

# 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**.

## Reporting Information

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

**Project Name:**

**County:**

**Municipality:**

**Permit Number:**

**Facility Number:**

**Reporting Year:**

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 (*S050075-03 General Permit and S058416-04 Madison Area Group Permit shall have a written storm water management program that describes in detail how the permittee intends to comply with the permit requirements for each minimum control measure. Updated programs are due to the department by March 31, 2021.*)
    - 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 (*S050075-03 General Permit and S058416-04 Madison Area Group Permit 2.6.1 - inventory due to the department by March 31, 2021.*)
      - Municipal Storm Water Management Facility (BMP) Inspection and Maintenance Plan (*S050075-03 General Permit and S058416-04 Madison Area Group Permit 2.6.2 – document due to the department by March 31, 2021.*)
  - 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

**State:** Wisconsin

**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:** Paula

**Last Name:** Vandehey

Select to **update** current contact information

**Title:** Public Works Dir

**Mailing Address:** 100 N Appleton Street

**Mailing Address 2:**

**City:** Appleton

**State:** WI

**Zip Code:** 54911 xxxxx or xxxxx-xxxx

**Phone Number:** 920-832-6474 Ext: xxx-xxx-xxxx

**Email:** paula.vandehey@appleton.org

**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:**

**Last Name:**

**Title:**

**Mailing Address:**

**Mailing Address 2:**

**City:**

**State:**

**Zip Code:**  xxxxx or xxxxx-xxxx

**Phone Number:**  Ext:  xxx-xxx-xxxx

**Email:**

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

Yes  No

Public Education and Outreach Northeast Wisconsin Stormwater Consortium and Fox Wolf Watershed Alliance (NEWSC and FWWA)

Public Involvement and Participation Northeast Wisconsin Stormwater Consortium and Fox Wolf Watershed Alliance (NEWSC and FWWA)

Illicit Discharge Detection and Elimination OMNNI Associates

Construction Site Pollutant Control raSmith and Brown and Caldwell

Post-Construction Storm Water Management raSmith and Brown and Caldwell

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**

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

## Minimum Control Measures- Section 1 : Complete

### 1. Public Education and Outreach

a. Complete the following information on Public Education and Outreach Activities related to storm water. Select the Delivery Mechanism that best describes how the topics were conveyed to your population. Use the Add Event to add additional entries.

<b>Event Start Date</b>	6/10/2020		
<b>Project/Event Name</b>	DPW Newsletter		
<b>Delivery Mechanism</b>	Distribution of print media		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	1/2/2020		
<b>Project/Event Name</b>	One -on- One communication		
<b>Delivery Mechanism</b>	Other		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input checked="" type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	1/1/2020		
<b>Project/Event Name</b>	Stormwater Utility Pledge Supporter and Rain Barrel Credits		
<b>Delivery Mechanism</b>	Other		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	5/1/2020		
<b>Project/Event Name</b>	NEWSC posters at various City Parks		
<b>Delivery Mechanism</b>	Signage		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input checked="" type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	51-100	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	1/2/2020		
<b>Project/Event Name</b>	FWWA Conference Planning and sponsorship		
<b>Delivery Mechanism</b>	Educational activity*		*Active
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing	<input type="checkbox"/> General Public <input checked="" type="checkbox"/> Public Employees <input type="checkbox"/> Residents	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

<input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input checked="" type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other		
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<b>Event Start Date</b>	1/2/2020
<b>Project/Event Name</b>	NEWSC School presentations
<b>Delivery Mechanism</b>	Targeted group training* <span style="float: right;">*Active</span>

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input checked="" type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	51-100	<input checked="" type="radio"/> Yes <input type="radio"/> No

<b>Event Start Date</b>	1/2/2020
<b>Project/Event Name</b>	NEWSC exhibiting
<b>Delivery Mechanism</b>	Informational booth* <span style="float: right;">*Active</span>

