

Wisconsin Stormwater Utility Fees and Credits

*Ways to incentivize private stormwater
facilities without breaking the bank*



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AECOM

**2026 Waukesha County / Wisconsin Land + Water
Stormwater Workshop**

March 24, 2026

Learning Objectives

1. Describe how to access rate structures and credit policies for stormwater utilities throughout Wisconsin
2. Compare pros and cons of up to three (3) different credit policies for stormwater utilities in Wisconsin and how they incentivize the inspection and maintenance of private stormwater infrastructure
3. Evaluate potential enhancements to existing credit policies that ensure private stormwater facility owners are doing their part without breaking the bank of the municipality



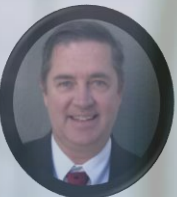
Stormwater Utility Basics

What is a Stormwater Utility?

- Local government program that funds stormwater management
- Fees based on impervious surface
- Authorized under Wisconsin Statutes

How are Fees Calculated?

- Residential Equivalent Runoff Unit (ERU)
- Non-residential based on impervious area
- Typical ERU = 2,500–3,000 sq ft



Stormwater Utility Basics

Legal References

- Wisconsin Stormwater Utilities are typically established via State Statute (§) 66.0821
- Fees are typically charged referencing § 66.0809 and/or § 66.0821
- If rates are challenged, the community may be forced to have rate structures reviewed/approved by the Public Service Commission (PSC) - § 66.0821(5)(a)
 - Thus, credit policies and appeals/variance processes are often found very helpful



Accessing Rate Structures and Credit Policies

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Water Resources Committee

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The **Water Resources Committee** routinely meets during the spring and fall conferences.

Mission Statement: The mission of the Water Resources Committee is to provide education and information that will raise awareness and promote environmentally conscious and cost-effective management and improvement of water resources throughout the State of Wisconsin.

Committee Objectives and Goals:

- Maintaining a statewide database of Stormwater Utility fees and credit policies,
- Keeping municipalities and their consultants informed on stormwater best practices, and
- Tracking legislation that affects stormwater permittees throughout the state.

[Kristy Treichel](#) (KL Engineering) is the current Water Resources Committee Chair, through 6/30/2026. Please contact her with questions about the committee.

APWA also maintains a listing of storm water utilities established in the State of Wisconsin, including the population served, ERU size where applicable and annual cost for a typical single family home. It was last updated 9/24/2025 and is available [HERE](#).

Visit: www.wisconsin.apwa.org

Go to: Committees/Water Resources Committee

Click: [HERE](#)

[HERE](#)



Accessing Rate Structures and Credit Policies



Wisconsin Stormwater Utility Fee and Credit Information

Note: Stormwater Utility information changes often. Please contact individual communities to confirm accuracy.

	Name of Community or Stormwater District	Population (2013)	Created	ERU Size (sf)	Annual \$/ERU or 1 fam home	Credit Policy?		Web site addresses	Last Confirmed
						Y/ N	Max Amount		
1	Allouez (Village)	13,896	2004	3,333	\$ 90.00	N		www.villageofallouez.com	08/04/17
2	Altoona (City)	7,056	2007		\$ 36.00	Y	50%	www.ci.altoona.wi.us	09/23/25
3	Antigo (City)	8,004	2010	3,069	\$ 42.24	Y	50%	www.antigo-city.org	07/27/21
4	Appleton (City)	74,526	1995	2,368	\$ 175.00	Y	73%	www.appleton.org	07/27/21
5	Ashwaubenon (Village)	17,272	2012	3,316	\$ 50.00	Y	50%	www.Ashwaubenon.com	07/27/21
6	Baraboo (City)	12,100	2005	2,379	\$ 49.24	N		www.cityofbaraboo.com	07/15/21
121	Wauwatosa (City)	47,134	2000	2,174	\$ 142.52	Y	54%	www.wauwatosa.net	02/25/26
122	West Allis (City)	60,697	1997	1,827	\$ 82.32	Y	50%	www.ci.west-allis.wi.us	06/04/21
123	West Milwaukee (Village)	4,215	1998	1,956	\$ 36.00	Y	50%	www.westmilwaukee.org	02/02/15
124	West Salem (Village)	4,980	2007	2,400	\$ 18.00	Y	Undfnd	www.westsalemwi.com	02/02/15
125	Weston (Village)	14,934	2004	3,338	\$ 70.00	Y	68%	www.westonwi.gov	03/19/26
126	Whitefish Bay (Village)	14,125	2013	3,045	\$ 100.00	Y	100%	www.wfbvillage.org	06/04/21
127	Whitewater (City)	14,732	2007	3,875	\$ 74.04	Y	50%	www.whitewater-wi.gov	11/09/17
128	Wind Point (Village)	1,717	2008	3,857	\$ 37.84	N		http://windpointwi.us	06/04/21
129	Wisconsin Rapids (City)	18,039	2009	2,620	\$ 47.52	Y	50%	www.wirapids.org	02/23/26

This information needs your help to keep it fresh and current. Please send updates to rick.eilertson@gmail.com.

