

Due by March 31, 2017

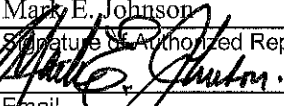
Notice: Pursuant to s. NR 216.07(8), Wis. Adm. Code, an owner or operator of a Municipal Separate Storm Sewer System (MS4) is required to submit an annual report to the Department of Natural Resources (DNR) by March 31 of each year to report on activities for the previous calendar year. This form is 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 2016.

Instructions: Complete each section of the form. If additional space is needed, 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, 2017, to the appropriate address indicated on the last page of this form.

Part I. Municipal Information			
Name of Municipality City of La Crosse		Facility ID No. (FIN) 31065	
Mailing Address 400 La Crosse Street	City La Crosse	State WI	ZIP Code 54601
County(s) in which Municipality is located La Crosse	Municipality Type: (select one) <input type="radio"/> County <input checked="" type="radio"/> City <input type="radio"/> Village <input type="radio"/> Town <input type="radio"/> Other (specify)		

Part II. Municipal Contact Information			
Name of Municipal Contact Person Mark Johnson		Title Utilities Manager	
Mailing Address (if different from above)	City	State WI	ZIP Code
Email johnsonm@cityoflacrosse.org	Phone Number (include area code) (608) 789-7588	Fax Number (include area code) (608) 789-7592	
Has the contact person changed in the last year? <input type="radio"/> Yes <input checked="" type="radio"/> No			

Part III. Certification		
<p><i>I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050075-2 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.</i></p>		
Authorized Representative Printed Name Mark E. Johnson	Authorized Representative Title Utilities Manager	
Signature of Authorized Representative 	Date 3/31/2017	
Email johnsonm@cityoflacrosse.org	Phone Number (include area code) (608) 789-7588	Fax Number (include area code) (608) 789-7592

Part IV. General Information	
<p>a. Describe the municipality's efforts to invite the municipal governing body, interest groups, and general public to review and comment on the annual report.</p> <p>Annual MS4 Report is formally presented to La Crosse City Council by a Resolution that is introduced in april and considered in May. Committee and Board meetings associated with this legislation allow for public comment and input. All meetings are publicly noticed per Wisconsin open meeting laws.</p>	
<p>b. Describe how the municipality has kept elected and municipal officials and appropriate staff (such as operators, department heads, and those that interact with the public) informed of the municipal storm water discharge permit and its requirements.</p> <p>Follow-up Council review and approval are required as part of submittal of MS4 Report. The Report as-submitted is attached to the Resolution approved by the Council.</p>	
<p>c. Has the municipality prepared or updated its own municipal-wide storm water management plan during the reporting year?</p> <p style="text-align: right;"><input checked="" type="radio"/> Yes <input type="radio"/> No</p>	
<p>If yes, provide the title and date of storm water management plan and list any updates: Stormwater Management Plan for the City of La Crosse, WI -</p>	
<p>If yes, has the information been submitted to the Department?</p> <p style="text-align: right;"><input type="radio"/> Yes <input checked="" type="radio"/> No</p>	

d. During the reporting year, 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 as provided under section 2.10 of the general permit? Yes No

If yes, describe these cooperative efforts:

If yes, has the information been submitted to the Department? Yes No

e. 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.cityoflacrosse.org/Departments/Stormwater Utility](http://www.cityoflacrosse.org/Departments/Stormwater%20Utility)

Part V. Evaluation of Permit Conditions (Section 2 of General Permit)

Minimum Control Measures: For each of the permit conditions listed below, provide an evaluation of program compliance with the general permit.

1. Public Education and Outreach (Section 2.1 of General Permit)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

2. Public Involvement and Participation (Section 2.2 of General Permit)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

3. Illicit Discharge Detection and Elimination (Section 2.3 of General Permit)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

4. Construction Site Pollutant Control (Section 2.4 of General Permit)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

5. Post-Construction Storm Water Management (Section 2.5 of General Permit)

Part V. Evaluation of Permit Conditions (continued)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

6. Pollution Prevention (Section 2.6 of General Permit)

Description of Program(s)	Refer to attached summary
Measurable Goal(s)	Refer to attached summary
Result(s) Achieved	Refer to attached summary
Describe any planned changes to program.	Refer to attached summary

• Storm Water Management Facilities (Section 2.6.1 of General Permit)

List any new municipality owned or operated structural storm water management facilities (ponds, biofilters, etc.) added in the last year.
 See attached inventory.