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input checked="" type="checkbox"/> Illicit discharge detection and elimination <input checked="" type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input checked="" type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	51-100	<input checked="" type="radio"/> Yes <input type="radio"/> No

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<b>Event Start Date</b>	1/2/2020
<b>Project/Event Name</b>	Development Meetings and Plan Review
<b>Delivery Mechanism</b>	Other <span style="float: right;">*Active</span>

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> Illicit discharge detection and elimination <input type="checkbox"/> Household hazardous waste disposal/pet waste management/vehicle washing <input type="checkbox"/> Yard waste management/pesticide and fertilizer application <input type="checkbox"/> Stream and shoreline management <input type="checkbox"/> Residential infiltration <input checked="" type="checkbox"/> Construction sites and post-construction storm water management <input type="checkbox"/> Pollution prevention <input checked="" type="checkbox"/> Green infrastructure/low impact development <input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

**b. Brief explanation on Public Education and Outreach reporting. *Limit response to 250 characters and/or attach supplemental information on the attachments page.***

2020 Activities limited due to COVID restrictions. City staff remained active in FWWA and NEWSC. Summary of completed activities and NEWSC reports attached.

### 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 (09/20)

## Minimum Control Measures - Section 2 : Complete

### 2. Public Involvement and Participation

**a. Permit Activities.** Complete the following information on Public Involvement and Participation Activities related to storm water. Select the Delivery Mechanism that best describes how the permit activities were conveyed to your population. Use the Add Event to add additional entries.

<b>Event Start Date</b>	2/20/2020
<b>Project/Event Name</b>	Utilities Committee meeting and Council meeting
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
		11-50	

<input checked="" type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	<input type="radio"/> Yes <input checked="" type="radio"/> No
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<b>Event Start Date</b>	4/23/2020
<b>Project/Event Name</b>	City-wide plan update - adjacent communities meeting with McMahon
<b>Delivery Mechanism</b>	Other

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input checked="" type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input checked="" type="checkbox"/> Other	1 - 10	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	1/9/2020
<b>Project/Event Name</b>	Erosion Control Ordinance Update
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input checked="" type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	2/20/2020
<b>Project/Event Name</b>	Illicit Discharge Ordinance Update
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)

Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input checked="" type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

<b>Event Start Date</b>	3/26/2020		
<b>Project/Event Name</b>	Post-Construction Stormwater Management Ordinance		
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input type="checkbox"/> Storm Water Management Program <input checked="" type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>Event Start Date</b>	9/17/2020		
<b>Project/Event Name</b>	MS4 Permit Overview (repeat 2019 presentation)		
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input checked="" type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>Event Start Date</b>	1/9/2020		
<b>Project/Event Name</b>	Erosion Control Program Update		
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input checked="" type="checkbox"/> Storm Water Management Program <input type="checkbox"/> Storm Water related ordinance <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input type="checkbox"/> Residents <input type="checkbox"/> Businesses <input checked="" type="checkbox"/> Contractors <input checked="" type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>Event Start Date</b>	10/8/2020		
<b>Project/Event Name</b>	Post-Construction Program Update		
<b>Delivery Mechanism</b>	Government Event (Public Hearing, Council Meeting, etc)		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
<input type="checkbox"/> MS4 Annual Report <input checked="" type="checkbox"/> Storm Water Management Program	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees	11-50	<input type="radio"/> Yes <input checked="" type="radio"/> No

<input type="checkbox"/> Storm Water related ordinance	<input type="checkbox"/> Residents		
<input type="checkbox"/> Other:	<input type="checkbox"/> Businesses		
<input type="text"/>	<input type="checkbox"/> Contractors		
	<input checked="" type="checkbox"/> Developers		
	<input type="checkbox"/> Industries		
	<input type="checkbox"/> Other		

**b. Volunteer Activities.** Complete the following information on Public Involvement and Participation Activities related to storm water. Select the Delivery Mechanism that best describes how volunteer activities were conveyed to your population. Use the Add Event to add additional entries.

