

NEWSC SWMP Report

January 01, 2015 To December 31, 2015

This program consists of the following 11 Minimum Control Measure(s).

1. Public Education and Outreach
2. Public Involvement and Participation
4. Construction Site Pollutant Control
6. Pollution Prevention
7. Storm Water Quality Management
9. Annual Report
11. NEWSC Management

1 Public Education and Outreach

Responsible Staff / Position:

Description

To satisfy this minimum control measure, the permittee shall implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program shall establish measurable goals and, at a minimum, include the following elements:

1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
2. Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
5. Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
6. Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.
7. Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.
8. Promote environmentally sensitive land development designs by developers and designers.

Note: Additional information on green infrastructure and low impact development may be found on the USEPA's Internet site at:

<http://water.epa.gov/infrastructure/greeninfrastructure/index.cfm>

<http://water.epa.gov/polwaste/green/index.cfm>

Best Management Practices

1.1 Promote Illicit Discharge Detection and Elimination (IDDE)

Responsible Staff / Position:

Required Yes

Description

Conduct public education and outreach efforts to promote and inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste

and household practices to promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

Justification

Public awareness of illicit discharges and their prospective impacts along with education on how to report potential illicit discharges substantially increases the opportunity to quickly identify and eliminate them.

Goals

1.1.1 IDDE Education Materials

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Prepare materials to inform and educate various public and municipal employee audiences on the definition and forms of illicit discharges, their detection and appropriate reporting or response procedures.

Provide a copy of or reference to the described materials, including subsequent updates or revisions each reporting period.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	RenewOurWaters Posters

Description

The RenewOurWaters posters are available to NEWSC members upon request. The posters address stormwater related topics by providing the forms of illicit discharges, their detection, and appropriate reporting or response procedures.

File Attachment [Car-Wash-Fundraisers-pamphlet.pdf](#)

File Attachment [carpet-cleaning-extended-margins.pdf](#)

File Attachment [Household-Hazardous-Waste-with-extended-margins.pdf](#)

File Attachment [Pool-Spa-Discharge-with-extended-margins.pdf](#)

File Attachment [Power-Washing-at-home-extended-margins.pdf](#)

File Attachment [Dumpster-Management-bilingual-pamphlet1.pdf](#)

File Attachment [Garden-Centers.pdf](#)

File Attachment [Power-washing-for-the-professional-washer.pdf](#)

File Attachment [11x17-restaurant-management.pdf](#)

12/31/2015

Excal Videos

Description

The Excal videos are available to members upon request.

1.2 Public Pollution Prevention Education

Responsible Staff / Position:

Required Yes

Description

Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.

Justification

Informing the public of the potential pollution impacts of their activities together with the information they need to make educated decisions on alternative behaviors or actions will improve responsible actions.

Goals

1.2.1 Public Pollution Prevention Materials

Responsible Staff / Position:

Description

Prepare or acquire informational materials to inform and educate the public about the proper management of materials that may cause storm water pollution from sources they control, including:

- Automobiles
- Pet Waste
- Household Hazardous Waste
- Household Practices
- Lawn Care

Provide a copy of or reference to the described educational materials, which may include various forms or printed materials or electronic media files including subsequent updates or revisions each reporting period.

Activity Date

12/31/2015

Name

RenewOurWaters Posters

Description

The RenewOurWaters posters are available to NEWSC members upon request and onNEWSC.org. The posters address stormwater related topics.

File Attachment [*Kids-can-help-too-with-extended-margins.pdf*](#)

File Attachment [*Ice-and-Snow-Control-extended-margins.pdf*](#)

File Attachment [*Pet-Waste-with-extendend-margins.pdf*](#)

File Attachment [*Car.pdf*](#)

File Attachment [*Parking-Lot-BMP.pdf*](#)

1.2.2 Public Pollution Prevention Education Plan

Responsible Staff / Position:

Description

Summarize planned public outreach efforts to inform and educate the public on actions they can take to reduce or eliminate pollution of storm water each reporting period.

Activity Date

Name

12/31/2015

2015 NEWSOC Work plan

Description

The 2013-2015 work plan and budget summarizes the expected efforts and expenses/income of the consortium for the year. The 2015 work plan was approved at the October 2014 Leadership Council Committee meeting.

File Attachment [2013 - 2015 Budget & Workplan.xlsx](#)

1.3 Leaf Management and Lawn Care

Responsible Staff / Position:

Required Yes

Description

Provide information and education to promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

Goals

1.3.1 Leaf Management and Lawn Care Education Materials

Responsible Staff / Position:

Description

Prepare or acquire informational materials to inform and educate the public about leaf management and lawn care actions they can take to reduce storm water pollution from sources they control, including techniques for beneficial reuse of leaves and grass clippings and proper use of fertilizers and pesticides.

Provide a copy of or reference to the described educational materials, which may include various forms or printed materials or electronic media files including subsequent updates or revisions each reporting period.

Activity Date	Name
----------------------	-------------

12/31/2015	RenewOurWaters Posters
------------	------------------------

Description

The RenewOurWaters posters are available to members upon request and are posted to NEWS.org. The posters address stormwater related topics.

File Attachment [*The-Perfect-Lawn-with-extended-margins.pdf*](#)

File Attachment [*Leaf-Collection-with-extended-margins.pdf*](#)

1.4 Streambank and Shoreline Management

Responsible Staff / Position:

Required Yes

Description

Conduct public education and outreach efforts to promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

Goals

1.4.1 Streambank and Shoreline Management Education Materials

Responsible Staff / Position:

Description

Prepare or acquire informational materials to inform and educate the public about streambank and shoreline management actions they can take to minimize erosion and restore and enhance the ecological value of waterways.

Provide a copy of or reference to the described educational materials, which may include various forms or printed materials or electronic media files including subsequent updates or revisions each reporting period.

Activity Date

12/31/2015

Name

RenewOurWaters Posters

Description

The RenewOurWaters posters are available to NEWSC members upon request and on NEWSC.org.

File Attachment [Restore-Your-Shore-extended-margins.pdf](#)

1.5 Residential Property Infiltration

Responsible Staff / Position:

Required Yes

Description

Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

Goals

1.5.1 Residential Property Infiltration Education Materials

Responsible Staff / Position:

Description

Prepare or acquire informational materials to inform and educate residential property owners on actions they can take to promote greater infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.

Provide a copy of or reference to the described educational materials, which may include various forms or printed materials or electronic media files including subsequent updates or revisions each reporting period.

Activity Date

Name

03/17/2015

2015 Rain Barrel Workshop in Appleton

Description

NEWSC & Fox-Wolf Watershed Alliance hosted a Build Your Own Rain Barrel Workshop in Appleton at the FWWA office building. The workshop was sponsored by the City of Appleton, giving Appleton residents \$10 off the registration cost. The workshop began with educating participants on stormwater runoff and the construction and benefits of rain barrels via powerpoint presentation. There were 8 registered attendees who all brought partners, so there were about 16 attendees in total. Renew Our Waters flyers were available to participants.

File Attachment [Rain Barrel COA half page.pdf.jpg](#)

File Attachment [RainBarrel-Presentation \(1\).ppt](#)

06/18/2015

2015 Rain Barrel Workshop in Appleton

Description

NEWSC & the Fox-Wolf Watershed Alliance hosted a Build Your Own Rain Barrel Workshop in Appleton at the FWWA office building. The workshop was sponsored by the City of Appleton Parks, Recreation, & Facilities Management Department who helped promote the event. The workshop began with education participants on stormwater runoff and the construction and benefits of rain barrels via powerpoint presentation. There were about 25 attendees in total. The Renew Our Waters flyers were available to participants.

