

Submittal of Annual Reports and Other Compliance Documents for Municipal Separate Storm Sewer System (MS4) Permits

NOTE: Missing or incomplete fields are highlighted at the bottom of each page. You may save, close and return to your draft permit as often as necessary to complete your application. After 120 days your draft is **deleted**.

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Form 3400-224(R8/2021)

Reporting Information :

Will you be completing the Annual Report or other submittal type? ☒ Annual Report ☐ Other

Project Name: 2025 Annual Report

County: Outagamie

Municipality: Appleton City

Permit Number: S050075

Facility Number: 31098

Reporting Year: 2025

Is this submittal also satisfying an Urban Nonpoint Source Grant funded deliverable? ☐ Yes ☒ No

Required Attachments and Supplemental Information

Please complete the contents of each tab to submit your MS4 permit compliance document. The information included in this checklist is necessary for a complete submittal. A complete and detailed submittal will help us review about your MS4 permit document. To help us make a decision in the shortest amount of time possible, the following information must be submitted:

Annual Report

- Review related web site and instructions for [Municipal storm water permit eReporting](#) [Exit Form]
- Complete all required fields on the annual report form and upload required attachments
- Attach the following other supporting documents as appropriate using the attachments tab above
 - Public Education and Outreach Annual Report Summary
 - Public Involvement and Participation Annual Report Summary
 - Illicit Discharge Detection and Elimination Annual Report Summary
 - Construction Site Pollution Control Annual Report Summary
 - Post-Construction Storm Water Management Annual Report Summary
 - Pollution Prevention Annual Report Summary
 - Leaf and Yard Waste Management
 - Municipal Facility (BMP) Inspection Report
 - Municipal Property SWPPP
 - Municipally Property Inspection Report
 - Winter Road Maintenance
 - Storm Sewer Map Annual Report Attachment
 - Storm Water Quality Management Annual Report Attachment

- TMDL Attachment
 - Storm Water Consortium/Group Report
 - Municipal Cooperation Attachment
 - Other Annual Report Attachment
- Attach the following permit compliance documents as appropriate using the attachments tab above
- Storm Water Management Program
 - Public Education and Outreach Program
 - Public Involvement and Participation Program
 - Illicit Discharge Detection and Elimination Program
 - Construction Site Pollutant Control Program
 - Post-Construction Storm Water Management Program
 - Pollution Prevention Program
 - Municipal Storm Water Management Facility (BMP) Inventory
 - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan
 - Total Maximum Daily Load documents (**If applicable, see permit for due dates.*)
 - TMDL Mapping*
 - TMDL Modeling*
 - TMDL Implementation Plan*
 - Fecal Coliform Screening Parameter *
 - Fecal Coliform Inventory and Map (*S050075-03 general permittees Appendix B B.5.2 – document due to the department by March 31, 2022*)
 - Fecal Coliform Source Elimination Plan (*S050075-03 general permittees Appendix B - document due to the department by October 31, 2023*)
- Sign and Submit form

Municipal Contact Information- Complete

Notice: Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (Department) by March 31 of each year to report on activities for the previous calendar year ("reporting year"). This form is being provided by the Department for the user's convenience for reporting on activities undertaken in each reporting year of the permit term. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

Note: Compliance items must be submitted using the Attachments tab.

Municipality Information

Name of Municipality Appleton City

Facility ID # or (FIN): 31098

Updated Information: ☐ Check to update mailing address information

Mailing Address: 100 North Appleton Street

Mailing Address 2:

City: Appleton City

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Primary Municipal Contact Person (Authorized Representative for MS4 Permit)

The "Authorized Representative" or "Authorized Municipal Contact" includes the municipal official that was charged with compliance and oversight of the permit conditions, and has signature authority for submitting permit documents to the Department (i.e., Mayor, Municipal Administrator, Director of Public Works, City Engineer).

☐ Select to **create new** primary contact

First Name: Laura

Last Name: Jungwirth

☒ Select to **update** current contact information

Title: DPW Director

Mailing Address: 100 N Appleton Street

Mailing Address 2:

City: Appleton

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Phone Number: 920-832-6482 Ext: xxx-xxx-xxxx

Email: Laura.Jungwirth@AppletonWI.gov

Additional Contacts Information (Optional)

☐ I&E Program

**Individual with responsibility for:
(Check all that apply)**

- ☐ IDDE Program
- ☐ IDDE Response Procedure Manual
- ☐ Municipal-wide Water Quality Plan
- ☐ Ordinances
- ☒ Pollution Prevention Program
- ☐ Post-Construction Program
- ☒ Winter roadway maintenance

First Name: Nate

Last Name: Loper

Title: Deputy Director MSB

Mailing Address: 2625 E Glendale Ave

Mailing Address 2:

City: Appleton

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Phone Number: 920-832-5804 Ext: xxx-xxx-xxxx

Email: Nathan.Loper@AppletonWI.gov

Municipal Billing Contact Person (Authorized Representative for MS4 Permit)

☒ Select to ***create new*** Billing contact

First Name: Kelsey

Last Name: Below

☐ Select to ***update*** current contact information

Title: Managerial Accounting Coordina

Mailing Address: 100 North Appleton Street

Mailing Address 2:

City: Appleton

State: WI

Zip Code: 54911 xxxxx or xxxxx-xxxx

Phone Number: 920-832-5584 Ext: xxx-xxx-xxxx

Email: Kelsey.Below@AppletonWI.gov

1. Does the municipality rely on another entity to satisfy some of the permit requirements?

☒ Yes ☐ No

☒ Public Education and Outreach Fox Wolf Watershed Alliance and Northeast Wisconsin Stormwater Consortium

☒ Public Involvement and Participation Fox Wolf Watershed Alliance and Northeast Wisconsin Stormwater Consortium

☒ Illicit Discharge Detection and Elimination Westwood Professional Services

- ☐ Construction Site Pollutant Control _____
- ☒ Post-Construction Storm Water Management Brown & Caldwell, raSmith _____
- ☐ Pollution Prevention

2. Has there been any changes to the municipality's participation in group efforts towards permit compliances (i.e., the municipality has added or dropped consortium membership)?

☐ Yes ☒ No

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7.

Form 3400-224 (R8/2021)

Minimum Control Measures- Section 1 : Complete

1. Public Education and Outreach

- a. Does MS4 conduct any educational efforts or events independently (not with a group) ☒ Yes ☐ No
- b. How many total educational events were held during the reporting year:
- c. Were any of the public education and outreach delivery mechanisms conducted during the reporting year active or interactive? ☒ Yes ☐ No
- d. Please select all storm water topics, target audiences, and delivery mechanisms used in the reporting year

Public Education and Outreach Delivery Mechanisms (Active and Passive)	
Active/Interactive Mechanisms	Passive Mechanisms
☒ Education activities (school presentations, summer camps)	☒ Passive print media (brochures at front desk, posters, etc.)
☒ Information booth at event	☒ Distribution of print media (mailings, newsletters, etc.) via mail or email.
☒ Targeted group training (contractors, consultants, etc.)	☐ Media offerings (radio and TV ads, press release, etc.)
☐ Government event (public hearing, council meeting)	☒ Social media posts
☒ Workshops	☐ Signage
☐ Tours	☒ Website
☐ Other:	☐ Other:

Topics Covered	Target Audience
☒ Illicit discharge detection and elimination	☒ General Public
☒ Household hazardous waste disposal/pet waste management/vehicle washing	☒ Public Employees
☒ Yard waste management/pesticide and fertilizer application	☒ Residents
☒ Stream and shoreline management	☒ Businesses
☒ Residential infiltration	☒ Contractors
☒ Construction sites and post-construction storm water management	☒ Developers
☒ Pollution prevention	☐ Industries
☒ Green infrastructure/low impact development	☒ Public Officials
☐ Other:	☐ Other:

- e. Will additional information/summary of these education events be attached to the annual report?
☒ Yes ☐ No

If no, please provide additional comment in the brief explanation box below. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

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Form 3400-224 (R8/2021)

Minimum Control Measures - Section 2 : Complete

2. Public Involvement and Participation

a. Permit Activities. Select all of the following topics the Permittee did to engage public participation and involvement.

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
☒ MS4 Annual Report ☐ Storm Water Management Program ☐ Storm Water related ordinance ☐ Other: 	☒ General Public ☐ Public Employees ☐ Residents ☐ Businesses ☐ Contractors ☐ Developers ☐ Industries ☒ Public Officials ☐ Other	<u>11-50</u>	☐ Yes ☒ No

b. Volunteer Activities. Select all of the following audiences targeted for volunteer involvement and participation related to storm water.

☐ NA (Individual Permittee)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	☒ General Public ☒ Public Employees ☒ Residents ☒ Businesses ☐ Contractors ☐ Developers ☐ Industries ☐ Public Officials ☐ Other	<u>101 +</u>	☒ Yes ☐ No

c. Brief explanation on Public Involvement and Participation reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.*

See attachment: 2c. 2025 Public Participation Completed Activities.pdf

Missing Information

Do not close your work until you **SAVE**.

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Form 3400-224 (R8/2021)

Minimum Control Measures - Section 3 : Complete

3. Illicit Discharge Detection and Elimination

- | | | |
|----|--|----------------------------------|
| a. | How many total outfalls does the municipality have? | <input type="text" value="347"/> |
| b. | How many major outfalls does the municipality have? | <input type="text" value="41"/> |
| c. | How many outfalls did the municipality evaluate as part of their routine ongoing field screening program? | <input type="text" value="84"/> |
| d. | From the municipality's routine screening, how many were confirmed illicit discharges? | <input type="text" value="2"/> |
| e. | How many illicit discharge complaints did the municipality receive? | <input type="text" value="8"/> |
| f. | From the complaints received, how many were confirmed illicit discharges? | <input type="text" value="1"/> |
| g. | How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)? | <input type="text" value="1"/> |

(If the sum of 3.c. and 3.e. does not equal 3.f., please explain below.)

- h. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.

- | | |
|---|--------------------------------|
| ☒ Verbal Warning | <input type="text" value="6"/> |
| ☒ Written Warning (including email) | <input type="text" value="2"/> |
| ☒ Notice of Violation | <input type="text" value="8"/> |
| ☐ Civil Penalty/ Citation | <input type="text"/> |

Additional Information:

- i. Brief explanation on Illicit Discharge Detection and Elimination reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 4 : Complete

4. Construction Site Pollutant Control

- a. How many total construction sites with one acre or more of land disturbing construction activity were active at any point in the reporting year?
- b. How many construction sites with one acre or more of land disturbing construction activity did the municipality issue permits for in the reporting year?
- c. How many erosion control inspections did the municipality complete in the reporting year (at sites with one acre or more of land disturbing construction activity)?
- d. What types of regulatory mechanisms does the municipality have available to compel compliance with this program? Check all that are available and how many times each were used in the reporting year.
- | | |
|---|---------------------------------|
| ☒ Verbal Warning | <input type="text" value="48"/> |
| ☒ Written Warning (including email) | <input type="text" value="20"/> |
| ☒ Notice of Violation | <input type="text" value="2"/> |
| ☐ Civil Penalty/ Citation | <input type="text"/> |
| ☐ Stop Work Order | <input type="text"/> |
| ☐ Forfeiture of Deposit | <input type="text"/> |
| ☐ Other - Describe below | <input type="text"/> |
- e. Brief explanation on Construction Site Pollutant Control reporting . *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*
-

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 5 : Complete

5. Post-Construction Storm Water Management

- a. How many new structural storm water management Best Management Practice (BMP) have received local approval ?
*Engineered and constructed systems that are designed to provide storm water quality control such as wet detention ponds, constructed wetlands, infiltration basins, grassed swales, permeable pavement,
- b. Does the MS4 have procedures for inspecting and maintaining private storm water facilities? ☒ Yes ☐ No
- c. If Yes, how many privately owned storm water management facilities were

inspected in the reporting year ? Inspections completed by private landowners should be included in the reported number.

