



Northeast Wisconsin Stormwater Consortium

NEWSC Stormwater Management Activities

January 01, 2005 To December 31, 2010

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

1. Public Education and Outreach
2. Public Involvement and Participation
3. Illicit Discharge Detection and Elimination
4. Construction Site Pollutant Control
5. Post-Construction Stormwater Management
6. Pollution Prevention
7. Storm Water Quality Management
8. Storm Sewer System Map
10. Annual Report and Financial Information
11. NEWSC Information Management and Procedures

1 Public Education and Outreach

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

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 residential yard care behaviors to reduce the phosphorus in our area water.

Best Management Practices

1.1 Develop IDDE Information and Education Materials

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Required No

Description

Developing for 2009 and 2010, a variety of materials that can be used proactively to ensure compliance with illicit discharge regulations. The materials target specific businesses/activities that commonly contribute illicit discharges.

Goals

1.1.1 Dye Testing Materials

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Outline of procedures that must be followed when dye testing activities occur. Meets Section 2.3.4.6 of WPDES Permit.

Planned: 2008 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Dye Testing Materials	<p>The IDDE Committee posted for NEWSOC members, dye testing notification forms that were developed by the City of Green Bay and Calumet County.</p> <p>In addition to notifying the DNR, also posted are sample door hangers from the City of Green Bay that a municipality or contractor can use to notify property owners of dye testing scheduled to occur in their neighborhood.</p> <p>File Attachment Dye Test notification form.doc</p> <p>File Attachment Calumet County Dye Test Notification to DNR.pdf</p> <p>File Attachment DoorHanger.doc</p> <p>File Attachment DoorHanger for affected areas.doc</p>

1.1.5 Pool and Spa Information

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Instructions on how to properly dewater swimming pools and spas so as to not cause an illicit discharge to the MS4.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Dewatering Procedures Publication File Attachment	A flyer to provide to owners of a pool and/or spa on proper dewatering techniques. Pools and Spas.pdf

1.1.5 Restaurant Information

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Informational materials that NEWSC members can supply to restaurants to help prevent illicit discharges. Goal activities completed include a restaurant bmps checklist, a pest flyer, and grease bmps brochure.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Restaurant Publications File Attachment File Attachment File Attachment	The IDDE Committee developed and completed a restaurant bmp flyer, a pest flyer and a restaurant grease bmp brochure that NEWSC members can send to local restaurants. These good housekeeping measures can help prevent illicit discharges. NEWSCrestaurant BMP flyer 11x17.pub NEWSCPests Flyer 8.5 x 11.pub NEWSCRestaurant Grease Brochure 8.5 x 11.pub

1.1.6 Illicit Discharge Door Hanger

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

The IDDE Committee created a door hanger that NEWSC members can use to notify property owners of a found illicit discharge in their neighborhood and what action is being taken to correct the situation.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Door Hanger File Attachment	The IDDE Committee completed and posted a sample door hanger that NEWSC members can use to notify property owners of a found illicit discharge in their neighborhood and what action is being taken to correct the situation. NEWSC Stormwater Pollution Hanger.doc

1.1.7 Carpet Cleaning Topic Packet

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Informational materials that NEWSOC members can supply to carpet cleaners to help prevent illicit discharges. Goal activities completed include a sample letter, a brochure for carpet cleaning businesses and homeowners, and a public service announcement.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Carpet Cleaning Publications	Information to provide to carpet cleaning businesses and to homeowners to help prevent illicit discharge of carpet cleaning water.
	File Attachment	Carpet Cleaners Sample letter.doc
	File Attachment	Carpet Cleaning PSA.pdf
	File Attachment	Carpet Cleaner Brochure.pdf

1.1.7 Power Washing

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

The IDDE Committee developed and completed educational materials for power washing professionals and home owners

Planned: 2009

Complete: 2009

Activity Date	Name	Description
12/28/2009	Power Washing for the home owner	The IDDE Committee developed and completed a one page educational flyer for home owner power washing. The flyer was posted for member use.
	File Attachment	Power wash full sheet updated.pub
	File Attachment	Power wash full sheet for NEWWaterWisconsin.pdf
12/28/2009	Power Washing for the professional	The IDDE Committee developed and completed a multi-page educational mailer for the professional powerwasher.
	File Attachment	Professional Power Washing - Editable document.pub
	File Attachment	Power washing for the professional washer.pdf

1.1.8 Concrete Truck Washout Information

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

The Illicit Discharge Committee developed and completed educational information to provide to concrete contractors to help eliminate concrete truck washout from entering the MS4.

Meets Sec. 2.4.1.6 of the WPDES Permit

Planned: 2009

Complete: 2009

Activity Date	Name	Description
06/17/2009	Completed/Posted Concrete Truck Washout Publications	The IDDE Committee developed and completed a sample letter that NEWSOC members can send to concrete suppliers along with an educational brochure.
	File Attachment	<u>Concrete Washout.pdf</u>
	File Attachment	<u>Concrete Suppliers Sample letter.doc</u>

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.1 Host/Participate in Special Events

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Host/ participate in appropriate special events or presentations for member benefit

Planned: 2006 2007 2008

Complete: 2006 2007

Activity Date	Name	Description
06/10/2005	Social Marketing Workshop	Sponsored and hosted "Community-Based Social Marketing Workshop" with Doug McKenzie-Mohr in Neenah, WI; 67 participants from NEWSC member communities
	File Attachment	Invitation.pdf
	File Attachment	Breakfast Invitation.pdf

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.1 Create Presentation of NEMO Program

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Create a base Powerpoint file from the Nonpoint Education for Municipal Officials (NEMO) program.

Planned: 2006 2010

Complete: 2006

Activity Date	Name	Description
05/25/2006	NEMO Presentation available	Distributed NEMO presentation to member communities when requested, also had a member community in area available to give presentation when needed.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.1 Host/Participate in Special Events

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Host/ participate in appropriate special events or presentations for member benefit

Planned: 2006 2007 2008

Complete: 2006 2007

Activity Date	Name	Description
09/12/2006	EPA - Developing Your IDDE Program (IDDE 101) webinar	Omni hosted the EPA webinar for NEWSC Members
09/27/2006	A High Impact, Fast-Start Approach to Stormwater Information and Education	NEWSC will host a marketing brainstorming session with the Coalesce Marketing Firm at the Grand Chute Town Hall
	File Attachment	Coaching Session Reminder 08292006.doc
	File Attachment	Notes from 9-27-06 Coaching Session.doc
06/06/2007	Branding Session for Stormwater slogan/logo	NEWSC hosted 3 branding sessions with members to generate ideas and criteria for a stormwater brand. Three sessions in all: June 6, 13, 26, 2007
	File Attachment	Brandsessionoutline05102007.pdf
07/11/2007	EPA - Conducting Illicit Discharge Detection and Elimination (IDDE) 201	Omni hosted this webinar for NEWSC members

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.1 Create Presentation of NEMO Program

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Create a base Powerpoint file from the Nonpoint Education for Municipal Officials (NEMO) program.

Planned: 2006 2010

Complete: 2006

Activity Date	Name	Description
12/31/2008	Available Presentations and Speakers	Distributed presentations to member communities when requested, also had a member community in area available to give presentation when needed.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, interviews, and other media relations.

Goals

1.2.2 Stormwater Management Display Opportunities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Use opportunities to set up display information about stormwater

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
03/08/2005	Participation in FWWA Stormwater Conf. 2005	NEWSC representatives attended and participated in "FWWA Stormwater Conference 2005: Bringing it all Together!," hosted by FWWA at the NWTC Campus in Green Bay, WI - March 8-9, 2005
02/22/2006	Participation in FWWA Stormwater Conf. 2006	NEWSC representatives attended, exhibited and participated in "FWWA Stormwater Conference 2006," hosted by FWWA at the Oshkosh Convention Center in Oshkosh, WI - February 22 and 23, 2006

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.2 Develop/Post Special Topic Packets

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Develop and post special information topic packets for member community use

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
05/25/2006	Completed/Posted Leaves Tip Sheet YCS Publications	Leaves Tip Sheet - Completed and posted with PSA script and UW-X Yard Care Series publication
	File Attachment	Topleaves.pdf
05/25/2006	Completed/Posted Car Care CW Publications	Car Care - Completed and posted with PSA script and UW-X Car Care for Cleaner Water publication
	File Attachment	storm.carcare.pdf
05/25/2006	Completed/Posted Lawn YCS Publications	Lawn Mowing and Watering - Completed and posted with PSA script and UW-X Yard Care series publication.
	File Attachment	home_lawn_watering.pdf
05/25/2006	Completed/Posted Leaves Tip Sheet YCS Publications	Leaves Tip Sheet - Completed and posted with PSA script and UW-X Yard Care Series publication
	File Attachment	YCS_leaves_yard.pdf
	File Attachment	PSALeavesOct2005.pdf
05/25/2006	Completed/Posted Car Care CW Publications	Car Care - Completed and posted with PSA script and UW-X Car Care for Cleaner Water publication
	File Attachment	Topcarwash.pdf
	File Attachment	PSACarWashJune2005.pdf

05/25/2006	Completed/Posted Lawn YCS Publications	Lawn Mowing and Watering - Completed and posted with PSA script and UW-X Yard Care series publication.
	File Attachment	Toplawnmow.pdf
	File Attachment	PSALawnmowingMay2005.pdf
05/25/2006	Completed/Posted Weeds-Pesticides YCS Publications	Weeds and Pesticides - Completed and posted with PSA script and UW-X Yard Care series publication
	File Attachment	YCSlawn garden.pdf
	File Attachment	Topweedspest.pdf
	File Attachment	PSAPesticideAugust2005.pdf
05/25/2006	Completed/Posted Fertilizers YCS Publications	Fertilizer - Completed and posted with PSA script and UW-X Yard Care series publication.
	File Attachment	Topfertilizer.pdf
	File Attachment	PSALawnFertilizerSept2005.pdf
	File Attachment	YCSfertilizer.pdf
05/25/2006	Completed/Posted Pet Waste CW Publications	Pet Waste - Completed and posted with PSA script and UW-X Pet Waste and Water Quality publication.
	File Attachment	YCSpetwaste.pdf
	File Attachment	Toppetwaste.pdf
	File Attachment	PSAPetWasteJan2006.pdf

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, interviews, and other media relations.