File Attachment [AppletonJuneRainBarrelFlyer.pdf](#)

File Attachment [smallworkshopadwithpictures.jpg](#)

File Attachment [June Rain Barrel Workshop.ppt](#)

12/31/2015

RenewOurWaters Posters

Description

The RenewOurWaters posters are available to NEWSC members upon request and on NEWSC.org. The posters address stormwater related topics.

File Attachment [Rain-Barrel.pdf](#)

File Attachment [*The-Pefect-Landscape-with-extended-margins.pdf*](#)

File Attachment [*A-Waterway-in-Your-Front-Yard-Ditch.pdf*](#)

1.6 Construction Site Erosion Control and Post Construction Education

Responsible Staff / Position:

Required Yes

Description

Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.

Goals

1.6.1 Construction Site ESC and Post Construction BMP Education Materials

Responsible Staff / Position:

Description

Prepare or acquire informational materials to inform and educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.

Provide a copy of or reference to the described educational materials, which may include various forms or printed materials or electronic media files including subsequent updates or revisions each reporting period.

Activity Date

Name

12/31/2015

RenewOurWaters Posters

Description

The RenewOurWaters posters are available to NEWSC members upon request and onNEWSC.org. The posters address stormwater related topics.

File Attachment [Concrete-Washout-extended-margins.pdf](#)

File Attachment [Construction-Site.pdf](#)

1.6.4 Municipal Employee Training on ESC and Post Construction BMPs

Responsible Staff / Position:

Description

Conduct or support education outreach or training efforts for municipal employees involved in the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.

Provide a summary of efforts or activities as described completed each reporting period, including the type of outreach or training workshop, an overview of the information presented, date of the workshop and approximate number and type of participants.

Activity Date

Name

Description

None

1.9 Conduct Public Education and Outreach Activities

Responsible Staff / Position:

Required No

Description

Conduct the activities described in the stormwater Public Education and Outreach program for the specific topics and identified target audiences using the identified mechanisms or activities below. Note that these activities will use the specific materials developed as specified above and will follow specific plans for identified goals or for general storm water information and education.

Specific storm water management education elements required by permit to be addressed in the MS4's public education and outreach efforts include:

- Promotion of detection and elimination of illicit discharges and associated water quality impacts
- Proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices
 - Beneficial reuse of leaves and grass clippings; proper use of lawn and garden fertilizers and pesticides
 - Management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways
 - Promotion of residential efforts to infiltrate storm water runoff from rooftops downspouts, driveways and sidewalks
 - Proper design, installation and maintenance practices for those responsible for design, installation and maintenance of construction site erosion control practices and storm water management facilities.
 - Education on methods of storm water pollution prevention for those businesses and activities that may pose a storm water contamination concern.
 - Efforts to promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.

Annual Reporting Items

Many of the goals of the plan are common to several of the plan elements. Those goals are documented in this section.

Goals

1.9.1 Overall Storm Water Information and Education Program

Responsible Staff / Position:

Description

Provide a copy of or reference to an overall plan or strategy for storm water management program information and education outreach efforts, including the topic-specific plans identified within the permit for the current reporting period.

Activity Date

Name

04/08/2015

Rain Barrels & Gardens Presentation

Description

Kelly Reyer presented to the group Women League of Voters of Winnebago County at Primos in Oshkosh. Topics discussed increased stormwater runoff pollution with impermeable surfaces, effects of runoff pollution, and how rain barrels and gardens help with reducing runoff. Renew Our Waters flyers on rain barrels and gardens were available for attendees. There were approximately 30 guests at this event.

04/08/2015 Rain Garden Presentation at Maritime Museum in Manitowoc

Description

The Friends of the Manitowoc River Watershed hosted a free seminar, Wednesday, April 8, at the Wisconsin Maritime Museum to share aesthetic, cost effective ways to slow down stormwater runoff with rain barrels and rain gardens. Jessica Schultz, Director of the Fox-Wolf Watershed Alliance in Appleton, provided participants all the information they need to create their own rain gardens to help keep our creeks, streams and rivers cleaner. Using rain barrels to catch and store rainfall, residents can access free water for their gardens and again help reduce pollution from runoff impacting our region's waterways and ultimately Lake Michigan. There were approximately 23 guests present. Renew Our Waters flyers were available to attendees.
Link:<http://lnrp.org/newsletter/Spring2015/spring2015.htm>

04/22/2015 Earth Day Event at FREEA

Description

There were numerous earth-friendly related activities at the Fox River Environmental Education Alliance (FREEA) building on April 22, 2015. Outreach Coordinator, Kelly Reyer, presented on stormwater runoff pollution using the Enviroscape model to several groups of children ranging in age from 3-10. There were about 50 total kids partaking in this activity throughout the day.

File Attachment [FREEAearthday.jpg](#)

04/24/2015 Stormwater Presentation at UW-Oshkosh Earth Week

Description

Outreach Coordinator, Kelly Reyer, presented on stormwater runoff pollution, TMDLs, and solutions to the public as part of UW-Oshkosh's Earth Week events. There was a short tour of the bioswales outside of the Sage building following the presentation. There were about 18 attendees at this presentation.
Link:<https://www.uwosh.edu/sustainability/Archive/earthweek>

04/28/2015 TMDL--What Does it Mean for the Watershed?

Description

Jessica Schultz presented to the University of Green Bay Ducks Unlimited chapter on TMDL--What does it mean for the watershed?
Links: <http://blog.uwgb.edu/ducks/>
<https://www.facebook.com/130070803852727/posts/366711520188653/>

1.9.2 Stormwater Education Website

Responsible Staff / Position:

Description

Develop and maintain relevant stormwater education information on the MS4's public website, including information on general stormwater management topics and information specific to stormwater management issues within the MS4.

Provide a short description of information published on the website as described above through each reporting period and a link to the current website URL. Summarize the audiences targeted and estimated number of unique stormwater website page hits each reporting period.

Activity Date	Name
12/31/2015	RenewOurWaters.org

Description

The RenewOurWaters.org website is updated with general stormwater management topics and information specific to stormwater.

The target audience is the general public.

1.9.5 Print Media Publications
Responsible Staff / Position:

Description

Provide seasonally relevant stormwater education information in print format for publication in local periodicals and other printed materials intended for broad distribution.

Provide a copy of each printed article published in local periodical or distributed publications, describing the period of publication and general distribution. Identify the stormwater theme and target audience for each article as well as the estimated quantity of residents reached with each newsletter.

Activity Date	Name
04/27/2015	Oshkosh Northwestern Covering the Fox River Watershed Cleanup

Description

The Oshkosh Northwestern covered the story of the Fox River Watershed Cleanup on the cover of their April 27, 2015 edition of the paper. The story covered the overall event and the amount of locations, volunteers, and the impact it's making on the watershed.

Link: <http://www.thenorthwestern.com/story/news/local/2015/04/25/fox-river-cleanup/26366287/>

1.9.6 Public Service Broadcasts
Responsible Staff / Position:

Description

Provide seasonally relevant public service announcements (PSA) for local broadcast media use focused on high priority stormwater education topics identified in the storm water management plan.

Provide a copy of the PSA text, approximate number of times aired and general time frame for broadcast each reporting period to document activity in support of this goal. Identify the stormwater message or theme and target audience for each PSA.

Activity Date	Name
04/15/2015	WBAY Channel 2 News

Description

Outreach Coordinator, Kelly Reyer was featured on the morning installment of WFRV Channel 5 News to discuss the Earth Day event at FREEA and the upcoming River Cleanup.