Reverse numbers indicate entries confirmed since January 1, 2021.



Accessing Rate Structures and Credit Policies

Western Kentucky University Stormwater Utility Survey 2025

C. Warren Campbell



No	Community	State	Type	ERU (ft ²)	Fee	Year	Pop
1997	Allouez	WI	E	3,663	\$7.50	2006	14,126
1998	Altoona	WI	T		\$3.00	2007	6,789
1999	Antigo	WI	E	3,069	\$3.52	2010	8,004
2000	Appleton	WI	E	2,368	\$14.58	1995	73,243
2001	Ashwaubenon	WI	F		\$4.17	2012	16,973
2002	Baraboo	WI	E	2,379	\$4.10	2005	1,828
2003	Barron	WI	E	10,850	\$2.00	2005	3,425
2004	Bayside	WI	E	5,269	\$18.58	2009	4,411
2005	Beaver Dam	WI	E	2,637	\$4.05	2009	16,243

Campbell, Warren, "Western Kentucky University Stormwater Utility Survey 2025" (2025). *SEAS Faculty Publications*. Paper 22. https://digitalcommons.wku.edu/seas_faculty_pubs/22

ACKNOWLEDGEMENTS

We are indebted to the Wisconsin chapter of the American Public Works Association for their excellent survey of Wisconsin SWUs (Wisconsin APWA [2019]).

2023	Denmark	WI	F		\$4.00	2007	2,148
2024	Durand	WI	E	3,300	\$4.00	2010	1,968
2025	Eau Claire	WI	E	3,000	\$7.17	1997	66,623
2026	Elm Grove	WI	E	4,660	\$10.23	2004	5,947
2027	Fitchburg (city)	WI	E	3,700	\$5.23	2002	25,665
2028	Fitchburg (rural)	WI	E	3,700	\$3.24	2002	4,000
2029	Fort Atkinson	WI	E	3,096	\$2.82	2009	12,407
2030	Fox Crossing	WI	E	4,177	\$10.00	2009	10,980
2031	Fox Point	WI	T		\$13.27	2009	6,734
2032	Franklin	WI	E	2,964	\$3.00		35,620

Accessing Rate Structures and Credit Policies

Stormwater Utilities in Wisconsin



October 18, 2016

Steve Kemna, Public Service Commission
stephen.kemna@wisconsin.gov



Summary

- 120 stormwater utilities in Wisconsin
- Pays for MS4 permitting
- Rates typically based on % impervious area
- May lead to unreasonable rates (not enough cost-causation)
- PSC has secondary complaint jurisdiction over rates, rules and practices
- **Credit policy is key to reasonable rates**
- PSC needs to provide guidance for developing reasonable credit policies