Goals

1.2.2 Stormwater Management Display Opportunities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Use opportunities to set up display information about stormwater

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
03/13/2007	Participation in FWWA Stormwater Conference 2007	NEWSC representatives attended, exhibited and participated in "FWWA Stormwater Conference 2007," hosted by FWWA at the UW Green Bay - March 13-14, 2007

File Attachment [FWWAstormwaterconf2007.pdf](#)

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.2 Develop/Post Special Topic Packets

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Develop and post special information topic packets for member community use

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
04/01/2007	Seasonal Packet - Hazardous Waste	Hazardous Waste Seasonal Packet completed and made available to NEWSC members.
	File Attachment	Household Hazardous Waste PSA April 2007.doc
	File Attachment	Household Hazardous Waste Reminder April 2007.doc
06/04/2007	Seasonal Packet - Grass Clippings/Soil Testing	Grass Clippings/ Soil Testing Seasonal Packet completed and made available to NEWSC members.
	File Attachment	Press Release Soil Testing April 2007.doc
	File Attachment	PSA soil testing March 2007.doc
	File Attachment	Soil Test Additional Resource Sheet 04092007.doc
	File Attachment	Soil test tip sheet April 2007.doc
	File Attachment	Grass Clippings Additional Resource Sheet 05032007.doc
	File Attachment	Grass Clippings Tip Sheet 04302007.doc
	File Attachment	Press Release Grass Clippings June 2007.doc
	File Attachment	PSA grass clippings May 2007 Final.doc
07/02/2007	Seasonal Packet - Lawn Watering	Lawn Watering Seasonal Packet completed and made available to NEWSC members.
	File Attachment	Lawn Watering Press Release July 2007.doc
	File Attachment	Lawn Watering PSA July 2007.doc
	File Attachment	Lawn Watering Resource Sheet 05032007.doc

		File Attachment Lawn_Watering_Tip_Sheet[1].doc
08/01/2007	Seasonal Packet - Compost	Compost Seasonal Packet completed and made available to NEWSC members.
		File Attachment Composting_Tip_Sheet_08152007[1].doc
08/01/2007	Seasonal Packet - Algae Bloom	Algae Bloom Seasonal Packet completed and made available to NEWSC members.
		File Attachment Algae Blooms August 2007.doc
08/01/2007	Seasonal Packet - Compost	Compost Seasonal Packet completed and made available to NEWSC members.
		File Attachment Composting Additional Resource Sheet 08162007.doc
09/01/2007	Seasonal Packet - Fall Fertilizing	Completed Fall Fertilizing seasonal packet information and made available to NEWSC members.
		File Attachment Fall Fertilizing Additional Resource Sheet 07032007.doc
		File Attachment Fall Fertilizing Press Release September 2007.doc
		File Attachment Fall Fertilizing PSA Sept 2007.doc
		File Attachment Fall Fertilizing Tip Sheet 07032007.doc
10/01/2007	Seasonal Packet - Leaf Maintenance	Completed Leaf Maintenance Seasonal Packet and made available to NEWSC members.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, interviews, and other media relations.

Goals

1.2.2 Stormwater Management Display Opportunities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Use opportunities to set up display information about stormwater

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
04/08/2008	Participation in FWWA Stormwater Conference 2008	Set up booth with general NEWSOC information for member use at the FWWA conference on April 8/9, 2008.

1.2 Develop Education and Information Tools for NEWSOC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSOC members to use internally and with the general public

Goals

1.2.2 Develop/Post Special Topic Packets

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Develop and post special information topic packets for member community use

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
12/31/2008	NEWSOC Website	The NEWSOC website provides information topic packets on several topics including fertilizing, dog waste, leaves, grass clippings, etc.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.2 Stormwater Management Display Opportunities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Use opportunities to set up display information about stormwater

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
10/02/2009	Participation in FVHB Trade Show 2009	<p>NEWSC operated a booth at the Fox Valley Home Builders Trade Show located at the Fox Cities Stadium in Appleton during October 2-4, 2009. Approximately 4,000 people attended the trade show during those three days. NEWSC member communities / organizations that helped with time and materials in preparing the exhibit were; Town of Harrison, Town of Greenville, Calumet County, Fond du Lac County, City of Fond du Lac and UW Oshkosh</p> <p>NEWSC member communities / organizations that spent time working the booth were: Town of Greenville, City of Appleton, UW Oshkosh, Calumet County, Town of Menasha, and Outagamie County</p>

File Attachment [Green Guy at VHB 10-09.JPG](#)

File Attachment [VHB show booth 10-09.JPG](#)

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.2 Develop/Post Special Topic Packets

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Develop and post special information topic packets for member community use

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
12/31/2009	Updated document format	Educational documents were put into an editable format in 2009 so that member communities could include their municipality information on them. The editable documents were placed on the members only site while the .pdf files remained on the public site for all to view. In 2010 document will receive an updated design and be placed on multiple locations on the NEWWaterWisconsin website.

1.2.3 Support Stormwater Presentations on Request

Responsible Staff / Position: George Dearborn
Director of Community Development
(920) 720-7140

Description

Provide or support stormwater management information presentation in member communities on request

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
12/08/2005	Panel Discussion - Fox Cities - Kurgan Sister Cities Program	Participated in a panel discussion with the Fox Cities - Kurgan Sister Cities Program regarding the environment

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.3 Create NEWSC Information and Education Plan

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Create a NEWSC Information and Education Plan that states objectives and actions NEWSC will use to educate and inform various stormwater audiences.

Planned: 2006 2008 2010

Complete: 2006 2008

Activity Date	Name	Description
01/01/2006	NEWSC I&E Implementation Strategy Chart	Chart that displays NEWSC Information and Education Strategy Timeline
		Presentation addresses information and education plan overview
	File Attachment	landEGANTT2006.pdf
	File Attachment	Planoverview8may06.ppt

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.3 Support Stormwater Presentations on Request

Responsible Staff / Position: George Dearborn
Director of Community Development
(920) 720-7140

Description

Provide or support stormwater management information presentation in member communities on request

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
02/23/2006	NEWSC Stormwater Presentation on behalf of Town of Freedom	NEWSC gave a stormwater management overview presentation on behalf of the Town of Freedom in a General Public Presentation, where information regarding individual behaviors was presented
02/27/2006	NEWSC Presentation to a Madison Class - Grass Clipping Handling	NEWSC gave presentation to a Madison Class on the NEWSC survey and facilitated a discussion about grass clipping handling behaviors
03/01/2006	NEWSC NEMO Presentation City Green Bay - Student Education	NEWSC gave NEMO presentation to City of Green Bay for use in educating Leadership Green Bay students prior to their starting a stormwater inlet stencilling program.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.3 Create NEWSC Information and Education Plan

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Create a NEWSC Information and Education Plan that states objectives and actions NEWSC will use to educate and inform various stormwater audiences.

Planned: 2006 2008 2010

Complete: 2006 2008

Activity Date	Name	Description
08/07/2006	Final NEWSC Information and Education Plan	The Final NEWSC Information and Education Plan has been approved by the I & E Committee and is available on the NEWSC website.
	File Attachment	FinalNEWSCIEWEB08142006.pdf

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.3 Support Stormwater Presentations on Request

Responsible Staff / Position: George Dearborn
Director of Community Development
(920) 720-7140

Description

Provide or support stormwater management information presentation in member communities on request

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
02/27/2007	NEWSC NEMO Presentation - Village of Ashwaubenon Board	NEWSC presented the Nonpoint Education for Municipal Officials (NEMO) slideshow to the Village of Ashwaubenon Board in response to their request for information.

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, interviews, and other media relations.

Goals

1.2.3 Create NEWSC Information and Education Plan

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Create a NEWSC Information and Education Plan that states objectives and actions NEWSC will use to educate and inform various stormwater audiences.

