

Public Affairs & Education

Departmental Snapshot 2019



*Protecting our most
valuable resource,
water*



*Conveying the
Value of Water*

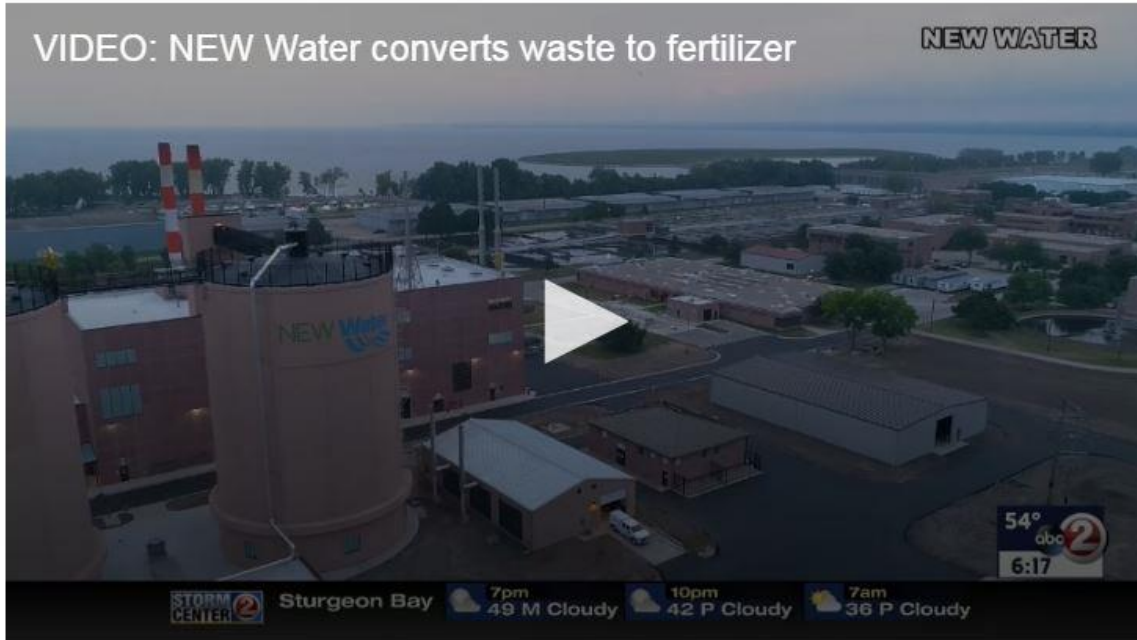
*Proactively Telling
Our Story*



New facility in Green Bay turns waste into fertilizer

VIDEO: NEW Water converts waste to fertilizer

NEW WATER



New sewage treatment plant almost ready

by Mark Leland, Fox 11 News |



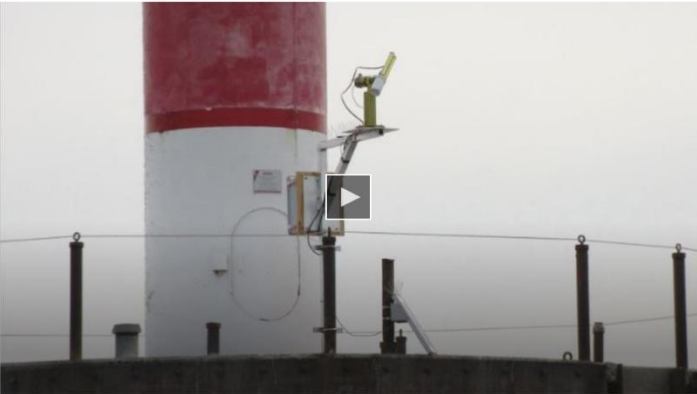
NEW Water's new anaerobic digester waste water treatment plant.

FOX NEWS

NEWSWEATHERSPORTSINVESTIGATESCHIME INWATCHLIVE

Green Bay's NEW Water teams up with NASA to monitor water quality

by Amanda Becker, FOX 11 News | Thursday, May 30th 2019




A seaPRISM in Green Bay helps researchers collect data about the color of the water. The color helps them determine if cyanobacteria may exist.

Green Bay Press Gazette. HOME NEWS BUSINESS JOBS USA TODAY 52° MORE

NASA partners with NEW Water on blue-green algae detection in Green Bay

Jeffrey Bollier, Green Bay Press-Gazette Published 5:18 p.m. CT May 30, 2019



An aquatic monitoring station in Green Bay helps NEW Water monitor water quality as it looks to assess and track conditions in the bay. NASA has mounted another piece of equipment to one such monitoring stations to improve water color data satellites collect. (Photo: Courtesy of NEW Water)

GREEN BAY - Space may seem an unlikely place to assess blue-green algae conditions in the bay, but it's the newest frontier in efforts to combat the toxic blooms.

NEW Water, Green Bay's wastewater utility, accepted NASA's invitation to join the international AERONET-OC initiative this year. The program uses satellite images and ground-based monitoring devices to track changes in the bay's water color.