• Routine Inspection and Maintenance (Section 2.6.2 – 2.6.4 of General Permit)

Does the municipality have an inspection and maintenance program for installed structural storm water management facilities?
 Yes No

Describe the inspection and maintenance program and any activities that have occurred for structural storm water management facilities in 2016. If available, attach any additional information on the inspection and maintenance program.
 There is currently no formal inspection and maintenance program for these facilities. Utility staff have started the process of researching and compiling reference information to develop this program

Describe the street sweeping and catch basin cleaning efforts, and the disposal of waste.
 The City Street Department sweeps City streets continuously with the goal of getting through the entire City every ten working days, depending on weather conditions. Most sweepings are stockpiled at the City's Municipal Service Center site and then hauled disposed at the La Crosse County landfill. Sweepings collected in the fall are predominantly leaves which are composted.

Catch basins are cleaned by Utility staff with the goal of cleaning 1000 of the approximately 6,800 structures annually. Materials cleaned from catch basins are disposed in a designated, contained area on the wastewater treatment plant site.

• Winter Road Management Activities (Section 2.6.5 of General Permit)

Provide the name, title, and phone number of the individual(s) with overall responsibility for winter roadway maintenance.
 Mike La Fleur - Superintendent of Streets; Office Phone 608-789-7340
 Dale Hexom - Director of Public Works; Office Phone 608-789-7599*
 * Public Works department was eliminated following retirement of Dale Hexom on 12/31/2016.

Describe the types of products used for winter road management (e.g. deicing, pre-wetting, salting, etc.).

- Road salt
- Sand-salt
- Salt Brine

Part V. Evaluation of Permit Conditions (Section 2 of General Permit)

Minimum Control Measures: For each of the permit conditions listed below, provide an evaluation of program compliance with the general permit.

<p>1. <u>Public education and Outreach</u> (Section 2.1 of General Permit)</p>	
<p>Description of Program(s)</p>	<ul style="list-style-type: none"> • 2.1.1 - Information provided on City website regarding illicit discharges and impacts to receiving water. • 2.1.2 - Information provided on City website and refuse & recycling brochures distributed to City property owners explainign proper management of materials. • 2.1.3 - Information provided on City website regarding management of yard wastes and application of fertilizer. • 2.1.5 - Information provided on City website promoting on-site control of stormwater and potential utility credits. • 2.1.6 - Municipal code requirements for construction site erosion control. • 2.1.8 - City's design review process for new developments includes requirement for stormwater management and green infrastructure.
<p>Measurable Goals(s)</p>	<p>Try to review, update and increase website information annually. Provide SWU credit information as requested and with permit applications. Actively participate in City's design review process.</p>
<p>Result(s) Achieved</p>	<p>Limited review, updates and expansion of website information. Engineering and utilities participate in design review process for every proposed new development.</p>
<p>Describe any planned changes to program.</p>	<p>Try to allot staff-time for additional management of website information. Better coordination with City Inspection Dept. related to construction site stormwater management. Pursue process to provide selected Stormwater Utility positions with direct enforcement authority.</p>
<p>2. <u>Public Involvement and Participation</u> (Section 2.2 of General Permit)</p>	
<p>Description of Program(s)</p>	<ul style="list-style-type: none"> • La Crosse County Urban Stormwater Outreach Group • Annual Mayor's Neighborhood Expo • City Public Works day
<p>Measurable Goals(s)</p>	<p>Participate in Urban Stormwater Group meetings. Provide display and handout materials for public activities. Assign utility staff to public activities that can interact with public and provide information and explanations.</p>
<p>Result(s) Achieved</p>	<p>Limited participation in Urban Stormwater Group activities in 2016. Full participation in both the Neighborhood Expo and Public Works day events in 2016.</p>
<p>Describe any planned changes to program.</p>	<p>Actively participate in Urban Stormwater Group meetings. Continue to actively be involved in the Neighborhood Expo and Public Works day events.</p>
<p>3. <u>Illicit Discharge Detection and Elimination</u> (Section 2.3 of General Permit)</p>	
<p>Description of Program(s)</p>	<p>Ordinance prohibiting illicit discharges is in-place. General training of utility and other City departments (Engineering, Inspection, Street Dept.) to enhance awareness of illicit discharges. Timely response to reports and/or complaints related to possible illicit discharges.</p>
<p>Measurable Goals(s)</p>	<p>Respond, investigate and address actual illicit discharges as reported.</p>
<p>Result(s) Achieved</p>	<p>Letters sent and follow-up action related to five (5) confirmed illicit discharges in 2016.</p>
<p>Describe any planned changes to program.</p>	<p>Review and update City ordinance as required. Pursue process to provide selected Stormwater Utility positions with direct enforcement authority. Consider annual reminders to specific groups, e.g., concrete suppliers and contractors, related to illicit discharges.</p>

