

Due by March 31, 2016

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 2015.

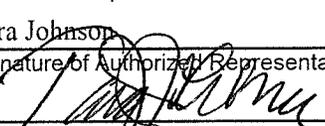
Instructions: Complete each section of the form that follows. If additional space is needed to respond to a question, attach additional pages. Provide descriptions that explain the program actions taken to comply with the general permit. Complete and submit the annual report by March 31, 2016, to the appropriate address indicated on the last page of this form.

SECTION I. Municipal Information			
Name of Municipality		Facility ID No. (FIN)	
La Crosse County		33646	
Mailing Address	City	State	ZIP Code
400 4th Street North	La Crosse	WI	54601
County(s) in which Municipality is located	Municipality Type: (select one)		
La Crosse	<input checked="" type="radio"/> County <input type="radio"/> City <input type="radio"/> Village <input type="radio"/> Town <input type="radio"/> Other (specify)		

SECTION II. Municipal Contact Information			
Name of Municipal Contact Person		Title	
Gregg Stangl		Director of Land Conservation Dept.	
Mailing Address (if different from above)	City	State	ZIP Code
Same	Same	WI	54601
Email	Phone Number (include area code)	Fax Number (include area code)	
gstangl@lacrossecounty.org	(608) 785-9867	(608) 789-7849	

SECTION III. Certification

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.

Authorized Representative Printed Name	Authorized Representative Title		
Tara Johnson	County Board Chair		
Signature of Authorized Representative	Date		
	MAR 23 2016		
Email	Phone Number (include area code)	Fax Number (include area code)	
tajohnson@lacrossecounty.org	(608) 785-9563	(608) 789-4821	

SECTION IV. General Information

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

The Annual Report will be made available on the County Website for public viewing. It is also a part of the Department of Land Conservation Annual Report that is given to County Board Supervisors and made available on-line to the general public.

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

SWPP 's are reviewed annually with County facilities for compliance. Department's Annual Report addresses permit requirements to supervisors and general public.

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

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

La Crosse County SWPPP, 2009

SECTION IV. General Information (continued)

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

If yes, describe these cooperative efforts:

La Crosse County, along with the other local MS4's have formed a working group to address the requirements of section 2.10. As a working group, we have contracted with NewGround, a private sector environmental education provider, to develop and implement a public outreach and education program. We also have a memorandum of understanding with 10 of our 12 townships to implement erosion control requirements for the UDC.

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

If yes, provide web address:

<http://www.lacrossewaters.org/>

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

If yes, provide web address:

<http://www.co.la-crosse.wi.us/departments/land%20con/links.asp>

SECTION V. Permit Conditions

- a. **Minimum Control Measures:** For each of the permit conditions listed below, provide a description of the implementation of each program element, the status of meeting measurable goals, and compliance with permit schedule in section 2.11 of the MS4 general permit. Provide an evaluation of program compliance with the general permit, the appropriateness of identified best management practices, and progress towards achieving identified measurable goals. Be specific in describing the actions that have been taken during the reporting year to implement each permit condition and whether measurable goals have been met, including any data collected to document a measurable goal. Also, explain the reasons for any variations from the compliance schedule in the MS4 general permit.

• Public Education and Outreach

• The La Crosse Urban Stormwater Group continued meeting in 2015. As part of their activities, work continued with coordinated distribution of marketing 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, 2015 – Rain garden & rain barrel display at Washburn Neighborhood's "Spring Into Gardening" open house at La Crosse's Lincoln Middle School. Over 300 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, 2015 – Display booth at the La Crosse Area Earth Fair – promoting the La Crosse Urban Stormwater Group and La Crosse Waters website, LaCrosseWaters.org:

o Over 2,000 attendees were estimated present at the La Crosse Area Earth Fair

o Handouts and brochures with multiple pages displaying helpful suggestions on how residents can learn more about stormwater, including links to the La Crosse Waters.org website.

• June 2015 – Presented information on municipal storm water credits and ways to reduce storm water runoff at commercial businesses for the M-Power Business Sustainability Training Course (offered through Western Technical College)

• The La Crosse Urban Stormwater Group continued meeting in 2015. As part of their activities, work continued with coordinated distribution of marketing 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, 2015 – Rain garden & rain barrel display at Washburn Neighborhood's "Spring Into Gardening" open house at La Crosse's Lincoln Middle School.

