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## FAST FACTS

Special Election:  
**August 23, 2016**

The proposed stormwater utility would:

- help protect Lake Thunderbird, Canadian River and other creeks and streams
- help reduce erosion and pollution in creeks and streams
- reduce flooding in neighborhoods
- comply with federal and state regulatory mandates (Non-compliance could result in \$10,000/day fines against the City.)

The proposed monthly utility rate is \$1.25/1000 sq. ft. of impervious (hard) surface and a \$1/month stormwater management fee. For example, a 2900 sq. ft. home with 700 additional sq. ft. of hard surface area would pay \$6 per month (See calculation on Page 2).

- maximum monthly rate of \$300 for public schools or specified 501(c)(3) entities
- 25% reduction for qualifying low income residences
- appeal process available

If approved, this utility will go into effect on November 1, 2016.



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## Special Election

### Tuesday, August 23, 2016 Stormwater Utility



#### Your Vote Matters

The City of Norman's Charter requires a vote of the citizens on all utility increases.

Polls are open from 7:00 a.m. to 7:00 p.m.

**Special Election**  
**Tuesday, August 23, 2016**

Early Voting: If you are a registered voter in Norman, you can vote prior to the election at the Cleveland County Election Board from 8:00 am to 6:00 pm on Thursday, August 18, and Friday, August 19. The Cleveland County Election Board is located at 641 E. Robinson Street, Suite 200. Absentee ballot applications can be obtained by contacting the Cleveland County Election Board by phone at 405-366-0210 during business hours or downloading the form from the website at: [www.clevelandcountyelectionboard.com](http://www.clevelandcountyelectionboard.com).

#### PROPOSITION

“SHALL ORDINANCE O-1516-40 ADDING SECTION 21-118 OF CHAPTER 21 OF THE CODE OF ORDINANCES OF THE CITY OF NORMAN, OKLAHOMA, ESTABLISHING THE MONTHLY RATES TO FUND A STORMWATER UTILITY AT THE RATE OF: ONE DOLLAR AND TWENTY FIVE CENTS (\$1.25) PER ONE THOUSAND (1,000) SQUARE FEET OF HARD SURFACES THAT CONTRIBUTE TO STORMWATER RUNOFF; PROVIDING FOR A MAXIMUM MONTHLY RATE OF THREE HUNDRED DOLLARS (\$300.00) FOR A PARCEL OWNED BY A PUBLIC SCHOOL OR TAX EXEMPT ORGANIZATION; ESTABLISHING A MONTHLY ADMINISTRATIVE STORMWATER FEE FOR ALL OWNERS OF DEVELOPED CONTIGUOUS PARCEL(S) IN THE CITY OF NORMAN OF ONE DOLLAR (\$1.00) PER MONTH; AND PROVIDING A TWENTY-FIVE PERCENT (25%) REDUCTION IN RATE FOR QUALIFYING LOW-INCOME RESIDENCES; PROVIDING FOR AN EFFECTIVE DATE OF NOVEMBER 1, 2016, BE APPROVED?”

YES—FOR THE PROPOSITION

NO—AGAINST THE PROPOSITION

# STORMWATER UTILITY

## Special Election August 23, 2016



**Protect the Quality**  
**Water • Creeks • Flow**

On Tuesday, August 23, 2016, Norman voters will be asked to establish a stormwater utility. Funding generated by this utility will allow the City of Norman to help protect Lake Thunderbird, the source of 70% of Norman's drinking water, the Canadian River, help reduce erosion and pollution in creeks and streams, reduce flooding in neighborhoods, and comply with federal and state regulatory mandates.

The proposed monthly utility rate is \$1.25 per 1,000 square feet of impervious surface and a \$1 per month stormwater management fee. Raw land or undeveloped lots will not be subject to the monthly stormwater management fee or the utility rate.

Following are some answers to frequently asked questions about the stormwater utility.

#### What is stormwater?

Stormwater is not just rain. Stormwater is the result of rain flowing over hard surfaces (also called impervious surfaces) and picking up pollutants and contaminants. It makes its way through our drainage system, creeks and streams to Lake Thunderbird, which supplies 70% of our drinking water, the Canadian River, which also provides drinking water, and other associated streams and channels, as well as the major creeks in urban Norman.

