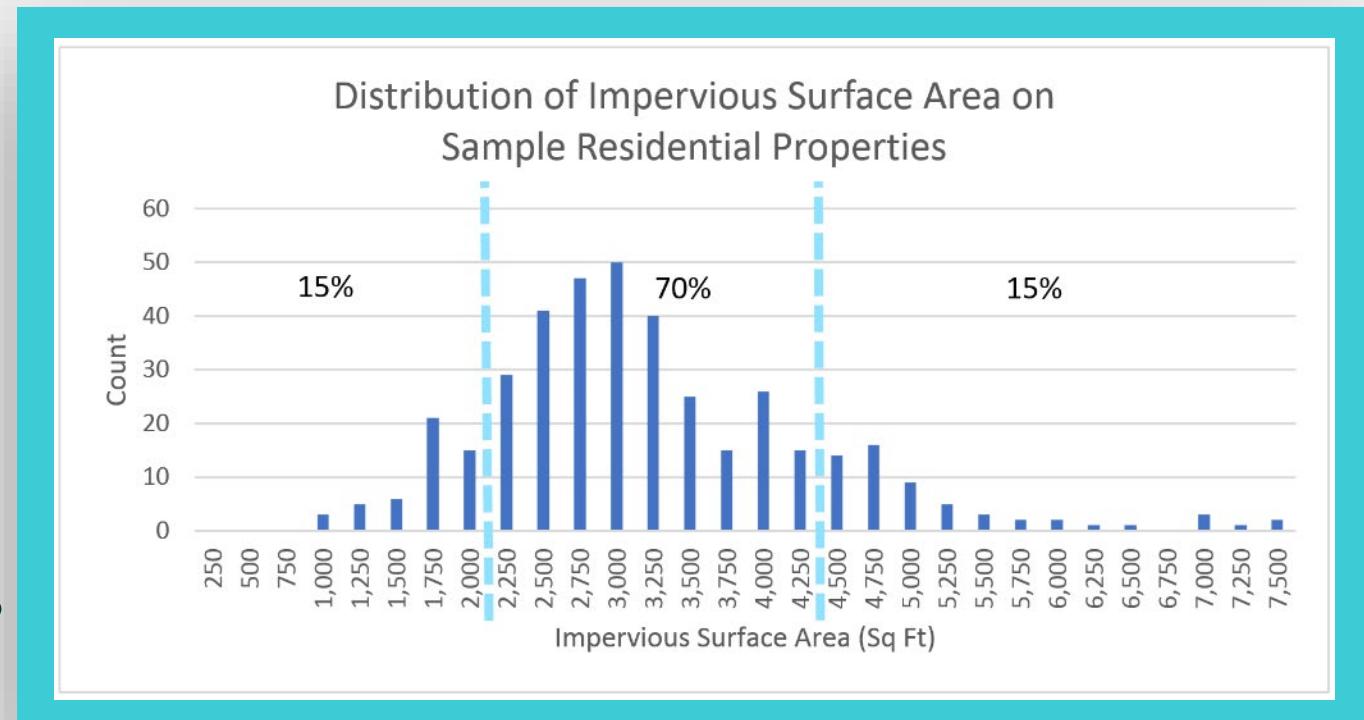
# Reviewing Units of Charge

- Most commonly, utilities charge fees based upon the ***Equivalent Residential Unit*** or the amount of impervious area associated with a typical residence in the service area
- Goal to maintain equity amongst property types given their relative burden on the stormwater system
- Evaluating relationship between different customer types
- New-build developments tend to have larger footprints