Link: <http://www.wearegreenbay.com/story/d/story/earth-day-at-freea-part-2/27868/hjkQTlx7qUGp4yeRdK0JGQ>

04/20/2015	WFRV Channel 5 News to Promote Fox River Watershed Cleanup
------------	--

Description

On April 20th, FWWA Executive Director, Jessica Schultz, went on the evening segment of Channel 5 news to discuss the upcoming Fox River Watershed Cleanup and to promote activities that residents can do at home to help reduce harmful stormwater runoff pollution.

Link: <http://www.wearegreenbay.com/story/d/story/2015-fox-river-watershed-cleanup/30912/ZrZ65UVEAE-i5BlaxJ...>

1.9.7 Social Media Outreach

Responsible Staff / Position:

Kelly Reyer
Outreach Coordinator

Description

Use social media tools or platforms to inform the public of volunteer opportunities, stormwater news, sources of information, education opportunities and other timely storm water management information relevant to residents of the community. Common social media outlets or platforms for use by the MS4 may include:

- Facebook
- Twitter
- YouTube
- Flickr

Provide a summary of or reference to social media outreach efforts made each reporting period, including the social media platform used, the message distributed and the approximate number of people reached.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date

Name

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (12/23-3/22)

Description

The following posts occurred on the Fox-Wolf Watershed Alliance Facebook page beginning on December 23, 2014. Posts range from activities in the watershed, events/activities related to FWWA & NEWSC, and environmental/runoff messages. The page started with 196 likes and currently has 377 likes.

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

December 23 - Closed for Decades, is Bay Beach Ready for a Comeback? - 174 people reached

December 23 - Winter water scenery cover photo update - 61 people reached

December 30 - Increased road salt usage affects water quality and wildlife - 3,534 people reached

January 6 - Created a Facebook event for the Fox River Watershed Cleanup - 31 people reached

January 6 - A Day with the Eagles Along the River (advertising the event) - 237 people reached

January 7 - "Death by dirty water: Storm runoff a risk for fish (article) - 122 people reached

January 16 - A Day with the Eagles Along the River (advertising the event) - 56 people reached

January 26 - TroutFest '15 (advertising the event) - 48 people reached

January 30 - Save the Date: Fox River Watershed Cleanup - 437 people reached

February 2 - World Wetlands Days announcement - 249 people reached

February 8 - Watershed cleanup sponsor cover photo update - 59 people reached

February 10 FWWA & Milk Source team up for sustainability (article) - 46 people reached

February 10 - Announcement of Fox River Watershed Cleanup logo - 295 people reached

February 11 - Video showing water dumped on a permeable parking lot - 339 people reached

February 17 - Advertisement for March 7th rain barrel workshop - 1580 people reached

February 24 - Clean water rule, what happens upstream affects us down stream - 176 people reached

February 27 - Advertisement for March 7th rain barrel workshop - 170 people reached

February 27 - Photos showing stormwater runoff school presentations in Oshkosh - 77 people reached

March 5 - Advertising for educational FREEA event - 74 people reached

March 9 - Registration is live! Fox River Watershed Cleanup poster - 377 people reached

March 10 - Fox River Watershed Cleanup registration - 8,316 people reached

March 16 - Fox River Watershed Cleanup registration & thank you for in-kind donations - 3,816 people reached

March 16 - Photo: What happens upstream, doesn't stay upstream. - 107 people reached
March 20 - Photo: Happy Spring! - 52 people reached
March 22 - Photo: World Water Day, make every drop of water count - 237 people reached
March 22 - #worldwaterday video from American Rivers showing non-point source pollution - 159 people reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (3/26-5/21)

Description

Below is a recap of the posts and the number of people reached:

March 26- Fox River Watershed Cleanup registration + national cleanup results- 114 people reached
March 27- Advertisement for Oshkosh Rain Barrel Workshop- 318 people reached
April 6- Fox River Watershed Cleanup registration (100 volunteers, looking for more)- 160 people reached
April 8- Photo showing Outreach Coordinator teaches students about stormwater runoff in Neenah- 187 people reached
April 14- Fox River Watershed Cleanup registration (reached the 250 mark)- 127 people reached
April 15- Article about Fox River Watershed Cleanup by: Oshkosh Independent- 110 people reached
April 18- Photo album from City of Oshkosh Rain Barrel Workshop- 163 people reached
April 18- Photos of the sturgeon run up the Wolf River- 119 people reached
April 20- "Clean Sweep" program in Winnebago County (rules, image & link)- 130 people reached
April 20- Channel 5 News: Tom Zalaski interviews Jessica Schultz about the Fox River Watershed Cleanup- 359 people reached
April 22- Fox River Watershed Cleanup registration + Happy Earth Day- 114 people reached
April 22- Photo: Outreach Coordinator teaches students about stormwater runoff at FREEA's Earth Day event- 208 people reached
April 24- Advertising for the Cleanup and River Celebration (music, games, food, and more)- 136 people reached
April 26- Photos & Article: Oshkosh Northwestern covers the Fox River Watershed Cleanup- around 370 people reached
April 26- Photos from the Fox River Watershed Cleanup- 191 people reached
April 29- More photos from Fox River Watershed Cleanup- 100 people reached
May 1- Fox Valley Food Shop Camp workshop (sustainable food)- 91 people reached
May 2- Photo: What's Your Watershed? sign at Oshkosh zoo- 141 people reached
May 4- Additional Photos: Fox River Watershed Cleanup (Graymont Group)- 87 people reached
May 6- Additional Photos: Fox River Watershed Cleanup- 95 people reached
May 7- Advertisement for Appleton Rain Barrel Workshop- 146 people reached
May 7- Additional Photos: Fox River Watershed Cleanup- 111 people reached
May 11- Improper disposal of aquarium pets wreaks havoc on our waters (article)- 236 people reached
May 21- How Does a Rain Garden Work? (image with description & link to rain garden manual)-106 people reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (5/22-7/14)

Description

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

May 22 - #RenewOurWaters campaign photo: Sweeping up grass clipping - 559 people reached
May 24 - Article: Economic Value of Clean Water - 95 people reached
May 26 - Advertisement & link for Appleton Rain Barrel Workshop - 86 people reached
June 1 - Cleanup totals from Fox River Watershed Cleanup - 575 people reached
June 2 - Free State Park Admission: Get out and explore (link) - 92 people reached
June 7 - Rainshower over the bay of Green Bay - 124 people reached
June 9 - Photo: FWWA Summer Camp Week 1: Campers learned about stormwater runoff - 277 people reached
June 11 - Advertisement & link for Appleton Rain Barrel Workshop - 216 people reached
June 16 - Link: Blue-green algae washes ashore on Lake Winnebago - 603 people reached
June 17 - FWWA hiring announcement for NEWS Coordinator - 417 people reached
June 19 - Photo Album from June 18 Appleton Rain Barrel Workshop - 370 people reached
June 29 - Clean Water Starts at Home: Tips on how to reduce stormwater runoff pollution at home (photo) - 39 people reached
June 29 - #RenewOurWaters photo campaign: Oily Water, vehicle maintenance to reduce oil & gas in water runoff - 88 people reached
June 30 - (article) Fools Flotilla: paddle costume event in Madison, possible event for FWWA - 299 people reached
July 1 - Shared the page: Clean Bay Backers describing their work for water protection - 48 people reached
July 4 - Happy 4th of July from FWWA - 69 people reached
July 6 - Updated Cover Photo: Miller's Bay, Lake Winnebago - 370 people reached

July 6 - Consequences of not picking up pet waste - 130 people reached
July 7 - Vote: Best Recreational Lake Awards (Lake Winnebago was nominated) (link) - 219 people reached
July 13 - Link: Wisconsin DOT no longer uses crown vetch along highways (invasive species) - 65 people reached
July 14 - (Article) Sauk County helps residents reduce harmful stormwater runoff with rain barrel - 25+ people reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (7/17-9/3)

