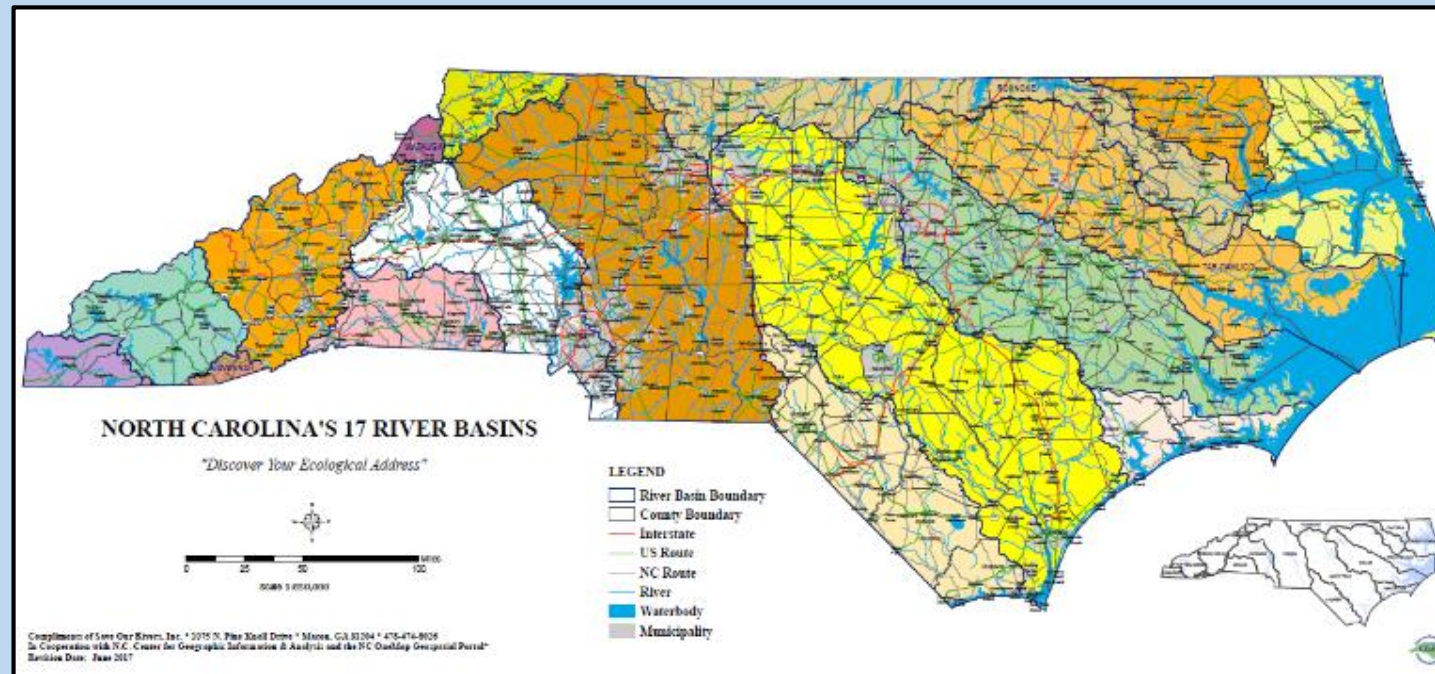


# Municipal Stormwater Management Strategies [with a Regional Vision]



**Danon Lawson**  
Stormwater Utility Administrator  
The City of Gastonia

Maybe a better title is

The value of partnering with neighboring MS4s



Arguably world's BEST neighbor

# What are the general challenges an MS4 faces?

Just a few challenges we have faced in the past:

- Staffing
- Financial Support
- Equipment
- Outreach Challenges
- Compliance Challenges
- And More!



What are the general challenges an MS4  
faces?

**Do Any of these sound familiar?**

This is nothing new to any organization, and often times these compounded situations can be overwhelming to a passive utility.

# There are really only 2 ways to successfully tackle these challenges

#1. The traditional method – Just jump in and start eating that elephant and hope for the best.