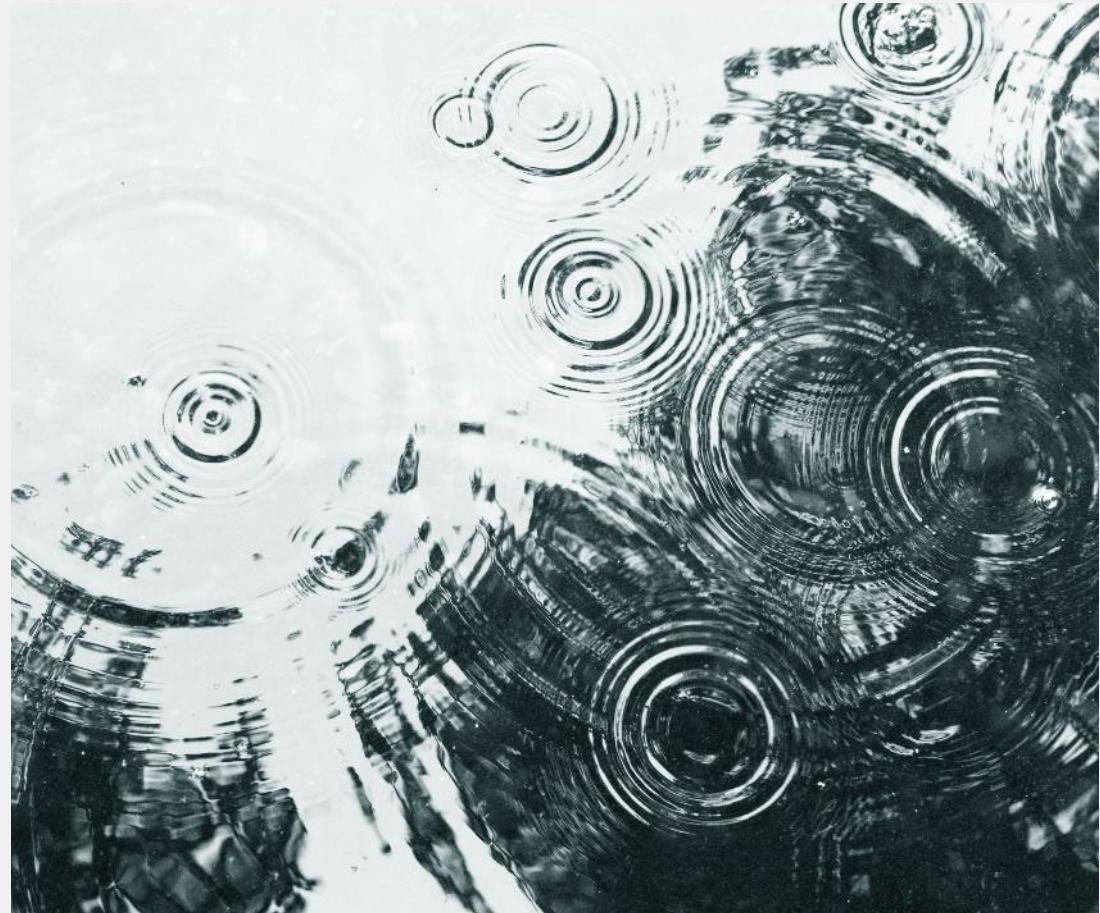
# Rate Structure Modernization

- Changing development patterns
- Increased pressure on funding
- Re-evaluation of unit of charge
- Adjustment to tiers and caps
- Methodology updates
- Credit program update



# Credit Program Design & GI Support

- When updating rates/rate structures, good opportunity to
  - › Add a program if none in place; better to shift burden to property owners and give them an incentive to treat runoff
  - › Or, if program is in place, evaluate who gets a credit & rationale behind credit design
- Green infrastructure may also serve to meet **resiliency goals**
- Credit programs typically designed to **reward activities that reduce a utility's stormwater treatment costs**
- Is your credit program up to regulations?



# Case Study: City of Dunedin



# Case Study: City of Dunedin

- City focused on implementing their 2003 and 2020 Stormwater Master Plans which include resiliency projects to combat sunny day flooding
- Infrastructure at end of service life; **immediate** repair need
- Crucial for City to prioritize needs & capital projects
- Identified funding need of \$68m over 10-year forecast period
- Determined five-year rate schedule to support immediate capital priorities, debt service coverage ratios, and build reserves