43

- d. Does the municipality utilize privately owned storm water management BMP in its pollutant reduction analysis? ☒ Yes ☐ No
- e. Does MS4 have maintenance authority on these privately owned BMPs? ☒ Yes ☐ No
- f. What types of enforcement actions does the municipality have available to compel compliance with the regulatory mechanism? Check all that apply and enter the number of each used in the reporting year.
- | | |
|---|----|
| ☐ Verbal Warning | |
| ☒ Written Warning (including email) | 12 |
| ☒ Notice of Violation | 12 |
| ☐ Civil Penalty/ Citation | |
| ☐ Forfeiture of Deposit | |
| ☐ Complete Maintenance | |
| ☐ Bill Responsible Party | |
| ☐ Other - Describe below | |
- g. Brief explanation on Post-Construction Storm Water Management reporting . *If marked 'Unsure' on any questions above, justify your reasoning. Limit your response to 250 characters and/or attach supplemental information on the attachments page.*

Missing Information

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Form 3400-224 (R8/2021)

Minimum Control Measures - Section 6 : Complete

6. Pollution Prevention

Storm Water Management Best Management Practice Inspections ☐ Not Applicable

- a. Enter the total number of "municipally owned" (i.e., publicly owned BMPs) or operated (i. e., privately o wned BMPs) structural storm water management best management practices. 254
- b. How many new municipally owned storm water management best management practices were installed in the reporting year ? 0

- c. How many municipally owned (public) storm water management best management practices were inspected in the reporting year? 250
- d. What elements are looked at during inspections (250 character limit)?
Sediment Depth, Trash, Bank Stability, Inlet/Outlet Structures, Vegetation, Erosion, Native Vegetation, Animal Damage
- e. How many of these facilities required maintenance? 117
- f. Brief explanation on Storm Water Management Best Management Practice inspection reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*
2025 was consistent with previous years

Public Works Yards & Other Municipally Owned Properties that require a stormwater pollution prevention plan (SWPPP)* ☐ Not Applicable

- g. How many municipal properties require a SWPPP? 7
- h. How many inspections of municipal properties have been conducted in the reporting year? 44
- i. Have amendments to the SWPPPs been made?
☐ Yes ☒ No
- j. If yes, describe what changes have been made. Limit response to 250 characters and/or attach supplemental information on the attachment page:
- k. Brief explanation on Storm Water Pollution Prevention Plan reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

* Any municipally owned property that has the potential to generate stormwater pollution should have a SWPPP. For example, if a municipal property stores compost piles, material storage, yard wastes, etc., outside and can contaminate stormwater runoff—a SWPPP is required.

Collection Services - *Street Sweeping Program* ☐ Not Applicable

- l. Did the municipality conduct street sweeping during the reporting year?
☒ Yes ☐ No
- m. If known, how many tons of material was removed? 722
- n. Does the municipality have a [low hazard exemption](#) for this material? ☐ Yes ☒ No
- o. If street sweeping is identified as a storm water best management practice in the pollutant loading analysis, was street cleaning completed at the assumed frequency?
☒ Yes - Explain frequency Table 3-2 2021 Citywide Stormwater Management Plan
☐ No - Explain _____
☐ Not Applicable

Collection Services - *Catch Basin Sump Cleaning Program* ☐ Not Applicable

- p. Did the municipality conduct catch basin sump cleaning during the reporting year? ☒ Yes ☐ No
- q. How many catch basin sumps were cleaned in the reporting year?
- r. If known, how many tons of material was collected?
- s. Does the municipality have a low hazard exemption for this material? ☐ Yes ☒ No
- t. If catch basin sump cleaning is identified as a storm water best management practice in the pollutant loading analysis, was cleaning completed at the assumed frequency?
- ☒ Yes- Explain frequency Annual Inspection, Maintained per measure down
- ☐ No - Explain _____
- ☐ Not Applicable

Collection Services - *Leaf Collection Program* ☐ Not Applicable

- u. Does the municipality conduct curbside leaf collection? ☒ Yes ☐ No
- v. Does the municipality notify homeowners about pickup? ☒ Yes ☐ No
- w. Where are the residents directed to store the leaves for collection?
- ☒ Pile on terrace ☒ Pile in street ☐ Bags on terrace
- ☐ Other - Describe _____
- x. What is the frequency of collection?
- Every other week - 3 cycles
- y. Is collection followed by street sweeping? ☒ Yes ☐ No
- z. Brief explanation on Collection Services reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page*
-

Winter Road Management ☐ Not Applicable

*Note: We are requesting information that goes beyond the reporting year, answer the best you can.

- aa. How many lane-miles of roadway is the municipality responsible for doing snow and ice control? (*One mile of a two-way road equals two lane miles.*)
- ab. Provide amount of de-icing products used by month last winter season?
- Solids (tons) (ex. sand, or salt-sand)

Product	Oct	Nov	Dec	Jan	Feb	Mar
<u>Salt</u>	2	328	1500	600	1208	431
<u>None</u>						

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar
<u>Brine</u>	12	6544	29823	12300	25000	8234

- ac. Was salt applying machinery calibrated in the reporting year? ☒ Yes ☐ No
- ad. Have municipal personnel attended salt reduction strategy training in the reporting year? ☒ Yes ☐ No

Training Date	Training Name	# Attendance
10/10/2025	Saltwise	9

- ae. Brief explanation on Winter Road Management reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page*

Program consistent with previous years. Use of Precise Fleet Management software

Internal (Staff) Education & Communication

- af. Has the municipality provided an opportunity for internal training or education to staff implementing the municipality's procedures for each of the pollution prevention program element ? ☒ Yes ☐ No

If yes, describe what training was provided (250 character limit):

See attached: 6af. Staff Training Combined.pdf

- ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs, procedures and pollution prevention program requirements.

Elected Officials

Presentations to Utilities Committee as needed throughout the reporting year.

Municipal Officials

Presentations to Utilities Committee as needed throughout the reporting year.

Appropriate Staff (such as operators, Department heads, and those that interact with public)

Monthly staff and workgroup meetings.

- ah. Brief explanation on Internal Education reporting. *If you marked Unsure for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

Per 2024 report, 2025 training completed.

Missing Information

Do not close your work until you **SAVE**.

Note: For the minimum control measures, you must fill out all questions in sections 1 through 7

Form 3400-224 (R8/2021)

Minimum Control Measures - Section 7 : Complete

7. Storm Sewer System Map

- a. Did the municipality update their storm sewer map this year?
- ☐ Yes ☒ No

If yes, check the areas the map items that got updated or changed:

- ☐ Storm water treatment facilities
- ☐ Storm pipes
- ☐ Vegetated swales
- ☐ Outfalls
- ☐ Other - Describe below

- b. Brief explanation on Storm Sewer System Map reporting. *If you marked Unsure for an question for any questions above, justify the reasoning. Limit response to 250 characters and/or attach supplemental information on the attachments page.*

No updates during 2025 reporting year.

Missing Information

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

Final Evaluation - Complete

Fiscal Analysis

Complete the fiscal analysis table provided below. For municipalities that do not break out funding into permit program elements, please enter the monetary amount to your best estimate of what funding may be going towards these programs.

Annual Expenditure Reporting Year	Budget Reporting Year	Budget Upcoming Year	Source of Funds
---	--------------------------	----------------------------	-----------------

Element: Public Education and Outreach

3,585	8,000	8,000	<u>Storm water utility</u>
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Element: Public Involvement and Participation

2,782	5,000	5,000	<u>Storm water utility</u>
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Element: Illicit Discharge Detection and Elimination

21,312	35,000	35,000	<u>Storm water utility</u>
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Element: Construction Site Pollutant Control

116,857	114,510	117,843	<u>Storm water utility</u>
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Element: Post-Construction Storm Water Management

120,059	95,000	95,000	<u>Storm water utility</u>
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Element: Pollution Prevention

1,937,009	2,075,661	2,255,944	<u>Storm water utility</u>
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Other (describe)

Mapping, Annual Reporting, DNR Permit Fees

15,239	15,000	15,000	<u>Storm water utility</u>
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Please provide a justification for a "0" entered in the Fiscal Analysis. *Limit response to 250 characters.*

Water Quality

a: Were there any known water quality improvements in the receiving waters to which the

municipality's storm sewer system directly discharges to?

☐ Yes ☒ No ☐ Unsure If Yes, explain below:

b: Were there any known water quality degradation in the receiving waters to which the municipality's storm sewer system directly discharges to?

☐ Yes ☒ No ☐ Unsure If Yes, explain below:

c: Have any of the receiving waters that the municipality discharges to been added to the impaired waters list during the reporting year?

☐ Yes ☒ No ☐ Unsure

d: Has the municipality evaluated their storm water practices to reduce the pollutants of concern?

☐ Yes ☒ No ☐ Unsure

Storm Water Quality Management

a. Has the municipality completed or updated modeling in the reporting year (relating to developed urban area performance standards of s. NR 151.13(2)(b)1., Wis. Adm. Code)? ☐ Yes ☒ No

b. If yes, enter percent reduction in the annual average mass discharging from the entire MS4 to surface waters of the state as compared to implementing no storm water management controls:

Total suspended solids (TSS)

Total phosphorus (TP)

Additional Information

Based on the municipality's storm water program evaluation, describe any proposed changes to the municipality's storm water program. *If your response exceeds the 250 character limit, attach supplemental information on the attachments page.*

No changes are proposed at this time.

Do not close your work until you SAVE.

Form 3400-224 (R8/2021)

Requests for Assistance on Understanding Permit Programs

Would the municipality like the Department to contact them about providing more information on understanding any of the Municipal Separate Storm Sewer Permit programs?

Please select all that apply:

- ☐ Public Education and Outreach
- ☐ Public Involvement and Participation
- ☐ Illicit Discharge Detection and Elimination
- ☐ Construction Site Pollutant Control
- ☐ Post-Construction Storm Water Management
- ☐ Pollution Prevention
- ☐ Storm Water Quality Management
- ☐ Storm Sewer System Map
- ☐ Water Quality Concerns
- ☐ Compliance Schedule Items Due
- ☐ MS4 Program Evaluation

Do not close your work until you **SAVE**.

Form 3400-224(R8/2021)

Required Attachments and Supplemental Information

Any other MS4 program information for inclusion in the Annual Report may be attached on here. Use the Add Additional Attachments to add multiple documents.

Upload Required Attachments (15 MB per file limit) - [Help reduce file size and trouble shoot file uploads](#)

***Required Item**

Note: To replace an existing file, use the 'Click here to attach file ' link or press the to delete an item.