<b>Event Start Date</b>	8/22/2020		
<b>Project/Event Name</b>	FWWA River Cleanup		
<b>Delivery Mechanism</b>	Clean up event		
Topics Covered	Target Audience	Estimated People Reached (Optional)	Regional Effort (Optional)
Volunteer Opportunity	<input checked="" type="checkbox"/> General Public <input type="checkbox"/> Public Employees <input checked="" type="checkbox"/> Residents <input checked="" type="checkbox"/> Businesses <input type="checkbox"/> Contractors <input type="checkbox"/> Developers <input type="checkbox"/> Industries <input type="checkbox"/> Other	101 +	<input checked="" type="radio"/> Yes <input type="radio"/> No

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

Public involvement and participation program included various Utilities Committee and Council meetings throughout the year and the FWWA River Cleanup in August. Table of activities is attached.

### 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 (09/20)

## Minimum Control Measures - Section 3 : Complete

### 3. Illicit Discharge Detection and Elimination

- a. How many total outfalls does the municipality have?   Unsure
- b. How many outfalls did the municipality evaluate as part of their routine ongoing field screening program?   Unsure
- c. From the municipality's routine screening, how many were confirmed illicit discharges?   Unsure

- d. How many illicit discharge complaints did the municipality receive?   Unsure
- e. From the complaints received, how many were confirmed illicit discharges?   Unsure
- 
- f. How many of the identified illicit discharges did the municipality eliminate in the reporting year (from both routine screening and complaints)?   Unsure

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

- g. How many of the following enforcement mechanisms did the municipality use to enforce its illicit discharge ordinance? Check all that apply and enter the number of each used in the reporting year.  Unsure

- Verbal Warning
- Written Warning (including email)
- Notice of Violation
- Civil Penalty/ Citation

Additional Information: \_\_\_\_\_

- h. 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.*

Conductivity from salt and hospital HVAC hard to eliminate. Private pond dye reported to DNR. Outfalls unresolved will be screened again in 2021. Program update completed in 2020, elected official review 2021.

## 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 (09/20)

## 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?   Unsure
- 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?   Unsure
- c. How many erosion control inspections did the municipality complete in the reporting year?   Unsure
- 
- d. 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.  Unsure

<input type="checkbox"/> No Authority	
<input checked="" type="checkbox"/> Verbal Warning	187
<input checked="" type="checkbox"/> Written Warning (including email)	28
<input checked="" type="checkbox"/> Notice of Violation	8
<input checked="" type="checkbox"/> Civil Penalty/ Citation	1
<input checked="" type="checkbox"/> Stop Work Order	0
<input type="checkbox"/> Forfeiture of Deposit	
<input type="checkbox"/> Other - Describe below	

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.*

New Erosion Control Inspector started April 6, 2020. Approximately 8 week gap of limited inspections. Ordinance and program update done in 2020.

### 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 (09/20)

## Minimum Control Measures - Section 5 : Complete

### 5. Post-Construction Storm Water Management

a. How many sites with new structural storm water management facilities\* have received local approval ?   Unsure

\*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, catch basin sumps, etc.

b. Does the municipality utilize privately owned storm water management facilities in its pollutant reduction analysis?  Yes  No  Unsure

c. If Yes, How many privately owned storm water management facilities were inspected in the reporting year ?   Unsure

Inspections completed by private land owners should be included in the reported number.

d. 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.  Unsure

<input type="checkbox"/> No Authority	
<input checked="" type="checkbox"/> Verbal Warning	2
<input checked="" type="checkbox"/> Written Warning (including email)	4
<input checked="" type="checkbox"/> Notice of Violation	20

- Civil Penalty/ Citation
- Forfeiture of Deposit
- Complete Maintenance
- Bill Responsible Party
- Other - Describe below

e. 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.*

Private site inspections limited due to staff time and COVID. Ordinance and program update completed. Other priorities were training new ESC Inspector and city-wide plan update.