# Case Study: City of Dunedin Resiliency Capital Funding Requirements

- City Wide EPIC Goals:
  - › #3: Protection of natural resources
  - › #4: Statewide model for environmental sustainability
- 2022 D.R.E.A.M. Plan – City's Resiliency Master Plan – city operations should address sea level rise and vulnerable infrastructure
  - › Vulnerability Assessment – Resilient Florida grant funded
  - › Resiliency projects – can apply for grants – City needs to provide matching funds
  - › Stormwater Master Plan 2020
- FEMA Community Rating System floodplain study – improve floodplain rating – reduce insurance costs



Image Credit <https://www.wusf.org/environment/2023-05-05/tampa-resiliency-summit-cities-deal-climate-change>

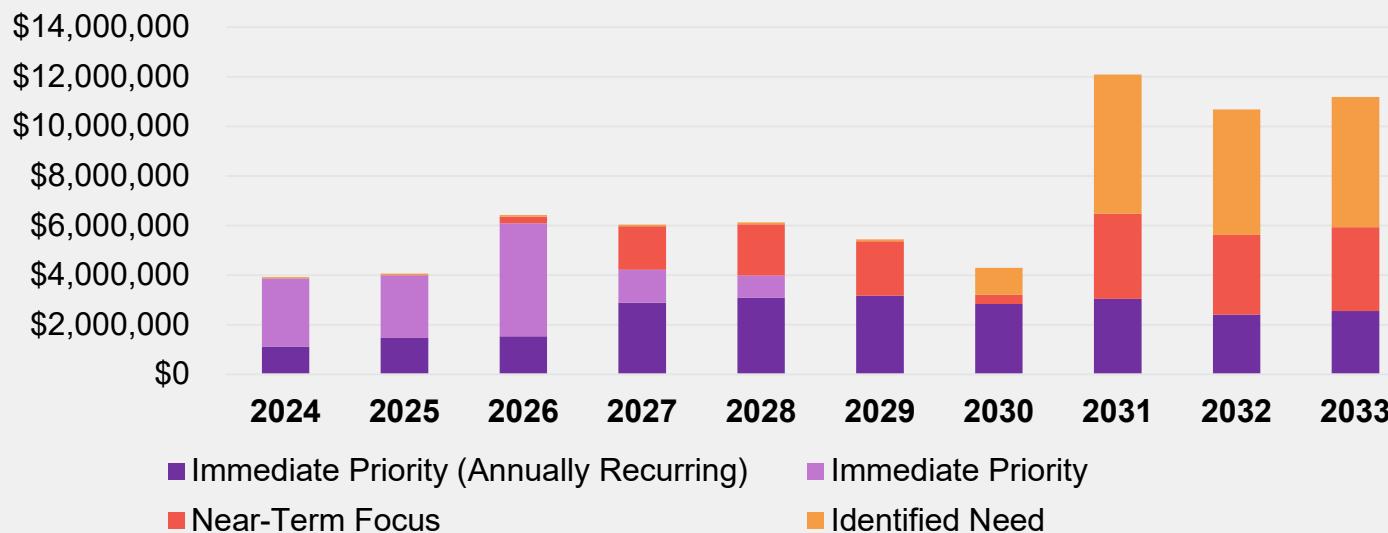
# Case Study: City of Dunedin CIP Prioritization

**Immediate Priority (Annually Recurring):** Critical and urgent project, needs immediate attention

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**Near-Term Focus:** Pressing projects with a near-term need for action

**Identified Need:** Necessary projects identified for long-term planning and implementation



## Examples:

- Stormwater pipe lining
- North Douglas/San Mateo Dr. Adaptation Plan
- San Charles Drainage Improvement
- Stirling Links Drainage Improvement
- Palm Blvd. Drainage Improvement
- Michigan Blvd. Drainage Improvement

