

Stormwater Fee Implementation and Communications Plan

General Committee May 26, 2014

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Asset Management Department

Outline

- **Previous Council Resolutions**
- **Plan Goals**
- **Implementation Plan**
- **Communications Plan**
- **Next Steps**

Previous Council Resolutions

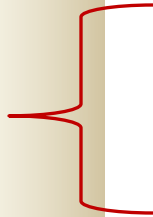
Nov. 26, 2013 Fees and Billing System

- 1) That the presentation provided by Rob Muir, Manager of Stormwater, entitled "Stormwater Funding" be received;**
- 2) That the annual fee revenue target be set at \$6,500,000 for the five year project cycle and that the funding requirement be updated every five years to reflect updated project costs estimates, Gas Tax allocation, inflation, growth, administration costs, and revenue collection;**
- 3) That stormwater fees be charged to all properties with a water account and that staff be authorized to develop the billing system with PowerStream, and to negotiate a contract for account management, billing, revenue collection, and customer support;**
- 4) That stormwater fee revenue be collected by sector in proportion to city-wide runoff contributions of 60% residential and 40% non-residential;**

Nov. 26, 2013 Fees and Billing System

- 5) That the flat fee for residential and multi-residential properties units be set at \$36 per unit per year for the first 5 years;
- 6) That the variable fee for non-residential properties be set based on a rate of \$21/\$100,000 current value assessment;
- 7) That staff report back in Q1 2014 on an implementation plan and communications strategy for implementation of the city-wide fee; and further;
- 8) That staff be authorized and directed to do all things necessary to give effect to this resolution.

Today



Oct 29, 2013 - Canada Gas Tax Revenue

- 1) That \$2,000,000 annually in Gas Tax revenues beginning in 2014 be approved for stormwater management funding. (2014 – 2018)
- 2) Gas Tax contributions will reduce annual stormwater fee revenue required.

Implementation and Communications Plan

Plan Goals

- Implement the approved stormwater fee structure and enact a bylaw to support City-wide flood control program costs.
- Execute a comprehensive communications strategy.

Implementation Plan

Planning

- Internal Billing Procedures
- External Requirements (PowerStream billing software)



Set-up

- Fee Bylaw (Q4 2014)
- PowerStream Contract (Q4 2014)
- System Programming / Testing (Q1 2015)



Billing

- Customer Service Training (Q1 2015)
- Stormwater Fee on water bill (Q2 2015)

Communications Plan – Brand

For Construction Activities:



For Non-Construction Activities:



Communications Plan - Stakeholders



Communications Plan - Tactics



Communications Plan - Products

- 1) Pamphlets
- 2) Message Section on PowerStream Bill
- 3) Construction Job Site Signage

Pamphlets



Brand

Stormwater Fee: What's Your Share?

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Rate Table (Remains Same)

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24%	Fruanfadaiel

Why do we need this?

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Title (Varies)

What are we doing?

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Background (Remains Same)



Pamphlets – Cont'd

Background (Remains Same)

- **Council has adopted a City-wide funding approach for storm capacity improvements**
- **The annual fee will be charged to water accounts holders on the PowerStream bill**
- **Dedicated funding is for the sole purpose of stormwater capacity improvement projects**

Pamphlets – Cont'd

Background (Remains Same)

- **The stormwater fee is needed to pay for flood control improvements to help achieve:**
 - Consistent service levels across the community
 - Climate change adaptation – potential for more intense rain events more often
- **Flood control improvements benefit everyone:**
 - Major roadways
 - Homes and businesses
 - Environmental protection

