

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

Due by March 31, 2011

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

Use of this specific form is optional. The Department of Natural Resources has created this form for the user's convenience and believes that the information requested on this form meets the reporting requirements for an owner or operator of a municipal separate storm sewer system covered by the general permit. Personal information collected will be used for administrative purposes and may be provided to the extent required by Wisconsin's Open Records Law [ss. 19.31-19.39, Wis. Stats.].

Instructions: Complete each section of the form that follows. If additional space is needed to respond to a question, attach additional pages. Provide descriptions that explain the program actions taken to-date to comply with the general permit. Complete and submit the annual report by March 31, 2011, to the appropriate address indicated on the last page of this form.

SECTION I. Municipal Information

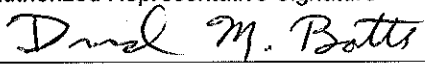
Name of Municipality City of Beloit		Facility ID No. (FIN) 31039	
Mailing Address 100 State St.	City Beloit	State WI	Postal Code 53511
County(s) in which Municipality is located Rock	Type of Municipality: (check one) <input type="checkbox"/> County <input checked="" type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Town <input type="checkbox"/> Other (specify)		

SECTION II. Municipal Contact Information

Name of Municipal Contact Person William A. Frisbee, P.E.		Title Storm Water Engineer	
Mailing Address 2400 Springbrook Ct.	City Beloit	State WI	Postal Code 53511
E-mail Address frisbeew@ci.beloit.wi.us	Telephone No. (including area code) 608-364-6699	Fax No. (including area code) 608-364-2879	

SECTION III. Certification

I hereby certify that I am an authorized representative of the municipality covered under MS4 General Permit No. WI-S050075-1 for which this annual report is being submitted and that the information contained in this document and all attachments were gathered and prepared under my direction or supervision. Based on my inquiry of the person or persons under my direction or supervision involved in the preparation of this document, to the best of my knowledge, the information is true, accurate, and complete. I further certify that the municipality's governing body or delegated representatives have reviewed or been apprised of the contents of this annual report. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Printed Name David M. Botts, P.E.		Authorized Representative Title Public Works Director	
Authorized Representative Signature 		Date Signed 3-31-11	
E-mail Address BottsD@ci.beloit.wi.us	Telephone No. (including area code) 608-364-6693	Fax No. (including area code) 608-364-2879	

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 is presented to City Council members and a copy of the report is on the City's website.

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

Permit issues are discussed at staff meetings. Many storm water projects go to various committees and to City Council for approval.

This report will also be submitted to City Council members.

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:

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

If yes, describe these cooperative efforts:

The City of Beloit has joined the Rock River Stormwater Group.

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

If yes, provide web address:

www.ci.beloit.wi.us

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.ci.beloit.wi.us/index.asp?Type=B_BASIC&SEC={2B72EEF5-EDC8-445F-9B59-2637BB7EF82F}

SECTION V. Permit Conditions

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

- Public Education and Outreach

Had a storm water runoff education display at the public works open house in May. Approximately 200 people visited the display.

Gave a presentation on storm water runoff and pollution to a girl scout troop.

See attached RRSB documents.

- Public Involvement and Participation

See attached RRSB documents.

- Illicit Discharge Detection and Elimination

The City of Beloit will continue to check each major outfall once per year during a dry weather period.

The City of Beloit has a spill emergency response plan for major illicit discharges as well as staff to respond to minor reports.

- Construction Site Pollutant Control

Once a week and within 24 hours of a rain event of at least .5 inches, the City will do an inspection of each construction site in the city. This includes public and private construction sites.

The city has a construction site erosion control ordinance as well as an erosion control permit

- Post-Construction Storm Water Management

The City has a post-construction storm water management ordinance.

- Pollution Prevention

The City is following the Pollution Prevention Plan that was submitted to the DNR in 2008

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

If yes, provide the following: Model used SLAMM Version 9.2.4 Reduction (%) 31

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

If yes, provide the following: Model used SLAMM Version 9.2.4 Reduction (%) 31

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

In 2010 the City of Beloit started construction of the Krueger Haskell Golf Course Storm Water Ponds. Upon completion of the ponds, the City of Beloit MS4 should be just above 39% removal.

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:

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

Map was updated to reflect storm sewer added and removed in 2010.

SECTION VI. Fiscal Analysis

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

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

Storm water utility General fund Other _____

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

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

SECTION VII. Inspections and Enforcement Actions

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

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

Adopted November 3, 2008. Previously submitted.

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

Adopted November 3, 2008. Previously submitted.

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

Adopted May 18, 2009. Previously submitted.

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:

Previously submitted.

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.