Attach - Other Supporting Documents

AR EO

 File Attachment

[1e. 2025 I&E Completed Activities.pdf](#)

AR IP

 File Attachment

[2c. 2025 Public Participation Completed Activites.pdf](#)

AR IDDE

 File Attachment

[3i. Appleton Summary Report 2025-compressed.pdf](#)

AR PCSSW

 File Attachment

[5a.2025 Approved BMPs.pdf](#)

AR PP

 File Attachment

[6af. Staff Training Combined.pdf](#)

AR PP

 File Attachment

[6f. 2025 HSD Inspection and Cleaning.pdf](#)

AR PP

 File Attachment

[6f. 2025 Sweeper Report.pdf](#)

AR PP

 File Attachment

[6f. 2025 Pond Maintenance EOY COMPLETED TASKS.pdf](#)

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Attach - Permit Compliance Documents

(To remove items, use your cursor to hover over the attachment section. When the drop down arrow appears, select remove item)

Missing Information

Draft and Share PDF Report with the permittee's governing body or delegated representatives.

Press the button below to create a PDF. The PDF will be sent to the email address associated with the WAMS ID that is signed in. After the annual report has been reviewed by the governing body or delegated representative, return to the MS4 eReporting System to submit the final report to the DNR.

[Draft and Share PDF Report](#)

Sign and Submit Your Application

Steps to Complete the signature process

1. Read and Accept the Terms and Conditions
2. Press the Submit and Send to the DNR button

NOTE: For security purposes all email correspondence will be sent to the address you used when registering your WAMS ID. This may be a different email than that provided in the application. For information on your WAMS account click [HERE](#).

Terms and Conditions

Certification: I hereby certify that I am an authorized representative of the municipality covered under Appleton City MS4 Permit for which this annual report or other compliance document is being submitted, and that the information contained in this submittal and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of this annual report. I understand that Wisconsin law provides severe penalties for submitting false information.

Signee (must check current role prior to accepting terms and conditions)

- ☐ Authorized municipal contact using WAMS ID.
- ☐ Delegation of Signature Authority (Form 3400-220) for agent signing on the behalf of the authorized municipal contact.
- ☐ Agent seeking to share this item with authorized municipal contact (authorized municipal contact must get WAMS id and complete signature).

Name:

Title:

Authorized Signature.

- ☐ I accept the above terms and conditions.

After providing the final authorized signature, the system will send an email to the authorized party and any agents. This email will include a copy to the final read only version of this application.

2025 ANNUAL REPORT



NORTHEAST WISCONSIN STORMWATER CONSORTIUM

TABLE OF CONTENTS:

INTRODUCTION	1
2025 NEWSC MEMBERS	2
ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES	
MCM #1 PUBLIC EDUCATION & OUTREACH	3
Topic #1: Illicit Discharge Detection & Elimination	3
NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS	5
Annual Watershed Cleanup	5
2025/2026 Chloride Monitoring	7
Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	8
Topic #3: Yard Waste Management/Pesticide and Fertilizer Application	10
Topic #4: Stream and Shoreline Management	12
Topic #5: Residential Infiltration	12
NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS	13
2025 Winter Sow Volunteers	13
2025 Shoreline Restoration Volunteers	14
Topic #6: Construction Sites/Post Construction Stormwater Management	15
Topic #7: Pollution Prevention	16
Topic #8: Green Infrastructure/Low Impact Development	18
ACTIVE OUTREACH THAT COVERS MULTIPLE TOPICS	18
2025 School Presentations	18
2025 NEWSC Exhibiting	20
VIDEO THAT COVERS MULTIPLE TOPICS	23
Elected Official Education Video	23
PASSIVE OUTREACH THAT COVERS MULTIPLE TOPICS	24
Topic #1: Illicit Discharge Detection & Elimination	24
Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	28
Topic #3: Yard Waste Management/Pesticide and Fertilizer Application	29
Topic #4: Stream and Shoreline Management	30
Topic #5: Residential Infiltration	31
NEWSC MEDIA/NEWS COVERAGE	32

TABLE OF CONTENTS CONTINUED:

ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES	
MCM#2 PUBLIC INVOLVEMENT AND PARTICIPATION - VOLUNTEER ACTIVITIES.	34
NEWSC ACTIVE DELIVERY ON BEHALF OF MEMBERS.	34
Annual Watershed Cleanup.	34
Chloride Monitoring: Fall 2025/Winter 2026.	36
2025 Winter Sow Volunteers.	37
2025 Shoreline Restoration Volunteers.	38
OTHER NEWSC EFFORTS.	39
WORKSHOPS AND TRAININGS.	39
Erosion Control Workshop.	39
Winter Equipment Open House.	40
ANNUAL REPORT PART 3: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES	
MCM#4 CONSTRUCTION SITE RUNNOFF CONTROL.	41
Construction Site Ordinance & Construction Site Reference Guide.	41
ANNUAL REPORT PART 4: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES	
MCM#5 CONSTRUCTION SITE RUNNOFF CONTROL.	41
Post-Construction Ordinance & Post-Construction Reference Guide.	41
LEADERSHIP COUNCIL.	42



2025

ANNUAL REPORT

NEWSC Mission:

To facilitate efficient implementation of stormwater programs locally and regionally that will meet DNR and EPA regulatory requirements and maximize the benefit of stormwater activities to the watershed by:

- Fostering partnerships
- Sharing Information
- Seeking Administrative Efficiency
- Pooling Financial Resources

The Northeast Wisconsin Stormwater Consortium was formed in 2005 as a subsidiary of the Fox-Wolf Watershed Alliance. The consortium is a collaborative of members with leadership elected annually from within its membership.

NORTHEAST WISCONSIN STORMWATER CONSORTIUM

PO Box 1861
Appleton, WI 54912

NEWSC Coordinator: Alyssa Reinke
Email: Alyssa@fwwa.org
Phone: (920) 851-4336

2025 NEWSC MEMBERS

Brown County	Town of Friendship	University of WI – Oshkosh
Calumet County	Town of Grand Chute	
Fond du Lac County	Town of Lawrence	AECOM
Outagamie County	Town of Ledgeview	Ayres Associates
Winnebago County	Town of Neenah	Brown & Caldwell
	Town of Scott	Cedar Corporation
City of Appleton	Town of Taycheedah	Contech Construction
City of De Pere	Town of Vinland	County Materials
City of Fond du Lac		Davel Engineering
City of Green Bay	Village of Allouez	GEI Consultants
City of Kaukauna	Village of Ashwaubenon	Mach IV Engineering &
City of Manitowoc	Village of Bellevue	Surveying
City of Marinette	Village of Combined Locks	Martenson & Eisele
City of Menasha	Village of Eden	McMAHON Group
City of Neenah	Village of Fox Crossing	Mead & Hunt
City of Oshkosh	Village of Greenville	MSA Professional Services
City of Two Rivers	Village of Harrison	raSmith
	Village of Hobart	Robert E. Lee Associates
Town of Algoma	Village of Howard	Ruekert & Mielke
Town of Black Wolf	Village of Kimberly	Westwood Professional
Town of Buchanan	Village of Little Chute	Services
Town of Clayton	Village of N. Fond du Lac	
Town of Empire	Village of Sherwood	
Town of Fond du Lac	Village of Suamico	



**Renew
Our Waters**
Every choice counts.

ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES

MCM #1 PUBLIC EDUCATION & OUTREACH

Topic #1: Illicit Discharge Detection & Elimination

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Carpet Cleaning Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Professional-Carpet-Cleaning.pdf
Carpet Cleaning Website	http://www.renewourwaters.org/carpet-cleaning-2/
Carpet Cleaning Website Updated	https://fwwa.org/2023/01/18/carpet-cleaning/
Greenhouses, Garden Centers, & Nurseries Fyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Garden-Centers.pdf
Professional Power Washing Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Power-washing-for-the-professional-washer.pdf
Power Washing Website	http://www.renewourwaters.org/power-washing/
Concrete Washout Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Concrete-Washout.pdf
Construction Site Erosion & Sediment Control	http://www.renewourwaters.org/wp-content/uploads/2019/07/Construction-BMPs-Erosion-Sediment-Control.pdf
Dumpster Management Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Dumpster-Management-bilingual-pamphlet.pdf
Dumpster Managment Poster	https://drive.google.com/file/d/1736Sg155_XWFND0kH4nHq1MQowgiuD8_/view?usp=sharing
Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Parking-Lot-BMP.pdf

***Did you have inspectors in your community stop by any businesses this year?
Did they do illicit discharge inspections and meet with area businesses about illicit discharge?
If so, you can record those interactions as active outreach.***

MCM #1 PUBLIC EDUCATION & OUTREACH

Topic #1: Illicit Discharge Detection & Elimination

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2015/04/Parking-Lot-BMP.pdf
Winter Parking Lot Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/11/Parking-Lot-Maintenance-Winter-BMPs.pdf
Fish Don't Swim in Chlorine Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Pool-Spa-Discharge.pdf
Fish Don't Swim in Chlorine Website	http://www.renewourwaters.org/pools-and-spas/
Fish Don't Swim in Chlorine Website Updated	https://fwwa.org/2023/01/18/fish-dont-swim-in-chlorine-2/

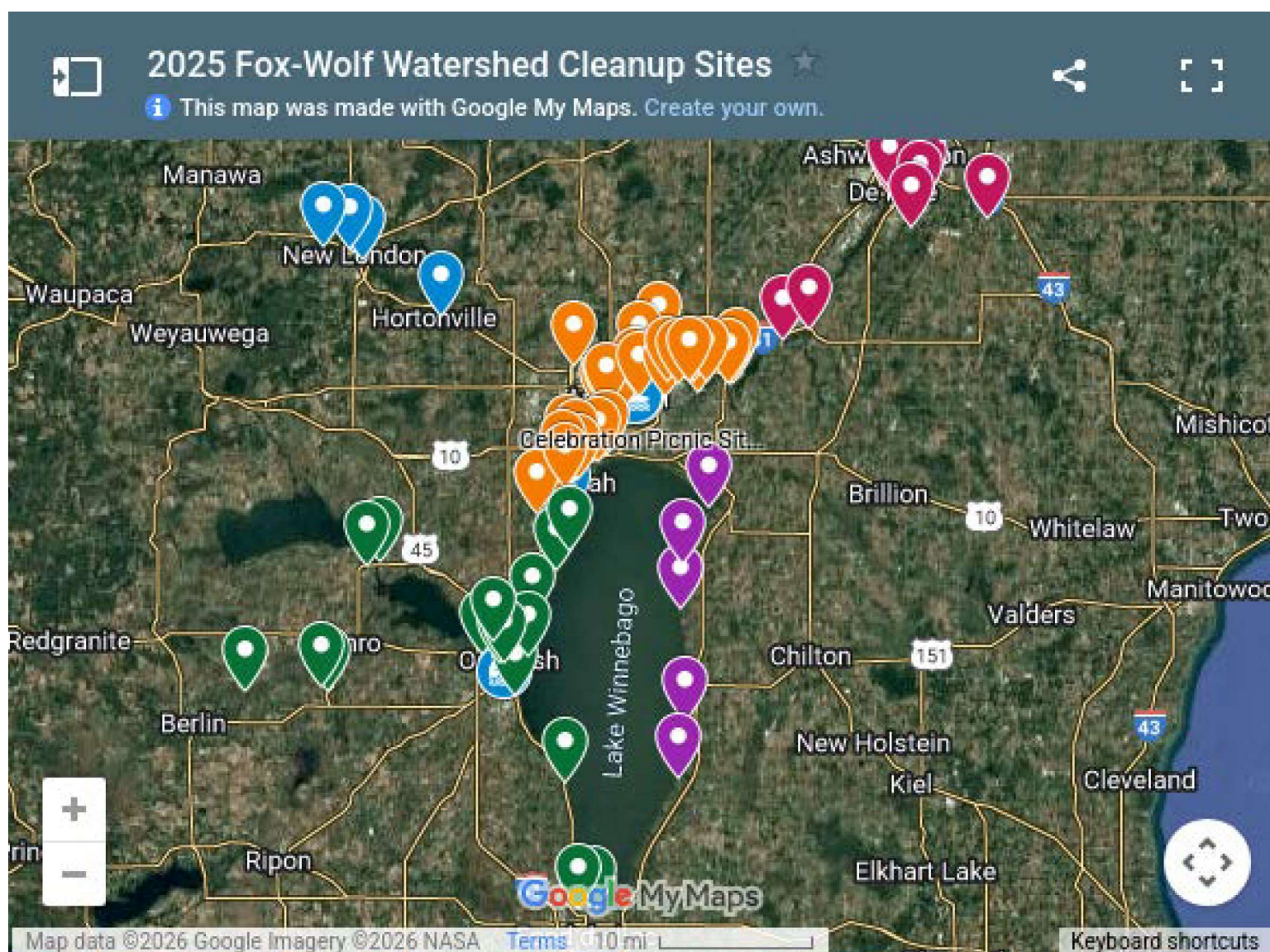


***Does your community require a permit for swimming pools?
Did someone provide in person education on maintaining and draining the pool in the permit office?
If so, you can record those interactions as active outreach.***