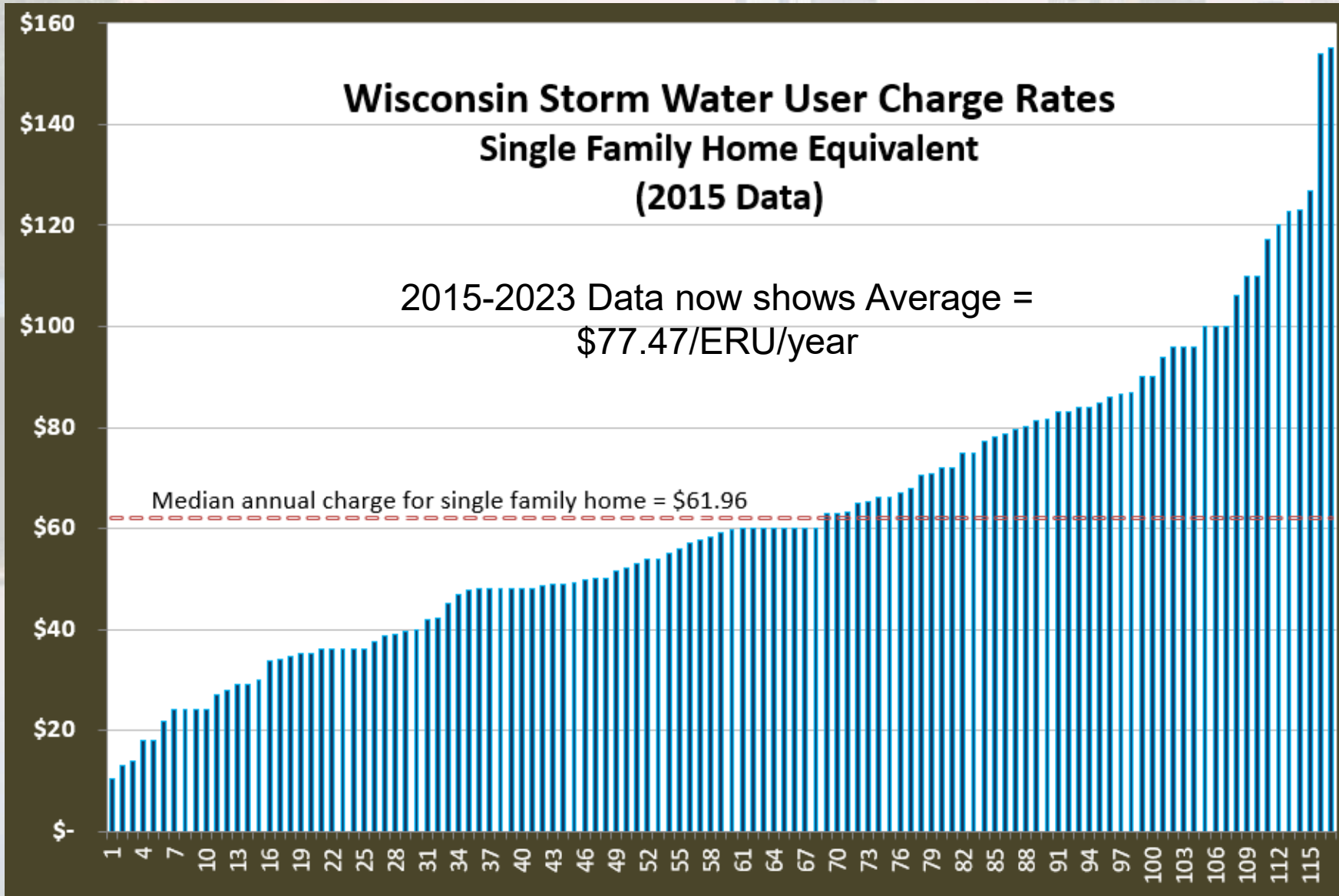


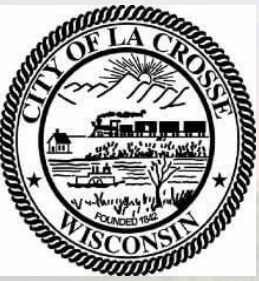
Accessing Rate Structures and Credit Policies