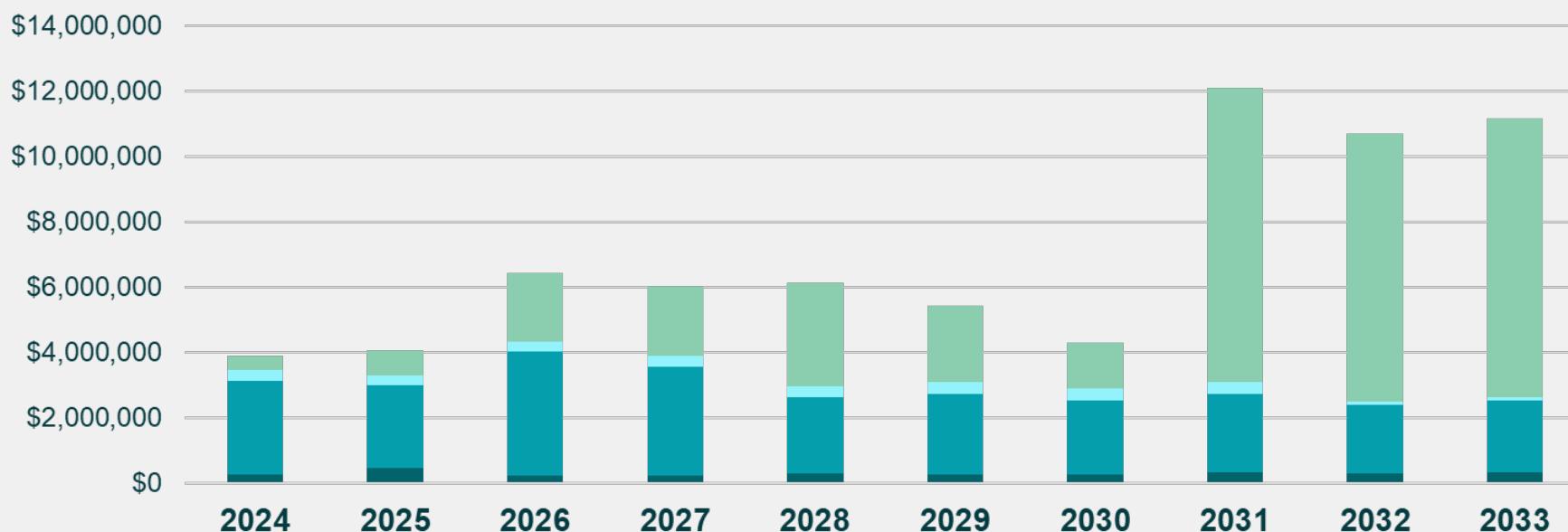
# Case Study: City of Dunedin CIP Programs