Description

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

July 17 - Vanishing Shorelines Gain Protection Along Wolf River, Lake Poygan – 95 reached
July 20 – Volunteers Needed for AIS Bridge Snapshot Day event – 457 reached
July 20 – Street art showing the land draining into storm drains (painted on storm drains) – 284 reached
July 21 – Explore your watershed! Post Crescent article on people recreating in the Crystal River – 163 reached
July 26 – A great day to enjoy the beach. Share your photos – 88 reached
July 27 – (river photo) “When one tugs on a single thing in nature, he finds it attached to the rest of the world.” – 149 reached
July 30 – Rock Our Water event at Meyer Theatre in Green Bay (focus on runoff pollution) 182 reached
August 3 – Renew Our Waters Campaign. Wash your car on the grass – 247 reached
August 4 – Appleton Summer Camp photo. Campers learned about how prairies provide shelter to prey animals and allow water to soak into the ground instead of running off. – 296 reached
August 15 - August is WaterQualityMonth! Head over to www.renewourwaters.org for tips we can all do to help protect our waters. – 371 reached
August 18 – Cat Island Restoration Project (before & After) The photo shows a build-up of wetlands from the protection of the project – 2,369 reached
August 19 – UW-Oshkosh Ranked 3rd Greenest College! – 300 reached
August 29 – Pictures of AIS Bridge Snapshot Day volunteer MarKatie looking for invasives on the Fox River – 94 reached
August 31 – Outagamie County recycling program. Recycle your large plastic items – 74 reached
September 1 – Thank you AIS Bridge Snapshot Day Volunteers (80 event photos)
September 3 – Riverwalk Project along the Fox River in Oshkosh (section opens and connects people to the river) – 80 reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (9/8-10/1)

Description

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

September 8 – Outagamie County recycling—empty aerosol cans can be recycled – 58 reached
September 9 – (Fox-11) Photos show flooding in northeastern Wisconsin. Visit Renewourwaters.com to see how you can reduce stormwater runoff pollution – 88 reached
September 10 – La Crosse story, “Soak It Up” showcases practices to soak up rain water like rain barrels, rain gardens, and bioswales – 171 reached
September 11 – We’ll be set up at the Neenah Farmers Market (9/12) public invited – 42 reached
September 13 – 10 Family Friendly Trails in northeast Wisconsin (link) – 92 reached
September 14 – (Post Crescent) “Women Key to Conservation Push” article about the workshop that Fox-Wolf Watershed Alliance hosted – 529 reached
September 16 – ‘Healthy Waters’ program at Fond du Lac Public Library on Sept. 30, public invited – 66 reached
September 19 – Coverage of the Bringing Back the Bay Tour that Fox-Wolf helped organize (several links) – 440 reached
September 20 – 14 photos from the Bringing Back the Bay Tour – 111 reached
September 22 – Volunteer Opportunity for the Wiouwash Trail Cleanup with the Butte des Morts Conservation Club – 33 reached
September 23 – 7 photos from the Wiouwash Trail Cleanup – 109 reached
September 25 – Time Warner Cable Blog Post about their involvement in the 8/29 AIS Bridge Snapshot Day event with TWC volunteers – 74 reached
September 29 – Photos from the Ashwaubenon highway cleanup – 90 reached
September 30 – Video from the WDNR showcasing Wisconsin’s State Parks – 101 reached
September 30 – Upcoming events at The Refuge – 15 reached

October 1- (Press Gazette article) Funding approved to design swimming beach in Green Bay -869 reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (10/5-10/19)

Description

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

October 5 – Progress made in Reducing Phosphorus in Lake Erie – 163 reached

October 6—Members of the Green Lake Association give tour to discuss impacts to the Lake and future plans (article & video) – 73 reached

October 8—Mapping competition for high school students in the Great Lakes (link) –92 reached

October 10—UCLA created technology to teach about topography using sand and special programming. Would be great for teaching about watersheds and runoff (video) –41 reached

October 11—Volunteer opportunity at Terrell’s Island (image) –30 reached

October 12—Video explaining the problem with cigarette litter—142 reached

October 14—Save-the-date for 2016 FWWA Cleanup (image)—307 reached

October 15—Updated cover photo featuring the Fox River by FWWA office—107 reached

October 16—Story on Mr. Trash Wheel that cleans up garbage in the Baltimore area—80 reached

October 19—Renew Our Waters image about Leaf Collection 115 reached

12/31/2015

Fox-Wolf Watershed Alliance Facebook Page (10/20--12/31)

Description

Posts that were made reached many more. Below is a recap of the posts and the number of people reached:

October 20—You Magazine Do Good Project image and description & FWWA involvement, 65 reached

October 21—You Magazine Do Good Project on We Are Green Bay Channel 5, 55 reached

October 22—Do Good Project FWWA video describing what we do and description of prize, 587 reached

October 26—Do Good Project FWWA video describing what we do (asking people to vote), 389 reached

October 26—Link: “There’s something incredible about these 10 rivers in Wisconsin”, 2,912 reached

October 28—Link: “Saving the forest for beer” story about increased conservation improves water quality necessary for making beer, 112 reached

November 2—Link: “URI Study: Beaver Dams Help Keep Water Cleaner”, 284 reached

November 6—Link/Announcement: (WDNR) 8th Annual Great Lakes Photo Contest, 146 reached

November 7—“Time spent in nature heals your body, mind, & spirt” photo from American Rivers, 164 reached

November 11—WBAY: “Public Works Crews Collect Leaves Ahead of Possible Storm”, 110 reached

November 12—Video: “What the heck is stormwater runoff?”, 245 reached

November 15—Link: 3 reasons you should stop raking your leaves this fall & never look back”, 70 reached

November 21—FWWA enters photos into National River Cleanup Photo Contest, 242 reached

November 24—Event: Bike Across Bago 2016 (February 6, 2016), 28 reached

November 30—Link: “25 Stormwater Facts on the 25th Anniversary of the MS4”, 195 reached

December 3—Link/Video: “Stormwater Park Demonstrates Green Infrastructure, 138 reached

December 7—Spotlight on Genevieve Vander Velden, FWWA Program Coordinator & interview, 658 reached

December 13—Link: US to ban microbeads in beauty products, 184 reached

December 14—Photo/Announcement: FWWA receives groundwater model from DNR, 89 reached

December 17—Thank You cards from Lakeshore Elementary Students following December 2nd presentations (photos), 116 reached

December 28—Update cover photo of winter stream, 67 reached

December 28—Article on Citizen Lake Monitors in Wisconsin’s Northwoods, 18 reached

December 30—Thank you 91.1 The Avenue for choosing us for the Community Impact Grant, 69 reached

1.9.8 Storm Water Education Exhibits

Responsible Staff / Position:

Description

Host stormwater education exhibits at community events for opportunity to provide stormwater program information and to receive public feedback.

Document activity toward achieving this goal each reporting period with a description and date of the event, narrative summary of the information provided including the stormwater theme, the estimated number of public contacts made and identification or copy, including the quantity, of materials distributed.

Activity Date

Name

01/17/2015

A Day with the Eagles at FREEA

Description

Kelly Reyer exhibited at the "A Day with the Eagles" event hosted at the Fox River Environmental Education Alliance building. There were several other environmental exhibitors set up in the large conference room downstairs. There were several Renew Our Waters flyers, manuals on how to build a rain garden, and restore your shore literature available for guests. The large, double-sided, Renew Our Waters sign was also set up in the same room. There were approximately 50 guests throughout the day.