#### What are impervious surfaces?

Hard surface (or impervious area) reduces the rainfall's ability to soak into the ground. Examples are rooftops (from homes and businesses), pavements, driveways, parking lots, and hard surface walkways. As rain runs off of these surfaces, it carries pollutants into Lake Thunderbird, the Canadian River, and other creeks and streams.

#### How does runoff get polluted?

Rain runs off of the hard surfaces and over driveways and lawns, picking up gasoline, motor oil, fertilizers, and pet waste. The polluted runoff, or stormwater, flows over the street and into the drainage system, collecting contaminants, grass, and debris from the street. It flows through the underground system of drainage pipes into our streams and creeks, the Canadian River and Lake Thunderbird.

#### Did you know?

- Stormwater is **not treated** before it flows into our water sources.
- The more polluted the stormwater becomes, the harder it is to treat for drinkable water.
- The more pollution that flows into our streams, creeks, river and lake, the less they are able to provide fishing and recreational opportunities.

## Why does Norman need a stormwater utility?

A utility provides a predictable and stable source of funds to allow a community to address needs caused by polluted runoff. This includes programs to:

- Protect drinking water
- Maintain creeks, streams, and drainage systems
- Repair erosion of streams and creeks
- Meet federal and state regulatory requirements

## Why is the utility rate based on impervious surface?

Impervious area (hard surface) is the most common approach used by cities across the nation to measure a property's stormwater runoff. More impervious area means more stormwater runoff. The rate is tied to the amount of impact a property's stormwater runoff has on the city's water quality and drainage system.

The ordinance provides for an appeal process, and credits for low impact development (green infrastructure).

## Can I estimate my monthly stormwater utility rate?

Yes, go to the link below to enter your address and find out how many square feet of impervious area (hard surface) is on your property and what your monthly projected rate will be.

[www.bit.ly/SWUcalculator](http://www.bit.ly/SWUcalculator)

For manual calculation, divide the square feet of impervious area (hard surface) by 1,000. Round up or down to the nearest whole number. Multiply that number by 1.25. Add the \$1 per month stormwater management fee.

Here's an example:

1. For a property that has 2,900 square feet of impervious area with 742 additional sq. ft. of hard surface area,
2. Divide 3,642 by 1,000, which is 3.642.
3. Round the 3.642 up to  $4 \times 1.25 = \$5.00$  (Round up or down to the nearest whole number)
4. Add the \$1 stormwater management fee
5. The monthly stormwater utility rate would be \$6.00 for the example property

## BENEFITS OF THE STORMWATER UTILITY

### How will the funds from the stormwater utility benefit the community?

- More street sweepers to help reduce contaminants and debris in our streets
- More inspections to prevent activities that cause pollutants and sediment to flow into Lake Thunderbird
- More educational programs about reducing pollution
- More repair and restorations of eroding streams that threaten property, water, and sewer lines
- More removal of debris that blocks streams, creeks and channels
- More inspections and repair of decaying underground drainage pipes
- More removal of debris that clogs pipes, which will improve the flow of runoff through the drainage system

- More maintenance and flood relief projects for neighborhoods such as detention basins, drainage facilities, and dams

### What other Oklahoma communities have stormwater utilities?

In addition to over 20 other Oklahoma cities, Midwest City, Oklahoma City, Broken Arrow, and Stillwater have stormwater utilities. Norman competes with these cities for recreational tourism dollars, jobs, and economic development. Clean water plays a role in our local economy.

### Will the stormwater utility reduce flooding issues like those experienced in May 2015?

Investments made possible by this stormwater utility will reduce impacts of flooding and allow public infrastructure to withstand larger flood events. For example:

- Projects to lessen flooding along major drainage ways will improve the water flow capacity and reduce overflow from creeks into homes and businesses
- More maintenance of the 320 miles of existing streams and channels in Norman
- More maintenance of 140 miles of existing underground stormwater pipes



Each year Lake Thunderbird supplies **three billion gallons of water** for our community, including water for drinking fountains like this one at June Benson Park.

- Projects to assist neighborhoods, property owners and homeowner associations with repairs or upgrades to drainage facilities, detention basins, dams and structures

Norman has regularly experienced flooding since it was founded in the late 1800s. Over the last ten years, the City of Norman made a strong effort toward improving flood control and flood relief in Norman through the adoption of the revised Floodplain Ordinance and the adoption of the Stormwater Master Plan. Over time, the stormwater utility will enable the City to reduce flooding in Norman.