4. Construction Site Pollutant Control (Section 2.4 of General Permit

Description of Program(s)	Erosion control ordinance is in-place. Erosion control requirements are part of all City of La Crosse construction projects, managed and overseen by City Engineering Department. Erosion control requirements apply to all private construction projects with primary follow-up for compliance overseen by City Inspector assigned to the area. Other erosion control issues or problems are observed and reported by mobile utility and City staff. City Inspectors respond to reported issues in their assigned area, in addition to all their other scheduled and assigned tasks.
Measurable Goals(s)	Manage and maintain erosion control on all City projects. Timely response to erosion control issues reported on private construction sites.
Result(s) Achieved	Full erosion control compliance on all City projects.
Describe any planned changes to program.	Annual training and reminders related to erosion and sediments control to City construction and maintenance departments. Try to provide City Inspection Dept. assistance with follow-up and enforcement to assure compliance on private construction sites. Consider annual reminders to specific groups, e.g., concrete suppliers and contractors, related to illicit discharges.

5. Post-Construction Stormwater Management (Section 2.5 of General Permit

Description of Program(s)	Formal design review procedure including stormwater management requirements during and post-construction.
Measurable Goals(s)	As part of issuing building and other permits, provide clear requirements to builders and developers for all projects currently reviewable by City.
Result(s) Achieved	Design Review process completed for all reviewable projects in 2016.
Describe any planned changes to program.	Planned revisions and updates to City ordinance in next 1 - 2 years to directly incorporate stormwater management requirements to reflect County code.

6. Pollution Prevention (Section 2.6 of General Permit

Description of Program(s)	Current inventory of stormwater facilities owned/operated by City. Management of de-icing materials Street sweeping and catch basin cleaning programs City-managed yard waste sites Leaf collection and composting program BMPs to contain and reduce storm water runoff from municipal garage site
Measurable Goals(s)	Street sweeping frequency number of catch basins cleaned and inspected annually
Result(s) Achieved	Street sweeping and catch basin goals achieved in 2016.
Describe any planned changes to program.	Develop and implement formal inspection and maintenance program for City-owned/operated stormwater facilities.

Report the amount of product used by month over the last winter season (approx. November 2015 through April 2016). Refer to the attached summary showing monthly road salt and sand-salt material quantities, and total gallons of brine used in 2016.

Report the snow disposal locations, if applicable.

Primary snow disposal and storage is on City-owned sites on Isle La Plume and French Island.

Describe anti-icing, equipment calibration, and salt reduction strategies.

Application of anti-icing materials is controlled by truck operators. Initial settings reflect the minimum rates for the application requirements and are adjusted based (increased) based on observed effectiveness of the applied materials. During a snow or icing event, Street Dept. supervisors are mobile to purposely observe the effectiveness of anti-icing materials, and advise operators regarding the need to adjust (increase or decrease) application rates. Application equipment is calibrated annually as part of preparations for winter operations. Describe any other additional data or information used to evaluate the winter road management activities.

• Leaf Management (Section 2.6.6 of General Permit)

Describe the management of leaves and grass clippings.

The City currently provides leaf collection service annually in the fall, generally starting around October 1st and continuing until about December OR until trucks have to be converted to snow plowing. The City also provides two drop-off sites for leaves and grass clippings.

• Municipal Pollution Prevention (Section 2.6.7 of General Permit)

Provide the location (street address) of each facility (municipal yards and/or maintenance facilities) and contact information (name, title, and phone number) for the individual(s) with overall responsibility for each facility.