• Public Involvement and Participation

• August - November, 2015 – Soak-It Up project at the Habitat for Humanity ReStore became a successful media campaign and storm water teaching tool. The La Crosse Waters Urban Stormwater group oversaw the creation of bi-weekly updates to the La CrosseWater.org website. In addition, La Crosse Waters pushed email notifications of various storm water teachings associated with the following subjects (centered around the Habitat for Humanity Restore facility):

o 8/4/15 Stormwater 101

o 8/13/15 Local effects of runoff pollution

SECTION V. Permit Conditions (continued)

- o 8/27/15 Permeable Paving
- o 9/2/15 Construction update on ReStore (Habitat for Humanity) storm water infiltration upgrades
- o 9/11/15 Bio-filter completion construction update
- o 9/19/15 700 Native plants in the ground construction update
- o 9/30/15 All Bio-filters complete construction update
- o 10/14/15 Question & Answers with Coulee Ecoscapes (landscape consultant who installed ReStore storm water plants and bio-filters)
- o 11/17/15 Take action at home and work
- o Seven (7) Television and/or radio news stories were recorded during this period of time as illustrated towards the bottom of the web page: <http://www.lacrossewaters.org/newStormWater.asp>
The Soak It Up effort at the ReStore facility significantly increased the exposure and number of teachings available for La Crosse County citizens in 2015. The impact of this is best illustrated by the ten-fold increase in the number of average visitor hits in 2015.

• Illicit Discharge Detection and Elimination

Illicit discharges are addressed in section 29.14 of the La Crosse County Post Construction Stormwater Management Ordinance. The Department of Land Conservation continues to make progress on the development of a illicit discharge detection program. Survey grade GPS equipment was used to located stormwater conveyances and outfalls. This information was then loaded into a County GIS layer designed for tracking all of the outfalls in the County. Physical inspection and data collection is an ongoing priority.

• Construction Site Pollutant Control

In 2015, the Department of Land Conservation had issued 166 erosion control permits versus 134 in 2014. There were no notices of non-compliance issued in 2015. Of the 166 erosion control permits issued, 102 were issued under the State's Uniform Dwelling Code (UDC). Of the 102 UDC permits, 85 were for new single family home construction and 17 were for new duplex/condominium construction. All erosion control permits are issued with a contractors/home builders folder that contains pertinent stormwater management control information for contractors and home owners.

• Post-Construction Storm Water Management

There were seven stormwater permits issued in 2015. Two of the permits were for commercial storage unit developments in the Towns of Shelby and Onalaska. There was also stormwater permits issued for a cell tower pad and access road in the Town of Shelby, a large dairy expansion in the Town of Bangor and a commercial building redevelopment project in the Town of Medary. Two residential developments were also permitted in 2015. One was for a 12-unit condominium development in the Town of Holland. The other was a 24 lot subdivision located in the Town of Shelby. The Department of Land Conservation provided technical review for the proposed stormwater management practices for all of these projects.

• Pollution Prevention

The Department of Land Conservation continues to work with the Highway Department to implement the Stormwater Pollution Prevention Plans that were developed for the three County owned Highway Department shops. No spills were reported during the 2015 calendar year.

b. Winter Road Management Activities:

Provide the name, title, and phone number for the individual(s) with overall responsibility for winter roadway maintenance.

Ron Chamberlain, County Highway Commissioner, (608) 786-3813

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

Salt is product 7608 from Compass Minerals; Brine for deicing and pre-wetting is blended with 2 lbs. of salt per each gallon of water.

Describe the type of equipment used to apply the products.

Salt is spread with tailgate spinner spreaders; Brine is dispensed with our two water trucks.

SECTION V. Permit Conditions (continued)

Report the amount of product used per month.

Salt (Tons): Jan-649.4, Feb-670.7, Mar 244.1, Apr-5.4, Nov-29.1, Dec-454.3. Brine (Gal): Jan-8702, Feb-11250, Mar-10240, Apr-2338, Nov-3870, Dec-7058.

