

Due by March 31, 2014

**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 (DNR) by March 31 of each year to report on activities for the previous calendar year. This form is being provided by the DNR for the user's convenience. 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.].

This form is for reporting on activities undertaken in calendar year 2013.

**Instructions:** Complete each section of the form that follows. If additional space is needed to respond to a question, attach additional pages. Provide descriptions that explain the program actions taken to comply with the general permit. Complete and submit the annual report by March 31, 2014, to the appropriate address indicated on the last page of this form.

**SECTION I. Municipal Information**

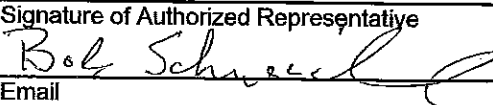
Name of Municipality		Facility ID No. (FIN)	
Town of Neenah		31113	
Mailing Address	City	State	ZIP Code
1600 Breezewood Lane	Neenah	WI	54956
County(s) in which Municipality is located	Municipality Type: (select one)		
Winnebago	<input type="radio"/> County <input type="radio"/> City <input type="radio"/> Village <input checked="" type="radio"/> Town <input type="radio"/> Other (specify)		

**SECTION II. Municipal Contact Information**

Name of Municipal Contact Person		Title	
Bob Schmeichel		Town Chairman	
Mailing Address	City	State	ZIP Code
1600 Breezewood Lane	Neenah	WI	54956
Email	Phone Number (include area code)	Fax Number (include area code)	
tnneenah@tds.net	(920) 725-0916	(920) 725-2402	

**SECTION III. Certification**

*I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050075-1 for which this annual report is being submitted and that the information contained in this document 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.*

Authorized Representative Printed Name	Authorized Representative Title	
Bob Schmeichel	Town Chairman	
Signature of Authorized Representative	Date	
	03/31/2014	
Email	Phone Number (include area code)	Fax Number (include area code)
tnneenah@tds.net	(920) 725-0916	(920) 725-2402

**SECTION IV. General Information**

a. Describe what efforts the municipality has undertaken to invite the municipal governing body, interest groups, and the general public to review and comment on the annual report.

The Annual Report for the Town's MS4 Stormwater Permit will be presented during the April 14, 2014 Stormwater Utility meeting. During the public meeting, the Town Board and general public will be provided an opportunity to review and comment on the Annual Report. The meeting agenda will be posted as required by State Statute and placed on the Town's website. After the meeting, the Annual Report will be posted on the Town's website and made available in hard copy format at the Town Hall. The general public will be encouraged to review and comment on the Annual Report. Comments received from the public will be documented and considered as part of the next Annual Report.

b. Describe how elected and municipal officials and appropriate staff have been kept apprised of the municipal storm water discharge permit and its requirements.

Town staff and elected officials attend meetings as necessary regarding permit requirements, permit changes and program development. Meetings attended include Northeast Wisconsin Stormwater Consortium, utility meetings, conferences / seminars, and informational sessions with Town Engineers. Elected officials have discussed permit requirements and changes throughout the year as necessary.

**SECTION IV. General Information (continued)**

- c. Has the municipality prepared its own municipal-wide storm water management plan?  Yes  No

If yes, title and date of storm water management plan:

Town-Wide Stormwater Quality Management Plan (December 14, 2012)

- d. Has the municipality entered into a written agreement with another municipality or a contract with another entity to perform one or more of the conditions of the general permit as provided under Section 2.10 of the general permit?  Yes  No

If yes, describe these cooperative efforts:

The Town continues to be an active member of the Northeast Wisconsin Stormwater Consortium (NEWSC). NEWSC develops education materials that the Town can use for public education. Please refer to the 2013 NEWSC Annual Permit Report on file with the DNR for a list of NEWSC activities.

The "Winnebago County Construction Site Erosion Control and Stormwater Management Ordinance" was adopted by the County Board pursuant to Chapter 59.693, Wis. Stats. As such, due to the statutory basis for this ordinance, no intergovernmental agreement is needed. The Winnebago County Ordinance is applicable to land-disturbing construction activity, new land development, and land redevelopment activity located within the boundaries and jurisdiction of the unincorporated portion of Winnebago County. Winnebago County is responsible for ordinance adoption, implementation, enforcement and education on behalf of the Town.