Resiliency Implementation Program

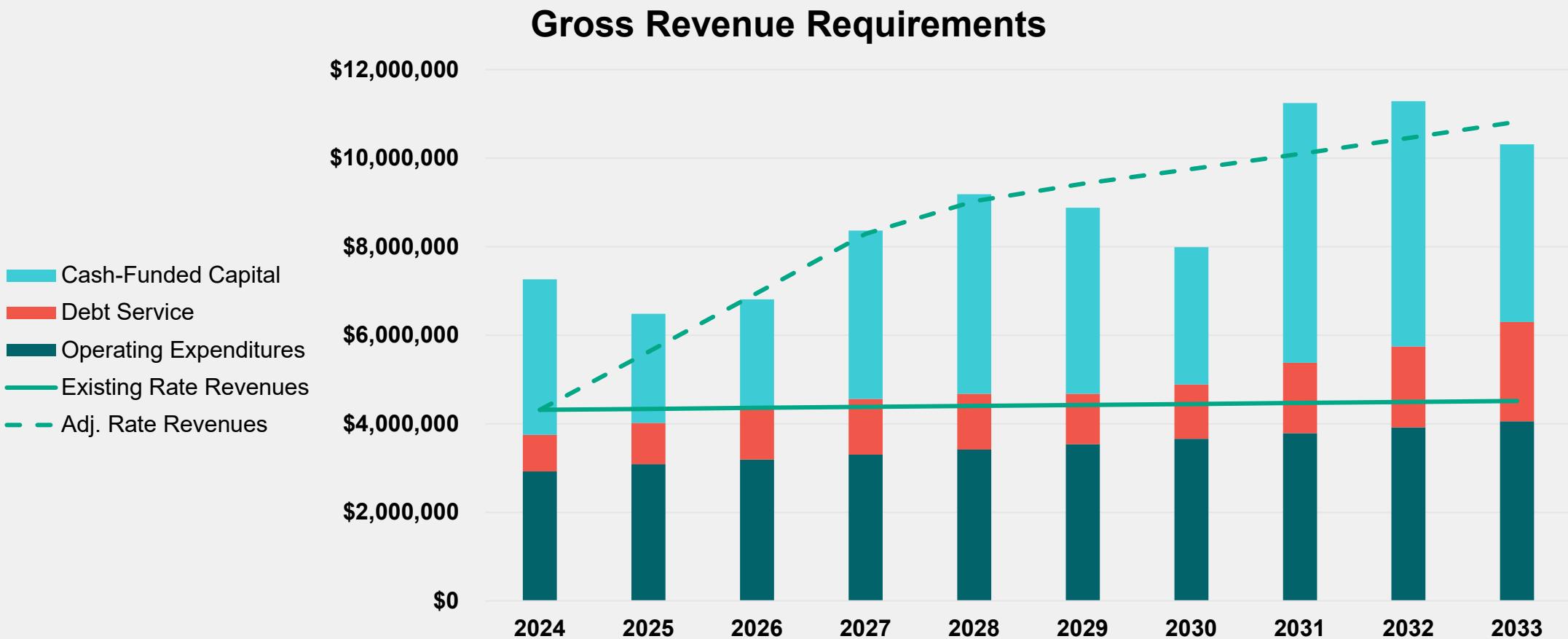
Roadway Drainage Program

Infrastructure Repair/Replace Program

Stormwater Maintenance Program



# Case Study: City of Dunedin Cashflow



# Case Study: City of Dunedin Outcomes

- Adopted **three years of recommended rates** and will be regularly re-evaluating given the vulnerability assessment completion and progress of early identified projects
- Pursuing grant funding for resiliency projects (50% match)
- Extensive prioritization of capital projects and anticipated delivery schedule
- Shifting stormwater program from **reactive to proactive**

# Case Study: City of Tampa



# Case Study: City of Tampa Credit Program Update

- The City of Tampa originally implemented a stormwater utility and its original mitigation credit policy in 2003
- It revisited the mitigation credit policy in 2018 to
  - › Increase the maximum credit available when a property exceeds stormwater development standards
  - › Require recertification every five years for non-residential credits
- City reserves right to inspect facilities, but recertification is mostly handled through third-party documentation

**Recertification for Stormwater Utility Mitigation Credit**

\* Indicates required field

[View the PDF](#) for this form. Questions? Call (813) 274-8386

**Section A - Owner Information**

Name \*

Address

City  State  ZIP Code

Phone \*  Fax

Email Address \*

**Section B: Property Information**

Folio  Name of Property (i.e. Development, Subdivision or Folio):

Site Address \*

**Section C- Current Mitigation to Certify**

**Condition 1 - 100% Mitigation**

Eligibility

Private stormwater management facility  Parcel discharges to eligible non-City system  Parcel with unique drainage features

**Note:** For parcels discharging to eligible non-City Stormwater System; The survey or site plan must depict the area of the parcel directly discharging to eligible waters and shall also display any additional area that is discharging to the City's system or other receiving water bodies.

**Condition 2 - 40% Mitigation**

Eligibility

Parcel Owner owns, operates and maintains a private stormwater management facility that provides attenuation and treatment equal to that necessary for a 50 year storm event.

**Condition 3 - 10% Mitigation**

Eligibility

Property owner contributes to maintenance of private system. (Note: Requires support documentation such as HOA or CDD contribution. Does not require Section F.)