### 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 (09/20)

### Minimum Control Measures - Section 6 : Complete

#### 6. Pollution Prevention

Storm Water Management Facility Inspections  Not Applicable

- a. Enter the total number of municipally owned or operated structural storm water management facilities ?   Unsure
- b. How many new municipally owned storm water management facilities were installed in the reporting year ?   Unsure
- c. How many municipally owned storm water management facilities were inspected in the reporting year?   Unsure
- d. What elements are looked at during inspections (250 character limit)?

Sediment depth in HSDs and ponds, trash, bank stability, inlet and outlet structures, and vegetation.

- e. How many of these facilities required maintenance?   Unsure
- f. Brief explanation on Storm Water Management Facility 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.*

Inspection and maintenance generally on schedule.

Public Works Yards & Other Municipally Owned Properties (SWPPP Plan Review)  Not Applicable

- g. How many municipal properties require a SWPPP?   Unsure

8

h. How many inspections of municipal properties have been conducted in the reporting year?

43

Unsure

i. Have amendments to the SWPPPs been made?

Yes  No  Unsure

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.*

DPW provides inspection for Facilities Sites, including their main operations building and Reid Golf Course maintenance area. Fire and Utilities Departments perform their own inspections.

Collection Services - *Street Sweeping / Cleaning Program*  Not Applicable

l. Did the municipality conduct street sweeping/cleaning during the reporting year?

Yes  No  Unsure

m. If known, how many tons of material was removed?

1282

Unsure

n. Does the municipality have a low hazard exemption for this material?

Yes  No

o. If street cleaning 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 per 2014 city-wide 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  Unsure

q. How many catch basin sumps were cleaned in the reporting year?

31

Unsure

r. If known, how many tons of material was collected?

160

Unsure

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 \_\_\_\_\_

No - Explain 100% inspected, cleaned if needed

Not Applicable

Collection Services - Leaf Collection Program  Not Applicable

- u. Does the municipality conduct curbside leaf collection?  Yes  No  Unsure
- v. Does the municipality notify homeowners about pickup?  Yes  No  Unsure
- w. Where are the residents directed to store the leaves for collection?  
 Pile on terrace  Pile in street  Bags on terrace  Unsure  
 Other - Describe pile on terrace on 4 lane and collector streets
- x. What is the frequency of collection?  
weekly 3-4 cycles per weather conditions
- y. Is collection followed by street sweeping/cleaning?  Yes  No  Unsure
- z. Brief explanation on Collection Services 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*

Fourth round and additional sweeping in 2020 due to good weather conditions.

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?   Unsure
- 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>	45	557	983	1082	472	31
<u>Sand</u>	0	0	0	0	0	0
<u>Salt/sand mix</u>	0	0	0	0	0	0
<u>Other</u>	0	0	0	0	0	0

Liquids (gallons) (ex. brine)

	Oct	Nov	Dec	Jan	Feb	Mar
<u>Brine</u>	3233	7913	9238	15850	14089	1800
<u>Chem-melt</u>	0	0	0	0	0	0
<u>Pre-wetting compound</u>	0	0	0	0	0	0
<u>Other</u>	9	0	40	0	0	0

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

Training Date	Training Name	# Attendance
8/4/2005	2020 Salt Symposium August 4-5	1

- 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

Continued to follow City snow and ice policies, procedures and salt application matrix with no changes to our program.

## Internal (Staff) Education & Communication

- af. Has training or education been held for municipal or other personnel involved in implementing each of the pollution prevention program elements ?  Yes  No  Unsure

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

See attached documents from Parks and DPW Operations

When: throughout year

How many attended: 128

- ag. Describe how the municipality has kept the following local officials and municipal staff aware of the municipal storm water discharge permit programs and its requirements.

Elected Officials

Presentations to Utilities Committee throughout the year.

Municipal Officials

Same as elected officials.

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.*

Group training limited due to COVID. Operations staff generally do not have computers. Individual training and handouts.