# There are really only 2 ways to successfully tackle these challenges

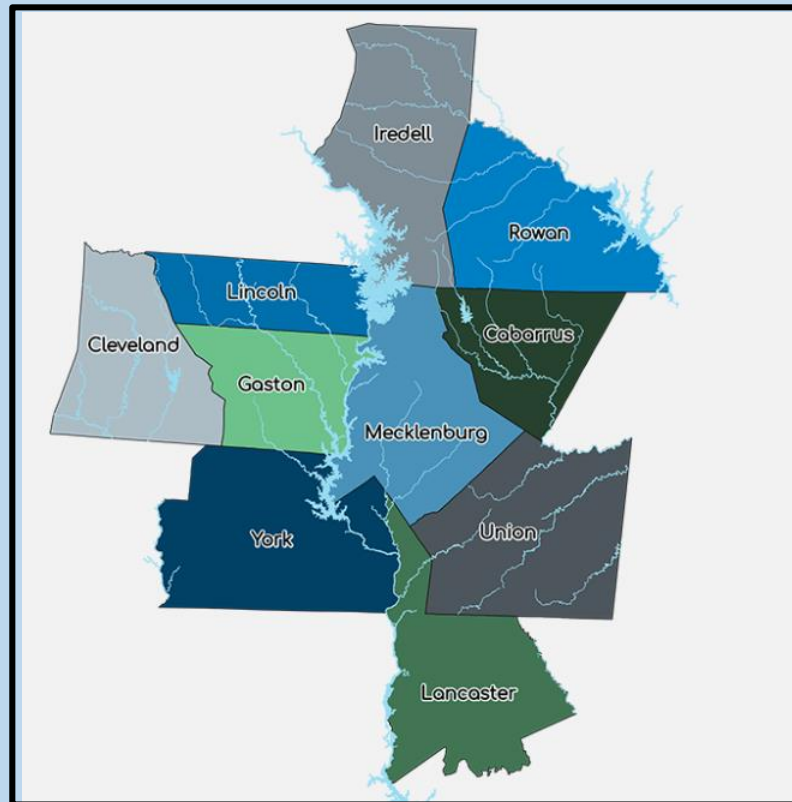
# 2. Collaborate with a partnership or regional group.



Here we all may be eating our elephants...but we get to share some of the bigger parts.

# What are the main reasons for Selecting Option 2?

“Aside from easier Pachyderm consumption...why should I consider a regional partnership to help me with my MS4?”



# A little Perspective (courtesy of The Addams Family!)

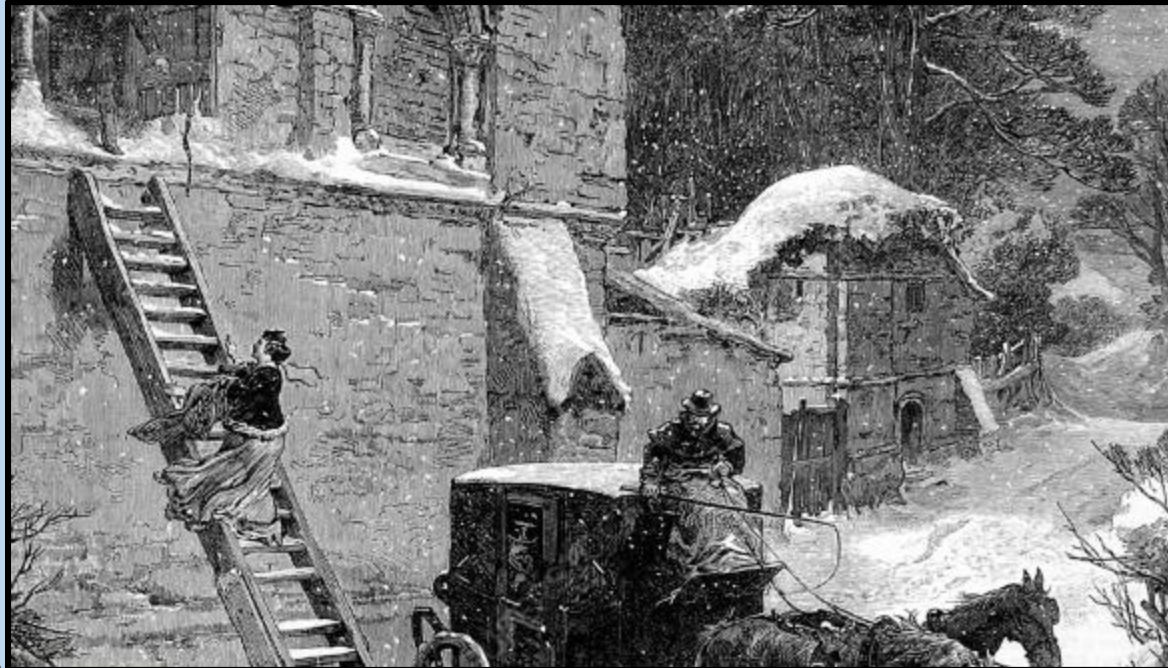
Perspective is one of the main things a partnership relationship can provide. How a program operates, what is successful, what is not, and whom your main target audience is all are factors in moving a successful program forward.