Weekly erosion control inspections were performed by City staff on on municipal and commercial construction projects. The City worked closely with contractors to ensure all requirements were met.

SECTION VIII. Water Quality Concerns

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

Spring Brook and Turtle Creek

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

- Impaired waterbody to which the MS4 discharges:

Rock 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 City of Beloit is constructing a series of 4 storm water ponds to remove TSS from the storm sewer system before discharging to the Rock River.

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

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

Program Element	Annual Expenditure		Budget		Source of Funds
	2010	2010	2010	2011	
Public Education and Outreach	\$3,700	\$3,700	\$3,700	\$3,700	Storm Water Utility
Public Involvement and Participation	\$3,700	\$3,700	\$3,700	\$3,700	Storm Water Utility
Illicit Discharge Detection and Elimination	\$14,420	\$14,420	\$14,420	\$14,420	Storm Water Utility
Construction Site Pollutant Control	\$16,609	\$16,609	\$16,609	\$16,609	Storm Water Utility and General Fund - Code Enforcement / Building Inspection
Post-Construction Storm Water Management	\$6,000	\$6,000	\$6,000	\$6,000	Storm Water Utility
Pollution Prevention	\$486,469	\$486,469	\$486,469	\$486,469	Storm Water Utility and General Fund- Operations
Storm Water Quality Management (including pollutant-loading analysis)	\$300,000	\$10,000	\$10,000	\$700,000	Storm Water Utility and Engineering CIP
Storm Sewer System Map	\$1,000	\$1,000	\$1,000	\$1,000	Storm Water Utility
Other					

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

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

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



Rock River Stormwater Group 2010 Year in Review

Throughout the course of 2010, the Rock River Stormwater Group made some great advances toward reaching our goals. Here is an overview of the 2010 Rock River Stormwater Group achievements, sorted by goal.

Goal 1: Homeowners will know their municipality's leaf collection policy and follow that policy. They will also not put grass clippings into the street.

1. Seasonal media blitz customized for each municipality, media outreach activities included:
 - Newspaper article and press release
 - Church bulletin announcements with ads
2. New webpage with specific municipal procedures
3. Targeted street sign project. Two areas in Fort Atkinson were selected for posting of leaf collection procedure signs. Compared to the street without signs, we saw a 26% increase in compliance.

Goal 2: Erosion control laws will be followed in all construction.

1. An Erosion Control Packet was created City Hall/Building Departments, where permits are handled. This packet can be customize with appropriate information for each individual project including fact sheets, erosion control guides, contact information, copies of permits, etc.
2. Two new erosion control fact sheets were created.

Goal 3: Residents and business owners will recognize and report illicit discharges.

1. New illicit discharge page on website
2. Restaurant Outreach Project: sent a cover letter and laminated poster to over 180 locally-owned restaurants on best practices.
2. Concrete companies outreach: packets of information were either delivered by a RRSB member or mailed to 12 concrete suppliers in the basin. This included a letter for the facility manager, brochures for drivers and magnets to be placed on trucks, pictured above.



Goal 4: Municipal staff will have an understanding of construction site BMPs and common stormwater problems.

1. Two workshops were held for municipal staff focusing on identifying illicit discharges and best management practices to be used in municipal operations. Attended by 59 people, presentations were given by local environmental engineer and WDNR staff. Created a pocket guide of the workshop materials to be kept in municipal offices or vehicles.
2. Meeting of RRSB for elected officials and administrators to discuss the work of the RRSB, the requirements for municipalities, upcoming changes in rules and policies and Water Star Program. Attended by 25 people, 11 guests.

Goal 5: Establish public participation activities in all MS4 communities and Goal 6: Provide information on stormwater issues

1. Website kept up to date with events, new programs and monitoring opportunities.
2. Quarterly Rock River Reflections articles; issues distributed to municipalities.
3. Permittees maintain RRSB stormwater materials in public locations.
4. Collaborative work with University of Wisconsin Whitewater: taught two classes on stormwater, the RRSB and how they can participate. For "Make a Difference Day" the RRSB worked with UWW and City of Whitewater to build a rain garden; outreach included press releases and articles in local papers. Five teams of students also participated in painting storm drains in the area.