The Municipal Service Center is the City's primary maintenance facility. Location and contact information as follows: Street address: 2000 Marco Drive, La Crosse, WI 54601

Contact: Mike La Fleur - Superintendent of Streets; Office Phone: 608-789-7340

MSC site includes City's Transit Utility (MTU) operations and maintenance site. Contact information as follows:

Street address: Same as shown above

Contact: Jim Krueger - Interim Transit Manager; Office Phone: 608-789-7350

Map(s) included? Yes No - Include a map of each facility, drawn to scale and include the following features:

- Location of major activities and storage areas
- Identification of drainage patterns, potential sources of storm contamination and discharge points.
- Identification of nearby receiving waters or wetlands
- Identification of connections to the permittees's MS4

Describe the housekeeping activities and best management practices installed at municipal yards and/or maintenance facilities to reduce or eliminate storm water contamination.

Note that the map uses the most recent, available aerial photo, marked-up to show the 2016 use of areas around the MSC facility. Also, note that entire area surrounding the MSC and MTU facilities was formerly a City dump that was closed and capped in the late-1970s. Housekeeping activities and BMPs for these facilities include:

Covered, inside storage facility for road salt; sand-salt materials stored outside and covered with tarp ;

Vehicle and equipment maintenance performed inside.

Almost all vehicles and equipment are stored inside MSC facility.

The City has programs for removing and beneficially reusing many materials (Examples: Concrete, asphalt, leaves, brush, etc., which are stored on the MSC site prior to grinding and reuse. Berms are in-place around stored materials to reduce runoff from these areas.

City of La Crosse, WI
Winter Ice Control - 2016

MONTH	SALT (TONS)	SAND-SALT (TONS)
JANUARY-2016	381	529
FEBRUARY-2016	496	631
MARCH-2016	8	212
APRIL-2016	6	0
NOVEMBER-2016	4	0
DECEMBER-2016	980	362
TOTALS	1875	1734
SALT BRINE (GALLONS)		
4,000		

Part V. Evaluation of Permit Conditions (continued)

Discuss recommendations for improvements to current storm water management practices at the facility(s) and provide a timeline for installation and/or implementation of these recommendations.

The in-place containment berms and other BMPs are currently working well. There are no current plans for changes or improvements to these facilities.

Provide information on facility inspections. Identify and address potential sources of storm water contamination. MSC supervisory staff inspect these facilities and direct maintenance as required.

One potential source of contamination is the City's vehicle fueling facility, which is used by all City departments with the exception of the Airport.

Describe the municipal facility(s) employee training on storm water pollution prevention (frequency, duration, objectives, percentage of employees trained this year, etc.).

Street Department supervisors have been involved with the discussion of issues and required action related to runoff control from sites under construction by City departments.

Describe the spill prevention and response procedures in place at the municipal facility(s).

City Street Dept. may respond to on-street material spills and apply and then remove "oil-dry" or similar materials to absorb spilled liquid materials.

Utility personnel may respond to reported liquid materials in catch basins and utilize vacuum equipment to remove materials which usually can be disposed at City's WWTP.

7. Storm Water Quality Management (Section 2.7 of General Permit)

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 9.2.5 Reduction (%) 15.2

If no, include a description of any actions the municipality has undertaken during 2016 to help achieve the 20% standard.

8. Storm Sewer System Map (Section 2.8 of General Permit)

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 were made to the City's storm sewer system map in 2016.

Part VI. Fiscal Analysis

a. Provide a fiscal analysis that includes the annual expenditures for 2016, and the budget for 2016 and 2017. A table to document fiscal information is provided on page 8.

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

Storm water utility General fund Other _____

c. Is adequate revenue generated to implement the storm water management program and meet permit requirements?

Yes No

Please provide a brief summary of the municipality's 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 the storm water management program.

Every property with impervious area receives a quarterly Stormwater Utility (SWU) bill. Revenues are generated to support the operating budget of the SWU, as well as to provide 100% and 50% funding for projects and expenses related to stormwater quality and stormwater quantity (street flooding), respectively.

Part VII. Inspections and Enforcement Actions

Note: If an ordinance listed below has been submitted to the Department previously 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. Has the municipality amended its illicit discharge detection and elimination ordinance in accordance with subsection 2.3.1 of the general permit during the reporting year? Yes No
If yes, attach copy or provide web link to ordinance:

- b. Has the municipality amended its construction site pollutant control ordinance in accordance with subsection 2.4.1 of the general permit during the reporting year? Yes No
If yes, attach copy or provide web link to ordinance:

- c. Has the municipality amended its post-construction storm water management ordinance in accordance with subsection 2.5.1 of the general permit during the reporting year? Yes No
If yes, attach copy or provide web link to ordinance:

- d. 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.) during the reporting year? Yes No
If yes, attach copy or provide web link to ordinance:

- 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.
June 9, 2016 - Letter to property owner for discharge or paint residue materials to storm drain
July 20, 2016 - Letter to redi-mix supplier for discharge of concrete residue to storm drainage system.
August 26, 2016 - Letter to painting contractor for discharge of painting materials to storm drain.
August 26, 2016 - Letter to property owner for discharge of oil & grease to storm drainage system.
August 26, 2016 - Letter to Hydrite Chemical related to spilled materials that entered the storm drainage system.