NASA placed one such device, called SeaPRISM, on one of NEW Water's 34 monitoring stations in the bay, Fox River and East River. The SeaPRISM collects surface water color data NASA uses to improve and refine data collected by satellites high above Earth.

NASA principal investigator Nima Pahlevan said NEW Water's existing [Aquatic Monitoring Program](#) makes the bay a uniquely valuable site where water color measurements can be matched with water quality measurements.

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Local News

NEW Water partners with NASA to monitor water quality

By: Chad Roethlisberger

Posted: May 30, 2019 04:46 PM CDT
Updated: May 30, 2019 04:46 PM CDT



ACTION NEWS 2

COVERAGE YOU CAN COUNT ON WBBY.com

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NEW Water partners with NASA to research blue-green algae

WATCH: NASA water project in Green Bay




By Dakota Sherek | Posted: Thu 4:52 PM, May 30, 2019 | Updated: Thu 6:08 PM, May 30, 2019



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Wisconsin and the World. npr

HOME NEWS WEATHER ARTS & CULTURE MUSIC EVENTS SHOWS

WPR



The Green Bay Metropolitan Sewerage District is working with NASA to better track potentially harmful blue-green algae. Satellite technology is in place on the lower bay of Green Bay and NASA scientists are analyzing data. Potty Murray/WPR

NASA Using Satellite Technology To Track Potentially Harmful Algae Blooms

WISN

NASA helps in fight against algae

Share

RECOMMENDED



Parents in search of kidney for their 15-month-old son



20 remarkable underwater photos to celebrate World Oceans Day



Watch for closures of West Wisconsin Avenue on Monday, Tuesday



Travis Tritt says he was involved in a deadly car accident this weekend



Missing Texas hiker found alive after almost a week



A pilot and his girlfriend died when a small plane crashed in New York. A dog on board survived



NASA helps in fight against algae

Updated: 9:30 AM CDT Jun 9, 2019



UPFRONT

SHOW TRANSCRIPT

Space agency NASA is using satellite technology to track and photograph the algae problem in Green Bay.

By [Aisha Morales](#) | Posted: Mon 6:10 PM, Mar 04, 2019 | Updated: Mon 6:41 PM, Mar 04, 2019

WATCH: DNR on Clean Water

**WATCH: Gov. talks clean water**

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2PM-5PM

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Ground Zero with Clyde ...

CUB

5PM-8PM 
8PM-11PM
11PM-Midnight

Putting the Focus on Clean Water

Monday, March 04, 2019 11:56 a.m. CST by John Wojcik



VIDEO: Midwest Communications Inc.

Water quality takes center stage in budget debate

by Robert Hornacek | Monday, March 4th 2019

A



Generic photo of a drinking fountain. (WLUK/Gabrielle Mays)

[illegible]



GREEN BAY PRESS-GAZETTE

WEATHER: PARTLY CLOUDY HIGH 34, LOW 15 • PAGE A-12

MONDAY, FEBRUARY 14, 2011

Sewerage district rate hikes shock customers

20-year plan for regional utility includes \$540 million in improvements through 2030

BY ALEX NISBELL
alex.nisbell@greenbaypressgazette.com

Municipal customers are calling out Green Bay's regional sewerage district for poor communication amid a 13.9 percent rate hike for 2011 that many said caught them off guard, with more double-digit rate hikes looming in the coming years.

Representatives among the 18 municipal governments served by the Green Bay Metropolitan Sewerage District were upset about the planning and communication of the capital projects, which the district said are needed for the aging facility.

"I think the No. 1 issue is good communication, so that we all understand what is going on. That needs to reduce the surprises," said Craig Berendt, public works director for the village of Albion.

Berendt said that Albion, like many of the municipalities served by the sewerage district, was surprised when they learned in October their service rate would go up 17 percent in 2011.

"At the point in time that we were notified of the rate increase, we had already done all of our budgeting for all of our utilities. We were in the budget review process," Berendt said. "It was a surprise and a concern — 17 percent is a large rate increase. ... We had to rethink our budgetary strategy."

Tom Sigmond, executive director of the sewerage district, said he understood the municipalities' concerns and the sewerage district will take steps to improve the communication in the future.

"I understand that it was a surprise to them. We are working on trying to push our planning and budgeting process a little earlier in the year, so we can have interaction for our customers sooner," Sigmond said.

After receiving backlash from municipalities, the sewerage district settled on a slightly lower 13.9 percent increase, which moved the rate from \$1.71 per thousand gallons of wastewater in 2010 to \$1.96 per thousand in 2011.

An overhaul of the organization's solid waste system also will add \$1.16 to \$1.31 to the current municipal rate, according to the sewerage district.

The quarterly sewer bill for the average customer varies by municipality based on how local officials implement and account for the rate increase in their budget. Quarterly rates for Green Bay this year, for example, will increase \$2.75 to \$3.00, the combined sewer and water will increase \$2.75 to \$3.00 per quarter this year.