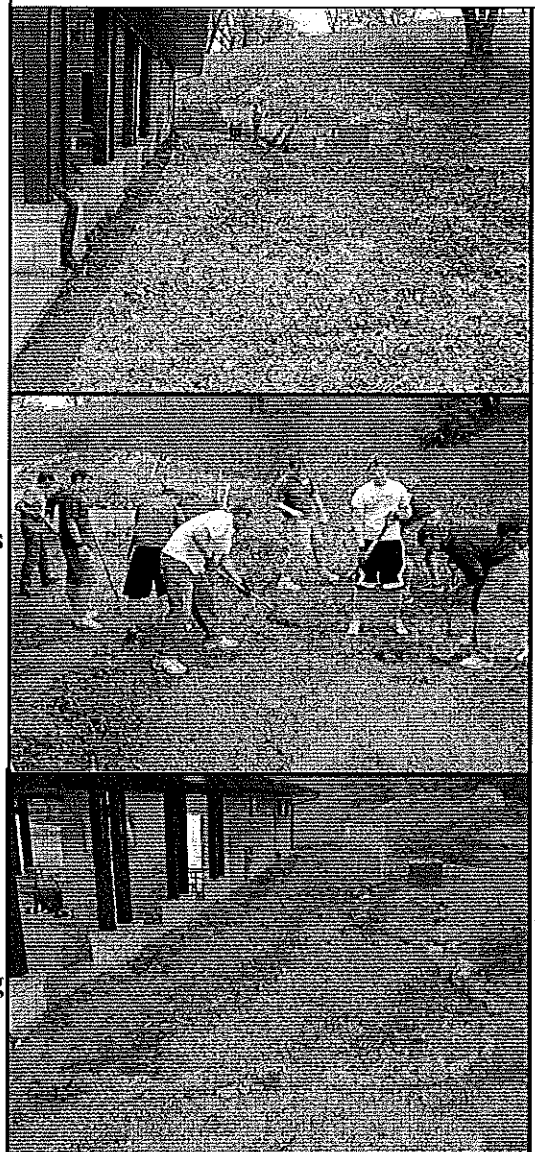
Goal 7: Maintain website with information for residents and professionals

1. Professionals page expanded to include fact sheets and other materials created by EC.
2. External resources added to website for more detailed information

Goal 8: Provide workshops, presentations and other training opportunities (also see Goal 4)

1. Sustainable backyard workshop held in spring 2010 with guest speaker from Healthy Communities Project.
2. Rain garden workshop summer 2010 with requests for possible future workshops.

PHOTOS: Whitewater "Make a Difference Day" and UW-Whitewater Freshmen for Freshwater rain garden project, Spring 2010. Before (top), during construction (middle) and after (bottom).



Rock River Basin Stormwater Group 2011 Draft, November 30, 2010

Education and Outreach Plan by Permit Section

Audiences:

- General Public
- Homeowners, Landlords and Small Business Owners (managers of less than 5 acres of lawn and with small areas of imperviousness)
- Consultants, Developers, Home Builders and Contractors (construction professionals)
- Municipalities and Municipal Staff
- Elected Officials
- Managers of Large Facilities

Audience	Activities	Potential Pathways, messengers and/or messages	Measures of Success
<p>2.1 Public Education and Outreach - The permittee shall implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program shall establish measurable goals and, at a minimum, include the following elements:</p>			
<p>2.1.1 Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.</p>			
Industrial operators/carpet cleaners or other target audience based on research	<ul style="list-style-type: none"> • Distribute DNR small business publications to business and industrial parks • Promote DNR small business evaluation tool 	Business managers Business park managers	<ul style="list-style-type: none"> • # of other stormwater groups talked to • # of businesses reached • # of materials distributed

Municipal Staff	Municipalities hold internal in-field, individual consultations and lessons as needed	Municipal staff, supervisors, or engineers	• # of meetings held		
2.1.2 Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.					
General public	Newspaper press releases	Topics: Pet waste, car care	• # of releases sent		
Small business restaurants	Evaluate use of poster	Mailed survey to restaurants	• # of surveys sent and returned		
General public	Promote storm drain stenciling	Citizen groups	• # of groups stenciling		
Student group	Possible video competition in collaboration with UWW, PSA creation. Look into this or other collaborative projects with UWW	Student groups	• # of students participating in RRSg programs		
2.1.3 Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.					
Homeowners	<ul style="list-style-type: none"> Duplicate effective measures from 2010 campaign, including sign posting, church bulletins Focus on grass clippings. Press release, newsletter article, possible mower sticker project and PSAs Yard workshop 	<ul style="list-style-type: none"> Chop it up and let it lie Collaborate with a library, garden club, or other existing group. Include lawn, composting, and other yard care topics 	<ul style="list-style-type: none"> Increased use of street signage or other posting method Increased # of yards complying with leaf and grass regulations Workshop with 30+ attendees 		