# Case Study: City of Tampa Available Credits

- No offsite discharge to system/ROW – 100% credit
- Properties that meet stormwater development standards – 10% credit
- Properties that exceed stormwater development standards – 40% credit
- Customers contributing to a CDD or HOA that maintains a privately-managed stormwater facility that accepts drainage from ROW – 10% credit



# Case Study: City of Tampa Updated Credit Program

- Prior to new credit program Tampa had 17,759 credit holders
- Expanded to 19,994 credit holders by 2024
- 73% of credit holders are SFR parcels and 21% are MFR condominium parcels.
- No credit holders receive the full 40% credit (maximum available)
- 3% of credit holders are designated as no impact and receive a 100% fee credit because they don't contribute any drainage to the system



# Case Study: City of Tampa Outcomes

- Increased engagement with community on stormwater program, needs, service delivery
- Recertification ensures facilities are maintained and properties remain eligible
- Credit program as incentive for credit-worthy activities
- Individuals as participants in system

# Data Maintenance



# Data Maintenance

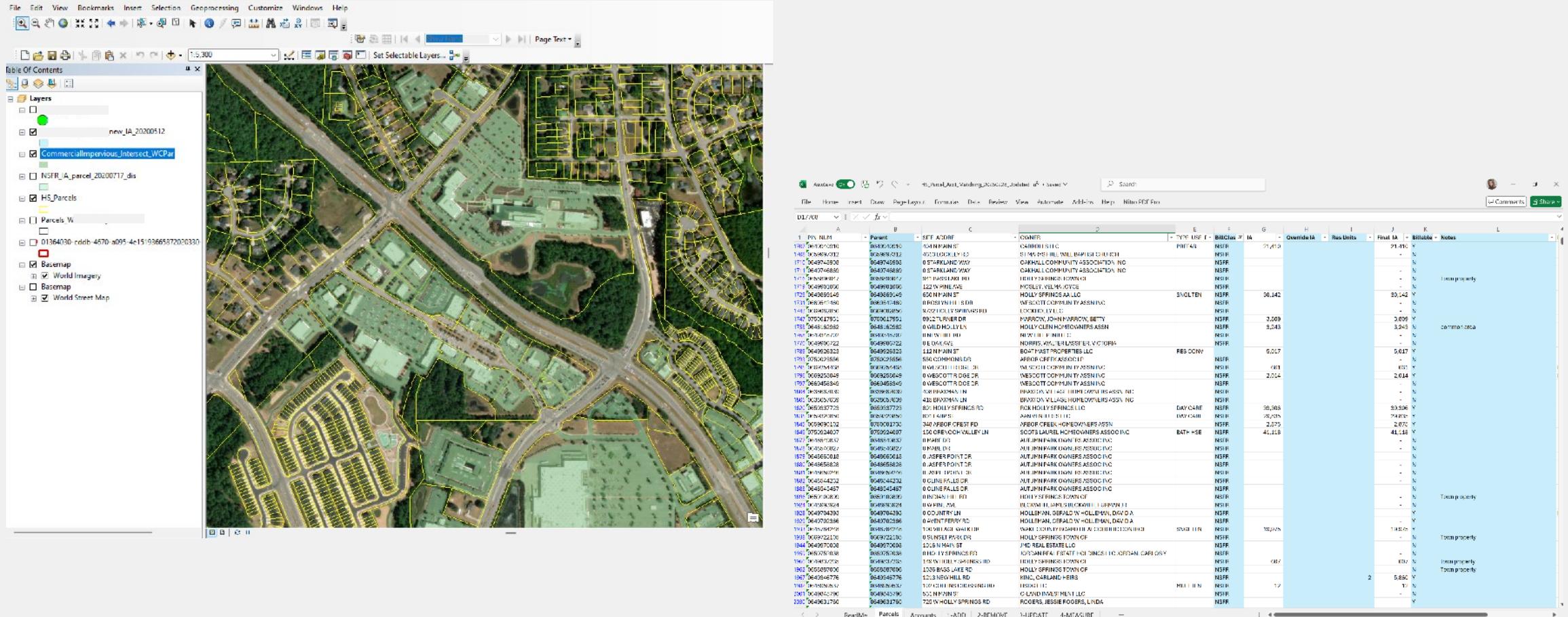
- So, you've updated your program – how do you continue to recover the anticipated revenues?
- What processes should be developed to ensure data is maintained?
- Considerations for data maintenance practices
  - › Basis of stormwater fee
  - › Rate structure design
  - › Frequency/mechanism of billing
  - › Data sources
  - › Data availability
  - › Staffing
  - › Information technology & tool availability