Report the snow disposal locations, if snow is hauled away.

N/A

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

We calibrate our equipment in November before the start of the winter season. We are trying to use more brine so we can reduce the amount of straight salt applied.

Describe any other additional measurable data or information that the permittee used to evaluate its winter road management activities.

We mix 5% salt with sand and spread that for traction to help reduce salt quantities. We used 6339 ton of the treated sand in 2015.

c. Municipal facility(s):

Provide an inventory of municipally owned or operated structural storm water management facility(s), include: Location of each facility and contact information for the individual(s) with overall responsibility for each facility.

La Crosse County Highway Department Shelby Shop, 3599 Park Lane Drive, La Crosse, WI, 54601. Contact: Ron Chamberlain, County Highway Commissioner, (608) 786-3813

La Crosse County Highway Department Midway Shop, N5652 County Road OT, Onalaska, WI, 54650. Contact: Ron Chamberlain, County Highway Commissioner, (608) 786-3813

La Crosse County Highway Department Main Shop, N4922 Carlson Road, West Salem, WI, 54669. Contact: Ron Chamberlain, County Highway Commissioner, (608) 786-3813

Describe the housekeeping activities and best management practices installed to reduce or eliminate storm water contamination.

House keeping and best management practices (BMPs) for reducing stormwater contamination are outlined in the site specific SWPPP's that were put together for each of these facilities. The primary objective of these BMPs is to prevent stormwater from contacting source materials or to treat polluted stormwater before discharging to a receiving water. Work has been done to remove or cover sources which in turn eliminates the potential for stormwater contamination. The site specific SWPPPs will be made available to you upon request.

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

The biggest recommendation to improve the current stormwater situation at these facilities is to control the pollution at its source. Source control is the most effective way to reduce pollutants in stormwater. Measures such as removing wastes, storing materials inside buildings or under cover, covering dumpsters, are all examples of on-going recommendations that need to be revisited at these facilities annually.

Describe the municipal facility(s) employee training on storm water pollution prevention provided.

The Land Conservation Department has worked with the Highway Commissioner to develop a training program for the staff at each of these facilities. The training program covers spill prevention and response, good housekeeping and material management practices.

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

Each facility has a spill prevention and response plan within the site specific SWPPP. This plan includes training, inspection, management and documentation. Copies of the SWPPP can be made available to you upon request. No spills were reported in the 2015 calendar year.

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

If yes, provide the following: Model used SLAMM Version 9.3.1 Reduction (%) 47

SECTION V. Permit Conditions (continued)

If no, include a description of any actions the municipality has undertaken during 2015 to help achieve the 20% standard.

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

If yes, describe:

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

If yes, describe the maintenance program and any maintenance activities that have occurred for best management practices in 2015. If available, attach any additional information on the maintenance program.
Municipally owned bio-retention basins are cleared of dead vegetation in late winter/early spring and regularly weeded throughout the summer months. Basins are inspected for damage after major rainfall events.

f. Storm Sewer System Map: Describe any changes or updates to the storm sewer system map made in the reporting year. Provide an updated map if any changes occurred during the reporting year.
We are not aware of any changes.

SECTION VI. Fiscal Analysis

a. Provide a fiscal analysis that includes the annual expenditures for 2015, and the budget for 2015 and 2016. A table to document fiscal information is provided on page 8.

See table on page 7.

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

- Storm water utility General fund Other Permit Fees

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

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

The revenue generated by permit fees pays for the County's share of the public education and outreach program. The County uses tax levy to pay staff salaries and benefits for the storm water program as well as all other related program costs. If the County was authorized to charge a utility fee we could easily recover our program expenses.