Part 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:
Black River and Mississippi River

 - 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:
Impairment listings are for PCB and Mercury contamination. The City's IDD&E program is intended to detect and eliminate discharges of these and other contaminants.

- c. Identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.
No known improvements during the reporting period.

- 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 known additional water quality degradation.

e. Does any part of the MS4 discharge to an approved Total Maximum Daily Load (TMDL) area (Section 1.5.4 of the general permit)?
 Yes No

If yes, fill out below. If no, disregard.

Required reporting for TMDLs approved prior to the effective date of the permit for 2016:

Name of TMDL: _____ Date TMDL approved? _____

Map(s) included? Yes No - Submit a storm sewer system map (may be the same map submitted under section V.6. of this form), which includes the TMDL reachshed boundaries and associated acreage within the municipality, and the MS4 drainage boundaries and associated acreage within the municipality.

Part IX. Proposed Program Changes

Describe any proposed changes to the storm water management program being considered for 2017 and the schedule for implementing those changes. Proposed program changes must be consistent with the requirements of the general permit.

Formalize and implement inspection and maintenance programs for retention ponds.

Develop and implement formal maintenance programs and procedures for BMPs installed as part of City street projects.

Part X. Other

Any other municipal storm water program information for inclusion in the Annual Report regarding their storm water program may be added here or attached.

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

Program Element	Annual Expenditure 2016	Budget		Source of Funds
		2016	2017	
Public Education and Outreach	\$26,200	\$22,200	\$27,200	Stormwater Utility
Public Involvement and Participation	\$20,000	\$19,200	\$22,200	Stormwater Utility
illicit Discharge Detection and Elimination	\$4,000	\$3,800	\$4,400	Stormwater Utility
Construction Site Pollutant Control				
Post-Construction Storm Water Management				
Pollution Prevention	\$30,100	\$28,700	\$28,700	Stormwater Utility
Storm Water Quality Management (including pollutant-loading analysis)	\$94,700	\$83,500	\$95,600	Stormwater Utility
Storm Sewer System Map				
Other: Admin., Depreciation & Debt	\$277,999	\$543,565	\$563,940	Stormwater Utility

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

2016 Public Education & Outreach Efforts

La Crosse Area Stormwater Group

- The La Crosse Urban Storm Water Group continued meeting in 2016. Their activities continues to include coordinated distribution of storm water education materials within local municipal building permit folders. All municipalities in La Crosse County have the option of including construction-related best management practices materials for inclusion with building permit applications.
- March, 2016– Rain garden & rain barrel display at Washburn Neighborhood’s “Spring Into Gardening” open house at La Crosse’s Lincoln Middle School. Over 400 participants attended this open house – with rain garden materials, and website promotion. Rain barrel materials were provided to interested browsers. The event includes a painted rain barrel contest/ judging event, awarded to best painted rain barrel.
- April, 2016 – Display booth at the La Crosse Area Earth Fair – promoting the La Crosse Urban Stormwater Group and La Crosse Waters website, LaCrosseWaters.org:
 - Over 2,000 attendees were estimated present at the La Crosse Area Earth Fair
 - Handouts and brochures with multiple pages displaying helpful suggestions on how residents can learn more about storm water, including links to the La Crosse Waters.org website.
- August 2016 – Rain Garden & Native Plants program: Collaborated w/ La Crosse County Biodiversity Coordinator to present information on rain gardens and native plant use in landscaping, municipal storm water credits and ways to reduce storm water runoff. Approximately 15 attendees.
- August 2016 – Presented Storm water Management concepts to Western Technical College’s M-Power program, a group consisting of approximately 15-20 employer-sponsored participants.
- La Crosse Waters Website continues to be maintained and visited by the general public. The following statistics were provided La Crosse County IT Department:

<u>Month</u>	<u>Average Hits/Day</u>	<u>Average Visitors/Day</u>
January 2016	296	15
February 2016	307	18
March 2016	367	19
April 2016	438	23

