

State of Wisconsin  
Department of Natural Resources  
dnr.wi.gov

Due by March 31, 2011

This form is for the purpose of annual reporting on activities undertaken pursuant to the Municipal Separate Storm Sewer System (MS4) General Permit No. WI-S050075-1. An owner or operator of a municipal separate storm sewer system covered by the general permit under Chapter NR 216, Wis. Adm. Code, is required to submit an annual report to the Department of Natural Resources by March 31 of each year to report on activities for the previous calendar year. This form is for reporting on activities undertaken in calendar year 2010.

Use of this specific form is optional. The Department of Natural Resources has created this form for the user's convenience and believes that the information requested on this form meets the reporting requirements for an owner or operator of a municipal separate storm sewer system covered by the general permit. 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.].

**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-date to comply with the general permit. Complete and submit the annual report by March 31, 2011, to the appropriate address indicated on the last page of this form.

### SECTION I. Municipal Information

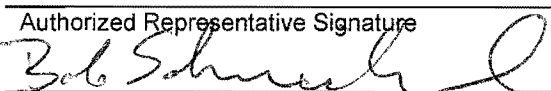
Name of Municipality Town of Neenah		Facility ID No. (FIN) 31113	
Mailing Address 1600 Breezewood Lane	City Neenah	State WI	Postal Code 54956
County(s) in which Municipality is located Winnebago	Type of Municipality: (check one) <input type="checkbox"/> County <input type="checkbox"/> City <input type="checkbox"/>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

### SECTION II. Municipal Contact Information

Name of Municipal Contact Person Bob Schmeichel		Title Town Chairman	
Mailing Address 1600 Breezewood Lane	City Neenah	State WI	Postal Code 54956
E-mail Address tnneenah@tds.net	Telephone No. (including area code) 920-725-0916	Fax No. (including area code) 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 Bob Schmeichel		Authorized Representative Title Town Chairman	
Authorized Representative Signature 		Date Signed March 28, 2011	
E-mail Address tnneenah@tds.net	Telephone No. (including area code) 920-725-0916	Fax No. (including area code) 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 of Neenah's MS4 Stormwater Permit was presented during the March 28, 2011 Town of Neenah Stormwater Utility District meeting. During the meeting, the Town Board and general public were provided with an opportunity to review and comment on the Annual Report. The agenda was legally posted in three locations prior to the public meeting.

After the Town Board completes its review, the Annual Report will be posted on the Town's website and made available in hardcopy at the Town Hall. The general public will be encouraged to review and comment on the Annual Report. Comments received from the general 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.

The Town has held numerous meetings during 2010 to discuss MS4 Permit requirements, the stormwater utility, and implementation of the Town's Stormwater Management Plan. The Town is a member of the Northeast Wisconsin Stormwater Consortium (NEWSC) and the Town routinely attends NEWSC meetings.

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 of Neenah Stormwater Management Plan (August 27, 2008)

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 is a member of the Northeast Wisconsin Stormwater Consortium (NEWSC). NEWSC develops education materials that the Town can use for public education. Also, NEWSC developed a mass marketing campaign for phosphorus. Please refer to the 2010 NEWSC Annual Permit Report already on file with the WDNR 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 website is [www.newsc.info](http://www.newsc.info) and [www.newsc.org](http://www.newsc.org). The Winnebago County website is [www.wclwcd.org](http://www.wclwcd.org).

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:

[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. 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 plans to add additional stormwater web links to its website during 2011. Web links may include Winnebago County Land & Water Conservation Department, Northeast Wisconsin Stormwater Consortium (NEWSC), Wisconsin Department of Natural Resources (DNR), UW-Extension and US EPA. The Town website received 7,415 "hits" during 2010.

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, grass clippings, leaf maintenance, pet waste, household hazardous waste and car care are provided in the display rack. Approximately 75 stormwater related educational materials were taken from the display rack during 2010.

