



## Overview of the National Municipal Stormwater Alliance (NMSA)

Stormwater runoff is the only major source of water pollution that is increasing in many parts of the U.S.; however, stormwater infrastructure is still often considered a secondary or ancillary infrastructure segment.

In order to meet the rising challenges of stormwater pollution, NMSA works to provide clean water for the nation, this vision will be met by providing efficient and effective programs based on scientific solutions.

### MOTIVATION FOR FORMATION

- The purpose of NMSA is to be the “voice of the MS4 communities”
- To represent MS4s at the national level as a unified voice
- To lead changes in regulation both proactively and reactively
- To connect and unite MS4 programs
- To promote stormwater as a resource
- To improve the public image of stormwater
- To create opportunities for multi-benefit and multi-use projects and uses for stormwater

### OUR ACTION AREAS

- Sector Support and Information
- Messaging/Communication
- Education
- Policy/Advocacy

#### Sector Support and Information

- Explore topics and related projects at a national scope that are of interest and benefit to MS4s
- Coordinate technology and information transfer at the national level between state and regional-level MS4 groups

- Communications with member MS4s across multiple topics using a variety of information dissemination venues and platforms
- Coordinate with other national organizations that impact the MS4 sector
- Assist states in managing existing or forming new/nascent state and regional-level groups representing MS4 communities and work with WEF member associations in collaborative fashion

#### Messaging / Communication

- Distribute information about court rulings and new rules and regulations
- Collect, reformat, generate, and distribute public education materials related to MS4 programs and policies
- Explore national media campaign(s) to amplify public education for stormwater

#### Education

- Provide exchange forums for MS4 permittees
- Support and expand public education for stormwater
- Provide or support technical reports
- Provide or support guidance manuals
- Host technical forums

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## Policy / Advocacy

- Provide a conduit to Federal regulatory and legislative contacts of interest to MS4 community
- Provide strategic support on regulatory and legislative actions at state/local level
- Provide timely communications on pending and ongoing regulatory and legislative actions impacting the MS4 community
- Provide policy analysis to MS4 community
- Work with other groups to amplify messages on MS4 issues

## WHERE WE ARE NOW

- We have incorporated as a 501c3, as the National Municipal Stormwater Alliance
- Currently working through the non-profit establishment phase
- We have had an Executive Committee working on details over the past year and a half
- We have developed a charter for the organization
- We are forming in close partnership with WEF and the WEF Stormwater Institute

## CHARTER MEMBERS

### Initial stormwater organizations making up the NMSA membership:

1. Minnesota Cities Stormwater Coalition
2. California Stormwater Quality Association
3. Central Massachusetts Regional Stormwater Coalition
4. Ohio Stormwater Association
5. Tennessee Stormwater Association
6. Indiana Association for Floodplain and Stormwater Management
7. Iowa Stormwater Education Partnership
8. Virginia Municipal Stormwater Association

## LEADERSHIP



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