	<p>Workshop described above and outreach on using compost based on research of other programs</p>	<ul style="list-style-type: none"> Community groups Environmental committees 	<ul style="list-style-type: none"> # of people receiving compost message
<p>2.1.4 Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.</p>			
<p>Shoreline property owners</p>	<ul style="list-style-type: none"> Keep website updated with new information Promote workshops held by others, like counties for example 	<p>Website</p>	<p># of workshops promoted by # of members</p>
<p>Audience</p>		<p>Potential Pathways and messengers, messages</p>	
<p>2.1.5 Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.</p>		<p>Measures of Success</p>	
<p>Internal RRSG</p>	<p>Conduct a feasibility study - Research, gauge interest in rain barrel and plant subsidy program. Review other town's programs and local resources</p>		<ul style="list-style-type: none"> Report delivered and used for 2012 plan
<p>Homeowners</p>	<p>Disconnect downspout outreach campaign</p>	<ul style="list-style-type: none"> Flyer in home and garden stores or other public locations Topic for article and separate press release Create materials/demonstration that can be used in all workshops 	<ul style="list-style-type: none"> # of flyers distributed # of articles picked up in papers

<p>2.1.6 Inform, and where appropriate, educate those responsible for the design, installation and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.</p>			
<p>Developers</p>	<ul style="list-style-type: none"> • 2 new fact sheets, topics could include sequencing, plan development, how to follow plan and how to best inspect • Continued use of developer materials including field guide, factsheets and folders 	<ul style="list-style-type: none"> • Municipal permit departments 	<ul style="list-style-type: none"> • # of members using factsheets • # of field guide distributed
<p>Facility managers and maintenance staff</p> <p>Facility owners</p> <p>Homeowner associations that manage basins</p>	<ul style="list-style-type: none"> • How to maintain long term storm water facilities campaign 	<ul style="list-style-type: none"> • Brochure or other material about maintaining • Use or adapt UW Extension factsheet • Mailing or postcard to facilities – possible a mail-back postcard (Madison example) 	<ul style="list-style-type: none"> • # brochures distributed • # managers or owners talked with
<p>2.1.7 Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.</p>			
<p>See 2.1.1</p>			
<p>Multiple businesses and private audiences</p>	<ul style="list-style-type: none"> • and customized courtesy ticket/citation • Work with members, and survey other municipal enforcement staff for needs 	<ul style="list-style-type: none"> • Links to local ordinances and place to write in a note, what they should be doing. • Can be used for homeowners, concrete drivers, restaurants, etc. 	<ul style="list-style-type: none"> • # of members using tickets • Reduction in violation citation

Internal RRSg	<ul style="list-style-type: none"> Research other stormwater groups successes and outreach to identify and remove cross connections 			
Contractors/small project workers	Concrete washout requirements education	RRSG members and inspection staff		
Professionals	RRSG members, the RRSWEC and RRBE will promote training opportunities, developed by others, including snow removal and salt for construction or stormwater professionals	RRSG members	<ul style="list-style-type: none"> # opportunities promoted 	
Municipal elected officials and administrators	Each municipality will encourage their elected officials to participate, when appropriate, in events and workshops			
Landscapers	Lawnmower outreach with stickers directing to point away from street.	RRSG members	<ul style="list-style-type: none"> # stickers used 	
Audience		Potential Pathways and messengers, messages		Measures of Success
2.1.8 Promote environmentally sensitive land development designs by developers and designers.				
Developers and designers	<ul style="list-style-type: none"> Create materials on "green infrastructure" and other sensitive designs to distribute when applicable Add smart growth information to website 	Factsheets including messages with financial benefits, economic case studies	<ul style="list-style-type: none"> # of materials distributed # of sensitive designs used 	
2.2 Public Involvement and Participation The permittee shall implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.				

<p>Public</p>	<ul style="list-style-type: none"> • Quarterly Rock River Reflections articles written and issues distributed to municipalities. • Four additional newsletter articles written and distributed to members and press. Articles formatted to send as press releases when appropriate • Permittees maintain RRSg stormwater materials in public locations. Additional UWEX/DNR materials available in public places and as links on the website. • RRSg members support other environmental groups when possible to build their capacity 	<p>Other environmental groups doing monitoring and stream restoration</p>	<ul style="list-style-type: none"> • # of articles published in local papers 	
<p>Public/Developers</p>	<ul style="list-style-type: none"> • Events calendar regularly updated • Professionals page with fact sheets and other materials created by EC. • When relevant to website information, links to newsletter articles, UWEX publications and other stormwater campaigns will be added 	<ul style="list-style-type: none"> • Website 	<p>Website maintained</p>	

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Additional

Collaboration Project – Biodiversity Project research project compiling public opinion research

Research and network with other stormwater groups. Conduct a needs assessment of what they would find most helpful in collaboration. Place to share past successes and projects, annual meetings, annual planning collaboration?

2012 Ideas

Re-mail/update concrete

Re-do municipal workshop – ID illicit discharge

Municipal rain barrel implementation

Waste management outreach