Name of Community or Stormwater District	Does the Utility Offer Credits Based on "Numerically Defined Hydrologic	Max Credit Amount Available Based	Is This Type of Stormwater Credit Available Based on Numerically Defined Hydrologic Criteria Documented in a Published Credit Policy or Ordinance?							Are These Customer Classes Eligible for Stormwater Credits Based on Numerically			Is This Type of Property Exempt from the Stormwater Fee (Does Not Have to Pay?) (Yes/No)					Primary Reason for Creating Stormw	Community has WPDE Yes/No	Approximate Stormwater Utility	Approximate Total Annual Cost to
			Peak Flow	Volume	Total Suspended	Industrial	Commercial	Developed	Single Family	Multifamily	Non-Residential	Agricultural	Developed	Highway and	Developed	Municipally Owned					
1 Allouez (Village)	N	NA	N	N	N	N	N	N	N	N	N	N	N	Y	N	Y	a	Y	\$641,000	\$175,000	
2 Altoona (City)	Y	75%	Y	Y	N	N	Y	Y	N	Y	Y	N	Y	Y	N	N	a	Y	#####	\$510,000	
3 Antigo (City)	Y	50%	Y	N	Y	N	N	Y	N	Y	Y	Y	Y	Y	N	N	b, c	Y	\$410,000	NA	
4 Appleton (City)	Y	73%	Y	N	Y	N	N	Y	N	Y	Y	Y	Y	N	N	a, b, c, u	Y	#####	#####		
5 Ashwaubenon (Village)	Y	50%	Y	N	Y	N	N	N	N	Y	Y	Y	Y	N	N	a	Y	#####	#####		
6 Baraboo (City)	N	NA	N	N	N	N	N	N	N	N	N	N	Y	Y	N	N	a, c	Y	#####	#####	
7 Barron (City)	Y	75%	Y	Y	N	N	N	N	N	Y	Y	Y	Y	N	N	u, tax	N	\$ 96,000	NA		
8 Bayside (Village)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	a, b, c	Y	#####	#####	
9 Beaver Dam (City)	Y	33%	Y	N	Y	N	N	Y	N	Y	Y	N	Y	N	N	a, b, c, u	Y	#####	unknown		
10 Belleville (Village)	Y	50%	Y	N	Y	N	N	N	N	N	Y	Y	Y	N	N	b	Y	\$104,000	NA		
11 Bellevue (Village)	Y	100%	Y	N	N	N	N	N	Y	Y	Y	Y	Y	N	N	a, u	Y	\$601,000	#####		
12 Beloit (City)	Y	90%	Y	Y	Y	N	N	N	N	N	Y	Y	Y	N	N	a, b, c, u	Y	#####	#####		
13 Brookfield (Town)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	a, b	Y	#####	#####	
14 Brown Deer (Village)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	a, b, c	Y	#####	#####	
15 Buchanan (Town)																					
16 Butler (Village)	N	NA	N	N	N	N	N	N	N	N	Y	Y		N	N	a, b, c	Y	\$193,500	\$140,000		
17 Caledonia (Village)	Y	50%	N	N	Y	N	N	N	N	Y	Y	N	N	Y	N	N	a, b, c	Y	#####	\$ 10,000	
18 Cambridge (Village)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	Y	c	N	\$ 38,187	NA	
19 Chetek (City)	Y	75%	Y	Y	N	N	Y	N	Y	Y	Y	Y	Y	N	N	b	N	\$ 61,000	NA		
20 Chippewa Falls (City)	Y	75%	Y	Y	N	N	Y	N	N	Y	Y	Y	Y	N	N	a	Y	#####	#####		
21 Combined Locks (Village)																					
22 Cudahy (City)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	a	Y	#####	#####	
23 De Forest (Village)	Y	60%	Y	Y	Y	N	N	N	N	N	Y	N	N	Y	N	N	a	Y	#####	#####	
24 De Pere (City)	N	NA	N	N	N	N	N	Y	N	N	N	Y	Y	Y	N	N	a, b, c, u	Y	#####	unknown	
25 Delafield (City)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	unknown	N	unknown	unknown	
26 Denmark (Village)	N	NA	N	N	N	N	N	N	N	N	N	N	N	Y	N	N	a, u	N	\$ 95,000	NA	
27 Durand (City)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	u, tax	N	\$100,000	NA	
28 Eau Claire (City)	Y	89%	Y	N	N	N	N	Y	N	N	Y	Y	Y	N	N	a, b, c, u	Y	#####	#####		
29 Elm Grove (Village)	N	NA	N	N	N	N	N	N	N	N	N	Y	Y	Y	N	N	for CRP	Y	\$418,000	\$ 30,000	
30 Fitchburg (City) - Rural	Y	50%	Y	N	Y	N	N	N	Y	Y	Y	Y	Y	N	N	u, tax	Y	\$160,000	\$140,000		
31 Fitchburg (City) - Urban	Y	50%	Y	N	Y	N	N	N	Y	Y	Y	Y	Y	N	N	u, tax	Y	\$850,000	\$200,000		
32 Fort Atkinson (City)	Y	50%	Y	N	Y	N	N	Y	N	N	Y	Y	Y	N	N	u, tax	Y	#####	\$310,000		
33 Fox Crossing (Village)																					
34 Fox Point (Village)	Y	60%	Y	N	Y	N	N	Y	N	Y	Y	Y	Y	N	N	a, b	Y	#####	#####		



Accessing Rate Structures and Credit Policies





City of La Crosse Stormwater Utility Fee

- Stormwater Utility established in 2012
- 1 ERU = 2,841 square feet
- Maximum Credit = 80%
- 2019 Fee = \$53.92/ERU/year
- 2021 Fee = \$53.92/ERU/year
- 2026 Fee = \$144.72/ERU/year
- Stormwater Utility Fee and Credit/Adjustment Information is available at: [Stormwater Credits & Forms | La Crosse, WI](#)



Credit Policy for City of La Crosse



CITY OF LA CROSSE BOARD OF PUBLIC WORKS

400 LA CROSSE ST
LA CROSSE WI 54601-3396
PHONE (608) 789-7599
FAX (608) 789-8322

STORMWATER UTILITY CREDIT POLICY

Board of Public Works Approval Date: 1/30/2012

I. PURPOSE

The purpose of this Stormwater utility Credit Policy is to encourage actions by property owners within the City of La Crosse that 1) reduce stormwater flow and therefore stormwater quantity, or 2) improve stormwater quality by reducing total suspended solids (TSS) pollutant loadings. Credits to stormwater user fees are available when it can be demonstrated by the customer that a condition or activity on the property results in meeting 1), or 2), or a combination thereof.

II. CREDIT STRUCTURE

The City's stormwater management program essentially consists of three major components.

Administrative NPDES permit compliance
Stormwater quality improvements (up to 50% credit available)
Stormwater quantity reductions (up to 50% credit available)

The maximum credit that shall be available is 80% of the user fee. A maximum of 50% of the credit can come from stormwater quality improvements and a maximum of 50% of the credit can come from stormwater quantity reductions.