### How much revenue is the stormwater utility expected to generate?

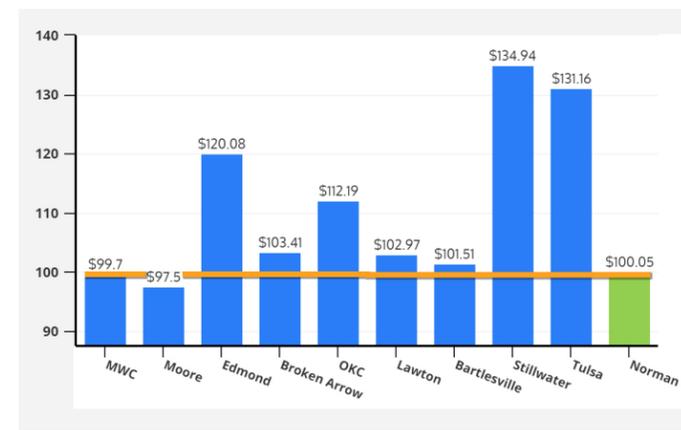
The stormwater utility is expected to generate \$4,900,000 in the first full year. This revenue will be used for:

- \$1,100,000 in basic maintenance of stormwater pipeline, channel maintenance;
- \$1,680,000 to meet state and federal regulatory requirements for stormwater quality, street sweeping, and reduce pollutants in Lake Thunderbird; and,
- \$2,120,000 to enhance maintenance in neighborhoods and small-scale capital flood relief projects.

**Fast Fact:** 68% of Norman residents will pay less than \$6 a month for the stormwater utility. Over 82% of Norman residents will pay less than \$9 a month.

### How would the overall monthly utility bill in Norman compare to other Oklahoma cities?

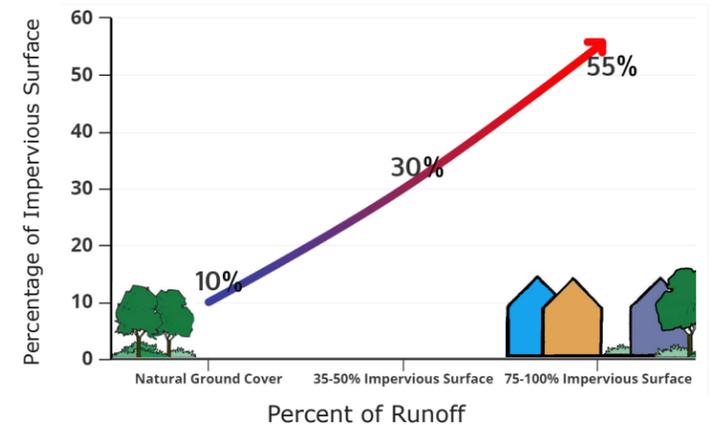
The chart below compares the total monthly residential utility bill, with 10,000 gallon water usage, and 5/8 or 3/4" meter, and includes the stormwater fees (using the \$6 monthly average example from Fast Facts on Page 1.)



The chart below shows how the volume of stormwater runoff is impacted by the percentage of hard surfaces, or impervious surface.

### Runoff Flows from Hard Surfaces

(As the percentage of impervious area increases, the amount of runoff increases.)



(Source: Adopted from Changes in Runoff Flows Resulting from Paved Surfaces. Tourbird, et. al., 1981)

### What are some examples of pollutants picked up by stormwater runoff from hard surfaces?

Some pollutants – pesticides, fertilizers, oil and soap – are harmful in any quantity. Other pollutants – like sediment from construction, pet waste, grass clippings and leaves – can harm creeks, rivers, and lakes in sufficient quantities.

**Did you know?** Norman is the third largest city in Oklahoma but is the only large city in our state that does not have a stormwater utility.

### When would the stormwater utility rate go into effect?

If approved by voters, the proposed stormwater utility would be effective November 1, 2016 and will appear on utility bills that are received the end of November and in December.

### Where can I find more information?

You can find more information at [www.bit.ly/NormanSWU](http://www.bit.ly/NormanSWU). You can also contact the City of Norman Action Center at (405) 366-5396 or by email at [action.center@normanok.gov](mailto:action.center@normanok.gov).

You'll find the language from the August 23rd ballot on the reverse side of this brochure along with information about early voting.



The stormwater story ... rain runs off our roofs and driveways, into the streets picking up motor oil, pet waste and other pollutants, then flows into drainage pipes, through creeks (untreated) to Lake Thunderbird, the primary source of our drinking water.