Planned: 2006 2008 2010

Complete: 2006 2008

Activity Date	Name	Description
12/31/2008	Update NEWSC Information and Education Plan	The I & Plan will be updated in 2009. The Plan was used as a guide for implementation of tasks in 2008.

1.2 Develop Education and Information Tools for NEWSC Members

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Develop education and information tools for NEWSC members to use internally and with the general public

Goals

1.2.3 Support Stormwater Presentations on Request

Responsible Staff / Position: George Dearborn
Director of Community Development
(920) 720-7140

Description

Provide or support stormwater management information presentation in member communities on request

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
12/31/2008	NEWSC NEMO Presentation 2008	No presentation requests were made in 2008.
05/08/2009	NEWSC Regional Education Efforts File Attachment	Sue Olson presented NEWSC Regional Education efforts at APWA in West Bend. APWA May 8 2009 2007.ppt
05/14/2009	NEWSC EPA Pollution Prevention Webcast File Attachment	NEWSC sponsored EPA Pollution Prevention webinar for members, hosted by SEH CWP Webcast Attendance.pdf
11/19/2009	NEWSC APWA IDDE Webcast	NEWSC sponsored APWA IDDE Webcast for members, hosted by OMNNI

1.2 Create/Support Education Opportunities for the General Public

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Search for opportunities to educate the general public about stormwater. This includes PSAs, Interviews, and other media relations.

Goals

1.2.4 2004 - 2008 PSA

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

NEWSC will use media opportunities, including, radio, television, internet and paper that become available to promote stormwater messages.

Planned: 2006 2007

Complete: 2006 2007

Activity Date	Name	Description
01/02/2006	WHBY - Fox Cities Viewpoint - Lawn Mowing	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint - presentation date 5/2/2005 File Attachment PSALawnmowingMay2005.pdf
01/02/2006	WHBY - Fox Cities Viewpoint - Car Maintenance	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint. Activity date 06/01/2005. File Attachment PSACarWashJune2005.pdf
01/02/2006	WHBY - Fox Cities Viewpoint - Lawn Pesticides	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint. Activity date 8/1/2005. File Attachment PSALawnPesticide August2005.pdf
01/02/2006	WHBY - Fox Cities Viewpoint - Lawn Fertilizer	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint. Activity date 9/1/2005. File Attachment PSALawnFertilizerSept2005.pdf
01/02/2006	WHBY - Fox Cities Viewpoint - Raking Leaves	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint. Activity date 10/3/2005. File Attachment PSARakingLeavesOct2005.pdf
04/03/2006	WHBY - Fox Cities Viewpoint - Stormwater Survey	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
05/01/2006	WHBY - Fox Cities Viewpoint - Flooding	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint

06/01/2006	WHBY - Fox Cities Viewpoint - Summer Lawn Care	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
07/03/2006	WHBY - Fox Cities Viewpoint - Lawn Care	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
08/01/2006	WHBY - Fox Cities Viewpoint - Fall Lawn Care	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
10/02/2006	WHBY - Fox Cities Viewpoint - Water Quality and Quantity	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
11/01/2006	WHBY - Fox Cities Viewpoint - Downspouts	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
12/01/2006	WHBY - Fox Cities Viewpoint - Snow Salt	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
03/01/2007	WHBY - Fox Cities Viewpoint - Soil Testing	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
04/02/2007	WHBY - Fox Cities Viewpoint - Household Hazardous Waste	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
06/01/2007	WHBY - Fox Cities Viewpoint - Grass Clippings	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
07/02/2007	WHBY - Fox Cities Viewpoint - Lawn Watering	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
08/01/2007	WHBY - Fox Cities Viewpoint - Phosphorus	Town of Grand Chute represented NEWSC on WHBY through the Fox Cities Viewpoint
12/31/2008	Update on PSA's 2008	PSA's will be done in conjunction with the Phosphorus grant program. No PSA's were complete in 2008 due to work on grant.

1.2.5 Leverage media opportunities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Promote stormwater education and behavior modification through various media avenues

Planned: 2006 2007

Complete: 2006 2007

Activity Date	Name	Description
02/08/2005	WOSH Interview - NEWSC Creation	WOSH interviewed Mark Rohloff (President) regarding the creation of NEWSC
02/09/2005	WHBY Interview - NEWSC Creation	WHBY interviewed Mark Rohloff (President) regarding the creation of NEWSC
10/24/2005	Green Bay Press Gazette - Letter to Editor - Stormwater Ponds	Submitted letter to the editor about the importance of stormwater ponds. It was not printed
03/13/2007	Press Release - Polluted Waters Closer to Home Than You Think	Press release with results of NEWSC survey sent to local media outlets
05/16/2007	Wisconsin On-Demand Time Warner Cable Access - Stormwater Behaviors	Wisconsin On-Demand Time Warner Cable Access program on Stormwater Behaviors completed by NEWSC Member Amy Callis, Calumet County.

06/05/2007	Press Release - It's Not Easy Being Green - Especially for a Lake	Press release about grass clippings and soil testing sent to local media outlets. This lead to the CBS interview on June 27, 2007
06/13/2007	Green Bay Press Gazette - Stormwater	Interview with NEWSC Coordinator Sindee Kleckner regarding stormwater
06/27/2007	CBS News Interview - Stormwater and algae	Interview with NEWSC Coordinator Sindee Kleckner regarding behaviors that contribute to algae
07/09/2007	Press Release - Does Your Lawn Have a Drinking Problem	Press release about lawn watering sent to local media outlets
08/11/2007	Appleton Post Crescent Interview - Lawn care behaviors and algae	Appleton Post Crescent interviewed NEWSC Coordinator Sindee Kleckner about lawn care behaviors and their impact on algae
12/31/2008	Media opportunity 2008	In 2008, the I & E committee focused on the Phosphorus grant development and how NEWSC would promote the grant message to the media in 2009.

1.3 Assist in Stormwater Education Presentations

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required No

Description

Provide or assist with stormwater management/ education presentations

Goals

1.3.1 Host/Participate Special Events for Member Benefit

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Host/participate in appropriate special events or presentations for member benefit

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
12/17/2005	NEWSC Participated in TV program on Channel UPN 32	NEWSC participated in "It's Your Environment" TV program, Channel UPN 32
02/27/2007	NEWSC Presented Community Survey Results	NEWSC I&E Committee members presented the results of the NEWSC Community Survey effort to a UW-Madison class (Chenoweth) on February 27, 2007.
04/25/2007	NEWSC Featured as Partnership Example - DNR WisLine Web Cast	NEWSC President Sue Olson and Information and Education Chair Catherine Neiswender represented NEWSC as a partnership example on the April 25, 2007 DNR WisLine webcast on Public Engagement.
04/08/2008	FWWA Conference	Hosted and presented at the April 2008 Fox/Wolf Conference. NEWSC will be involved in the March 2009 FWWA Conference.
03/25/2009	FWWA Conference	Sponsored 2009 conference
	File Attachment	2009 conference flyer.pdf

1.3.2 Support Stormwater Presentation Member Communities

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Provide or support stormwater management information presentation in member communities on request

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008

Activity Date	Name	Description
08/01/2005	NEWSC NEMO Presentation - City of Menasha	NEWSC gave NEMO presentation to City of Menasha elected officials
11/09/2005	NEWSC NEMO Presentation League of Women's Voters - Oshkosh	NEWSC gave general stormwater presentation to a lunch meeting of the League of Women's Voters in Oshkosh, WI
08/14/2006	NEWSC NEMO presentation to NEWSC members	Gave the NEWSC NEMO presentation to the NEWSC full membership at their quarterly meeting on Monday, August 14, 2006
09/07/2006	NEWSC NEMO Presentation - Urban Towns Group	Gave the NEWSC NEMO presentation to the Urban Towns Group
02/27/2007	NEWSC NEMO Presentation - Village of Ashwaubenon	Gave NEMO presentation to the Village Board per community request
12/31/2008	NEWSC Membership Activity	NEWSC added new member communities in 2008. Informal information was provided to staff for use in presenting the value of NEWSC to boards.