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: ANNUAL WATERSHED CLEANUP - IDDE EDUCATION FOR VOLUNTEERS

Fox-Wolf Watershed Alliance hosted Northeast Wisconsin's largest volunteer trash cleanup May 3rd, 2025. We continue to add sites every year. Over 1,745 volunteers joined us in 2025 to clean up over 75 public sites in our watershed. Volunteers started the morning by meeting at their assigned sites with their site leaders. They learn about trash collection and pollution (illicit discharge) in addition to how to properly retrieve, collect, and dispose of it. After the cleanup, trash weights are totaled and volunteers join us for our annual Cleanup Picnic. Fox-Wolf staff work the event to assist in the fun activities, but also to interact and educate the participants.

There are 75+ cleanup sites located along the Fox River, the Wolf River, Lake Butte des Morts, Lake Winnebago, Lake Winneconne, the East River, the bay of Green Bay, and more throughout the Fox-Wolf River Basin. If your community would like a site added for 2026, contact us via email (CleanUp@fwwa.org). Sites should have public access. Communities are asked to provide a site leader for the 1st year.



***Additional data and volunteer trash totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: ANNUAL WATERSHED CLEANUP - IDDE EDUCATION FOR VOLUNTEERS CONTINUED

Total number of active education participants by community

Municipality	Number of Volunteers
Allouez	26
Appleton	247
Brown County	101
Calumet County	22
Combined Locks	35
De Pere	33
Fond du Lac	65
Fox Crossing	18
Grand Chute	9
Green Bay	155
Hortonville	57
Howard	21
Kaukauna	98
Kimberly	64
Ledgeview	40
Little Chute	67
Menasha	82
Neenah	198
New London	14
Oshkosh	186
Sherwood	42
Winnebago County	75
Winneconne	40
Wrightstown	13



NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2025/2026 CHLORIDE MONITORING - IDDE EDUCATION FOR VOLUNTEERS

Chloride volunteers were trained and received active participation education. During trainings, participants learned about chlorides and their impact on our waterways, proper winter salting/maintenance practices, and how to collect and submit chloride data. Documentation numbers are below and detailed data and photos can be found on the Google Map.

[2025/2026 Google Maps of Volunteer Monitoring Locations](#)

Virtual/Online training recordings:

- Salt Watch Training:
 - <https://drive.google.com/file/d/14CF36B9V9AwARWmhXdDaniQX5uGIndzj/view?usp=sharing>
- How to Submit Data:
 - <https://drive.google.com/file/d/1EEGU8TYjXEwN9zVdLmP9T6O-lwcoOEph/view?usp=sharing>

Total number of active education participants by community

Municipality	Number of Active Education Volunteers
Brown County	1
Calumet County	2
City of Appleton	8
City of De Pere	3
City of Fond du Lac	2
City of Green Bay	3
City of Neenah	8
City of Menasha	7
City of Oshkosh	3
Outagamie County	1

Municipality	Number of Active Education Volunteers
Village of Greenville	1
Village of Kimberly	1
Winnebago County	4



***Additional data and volunteer totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Household Hazardous Waster Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Household-Hazardous-Waste.pdf
Hazardous Waste Website	https://www.renewourwaters.org/household-hazardous-waste-3/
Household Hazardous Waste Website Updated	https://fwwa.org/2023/01/18/household-hazardous-waste/
Carpet Cleaning Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/carpet-cleaning.pdf
Carpet Cleaning Website	http://www.renewourwaters.org/carpet-cleaning-2/
Carpet Cleaning Website Updated	https://fwwa.org/2023/01/18/carpet-cleaning/
Kids Can Help Too Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Kids-can-help-too.pdf
Kids Can Help Too Website	http://www.renewourwaters.org/kids-can-help-too-3/
Kids Can Help Too Website Updated	https://fwwa.org/2023/01/18/kids-can-help-too/
Good Dog, Good Owner Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Good-Dog-Good-Owner.pdf
Good Dog, Good Owner Website	http://www.renewourwaters.com/our-pets-our-waters/
Good Dog, Good Owner Website Update	https://fwwa.org/2023/01/18/good-dog-good-owner/
Good Dog, Good Owner Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/Good-Dog-Good-Owner-Web-Ready.png

***Did you exhibit or do any community presentations that hit on these topics?**

If so, you can record those interactions as active outreach.

Did you issue dog licenses? If you did, and you talked with residents about proper pet waste management, you can claim that interaction as active education.

Did you host a household hazardous waste collection day? If you did, and you talked with residents about impacts of improper disposal, count this as active outreach.

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing Continued

Power Washing Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Power-Washing-Home.pdf
Power Washing Website	http://www.renewourwaters.org/power-washing/
Fish Don't Swim in Chlorine Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Pool-Spa-Discharge.pdf
Fish Don't Swim in Chlorine Website	http://www.renewourwaters.org/pools-and-spas/
Fish Don't Swim in Chlorine Website Updated	https://fwwa.org/2023/01/18/fish-dont-swim-in-chlorine-2/
Vehicle Maintenance Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Vehicle-Maintenance.pdf
Vehicle Maintenance Website	http://www.renewourwaters.org/vehicle-maintenance-2/
Vehicle Maintenance Website Updated	https://fwwa.org/2023/01/18/vehicle-maintenance/
Car Washing Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/Car-on-GrassSM.jpg

In 2023, we started to update and reformat content. If you did not see our new website for Renew Our Waters, please check it out. There is still content being added in 2026.

<https://fwwa.org/what-we-do/renew-our-waters/>

Additionally, NEWSC educational flyers can be found through the member portal.

<https://fwwa.org/what-we-do/newsc/newsc-member-resources/>



***Did you exhibit or do any community presentations that hit on these topics?
If so, you can record those interactions as active outreach.**

Do you issue permits for pools? If you do, and you talked with residents about pool or spa discharge, you can claim that interaction as active education.

Topic #3: Yard Waste Management/Pesticide and Fertilizer Application

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.



Leave Your Leaves on Land Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Leave-Your-Leaves-on-Land.pdf
Leave Your Leaves on Land Website	http://www.renewourwaters.org/leave-your-leaves-on-land/
Leave Your Leaves on Land Website Updated	https://fwwa.org/2023/09/26/leaveyourleavesonland/
The Perfect Lawn Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Perfect-Lawn.pdf
The Perfect Lawn Website	https://www.renewourwaters.org/the-perfect-lawn-3/
Perfect Landscapes Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Pefect-Landscape-7.9.19.pdf
Perfect Landscapes Website	http://www.renewourwaters.org/the-perfect-landscape/
Perfect Landscapes Website Updated	https://fwwa.org/2023/01/18/the-perfect-landscape/
Kids Can Help Too Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/Kids-can-help-too.pdf
Kids Can Help Too Website	http://www.renewourwaters.org/kids-can-help-too-3/
Kids Can Help Too Website Updated	https://fwwa.org/2023/01/18/kids-can-help-too/

***Did you exhibit or do any community presentations that hit on these topics?**

If so, you can record those interactions as active outreach.

Do you have a yard waste disposal site or require a permit/pass? If you do, and you talked with residents about yard waste management, you can claim that interaction as active education.

Topic #3: Yard Waste Management/Pesticide and Fertilizer Application Continued

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Ice & Snow Control Flyer	https://drive.google.com/drive/search?q=ice%20and%20snow%20control
Ice & Snow Control Website	http://www.renewourwaters.org/ice-and-snow-control-3/
Ice & Snow Control Infographic	https://drive.google.com/file/d/1kNnGHQSAclZm139ArXbdtKbxfz-YPPRa/view
Sweep Grass Clippings Infographic	https://drive.google.com/drive/folders/1ImwXMbKYIyJrdziluL18nMOFS6EhJiSv

***Did you exhibit or do any community presentations that hit on these topics?
If so, you can record those interactions as active outreach.**



In 2023, we started to update and reformat our content. If you did not see our new website for Renew Our Waters, please check it out. There is still content being added in 2026. Please note, the links to the previous Renew Our Waters website will become inactive in the future.

<https://fwwa.org/what-we-do/renew-our-waters/>

Additionally, NEWSC educational flyers can be found through the NEWSC member portal.

<https://fwwa.org/what-we-do/newsc/newsc-member-resources/>

Topic #4: Stream and Shoreline Management

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Restore Your Shore Flyer	https://drive.google.com/file/d/1Qcel0qumtuyfu204Qg9kMFa1BSZjb4DA/view?usp=sharing
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***Did you meet with homeowners to educate them on streambank erosion and BMPs to reduce erosion? You can record these discussions as active outreach.**

Topic #5: Residential Infiltration

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Rain Barrel Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/04/Rain-Barrels-Handout.pdf
Rain Barrel Website	http://www.renewourwaters.org/rain-barrels/
Rain Barrel Website Updated	https://fwwa.org/2023/01/18/rain-barrels-2/
The Perfect Lawn Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Perfect-Lawn.pdf
The Perfect Lawn Website	https://www.renewourwaters.org/the-perfect-lawn-3/
Perfect Landscape Flyer	http://www.renewourwaters.org/wp-content/uploads/2019/07/The-Pefect-Landscape-7.9.19.pdf
Perfect Landscape Website	http://www.renewourwaters.org/the-perfect-landscape/
Perfect Landscape Website Updated	https://fwwa.org/2023/01/18/the-perfect-landscape/
Grass Clippings Infographic	http://www.renewourwaters.org/wp-content/uploads/2019/07/grassclippingsROW.jpg

***Did you host a rain barrel workshop? If so, claim active outreach for this topic.**

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2025 WINTER SOW VOLUNTEERS - STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

Volunteers joined Fox-Wolf staff building mini greenhouses, utilizing milk jugs to grow native plants. Participants were able to keep what they want from the plants they grew and any extra plants were or will be used in restoration projects for the Winnebago Waterways Program at Fox-Wolf Watershed Alliance. During the event, volunteers were also educated on the benefits of native plants on shorelines, streams, and infiltration on our landscapes.