Link:<http://foxrivereea.org/eagle-days/>

File Attachment [daywitheagles.jpg](#)

02/20/2015

NE Wisconsin Sport Fishin' Show

Description

FWWA exhibited in a double booth alongside Diane Shauer, AIS Coordinator from Calumet County. The stormwater side had two tables that featured numerous Renew Our Waters flyers, and other literature educating on reducing harmful stormwater runoff. This was a big event over several days and approximately 150-200 stopped by, browsed the exhibit, and/or spoke with Kelly Reyer. The event took place inside the Player's Choice Building in Appleton.

Link: http://www.greenbaysportshows.com/fishing_seminars.html

File Attachment [fishinshowexhibit.jpg](#)

04/21/2015

UW-Green Bay Earth Week Exhibitors

Description

A FWWA & NEWSC exhibit was set up at the University of Green Bay's Earth Week event on 4/21/15. There were about 15 other environmental exhibitors from the region. Renew Our Waters flyers were available to guests attending the event.

Link:https://www.uwgb.edu/sustainability/images/participate/event-earthweek_program.png

04/28/2015

Time Warner Cable Green Fair Exhibit

Description

Outreach Coordinator, Kelly Reyer, was invited to exhibit at Time Warner Cable's Green Fair Event on Tuesday, April 28th from 11am to 1pm. A FWWA/NEWSC exhibit was set up along with other environmental organizations in the center of the building. TWC employees learned about stormwater runoff and practices that help reduce harmful pollution. Renew Our Waters flyers were available to guests. The exhibit was approached by approximately 50-60 people.

06/06/2015

Kid's Fishing Day at Jefferson Park in Menasha

Description

NEWSC had a booth at the Kid's Fishing Day event in Menasha on Saturday, June 6th 2015. The event was sold out and ran from 8:00am to Noon. Renew Our Waters Flyers and signs were set up at the event. This was the first time that the Watershed Pledge was available. Pledgers provided their demographic information and pledged to do certain activities to help reduce stormwater runoff. In return, they either received a beach ball or sports bottle that

read, "I took the watershed pledge." A report is attached showing the results from the day.

File Attachment [Kid's Fishing Day 6.6.15.pdf](#)

File Attachment [IMG_2311.JPG](#)

06/14/2015 Bellevue Community Picnic Exhibit

Description

NEWSC had an exhibit set up at the Bellevue Community Picnic on Sunday, June 14th from 10:00am until 5:00pm. There was also a Renew Our Waters sign set up near the port-o-pottys. The booth had about 7-8 Renew Our Waters flyers and other stormwater runoff related flyers available for attendees. Guests were encouraged to sign up for a rain barrel giveaway and to take the watershed pledge. Again, pledgers provided their demographic information, and received either a beach ball or sports bottle that read, "I took the watershed pledge" in return. At least 150 people approached the booth throughout the day. A report is attached showing the results of the pledgers. Link: <http://wbay.lininteractive.com/helios/index.php?eID=956>

File Attachment [Bellevue Community Picnic 6.15.15.docx](#)

08/07/2015 Two Rivers Community Cares Event

Description

The Two Rivers Community Cares event took place on Friday and Saturday August 7th and 8th at the city center in Two Rivers. NEWSC set up an exhibit next to the Public Works Department and provided 8 Renew Our Waters flyers to the public. The watershed pledge was available at this event where pledgers provided their demographic information, and received either a beach ball or sports bottle that read, "I took the watershed pledge" in return. At least 80 people approached the booth throughout the day. http://tworiversmainstreet.com/community_care/default.asp

Photo is linked

File Attachment [CommunityCaresEventPic.jpg](#)

08/11/2015 Rock Our Water Event in Green Bay

Description

The Rock Our Water event took place on Tuesday August 11th with exhibiting at the Meyer Theater from 5:30 to 7:00 p.m. before the concert. NEWSC set up an exhibit and provided 8 Renew Our Waters flyers to the public. The watershed pledge was available at this event where pledgers provided their demographic information, and received either a beach ball or sports bottle that read, "I took the watershed pledge" in return. At least 60 people approached the booth throughout the event. "Rock Our Water is a celebration of our unique water resources, one of the largest bodies of freshwater in the world, and raises awareness of the issues threatening the Lower Fox River and Green Bay, where we live, work, and play"

<http://www.meyertheatre.org/event/rock-our-water/>

Photo is linked

File Attachment [RockOurWaterexhibitpic.jpg](#)

08/14/2015 Lake Michigan Day at UW-Manitowoc

Description

The Lake Michigan Day event took place on Friday, August 14th with exhibiting in the commons from 8-10 a.m.. before the speaker series began. NEWSC set up an exhibit and provided 8 Renew Our Waters flyers to the public. The watershed pledge was available at this event where pledgers provided their demographic information, and received either a beach ball or sports bottle that read, "I took the watershed pledge" in return. At least 45 people approached the booth throughout the event. "Lake Michigan Day is designed to highlight the significant opportunities for continued restoration and protection of Lake Michigan, and the broader Great Lakes basin, while recognizing the ongoing challenges facing the lakes. It is held on the second Friday of August each year. We also highlight local examples of restoration projects along the lakeshore. This year's Lake Michigan Day at UW-Manitowoc will focus on innovative practices that farmers are implementing to care for Lake Michigan tributary waters."

<http://manitowoc.uwc.edu/event/public-promotional-event/lake-michigan-day>

Photo is linked

09/12/2015 Future Neenah Farmers Market

Description

The Future Neenah Farmers Market took place on Saturday, September 12th with exhibiting at Shattuck Park from 8 a.m. to noon. NEWSC set up an exhibit and provided 8 Renew Our Waters flyers to the public. The watershed pledge was available at this event where pledgers provided their demographic information, and received either a beach ball or sports bottle that read, "I took the watershed pledge" in return. At least 60 people approached the booth throughout the event. "The Farmers Market consists of approximately 40 vendors. At the Market you'll find the flavors of the garden including the expected produce with vegetables from Asparagus to Zucchini and everything in between plus fruits from early summer strawberries to crisp fall apples!"

<http://www.neenah.org/events/farmers-market/>

Photo is linked

1.9.9 Storm Water Education Presentations

Responsible Staff / Position:

Description

Host, support or conduct presentations on stormwater education topics for local organizations, including community groups, business groups, schools, non-profit and professional organizations.

Identify each presentation conducted each reporting period, including the date, name of the group or organization, audience description, topic presented and stormwater theme, approximate number of participants in the discussion and any materials distributed. Include a copy of the presentation document when available.

