



City Manager's Office

MEMORANDUM

DATE: June 16, 2022

TO: Mayor and City Council

THRU: Doug Thornley, City Manager Approved Electronically

FROM: Trina Magoon, Utility Services Director

SUBJECT: Stormwater Utility Implementation: Monthly Status Memo

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 February 4, 2022 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 February 4, 2022 memo, and also includes a list of all public outreach and input opportunities, memos, and presentations to Council conducted since the January 27, 2021 City Council meeting.

Public Outreach and Information Meetings:

To date, staff have planned, scheduled, and conducted information meetings with stakeholders according to the “Public Outreach and Communications Plan.” These information and input opportunities have provided 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.

Since the February 4, 2022 memo, we have conducted the following outreach with stakeholders:

- Chamber of Commerce: virtual webinar
- Nevada Resort Association: virtual webinar
- Reno Sparks Convention and Visitors Authority: discussed potential stormwater utility with staff
- Economic Development Authority of Western Nevada (EDAWN): met with Mike Kazmierski, President and CEO

The following list identifies major stakeholders we anticipate for future targeted outreach and discussion:



- Federal Buildings, State of Nevada, Washoe County
- Property owners of large places of worship
- Renown, St. Mary's, and other hospitals
- Drainage Districts and Homeowner's Associations
- Regional Transportation Commission
- Downtown Reno Partnership / Business Improvement District
- Retail Association
- Senior Citizen Advisory Committee
- Reno Housing Authority

Public Outreach Tools:

A new tool exists on the City's stormwater utility website (Reno.gov/StormwaterUtility) to assist property owners to learn the amount of impervious surface associated with their property. Currently called "Reno Stormwater Parcel Viewer," this tool can be modified in the future to include proposed fees or range of fees associated with properties.

In addition, a KOLO8 Re-Know Minute video on the Stormwater Utility with Trina Magoon, Utilities Services Director, was posted to the stormwater utility website and social media. A longer video detailing the Stormwater Utility has been taped and is in post-production.

Remaining Steps and Decision Points

We have accomplished much toward implementing a Stormwater Utility in the City of Reno. With this memo, we are attaching a synopsis of our outreach conducted to date to reinforce how far we have come. Still, as indicated above, there remain a number of major stakeholders for which staff have not provided targeted outreach. A large factor for this delay is that we have realized that with recent inflation and increases in consumer price indexing, so too are the costs rising for the capital improvement program we are trying to fund with this program. This may mean that Council may wish to consider increasing the fee per residential unit to meet the full intent of the programs' needs. Staff will present this information at the July briefings following Councils' scheduled break, and we look forward to receiving direction on the messaging moving forward.

Following our discussions and completion of outreach to the remaining stakeholders, we will be in a position to provide a complete summary of public input received toward development of financial alternatives for Council's consideration.

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.



Attachment: Community Outreach Performed and Feedback Received on Potential Stormwater Utility

The following public outreach synopsis attempts to shed light on the amount of public outreach and input opportunities provided, and follows with a summary of comments received:

March 2019: Council Meeting (3/13) Presentation on the Stormwater Utility Feasibility Study by Raftelis Financial Consultants

January 2021: Council Meeting (1/27) Presentation and adoption of Stormwater Utility Public Outreach and Communications Plan

May 2021: NAIOP, Commercial Real Estate Association (5/13): Presentation to the northern Nevada chapter

July 2021:

- Reno.gov/Stormwater Utility website launched with “Provide Feedback” form and a “Fact sheet” in Spanish, (874 visits)
- Insert in the quarterly sewer bill mailing: “Public Information Meetings”:
- Press Release: “City of Reno seeks feedback...”
- Ward 2 Neighborhood Advisory Board (NAB) (7/27)

August 2021:

- Public Meeting (8/9): In person meeting in Council chambers and video posted
- KTVN Channel 2 News Story (8/10): “...proposed fee for flood prevention”
- KRNV Channel 4 News Story (8/10): “...seeking public input on fee proposal”
- Ward 5 Neighborhood Advisory Board (8/10)
- Public Meeting Spanish (8/17)
- Spanish Radio Show “Nuestro Reno” (8/18)

September 2021:

- Ward 3 Neighborhood Advisory Board (9/7)
- Ward 1 Neighborhood Advisory Board (9/13)
- Nevada System for Higher Education (Stakeholder Meeting 9/13)
- Ward 4 Neighborhood Advisory Board (9/16)
- Washoe County School District (Stakeholder Meeting 9/21)
- Realtors Association (Information Meeting (9/23)

October 2021:

Press Release (10/5): “City still seeking feedback...”