Winter Sowing Hack: Grow Native Plants and Protect Water Quality Video:

<https://www.youtube.com/watch?v=1t-PzjC9mL4>

2025 Winter Sow Workshop:
Jan 25th, 2025
Neenah Public Library
240 E Wisconsin Ave, Neenah, WI 54956

Total number of active education participants by community

Municipality	Number of Volunteers
City of Appleton	6
City of Green Bay	2
Village of Greenville	3
City of Kaukauna	3
City of Menasha	2
City of Neenah	14
Village of Shawano	2



***Additional data and volunteer totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

NEWSC ACTIVE PRESENTATION DELIVERY ON BEHALF OF MEMBERS: 2025 SHORELINE RESTORATION VOLUNTEERS- STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

Volunteers joined Fox-Wolf staff at shoreline planting sites. They learned about the native plants utilized, why they are important, and the benefits they provide. A highlight of this volunteer opportunity was discussing how shoreline plantings and management reduce erosion, stormwater runoff, increase infiltration rates, and more.

Shoreline Management & Restoration Page:

<https://fwwa.org/where-we-work/winnebago-waterways-2/shoreline-restoration-program/>

Total number of active education participants by community

Each row is one volunteer with their number of volunteers hours in the second column.

Municipality	Hours of Volunteering
City of Appleton	6
City of Fond du Lac	9
City of Fond du Lac	6
City of Oshkosh	18
City of Oshkosh	18
City of Oshkosh	18
City of Oshkosh	6
City of Oshkosh	3
City of Oshkosh	3
Town of Omro	3
Winnebago County	3



***Additional data and volunteer totals can be found under
MCM #2 Public Involvement and Participation (Volunteer Activities)**

Topic #6: Construction Sites/Post Construction Stormwater Management

The resources below were created by NEWSC and are available for NEWSC members to print and mail out to local businesses, share on social media, or make available to residents by printing and displaying them at the office or another public venue. If used in the in the manner above: Delivery Mechanism would be passive.

Stormwater & the Construction Industry Poster	http://www.renewourwaters.org/wp-content/uploads/2019/07/Construction-BMPs-Erosion-Sediment-Control.pdf
Erosion & Sediment Control Pocket Field Guide	https://drive.google.com/file/d/1TBtgl61znizXDZyLoDRVRVNHxThD40kH/view?usp=sharing

***Did you have active discussions regarding construction site erosion control? If you used these materials or other educational materials and had meetings/trainings (even 1 on 1 meetings with builders/contractors/inspectors), then you can record that interaction as active outreach.**

This training may have included the NEWSC Excal Video below.

Excal Visual Videos on Erosion Control available for member checkout in 2026.

"Ground Control" – Stormwater for Construction BMPs

This employee training kit is designed to show employees how erosion, sediments and other potential surface water pollutants are controlled at construction sites. The program focuses on Best Management Practices (BMPs) that are widely used at most construction sites including: silt fence, stabilized entrances/exits, drop inlet protectors and others. The program illustrates how these BMPs work and how they can fail. (14 minutes)

Click here to preview from Excal Visual's site:

<https://www.excalvisual.com/ground-control-extended-preview>

BMP Master List

The purpose of the Stormwater Quality Management BMP master list is to allow MS4 and Public Works managers to easily search available stormwater and erosion control BMPs based on target pollutants, WDNR Technical Standards, and keywords. The master list provides insight into the benefits and limitations of each BMP, allowing the user to have a brief understanding of each device to help guide decision making when implementing or reviewing projects. The spreadsheet can be found on the NEWSC member resources page on newsc.org and [HERE](#).

Model Ordinance Reference Guides

NEWSC's Construction Site Erosion Control Reference Guide and Post-Construction Pollution Control Reference Guide – the companion documents to NEWSC's model ordinances – are being updated. With the permit delay since 2024, these will be updated when the new permit is released by WDNR and will be available for use. Members should utilize the current versions of the documents until the new permit is enacted. The documents can be found on the NEWSC member resources page on newsc.org.

TOPIC #7: POLLUTION PREVENTION

The resources below were created by NEWSC and are available for NEWSC members to print and post by time clocks for training municipal staff. If used in the manner above: Delivery Mechanism would be passive.

Fleet Maintenance	https://drive.google.com/file/d/1fIRY40S5nhHZU_7clwGTHtDfwgLt7wbu/view?usp=sharing
Land Disturbances	https://drive.google.com/file/d/1VujZccTojAWZhjVcp4e6A9HytWjVAkGu/view?usp=sharing
Materials Storage and Spill Cleanup	https://drive.google.com/file/d/1J_2_SuMYXwmOsqdpsdIINR_0kIj3qKMu/view?usp=sharing
Parks and Ground Maintenance	https://drive.google.com/file/d/14r436EKrJM44x_iPgioWxFrspmqbTVAq/view?usp=sharing
Solid Waste Operations	https://drive.google.com/file/d/1r2gimtAsRanIpxSCevFntWMJwI5Z5tMS/view?usp=sharing
Street and Drainage Maintenance	https://drive.google.com/file/d/1KtkoiyMCIPVBhv5VOhYERUIrH52NFXo/view?usp=sharing

Municipal Staff PSAs

Mowing	https://drive.google.com/file/d/1h-tz-pzbTow-xMelISeG30YkN_L-uERr/view?usp=drive_link
Leaf Collection	https://drive.google.com/file/d/1ZSndB33w39XudANHWeTFRcaRjqaP144C/view?usp=sharing
Salt, Brine, & Sand	https://drive.google.com/file/d/1W8GWi9CTSSd1NbzfS2UQp5rxSXYea_P/view?usp=sharing

*Did you have active pollution prevention trainings? If you used these materials or other educational materials and had meetings/trainings, then you can record that interaction as an active outreach.

These trainings may have included the NEWSC Excel Videos.

Did you talk about any of the Municipal Staff PSAs with employees, at a team meeting, or during a “tool box talk”?

Did you have staff watch any of the NEWSC recorded trainings that are linked on the [NEWSC Member Resources Page](#) under the Miscellaneous Presentations and Workshops section? This can be counted toward staff training as well.

Topic #7: Pollution Prevention Continued

Excal Visual Videos on Pollution Prevention available for member checkout.

"Rain Check" - Stormwater Pollution Prevention for MS4s

Regulated municipalities and other municipal separate storm sewer system (MS4) operators must prevent pollutants from entering their storm drainage systems. One element of this requirement is preventing stormwater pollution by municipal facilities such as fleet maintenance shops, bus barns, sanitation facilities, parks and street sweeping operations. This program shows employees how to practice good housekeeping, spill response, materials management, vehicle fueling and washing and the other BMPs profiled in the "National Menu". (Program versions run between: 19 -and up to- 31 minutes)"

Click here to preview from Excal Visual's site:
<https://www.excalvisual.com/swrc-extended-preview>

"Storm Warnings" - Stormwater Pollution Prevention

This training kit is designed to provide general awareness training to employees and contractors about stormwater pollution prevention. It describes Best Management Practices (BMPs) that are useful and important at a wide range of regulated facilities. It covers good housekeeping and other BMPs that help protect stormwater run-off. The kit includes a template to guide the trainer through creating site specific training to use in addition to the general training in the video. (18 minutes)

Click here to preview from Excal Visual's site:

<https://www.excalvisual.com/storm-warning-extended-preview>

[Staff and Public Training Materials Check Out Form](#)

Check Out/Borrow:

- EnviroScape Model
- Floodplain Model
- Stormwater Plinko Game
- Stormwater Pollutants "Find it Jars"
- Wheel of Pollution
- Cleanup Trash Grabbers
- Stormwater BMP Outdoor "Raindrop Banner"
- "Rain Check" - Stormwater Pollution Prevention for MS4s Video
- "Ground Control" - Stormwater for Construction BMPs Video
- "Storm Warnings" - General Stormwater Pollution Prevention Videos

Did you do any other Pollution Prevention trainings with staff in 2025?

MUNICIPAL STAFF PSA: SALT, BRINE, & SAND

Salt	Brine	Sand
- Minimum application range is a pavement temperature of 15-20°F and above. - Many salts today include a de-icing agents to increase its effectiveness at lower temperatures. - Municipalities try to reduce salt application to decrease its impact on the environment. - They report their salt usage to WDNR	- Wetting roads with liquid brine before a storm helps to prevent the bond of snow and ice to the roads. - Brining or pre-wetting helps: - Salt stick to a roadway - Activates the chemical reaction that melts snow and ice	- Sand can be used for traction control however - Abrasives are easily displaced from road traffic - Have no ice melting properties - Adds sediment to waterways - Factoring in higher application rates, frequency, cost of sweeping and disposal, sand costs more than salt does.

Did you know?

Salt is a permanent pollutant and cannot be removed once it gets into our waterways. It only takes 1 teaspoon of salt to pollute 5 gallons of water to a level that is toxic for freshwater ecosystems. We can all work together to use the right amount of salt!

TOPIC #8: GREEN INFRASTRUCTURE/LOW IMPACT DEVELOPMENT

NEWSC will be gathering resources for members to use going forward in 2026.

***Did you have active discussions with elected officials or developers about low-impact residential design? If you held meetings/trainings, or provided presentations on the topic, then you can record that interaction as an active outreach.**

ACTIVE OUTREACH THAT COVERS MULTIPLE TOPICS

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

2025 School Presentations

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	YES
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



2025 School Presentations Continued

The following presentations were provided in classrooms or virtually in NEWSC communities throughout the Fox-Wolf River Basin in 2025. These lessons covered watershed basics, how we use water, water quality, stormwater runoff pollution, floodplains, water quantity issues, green infrastructure, and tips for students and parents for reducing and preventing polluted stormwater runoff. Tools used for providing this education include: EnviroScape model, Ward's Floodplain model, stormwater find-it jars, stormwater runoff plinko, and templates for designing storm drain murals.

Name of School/School Event	Address	Date of Presentation	Number of Approximate Reach
Freedom	N4021 Cty Rd E, Freedom, WI 54130	9/24/2025	111
Xavier Middle School	2626 N Oneida St, Appleton, WI 54911	9/24/2025	97
Hortonville Middle School	220 Warner St, Hortonville, WI 54944	9/23/2025	100
Mount Olive Lutheran	930 E Florida Ave, Appleton, WI 54911	9/23/2025	29
St Paul Lutheran Elementary School	225 E Harris St, Appleton, WI 54911	9/23/2025	28

Outagamie County Conservation Field Days

- 9/23/2025; approximate reach 157
- 9/24/2025; approximate reach 208



NEWSC sent out a large school mailing to schools in NEWSC member communities at the end of 2025. More school presentations will be scheduled and held in 2026.

2025 NEWSC Exhibiting

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	NO
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



Did your community table at any local events and educate the public?
Do you have a sustainability board who exhibiting locally and covered stormwater topics?