## 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 (09/20)

## Minimum Control Measures - Section 7 : Complete

### 7. Storm Sewer System Map

- a. Did the municipality update their storm sewer map this year?

Yes  No  Unsure

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.*

Maps updated for 2020 construction, city limits, delineated wetlands, outfalls, new public and private stormwater practices.

## Missing Information

Do not close your work until you SAVE.

Form 3400-224 (09/20)

## 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

7,684	8,000	8,000	<u>Storm water utility</u>
-------	-------	-------	----------------------------

**Element:** Public Involvement and Participation

3,258	5,000	5,000	<u>Storm water utility</u>
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**Element:** Illicit Discharge Detection and Elimination

31,130	15,000	21,500	<u>Storm water utility</u>
--------	--------	--------	----------------------------

**Element:** Construction Site Pollutant Control

115,094	107,719	122,085	<u>Storm water utility</u>
---------	---------	---------	----------------------------

**Element:** Post-Construction Storm Water Management

113,699	85,000	85,000	<u>Storm water utility</u>
---------	--------	--------	----------------------------

**Element:** Pollution Prevention

1,378,990	1,503,567	1,505,397	<u>Storm water utility</u>
-----------	-----------	-----------	----------------------------

**Other (describe)**

Mapping, annual report preparation and DNR Fee

10,322	12,600	12,600	<u>Storm water utility</u>
--------	--------	--------	----------------------------

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:

Three additional wet stormwater ponds and 8 HSD's constructed

**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:

High conductivity in Garners Creek due to private snow management

**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)

### Status of Total Maximum Daily Loads (TMDLs) Implementation

The permittee Appleton City is subject to the following approved TMDLs: Lower Fox River Basin and Lower Green Bay; Upper Fox and Wolf River Basin

The permittee intends to comply with the following permit requirements to show progress towards meeting the TMDL:

**[A.3.1] The Permittee is following the TMDL Compliance Plan, which received Department concurrence prior to April 30, 2019.**

The permittee is confirming that all planned efforts are on schedule.

Agree  Disagree

**[A.6.3] Final Documentation.**

The permittee is confirming that all planned efforts are on schedule to submit the final documentation materials [updates to mapping, modeling, tabular summary, and Implementation Plan] under section A.6.3 by October 31, 2023.

Agree  Disagree

**[C.3-4].a Which Compliance option does the permittee anticipate choosing?**

- TMDL Implementation Plan     Adaptive Management Project

**[C.3-4].b The Permittee is confirming that all planned efforts are on schedule to meet requirements due to the department.**

- For an Adaptive Management project, a plan is required within 36 months of the TMDL approval date.
- For TMDL Implementation, updates to mapping, modeling, tabular summary, and Implementation Plan documents are required within 48 months of the TMDL approval date.)

- Agree     Disagree

**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.*

Update to City-wide plan on schedule with DNR planning grant.

Do not close your work until you SAVE.

--	--	--	--	--	--	--

**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**.

## 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.

### Storm Sewer System Map

 File Attachment

[Mapscombined.pdf](#)

### Attach - Other Supporting Documents

#### AR IP

 File Attachment

[2020PublicParticipationcompletedactivities.pdf](#)

#### AR EO

 File Attachment

[2020IEPlancompletedactivities.pdf](#)

#### AR Other

 File Attachment

[2020NEWSCOUTREACHREPORT.pdf](#)

#### AR BMPInspSum

 File Attachment

[StormwaterInspectMaintenanceList2020EOY.xls](#)

#### AR SWGroupReport

 File Attachment

[2020NEWSCAnnualReport.pdf](#)

#### AR SWMap

 File Attachment

[stormpipecombinedmaps.pdf](#)

#### AR IDDE

 File Attachment

[Illicitdischargecomplaints2020.xls](#)

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## AR Other

 File Attachment

[2020-2021PublicWorksGuide.pdf](#)

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## AR Other

 File Attachment

[FieldScreeningBodyAB.pdf](#)

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## AR Other

 File Attachment

[2020FieldScreeningAppD.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.