- e. Does the municipality have an internet website?  Yes  No

If yes, provide web address:

Town of Neenah website is [www.townofneenah.com](http://www.townofneenah.com). The NEWSC websites are [www.newsc.org](http://www.newsc.org) and [www.renewourwaters.org](http://www.renewourwaters.org). The Winnebago County website is [www.co.winnebago.wi.us/lwcd](http://www.co.winnebago.wi.us/lwcd).

If the municipality has an internet website, is there current information about or links provided to the MS4 general permit and/or the municipality's storm water management program?  Yes  No

If yes, provide web address:

The Town website is [www.townofneenah.com](http://www.townofneenah.com).

**SECTION V. Permit Conditions**

- a. **Minimum Control Measures:** For each of the permit conditions listed below, provide a description of the status of implementation of program elements, the status of meeting measurable goals, and compliance with permit schedule in section 3 of the MS4 general permit. Provide an evaluation of program compliance with the general permit, the appropriateness of identified best management practices, and progress towards achieving identified measurable goals. Be specific in describing the actions that have been taken during the reporting year to implement each permit condition and whether measurable goals have been met, including any data collected to document a measurable goal. Also, explain the reasons for any variations from the compliance schedule in the MS4 general permit.

• Public Education and Outreach

The Town's website received 13,712 "hits" during 2013. A display rack with educational material is located in the foyer of the Town Hall. Educational materials regarding illicit discharges, lawn fertilizers, soil testing, weeds & pesticides, lawn watering, lawn watering, grass clippings, leaf maintenance, pet waste, household hazardous waste and car care are provided in the display rack. Approximately 92 stormwater related educational materials were taken from the display rack during 2013.

The Town distributed its quarterly newsletter to 1,402 landowners. During 2013, the newsletter contained information about building permits, pet waste, recycling, household hazardous waste disposal, flooding, sediment impacts stream habitat, grass swale benefits, ditch maintenance and care, winter salt applications, stormwater utility fee, grass clippings, lawn fertilizers, and leaf collection.

The Stormwater Utility held 4 public meetings during 2013. The public was educated on various stormwater topics. In addition, the Town maintained its membership with NEWSC. NEWSC continues to develop educational materials and mass media materials for its members. Please refer to the 2013 NEWSC Annual Permit Report already on file with the WDNR.

**SECTION V. Permit Conditions** (continued)

• **Public Involvement and Participation**

The Town has maintained its membership with NEWSC which assists the Town in meeting public involvement and participation goals. Please refer to the NEWSC Annual Report for details of their public involvement and participation.

The Stormwater Utility District held 4 public meetings during 2013. The public was provided an opportunity to become involved and participate during the meetings. Various stormwater topics were discussed during the 4 public meetings, including but not limited to, annual stormwater utility fees, review of MS4 permit requirements, and a review of the Town's stormwater system.

The public submitted information, stormwater tips and complaints to the Town and County 13 times during 2013.

• **Illicit Discharge Detection and Elimination**

The Town obtained public input and adopted an Illicit Discharge Ordinance on April 13, 2009.

The Town obtained public input and adopted a Fee Schedule for the Illicit Discharge program on April 13, 2009.

The Town performed ongoing field screening of 25 outfalls during 2013. Each of the 25 outfalls screened during 2013 were characterized as "unlikely" to have an illicit discharge. No hazardous spills were investigated by the Town's Fire Department. No illicit discharge or spill notifications were issued to adjacent municipalities or DNR. No "warning notices", "notices of violation" or enforcement actions were issued. No illicit discharge tips or complaints were received from the general public during 2013. No educational brochures were distributed during the ongoing field screening, as personnel did not encounter members of the public during the screenings.