<u>Month</u>	<u>Average Hits/Day</u>	<u>Average Visitors/Day</u>
May 2016	342	19
June 2016	382	20
July 2016	382	27
August 2016	348	26
September 2016	361	24
October 2016	345	24
November 2016	409	29
December 2016	315	26

Municipally-Owned Stormwater Facilities

NO	DESCRIPTION	LOCATION	CONTACT INFORMATION
1	Stormwater retention pond - Receives flow from storm water lift station; discharges to Lake Onalaska	Northwest corner of La Crosse Municipal Airport property; La Crosse, WI	Storm Water Utility Utilities Manager - (608) 789-7536
2	Stormwater retention pond - Receives flow from storm water collection system; discharges to Pammel Creek.	South 33rd Street; La Crosse, WI	Storm Water Utility Utilities Manager - (608) 789-7536
3	Stormwater retention pond - Receives flow from storm water collection system; discharges to Mormon Coulee Creek.	Brickyard Lane & Millatti Lane; La Crosse, WI	Storm Water Utility Utilities Manager - (608) 789-7536
4	Stormwater retention pond - Receives flow from storm water collection system; eventually discharges to Pammel Creek.	Floral Lane & 29th Street; La Crosse, WI	Storm Water Utility Utilities Manager - (608) 789-7536

Last updated - March 2017

Description of actions the municipality has undertaken to help achieve the 40% standard.

- *Pond conversions:*
 - *Evaluating and prioritizing ponds for conversion is ongoing.*
 - *A regional wet pond conversion at the International Business Park was constructed in 2010*
 - *A new regional pond at GIAA was constructed in 2012*
 - *Brickyard Lane/Jorgensen Flats wet pond conversion completed in 2012*

- *Reviewing every municipal project for possible storm sewer BMP's and installing BMP's where applicable:*
 - *Fiesta Court rain gardens built in 2008*
 - *Diagonal Park rain garden built in 2008*
 - *Eco-Park stormwater controls built in 2008-09*
 - *Porous alley pavement built in 2009*
 - *Fanta Reed Road grass swales built in 2009*
 - *Enterprise Ave grass swales built in 2010*
 - *J. Flynn Drive – Biocell and swale, built in 2010*
 - *WTC Cleary Plaza Bump-out in ROW, bio-cells, built in 2010 and 2012*
 - *Airport road grass swales designed in 2009-10; built in 2011*
 - *Airport ring road and parking lot bio-cells built in 2011*
 - *Cunningham Road Bio-cell built in 2011*
 - *Integrated porous pavers into our 2012 Streetscaping work downtown: Jay Street from 2nd to 3rd and 3rd Street from Jay to Pearl (2012)*
 - *Added 8 bio-cell in the 2200 block of South 22nd street (2012)*
 - *King and Front Street intersection reconstruction using permeable pavers in Streetscaping and cross walks (2012)*
 - *Construction of Bio-cell at Black River Beach House to treat Parking Lot (2102)*
 - *Porous Asphalt and narrowing of East Ave, from Jackson to Adams (2013)*
 - *Campbell Rd Permeable Paver Streetscaping (2013)*
 - *Downtown Streetscaping with permeable pavers KING STREET: FRONT TO 4TH STREETS (Transit Center); THIRD STREET: CASS TO KING STREETS & JAY TO KING STREETS*
 - *Bio-cells (x2) at corner of La Crosse and 9th -north leg (2013)*
 - *Bio-cells (x2) mid-block of Johnson between 9th and 10th St (2013)*
 - *Bio-cells (x2) at corner of 10th and La Crosse St – north leg (2014)*
 - *Bio-cells on NW corner of 7th and cook (2014)*
 - *Bio-cells (x2) at 5th and Division Streets –west leg (2014)*
 - *Grass Swale with ribbon curb on west side of Oak from Palace to just south of Kwik Trip Way (2014)*
 - *Bio-cells (x2) at corner of Kane and Clinton St – west leg (2015)*
 - *Bio-cells (x2) at corner of Farnam and 6th St – east leg (2015)*
 - *Bio-cells (x2) at corner of 7th and Division St – east leg (2015)*
 - *Porous Asphalt 8th street from Cass to Ferry-3 blocks (2015)*
 - *Porous Asphalt 10th street from Jackson to Mississippi St-1 block (2015)*
 - *Porous Asphalt Cameron Street from 8th to 10th Street, 2- blocks (2016)*
 - *Bio-cells (x2) on East Ave at Green Bay Street –southside (2016)*
 - *Continue Porous Asphalt and narrowing of East Ave, from Adams to Farnam Street (2016)*
 - *Bio-cells (x4) on Hood Street at 5th and at 6th street (2016)*
 - *Bio-cells (x2) on Logan St at Kane Street (2016)*
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- *Road Narrowing with Green-Scape Replacement*
 - *Various Railroad Crossing closed and roads shorten, 2008-09*
 - *Liberty St from St. Paul to Clinton Streets, 2009*
 - *Loomis St from Livingston to Gohre Streets, 2010*
 - *Main St from 20th to 24th Street, 2011*
 - *Loomis from N Salem to Palace, 2011*
 - *Traffic circle (converted from pavement to grass) at 20th and Farnam, 2011*
 - *Green bump-out at 11th and Johnson (2013)*
 - *Green Traffic Circle at 21st and Madison (2013)*
 - *Narrow Main Street from 17th to 20th Street (2013)*
 - *Narrow Loomis from Palace to Livingston (2013)*
 - *Narrow Wood street from Gillette Street South to cul du sac (2014)*
 - *Replace hardscape in blvd with porous pavers on 2nd from State to La Crosse St (2015)*