KOLO Channel 8 News Story (10/5): “Reno seeks \$440 million for aging stormwater infrastructure..”
Reno Gazette Journal Article (10/9): “...backlog of stormwater projects....”
Public Meeting (Virtual only) (10/12)
Reno Tahoe Airport Authority ((RTAA) Stakeholder Meeting)) (10/22)
Social Media Output YouTube Video (10/24) “What Is Stormwater?”

November 2021: Social Media Output YouTube Video (11/24): “How does stormwater impact a City?”

December 2021:

- American Civil Liberties Union Stakeholder Meeting (12/1): City of Reno considering Stormwater Utility
- Reno Sparks Indian Colony Stakeholder Meeting (12/2)
- City of Reno Facebook page posting (12/8): “What Is Stormwater?”
- Media Pitch and KRNV Channel 4: “25th Anniversary of January 1997 Flood” – Kim Burrows

January 2022: City of Reno Facebook page posting (1/24): Topic: Keeping drains clear of debris

March 2022:

- Nevada Resort Association Stakeholder Meeting (3/2)
- Reno Sparks Chamber of Commerce Community Meeting and Information Meeting (3/8)
- City of Reno Facebook page posting (3/10): In Case You Missed It: “Reno Sparks Chamber of Commerce” link to video
- Economic Development Authority of western Nevada (EDAWN) (3/17): Meeting with Mike Kazmierski, President
- Reno Sparks Convention and Visitors Authority (RSCVA) (multiple exchanges with RSCVA staff): City of Reno considering Stormwater Utility

In all, we have hosted four public meetings,¹ ten targeted stakeholder meetings, fourteen media and social media releases², and have presented at all five NABs.

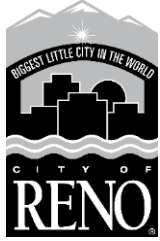
According to the United States Census Bureau,³ the population of City of Reno is 246,500. Despite this abundant outreach, We have received only 116 submitted comments from 71 individuals through the Stormwater Utility website, Reno Direct and/or through direct communication with City Council Members.

The number and types of comments received are summarized in the table next:

1 Includes one Community Meetings hosted by the Chamber of Commerce

2 News channel coverage, media print, website, and social media

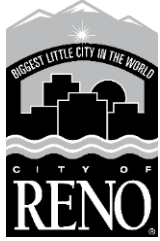
3 United States Census Bureau (2019)



Type of Comment	Number of each Type of Comment Received	Comments- Staff response (if applicable)
Cease development subsidies / Development should pay for Stormwater Utility	25	
City misspending on other things / Fund by removing internal inefficiencies / Stop Building in Flood zones	21	
Sufficient funds in sewer rates, overpaying on sewer rates, cease sewer rate increases	15	
In favor / Seeking clarification	13	
No new fees or taxes	12	
Fixed Income / Cost of living / Covid financial impacts	9	Evaluating potential low/fixed income assistance program
No perceived need due to lack of or frequency of rainfall events / flooding	7	Media and social media efforts to better explain the need for a stormwater utility
Assuming the Stormwater Utility is the same as TRFMA Truckee River Flood Project Funding	3	Clarification provided in presentations and on City's website
Maintenance Issues	3	
Request Virtual Meeting Format	1	Virtual meeting held 10/12/2021
Sparks or Washoe Co Property owner	3	
Provide CIP and Map on website / Don't hide plan	1	Current CIP has been added to website
Already pays drainage fees (One of the Drainage Districts)	3	Evaluating potential options for these situations.
Opposed to providing discounts (potential credit program) to large non-residential properties	1	
Need Community-wide public outreach program	1	

Other general comments surrounded the following:

- a lack of perceived return on investment;
- requesting backup studies and reports be made available to the public;
- requesting stormwater quality improvements are included in the CIP;
- making sure the revenue is used only for the Stormwater Utility;
- some opposition to creating a new “agency” for stormwater separate from Sewer; and
- requesting more information on where the projects will occur.



Updates to the website have addressed these comments and questions.

Additional development-specific questions received at the NAIOP, Nevada Resort Association, and NAB meetings have generally included comments/questions regarding:

- The process under which non-residential crediting could be obtained, and their desire to make the process for crediting easy; and
- Whether individual homeowners, homeowners associations, or drainage districts would be charged, and if they could receive credits for existing compliance with code and/or installation of flood reducing or water quality drainage infrastructure.
- “How did the City decide a stormwater utility is the appropriate mechanism to charge fees?”