Stormwater credits are available to residential and non-residential properties. The City provides stormwater credits for the use and implementation of stormwater best management practices (BMPs) such as stormwater ponds, bio-retention cells, rain gardens, porous pavements, or rain barrels, etc as provided in Section 23.08 Adjustments and Credits of the City Code.

6 Pages

Page 1 of 6

Non-Residential SWU Credit Application Forms

**(for Commercial, Industrial, and
Multi-Family Residential with
4 or More Units)**

See Full Credit Policy for Specifics

5 Pages

Residential Credits Application Forms

**(for Single Family, Duplex,
and Triplex Homes)**

See Full Credit Policy for Specifics

7 Pages



Credit Policy for City of La Crosse

City of La Crosse, WI.

Storm Water Utility

Residential Credit • Annual Certification of Maintenance

Due by April 1 of each year to maintain credits

Parcel I.D. # _____

Property Address: _____

Date of Original Credit Application: _____

Certification of Compliance and Right of Entry Agreement

I hereby certify that the stormwater control devices described above are in-place, inspected, maintained, and functional as identified and described in the Stormwater Utility Credit Application for this parcel on file with the Storm Water Utility.

- If I have installed a **rain garden** on my property I certify that the rain garden is constructed using the guidance provided in the UW-Extension publication "Rain Gardens: A how-to manual for homeowners".
- If I have installed **rain barrels** on my property I certify each barrel holds 50 gallons or more, collects run-off from a rooftop that exceeds 200 square feet per barrel, is mosquito proof, and has a mechanism allowing it to be drained automatically at an interval of every 2 weeks or less.
- If I have an **engineered best management practice** on my property I certify that it has been installed according to the design professional's and/or manufacturer's recommendations.

Further, I certify that the stormwater control devices described above are being maintained as described in the City of La Crosse Storm Water Utility Credit Policy.

Further, I certify the stormwater control devices described above will remain in-place, be inspected, maintained, and remain functional throughout the calendar year and that I will notify the Storm Water Utility in writing immediately if the devices are removed, made inoperable, or caused to have reduced functionality due to any means- manmade or otherwise.

Additionally, I grant the City permission to enter this property for the sole purpose of conducting site inspections of my on-site stormwater management practices to verify the claims certified to above are true and accurate. Finally, I agree to pay a **fine equivalent to the rate of five (5) ERU's** if I am found to be noncompliant with the City of La Crosse Residential Credit Policy or that to which I now certify.

Signature

Date

Print Name

E-mail Address

I wish to be sent an e-mail notification in mid-January each year regarding deadline for Annual Certification of Maintenance Form submittal in order to maintain my Residential Stormwater Credits. **YES or NO**

Effective 2016, an e-mail reminder will be sent each year to properties with active Residential Credits regarding the April 1 deadline for the Annual Certification at the property owner's request. If a choice is not made, no notification will be provided. It is the responsibility of the property owner to ensure the Utility has their most current e-mail address on file if they wish to receive this reminder.

Annual Certification of Residential BMP's

The residential owner is responsible to file an **Annual Certification of Maintenance** with the Storm Water Utility to continue to receive a Stormwater Utility Credit. This Annual Certification states that the stormwater control device(s) is/are in place, inspected, maintained, and functional. The certification also gives the City the right to access the property and inspect the stormwater control devices at any time without advance warning, and to charge the customer a fine equivalent to 5 ERU's if a device is found to be not in use or not functional. (A residential property is charged for 1 ERU annually.)

Required inspection and maintenance of Rain Gardens and Rain Barrels can be found in the appendix of your original Residential Credit Application Packet and on file in the Storm Water Utility. Engineered Best Management Practices are required to follow the Maintenance Plan submitted with the initial application and kept on file with the Storm Water Utility.

The annual certification is to be filed with the Stormwater Utility by the 1st of April of every year. Annual certification received after April 1st will require a \$25 late fee to process. Any utility credits missed due to failure of the owner to submit an annual certification prior to April 1st will not be back credited. If it has been more than a year since credits have been inactive at a property; or property ownership has changed, a new Residential Credit Application will need to be completed and turned into the Engineering Department.