• **Construction Site Pollutant Control**

The "Winnebago County Construction Site Erosion Control and Stormwater Management Ordinance" was adopted by the County Board pursuant to Chapter 59.693, Wis. Stats. As such, due to the statutory basis for this ordinance, no intergovernmental agreement is needed. The Winnebago County Ordinance is applicable to land-disturbing construction activity, new land development, and land redevelopment activity located within the boundaries and jurisdiction of the unincorporated portion of Winnebago County. Winnebago County is responsible for ordinance adoption, implementation, enforcement and education on behalf of the Town.

Winnebago County provided the following 2013 information for construction site located within the Town of Neenah: 42 construction site erosion control permits were issued during 2013 (33 single family homes, 3 sheds / garages, 3 grading, and 3 road reconstruction), 56 sites were inspected (42 new sites and 14 ongoing sites from prior years), 112 total site inspections were performed, 24 permits were posted at construction sites, 2 erosion control tips / complaints were received from the general public, no written "warning notices" and numerous verbal "warning notices" were issued, no "notices of violation" were issued and no fines were issued.

8 Erosion Control Field Guides were distributed to contractors, plan designers, and county supervisors. In addition, NEWSC distributed handouts during exhibiting.

**SECTION V. Permit Conditions (continued)**

• **Post-Construction Storm Water Management**

The "Winnebago County Construction Site Erosion Control and Stormwater Management Ordinance" was adopted by the County Board pursuant to Chapter 59.693, Wis. Stats. As such, due to the statutory basis for this ordinance, no intergovernmental agreement is needed. The Winnebago County Ordinance is applicable to land-disturbing construction activity, new land development, and land redevelopment activity located within the boundaries and jurisdiction of the unincorporated portion of Winnebago County. Winnebago County is responsible for ordinance adoption, implementation, enforcement and education on behalf of the Town.

Winnebago County provided the following 2013 information for post-construction sites located within the Town of Neenah. No new permits were issued during 2013. No new long-term maintenance agreements were recorded at the Register of Deeds. The Town performed a total of 12 municipal site inspections during 2013 for its stormwater facilities. One post-construction tip / complaint was received from the general public. The Town did not construct any new BMP's during 2013.

NEWSC distributed numerous handouts during exhibiting.

• **Pollution Prevention**

The Town owns and operates 1 dry detention pond (Town Hall) and 1 wet detention pond (Herziger Pond). The Town performed a total of 12 municipal site inspections during 2013. The Town owns and operates grass swales that are located within the public road right-of-way. The Town only owns and operates a few curb and gutter streets. The Town contracted with the Winnebago County to perform high efficiency street sweeping one time in 2013. The Town does not currently own or operate any catch basin sumps or snow storage sites.

The Town contracts with Winnebago County and a private company for salt/deicer applications. Winnebago County is also a permitted MS4. 2.5 tons of road salt/sand mix, 225 tons of salt, and 2,610 gallons of brine solution were applied during 2013. The Town owned and operated 25.4 miles of roadway in 2013.

The Town does not currently provide curbside leaf, grass clipping and brush collection. Property owners are allowed to compost onsite, burn onsite, or dispose of yard waste at the Winnebago County Landfill.

The Town is currently achieving a 42% reduction in TSS for its developed urban area.

The Town provides curb-side recycling once every two weeks. The Town contracts with a private company for curb-side garbage collection once per week. White goods and bulky household items are collected curb-side on an as-needed basis by a private company.

Various stormwater training was provided for the Town Supervisors / Staff during 2013.

b. **Storm Water Quality Management:** Has the municipality completed a pollutant-loading analysis to assess compliance with the 20% TSS reduction developed urban area performance standard?  Yes  No

If yes, provide the following: Model used SLAMM Version 10 Reduction (%) 42

If no, include a description of any actions the municipality has undertaken during 2013 to help achieve the 20% standard.

Has the municipality completed an evaluation of all municipal owned or operated structural flood control facilities to determine the feasibility of retrofitting to increase TSS removal?  Yes  No

If yes, describe:

Please refer to the Town's Stormwater Quality Management Plan.