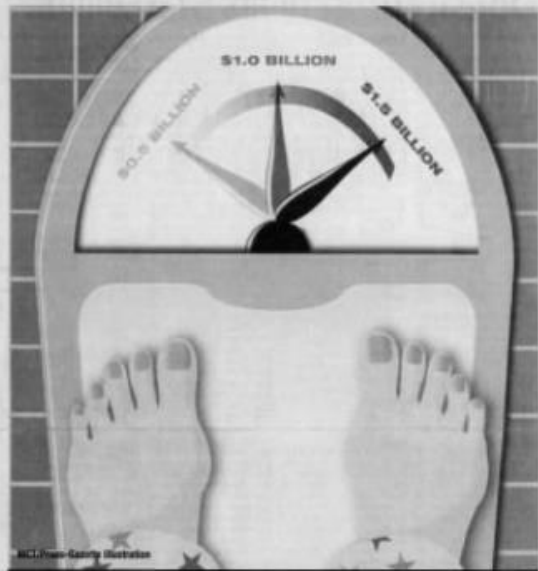
Putting off pain?

The district's commission, however, only delays the inevitable, said village of Wisconsin administrator Adam Heston, as it doesn't reduce the overall cost burden.

"Any time you put off a problem, it's a

By Sam Han, A-5

OBESITY'S COST GROWS



Risk is high for life-threatening illnesses

BY STEVE CONTINO
steve.contino@greenbaypressgazette.com

Wisconsin is getting fatter, and it's causing wallets to get leaner. Throughout the 1990s, the prevalence of obesity among residents was less than 15 percent. In 2009, nearly 30 percent of Wisconsin residents were obese and studies show 20 percent were overweight.

Such a staggering toll has come with a price tag. U.S. Centers for Disease Control and Prevention estimates that medical costs associated with obesity in Wisconsin are \$1.6 billion every year.

That comes out to an average of

\$204 a year per obese individual in doctor visits, prescriptions drugs and hospitalizations.

"If recent trends continue, Wisconsin costs could be much more dramatic within the decade," said Beth Kaplan, spokeswoman for the Wisconsin Department of Health Services.

The federal government estimates obesity costs the U.S. \$147 billion a year, which translates to an individual's height and weight to determine an individual's cost range. A

The toll obesity takes on a person's body not only makes physical activity and even everyday tasks more difficult, it puts individuals at

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significant risk for potentially life-threatening illnesses.

Studies have shown that obesity is a leading factor in heart disease, diabetes and even cancer, said Dr. James Konstantin, medical director of Aurora BayCare Medical Center's bariatric surgery center.

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State programs on chopping block

Walker to address budget gap in Feb. 22 speech

BY MICHAEL LOUIS VANDER
michael.vander@greenbaypressgazette.com

A \$107 million budget gap for the current fiscal year takes center stage this

But the state also faces a looming \$1.4 billion structural deficit in the 2013-14 budget, which the governor will address in a speech Feb. 22.

The state's Legislative Fiscal Bureau reports Wisconsin will collect about \$27 billion in taxes over the next two-year fiscal cycle, which begins in July.

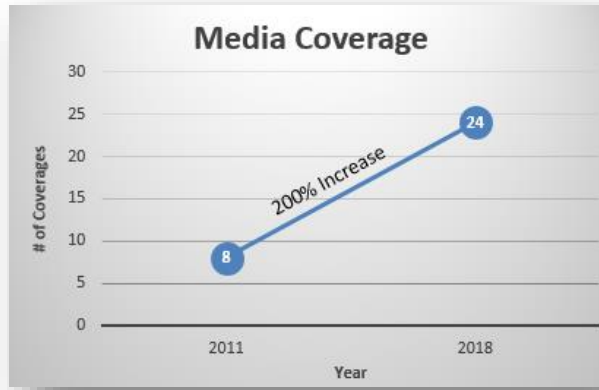
But state agency expenditures are expected to exceed that tax revenue by about \$1.4 billion.

"On the face of it, it's fairly simple," said Dale Krueger, treasurer director at the Wisconsin Taxpayers Alliance, a watchdog group.

That means deep cuts are likely on the way.

Walker said last week that he would not touch the

News Clips



GREEN BAY PRESS-GAZETTE

DAY OF RECONCILIATION

We'll have complete coverage of Brett Favre's induction into the Packers Hall of Fame.

ONLINE: Check out Packers.com throughout the day and night for inserts, photo galleries, videos, stories and more.

CORNING SUNDAY: We look back at Brett Favre's legendary 16-year career with the Packers in a special commemorative section inside Sunday's paper.

INSIDE TODAY: A Packers vs. Bears preview for potential snow weather, NC.