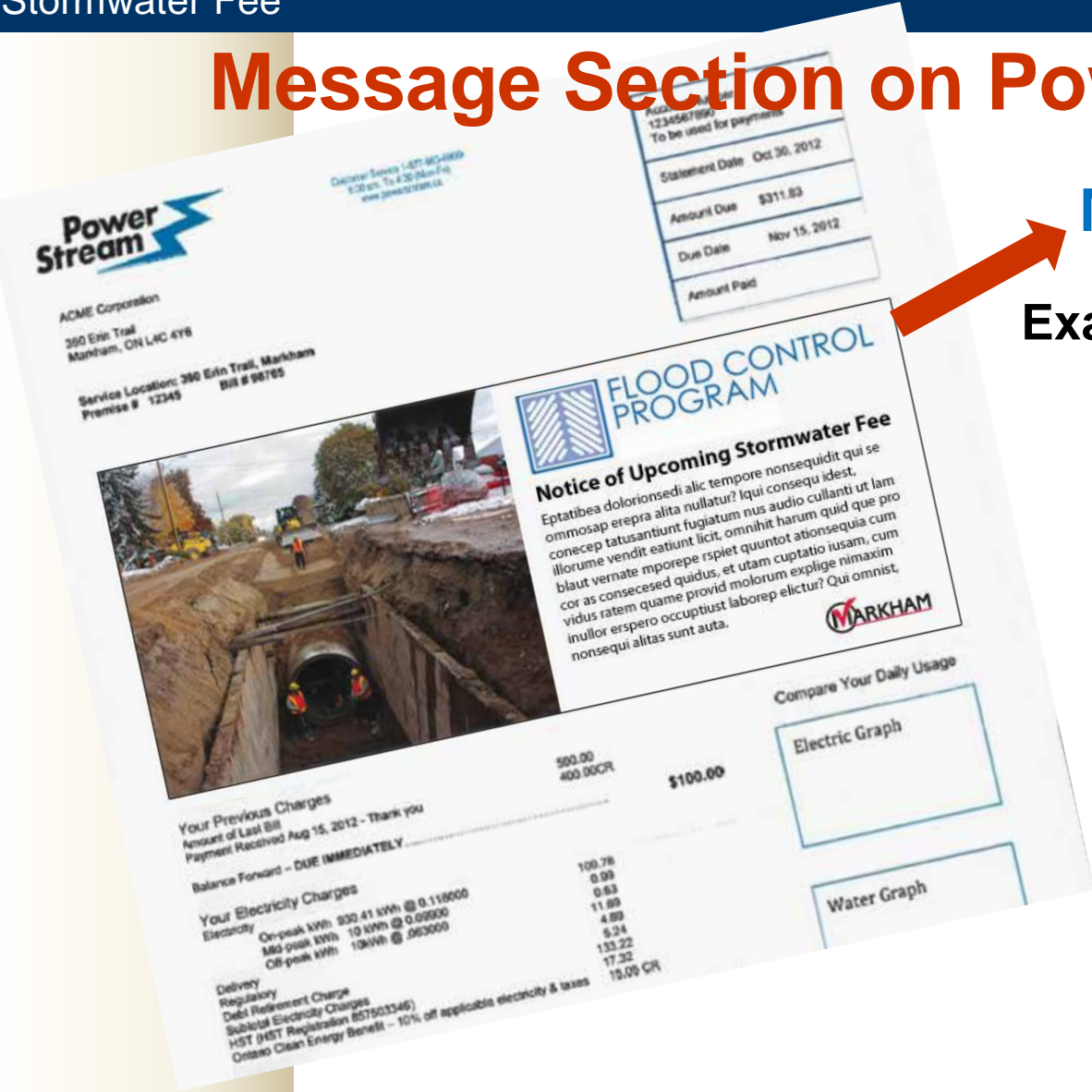
Pamphlets – Cont'd

Rate Table (Remains Same)

Property	Annual Rate (2015 – 2018)
Residential (flat rate)	\$36 / unit
Businesses (variable rate)	\$21 / \$100,000 current value assessment



Message Section on PowerStream Bill



Messages (Varies)

Examples

- § Notice on Upcoming Stormwater Fee
- § Climate Change Information
- § Educational Tips



Construction Job Site Signage



Communications Plan Timeline, Tactics, Key Message

Q3 2014

- Portal
- Tax Bill Inserts
- Message: “Stormwater Fee Established”

Q1 2015

- Portal
- PowerStream Bill Message Area
- Radio & Newspaper Ads
- Message: “First Stormwater Fee on your upcoming bill”

Q2-Q3 2015

- Portal
- PowerStream Bill inserts
- Radio & Newspaper Ads
- MBOT Voice magazine
- Rate Payers Association/ BIA/Events
- Markham Life Magazine
- Customer Contact Centre
- Message: “Here is the first Stormwater Fee bill”



Next Steps

- **Develop PowerStream contract for billing system administration and fee collection**
- **Develop Stormwater Fee Bylaw**
- **Execute Communication Plan**
- **Regular updates to Council (ongoing)**

QUESTIONS ?