1.3.3 Support Stormwater Training/Conferences

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Support / participate in appropriate stormwater management training or conferences

Planned: 2006 2007 2008 2009

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
10/11/2005	NEWSC Satellite Conference Outagamie County UW	NEWSC notified members and the coordinator participated in a satellite conference, "Stormwater Management from a Watershed Perspective," based out of Washington State University at the Outagamie County UW-Extension office. Ten participants from WDNR and local municipalities - 10/11/2005
10/17/2005	4th National Conference - Nonpoint Source and Stormwater Pollution Education Programs	NEWSC coordinator attended the "4th National Conference - Nonpoint Source and Stormwater Pollution Education Programs" in Chicago, IL - October 17-20, 2005
10/17/2005	NEWSC SLAMM/P8 Training - Tuition Reimbursement Scholarships	NEWSC provided tuition reimbursement scholarships to five attendees from three communities - October 17-20 2005 for the "SLAMM/ P8 Training" for practicing professionals
11/14/2005	NEWSC SLAMM/P8 Non-technical Overview Seminar	NEWSC coordinated and sponsored a "SLAMM/ P8 Non-technical Overview" seminar for 24 non-technical participants - November 14, 2005
03/22/2006	WIS Line Web	NEWSC Coordinator served as the moderator for the Wis Line Web

03/08/2007	Using the News Media Effectively Class	NEWSC Coordinator participated in the UW Madison class titled Using the News Media Effectively
03/08/2007	Using the News Media Effectively - UW-Madison	NEWSC Coordinator (Sindee Kleckner) attended a UW-Madison workshop on "Using the News Media Effectively" to strengthen NEWSC ability in this area.
04/25/2007	DNR Webcast - Featured	NEWSC was featured as a partnership example for the DNR Program 3 "Public Engagement"
10/09/2007	Information and Education Plan Workshop (I)	NEWSC and UW-Extension prepared and co-sponsored a workshop to help NEWSC members/non-members organize and begin writing their Information and Education Plans. Representatives of Wisconsin Department of Natural Resources staff also participated. Supporting materials were provided.
10/11/2007	Information and Education Plan Workshop (II)	NEWSC and UW-Extension prepared and co-sponsored a workshop to help NEWSC members/non-members organize and begin writing their Information and Education Plans. Representatives of Wisconsin Department of Natural Resources staff also participated. Supporting materials were provided.
04/08/2008	Fox/Wolf Conference	NEWSC coordinated and participated in the conference by providing speakers and staff to help plan the conference in April 2008. NEWSC will be involved in the 2009 conference.
03/25/2009	Fox Wolf Conference 2009	NEWSC coordinated and participated in the conference by providing speakers and staff to help plan the conference in March of 2009. NEWSC will be involved in the 2010 conference.
	File Attachment	2009 conference flyer.pdf

1.5 Establish Erosion Control Training Standards

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Description

Establish erosion control training standards

Goals

1.5.1 Develop Erosion Control Training Package for 1-2 Family Homes

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Develop erosion control training package for 1-2 family homes

Planned: 2006

Complete: 2006

Activity Date	Name	Description
05/01/2006	Prepared/Web Posted Erosion Control Training Package for 1-2 Family Homes	<p>Prepared Erosion Control Training Package for 1-2 Family Dwelling Construction and posted on website.</p> <p>A copy of the training package files are included in the attached Zip file.</p> <p>Supporting Web Link for a list of erosion control material manufacturers that service Wisconsin (you may have to "reassemble" this link in your URL window due to its length):</p> <p>http://www.thebluebook.com/wsnsa.dll/WService=wsbrk1/viewpg.htm?docsstart=1&ncls=3940&bkid=30&cache=3940</p> <p>File Attachment ErosionControl1.zip</p>

1.6 Leaf Management and Lawn Care

Responsible Staff / Position:

Required No

Description

Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

Goals

1.6.1 Conduct Phosphorus Education Campaign

Responsible Staff / Position: George Dearborn
Director of Community Development
(920) 720-7140

Description

NEWSC, with the help of East Central Regional Planning Commission and the Wisconsin Department of Natural Resources, will promote residential yard care behaviors to reduce the phosphorus in our area waters.

NEWSC chose this project for several reasons. This project will target residential audiences, the largest, most diverse audience and most difficult for each municipality to reach on their own. Working together will allow the use of larger scale media, such as television and radio, that can reach a wider audience. This approach will also provide a consistent message. NEWSC will learn how to work with various media outlets and then be able to change the message and continue education efforts in future years.

Planned: 2008 2009

Complete: 2009

Activity Date	Name	Description
12/20/2007	Signed grant contract	East Central RPC entered contract with WDNR for \$53,000 grant on behalf of NEWSC.
02/12/2008	NEWSC sent out Request for Proposals	NEWSC created an RFP and sent it out to approximately 30 local marketing and public relations firms.
05/12/2008	NEWSC hired consultant	NEWSC received proposals in March 20, 2008, held interviews on April 29, 2009, and voted at the full membership on May 12 to hire Insight Creative Services from Green Bay.
12/31/2008	2008 year end	By the end of 2008, Insight Creative Services had reviewed all available NEWSC information and completed the necessary research. They presented the initial product to the I & E Committee for feedback.
01/26/2009	Council review of proposed campaign	The NEWSC Council met with Insight Creative Services to review their proposed products and give approval to move forward.

1.7 Media Campaign

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Required Yes

Description

Create a public education media campaign.

Goals

1.7.1 Phosphorus Campaign

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

Develop and implement a media campaign to educate area residents on the impact of phosphorus in area waterways.

Planned: 2008 2009 2010

Complete: 2008 2009

Activity Date	Name	Description
12/31/2009	Insight Media Phosphorous Campaign 2009	Attached are document related to the 2009 Phosphorous media campaign. The spring campaign began with Billboard Advertisements and continued through the spring with radio and tv PSAs. The fall campaign included both radio and tv PSAs. Detailed tv and radio schedules are included in the report as well as the number of website hits generated during the campaign. File Attachment TV Schedule.pdf File Attachment TV Reach Frequency Report.pdf File Attachment spot calendar extension.pdf File Attachment Radio with bonus spots.pdf File Attachment Radio spot calendar with bonus spots.pdf File Attachment NEWSC Media Plan Summary.doc
02/19/2010	Final Report	NEWSC filed final report for phosphorous campaign grant

2 Public Involvement and Participation

Responsible Staff / Position: Tracy Flucke
I & E Committee Chair
(920) 989-1062

Description

The permittee shall implement a 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 include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.

Best Management Practices

2.1 Develop/Maintain Web Resources for NEWSC Members

Responsible Staff / Position:

Required No

Description

Develop and maintain a website as a web-based information and reference resource for NEWSC members.

Justification

Efficient and effective tool for providing current information to NEWSC membership along with archived documents.

Annual Reporting Items

Continued website hosting and maintenance.

Goals

2.1.1 Create/Maintain Website for NEWSC Members Use

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Create and maintain a website for use of NEWSC members. The website address is <http://www.newsc.org>.

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
01/01/2005	Launched NEWSC Website - www.NEWSC.org	Launched www.NEWSC.org with world-wide web access for posting of NEWSC event, activity and document information, including interactive member forum and members-only areas - 1/1/2005 Supporting Web Link(s): http://www.newsc.org
12/28/2007	Maintained/ Updated NEWSC.org Website	The www.NEWSC.org website was maintained throughout 2007 and updated with information on NEWSC activities. Documents and other resource information developed by NEWSC through the year were posted on the website for access by NEWSC members. http://www.newsc.org
11/03/2008	Transferred NEWSC Member Site	NEWSC's Tools and Resources committee replaced the original www.NEWSC.org website with a new site hosted by BuildMyOwnSite.com in 2008 in order to facilitate content management by NEWSC committee members. All existing content was moved

to the new site and additional content was created prior to publication in November 2008 at:

<http://www.NEWSC.org>

01/12/2009	Website Content Management Training	Website hosts BuildMyOwnSite.com conducted web site content management training for NEWSC committee members at SEH/ Appleton office.
12/31/2009	Reviewed and Updated Content	Tools and Resources Committee continually reviews the material on the NEWSC.org. The website is updated frequently throughout the year with agendas, minutes, meeting dates and most importantly Current NEWS & EVENTS for our members.

2.1.2 Generate Compilation of NEWSC Member Regulatory Compliance Activities and Products

Responsible Staff / Position: Matt Heckenlaible
NEWSC Chair
(920) 448-3100

Description

Generate compilation of NEWSC activities and products in support of permitted member regulatory compliance

Planned: 2006 2007 2008 2009 2010

Complete: 2006 2007 2008 2009

Activity Date	Name	Description
06/15/2006	Initiate Web-based Data Management System using SEH, Inc. - CAP Portal	Initiate web-based data management system using SEH Client Access Portal (CAP) web portal application(s); publish current database generated report for member benefit - 6/15/2006 Link to be established using MS4 Portal Application "PUBLISH" command
10/05/2007	NEWSC Maintenance of PermiTrack MS4 Reporting	NEWSC coordinator maintained PermiTrack MS4 reporting database for NEWSC activities in support of member permit reporting requirements through October 2007. (Approximate date)
12/14/2007	Publish Information and Education Committee 2007 Achievements	NEWSC Information and Education Committee prepared and distributed 2007 committee accomplishments for use by NEWSC members.
03/02/2008	NEWSC PermiTrack MS4 Report Updates	NEWSC Tools and Resources updated MS4 database with summary of 2007 accomplishments and activities to maintain current record.
09/05/2008	Conducted PermiTrack MS4 Training	Conducted PermiTrack MS4 training for committee members representing various NEWSC committees.
01/23/2009	Updated PermiTrack MS4 to WPDES General Permit	Updated PermiTrack MS4 to reflect WPDES general municipal permit language and corresponding structure. (Jeff Mazanec, Sue Olson, Diana Peterson)
09/22/2009	Conducted PermiTrackMS4 Training Update	Jeff Mazanec of NEWSC T&R Committee conducted a user update training session for NEWSC members representing various NEWSC working committees. The training session was hosted by Dena Mleziva at the Calumet County courthouse on Tuesday,

September 22, 2009. Attendees represented the City of Menasha, Calumet County/ IDDE Committee, City of Fond du Lac / I&E Committee and the NEWSC coordinator (Jessica Schultz).