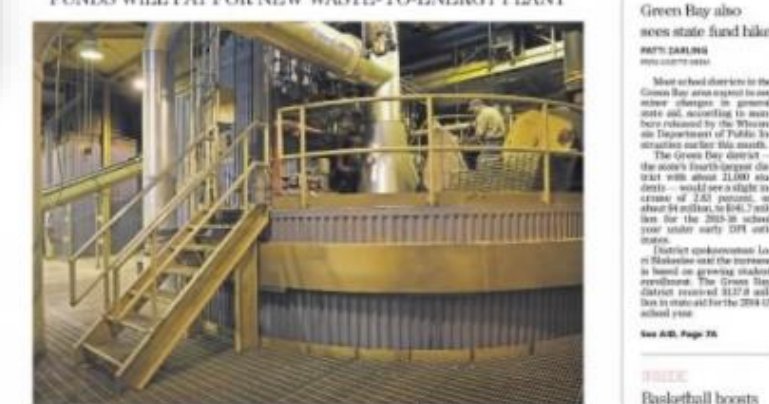
A SHAWNEE COMPANY | 1-800-877-6622 | 2011

SATURDAY | JULY 16 | 2011

USA TODAY | TENNESSEE | FROM THE PAGES OF THE JUNE, SHAWNEE HAD EVERY OUTSTANDING TO BE THE BEST | INSIDE

COSTS CLIMB FOR WASTE TREATMENT

FUNDS WILL PAY FOR NEW WASTE-TO-ENERGY PLANT



Waste-to-energy plant near Green Bay, Wis., is set to open this year. The plant will burn municipal solid waste to generate electricity and heat. The plant is owned by the City of Green Bay and operated by the Green Bay Waste-to-Energy Plant.

Most school districts in the Green Bay area expect to see other changes in general state aid, according to some here released by the Wisconsin Department of Public Safety earlier this month.

The Green Bay district — the state's fourth-largest district with about 21,000 students — would see a slight increase of 1.61 percent, or about \$4 million, to \$247.7 million for the 2013-14 school year under early 2013 aid.

District spokeswoman Linda Heston said the increase is based on growing student enrollment. The Green Bay district received \$127.8 million in state aid for the 2014-15 school year.

GREEN BAY
The cost of flushing your toilet has been climbing for the last two years and likely won't stop climbing until 2017.

It's not just the flushing, but all of your wastewater is taking more money down the drain than it used to as NEW Water builds a fund to replace a major piece of the sewer treatment process, the facility that handles solids.

The Green Bay Metropolitan Sewerage District now has a new sewer treatment plant under the brand NEW Water for cities, villages and towns in Brown County and a few municipalities in surrounding counties.

The district has been installing bills at a rate of about 13 percent per year as part of its plan to build a new facility that will boost capacity, comply with tougher pollution limits and produce electricity.

The facility, which went out for bids earlier this summer, will cost \$40 million. That's \$27 million more than estimated when the plan was approved in 2011, but lower than \$60 million of earlier estimates.

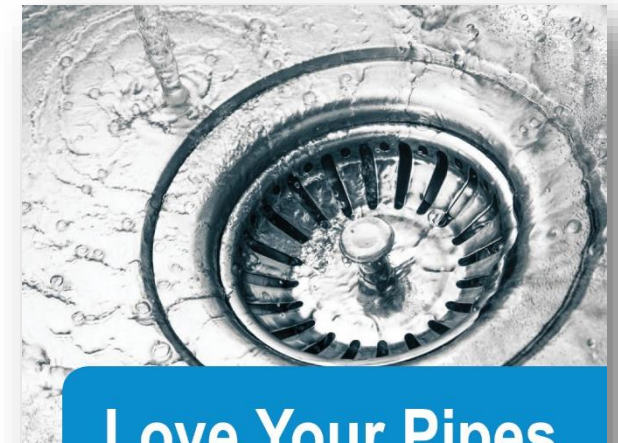
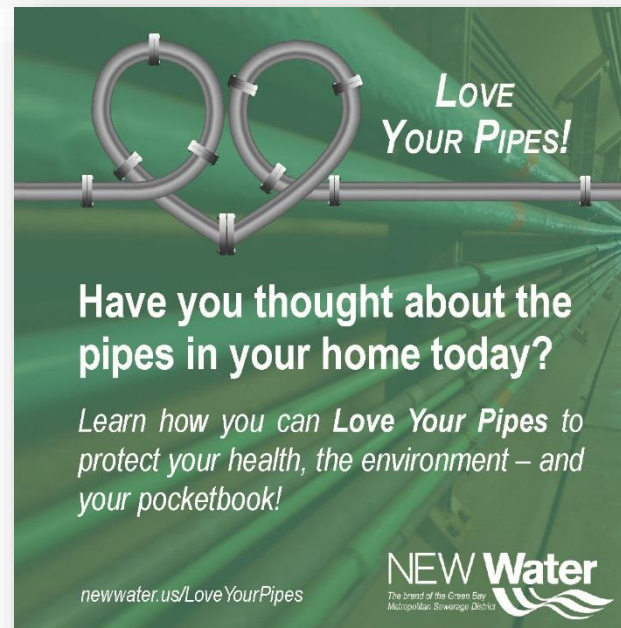
"Moving forward, we want to treat it not just as waste but as a resource as best as we can," NEW Water executive director Tom Sigmond said.

The result will be that NEW Water will not see about \$4 million per bill.