**SECTION V. Permit Conditions (continued)**

- c. **Best Management Practices Maintenance:** Does the municipality have a maintenance program for installed storm water best management practices?  Yes  No

If yes, describe the maintenance program and any maintenance activities that have occurred for best management practices in 2013. If available, attach any additional information on the maintenance program.

Winnebago County handles the maintenance program for privately-owned BMPs located in the Town. Winnebago County relies on the BMP owner to complete the required maintenance in accordance with the approved plan. In 2013, the Town performed routine maintenance activities for the two publicly-owned ponds, including trash removal and vegetation management.

- d. **Storm Sewer System Map:** Describe any changes or updates to the storm sewer system map made in the reporting year. Provide an updated map if any changes occurred during the reporting year.

No significant changes or updates to system map.

**SECTION VI. Fiscal Analysis**

- a. Provide a fiscal analysis that includes the annual expenditures for 2013, and the budget for 2013 and 2014. A table to document fiscal information is provided on page 7.

Please refer to table.

- b. What financing/fiscal strategy has the municipality implemented to finance the requirements of the general permit?

Storm water utility  General fund  Other \_\_\_\_\_

- c. Are adequate revenues being generated to implement your storm water management program to meet the permit requirements?  Yes  No

Please provide a brief summary of your financing/fiscal strategy and any additional information that will assist the Department in understanding how storm water management funds are being generated to implement and administer your storm water management program.

The Town formed a Stormwater Utility District in 2008. In 2013, the Stormwater Utility District charged an annual storm water utility fee of \$25 per Equivalent Runoff Unit (ERU). The type of development dictates the number of ERU's charged.

Developers are charged fees or directly billed for services when their development requires stormwater management reviews or inspections from the Town as required under the Town's stormwater management program. Other general administration, annual reviews, general permit monitoring and non-developer related stormwater projects are being funded from the Town's tax levy and general fund. The Town relies heavily on the availability of grant funding to implement major stormwater projects.

**SECTION VII. Inspections and Enforcement Actions**

**Note: If an ordinance listed below has previously been submitted and has not been amended since that time, a copy does not need to be submitted again. If the ordinance was previously submitted, indicate such in the space provided.**

- a. As of the date of this annual report, has the municipality adopted a construction site pollutant control ordinance in accordance with subsection 2.4.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

Winnebago County is responsible for ordinance (<http://www.co.winnebago.wi.us/lwcd/programs/ordinances>)

- b. As of the date of this annual report, has the municipality adopted a post-construction storm water management ordinance in accordance with subsection 2.5.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

Winnebago County is responsible for ordinance (<http://www.co.winnebago.wi.us/lwcd/programs/ordinances>)

- c. As of the date of this annual report, has the municipality adopted an illicit discharge detection and elimination ordinance in accordance with subsection 2.3.1 of the general permit?  Yes  No If yes, attach copy or provide web link to ordinance:

<http://www.townofneenah.com/ordinances>

- d. As of the date of this annual report, has the municipality adopted any other ordinances it has deemed necessary to implement a program under the general permit (e.g., pet waste ordinance, leaf management/yard waste ordinance, parking restrictions for street cleaning, etc.)?  Yes  No If yes, attach copy or provide web link to ordinance:

<http://www.townofneenah.com/ordinances>

**SECTION VII. Inspections and Enforcement Actions** (continued)

- e. Provide a summary of available information on the number and nature of inspections and enforcement actions conducted during the reporting period to ensure compliance with the ordinances described in a. to d. above.  
See above Section V for summary.