Activity Date

Name

02/06/2015

Jacob Shapiro Elementary Oshkosh

Description

Outreach Coordinator, Kelly Reyer, and Executive Director, Jessica Schultz, presented to two fourth grade classrooms at Jacob Shapiro Elementary School in Oshkosh on February 6th in the morning. Both classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

File Attachment [Jessica Presenting1.JPG](#)

File Attachment [Jessica Presenting2.jpg](#)

02/09/2015

Pioneer Elementary School Ashwaubenon

Description

Outreach Coordinator, Kelly Reyer, and Executive Director, Jessica Schultz, presented to three fifth grade classrooms at Pioneer Elementary School in Ashwaubenon on February 9th during the afternoon. All three classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

File Attachment [5th grade School Presentation 2015.ppt](#)

03/12/2015

Notre Dame Academy in Green Bay

Description

Outreach Coordinator, Kelly Reyer, presented to three junior and senior classes at Notre Dame Academy in Green Bay on March 12th during the afternoon. All three classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

File Attachment [High School 2014.ppt](#)

File Attachment [notredamety.jpg](#)

03/19/2015 Alternative High School in Green Bay

Description

Outreach Coordinator, Kelly Reyer, presented to two high school classrooms at an apprenticeship high school in Green Bay on March 19th during the morning and afternoon. Both classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

03/31/2015 Alliance Elementary School in Neenah

Description

Outreach Coordinator, Kelly Reyer, presented to three combined classrooms of 1st, 2nd, and 3rd graders at Alliance Elementary School in Neenah on March 31st during the morning. All three classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

File Attachment [*photo \(4\).JPG*](#)

04/07/2015 Madison Elementary School in Manitowoc

Description

Outreach Coordinator, Kelly Reyer, presented to two fifth grade classrooms at Madison Elementary School in Manitowoc on April 7th during the afternoon. Both classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

04/15/2015 De Pere High School Presentation

Description

Outreach Coordinator, Kelly Reyer, presented to one environmental science classrooms at De Pere High School in De Pere on April 15th during the morning. The class received a presentation on stormwater runoff education and viewed the enviroscape model to show stormwater runoff in action.

04/21/2015 Appleton North High School Green Careers Event

Description

Outreach Coordinator, Kelly Reyer, presented several high school classrooms at Appleton North High School on April 21st during the morning. Kelly discussed her background and experience in the environmental field and then the group received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action

05/15/2015 Baird Elementary School in Green Bay

Description

Outreach Coordinator, Kelly Reyer, presented to two fifth grade classrooms at Baird Elementary School in Green Bay on May14th during the afternoon. Both classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action.

09/22/2015 Conservation Field Days (9/22)

Description

Jessica Schultz and Kelly Reyer from Fox-Wolf Watershed Alliance represented the water station and presented on stormwater runoff pollution and played runoff races with 5th and 6th grade students from Greenville, Hortonville, and Shiocton. There were 355 students total on day 1 of Conservation Field Days.

09/23/2015 Conservation Field Days (9/23)

Description

Kelly Reyer from Fox-Wolf Watershed Alliance and Jim Resnick from UW-Extension represented the water station and presented on stormwater runoff pollution and played runoff races with 5th and 6th grade students from St. Francis Xavier Middle, Mount Olive Lutheran Middle School, Rockledge Elementary, and St. Peter Lutheran. There were 308 students total on day 2 of Conservation Field Days.

09/24/2015 Conservation Field Days (9/24)

Description

Kelly Reyer and Genevieve Vander Velden from Fox-Wolf Watershed Alliance represented the water station and presented on stormwater runoff pollution and played runoff races with 5th and 6th grade students from New London Middle, Black Creek Elementary, and Johnson Elementary. There were 310 students total on day 3 of Conservation Field Days.

10/27/2015

University of Wisconsin - Green Bay

Description

Presentation and discussion with the students in the UWGB Perspectives in Environmental Science & Policy graduate course. The presentation was titled "Applying Environmental Science and Policy in the Nonprofit Sector." We were asked to discuss how we use science and policy in your job/how it affects your job. This presentation was given for NEWSOC and FWFA.

File Attachment [UW GB Presentation.pptx](#)

11/04/2015

De Pere High School

Description

Outreach Coordinator, Kelly Reyer, presented to the junior/senior Environmental Studies class at De Pere High School in De Pere on November 11th during the afternoon. The class received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action. There were approximately 15 students.

11/10/2015

Pioneer Elementary Ashwaubenon

Description

Outreach Coordinator, Kelly Reyer, presented to two 5th grade classes at Pioneer Elementary School in Ashwaubenon in the morning on November 10th. The classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action. There were approximately 80 students.

11/11/2015

Pioneer Elementary Ashwaubenon

Description

Outreach Coordinator, Kelly Reyer, presented to two 5th grade classes at Pioneer Elementary School in Ashwaubenon in the morning on November 11th. The classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action. There were approximately 80 students.

11/16/2015

Girl Scout Troup 2337

Description

Outreach Coordinator, Kelly Reyer, presented to Girl Scout Troup 2337 at the Refuge in Appleton at 6:30pm. The group received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action. Afterwards, the girls took the watershed pledge. There were approximately 10 students.

12/02/2015

Lakeshore Elementary Fond du Lac

Description

Outreach Coordinator, Kelly Reyer, presented to two 5th grade classes at Lakeshore Elementary in Fond du Lac in the afternoon on December 2nd. The classes received a presentation on stormwater runoff education and used the enviroscape model to show stormwater runoff in action. There were approximately 50 students.

1.9.10 Collaborative Education Efforts

Responsible Staff / Position:

Description

Collaborate with other entities to meet stormwater education and outreach goals, including local and regional non-profit/ environmental/ community groups and other local units of government.

Summarize collaboration efforts each reporting period, including the name and description of each group, and collaborative efforts completed including a summary of educational materials or information provided, date conducted and estimated number of participants for each activity.

Activity Date

Name

Description

None

2 Public Involvement and Participation

Responsible Staff / Position:

Description

The permittee shall maintain its program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall have measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.

Best Management Practices

2.2 Public Involvement

Responsible Staff / Position:

Required No

Description

Provide opportunities for public input and participation in development of programs and policies developed to maintain compliance with MS4 permit requirements. Give consideration to public input received for incorporation with stormwater management programs and practices.

Goals

2.2.2 Public Participation Opportunities

Responsible Staff / Position: Kelly Reyer
Outreach Coordinator

Description

Provide or support opportunities for public involvement in stormwater management plan development and program implementation. Such activities might include storm drain marking, waterway cleanup, clean sweep programs, household hazardous waste drop offs, rain garden workshops and rain barrel programs.

Provide a summary of public involvement activities offered each reporting period, including a description of the activity, the number of people involved and the results of the activity.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
04/25/2015	Fox River Watershed Cleanup 2015

Description

NEWSC partnered with the Fox-Wolf Watershed Alliance and other sponsors to hold the 2015 Fox River Watershed Cleanup on Saturday, April 25th. Cleanup sites were organized for the entire stretch of the Lower Fox River, around Lake Winnebago, Lake Butte des Morts, and on the Wolf River in New London. Because more sites will be added along the Wolf River, the name of the event will change to the Fox-Wolf Watershed Cleanup in 2016. In total, our volunteers removed 302 bags of trash, 166 chunks of styrofoam, six tires, one bicycle, one shopping cart, one cooler, and two metal drums were removed from our watershed. Many other strange items were found as well. The event drew collaboration from the UW-Oshkosh Wildlife Conservation Club, the Annual Fondy River Cleanup group, Friends of High Cliff, Time Warner Cable's Green Team, Graymont employees, and the Fond du Lac County Land and Water Conservation Department. The event attracted numerous sponsors, and the story was broadcasted on Channel 5 news, and published by the Oshkosh Northwestern and Oshkosh Independent.

File Attachment [Green WATERSHED 2015.png](#)

File Attachment [Event Flyer.pdf](#)

File Attachment [cleanuptotals2015.jpg](#)

08/29/2015	AIS Bridge Snapshot Day 2015
------------	------------------------------

Description

Aquatic Invasive Species Bridge Snapshot Day took place on Saturday, August 29, 2015 at locations throughout Wisconsin. Fox-Wolf Watershed Alliance coordinated two Rendezvous site, Appleton and Green Bay. There were seven teams coordinated by FWWA that consisted of 3-5 volunteers each and included teams: Neenah, Menasha, Little Chute, Appleton-Newberry/North Island, Appleton-Peabody/Lutz/Telulah, and Green Bay/De Pere. There were approximately 22 volunteers. Participants were trained on how to search, collect, and report on invasive species at

their sites. Volunteers were invited back to FWWA headquarters for a free lunch after their field work. The event is ultimately coordinated by the River Alliance of Wisconsin who uses the data to report on the target areas for AIS outreach and projects.