- Add porous openings and enlarge tree boxes throughout downtown (2015)
- Narrow Oak Street from Rublee street to south end =3 blocks (2016)
- Narrow Avon by 6' from Gillette to Sill (2016)
- Narrow Liberty by 6' from Gillette to Sill (2016)
- **Storm Water Utility**
 - Ordinance was passed in July 2011, with an implementation date of Jan 1, 2012.
 - A credit policy, providing up to 80% credits, was passed in Jan 2012. The SWU credits are a large incentive for private individuals to treat storm water on site, before it reaches the city system.
 - The SWU credit policy promotes BMP creation and allow us to document private BMP's and exempt areas of the city draining directly to the river and creates an accounting of these private treatment quantities.
 - Billing and Land Record database was very dirty. SWU billing began in August of 2012. Records of P reduced are available from SWU Credit database.
- **Commercial and Multi-family Design Reviews**
 - 2424 Commerce bio-cells -2009
 - Kwik Trip at 5th and Cass, bio-cells – 2009
 - Walgreen HWY 16 and CTY PH, Bio-cells -2009
 - WTC Cleary Plaza, porous pavers, bio-cells, rain gardens – 2009
 - WTC Dorms, bio-cell, rain gardens – 2009
 - Cliffside Apartments Bio-cell and swale – 2010
 - Hillview , wet pond – 2010
 - Schum Homes- Swales and rain gardens – 2010
 - FSH Parking Expansion - Chilleta Bldg Sit, green space and bio-cells – 2010
 - Dalco in IBP, wet pond – 2011
 - Mons House swale- 2011
 - Village Center Festival Foods, Swale and bio-cells- 2011
 - Texas Roadhouse, bio-cells – 2011/12
 - Gunderson Lutheran Behavioral Health Building, bio-cells, 2012
 - La Crosse Performing Arts Center, Swale, 2012
 - Goodwill at Shelby Mall, Swale, 2012
 - Triplex at 1022 Vine Street, raingarden, 2012
 - Breidenbach Development, 2012
 - Duplex at 816-818 Copeland Ave, rain garden, 2012
 - KFC remodeling, 2012
 - Gunderson Lutheran Biomass CHP System, 2012
 - Kwik Trip addition, 2012
 - Bentz Chiropractic, bio-cell, 2012
 - As of 2013, these will appear in SWU credit applications. This record will not be updated for 2013 and beyond.
- **Passed a Complete Street Ordinance, 2011**
 - All City Engineers to attend design training on complete street in spring of 2012
 - We have integrated complete streets into project estimating, budgeting, design, and construction
- **Green Infrastructure Planning**
 - Obtain a EPA grant to study feasibility of Green Infrastructure for flood control in the Johnson Creek Watershed (2012)
 - Performed Citywide Storm Sewer Capacity/Deficiencies Modeling and used model to evaluate flood reduction feasibility of Green Infrastructure (2014-15)
 - Implemented 2014-15 modeling results and GI recommendations into CIP planning as of 2017 CIP This planning will continue going forward (2016)