SECTION VII. Inspections and Enforcement Actions

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

a. As of the date of this annual report, has the municipality updated or revised its construction site pollutant control ordinance in accordance with subsection 2.4.1 of the general permit? Yes No

If yes, attach copy or provide web link to ordinance:

http://www.co.la-crosse.wi.us/code/pdf/Chapter%2021%20Erosion%20Control_Land%20Disturbance.pdf

b. As of the date of this annual report, has the municipality updated or revised its post-construction storm water management ordinance in accordance with subsection 2.5.1 of the general permit? Yes No

If yes, attach copy or provide web link to ordinance: <http://lacrossecounty.org/code/pdf/Chapter%2029%20Post%20Construc>

c. As of the date of this annual report, has the municipality updated or revised its illicit discharge detection and elimination ordinance in accordance with subsection 2.3.1 of the general permit? Yes No

If yes, attach copy or provide web link to ordinance:

<http://lacrossecounty.org/code/pdf/Chapter%2029%20Post%20Construction%20Storm%20Water%20Mgmt.pdf>

SECTION VII. Inspections and Enforcement Actions (continued)

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

If yes, attach copy or provide web link to ordinance:

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.

In 2015, there were 166 permits issued under the erosion control ordinance and 7 permits issued under the post construction stormwater management ordinance. Inspections are conducted based on the sites soils and slope. Three categories of inspection needs include sites "A", "B" and "C". Sites classified as "A" are less than 12% slopes and are inspected twice during construction. "B" sites are less than 20% slopes and are inspected 3-4 times. "C" sites are less than 30% or in the shoreland district and are inspected frequently during construction.

SECTION VIII. Water Quality Concerns

a. Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (A list of ORWs and ERWs may be found on the Department's Internet site at: <http://dnr.wi.gov/topic/surfacewater/orwerw.html>) Yes No

If yes, list:

b. Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of the most current Wisconsin impaired waterbodies may be found on the Department's Internet site at: <http://dnr.wi.gov/water/impairedsearch.aspx?status=303d>) Yes No

If yes, complete the following:

- Impaired waterbody to which the MS4 discharges:
Mississippi River and La Crosse 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:
The Mississippi River is on the impaired water list for mercury, PCBs and total phosphorus. The mercury and PCB listings are related to fish tissue. The La Crosse River is on the list for total phosphorus. Most of the stormwater conveyance systems near these waterbodies are grassed ditches or swales that provide stormwater infiltration and treatment. The infiltration and treatment in these swales will also provide a reduction of the total phosphorus pollutant of concern.

c. Identify any known water quality improvements in the receiving water to which the MS4 discharges during the reporting period.

None

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.

None

SECTION IX. Proposed Program Changes

Describe any proposed changes to the storm water management program being contemplated by the municipality for 2016 and the schedule for implementing those changes. Proposed program changes must be consistent with the requirements of the general permit.

No big changes anticipated.

SECTION X. Other

SECTION X. Other (continued)

Any other additional information the permittee would like to provide in the Annual Report regarding their storm water program?

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

Program Element	Annual Expenditure		Budget		Source of Funds
	2015	2016	2015	2016	
Public Education and Outreach	4,768	5,000	6,250	5,000	Permit Fees, County Levy
Public Involvement and Participation	2,782	3,000	3,250	3,000	Permit Fees, County Levy
Illicit Discharge Detection and Elimination	5,217	4,200	4,500	4,200	County Levy
Construction Site Pollutant Control	127,553	125,000	105,000	125,000	County Levy
Post-Construction Storm Water Management	28,908	25,000	12,000	25,000	County Levy, Permit Fees
Pollution Prevention	3,280	3,000	3,500	3,000	County Levy, Permit Fees
Storm Water Quality Management (including pollutant-loading analysis)	354	300	300	300	County Levy
Storm Sewer System Map					
Other:					

NORTHERN REGION COUNTIES			WEST CENTRAL REGION COUNTIES		
Ashland	Langlade	DNR Service Center	Adams	Marathon	DNR Service Center
Barron	Lincoln	Attn: Storm Water Program	Buffalo	Monroe	Attn: Storm Water Program
Bayfield	Oneida	5301 Rib Mountain Rd.	Chippewa	Pepin	5301 Rib Mountain Rd.
Burnett	Polk	Wausau, WI 54401	Clark	Pierce	Wausau, WI 54401
Douglas	Price	Phone: (715) 359-4522	Crawford	Portage	Phone: (715) 359-4522
Florence	Rusk		Dunn	St. Croix	
Forest	Sawyer		Eau Claire	Trempealeau	
Iron	Taylor		Jackson	Vernon	
	Vilas		Juneau	Wood	
	Washburn		La Crosse		

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

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