City of Madison Stormwater Utility Fee

- Stormwater Utility established in 2001
- 1 ERU = lot area
- Maximum Credit = Varies
- 2019 Fee = \$93.01/ERU/year
- 2021 Fee = \$104.76/ERU/year
- 2026 Fee = \$152.52/ERU/year
- Stormwater Utility Fee and Credit/Adjustment Information is available at: [Stormwater Bill | Engineering | City of Madison, WI](#)





Credit Policy for City of Madison

- Stormwater Management Credit
- Riparian Discharge Credit
- Land Cover Condition Credit
- Rural Property Credit
- Multi-Property Stormwater Management Credit





Credit Policy for City of Madison

Madison Stormwater Utility Credit Policy (Rate Adjustment Policy) and Fee Correction:

Approved by City of Madison Common Council 1/18/2022
Resolution – RES-22-00045
File # - 68349

I Stormwater Utility Credit Policy

1.0 Purpose and History.

The City established its Stormwater Utility in November 2000. Under Madison General Ordinances Sec. 37.05(4)(d), property owners are able to submit information to the City Engineer seeking an adjustment in total area, impervious area and pervious area of their properties, and an adjustment of their stormwater utility fees consistent with the City's approved Rate Adjustment and Credit Policy. The City's initial rate adjustment and credit policy was approved in March, 2002. On March 15, 2011, the Common Council revised the rate adjustment policy (RES-11-00213, Legistar File No. 20850), phasing out some earlier adjustments and establishing a more equitable and uniform adjustment policy.

The City Engineer has determined that it is necessary to update the City's Rate Adjustment and Credit Policy. Updating this policy will allow for a more fair and equitable distribution of the costs of the City's Stormwater Management Program among its customers, and rewards actions that incrementally reduce the City's costs for proper stormwater management. This updated policy will supersede and replace the previous policies applicable to this issue.

In general, the purpose of this updated Credit Policy is:

- 1) To conform generally to State of Wisconsin Public Service Commission (PSC) legal decisions regarding stormwater utilities.
- 2) To recognize differing ground conditions that affect a property's rainfall runoff characteristics (i.e., how much water leaves a property) and connectivity to the municipal storm drain system, and adjust charges to reflect those conditions.
- 3) To reduce charges for agricultural land uses as defined herein which have active conservation plans in place.
- 4) To reduce charges for properties that have implemented on-site stormwater management practices that help the City of Madison reach its runoff reduction or pollution reduction goals.

For the purposes of this policy, the definitions set forth in MGO Sec. 37.04 shall apply.

2.0 General Conditions.

- 2.1 This document establishes an updated Credit Policy for the City of Madison Stormwater Utility consistent with MGO Sec. 37.05(4)(d). Stormwater Utility Fees may be adjusted through the mechanisms as defined below which, along with their qualifying criteria, are described in Sections 3 and 4 of this document (see Section 4 for more information).
- 2.2 **Credit:** One or more of the following credits may be issued by the City to a customer if properly documented in accordance with the criteria described in this policy:

7 Pages

Madison Storm Water Utility Request For Rate Adjustment

Please fill out this form:

I, _____, hereby request a rate adjustment for stormwater utility billing as provided for in the Madison General Ordinances Section 37.05(4)(d) and detailed in Section 3.5 of the Rate Adjustment Policy approved by Common Council on March 15, 2011. I understand that this rate adjustment would expire on May 4, 2031.

I certify that the property located at _____, parcel number _____, and owned by _____ meets the following criteria:

- Conveyance Credit
- Residential Rain Garden / Rain Barrel
- Pollutant Credit
- Rural Credit
- Agricultural Credit

Table 1: SWU Credits has been filled out with the areas eligible for each credit.

I will advise the City Engineer when either of #1 or #2 above is no longer true. I understand the City may bill to recover credits that were improperly applied or received by the owner.

Signature Date

Return this form to:

City of Madison Storm Water Utility
City Engineering Division
210 Martin Luther King Jr., Blvd
City-County Building, Room 115
Madison, WI 53703

For Internal Use		
	Date	Initials
Received	_____	_____
Dane Co. Approval	_____	_____
Billing	_____	_____
Filed	_____	_____

1 Page

Madison Storm Water Utility Request For Rate Adjustment for Stormwater Treatment Via Rain Garden

Please fill out this form:

I, _____, hereby request a rate adjustment for stormwater utility billing for impervious areas treated with a rain garden as provided for in the Madison General Ordinances Section 37.05(4)(d) and detailed in Section 4.3 of the Rate Adjustment Policy approved by Common Council on Jan 18, 2022. I understand that this rate adjustment would expire on January 1, 2033.

I certify that the property located at _____, parcel number _____ and owned by _____ meets the following criteria:

1. Has a rain garden installed and has an adequate drainage area to fill the rain garden.
2. The impervious area draining to the garden: _____ square feet
3. The rain garden dimensions are Width _____ x Length _____ x Depth _____.
4. I understand that the City Engineer shall verify the above information and may request photo documentation of the rain garden.

I will advise the City Engineer when either of #1 or #2 above is no longer true. I understand the City may bill to recover credits that were improperly applied or received by the owner.