File Attachment [FWWA locations 2015.docx](#)

File Attachment [Snapshot Day Press Release 2015.pdf](#)

File Attachment [Jeff Patterson1.jpg](#)

2.2.4 Storm Drain Marking Program

Responsible Staff / Position:

Description

Provide assistance to various local groups with storm drain marking or stenciling, upon request.

Summarize volunteer storm drain marking or stenciling activities assisted each reporting period, including the number of storm drains marked or stenciled.

Activity Date	Name
12/31/2015	NEWSC Stencil

Description

The stencil is available upon request for any NEWSC communities.

2.2.5 Stormwater Advisory Committee

Responsible Staff / Position: Nick Waldschmidt
NEWSC Vice Chair
(920) 322-3482

Description

Support development and operation of a stormwater advisory committee for the purpose of providing input and feedback to the MS4 through development of permit compliance plans and activities. Provide a summary of stormwater committee activity conducted each reporting period.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	2015 NEWSC Leadership Council

Description

The leadership council meets quarterly throughout the year.

2015 Leadership Council Members

Chair: Jeremy Freund
Vice- Chair: Nick Waldschmidt
Secretary/Treasurer: Danielle Santry
Past-Chair: Matthew Heckenlaible
Municipal Chair: Jeff Mazanec
General Public Chair: Sue Olson
Building & Development Chair: Brent Jalonen
Rules & Regulations Chair: Nick VandeHey
TMDL Chair: George Dearborn
Member-at-Large: Heath Kummerow

Member-at-Large: Sean Hutchinson
Member-at-Large: James Rabe

File Attachment [LC_MIN_20150420.docx](#)

File Attachment [LC_MIN_20150720.doc](#)

File Attachment [LC_MIN_20151019.pdf](#)

4 Construction Site Pollutant Control

Responsible Staff / Position:

Description

The permittee shall continue to implement and enforce its program to reduce the discharge of sediment and construction materials from construction sites.

Best Management Practices

4.1 Erosion and Sediment Control Regulatory Mechanism

Responsible Staff / Position:

Required Yes

Description

Adopt and maintain an ordinance or other regulatory mechanism to require erosion and sediment control at construction sites and establish sanctions to ensure compliance. At a minimum, the ordinance or other regulatory mechanism shall establish or include:

1. Applicability and jurisdiction.
(1) Pursuant to the authority provided to the permittee under Wisconsin statutes, it shall apply to all construction sites with one acre or more of land disturbance, and to sites of less than one acre if they are part of a larger common plan of development or sale under the jurisdiction of the permittee.
2. Requirements for design and implementation of erosion and sediment control practices consistent with the criteria of those approved by the Department.
3. Construction site performance standards equivalent to those in ss. NR 151.11(6m) and 151.23(4m), Wis. Adm. Code. If the current ordinance does not contain construction site performance standards equivalent to those in ss. NR 151.11(6m) and 151.23(4m), Wis. Adm. Code, the permittee shall create or amend the ordinance to meet this requirement within 24 months of the date of notification of coverage under this permit.
4. Erosion and sediment control plan requirements for landowners of construction sites equivalent to those contained in s. NR 216.46, Wis. Adm. Code.
5. Inspection and enforcement authority.
6. Requirements for construction site operators to manage waste such as discarded building materials, concrete truck washout, chemicals, litter and sanitary waste at the construction site so as to reduce adverse impacts to waters of the state.

Goals

4.1.1 ESC Regulatory Mechanism

Responsible Staff / Position:

Description

Develop, adopt and implement a regulatory mechanism to establish requirements for erosion and sediment controls and waste controls from construction activity as described. Also develop and maintain policy guidance outlining procedures for application of various sanctions or penalties authorized within the regulatory mechanism.

Provide a copy of or link to the adopted IDDE regulatory mechanism and accompanying policy guidance. Confirm that the copy provided or link referenced is current each reporting period.

Activity Date	Name
12/31/2015	2015 Post Construction Model Ordinance

Description

File Attachment [NEWSC POST CONSTRUCTION MODEL ORDINANCE.pdf](#)

12/31/2015	NEWSC Model Construction Site Erosion Control Zoning Ordinance
------------	--

Description

File Attachment [NEWSC Model Construction Site Erosion Control Zoning Ordinance.pdf](#)

12/31/2015 2013 NEWSC Construction Ordinance

Description

File Attachment [NEWSC Construction Ordinance 2013.pdf](#)

12/31/2015 Construction Site Erosion Control Ordinance Chart

Description

File Attachment [Construction Site Erosion Control Ordinance chart.pdf](#)

12/31/2015 2012 NEWSC Post Construction SWM Ordinance

Description

File Attachment [NEWSC Post Construction SWM Ordinance 2012 Dec 11.pdf](#)

4.4 Administer Construction Site ESC Program

Responsible Staff / Position:

Required Yes

Description

Administer the construction site pollutant control program including the process for obtaining local approval, managing and responding to complaints, and tracking regulated construction sites.

Goals

4.4.4 Administer Erosion & Sediment Control Workshops

Responsible Staff / Position:

Description

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
10/20/2015	2015

Description

The Erosion & Sediment Control workshop was held in Green Bay at the Land & Conservation building on 10/20/2015. The workshop addressed 1 & 2 family home erosion & sediment control practices. Around 30 people attended the workshop-- municipal building inspectors as well as home builders. The workshop was worth 4.5 CEU's.

File Attachment [*Erosion Control Training Single Family Homes 10_20_15.ppt*](#)

File Attachment [*Erosion and Sediment Control Workshop Flyer 10-20-15.pdf*](#)

6 Pollution Prevention

Responsible Staff / Position:

Description

The permittee shall continue to implement its pollution prevention program.

Best Management Practices

6.10 Staff Training and Education

Responsible Staff / Position:

Required Yes

Description

Include measurable goals to educate appropriate municipal and other personnel involved in implementing this program.

Goals

6.10.1 Operations Staff Training

Responsible Staff / Position:

Description

Provide pollution prevention training for operations staff each year.

Provide a description of completed training each reporting period, including the date of the training, subjects covered, copy of or reference to materials provide and number of participants.

Activity Date	Name	Description
None		

6.10.4 Municipal Facility SWPPP Training

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Provide annual training for implementation and maintenance of SWPPP requirements for all municipal sites. Note and include any unique training requirements included in individual facility SWPPPs for employees responsible for operation of those facilities.

Provide a description of completed training each reporting period, including the date of the training, subjects covered, copy of or reference to materials provide and number of participants.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	Pollution Prevention Posters

Description

The pollution prevention posters are available to NEWSC members upon request as well as on newsc.org.

File Attachment [Pollution Prevention Solid Waste Operations.pdf](#)

File Attachment [Pollution Prevention Soil Waste Operations.pdf](#)

File Attachment [Pollution Prevention Land Disturbances.pdf](#)

- File Attachment [Pollution Prevention Land Disturbances 2.pdf](#)
 - File Attachment [Pollution Prevention Streets and Drainage Maintenance.pdf](#)
 - File Attachment [Pollution Prevention Streets and Drainage Maintenance 2.pdf](#)
 - File Attachment [Pollution Prevent Parks and Ground Maintenance.pdf](#)
 - File Attachment [Pollution Prevention Parks and Ground Maintenance 2.pdf](#)
 - File Attachment [Pollution Prevention Materials Storage and Spill Cleanup.pdf](#)
 - File Attachment [Pollution Prevention Fleet Maintenance.pdf](#)
-

7 Storm Water Quality Management

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

The permittee shall continue to implement its municipal storm water quality management program. This program shall maintain compliance with the developed urban area performance standards of s. NR 151. 13(2)(b)1., Wis Adm. Code, for those areas of the municipality that were not subject to the post-construction performance standards of ss. NR 151.12 or 151.24, or ss. NR 151. 122 through 151.126 or ss. 151.242 through 141.246, Wis. Adm. Code.

