



Town of Chapel Hill

Pro Forma Business Plan – Utility-Based Stormwater Management Program

I-6 Projected Schedule and Costs

Introduction

Developing a comprehensive stormwater management program requires an in-depth analysis of the Town of Chapel Hill’s organization, structure, infrastructure, programs and staffing. It also requires a considerable public information and education effort to ensure that citizens will understand and support the program. Finally, it requires specialized expertise in data gathering and manipulation and in understanding the legal and financial aspects of developing the funding mechanism for the program. For these reasons, many municipalities choose to partner with a consultant who has the expertise to support the municipality’s implementation of a utility.

Projected Schedule

The Town of Chapel Hill can expect to spend 20 to 24 months developing a utility and in organizing the funding, structure and priorities of a comprehensive stormwater management program. The following is an overview look at the approximate timing of these efforts:

Table 1. Projected Schedule – Stormwater Utility Implementation

	2 0 0 2					2 0 0 3					2 0 0 4									
	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F
Stormwater Policy Review Committee	■	■	■	■	■	■	■	■	■	■	■	■	■	■						
Policy Issues & Identification	■	■	■	■	■	■	■	■	■	■	■	■	■	■						
Rate Structure Analysis						■	■	■	■	■										
Cost of Services Analysis			■	■	■	■	■	■	■	■										
Data Updates and New Aerial Photography						■	■	■	■	■	■	■	■	■	■					
Budget & Cash Flow Analysis											■	■	■	■						
Rate Study																■	■	■	■	
Ordinances																				■
Public Information & Education	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Base Master Account File																				■
Dates for Initial Billing & Errors Checking																				■
Inquiry & Complaints Response Measures																			■	■
Billing System Maintenance Procedure																			■	■
Credit Manual																■	■	■	■	
Program Implementation Assistance																				■

Given the complexities of the project and without the benefit of initial decisions that could clarify some of the pricing for this project, Table 2 shows an estimated investment cost on the part of Chapel Hill to hire AMEC to support the Town in the development of its utility.

Table 2. Proposed Investment Cost – Stormwater Utility Development And Implementation

Task	Task Budget
Administration and Management	\$ 10,000
Policy Issues	20,000
Stormwater Advisory Committee	5,000
Program Issues and Priorities	15,000
Organization and Staffing	5,000
Public Involvement Program	50,000
Financial Analysis and Rate Determination	25,000
Data Update, Analysis, Master Account File	
-new photography	150,000
-digitize impervious areas, refine data conflicts, rate analysis	140,000
-master account file	40,000
Credit Mechanism	15,000
Program Implementation Assistance	<u>15,000</u>
Total Budget	<u>\$490,000</u>