Signature Date

Contact information:

Email : _____

Phone: _____

Return this form to:

City of Madison Storm Water Utility
City Engineering Division
210 Martin Luther King Jr., Blvd
City-County Building, Room 115
Madison, WI 53703

For Internal Use		
	Date	Initials
Received	_____	_____
Dane Co. Approval	_____	_____
Billing	_____	_____
Filed	_____	_____

1 Page

City of Fitchburg Stormwater Utility Fee

- Stormwater Utility established in 2002
- 1 ERU = 3,700 square feet
- Maximum Credit = 50%
- 2019 Fee = \$78.00/ERU/year (Urban)
- 2023 Fee = \$103.28/ERU/year (Urban)
- 2026 Fee = \$106.56/ERU/year (Urban)
- Stormwater Utility Fees and Credit Information is available at: [Stormwater Utility | Fitchburg, WI](#)



Credit Policy for the City of Fitchburg

City of Fitchburg Stormwater Utility Credit Application Form

Submit completed application and any necessary attachments to:
Fitchburg Public Works Department
Attn: Environmental Engineer
5520 Lacy Road
Fitchburg, WI 53711



Please read the terms and conditions of Fitchburg's Stormwater Utility Credit Application on Page 2 of 2 prior to completing this application. Contact the Fitchburg Environmental Engineer at 270-4264 if you have any questions on applicability or required information to be included with the application.

Property Information	Utility Account #:
Property Owner Name:	
Property Address:	
Phone & E-mail:	
Impervious Surface Area: _____ sq. ft	Total Property Area: _____ Acres

Check all practices for which you are applying for a credit:

Residential (Single Family and Duplex) Credits

On-Site Stormwater Management Practices	Amount of Credit
Rain Barrel or Cistern (min. 55 gallon capacity)	One-Time Credit \$6 per 55 gal. container - urban One-Time Credit \$5 per 55 gal. container - rural
Rain Garden or other Biofiltration Facility (min. 200 s.f. area or 100 c.f. capacity)	Credit \$4 per quarter - urban Credit \$2 per quarter - rural
Pervious Pavement System (min. 200 s.f. area, min 3" of base coarse)	Credit \$4 per quarter - urban Credit \$2 per quarter - rural
Fitchburg Creek Supporter*	Credit \$2 per quarter - urban Credit \$1 per quarter - rural

Multi-family and Nonresidential Credits

On-Site Stormwater Management Practices	Amount of Credit
Rain Barrel or Cistern (min. 55 gallon capacity)	One-Time Credit \$6 per 55 gal. container - urban One-Time Credit \$5 per 55 gal. container - rural
Private Rain Garden or other Biofiltration Facility for controlling water quality	Credit - up to 25% reduction in number of ERUs - urban & rural
Private Stormwater Detention Facility for controlling water quantity	Credit - up to 25% reduction in number of ERUs - urban & rural
Pervious Pavement System	Credit - reduction in ERUs by the hard surface area draining to approved pervious pavement system - urban & rural
Fitchburg Creek Supporter*	Credit \$2 per property per quarter - urban Credit \$1 per property per quarter - rural

*Note: Applicant must fill out "Fitchburg Creek Supporter" Pledge Form and submit along with this form to received this additional credit.

Credit Options:

1. Rainwater Harvesting, One time credit, \$5-6/ 55 gallons
2. Water Quality Practice, ~25% Reduction in fee
3. Water Quantity Practice, ~25% Reduction in fee
4. Pervious Pavement System, Reduction in ERU areas
5. Creek Supporter Pledge, \$4-8/year





Credit Policy for the City of Fitchburg

Fitchburg Creek Supporter Pledge Form



Submit completed pledge form to:
Fitchburg Public Works Department
Attn: Environmental Engineer
5520 Lacy Road
Fitchburg, WI 53711

Please contact the Fitchburg Environmental Engineer at 270-4264 if you have any questions on this pledge form.

Property Information	Utility Account #:	
Property Owner Name:		
Property Address:		
Phone & E-mail:		
*Impervious Surface Area: _____ sq feet	Total Property Area: _____ Acres	

Property Owner Certification

By signing this pledge form, I certify that I am the owner or authorized representative of the owner of the subject property listed above. I certify that I am pledging that everyone on this subject property will follow ____ of the total 57 activities as checked off on the following pages. I hereby grant the City permission to enter this property for the sole purpose of verifying these activities on my property.

Property Owner Signature _____ Printed Name _____ Date _____

Reviewed By _____ Printed Name/Title _____ Date _____

*Impervious Surface Area - Any land cover that prevents rain or melting snow from soaking into the ground, such as roofs (including overhangs), roads, sidewalks, patios, driveways and parking lots. For purposes of Chapter 30 of the Fitchburg Municipal Code, all road, driveway or parking surfaces including gravel surfaces, shall be considered impervious, unless specifically designed to encourage infiltration and approved by the City Engineer.