NEW WATER, Page 10

Photo left: February 14, 2011
Photo right: July 18, 2015

Targeted Outreach: Customers



The drains in your home aren't something you think about each day; yet dumping certain items down your drain can result in **sewer backups and costly repairs** for homeowners and sewer authorities.

Fats, oils, and grease should not be poured down the kitchen sink - they can harden and clog pipes. Products like wipes, dental floss, and sanitary products do not break down in water - they can get stuck in pipes and cause basement backups.

Flush **ONLY** the "3Ps": #1, #2, and toilet paper!

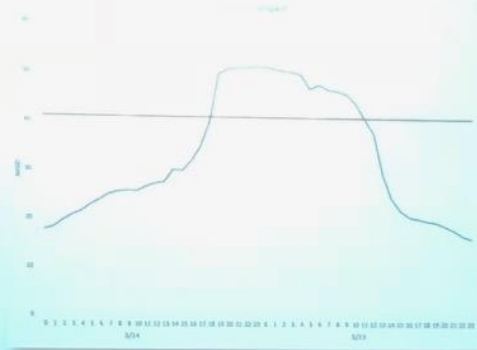
What else shouldn't go down the drain? Learn more about how to protect your home and the environment:

www.newwater.us/loveyourpipes

NEW Water
The brand of the Green Bay
Metropolitan Sewerage District



Flooding: Impact to NEW Water



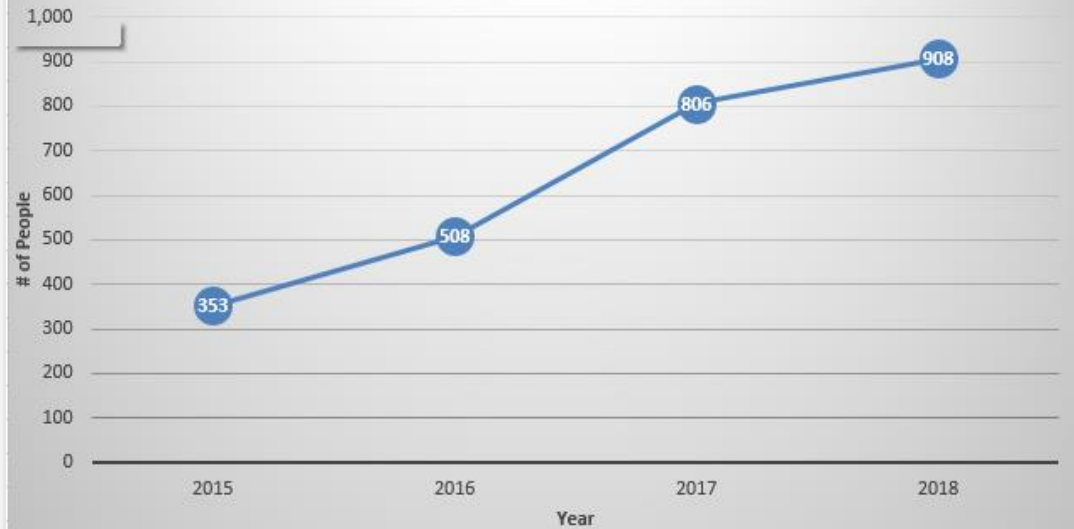
Hosting Our Community



“Thank you for the fun and educational learning experience of the operations. Educating us on where our wastewater goes – and all the engineering, ingenuity, effort, and care that goes into the process. We saw, heard, and smelled it all – and we learned of the hard work of all of the professionals in the plant, too. We left with a true appreciation of the concern for the environment in your operations.”

- Feedback from NEW Water’s presentation and tour given to St. Norbert College, Environment & Society Class

Tour Numbers



"Thank you for providing our group an excellent and informative presentation and the most interesting tour. The mission and work at NEW Water is of utmost importance, but often goes under-appreciated. Thank you for all the work you do to keep our water clean and safe."

~ Lifelong Learning Institute attendee



Tours

Note: Since 2011, tours have increased by 350%



*The Power of
Partnerships*



City of Green Bay (@CityofGreenBay) tagged you in a photo

City of Green Bay
@CityofGreenBay

.@NEWWater_WI partners with NASA on the knowledge of Cyanobacteria (blue-green algae) in our water



Rep. Staush Gruszynski
May 31

Like as Your Page

I was excited to learn about this exciting, innovative partnership between Green Bay Metropolitan Sewerage District - NEW Water and NASA that will help expedite our on-the-ground response to hazardous algae blooms in Green Bay by detecting changes in water color from space.

GREENBAYPRESSGAZETTE.COM

NASA partners with NEW Water on blue-green algae detection in Green Bay

NEW Water has joined a NASA partnership to monitor the color of water in the Bay of Green Bay. The...





U.S. EPA Water
@EPAwater

EPA's Water Chief met with water utilities in Green Bay, WI where he recognized the important work of drinking water and wastewater operators in ensuring clean and safe water. @NEWWater_WI @Greenbaywater @EPAGreatLakes epa.gov/newsreleases/e...