Idea sharing with other MS4s in the same boat help keep or shift the perspective to move toward a goal.





# And Speaking of ....Goals



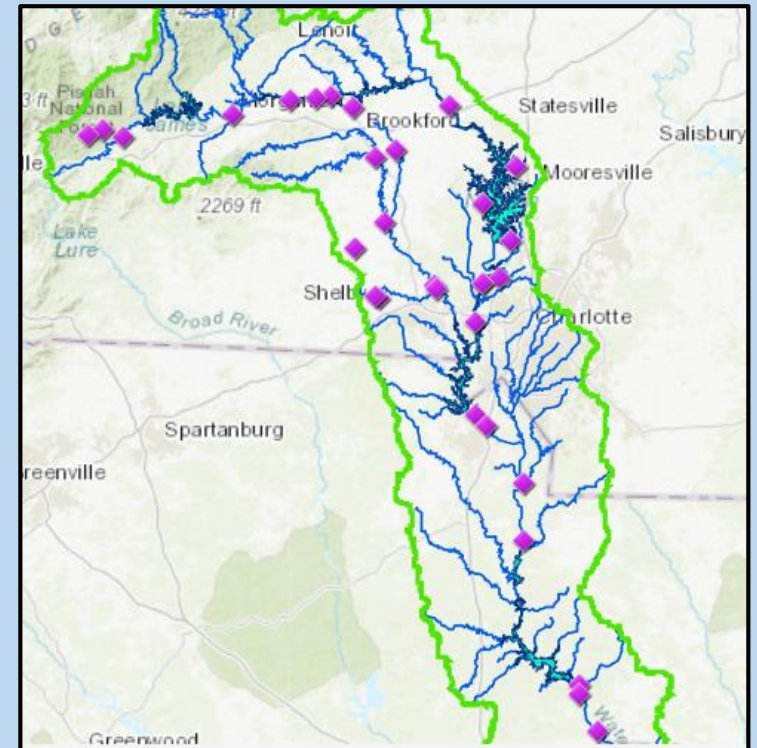
Allow me a brief moment to tell you an anecdote about goals.

Having a common goal helps to cultivate momentum for successful program management. I have been talking mainly about permit and program management but looking at things regionally really opens that success to even larger opportunities.

# And Speaking of ...Goals

**Watersheds** – To begin, a common watershed is a great place to start justifying a regional approach to stormwater management. As an example, the partnership the City of Gastonia is part of looks at the decisions in the Catawba River Watershed.