2025 Exhibiting

Municipality	Date	Number of Contacts
City of Appleton	1/23/2025	20
City of Oshkosh	1/25/2025	60
Village of Ashwaubenon	2/19/2025	59
Town of Grand Chute	4/22/2025	30
Town of Neenah	4/22/2025	5
Village of Fox Crossing	4/22/2025	10
City of Appleton	4/22/2025	55
Town of Fond du Lac	4/26/2025	30
Town of Empire	4/26/2025	30
City of Fond du lac	4/26/2025	60
City of Appleton	6/20/2025	65
City of Appleton	6/21/2025	71
City of Green Bay	7/9/2025	151
City of Oshkosh	8/9/2025	120
University of Wisconsin Oshkosh	8/9/2025	20
Town of Grand Chute	9/6/2025	800
City of Oshkosh	10/11/2025	125
City of Green Bay	11/11/2025	14
City of De Pere	11/11/2025	14
City of Menasha	11/13/2025	100



NEWSC 2026-2027 Exhibiting List

NEWSC member communities are included in an annual exhibiting plan once during the 5 year permit cycle. Communities planned for 2026 and 2027 are listed below:

2026	2027
Calumet County	Fond du Lac County
City of De Pere	City of Green Bay
City of Marinette	City of Menasha
Town of Algoma	Town of Black Wolf
Town of Friendship	Town of Grand Chute
Town of Scott	Town of Taycheedah
Village of Ashwaubenon	Village of Bellevue
Village of Greenville	Village of Harrison
Village of Little Chute	Village of North Fond du Lac
Township of Empire	

To ensure your space is reserved NEWSC members must:

1. **Contact the Outreach Coordinator by March 30** of the year you are scheduled with the name of the event, date of the event, and the contact information for the event organizer that you would like the Outreach Coordinator to be a part of.
2. Work with the Outreach Coordinator and the event organizer to ensure acceptance of NEWSC participation at the event. The NEWSC member must pay any exhibiting fees (if applicable) for the event. For most community events, NEWSC members are able to coordinate with the event host for a free exhibiting space, if the event chosen does not waive exhibiting fees for the community, those fees are the responsibly of the NEWSC member.

If communities do not schedule the Outreach Coordinator to participate by March 30, invitations to the Outreach Coordinator from other communities for events will be entertained and all will be accepted as time is available on a first come first serve basis. If the Outreach Coordinator is unable to exhibit in your community due to workload or date of event, NEWSC members may check out exhibiting materials from NEWSC. Promotional materials will be provided as part of the exhibiting display if NEWSC has promotional items to hand out.



ELECTED OFFICIAL EDUCATION VIDEO

NEWSC created an elected official education video. Depending on how your community utilized this resource, you could mark it as passive or active education.

<https://www.youtube.com/watch?v=GSqvr7YV2mQ&t=295s>

***Did you have active discussion with elected officials or developers about low impact residential design? If you had meetings/trainings or provided presentations on the topic, then you can record that interaction as an active outreach.**

VIDEO COVERS MULTIPLE TOPICS

The presentations and exhibiting events on the pages that follow can count towards active delivery of any of the topics identified in the table associated with the presentation.

2025 Video Education

Stormwater Topic:	Discussed?	Stormwater Topic:	Discussed?
Illicit Discharge Detection & Elimination	YES	Residential Infiltration	YES
Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing	YES	Construction Sites and Post Construction Stormwater Management	YES
Yard Waste Management/Pesticide and Fertilizer Application	YES	Pollution Prevention	YES
Stream and Shoreline Management	YES	Green Infrastructure/Low Impact Development	NO



PASSIVE OUTREACH THAT COVERS MULTIPLE TOPICS

NEWSC Media Continued by Topic

Topic #1: Illicit Discharge Detection & Elimination

2025 Totals

Facebook:
Likes: 1656
Shares: 416
Views: 35,000+
Followers: 3,422

Topic #1 Total

Facebook:
Likes: 1,281
Shares: 336
Views: 15,000+

Date	Topic	Likes	Shares	Link
1/6/2025	Salt Week	34	56	https://www.facebook.com/WISaltWise/post
1/8/2025	Watershed Moments	7	1	https://www.facebook.com/share/p/1BxL6kjAib/
1/18/2025	Salt Blog	6	1	https://www.facebook.com/share/p/1BxoCXCG6H/
1/21/2025	Watershed Moments	5	1	https://www.facebook.com/share/p/1DjH4XRuKi/
1/23/2025	Trash	11	3	https://www.facebook.com/share/p/1AqFf91NVN/
1/27/2025	Salt Week	5	6	https://www.facebook.com/share/p/1AbEkyBSGV/
1/28/2025	Salt Week	4	3	https://www.facebook.com/share/p/1CBDah6G6d/
1/29/2025	Salt Week	5	1	https://www.facebook.com/share/p/14YmF8SsaKG/
1/30/2025	Salt Week	1	0	https://www.facebook.com/share/p/1C37icMmAb/
1/31/2025	Chloride Monitoring	2	1	https://www.facebook.com/share/p/1WB6ZmKD2f/
2/4/2025	Municipal Salt	4	2	https://www.facebook.com/share/p/1AG7EN12hV/
2/24/2025	Cleanup Promo	205	49	https://www.facebook.com/share/p/1AdbjBNAp3/
2/27/2025	Cleanup Promo	3	3	https://www.facebook.com/share/p/16arSk3j9U/
3/1/2025	Cleanup	11	5	https://www.facebook.com/share/p/19frWej2hC/
3/5/2025	Cleanup Success	9	11	https://www.facebook.com/share/p/1C9F1tyhj3/

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #1: Illicit Discharge Detection & Elimination Continued

Facebook:
Likes: 1,281
Shares: 336
Views: 15,000+

Date	Topic	Likes	Shares	Link
3/15/2025	Cleanup	25	5	https://www.facebook.com/share/p/1AKCmk3E1Z/
4/1/2025	Preseason Pick-Up	32	8	https://www.facebook.com/share/v/1C9Dg3mhEn/
4/2/2025	Preseason Pick-Up	8	1	https://www.facebook.com/share/r/1QPcW65v1F/
4/10/2025	Cleanup Promo	11	5	https://www.facebook.com/share/p/17vkKJVQET/
4/22/2025	Earth Day & Cleanup	37	3	https://www.facebook.com/share/p/1AS38QYeGY/
4/30/2025	Erosion Control	15	0	https://www.facebook.com/share/p/14TU29D5xyd/
5/2/2025	Cleanup Count Down	24	6	https://www.facebook.com/share/p/14ZrC9P35DS/
5/3/2025	Trash Totals	49	0	https://www.facebook.com/share/p/16tvK5qVfT/
5/4/2025	Cleanup Success	69	8	https://www.facebook.com/share/p/1CxbMwEo7J/
5/5/2025	Cleanup Success	48	2	https://www.facebook.com/share/p/1BbZhmKV6U/
5/12/2025	Cleanup Totals	32	5	https://www.facebook.com/share/p/1BtvUZ8763/



Highlighted Post - Preseason Pick-Up. Over 6,500 views on this post!

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #1: Illicit Discharge Detection & Elimination Continued

Facebook:
Likes: 1,281
Shares: 336
Views: 15,000+

Date	Topic	Likes	Shares	Link
6/2/2025	Storm Drains	11	9	https://www.facebook.com/share/p/17zHbB1rT5/
6/10/2025	Firework Disposal	65	34	https://www.facebook.com/share/p/182No8CaHK/
6/26/2025	Firework Disposal	5	5	https://www.facebook.com/share/r/1Cv6kucfwY/
7/4/2025	Firework Disposal	6	1	https://www.facebook.com/share/r/1GHjEGj4Yh/
7/18/2025	Happiest Hour	95	11	https://www.facebook.com/share/p/1D95UUusb8/
9/8/2025	Stormwater Week	8	5	https://www.facebook.com/share/p/1D7PYryYj4/
9/15/2025	Stormwater Week	11	7	https://www.facebook.com/share/p/1BnrGUTijt/
9/19/2025	Stormwater Week	3	1	https://www.facebook.com/share/p/1CCnP7yZGW/
9/22/2025	Stormwater Week	4	3	https://www.facebook.com/share/p/1Ajn9BjlCC/
9/24/2025	IDDE	3	1	https://www.facebook.com/share/p/1DNGYmEZR8/
9/29/2025	Chlorine	3	1	https://www.facebook.com/share/p/1H96ffS4Jn/
9/30/2025	Stormwater Ponds	25	2	https://www.facebook.com/share/p/17sgNAj9ra/



More than 2,500 Views on 4th of July firework posts!

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #1: Illicit Discharge Detection & Elimination Continued

Facebook:

Likes: 1,281

Shares: 336

Views: 15,000+

Date	Topic	Likes	Shares	Link
10/18/2020	General Water Quality	46	3	https://www.facebook.com/share/r/1DWUMAXpPc/
10/22/2025	Chloride Monitoring	28	6	https://www.facebook.com/share/p/1737D95i2x/
10/28/2025	Chloride Monitoring	5	2	https://www.facebook.com/share/p/1F16bG7pPy/
11/3/2025	Snow & Salt	2	2	https://www.facebook.com/share/p/16skitCCTY/
11/10/2025	Salt Webinar	6	0	https://www.facebook.com/share/p/17sGRRQUkh/
11/11/2025	Street Sweeping	4	0	https://www.facebook.com/share/v/1HZpN2gzg7/
11/19/2025	Bioswales	7	0	https://www.facebook.com/share/p/1ABNFctDuz/
11/24/2025	Salt	56	23	https://www.facebook.com/share/p/17vpxEygGM/
11/25/2025	Chloride Volunteers	1	0	https://www.facebook.com/share/p/1D372Rig3n/
11/28/2025	Chloride Volunteers	167	19	https://www.facebook.com/share/p/14P7ge6VzDk/
12/11/2025	What is a Watersehd	11	7	https://www.facebook.com/share/p/1FzkTfj8ER/
12/18/2025	What is a Watersehd	12	0	https://www.facebook.com/share/p/1HLZEE2he7/
12/22/2025	Salt Quiz	20	4	https://www.facebook.com/share/p/1FfzqTV1ge/
12/23/2025	What is a Watersehd	5	0	https://www.facebook.com/share/p/1CGZxYwexh/
12/28/2025	Winter Watershed Wins	10	4	https://www.facebook.com/share/p/14XZE7qkYp5/

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media by Topic

Topic #2: Household Hazardous Waste Disposal/Pet Waste Management/Vehicle Washing

Topic #2 Total

Facebook:

Likes: 30

Shares: 10

Date	Topic	Likes	Shares	Link
5/24/2025	Foamy Water - Soaps	8	1	https://www.facebook.com/share/p/1DHzp47sTf/
7/30/2025	Foamy Water - Soaps	6	1	https://www.facebook.com/share/p/1AaUd1qygY/
8/8/2025	Vehicle Washing	5	3	https://www.facebook.com/share/p/1D2KyziuAF/
8/21/2025	Vehicle Maintenance	3	2	https://www.facebook.com/share/p/1CLj5VfZuJ/
8/30/2025	Vehicle Maintenance	3	2	https://www.facebook.com/share/p/1DBD4nKwas/
9/30/2025	Household Hazardous Waste	1	0	https://www.facebook.com/share/p/1GEGhitVY/
10/24/2025	Household Hazardous Waste	4	1	https://www.facebook.com/share/p/1AQ18XEoYw/



Did you create any posts about these topics and share on your community page?

If so, you can record those as passive outreach.