02/15/2010	NEWSC PermiTrack MS4 Report Maintenance 2009	Committees maintained an updated PermiTrack with committee work throughout 2009. NEWSC Coordinator (Jessica Schultz) added final 2009 committee tasks on 2/15/10
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2.1.3 Create and Maintain Public Information Website

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Create a public website for reference from NEWSC member (MS4) websites with storm water management information targeted to various public audiences. This includes the following steps:

1. Develop list of target audiences.
2. Create information content for each targeted audience.
3. Secure website services; create and launch website for primary (residential) target audience.

The website address is <http://www.newwaterwisconsin.org>

Planned: 2008 2009 2010 2011 2012

Complete: 2008 2009

Activity Date	Name	Description
11/10/2008	Created Public Information Website	Tools and Resources committee secured web site hosting services; developed website theme and styles; identified target audiences; created content for residential property owner/ tenant and prepared public website through 2008. The public website was presented to the NEWSC membership at the November 2008 membership meeting.
11/11/2008	Launched Public Information Website	The Tools and Resources committee completed first release of the NEWSC public information website and published it for public access following the November 2008 NEWSC member meeting. The public information website address is: http://www.NEWS.info
04/24/2009	Linked Public Information Website to Media Campaign	Updated and linked www.NEWS.info to Phosphorous Campaign; updated theme, graphics and content to coordinate with campaign. Also changed site name to www.NewWaterWisconsin.org .
07/13/2009	Updated with Delcer Information	Tools and Resources committee updated the website to include information on deicers for home use at the following location: http://www.newwaterwisconsin.org/newsinfo/at+home/winter+salt.asp

09/21/2009	Created Contractor ESC Information Page	Created information page on erosion and sediment control for contractors on active construction sites and published on www.NEWWaterWisconsin.org . Page is accessible at: http://www.newsc.info/newswcinfo/construction/contractor/default.asp
10/26/2009	Seasonal Messages File Attachment	NEWSC T&R committee created a seasonal messages calendar to update the home page of NEWWaterWisconsin with new topics quarterly. Seasonal topics.xls
10/31/2009	Created Homeowner Construction Page	Homeowner construction includes information for new construction and home improvements. Page is accessible at: http://www.newwaterwisconsin.org/newswcinfo/construction/homeowner/default.asp Approximate date of publication 10/31/09
11/30/2009	Drop Down Navigation Menu	A drop down navigation menu was added to NEWWaterWisconsin.org . This will make the site easier to navigate as we populate more pages. The site is currently at 48 pages.

2.2 Manage NEWSC Responsive Efforts to Needs and Interests of Public Sector Member Responsible Staff / Position:

Required No

Description

Manage NEWSC efforts to be responsive to public sector member needs and interests

Goals

2.2.1 Determine Residential Property Owner Knowledge/Understanding of Stormwater Mgmt.

Responsible Staff / Position: George Dearborn
 Director of Community Development
 (920) 720-7140

Description

Determine current status of residential property owner knowledge and understanding of stormwater management issues

Planned: 2006 2009 2010

Complete: 2006 2009

Activity Date	Name	Description
01/15/2006	NEWSC Coordinated Citizen Stormwater Survey with UW-Extension and St. Norbert's College	NEWSC coordinated and implemented a Citizen Stormwater Survey (with UW-Extension and WEEB grants) that was conducted by St. Norbert's College. Completed interviews between 10/18 - 11/7/2005 and published the attached summary report - 1/15/2006
	File Attachment	NEWSC_Phone_Survey_Report.pdf
02/13/2006	NEWSC Conducted Citizen Stormwater Survey Presentation to NEWSC Members	NEWSC conducted a Citizen Stormwater Survey Presentation to the NEWSC membership at the February 2006 NEWSC members meeting - 2/13/2006; copy of report attached.
	File Attachment	NEWSC_Phone_Survey_Report.pdf
02/22/2006	NEWSC Conducted Citizen Stormwater Survey Presentation at 2006 FWWA Stormwater Conference	NEWSC conducted a Citizen Stormwater Survey Presentation at the 2006 FWWA Stormwater Conference - 2/22/2006; copy of report attached.
	File Attachment	NEWSC_Phone_Survey_Report.pdf
01/01/2009	Grants for 2010 survey	I&E Committee sought grant funds to help pay for the 2010 survey. The following grants were researched to determine if NEWSC and the survey project were eligible for funds. EAP Grant, WEEB Grant, Green Bay Met Grant, Fox Valley Community Foundation Grants (Environmental Stewardship Grant, Bridge Grant), Fond du Lac Community Foundation Grants, Great Lakes Restoration Grant.

Committee members attend workshops for 4 of the grants listed above. Due to grant cycle constraints or eligibility constraints, the grants were not a good fit for the 2010 survey.

2.2.2 Evaluate NEWSC Efforts/Effectiveness to Public Sector Members
Responsible Staff / Position:

Description

Evaluate NEWSC efforts and effectiveness for public sector members

Planned: 2006

Complete: 2006

Activity Date	Name	Description
01/02/2006	Completed Posted Member Survey Results titled - Evaluating the NEWSC Collaborative Effort	Completed and posted results of a member survey titled "Evaluating the NEWSC Collaborative Effort - 2005 Final Report" - 11/30/2005. Copy or report is attached.
	File Attachment	NEWSC_Final_Evaluation_Report_2005.pdf

3 Illicit Discharge Detection and Elimination

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

To satisfy this minimum control measure, the operator of a regulated small MS4 needs to determine the appropriate best management practices and measureable goals to develop, implement and enforce a program to detect and remove illicit connections and discharges to the MS4.

The program shall include measurable goals and include all of the following:

1. An ordinance or other regulatory mechanism to prevent and eliminate illicit discharges and connections to the MS4.
2. Initial field screening at all major outfalls during dry weather periods. At a minimum, field screening shall be documented. This includes visual observation, field analysis and field screening.
3. On-going dry weather field screening of outfalls during the term of the permit.
4. Procedures for responding to known or suspected illicit discharges.
5. The permittee shall take appropriate action to remove illicit discharges from its MS4 system as soon as possible.
6. In the case of an illicit discharge that originates from the permittee's permitted area and that discharges directly to a municipal separate storm sewer or property under the jurisdiction of another municipality, the permittee shall notify the affected municipality within one working day.
7. The name, title and phone number of the individual(s) responsible for responding to reports of illicit discharges and spills shall be included in the illicit discharge response procedure and submitted to the Department in accordance with Section 3.3.2.

Best Management Practices

3.1 Provide Resources for Permittee Mapping

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Required No

Description

Provide information or tools to assist permittee mapping efforts

Goals

3.1.1 Determine Available Resources for Permittee Use

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Determine available sources of information for permittee use

Planned: 2006 2007

Complete: 2006 2007

Activity Date	Name	Description
05/01/2006	NEWSC Developed an Inventory Mapping Resource Tool	NEWSC developed a mapping source information inventory based on responses of a member survey; compiling information from 17 responses and posted results on www.newsc.org
	File Attachment	NEWSCMapInventoryResponses11012005.pdf
	File Attachment	Mappinginventoryaug2005.pdf
	File Attachment	Mappinginventoryworddoc.doc
11/12/2007	Example IDDE Program Presented to NEWSC Membership	The Town of Grand Chute with OMNNI Associates presented an overview of the Town's Illicit Discharge Detection and Elimination project as an example for NEWSC members.

3.2 Support Development of Uniform Local Rules, Regulations and Policies

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Required No

Description

Support development of uniform local rules, regulations and policies

Goals

3.2.1 Create/Publish Model Illicit Discharge and Connection Ordinance

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Create and publish a model Illicit Discharge and Connection Ordinance

Planned: 2006

Complete: 2006

Activity Date	Name	Description
01/02/2006	Completed/Published Model Illicit Discharge and Connection Ordinance	NEWSC completed and published a "Model Illicit Discharge and Connection Ordinance" for local government adaptation / adoption - 12/13/2005. Two versions are attached one is a PDF and the other is an editable Word doc.
	File Attachment	Illicit discharge model ordinance- draft 8 Final.doc
	File Attachment	NEWSC_IllicitOrdinance8_Final_010306.pdf

3.2.2 Create Example Spill Procedure Flowcharts

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Create example spill procedure flowcharts that communities can adapt and implement to meet notification requirements of the permit

Planned: 2006 2007 2009

Complete: 2007 2009

Activity Date	Name	Description
08/24/2009	Spill Procedure Flowcharts	Flowcharts were completed in Fall of 2007 and updated in Summer 2009. Two types of flowcharts are attached. One for 3rd Party detection and one for field screening detection. These documents can

be modified to meet the needs of each community.

