

To: Common Council

From: Becky Magestro, Chief of Staff

Date: 11/19/2025

Subject: Stormwater Rate Increase – Public Education and Outreach Summary

This memo provides an overview of the steps taken by staff to educate and inform residents and businesses regarding the upcoming stormwater rate increase. Since early fall, staff has undertaken multiple efforts to ensure the community is well-informed about the adjustment scheduled for implementation.

In October 2025, over 3,500 letters were mailed to both residents and businesses providing initial notice of the stormwater rate increase and explaining the need for the adjustment. In November 2025, a second letter was sent specifically to the City's top ten businesses to update them on the rate increase and offer additional clarification regarding potential impacts.

Staff has also created and shared informational posts on the City's social media platforms to broaden outreach and increase public awareness. In addition, a notice regarding the stormwater rate change will be included in all utility bills distributed in December 2025, ensuring that customers receive direct written notification.

Stormwater rates have also been discussed at five Common Council meetings since September 7, 2025. These discussions were conducted in open session, providing opportunities for public comment, council input, and transparent decision-making.