We don't always think of driving as a water issue... but just like everything else, it is! 🚗💧

Vehicle maintenance, car washing, and even quick trips to the store all play a role in stormwater pollution of our waters. [See more](#)

Like Comment Share

NEWSC Media by Topic

NEWSC Media by Topic

Topic #3: Yard Waste Management/Pesticide and Fertilizer Application

Topic #3 Total

Facebook:

Likes: 128

Shares: 34

Views: 1,750+

Date	Topic	Likes	Shares	Link
4/9/2025	Pesticides & Fertilizer Application	2	0	https://www.facebook.com/share/p/1Muzg7bzEk/
4/15/2025	Pesticides & Fertilizer Application	13	0	https://www.facebook.com/share/p/1GbySpoPGk/
4/16/2025	Grass, Pesticides, etc	5	0	https://www.facebook.com/share/p/1DQZLFAjhY/
4/27/2025	No Mow May	58	14	https://www.facebook.com/share/p/1AMf442bhx/
6/18/2025	HABs	4	3	https://www.facebook.com/share/p/17dCnQnWC2/
8/7/2025	HABs & Dogs	2	3	https://www.facebook.com/share/r/1GvQXsvvyV/
8/8/2025	HABs & Beach Closures	4	3	https://www.facebook.com/share/p/17icaW2VbN/
10/7/2025	Leaf Management	4	3	https://www.facebook.com/share/v/17haCMJRSw/
11/5/2025	Leaf Management	36	8	https://www.facebook.com/share/p/1C4WE37Vw8/



No Mow May vs. Low-Mow: What's Better for Your Yard?

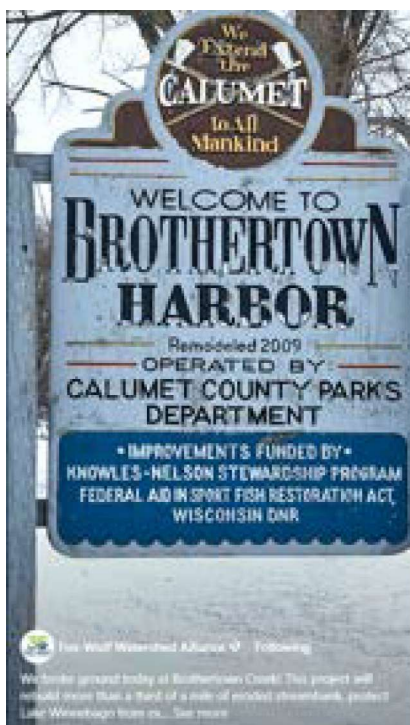
Before you skip mowing, learn why low-mow lawns may be better for pollinators, water quality, and your community—plus what to check locally first.

Fox-Wolf Watershed Alliance | Jul 16, 2025

Amazing Engagement!

***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

Date	Topic	Likes	Shares	Link
2/7/2025	Little Lake Butte Des Morts	9	2	https://www.facebook.com/share/p/1BSJz85ZE4/
3/22/2025	Shoreline Restoration	11	2	https://www.facebook.com/share/p/1DeGPjBdgb/
3/25/2025	Shoreline Restoration	5	0	https://www.facebook.com/share/p/1BBXNLumjZ/
3/26/2025	Water Levels	7	3	https://www.facebook.com/share/p/16ysV3BDtn/
3/28/2025	Water Levels	7	2	https://www.facebook.com/share/p/1BjgfYkeAe/
6/25/2025	Streambank Erosion	9	0	https://www.facebook.com/share/p/183CrDWmsT/
9/2/2025	Shoreline Restoration	7	2	https://www.facebook.com/share/v/1JLrfWxzLA/
9/23/2025	Shoreline Restoration	6	1	https://www.facebook.com/share/p/1Bx2u8aLRU/
12/9/2025	Streambank Restoration	102	15	https://www.facebook.com/share/r/14Y82hHerVb/
12/19/2025	Streambank Restoration	9	1	https://www.facebook.com/share/p/17hKp7v8Sz/



Over 18,000 Views!

The work will restore more than one-third of a mile of unstable bank, improving habitat for fish and aquatic life, reducing sediment and nutrient runoff, and helping the creek withstand heavy rains and flooding. Conservation practices like root wads, regraded slopes, and newly planted native vegetation will all play a role in stabilizing the site and supporting long-term health.

<https://fwwa.org/2025/12/09/were-breaking-ground-in-brothertown-brothertown-creek-streambank-restoration-begins/>

***Did you share any of these Facebook posts through your communities Facebook account?**

If so, you can record those as passive outreach.

Facebook:

Likes: 45

Shares: 8

Views: 300+

Date	Topic	Likes	Shares	Link
1/11/2025	Winter Sow	2	1	https://www.facebook.com/share/p/1HLXw5VU4G/
1/18/2025	Winter Sow Blog	6	1	https://www.facebook.com/share/p/1BxoCXCG6H/
2/21/2025	Native Plantings	5	0	https://www.facebook.com/share/p/1APvem3C95/
3/10/2025	Winter Sow Reel	3	0	https://www.facebook.com/share/r/1D119kqjyq/
3/12/2025	Winter Sow	5	1	https://www.facebook.com/share/p/1BeHhf2Lpx/
3/23/2025	Rain Barrels	11	3	https://www.facebook.com/share/p/1B3AHKxw5v/
4/21/2025	Earth Day Rain Barrels	9	1	https://www.facebook.com/share/p/1DJ9LKiQ3U/
11/30/2025	Winter Sow	1	1	https://www.facebook.com/share/p/1DcD6JSr7G/
12/24/2025	Winter Sow	3	0	https://www.facebook.com/share/p/1AaiprbM5j/



***Did you share any of these Facebook posts through your communities Facebook account?
If so, you can record those as passive outreach.**

NEWSC Media/News Coverage

The following sources of Media/News Coverage reach an estimated 100,000+ people and are a passive form of outreach/education.

Media Outlet	Topic	Publish Date	Link
Fox 11	Cleanup/IDDE	3/31/2025	https://fox11online.com/news/local/gallery/fox-wolf-watershed-alliance-seeks-volunteers-ahead-of-cleanup-dan-beckwith-chelsea-bishop-nfl-draft-outdoors-de-pere-river-voyageur-park-earth-day?photo=1
WFRV	Cleanup/IDDE	4/9/2025	https://www.wearegreenbay.com/news/sustainably-speaking/sustainably-speaking-fox-wolf-watershed-alliance-to-host-watershed-clean-up-event/
GB Press Gazette	Cleanup/IDDE	4/15/2025	https://www.greenbaypressgazette.com/story/news/local/2025/04/15/2025-nfl-draft-community-events-include-clay-matthews-earth-day-more/83096775007/
Civic Media	Cleanup/IDDE	4/17/2025	https://civicmedia.us/news/2025/04/17/fox-wolf-watershed-alliance-hosts-clean-up-before-nfl-draft
WFRV	Cleanup/IDDE	4/22/2025	https://www.wearegreenbay.com/tiletownsturn/nfl-verizon-local-group-gather-at-fox-river-trail-ahead-of-may-cleanup-event-to-get-a-headstart/
NBC26	Cleanup/IDDE	4/22/2025	https://www.nbc26.com/news/local-news/in-your-neighborhood/de-pere/everyone-can-do-something-earth-day-clean-up-along-fox-river
WFRV	Cleanup/IDDE	5/3/2025	https://www.wearegreenbay.com/news/local-news/volunteers-unite-at-70-sites-for-fox-wolf-watershed-cleanup-restoring-quality-to-water/
WFRV	Fall Garden Prep	9/17/2025	https://www.wearegreenbay.com/news/sustainably-speaking/sustainably-speaking-northeast-wisconsin-fall-garden-preparation-tips-and-suggestions/

Did any of your local news stations or papers do or write a story about your stormwater work?

NEWSC Media/News Coverage Continued

The following sources of Media/News Coverage reach an estimated 100,000+ people and are a passive form of outreach/education.

Media Outlet	Topic	Publish Date	Link
Fox 11	Shoreline Restoration	12/9/2025	https://fox11online.com/news/local/groundbreaking-held-for-project-to-serve-lake-winnebago-farmlands-and-water-quality-brothertown-creek-chilton-restoration-erosion-runoff-soil-fox-wolf-watershed-alliance-calumet-county-environmental-protection-agency
WFRV	Shoreline Restoration	12/9/2025	https://www.wearegreenbay.com/news/local-news/conservation-project-aims-to-improve-brothertown-creek-and-lake-winnebago-watershed/
WFRV	Smart Salting	12/17/2025	https://www.wearegreenbay.com/news/sustainably-speaking/sustainably-speaking-wisconsin-road-salting-techniques-to-limit-negative-water-impacts/



Sustainably Speaking: Wisconsin road salting techniques to limit negative water impacts

KIMBERLY, Wis. (WFRV) – Northeast Wisconsin had a cold start to December with 16 days below freezing, and that means ice. While it may be easy to add as much salt as one desires to icy surfac...

WFRV Local 5 / Dec 18, 2025

Did any of your local news stations or papers do or write a story about your stormwater work?

ANNUAL REPORT PART 2: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES

MCM # 2 PUBLIC INVOLVEMENT AND PARTICIPATION - VOLUNTEER ACTIVITIES

NEWSC Active Delivery on Behalf of Members:

Volunteer Event - Annual Watershed Cleanup May 3, 2025

Fox-Wolf Watershed Alliance continues to add sites every year. If your community would like a site added for 2026, contact us via email (CleanUp@fwwa.org). Sites should have public access. Communities are asked to provide a site leader for the 1st year.



2025 Trash total details can also be found at:

<https://fwwa.org/2025/05/12/2025-fox-wolf-watershed-cleanup-trash-totals/>



2025 Annual Cleanup Volunteer Totals by Community

Municipality	Number of Volunteers
Allouez	26
Appleton	247
Brown County	101
Calumet County	22
Combined Locks	35
De Pere	33
Fond du Lac	65
Fox Crossing	18
Grand Chute	9
Green Bay	155
Hortonville	57
Howard	21
Kaukauna	98
Kimberly	64
Ledgeview	40
Little Chute	67
Menasha	82
Neenah	198
New London	14
Oshkosh	186
Sherwood	42
Winnebago County	75
Winneconne	40
Wrightstown	13



Chloride Monitoring: Fall 2025/Winter 2026

Chloride volunteers were trained and received active participation education and volunteering participation. During trainings, participants learned about chlorides and their impact on our waterways, proper winter salting/maintenance practices, and how to collect and submit chloride data. Documentation numbers are below and detailed data and photos can be found on the Google Map.

[2025/2026 Google Maps of Volunteer Monitoring Locations](#)

Data: (data for internal use, volunteer information must be removed for any public use)

https://docs.google.com/spreadsheets/d/1NFcohszqygUqu8r_VhhQtuFD7R6rvoEDyofbOaq9GV8/edit?usp=sharing

Municipality	Number of Active Education Volunteers
Brown County	1
Calumet County	2
City of Appleton	8
City of De Pere	3
City of Fond du Lac	2
City of Green Bay	3
City of Neenah	8
City of Menasha	7
City of Oshkosh	3
Outagamie County	1
Village of Greenville	1
Village of Kimberly	1
Winnebago County	4



2025 WINTER SOW VOLUNTEERS - STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

Volunteers joined Fox-Wolf staff building mini greenhouses, utilizing milk jugs to grow native plants. Participants were able to keep what they want from the plants they grew and any extra plants were or will be used in restoration projects for the Winnebago Waterways Program at Fox-Wolf Watershed Alliance. During the event, volunteers were also educated on the benefits of native plants on shorelines, streams, and infiltration on our landscapes.