NACWA
@NACWA

"The great work of these everyday environmental heroes protects public health and the environment ..." - David Ross, EPA Assistant Administrator, commends Green Bay Water Utilities. Well done, @NEWWater_WI! bit.ly/2Xhbw6U



EPA's Water Chief David Ross Visit



Convening for Water

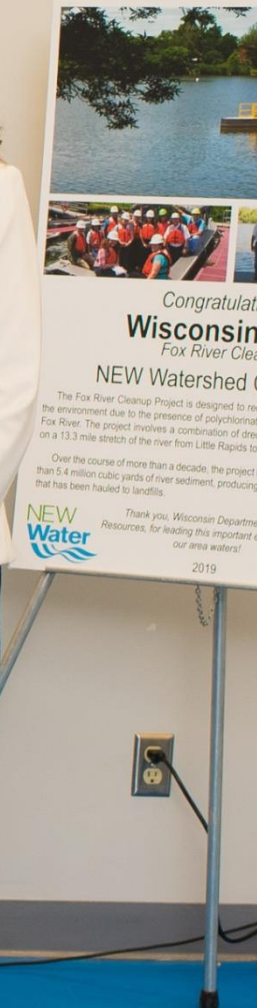




Rep. Mike Gallagher
@RepGallagher

Today I was happy to congratulate the @WDNR and those working on the Fox River Cleanup Project for being named the 2019 NEW Watershed Champion. Their efforts help improve the quality of our water and preserve Green Bay and Lake Michigan for generations to come.





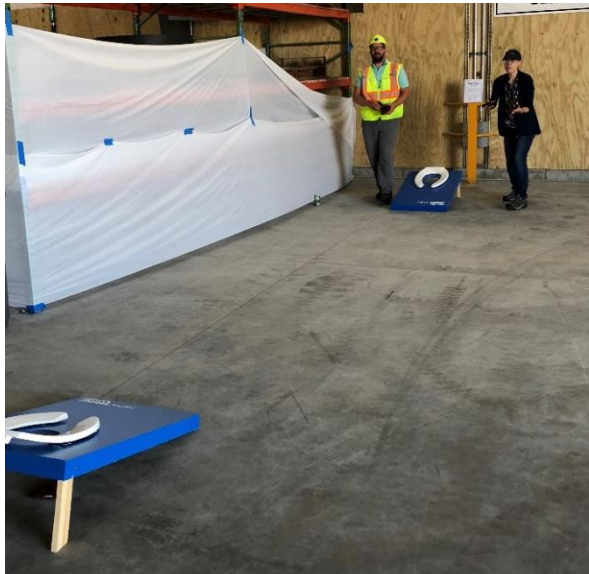
Building a Network of Watershed Champions



Picture above: "Unflushables" taken out in the pump station. Flush only the 3P's! See more on the next page.



R2E2 Internal Dedication



R2E2 External Dedication



R2E2 Video Award



VISION

*Protecting our most valuable
resource, water*

SAFETY
is always our
first priority

TEAM that communicates openly and
honestly while encouraging
and supporting one another in
achieving common goals

& CULTURE

RESPECT and value
diverse
individuals and
perspectives

Leaders in the
ENVIRONMENT
always looking beyond
compliance

Connecting Our Staff to the Community





Educating & Engaging Our Community





Inside UW-Green Bay News

The official site for UW-Green Bay News and Features

INSIDE FEATURES NEWSROOM MULTIMEDIA TOOLS



UW-Green Bay helps Girl Scouts earn 'Wonders of Water' badge

NEW Water and UW-Green Bay teamed up to help more than 60 Girl Scouts from around Wisconsin earn their "Wonders of Water" badge on Nov. 10. Activities included learning about the infamous water bear microorganism and watching them swim under microscopes; learning about cleaning water by making water filters; learning about aquatic life in "Who's in your stream?" simulating runoff in a community through an Enviroscape activity; and creating bracelets representative of the water cycle.

Click thumbnails to enter slideshow view or [view the album on Flickr](#).



"We are extremely grateful to partner with NEW Water for the WOW! Wonders of Water journey for Brownie Girl Scouts. Now in its fifth year, the partnership allows our girls to have a creative, hands-on learning experience delivered by the expert role models like the women engineers and scientists at NEW Water. In return, we hope that you enjoy the rewards of helping girls discover, connect, and take action in their community so they may make the world a better place. We are please to nominate NEW Water for a 2019 Community Partnership Award and appreciate all that you do for Girl Scouts!"

~ Karmen Lemke, Chief Executive Officer, Girl Scouts of the Northwestern Great Lakes





Fostering Future Leaders

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Your Future Greater
Green Bay ✓
@yourfuturegggb

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Greater Green Bay Teen Leadership Environmental Day 2019

8 Photos · Updated 3 months ago

On April 24, 2019, Greater Green Bay Teen Leadership had our Environmental Day at the Jack Day Center, thanks to NEW Water, the location sponsor. We enjoyed a picnic lunch, thanks to Festival Foods. And we were able to explore the environmental initiatives happening in our community, thanks to Georgia Pacific, the session day sponsor.