File Attachment [appendixbnewscspillprocedure3rdpartyflowchart08312.doc](#)

File Attachment [appendixbnewscspillprocedureflowchart083120091.doc](#)

3.2.3 Create Example NEWSC Illicit Discharge Response Procedure Manual

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Create a NEWSC Illicit Discharge Response Procedure Manual that communities can adapt and use to meet permit requirements

Planned: 2007 2009

Complete: 2007 2009

Activity Date	Name	Description
08/24/2009	Completed/Published Sample Illicit Discharge Response Procedure Manual	The IDDE Committee completed the Illicit Discharge Response Procedures Manual in 2007. A presentation on the manual was made to the NEWSC membership on November 12, 2007. The manual was updated by the IDDE Committee in Summer 2009.
	File Attachment	newscillicitdischargemanual0916091.doc
	File Attachment	newscillicitdischargeusersguidecovercolor101609.pub
	File Attachment	appendixanewscspillandidinitialcontactform11420081.doc
	File Attachment	appendixbnewscspillprocedure3rdpartyflowchart08312.doc
	File Attachment	appendixbnewscspillprocedureflowchart083120091.doc
	File Attachment	appendixdwdnrsubstancereleaseform11420081.doc
	File Attachment	appendix20e20rr558201142008.pdf
	File Attachment	appendix20f20spill20reporting20requirements20publr.pdf
	File Attachment	appendixgsamplechainofcustodyform11420081.doc

3.2.5 Develop IDDE Training Presentations

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Develop training presentations to assist NEWSC stormwater coordinators with training of municipal staff in requirements and expectations when dealing with illicit discharge issues.

Planned: 2007 2008 2009

Complete: 2008 2009

Activity Date	Name	Description
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11/12/2007	Presentation on Outfall Inventory Procedure	Presentation on procedures used for outfall inventory presented to NEWSC membership in November 2007. File Attachment NEWSC Presentation.ppt
08/11/2008	Introduction to IDDE Program Presentation	The IDDE Committee developed a PowerPoint presentation for communities to use as an introduction to the IDDE program. The presentation was made available to the NEWSC full membership in August 2008. File Attachment Illicit Discharge Presentation Aug 12-2008-Compressed.ppt
11/09/2009	Presentations on Illicit Discharge Scenarios	The IDDE Committee completed a series of three presentations that include example illicit discharge detection and procedure scenarios. Scenerios Group A was presented to the NEWSC Full Consortium on February 9, 2009. Scenerios Group B was presented to the NEWSC Full Consortium on August 10, 2009. Scenarios Group C was presented to the NEWSC Full Consortium on November 9, 2009. File Attachment Scenarios Group-A Jan 21-09 Compressed.ppt File Attachment Scenarios_Group-C_November_2009.ppt File Attachment Scenarios Group-B August10-2009.ppt

3.4 Ongoing Field Screening Program

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Required No

Description

The IDDE Committee is developing for 2009 materials to assist communities implement an ongoing field screening program of outfalls for illicit discharges.

Goals

3.4.1 Town of Grand Chute IDDE Field Guide

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

The Town of Grand Chute worked with Omni Associates to develop an IDDE Field Guide. The guide was available as a reference to member communities.

Planned: 2008

Complete: 2008

Activity Date	Name	Description
08/11/2008	Town of Grand Chute IDDE Field Guide	IDDE Field Guide was completed in August 2008. The guide can be used as a reference by member communities.
	File Attachment	Field Guide 0808.pdf

4 Construction Site Pollutant Control

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Each permittee shall develop, implement and enforce a program to reduce the discharge of sediment and construction materials from construction sites. The program shall establish measurable goals and include:

1. An ordinance or other regulatory mechanism to require erosion and sediment control at construction sites and establish sanctions to ensure compliance. Note that Appendix A of ch. NR152, Wis. Adm. Code, contains a construction site model ordinance. At a minimum, the ordinance or other regulatory mechanism shall establish or include:
2. Procedures for construction site inspection and enforcement of erosion and sediment control measures. At a minimum, the procedures shall establish:
3. Procedures for receipt and consideration of information submitted by the public.

Best Management Practices

4.1 Support Development of Uniform Local Rules, Regulations and Policies

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Description

Support development of uniform local rules, regulations and policies

Goals

4.1.1 Create Publish Model Construction Ordinance

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Create and publish a model Construction Ordinance

Planned: 2006 2007

Complete: 2007

Activity Date	Name	Description
05/14/2007	NEWSC Completed/Published Model Construction Ordinance	NEWSC completed and published a "Model Construction Ordinance" for local government adaptation / adoption - 5/8/2006. An editable version of the document is attached.
	File Attachment	<u>NEWSC Model Construction Ordinance Final.doc</u>

4.1.2 Construction Site Ordinance Reference Guide

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Create Reference Guide Appendices to the NEWSC Model Construction Site Erosion Control Zoning Ordinance.

Planned: 2007 2008

Complete: 2007 2008

Activity Date	Name	Description
02/28/2008	Construction Site Erosion Control Reference Guide	NEWSC Erosion Control Committee completed Construction Site Reference Guide and made available to NEWSC members.
	File Attachment	<u>4 - NEWSC Construction Site Erosion Control Reference Guide Final 08152007.doc</u>

4.1.3 Create and Publish Reference Guide Appendices

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

Develop reference guide appendices and publish them for NEWSC member reference and use. This effort was begun in 2007 and was completed in 2008.

Planned: 2008

Complete: 2008

Activity Date	Name	Description
11/05/2008	Reference Guide Appendices	NEWSC Erosion Control Committee completed and published Reference Guide Appendices
	File Attachment	<u>Appendix B Permit Application 02222008.doc</u>
	File Attachment	<u>Appendix C Stormwater Management Plan Review Checklist 02222008.doc</u>
	File Attachment	<u>Appendix D Permit to Post 02222008.doc</u>
	File Attachment	<u>Appendix E WDNR Construction Site Inspection Report rev. 9-04.doc</u>
	File Attachment	<u>Appendix F As-Built Record Drawing Plan Review Checklist 02222008.doc</u>
	File Attachment	<u>Appendix G Financial Guarantee Management 03202008.xls</u>
	File Attachment	<u>Appendix H Inspection & Maintenance Log - Wet Detention Pond 02222008.doc</u>
	File Attachment	<u>Appendix I Inspection & Maintenance Log - Infiltration Basin 02222008.doc</u>
	File Attachment	<u>Appendix J Inspection & Maintenance Log - Bioretention & Rain Garden 03202008.doc</u>
	File Attachment	<u>Appendix K Inspection & Maintenance Log - Grass Swale 02222008.doc</u>
	File Attachment	<u>Appendix L Inspection & Maintenance Log - Catch Basin Proprietary Device 02222008.doc</u>
	File Attachment	<u>Appendix N Stormwater Mangement Practices Maintenance Agreement 02222008.doc</u>
	File Attachment	<u>Appendix A Erosion Control & Stormwater Management Project Tracking Log 02222008.doc</u>

4.1.4 Update Technical Standards Section of Construction Site Erosion Control Ordinance Reference

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

The Erosion Control Committee will amend the Technical Standards section of the Construction Site Ordinance Reference Guide to reflect DNR updates in spring 2009.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
11/09/2009	Updates to Technical Standards Section of Construction Site Erosion Control Ordinance Reference Guide	Updates to the Technical Standards Section of the Construction Site Erosion Control Ordinance Reference Guide. Proposed changes to the Non-Agricultural Runoff Management Performance Standards have been summarized by Nick Vandehey of the committee.

4.1.5 NR 151 revised rule revision response actions by NEWSC

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description
NEWSC committees respond to NR 151 revised rule revisions

Planned: 2009 2010

Complete:

Activity Date	Name	Description
11/01/2009	NR 151 Summary	Nick VandeHey on behalf of the EC Committee created a NR151 revised rule revision summary sheet for the membership. The sheet was posted on NEWSC.org
	File Attachment	NR151_Update_110909.pdf

4.2 CPESC Training

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Description

Coordinated a local CPESC traing course and exam in North East Wisconsin.

Goals

4.2.2 Take CPESC Course and Exam

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

CPESC Course held on February 26, 2009 at Grand Chute Town Hall. Additionally, a WI Department of Commerce Soil Erosion Inspector Qualifier course and exam were given.

CPESC examination was held on February 27, 2009.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
02/26/2009	CPESC Course & Certification	CPESC Course held on February 26, 2009 at Grand Chute Town Hall. Additionally, a WI Department of Commerce Soil Erosion Inspector Qualifier course and exam were given. CPESC examination was held on February 27, 2009. 11 people took the exam, 10 had passing scores
	File Attachment	<u>NEWSC CPESC Review Course and Exam Registration.pdf</u>

4.3 Commercial Construction Erosion Control Training

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Goals

4.3.1 Membership Survey

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Conduct Member survey.
Compile survey results.
Formulate training strategy.

Planned: 2008

Complete: 2008

Activity Date	Name	Description
10/27/2008	Conduct Member Survey	Conduct a survey of NEWSC Membership to ascertain the training needs of the membership.

4.3.2 Develop a Training Tool Based on Survey Results

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Planned: 2009 2010

Complete:

Activity Date	Name	Description
10/13/2009	Erosion Control Survey Results	The EC committee reviewed the survey results and determined to hold a large EC training in Spring of 2011. The committee is applying for a grant opportunity to offset cost of training.