# Data Maintenance Assessment

- Billing accuracy
  - › Is the rate structure being applied correctly?
  - › Are credits being applied correctly/recertified?
  - › What is relationship of parcel to billing accounts?
- Billing policy review
  - › When is billing initiated?
  - › How often is impervious area updated?
  - › How are changes in accounts handled?
  - › Is there a maintenance process in place?
- Improved process efficiencies



# Simple Data Maintenance Tools



The image displays two software interfaces side-by-side. On the left is ArcGIS Pro, a geographic information system (GIS) application. The map view shows a satellite image of a residential neighborhood with various property boundaries and roads. Overlaid on the map are several data layers: 'CommercialImpervious\_Intersect\_WCPar' (yellow dashed lines), 'NSFR\_A\_parcel\_20200717\_dis' (green), and 'HS\_Parcels' (light green). The 'Table Of Contents' pane on the left lists these layers. On the right is a Microsoft Excel spreadsheet titled 'Acctacc.xls'. The spreadsheet contains a table with columns labeled A through L. Column A lists property numbers, Column B lists Parent numbers, Column C lists Site Address, Column D lists Owner names, Column E lists Type, Column F lists Use, Column G lists Building, Column H lists Tax ID, Column I lists Override Tax ID, Column J lists Res Units, Column K lists Final Tax ID, and Column L lists Notes. The data includes entries for various property owners like 'CARROLL L SHC', 'S P M M H L M L M B L P E D C H C H', and 'HOLY SPRINGS TOWN CO'. A 'Comments' column is present in the spreadsheet, with entries such as 'Town property', 'commercial', and 'Town property'.

Simple

Managed

Supported

Robust

# Managed Data Maintenance Tools

Form: QC Stormwater Customer Class

QC Parcel Stormwater Customer Class

Parcel ID: 01-001-011

QC Needed: Customer Class Updated in GIS

New Parcel Customer Class: Nonresidential

New Account Customer Class: Residential

Old Parcel Customer Class: Residential

Old Account Customer Class: Residential

Select Customer Class: Nonresidential



Stormwater Customer Class QC Report

May 11, 2020 9:59:29 PM

PID Change Source

01-001-011	Customer Class Updated in GIS
01-001-013	Customer Class Updated in GIS
05-027-031	Customer Class Updated in Munilink
05-023-010	Customer Class Updated in Munilink
13-047-006	Customer Class Updated in Munilink

5 Page 1 of 1

Change_Field	PID	Old_Value	New_Value	Change_Date
Credit Percentage	14-041-022	0	.09	5/12/20 8:25:16 PM
Credit Percentage	12-009-071	0	1	5/12/20 8:25:16 PM
Impervious Area (SF)	14-041-022	303223.456305	333223.456305	5/12/20 8:25:15 PM
Parcel Owner Last Name	10-021-001	SMITH	WEBBER	5/12/20 8:25:15 PM
Parcel Owner Last Name	10-014-085	VOGELSONG IN\VISIONS INTERN		5/12/20 8:25:15 PM
Impervious Area Units	14-041-022	296.4	325.7	5/12/20 8:25:15 PM

PID	PPID	Parcel_Owner	Parcel_Owner	Stormwater_	Imp_Area	Res_Tier	IAU	Credit Pcen
11-003-032	11-003-032	BALTOZER	MICHAEL	Residential	400.66556582716	Tier 1	.5	0
02-007-005	02-007-005	WILD PATCH LLC		Residential	401.326395261205	Tier 1	.5	0
02-022-067	02-022-067	REDEVELOPMENT		Nonresidential	402.246542337251	NA	.4	0
09-068-003	09-068-003	SISEMORE	PATRICIA	Residential	403.364404557534	Tier 1	.5	0
11-017-086	11-017-072	HOME FOR THE		Nonresidential	403.86754117092	NA	.4	0
07-084-017	07-084-018	BOWMAN	JUDITH	Nonresidential	404.904376676661	NA	.4	0
02-007-008	02-007-008	ERNE	EDWARD	Residential	404.91187584496	Tier 1	.5	0
01-028-023	01-028-026	D & F REALTY H		Residential	405.247863731658	Tier 1	.5	0