U.S. EPA's David Ross visits NEW Water

Praises resource recovery
efforts & lauds staff as
"everyday heroes"
protecting water

[Learn More](#)


Quarterly Update at NEW Water

June 25, 2019



Quarterly Update Meeting

NEW Water held a quarterly update meeting on June 25, covering topics including 2020 budgeting process; EPA visit to NEW Water; Adaptive Management; water reuse industrial project, and more.

[See the presentation](#)


Annual Report

NEW Water's Annual Report offers a snapshot of 2018 in review.

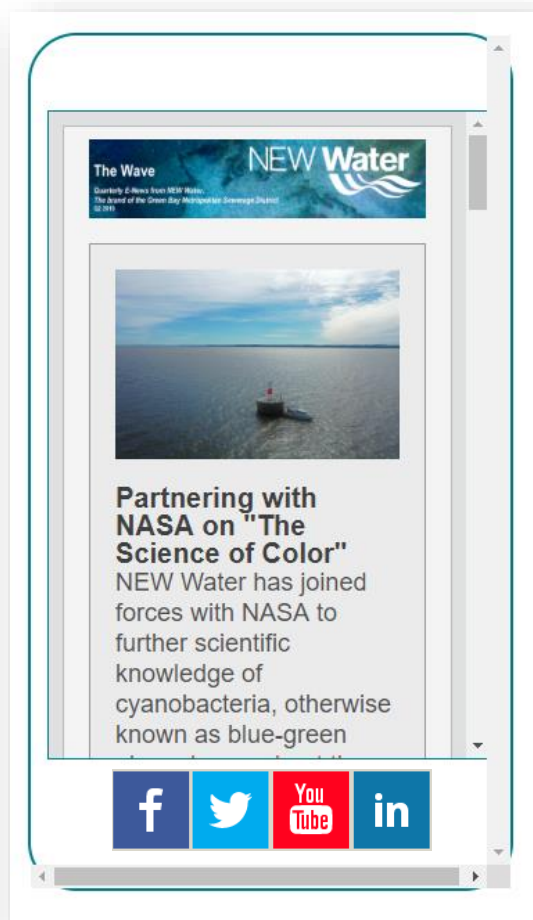
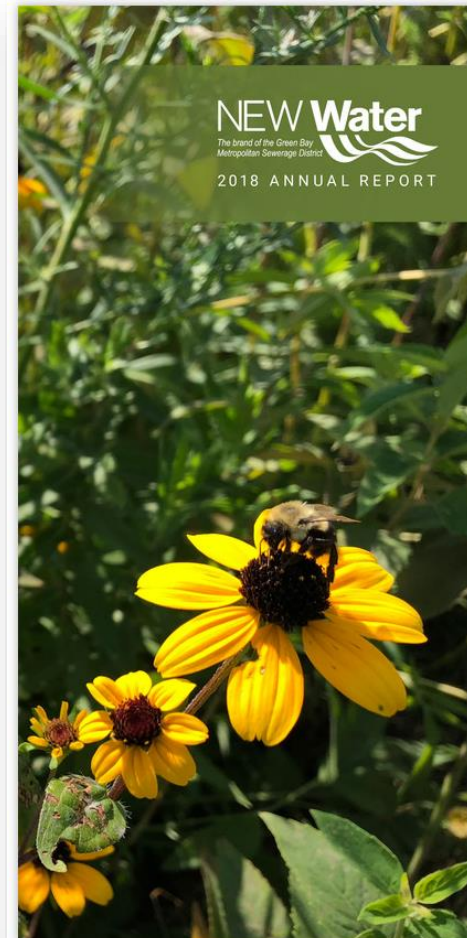
[Check out NEW Water's Annual Report "Flipbook"](#)


Girl Scouts Award NEW Water

Girl Scouts of the Northwestern Great Lakes lauded NEW Water staff with a Community Partnership Certificate of Recognition.

[Learn more](#)

Digital Media: Website, E-Newsletter, Social Media, Video, "Flip Book"



Improving Communication → Building the Brand



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SEAPRISM



The Science of Color: NEW Water Partners with NASA on Green Bay Initiative

AERONET-OC Network Monitors for Cyanobacteria



GREEN BAY (May 30) – NEW Water is proud to partner with the National Aeronautics and Space Administration on an international effort to advance scientific knowledge of cyanobacteria, also known as blue-green algae.

NEW Water was invited to join the team with NASA on the AERONET-OC initiative due to its well-established

Aquatic Monitoring Program and continued dedication to protecting water. The team also includes the University of Wisconsin-Madison, and the Wisconsin Department of Natural Resources. The AERONET-OC instrument referred to as the SeaPRISM is a well-calibrated device which records water color in the Bay to enhance water quality products derived from a suite of satellite missions launched and operated by NASA, the United States Geological Survey (USGS), and the European Space Agency (ESA).