File Attachment [Questionnaire Results.doc](#)

4.4 Proposed EPA Construction Site Regulations

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Goals

4.4.1 Review Proposed EPA Construction Site Rules

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

EPA issued draft regulations for new construction site erosion and sediment control controls.

Planned: 2008

Complete: 2008

Activity Date	Name	Description
12/02/2008	Review of Regulations	Committee reviewed the proposed EPA Regulations. Contact was also made with the DNR concerning this regulation. At this point, the DNR will be commenting to the EPA on the proposal, and there is not a need for the NEWSOC Membership to provide comments.

5 Post-Construction Stormwater Management

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

The permittee shall develop, implement and enforce a program to require control of the quality of discharges from areas of new development and redevelopment, after construction is completed. The program shall establish measurable goals and include:

1. An ordinance or other regulatory mechanism to regulate post-construction storm water discharges from new development and redevelopment. Note that Appendix B of ch. NR 152, Wis. Adm. Code, contains a post-construction site model ordinance. At a minimum, the ordinance or other regulatory mechanism shall establish or include:

1.1. Applicability and jurisdiction that shall apply to construction sites with one acre or more of land disturbance, and 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.

1.2. Design criteria, standards and specifications equivalent to technical standards or the Wisconsin Storm Water Manual approved by the Department. The Department-approved technical standards shall take precedence over the Wisconsin Storm Water Manual. The Department-approved technical standards and the Wisconsin Storm Water Manual are available at <http://dnr.wi.gov/org/water/wm/nps/stormwater/techstds.htm>.

1.3. Post-construction performance standards equivalent to or more restrictive than those in ss. NR 151.12 and 151.24, Wis. Adm. Code.

1.4. Storm water plan requirements for landowners of construction sites equivalent to those contained in s. NR 216.47, Wis. Adm. Code.

1.5. Long-term maintenance requirements for landowners and other persons responsible for long-term maintenance of post-construction storm water control measures.

1.6. Inspection and enforcement authority.

2. Procedures that will be used by the permittee to ensure the long-term maintenance of storm water management facilities.

Best Management Practices

5.1 Support Development of Uniform Local Rules, Regulations and Policies

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Description

Support development of uniform local rules, regulations and policies

Goals

5.1.1 Create/Publish Model Post-Construction Ordinance

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Create and publish a model Post-Construction Ordinance

Planned: 2006 2007

Complete: 2007

Activity Date	Name	Description
05/08/2006	NEWSC Completed/Published Model Post-Construction Ordinance	NEWSC completed and published a "Model Post-Construction Ordinance" for local government adaptation / adoption - 5/8/2006
	File Attachment	<u>NEWSC Model Post Construction Ordinance Final.doc</u>

5.1.2 Post-Construction Ordinance Reference Guide

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Create Reference Guide Appendices to the NEWSC Model Post Construction Storm Water Management Zoning Ordinance and make available for NEWSC members.

Planned: 2006 2007 2008

Complete: 2006 2007 2008

Activity Date	Name	Description
02/28/2008	Post-Construction Ordinance Reference Guide	NEWSC Erosion Control Committee completed and published a Reference Guide to the Post-Construction Ordinance and made it available to NEWSC membership.
	File Attachment	<u>5 - NEWSC Post Construction Stormwater Reference Guide Final 08152007.doc</u>

5.1.3 Generate Post Construction BMP Fact Sheets

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

NEWSC Erosion Control Committee to work with UW-Extension staff to generate Post Construction Best Management Practice (BMP) Fact Sheets and make them available for NEWSC member reference. The UW-Ext is unable to create the documents for NEWSC. The EC committee will create the document themselves in 2010.

Planned: 2008 2009 2010

Complete:

Activity Date	Name	Description
02/21/2008	Initial Contact with UW-Extension	Committee made initial contact with UW-Extension to begin the process of supplying information to aid Extension.

5.1.4 Create and Publish Reference Guide Appendices

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Develop and publish appendices to the post-construction reference guide for NEWSC member use. This activity is scheduled to begin in 2007 and be completed in 2008.

Planned: 2008 2009

Complete:

Activity Date	Name	Description
11/05/2008	Reference Guide Appendices	NEWSC Erosion Control Committee completed and published Reference Guide Appendices to the post-construction reference guide.
	File Attachment	Appendix B Permit Application 02222008.doc
	File Attachment	Appendix C Stormwater Management Plan Review Checklist 02222008.doc
	File Attachment	Appendix D Permit to Post 02222008.doc
	File Attachment	Appendix E WDNR Construction Site Inspection Report rev. 9-04.doc
	File Attachment	Appendix F As-Built Record Drawing Plan Review Checklist 02222008.doc
	File Attachment	Appendix G Financial Guarantee Management 03202008.xls
	File Attachment	Appendix H Inspection & Maintenance Log - Wet Detention Pond 02222008.doc
	File Attachment	Appendix I Inspection & Maintenance Log - Infiltration Basin 02222008.doc
	File Attachment	Appendix J Inspection & Maintenance Log - Bioretention & Rain Garden 03202008.doc
	File Attachment	Appendix K Inspection & Maintenance Log - Grass Swale 02222008.doc
	File Attachment	Appendix L Inspection & Maintenance Log - Catch

		Basin Proprietary Device 02222008.doc
	File Attachment	Appendix N Stormwater Mangement Practices Maintenance Agreement 02222008.doc
	File Attachment	Appendix A Erosion Control & Stormwater Management Project Tracking Log 02222008.doc
12/31/2009	Appendix M - Operation and Maintenance Plan	O&M Plan is in the process of being completed. The documents in progress have been attached.
	File Attachment	Bioretention O&M Plan.doc
	File Attachment	Infiltration Basin O&M.doc
	File Attachment	OM Plan compressed.doc

5.2 Biofiltration Research Project

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Required No

Description

Coordinated with USGS and DNR and other stakeholders.

Goals

5.2.1 Coordinate with DNR & USGS

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Planned: 2008 2009

Complete: 2009

Activity Date	Name	Description
12/31/2009	Biofiltration Research Project	On behalf of NEWSC and other stakeholders, McMahon coordinated with USGS & DNR on the biofiltration research project. Project construction began in May of 2009, monitoring continued throughout the year - for this reason a year end date was chosen.

File Attachment [NEWSC Bioretention Study 021610-1.pdf](#)

5.2.2 Construct Biofilters & Education

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Planned: 2009

Complete: 2009

Activity Date	Name	Description
12/31/2009	Biofiltration Research project construction and education	On behalf of NEWSC and other stakeholders, McMahon coordinated with USGS & DNR on the biofiltration research project. Project construction began in May of 2009, monitoring continued throughout the year - for this reason a year end date was chosen. Public education signs were installed

at 2 of the biofiltration sites (McMahon and SCA Tissue sites). Signs were paid for by City of Appleton. NEWSC will be creating a web page for the Biofiltration project in 2010.

File Attachment [NEWSC Bioretention Study 021610-1.pdf](#)

5.2.3 Monitor Water Quality with USGS & DNR

Responsible Staff / Position: James Rabe
Erosion Control Committee Chair
(920) 236-5065

Description

Planned: 2009 2010

Complete:

Activity Date	Name	Description
12/31/2009	Biofiltration Research Project Monitoring	On behalf of NEWSC and other stakeholders, McMahon coordinated with USGS & DNR on the biofiltration research project. Project construction began in May of 2009, monitoring continued throughout the year - for this reason a year end date was chosen.

File Attachment [NEWSC Bioretention Study 021610-1.pdf](#)

6 Pollution Prevention

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Each permittee shall develop and implement a pollution prevention program that establishes measurable goals for pollution prevention. The program shall include:

1. Routine inspection and maintenance of municipally owned or operated structural storm water management facilities to maintain their pollutant removal operating efficiency.
2. Routine street sweeping and cleaning of catch basins with sumps where appropriate.
3. Proper disposal of street sweeping and catch basin cleaning waste.
4. If road salt or other deicers are applied by the permittee, no more shall be applied than necessary to maintain public safety.
5. Proper management of leaves and grass clippings, which may include on-site beneficial reuse as opposed to collection.
6. Storm water pollution prevention planning for municipal garages, storage areas and other sources of storm water pollution from municipal facilities.
7. Application of lawn and garden fertilizers on municipally controlled properties, with pervious surfaces over 5 acres each, in accordance with a site-specific nutrient application schedule based on appropriate soil tests.
8. Education of appropriate municipal and other personnel involved in implementing this program.
9. Measures to reduce municipal sources of storm water contamination within source water protection areas. Wisconsin's source water assessment program information is available at:
<http://www.dnr.state.wi.us/org/water/dwg/swap/index.htm>.

Best Management Practices

6.1 Provide Assistance for Member Program Development

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Required No

Description

NEWSC will provide information on pollution program development and information as available.

Justification

Example programs can improve efficiency and effectiveness of program development for NEWSC members.

Goals

6.1.1 Share Information on Existing/ New Programs

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

NEWSC will present or host presentations on Pollution Prevention Programs for benefit of NEWSC membership and individual members.