2020 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN

January 2021

	TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY	
				ACTIVE	PASSIVE	CITY	NEWSC		
1	1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer system.	1. Residents  2. City staff - DPW Technicians  3. Businesses	2. DPW Newsletter		X	X		DPW Newsletter mailed June 2020 16 active pledge supporters in 2020 Discuss throughout the year in response to reported discharges See NEWSC Report This activity canceled due to COVID This activity canceled due to COVID Discuss throughout the year in response to reported discharges	
2			6. Stormwater Credit Policy Pledge Supporter		X	X			
3			10. One-on-one communication	X		X			
4			11. NEWSC Exhibiting	X			X		
5			14. Citizens Academy Presentation	X		X			
6			13. Group Training	X		X			
7			10. One-on-One communication	X		X			
8									
9									
10									1
1	2. Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including automobiles, pet waste, household hazardous waste and household practices.	1. Residents  2. Students	2. DPW Newsletter		X	X		DPW Newsletter mailed June 2020 NEWSC Posters placed in park bathrooms and on park fences 16 active pledge supporters in 2020 See NEWSC Report See NEWSC Report Contract signed with FWWA but canceled due to COVID	
2			3. NEWSC Posters		X	X			
3			6. Stormwater Credit Policy Pledge Supporter		X	X			
4			11. NEWSC Exhibiting	X			X		
5			14. NEWSC school presentations	X			X		
6			15. Summer Camp	X		X			
7									
8									
9									
10									1
1	3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.	1. Residents  2. Students	2. City DPW newsletter		X	X		DPW Newsletter mailed June 2020 NEWSC posters placed in park bathrooms and on park fences 16 active pledge supporters in 2020 See NEWSC Report Contract signed with FWWA but canceled due to COVID	
2			3. NEWSC posters		X	X			
3			6. Stormwater Credit Policy Pledge Supporter		X	X			
4			11. NEWSC Exhibiting	X			X		
5			15. Summer Camp	X		X			
6									
7									
8									
9									
10									1
1	4. Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.	1. Residents  2. Students	16. River cleanup	X			X	River Cleanup held in August 2020. City supported at \$2500 level See NEWSC Report Contract signed with FWWA but canceled due to COVID	
2			14. NEWSC school presentation	X			X		
3			15. Summer Camp	X		X			
4									
5									
6									
7									
8									
9									
10									1
1	5. Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways, and sidewalks.	1. Residents	6. Stormwater Credit Policy Pledge Supporter		X	X		16 active pledge supporters in 2020 This activity canceled due to COVID 2 rain barrel stormwater utility credits issued in 2020	
2			14. Citizens Academy Presentation	X		X			
3									
4									
5									
6									
7									
8									
9									
10									1