Simple

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# Robust Data Maintenance Processes and Tools

**Arlington Property Search**



**RPC Summary Data**

Tax Year	2025
RPC	14026003
RPC Master	14026003
Property Address	1123 N RANDOLPH ST
Owner Name	RANDOLPH L L C
Tax Statement	RES10035056602
Account	
Property Class	311 - Apartment - Garden
Customer Class	MF
Is Multi-Use	NO
Is Faith Based Org	NO
Tax Exempt	NO
Fee Exempt	NO
Units	23
2025 Calculated	4.14
ERUs	
2025 Calculated Annual Fee Before Credit	\$1,068.12
2025 Calculated Annual Fee After Credit	\$1,068.12
Quality Control	PASS

**Relationships**

Tax Year	Type	Category	Name	Percent	Status	Date
2025-2026	Credit	Voluntary	Rainwater Collection and/or Redirection	5%	Approved	Credit Added: 1/21/2025

**Notes**

None

**Bill Year**

2025	Credit Percent	Applied Percent
2025	5%	5%

**QAAlert Request ID**

192017

**Documents**

- Rain Barrel #1 (99 gallon) after installation.jpg
- Rain Barrel #1 Before Installation.jpg
- Rain Barrel #2 (99 gallon) after installation.jpg
- Rain Barrel #2 before installation.jpg
- Updated Site Plan for 2331 N Rochester St.jpg
- Credit-Approval-Letter-01019034-2025-192017.pdf

**QAAlert Request Property Address**

2831 N Rochester St

**QAAlert Request Type**

SF - Rainwater Collection and/or Redirection (Underground)

**QAAlert Comments**

We installed two 50-gallon rain barrels in 2024 purchased from the Northern Virginia Soil and Water Conservation District.

**QAAlert Private Notes**

RPC validated in SAMS

**QAAlert Request Activity**

1/29/2025 12:17 PM Created

**Service Request Open - ID 192017**

Routed To: sekowron

Comments: We installed two 50-gallon rain barrels in 2024 purchased from the Northern Virginia Soil and Water Conservation District.

**Relationships**

Tax Year	Type	Category	Name	Percent	Status	Date
2025-2026	Credit	Voluntary	Rainwater Collection and/or Redirection	5%	Approved	Credit Added: 1/21/2025

**Start Year:** 2025

**End Year:** 2026

**Notes:** None

**Bill Year**

2025	Credit Percent	Applied Percent
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**QAAlert Request ID:** 192017

**Documents:**

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**Service Request Open - ID 192017:**

Routed To: sekowron

Comments: We installed two 50-gallon rain barrels in 2024 purchased from the Northern Virginia Soil and Water Conservation District.

**Tax Year**

2025-2026

**Credit Name**

Rainwater Collection and/or Redirection

**Credit Percent**

5%

**2025 Total Credit Dollars**

\$12.00

**Is Renewal**

No

**Status**

Approved

**Status Date**

1/21/2025

**RPC**

01019034

**RPC Master**

01019034

**2025 Annual Fee Before Credit**

\$256.00

**2025 Annual Fee After Credit**

\$245.10

**2025 Credit Dollars**

\$12.90

**Notes**

None

**Task**

Task	Task Team	Task Status	Task Added Date
Review and edit voluntary credit Task Notes: 100-gallon min met.	Billing Manager	Closed	1/21/2025
Review adjusted annual fee Task Notes: 100-gallon min met, photo documentation provided.	Billing Manager	Closed	1/21/2025
Create letter - Voluntary Credit Approval	Billing Manager	Closed	1/21/2025

- Automated billing and quality control
- Customer service tracking
- Workflow management
- Fee modifications – appeals, credits, adjustments
- Custom reporting

Simple

Managed

Supported

Robust

# Summary

- Regular evaluation of a stormwater utility is essential to success
- Rates and rate structures should respond to community & program changes and needs
- Investment in stormwater utility data maintenance, financial planning, and strategic program planning will have long-term benefits
- Quality control and efficient data maintenance is important for revenue protection and stability
- Right-size program, processes, and tools
- Growth and change can take time





# Thank you!

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