Every three months, the Town actively distributes or mails its quarterly newsletter to 1,322 homeowners and businesses. The quarterly newsletters are also posted on the Town website (<http://www.townofneenah.com/newsletters/>). During 2010, the newsletter contained information about pet waste, stormwater utility fees, Herziger Pond construction, water quality practices for carpet cleaning, illicit dischargers, the required 40% total suspended solids (TSS) reduction by March of 2013, lawn fertilizers, household hazardous waste disposal, recycling, proper pesticide use, lawn care, benefits of grass swale treatment systems, beneficial onsite reuse of leaves, composting, and good household practices. The Town intends to continue adding stormwater articles and educational information to its newsletter during 2011. Potential stormwater topics include lawn fertilizers, residential infiltration, leaves, grass clippings, stream and shoreline erosion, illicit discharges, construction site erosion control, post-construction stormwater management, household practices, household hazardous waste, and/or automobiles.

The Storm Water Utility District held 15 public meetings during 2010. The public was educated on various stormwater topics.

The Town maintained its membership with NEWSC during 2010. NEWSC continues to develop educational materials and mass media materials for its members. Please refer to the 2010 NEWSC Annual Permit Report already on file with the WDNR.

- **Public Involvement and Participation**

The Storm Water Utility District held 15 public meetings during 2010. The public was provided an opportunity to become involved and participate during the Storm Water Utility District meetings. Various stormwater topics were discussed during the 15 public meetings, including but not limited to the Herziger Pond retrofit project, compliance with the required 40% TSS reduction by March 13, 2013, and annual stormwater utility fees.

The public submitted information, stormwater tips and complaints to the Town and County 13 times during 2010. 100% of the problems were remedied as a result of tips from the public.

- **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 updated its outfall map during 2010.

The Town performed ongoing field screening of 24 outfalls during 2010. None of the 24 outfalls contained flow or physical indicators that may be associated with an illicit discharge. Each of the 24 outfalls screened during 2010 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 2010. No educational brochures were distributed during the ongoing field screening program.

- **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 all 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 2010 information for construction sites located within the Town of Neenah:

29 construction site erosion control permits were issued during 2010 (26 one or two family residential, 1 for town road swale maintenance, 2 garage / sheds), 28 sites were inspected (22 new sites and 6 ongoing sites from 2009), 62 total site inspections were performed, 34 permits were posted at construction sites, 4 erosion control tips / complaints were received from the general public, 10 written "warning notices" and numerous verbal "warning notices" were issued, no "notices of violation" were issued, and no fines were issued. 30 contractors attended the County's erosion control workshop.

- 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 all 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 2010 information for post-construction sites located within the Town of Neenah:

One post-construction stormwater management permit was issued in 2010, one long-term maintenance agreement was recorded at the County Register of Deeds, and one post-construction tip / complaint was received from the general public.

- Pollution Prevention

The Town owns and operates 1 dry detention pond (Town Hall). The Town inspected the dry pond 2 times during 2010.

The Town owns and operates grass swales that are located within the public road right-of-way. The Town only owns and operates a very few curb and gutter streets. The Town contracted with Winnebago County to perform high efficiency street sweeping one time during 2010.

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. 25.41 tons of road salt/sand mix, 85.13 tons of salt, and 1,142 gallons of brine solution were applied during 2010. The Town owned and operated 25.4 miles of roadway during 2010.

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 30.4% reduction in total suspended solids (TSS) for its developed urban area.

The Town has 1 property with more than 5 acres of turf grass where lawn fertilizers are applied (Mahler Park). The Town developed and implemented a Nutrient Management Plan for this property during 2009.

The Town provides curb-side recycling once every two weeks. Property owners are responsible for contracting with a private company for curb-side garbage collection. 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 Town Supervisors / Staff during 2010.

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 WinSLAMM Version 9.2.1 Reduction (%) 30.4% at end of 2010

Has the municipality completed a pollutant-loading analysis to assess compliance with the 40% TSS reduction developed urban area performance standard?  Yes  No

If yes, provide the following: Model used WinSLAMM Version 9.2.1 Reduction (%) 30.4% at end of 2010

If no, include a description of any actions the municipality has undertaken during 2010 to help achieve the 40% standard by March 10, 2013.