2020 CITY OF APPLETON PUBLIC EDUCATION AND OUTREACH PLAN

January 2021

	TOPIC	TARGET AUDIENCE	PLANNED ACTIVITY	MECHANISM		PRIMARY LEAD		COMPLETED ACTIVITY
				ACTIVE	PASSIVE	CITY	NEWSC	
1	6. Inform and educate those responsible for the design, installation, and maintenance of construction site practices and stormwater management facilities on how to design, install, and maintain the practices.	1. Design consultants 2. Contractors 3. City staff	10. One-on-one communication	X		X		ESC Inspector in the field throughout the year SW & ESC discussed for private and DPW projects throughout year ESC discussed at DPW pre-construction meetings Sponsored and on planning committee Several City staff attended conference ESC and SWM plan review verbal and written discussion
2			12. Pre-submittal and Pre-construction meetings	X		X		
3			18. FWWA Watershed Conference	X		X		
4			19. Plan review	X		X		
5								
1	7. Identify businesses and activities that may pose a stormwater contamination concern, and educate those specific audiences on methods of stormwater pollution prevention.	1. Carpet Cleaners	1. Mailing		X	X		Not done due to limited staff during COVID
2								
3								
1	8. Promote environmentally sensitive land development designs by developers and designers, including green infrastructure and low impact development.	1. Owners/Developers 2. Designers	10. One-on-one communication	X		X		Discuss individual projects throughout the year Discuss individual projects during the year Sponsored and on planning committee
2			10. One-on-one communication	X		X		
3			18. Sponsor FWWA Watershed Conference	X		X		
4								
								7 Completed topics
	Passive Mechanisms		Active Mechanisms					
	1. Mailing	0	10. One-on-One communication	1		Number of topics required	6	
	2. Newsletter	1	11. NEWSC Exhibiting	1				
	3. NEWSC Posters	1	12. Meetings	1				
	4. Website	1	13. Group Training	0				
	5. Signage	0	14. Presentations	1				
	6. Stormwater Credit Policy Pledge Supporter	1	15. Summer Camp	0				
	Total Passive Mechansims used	4	16. River Cleanup	1				
			17. Utilities Committee Meeting	1				
			18. Workshops/Conferences	1				
			19. Plan review	1				
	Key:		Total Active Mechanisms Used	8				
	1= used during the year		Required Active Mechanisms	2				
	0= not used during the year							

City of Appleton Education and Outreach Plan 2019-2023 Summary of completed activities

Topics	Year													
	2019		2020		2021		2022		2023					
	Active	Passive												
1. IDDE	4	2	2	2										
2. HHH, Pets, Vehicles, etc	3	3	2	3										
3. Yard Waste, Pesticide, Fertilizer	3	3	1	3										
4. Stream and Shoreline	3	0	2	0										
5. Residential Infiltration	0	1	0	1										
6. ESC and Post Construction	4	0	4	0										
7. Pollution Prevention	0	1	0	0										
8. Green Infrastructure/Low Impact	3	0	3	0										
Totals	20	10	14	9										

SECTION 2.2 PUBLIC INVOLVEMENT AND PARTICIPATION

ACTIVITY	2020 Planned Activity	2020 Completed		
Annual Report Due to WDNR March 31 each year	Target Participants: General Public Elected Officials  Delivery Mechanism: Committee agenda on website Utilities Committee meeting Common Council meeting  Date: March	February 20, 2020 February 25, 2020 March 4, 2020		
Stormwater Management Program Proposed City-wide Plan Update in 2020-2021	Target Participants: General Public Elected Officials School District Developers Other City Departments  Delivery Mechanism: Committee agenda on website Utilities Committee Presentation Common Council meeting Stakeholder Presentations Stakeholder meetings City staff meetings  Date: throughout the year	Repeated MS4 Permit overview at Utilities Committee on September 24, 2020 Presented Post-Construction Program at Utilities Committee on October 13, 2020  4 days prior to committee meeting See above 8 days after committee meeting Met with City consultant and McMahon (representing adjacent communities) on City-wide plan on April 23, 2020		
Ordinance Updates Erosion and Sediment Control Illicit Discharges Post-Construction Stormwater Management	Target Participants: General Public Elected Officials  Design Consultants Developers Contractors  Delivery Mechanism: Committee agenda on website Utilities Committee Presentation Common Council meeting  Date: As needed	Erosion and Sediment Control Ordinance     January 9, 2020 January 14, 2020 January 22, 2020	Illicit Discharge Ordinance     February 20, 2020 February 25, 2020 March 4, 2020	Post-Construction Ordinance   Sent new ordinance to consultants on April 27, 2020   March 26, 2020 April 1, 2020* April 1, 2020*  *Committee of the whole due to COVID-19
Volunteer Activity	Target Participants: General Public City Staff  Delivery Mechanism: Sponsor FWWA Cleanup Post Sign-up for City staff  Date: Spring	Sponsored at \$2500 level May 2 event canceled due to COVID-19 Held August 22, 2020		