Additional Videos



Video / Photo credit: NEW Water, the brand of the Green Bay Metropolitan Sewerage District

Aquatic Monitoring Program



Learn more about NEW Water's Aquatic Monitoring Program that samples 34 different stations throughout the Fox River, East River, and the Bay of Green Bay to monitor the quality of our waters. [Find out more here.](#)



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U.S. EPA's David Ross visits NEW Water

Praises resource recovery efforts & lauds staff as "everyday heroes" protecting water

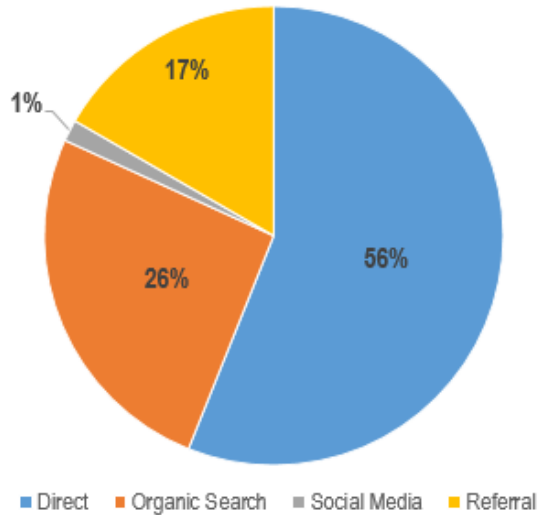
[Learn More](#)



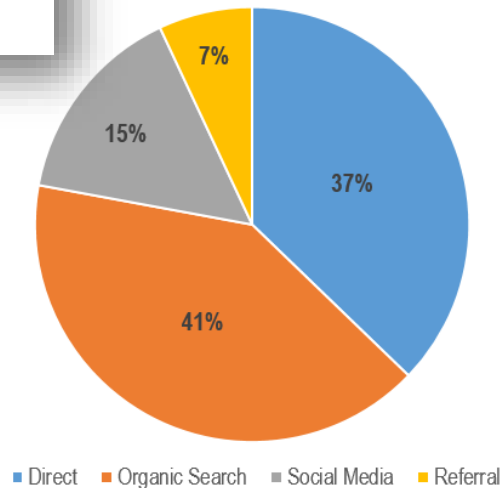
Improving Communication → Building the Brand

Measuring the Impact

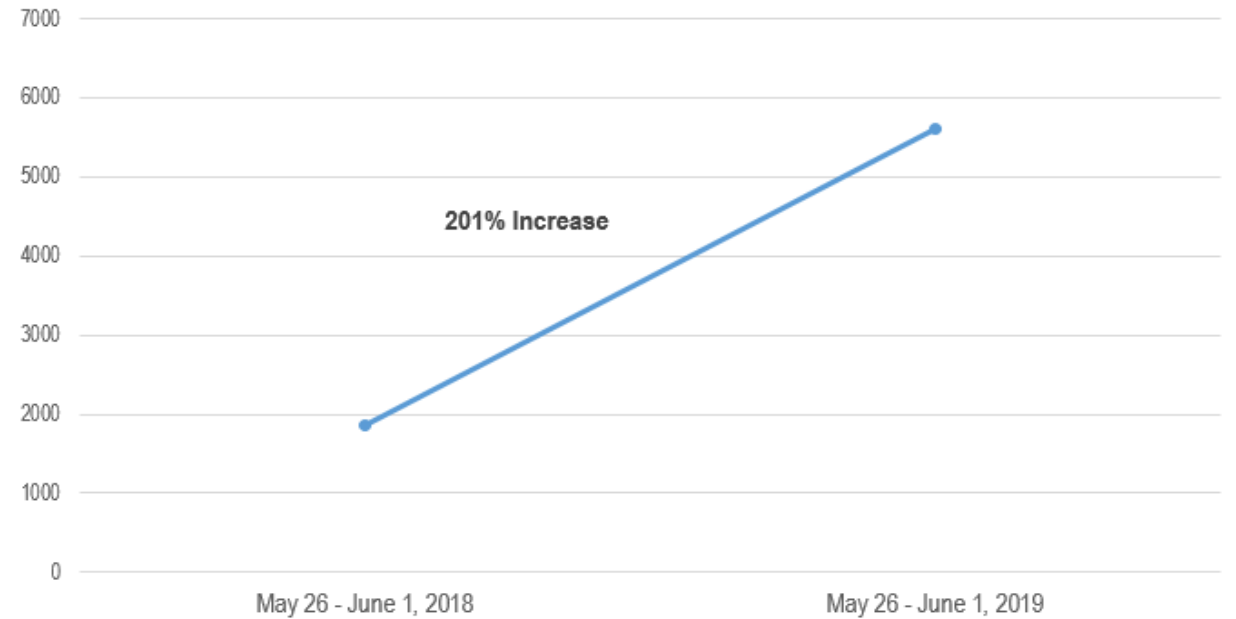
May 30, 2018



May 30, 2019



Website Pageviews





*On the Horizon for 2019 and Beyond:
Serving to Engage, Educate, Inspire*