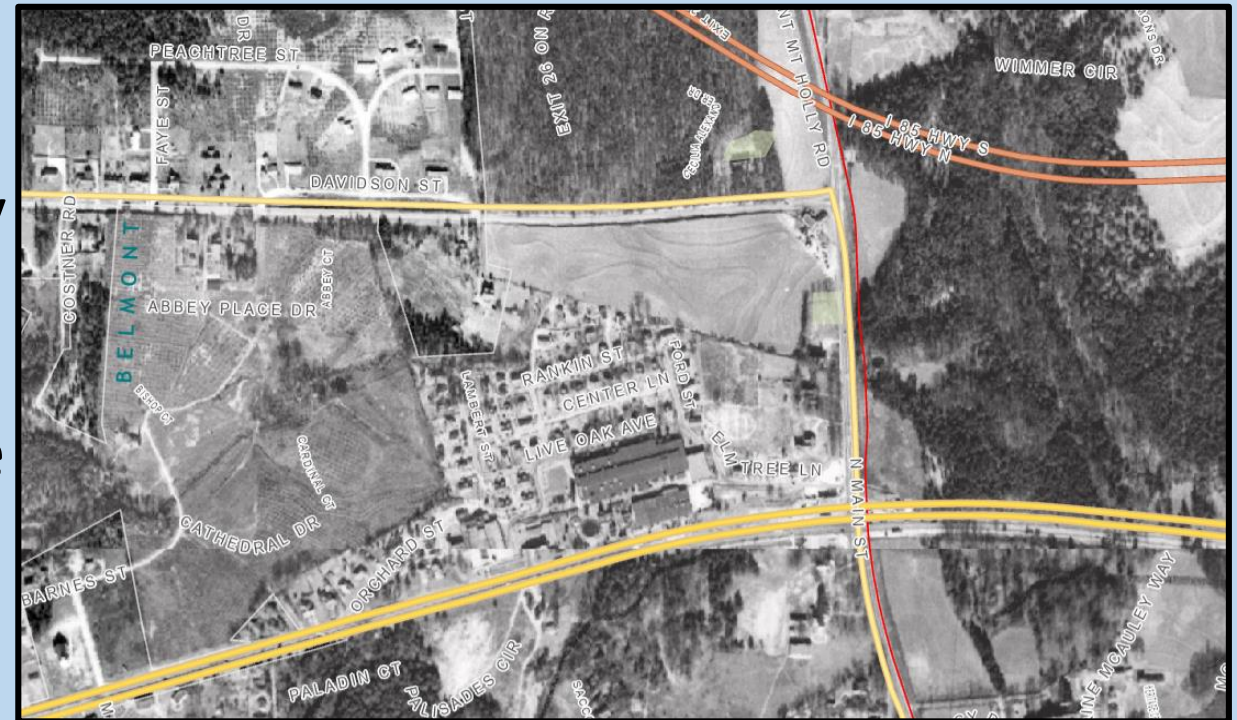
Having a common goal of understanding that our permit is operating in a larger watershed than simply our city limits, allows for better idea sharing of how to target and accomplish permit goals with the perspective of also working with our neighboring MS4s. Many of our partners are in the Catawba River and that helps bring better continuity in objectives.



# And Speaking of ....Goals

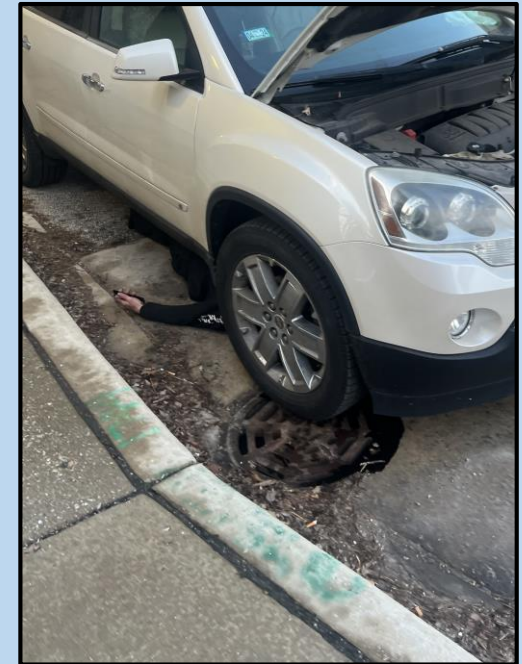
**History and Land use** – Another benefit is a shared history and land use of the region. Understanding the history, the industry and why things evolved help to better resolve common dilemmas.

As an example, in Gastonia textile mills were historically the main industry. As a consequence the way the drainage has been planned, the homes (originally built and owned by the mills) and materials used are similar stories to other MS4s. Knowing this history helps us plan and improve our watershed.



# And Speaking of ....Goals

**Populations and Education** – In a similar vein of thought, knowing who your population was and who it is becoming helps to better prepare the region as a whole to make positive impacts to our watershed.



## And Speaking of ....Goals

**Prediction of rainfall** – One of the benefits of operating regionally is a better prediction of how to deal with greater rainfall intensities and frequencies. Similar climates and rainfalls help the regional partners to idea share on how to handle the changes in relation to the shift in land use. (eg. similar design and building requirements help developers plan and build communities that are beneficial.)



## In conclusion

The traditional method of managing stormwater within city limits tends to be less effective as looking at managing stormwater with a regional mindset. While we still are subject to the compliance of our permit, working with a partnership helps to ensure success and perspective that with a regional mindset. Idea sharing, resource sharing and partnership ensures a greater impact for long term success within our respective communities.



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