Best Management Practices

7.1 TMDL

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Required No

Description

Keep members updated on any changes in required TMDL reduction. Communicate with other community organizations for information by sitting on local committees and contacting the Wisconsin DNR.

Goals

7.1.1 TMDL Communication

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Keep members updated on any required changes in Total Maximum Daily Load reduction. Communicate with other community organizations for information.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	Brown County Phosphorus Committee

Description

NEWSC was represented and participated on the committee when the committee is active and holding meetings.

12/31/2015	Implementation in the Watershed
------------	---------------------------------

Description

Through efforts of the Fox-Wolf Watershed Alliance, NEWSC representation is involved with TMDL implementation and strategy development.

- Actively involved with DNR's Lower Fox River TMDL Implementation Planning Outreach Committee and Agricultural Implementation Committee.
- NEWSC has representation on the Fox P-Trade Working Group, and Jessica Schultz, FWWA Executive Director serves as the Outreach Coordinator for the project through a Great Lakes Commission contract with the Fox-Wolf Watershed Alliance.
- Monitor closely for announcements regarding the stormwater general permit of the TMDL Implementation guidance for stormwater.

12/31/2015	Workshop
------------	----------

Description

Working with the Fox-Wolf Watershed Alliance and the DNR TMDL Coordinator to plan a Fox-Wolf Basin track in conjunction with the Fox-Wolf Conference in 2016.

File Attachment [*2016 Fox-Wolf Conference Agenda.pdf*](#)

9 Annual Report

Responsible Staff / Position:

Description

The permittee shall submit an annual report for each calendar year to the Department by March 31st of the following year. The permittee shall invite the municipal governing body, interest groups and the general public to review and comment on the annual report.

Best Management Practices

9.1 Annual Reports and Financial Information

Responsible Staff / Position: Nick Waldschmidt
NEWSC Vice Chair
(920) 322-3482

Required Yes

Description

Annual report requirements shall include:

1. The status of implementing the permit requirements, status of meeting measurable program goals and compliance with permit schedules.
2. A fiscal analysis which includes the annual expenditures and budget for the reporting year, and the budget for the next year.
3. A summary of the number and nature of inspections and enforcement actions conducted to ensure compliance with the required ordinances.
4. Identification of any known water quality improvements or degradation in the receiving water to which the permittee's MS4 discharges. Where degradation is identified, identify why and what actions are being taken to improve the water quality of the receiving water.
5. An evaluation of program compliance, the appropriateness of identified best management practices, and progress towards achieving identified measurable goals. Any program changes made as a result of this evaluation shall be identified and described in the annual report. For any identified deficiencies towards achieving the requirements under section 2 of this permit or lack of progress towards meeting a measurable goal, the permittee shall initiate program changes to improve their effectiveness.
6. If applicable, notice that the permittee is relying on another municipality to satisfy any of the permit requirements and a description of the arrangement where a permit requirement is being met in this manner.

Goals

9.1.1 Submit Annual Report

Responsible Staff / Position:

Description

A duly authorized representative of the permittee shall sign and certify the annual report and include a statement or resolution that the permittee's governing body or delegated representatives have reviewed or been apprised of the content of the annual report. Submit a signed copy of the annual report and other required reports to the appropriate Department regional storm water contact or to the Wisconsin DNR, Storm Water Program – WT/3, P.O. Box 7921, Madison, WI 53707-7921.

Provide a copy of or reference to the submitted reports as described above each reporting period.

Activity Date	Name	Description
None		

11 NEWS Management

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Management of NEWS activities: meetings, communication, etc.

Best Management Practices

11.1 Meetings

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Required No

Goals

11.1.1 Committee Meetings

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	2015 General Public Committee

Description

The general public committee met quarterly throughout the year to discuss education & outreach relating to stormwater in Northeast Wisconsin

File Attachment [GEN_MIN_2015_04_16.doc](#)

File Attachment [GEN_MIN_2015_07_16.doc](#)

File Attachment [GEN_MIN_2015_10_15.docx](#)

12/31/2015	2015 Leadership Council
------------	-------------------------

Description

The NEWSC leadership council meets quarterly throughout the year to vote on NEWSC happenings-- budget, work plan, etc. The council is responsible for overseeing all of NEWSC happenings.

File Attachment [LC_MIN_20150420.docx](#)

File Attachment [LC_MIN_20150720.doc](#)

File Attachment [LC_MIN_20151019.pdf](#)

12/31/2015	2015 Municipal Committee
------------	--------------------------

Description

In 2015, the municipal committee went through a restructure and is in the process of solidifying committee members. The municipal committee is developing a stormwater pond workshop as well as continuing to schedule snow & ice road control workshops on even numbered years.

File Attachment [NOTES_MUN_09_29_15.docx](#)

File Attachment [MC_MIN_20151119.docx](#)

12/31/2015	2015 Building & Development Committee
------------	---------------------------------------

Description

In 2015, the B & D Committee met throughout the year to finish the new Post-Construction Model Ordinance. They are beginning work on the Post-Construction Reference Guide.

File Attachment [NEWSC POST CONSTRUCTION MODEL ORDINANCE.pdf](#)

11.1.2 Full Membership Meetings**Responsible Staff / Position:**

Genevieve Vander Velden
Program Coordinator

Description

NEWSC Full Membership meets twice a year to stay updated on NEWSC happenings and vote on the NEWSC Leadership Council. A representative from each NEWSC community is expected to report to biannual full membership meetings.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	2015

Description

Full membership met on May 11 and November 9 of 2015. Quorum was met at both meetings.

File Attachment [FM_MIN_20151109.doc](#)

File Attachment [FM_MINUTES_20150511.doc](#)

11.2 Member Communication

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Required No

Goals

11.2.1 NEWSC.org

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

The NEWSC Program Coordinator will update and populate the website as necessary with upcoming events, news, and information relating to the consortium's committee's and meetings.

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	2015

Description

Populated the website with committee meeting dates/times, meeting minutes, resources, and NEWSC model ordinances.

11.2.2 Email and Updates

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
12/31/2015	2015

Description

Communicated with membership by emailing NEWSC updates and training opportunities.

11.3 Grant Application

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Required No

Goals

11.3.1 2015

Responsible Staff / Position: Genevieve Vander Velden
Program Coordinator

Description

Planned: 2014 2015 2016

Complete: 2014 2015

Activity Date	Name
11/20/2015	Urban Waters Small Grant

Description

An EPA grant on green infrastructure and public education due November 20, 2015-- submitted by Genevieve Vander Velden, NEWSC Coordinator.

File Attachment [oppEPA-OW-IO-15-01-cfda66.440.pdf](#)

12/10/2015	DNR River Planning Grant
------------	--------------------------

Description

DNR River Planning grant to update our exhibiting materials due December 10, 2015 submitted by Kelly Reyer-- outreach coordinator.

File Attachment [FINAL DNR Surface Water Grant Application 8700-284-2.pdf](#)

12/31/2015	2016 River Clean-Up Grant Requests
------------	------------------------------------

Description

Our outreach coordinator, Kelly, has requested funds from 260 local businesses to sponsor the river clean-up.

File Attachment [Updated Sponsor Sheet \(1\).xlsx](#)