Planned: 2007 2008

Complete: 2007

Activity Date	Name	Description
11/12/2007	Example Pollution Prevention Program Presented to NEWSC Membership	The City of Appleton with SEH presented progress on development of a Pollution Prevention Program for the City of Appleton, including sample video and pollution prevention posters developed for staff training.

6.1.2 NEWSC Support of Member Pollution Prevention Program and Training

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

NEWSC will support pollution prevention program development and training for NEWSC members.

Planned: 2007 2008

Complete: 2007

Activity Date	Name	Description
10/11/2007	NEWSC Presented NEMO to SNEWPS Membership	NEWSC Coordinator Sindee Kleckner and member Jeff Elrick (Little Chute) presented a version of the Nonpoint Education for Municipal Officials (NEMO) slideshow to the Society of North East Wisconsin

6.1.3 Acquire Training Videos for Municipal Training

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Tools and Resources reviewed and recommended purchase of XCAL videos for pollution prevention training. NEWSC purchased the training kits and developed policies for member use within their communities.

Planned: 2008

Complete: 2008

Activity Date	Name	Description
06/30/2008	Purchased XCAL Pollution Prevention Training Video Set	NEWSC purchased XCAL video pollution prevention training video set and established policy for member use to train public works staff.

7 Storm Water Quality Management

Responsible Staff / Position: Matt Heckenlaible
NEWSC Chair
(920) 448-3100

Description

The permittee shall develop and implement a municipal storm water management program. This program shall achieve compliance with the developed urban area performance standards of s. NR 151.13(2), Wis. Adm. Code, for those areas of the municipality that were not subject to the postconstruction performance standards of s. NR 151.12 or 151.24. The program shall include:

1. To the maximum extent practicable, implementation of storm water management practices necessary to achieve a 20% reduction in the annual average mass of total suspended solids discharging from the MS4 to surface waters of the state as compared to implementing no storm water management controls, by March 10, 2008. The permittee may elect to meet the 20% total suspended solids standard on a watershed or regional basis by working with other permittee(s) to provide regional treatment that collectively meets the standard.
2. Evaluation of all municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase total suspended solids removal from runoff.
3. Assessment of compliance with s. NR 151.13(2), Wis. Adm. Code, by conducting a pollutant-loading analysis using a model such as SLAMM, P8 or equivalent methodology approved by the Department. At a minimum, the average annual total suspended solids and phosphorus loads to the MS4 shall be determined for the cumulative discharge from all outfalls for the controls and no controls conditions. For purposes of evaluating the modeling, pollutant loads from grouped drainage areas as modeled shall be reported. The modeling shall calculate the theoretical annual average mass of total suspended solids generated for the entire area served by a MS4 within the permittee's jurisdiction with no controls or BMPs applied. Modeling to reflect the current state of controls and BMPs shall be judged against the no controls condition to determine the percent of reduction. A storm water infiltration system is considered to be a control or BMP. Controls and BMPs that exist at the time of permit issuance may be used to achieve this reduction. This pollutant level reduction applies to total suspended solids only.

Best Management Practices

7.1 DNR Proposed State-wide Phosphorus Regulations

Responsible Staff / Position: Matt Heckenlaible
NEWSC Chair
(920) 448-3100

Required No

Goals

None

Activity Date	Name	Description
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None

7.2 Lower Fox TMDL Technical Advisory Committee

Responsible Staff / Position: Matt Heckenlaible
NEWSC Chair
(920) 448-3100

Required No

Goals

None

Activity Date	Name	Description
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None

8 Storm Sewer System Map

Responsible Staff / Position: Sue Olson
IDDE Committee Chair
(920) 832-6473

Description

The permittee shall develop and maintain a MS4 map. The municipal storm sewer system map shall include:

1. Identification of waters of the state, name and classification of receiving water(s), identification of whether the receiving water is an ORW, ERW or listed as an impaired water under s. 303(d) of the Clean Water Act, storm water drainage basin boundaries for each MS4 outfall and municipal separate storm sewer conveyance systems.
2. Identification of any known threatened or endangered resources, historical property and wetlands, as defined in sections 1.6 through 1.8 of this permit, which might be affected.
3. Identification of all known MS4 outfalls discharging to waters of the state and other MS4s. Major outfalls shall be uniquely identified.
4. Location of any known discharge to the MS4 that has been issued WPDES permit coverage by the Department. A list of WPDES permit holders in the permittee's area may be obtained from the Department.
5. Location of municipally owned or operated structural storm water management facilities including detention basins, infiltration basins, and manufactured treatment devices. If the permittee will be taking credit for pollutant removal from privately-owned facilities, they must be identified.
6. Identification of publicly owned parks, recreational areas and other open lands.
7. Location of municipal garages, storage areas and other public works facilities.
8. Identification of streets.

Best Management Practices

None

Goals

None

Activity Date	Name	Description
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None

10 Annual Report and Financial Information

Responsible Staff / Position: Matt Heckenlaible
NEWSC Chair
(920) 448-3100

Description

The permittee shall submit an annual report to the Department in accordance with section 3.10 of this permit. The permittee shall invite the municipal governing body, interest groups and the general public to review and comment on the annual report. The annual report 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. 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. A signed copy of the annual report and other required reports shall be submitted to the appropriate Department regional storm water contact or to the Wisconsin DNR, Storm Water Program ? WT/2, PO Box 7921, Madison, WI 53707-7921. Section 3.10 of this permit contains the date by which annual reports shall be submitted to the Department.

Best Management Practices

None

Goals

None

Activity Date	Name	Description
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None

11 NEWSC Information Management and Procedures

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

The Tools and Resources Committee is a resource to the other Committees as well as all NEWSC members. The Committee has been successful in the creation and maintenance of the NEWSC website. The website serves as a tool by relating stormwater to the general public and other stormwater organizations.

In addition, the website is used to convey information regarding upcoming events and meetings to the members. The website allows members to access the products of the other committees and to participate in active interchanges and conversations with other members.

This section addresses tasks related to managing NEWSC information for its members and defining procedures for reporting, archiving and distributing information.

Best Management Practices

11.1 Entry Guidelines

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Required Yes

Description

Guidelines for use of CAP program for consistent entry related to format, attachments, photo inclusion, and naming conventions.

Justification

These guidelines will assist new NEWSC Council members and any additional staff in procedural guidelines so as to ensure consistency throughout. The guide itself will serve as a training tool for the NEWSC Coordinator and any other staff members.

Goals

11.1.1 Development of Entry Guidelines

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Entry Guidelines to be used in all future plan development

Planned: 2008

Complete:

Activity Date	Name	Description
None		

11.1 Post NEWSC Topic Packets on NEWSC Website

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Required No

Description

Post the NEWSC topic packets on the NEWSC website and make them available to all members.

Goals

11.1.1 Car Care

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Activity Date	Name	Description
01/02/2006	Public Service Announcement Script - Posted 06/01/2005 June 2005 - Car Wash	File Attachment PSA_Car_Wash_June2005.pdf
05/01/2006	Top Car Wash	File Attachment Top_Car_Wash.pdf
05/30/2006	Car Care for Cleaner Water	File Attachment Car_Care_for_Cleaner_Water.pdf

11.2 Share Information and Resources Among Members

Responsible Staff / Position:

Required No

Goals

11.2.1 Stormwater Ponds

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Survey NEWSC members about their safety regulations for ponds

Planned: 2006

Complete: 2006

Activity Date	Name	Description
05/01/2006	Pond Frequently Asked Questions	Created a list of Frequently Asked Questions and answers regarding stormwater ponds
07/17/2006	Pond Safety Questionnaire	Compiled information regarding pond requirements from NEWSC members

11.2.2 Notice of Intent

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Create standard language regarding NEWSC accomplishments to be used by communities with thier NOI

Planned: 2006

Complete: 2006

Activity Date	Name	Description
10/16/2006	NEWSC Activities NOI Supplement	

11.2.3 Grant Applications

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

NEWSC members will monitor grant funding opportunities for NEWSC activities and evaluate for potential pursuit. Appropriate grant opportunities will be pursued as they are available.

Planned: 2006 2007 2008

Complete: 2006 2007

Activity Date	Name	Description
06/05/2006	WEEB Grant - NEWSC Stormwater Survey	NEWSC received a \$5,000 WEEB grant to implement a stormwater survey
04/13/2007	DNR Planning Grant - NEWSC Media Campaign	Submitted application through East Central Wisconsin Regional Planning Commission on behalf of FWWA and NEWSC to implement a media campaign focused on resident lawn care and phosphorus

11.2.4 Develop Telephone and Web Conferencing Ability

Responsible Staff / Position: Janet Sosnosky
Tools & Resources Chair
(920) 686-6907

Description

Tools and Resources Committee will review options for telephone and web conferencing tools to be used by NEWSC committees for internal meetings and for training of members, member staff and invited public audiences.

Planned: 2009

Complete: 2009

Activity Date	Name	Description
08/10/2009	Recommended Web Conferencing Tool	Tools and Resources committee reviewed three web conferencing tools in 2009 and recommended GoToMeeting.com for NEWSC purchase and use. The recommendation was presented to the NEWSC Membership Meeting on August 10, 2009.