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:

The August 2008 Stormwater Management Plan included an analysis of existing flood control facilities. The existing flood control facilities are depicted in Figure 9. The Town intends to investigate long-term maintenance agreements for several of these existing flood control facilities that provide water quality credit to the Town.

c. Storm Sewer System Map: Describe any changes or updates to the storm sewer system map made in the reporting year. Provide an updated map.

A municipal separate storm sewer system (MS4) map was developed for the Town during 2007. Please refer to Figures 1 through 12 of the Town of Neenah Stormwater Management Plan, dated August 27, 2008. The outfall map was updated during 2010 as part of the illicit discharge field screening activities.

---

**SECTION VI. Fiscal Analysis**

---

a. Provide a fiscal analysis that includes the annual expenditures for 2010, and the budget for 2010 and 2011. A table to document fiscal information is provided on page 6.

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.

---

**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 adoption on behalf of the Town (<http://wclwcd.org/ordinances.htm>).

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 adoption on behalf of the Town (<http://wclwcd.org/ordinances.htm>).

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/>

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:

Stormwater Utility Ordinance (<http://www.townofneenah.com/>)

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.

Inspections and enforcement actions are summarized in Section V of this Annual Report.

---

**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/org/water/wm/wqs/orwerw/>)  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/org/water/wm/wqs/303d/303d.html>)  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:

Please refer to Chapter 9 (pages 9-6, 9-7 and 9-8) of the Town of Neenah Stormwater Management Plan, dated August 27, 2008.

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.

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

Program Element	Annual Expenditure		Budget		Source of Funds
	2010	2010	2011		
Public Education and Outreach	2,000	2,000	2,000		Stormwater Utility
Public Involvement and Participation	1,000	1,000	1,000		Stormwater Utility
Illicit Discharge Detection and Elimination	4,000	6,500	6,500		Stormwater Utility
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	2,000	2,000	4,100		Stormwater Utility
Storm Water Quality Management (including pollutant-loading analysis)	477,300	477,300	129,400		Stormwater Utility
Storm Sewer System Map	3,000	3,000	1,500		Stormwater Utility
Other			25,500		Stormwater Utility

NORTHERN REGION COUNTIES			WEST CENTRAL REGION COUNTIES		
Ashland	Langlade	DNR Service Center	Adams	Marathon	DNR Service Center
Barron	Lincoln	1701 N. 4th Street	Buffalo	Monroe	5301 Rib Mountain Rd.
Bayfield	Oneida	Superior, WI 54880	Clark	Portage	Wausau, WI 54401
Burnett	Polk	Phone: (715) 392-7988	Crawford	Trempealeau	Phone: (715) 359-4522
Douglas	Price		Jackson	Vernon	
Florence	Rusk		Juneau	Wood	
Forest	Sawyer		La Crosse		
Iron	Taylor				
	Vilas				
	Washburn		Chippewa	Pepin	DNR Service Center
			Dunn	Pierce	890 Spruce St.
			Eau Claire	St. Croix	Baldwin, WI 54002
					Phone: (715) 684-2914

NORTHEAST REGION COUNTIES			SOUTH CENTRAL REGION COUNTIES		
Brown	Marquette	DNR Northeast Region	Columbia	Jefferson	DNR South Central Region
Calumet	Menominee	2984 Shawano Ave.	Dane	LaFayette	3911 Fish Hatchery Rd.
Door	Oconto	Green Bay, WI 54313	Dodge	Richland	Fitchburg, WI 53711
Fond du Lac	Outagamie	Phone: (920) 662-5100	Grant	Rock	Phone: (608) 275-3266
Green Lake	Shawano		Green	Sauk	
Kewaunee	Waupaca		Iowa		
Manitowoc	Waushara				
Marinette	Winnebago				

SOUTHEAST REGION COUNTIES		
Kenosha	Sheboygan	DNR Service Center
Milwaukee	Walworth	141 NW Barstow Street,
Ozaukee	Washington	Room 180
Racine	Waukesha	Waukesha, WI 53188
		Phone: (262) 884-2300