9 Pages

Property Owner pledges to do at least 34 out of 57 recommended actions in:

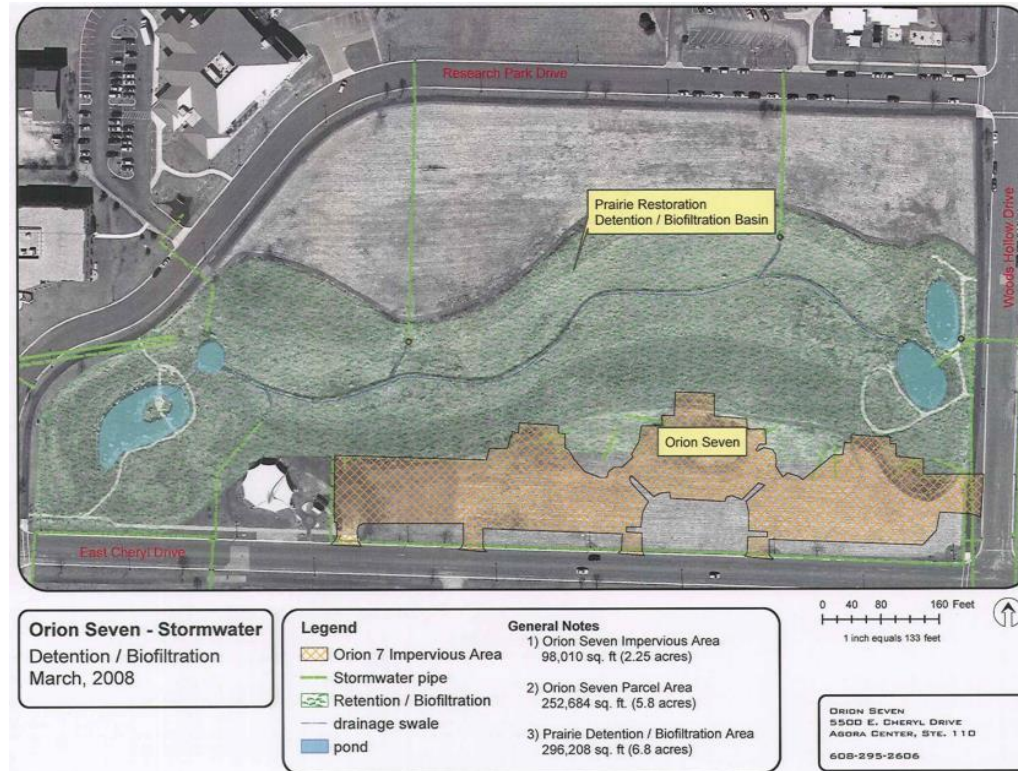
1. Lawn Care
2. Weeds & Pests
3. Sanitary Sewage Savvy
4. In the Home: Tips on Toxics
5. Pets and Animals
6. On the Road
7. Runoff & Stormwater
8. Fish & Aquatic Life
9. Urban Forestry



Stormwater Utility Credit Example: Fitchburg Center



Fitchburg Center:
Private Dry Pond converted to
Prairie Swale



Vegetation Management at The Crossing Ponds



The Crossing Ponds:
Private Wet Ponds with
Native Vegetation



Vegetation Management at The Crossing Ponds



Vegetation Management at The Crossing Ponds



APWA WI Spring 2026 Conference

The **2026 APWA Wisconsin Chapter Spring Conference** will be held April 22 – 24, 2026, at the **Brookfield Conference Center** in Brookfield, Wisconsin. Conference hosts are **Dan Erickson**, City of Brookfield, **David Simpson**, City of Wauwatosa and Brett Wallace, Waukesha County. The spring Conference Committee cochairs are **Eric Dundee** of the Madison Metropolitan Sewerage District and **Aaron Jahncke**, City of Waunakee. The spring conference Program Committee is chaired by **Kamron Nash** of the Village of Summit.



[ATTENDEE Registration on Whova](#)

ATTENDEE REGISTRATION

Review the following registration tips before using the Whova Attendee Registration portal for all Attendee registrations:

- Early registration discount for full registration ends at midnight on Wednesday, **April 8th** – register now!

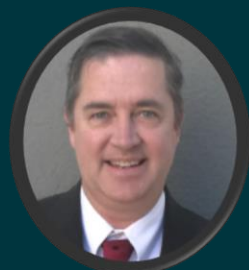




Questions?

Wisconsin Stormwater Utility Fees and Credits

***Ways to incentivize private stormwater
facilities without breaking the bank***



Rick Eilertson, PE, ENV SP

rick.eilertson@aecom.com

AECOM

**2026 Waukesha County / Wisconsin Land + Water
Stormwater Workshop**

March 24, 2026