**SECTION VIII. Water Quality Concerns**

- a. Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (A list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/topic/SurfaceWater/orwerw.html>)  Yes  No If yes, list:
- b. Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of the most current Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/water/impairedsearch.aspx?status=303d>)  Yes  No If yes, complete the following:
- Impaired waterbody to which the MS4 discharges:  
Fox River, Lake Winnebago and Neenah Slough
  - Description of actions municipality has taken to comply with section 1.5.2 of the MS4 general permit for discharges of pollutant(s) of concern to an impaired waterbody:  
Refer to Chapter 9, Stormwater Quality Management, of the Town of Neenah Stormwater Management Plan, August 2008. A list of actions to be taken by the Town are listed on page 9-7 of the Plan, most of which have been previously noted in this report as on-going efforts. The most significant action completed was the completion of ongoing illicit discharge field screening. The Town also constructed the Herziger Pond in 2009-10, which reduced phosphorus and sediment loads being discharged into Lake Winnebago.
- c. Identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.  
No water quality improvements were observed by the Town.
- d. Identify any known water quality degradation in the receiving water to which the MS4 discharges during the reporting period and what actions are being taken to improve the water quality in the receiving water.  
No water quality degradation was observed by the Town.

**SECTION IX. Proposed Program Changes**

- Describe any proposed changes to the storm water management program being contemplated by the municipality for 2014 and the schedule for implementing those changes. Proposed program changes must be consistent with the requirements of the general permit.  
Proposed changes will be evaluated after the DNR reissues the Town's MS4 Permit.

Fiscal Analysis Table. Complete the fiscal analysis table provided below.

Program Element	Annual Expenditure 2013	Budget		Source of Funds
		2013	2014	
Public Education and Outreach	1,100	1,100	1,100	Stormwater Utility District
Public Involvement and Participation	200	200	200	Stormwater Utility District
Illicit Discharge Detection and Elimination	3,200	6,500	5,000	Stormwater Utility District
Construction Site Pollutant Control	0	0	0	Winnebago County collects user fees and administers each aspect of this program for the Town
Post-Construction Storm Water Management	0	0	0	Winnebago County collects user fees and administers each aspect of this program for the Town
Pollution Prevention	4,100	4,100	4,100	Stormwater Utility District
Storm Water Quality Management (including pollutant-loading analysis)	107,800	107,800	100,000	Stormwater Utility District
Storm Sewer System Map	1,500	1,500	1,500	Stormwater Utility District
Other:	2,500	2,500	2,500	Stormwater Utility District

**NORTHERN REGION COUNTIES**

Ashland	Langlade	DNR Service Center
Barron	Lincoln	Attn: Storm Water Program
Bayfield	Oneida	5301 Rib Mountain Rd.
Burnett	Polk	Wausau, WI 54401
Douglas	Price	Phone: (715) 359-4522
Florence	Rusk	
Forest	Sawyer	
Iron	Taylor	
	Vilas	
	Washburn	

**WEST CENTRAL REGION COUNTIES**

Adams	Marathon	DNR Service Center
Buffalo	Monroe	Attn: Storm Water Program
Chippewa	Pepin	5301 Rib Mountain Rd.
Clark	Pierce	Wausau, WI 54401
Crawford	Portage	Phone: (715) 359-4522
Dunn	St. Croix	
Eau Claire	Trempealeau	
Jackson	Vernon	
Juneau	Wood	
La Crosse		

**NORTHEAST REGION COUNTIES**

Brown	Marquette	DNR Northeast Region
Calumet	Menominee	Attn: Storm Water Program
Door	Oconto	2984 Shawano Ave.
Fond du Lac	Outagamie	Green Bay, WI 54313
Green Lake	Shawano	Phone: (920) 662-5100
Kewaunee	Waupaca	
Manitowoc	Waushara	
Marinette	Winnebago	

**SOUTH CENTRAL REGION COUNTIES**

Columbia	Jefferson	DNR South Central Region
Dane	LaFayette	Attn: Storm Water Program
Dodge	Richland	3911 Fish Hatchery Rd.
Grant	Rock	Fitchburg, WI 53711
Green	Sauk	Phone: (608) 275-3266
Iowa		

**SOUTHEAST REGION COUNTIES**

Kenosha	Sheboygan	DNR Service Center
Milwaukee	Walworth	Attn: Storm Water Program
Ozaukee	Washington	141 NW Barstow Street,
Racine	Waukesha	Room 180
		Waukesha, WI 53188
		(262) 574-2100