Winter Sowing Hack: Grow Native Plants and Protect Water Quality Video:

<https://www.youtube.com/watch?v=1t-PzjC9mL4>

2025 Winter Sow Workshop:
Jan 25th, 2025
Neenah Public Library
240 E Wisconsin Ave, Neenah, WI 54956

Total number of active education participants by community

Municipality	Number of Volunteers
City of Appleton	6
City of Green Bay	2
Village of Greenville	3
City of Kaukauna	3
City of Menasha	2
City of Neenah	14
Village of Shawano	2



2025 SHORELINE RESTORATION VOLUNTEERS- STREAM & SHORELINE MANAGEMENT & RESIDENTIAL INFILTRATION

Volunteers joined Fox-Wolf staff at shoreline planting sites. They learned about the native plants utilized, why they are important, and the benefits they provide. A highlight of this volunteer opportunity was discussing how shoreline plantings and management reduce erosion, stormwater runoff, increase infiltration rates, and more.

Shoreline Management & Restoration Page:

<https://fwwa.org/where-we-work/winnebago-waterways-2/shoreline-restoration-program/>

Total number of active education participants by community

Each row is one volunteer with their number of volunteers hours in the second column.

Municipality	Hours of Volunteering
City of Appleton	6
City of Fond du Lac	9
City of Fond du Lac	6
City of Oshkosh	18
City of Oshkosh	18
City of Oshkosh	18
City of Oshkosh	6
City of Oshkosh	3
City of Oshkosh	3
Town of Omro	3
Winnebago County	3



OTHER NEWSC EFFORTS:

Workshops and Trainings

NEWSC Erosion Control Workshop

NEWSC hosted an Erosion Control workshop to educate private contractors, private consultants, and municipal staff on erosion control practice. Topics covered included: environmental & regulatory compliance, requirements/permits, and installation, inspection, repairs, maintenance, and more. A field portion to a commercial, residential, and road active construction sites were included.

Agenda: <https://drive.google.com/drive/folders/1-xKdIdaJltn2tCcQplbaH-0B5IkfzGUJ>

April 29, 2025

8:00 am to 4:00 pm

Town of Grand Chute Town Hall

Name	Organization or Municipality	Name	Organization or Municipality
Daniel Faust	City of Appleton	Jordan Englebert	Ruekert-Mielke
Richard Hamlet	City of Appleton	Alanna Muller	Ruekert-Mielke
Nick Waldschmidt	City of Fond du Lac	Ryan Marshall	The Handy Husband LLC
Joe Bittner	City of Green Bay	Jason Loduha	Town of Algoma
Jon Humphrey	City of Green Bay	Dennis Jandrey	Town of Buchanan
Keeshawn Katers	City of Green Bay	Tyler DeBruin	Town of Grand Chute
Ciara Urbanek	City of Green Bay	Jason Tucker	Town of Grand Chute
Kyle Vander Loop	City of Green Bay	Morgan Tollard	Town of Ledgeview
Andrew Wick	City of Green Bay	Greg Potts	Town of Ledgeview
Tanner Matheny	City of Green Bay	Jr Lacy	Town of Ledgeview
Jonathon Paque	Davel Engineering	Cole Hendricks	Town of Ledgeview
Anthony Rozewski	Davel Engineering	Keven Tadeyeske	Town of Ledgeview
Jason Danen	Duquaine Development	Jacob Kraynin	Town of Ledgeview
Dave Wallace	Duquaine Development	Tenor Douglas	Town of Ledgeview
Nikki Raimer	Jacobs	Jason Gruetmacher	Village of Harrison
Mindy Metoxen	Martenson & Eisele	Eli Leitermann	Village of Kimberly
Richard Perschon	Martenson & Eisele	Bryan Blum	Village of Little Chute
Mike Dercks	Mi-Mar Builders	Dave Mattson	Village of Little Chute
Claire Ebben	Outagamie County	Rob Olkiewicz	Village of Little Chute
Brad Hartjes	ra Smith	MaKayla Erdmann	Westwood Professional

OTHER NEWS: EFFORTS:

Workshops and Trainings Continued

Outagamie County HWY Department, Fox-Wolf Watershed Alliance, & WI Salt Wise Winter Equipment Open House

This was a training for winter maintenance professionals who remove snow, apply roads salt, or maintain snow removal equipment. Attendees learned how using the right amount of salt can save time, budget, and our waters.

October 10, 2025

9:00 am to 11:00 am

1313 Holland Road, Appleton, Wi

Name	Organization or Municipality	Name	Organization or Municipality
Nick Kositzke	Appleton Area School District	Sydney Faestel	State Senate
Joe Sargent	Appleton Area School District	Lyle Byre	University Wisconsin Oshkosh
Greg Ebben	City of Appleton	Trevor Tanner	University Wisconsin Oshkosh
Glen Flemming	City of Appleton	Mike Martin	University Wisconsin Oshkosh
Matt Barnes	City of Appleton	Jacob Pickett	University Wisconsin Oshkosh
Josh Wranosky	City of Appleton	Bryce Manders	University Wisconsin Oshkosh
Kelly Much	City of Appleton	Scotty Siefert	University Wisconsin Oshkosh
Brian Hansen	City of Appleton	John Nennig	University Wisconsin Oshkosh
Anthony VanDaalwyk	City of Appleton	Zach Vossekuil	University Wisconsin Oshkosh
Randy Peters	City of Appleton	Tony Arellano	University Wisconsin Oshkosh
Lance Wilkinson	City of Appleton	Parker Mikulski	University Wisconsin Oshkosh
Cody Schmidt	City of Appleton	Jeremy Kamps	Village of Little Chute
Josh Karl	City of Kaukauna	Casey Verbruggen	Village of Little Chute
Eric Fischer	City of Kaukauna	Dan Kamps	Village of Little Chute
Riley Brochtrup	City of Kaukauna	Tyler Nechodom	Village of Little Chute
Jerrod Butteris	City of Kaukauna	Alex Ploor	Village of Little Chute
Pete Nelson	City of Kaukauna	Brady Propson	Village of Little Chute
Kyle Rich	City of Kaukauna	Zach Gussert	Village of Little Chute
Grady Nettekoven	City of Kaukauna	Jason Verbeten	Village of Little Chute
Kelly Stewart	City of Marinette	Jake Romenesko	Village of Little Chute
Brice Settlemier	City of Marinette	Michael Vanden Boom	Village of Little Chute
Adam Buyarski	City of Marinette	Scotty Wegand	Village of Little Chute
Randy Kramer	City of Marinette		
Jim Shaffer	City of Marinette		

ANNUAL REPORT PART 3: STORMWATER PROGRAM EVALUATION - MINIMUM CONTROL MEASURES MCM # 4 CONSTRUCTION SITE RUNOFF CONTROL

NEWSC Model Ordinances & Reference Guides:

Construction Site Ordinance & Construction Site Reference Guide

NEWSC has an existing model ordinance and reference guide for construction sites to support communities with MCM #4 of their MS4 permit. These are updated with changes to the permit. With the permit delay since 2024, these will be updated when the new permit is released by WDNR and will be available for use. Members should utilize the current versions of the documents until the new permit is enacted. These model ordinances and references guides are available year round through the [NEWSC member resources page](#) as well.

- [NEWSC Construction Site Model Ordinance](#)
 - [NEWSC Reference Guide Construction Site Erosion Control](#)
 - [Appendices](#)
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ANNUAL REPORT PART 4: STORMWATER PROGRAM EVALUATION MINIMUM CONTROL - MEASURES MCM # 5 CONSTRUCTION SITE RUNOFF CONTROL

NEWSC Model Ordinances & Reference Guides:

Post-Construction Ordinance & Post-Construction Reference Guide

NEWSC has an existing model ordinance and reference guide for construction sites to support communities with MCM #5 of their MS4 permit. These are updated with changes to the permit. With the permit delay since 2024, these will be updated when the new permit comes out and will be available for use. Members should utilize the current versions of the documents until the new permit is enacted. These model ordinances and references guides are available year round through the [NEWSC member resources page](#) as well.

- [NEWSC Post-Construction Model Ordinance](#)
- [NEWSC Reference Guide Post-Construction Stormwater Management](#)
- [Appendices](#)

The NEWSC Building and Development Committee has begun updating the NEWSC Model Ordinances and reference guides to enable a faster turnaround following the release of the new MS4 permit.

Thank you 2025 Leadership Council Members!

Chair Brent Jalonen (2024 -2026) Calumet County	Vice-Chair Justin Gierach (2025-2026) City of Oshkosh	Secretary/Treasurer Kelly O'Malley (2023-2025) City of Green Bay/GEI	Past-Chair Heath Kummerow (2023-2025) City of De Pere
Municipal Committee John Neumeier (2025-2026) City of Kaukauna	General Public Committee Valerie Joosten (2025) City of Green Bay	Building & Development Committee Claire Ebben (2025-2026) Outagamie County	Stormwater Quality Management Committee Sue Olson (2023-2025) City of Appleton
Member-At-Large Mark Van Der Wegen (2023-2025) raSmith	Member-At-Large Paul Willis (2023-2025) Mead & Hunt		

Thank you 2025 Committee Members!

General Public Committee	Municipal Committee	Stormwater Quality Management Committee	Building & Development Committee
Valerie Joosten - City of Green Bay Dani Santry - Calumet County George Dearborn - Village of Fox Crossing Brian Wayner - Westwood Professional Services Chad Pelishek - Village of Harrison Adam Meade - City of Green Bay Anna Huber - Village of Kimberly	John Neumeier - City of Kaukauna Sue Olson - City of Appleton James Rabe - City of Oshkosh Scott Ahl - City of Two Rivers Casey Canady - City of Oshkosh Jason Tucker - Town of Grand Chute Elizabeth Marks - Westwood Professional Chad Pelishek - Village of Harrison Josh Braun - Town of Grand Chute Adam Meade - City of Green Bay	Sue Olson - City of Appleton Chuck Boehm - Brown and Caldwell Justin Keen - Cedar Corp Paul Willis - Mead and Hunt Brent Jalonen - Calumet County Abby Maslanka - Martenson & Eisele Heather Zaunmueller - AECOM Mark Van Der Wegen - raSmith Joe Hoechst - Village of Fox Crossing Chadwich Shaw - University Wisconsin Oshkosh Katelyn Seppanen - Westwood Professional	Claire Ebben - Outagamie County Brad Hartjes - raSmith Nick Waldschmidt - City of Fond du Lac Brent Jalonen - Calumet County Abby Maslanka - Martenson & Eisele Katie (Buchalski) Vandenberg - Ruekert- Mielke Elizabeth Marks - Westwood Professional Andrew Wick - City of Green Bay Makayla Erdmann - Westwood Katelyn Seppanen - Westwood Professional

Welcome New and Returning Leadership Council Members!

Chair Justin Gierach (2026 -2027) City of Oshkosh	Vice-Chair Katelyn Vandenberg (2026-2027) Ruekert-Mielke	Secretary/Treasurer Kelly O'Malley (2023-2026) Merjent	Past-Chair Brent Jalonon (2026-2027) Calumet County
Municipal Committee John Neumeier (2025-2027) City of Kaukauna	General Public Committee Anna Huber (2026 - 2027) Village of Kimberly	Building & Development Committee Claire Ebben (2025-2027) Outagamie County	Stormwater Quality Management Committee Mark Van Der Wegen (2026-2027) raSmith
Member-At-Large Abby Maslanka (2026-2027) Martenson & Eisele	Member-At-Large Paul Willis (2023-2026) Mead & Hunt	Member-At-Large Jessie Kreiling (2026-2027) Town of Grand Chute	