



# City Manager's Office

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## MEMORANDUM

**DATE:** 2/4/2022

**TO:** Mayor and City Council

**THROUGH:** Doug Thornley, City Manager **APPROVED ELECTRONICALLY**

**FROM:** Trina Magoon, Utilities Services Director

**SUBJECT:** Stormwater Utility Implementation: Monthly Status Memo

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At the January 27, 2021 Council meeting, staff and Raftelis financial consultants presented the Stormwater Utility “Public Outreach and Communications Plan.” The Plan listed activities towards implementing a Stormwater Utility in the City of Reno. At that time, we committed to provide monthly updates to keep Council apprised of activities, schedule, meetings, and public input opportunities. The December 16, 2021 Stormwater Utility Implementation Monthly Status memorandum reported on public engagement opportunities and feedback received to date, and next steps in the implementation of the Stormwater Utility. This memorandum is your update since the December 16, 2021 memo.

### **Public Outreach and Information Meetings:**

For the majority of the last year, the staff team have planned, scheduled, and conducted information meetings with stakeholders according to the “Public Outreach and Communications Plan.” These information and input opportunities have provided for, and reinforced, a direct line of communication between these stakeholders and City staff. As reported in prior status memos, we have made considerable progress to provide targeted outreach; still, we have identified additional stakeholders and outreach opportunities to assist the publics’ understanding and garner support for a new stormwater utility. The following outlines our plan to conclude the public outreach phase prior to Councils’ final deliberations for setting up a stormwater utility:

- Chamber of Commerce: scheduling virtual webinar in progress: tentatively for March 2022 (TBD)
- Nevada Resort Association: schedule virtual webinar
- Reno Sparks Convention and Visitors Authority: schedule virtual webinar
- Economic Development Authority of Western Nevada: schedule virtual webinar
- State of Nevada: schedule meeting(s) with administrative finance / building staff
- Washoe County: schedule meeting(s) with administrative finance/ building staff
- Federal Buildings: schedule meeting(s) with administrative finance/ building staff
- Large Places of Worship: identifying the largest potential bills, and schedule meeting(s) with staff
- Renown, St. Mary’s, and other hospitals: schedule meeting(s) with administrative finance / building staff



- Drainage Districts and Homeowner’s Associations: scheduling initial and follow up meetings to determine current major drainage channel maintenance activities and potential crediting program
- Open Houses / “Drop In” Opportunities: In December, we reported on our plan to send mailers to every property owner and conduct “Open Houses” to invite the public to drop in at different locations around the City to ask questions of a staff member. These meetings have been postponed and will be rescheduled to a later date.

### **Public Outreach Tools:**

Staff are developing the following public outreach tools:

- Scripting and preparing for filming of a video on the Stormwater Utility by the Utilities Services Director, to post social media and the stormwater utility website
- Northern Nevada Business Weekly: story pitch and advertising
- Updating and making improvements to the Stormwater Utility website (Reno.gov/StormwaterUtility) with current information, revised dates, remaining steps, and how to get involved or ask questions
- Evaluating parcels with large contributing impervious surfaces to develop additional targeted outreach
- Developing an “impervious area” tool to allow property owners to look up the amount of impervious surface associated with their property or properties. This tool can later be modified to include proposed fees or range of fees associated with properties.

### **Preparations for Implementation / Coordination with City of Reno Departments:**

- Working with Finance and Reno Direct: billing tools, software needs, and customer service tools
- Financial Model: evaluating alternatives for the financing of the Stormwater Utility
- Developing nonresidential customer crediting program
- Developing income assistance program to be potentially funded from the General Fund (like the “Sewer Rebate program”)

### **Implementation Next Steps:**

Upon satisfying the “Public Outreach and Communications Plan,” staff will provide financial alternatives for Council’s consideration. After receiving Council’s input and direction, staff will draft the ordinances for a Stormwater Utility, and conduct the Business Impact Statement process prior to introducing the ordinances.

The Stormwater Utility Implementation Schedule has changed given the added list of stakeholders that have yet to be contacted. Based on these current remaining steps, Council could expect to give final direction to staff during the second meeting in November 2022, and for the ordinance process to begin in January 2023.