

20
ANNUAL REPORT
20

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Our Mission

Water resource utility serving Northeast Wisconsin through pollution prevention, operational innovation, and community outreach.

Front cover: Representing NEW Water's vision.



NEW Water Leadership

Commission



Kathryn Hasselblad
President
Term Ends: 12/31/21



James Blumreich
Secretary
Term Ends: 12/31/24



Tom Meinz
Vice President
Term Ends: 12/31/23



Mark Tumpach
Vice President
Term Ends: 12/31/25



Lee Hoffmann
Vice President
Term Ends: 12/31/22

Executive Team



Patrick Wescott
Director of Operations



Nathan Qualls
Director of Technical Services



Trisha Brown
Human Resources Manager



Brian Vander Loop
Director of Business Services



Jeff Smudde
Director of Environmental Programs

A Message from the Executive Director



Navigating Through Unprecedented Times

2020 tested our Team as never before in our history. NEW Water weathered its first world-wide pandemic, since we hadn't yet been formed for the 1918 pandemic. Like most of you, we reacted to the ever changing COVID-19 situation as best as we could. NEW Water maintained its vital service to the community and was able to keep its staff safe. As we began our 90th year of service to the community on December 2, 2020, we developed a deeper understanding of what we are capable of achieving when faced with a year-long crisis. We thank our municipal customers and industrial dischargers for their patience and support. Most importantly, I thank our staff for persevering through the unknown, for their dedication to continue to serve our community.

One of the things that sustained our Team during this long period was the strong cultural attributes that have been a part of how we do business and treat each other. The cultural attributes are: **Safety** is our most important value; we **Respect** and value diverse individuals and perspectives; one **Team** that communicates openly and honestly while supporting one another in achieving common goals; and leaders in the **Environment** always looking beyond compliance.

NEW Water staff were busy in 2020 working on two planning projects that will have a significant impact on the community for the next 50 years. The Infiltration and Inflow (I&I) reduction study is critical to reduce the amount of clear water entering the sewer systems to avoid costly construction to increase hydraulic capacity in the NEW Water interceptors, as well as at the treatment facilities. The Liquids Facilities Master Plan for the Green Bay and De Pere Facilities will identify investments needed at the treatment facilities to address challenges with: capacity, aging infrastructure, facility optimization, and future regulatory changes. Our approach to planning for the future underscores our commitment to fiscal responsibility and to providing reliable service. NEW Water provides good value to the families, businesses, industries, and visitors to our region who depend on us 24-7-365; our quality service is a cornerstone of both economic development and residential growth. Planning work for these two projects will continue into 2021.

NEW Water achieved important performance milestones in 2020: the Green Bay Facility completed 18 consecutive years of 100% permit compliance and the De Pere Facility completed nine consecutive years of 100% permit compliance. Both achievements represent our commitment to protecting our most valuable resource, water.

I hope you enjoy this annual report and the documentation of an extraordinary chapter in the 90-year history of NEW Water.

Thomas W. Sigmund, P.E.



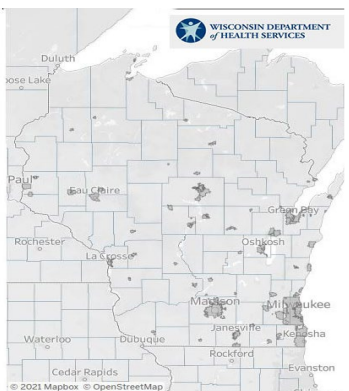
CAN THE “UNFLUSHABLES”!

With reports of toilet paper shortages due to Coronavirus (COVID-19), people may be tempted to use paper towels, facial tissue, or wipes. Please continue to **ONLY FLUSH THE 3Ps (Pee, Poo, and Toilet Paper)** at this time, and always. Anything but the 3Ps can clog pipes, cause a backup in your home, and inhibit the sanitary sewer system in our community from working. **Please do your part to protect public health!**



#StayHealthyBC #LoveYourPipes #WipesClogPipes
www.newwater.us/loveyourpipes

- igoma WWTF
- plepton WWTF
- shland Sewage Ut...
- raboo WWTF
- slot WWTF
- erlin WWTF
- ack River Falls W...
- arlington WPCC
- edarburg WWTF
- hipewa Falls WW...
- intonville Waste...
- lumbus WWTF
- re Pere WWTF
- u Claire WWTF
- raffton Water & W...
- reen Bay MSD
- arford WPCF
- ayward WPCF
- part of the Valle...
- udson WWTF
- inesville WW Utility
- mosha WWTF
- rossie WWTF



2 SAMPLES
of wastewater per plant, per week,
shared to help advance scientific
knowledge of the virus

COVID-19

NEW Water Stepped Up to Serve at a Time When the Community Needed Us Most

In February 2020, the Centers for Disease Control confirmed the first case of the “2019 novel coronavirus” in Wisconsin. The pandemic was quickly becoming truly global. On March 12, Executive Director Tom Sigmund announced creation of a COVID-19 Focus Team, with Sharon Thieszen as Incident Commander. The Team was tasked with working through issues and making recommendations to the Executive Team to navigate through an unprecedented era. Throughout 2020 the Team convened frequently, connecting with area health officials, other utilities, water sector partners, conducting research, and analyzing trends to provide guidance and recommendations to keep staff safe, frequently informed, and connected.

Throughout the pandemic, hands-on staff continued to keep the plants and pipes running, while other staff continued working in a remote setting. Despite the pandemic, service was never interrupted for the families, businesses, and industries who rely on our service. Hand washing became vitally important throughout the pandemic, highlighting that NEW Water is crucial for public health. Throughout it all, our Team remained steadfast as public servants.

“Not all heroes wear capes”: NEW Water would like to applaud the extraordinary dedication of the Team to continue serving the community, despite a global pandemic.

Photo captions: The Team, left to right: Sharon Thieszen, Field Services Manager; Tricia Garrison, Public Affairs & Education Manager; Pat Wescott, Director of Operations; Hannah Malmberg, Public Information Technician; Trisha Brown, Human Resources Manager; and Adam Butry, Health, Safety Coordinator.

NEW Water joined a COVID-19 in wastewater study to help advance scientific knowledge of the virus by collecting and providing influent samples. Monitoring wastewater can help detect the virus within a community in early stages. The project is a collaboration between the Wisconsin Department of Health Services, the Wisconsin State Lab of Hygiene, and the University of Wisconsin-Milwaukee.

NEW Water partnered with the Brown County United Way to launch a special COVID-19 relief fundraising campaign with staff, to help those in the community most impacted by the pandemic to help with food, shelter, childcare, and assistance to veterans and refugees. “With the investments of donors to the fund, we will be able to continue this crucial work as the pandemic progresses. Thank you NEW Water!” – Sarah Inman, Vice President of Community Investment, Brown County United Way.



Watch Our “Out of Sight Essential Workers” in Action

"The NEW Water summer camp has always been a staple for us at the Boys & Girls Club. It is always something that our members look forward to and talk about the rest of the summer. We are so grateful that the team at NEW Water could give our members the virtual camp this year and it was amazing!"

~ Hannah Shimek, Lutsey Program Director, Boys & Girls Club of Greater Green Bay



227
hours of NEW Water educational videos watched by our community



Community Outreach

To effectively protect our most valuable resource, water, community outreach is crucial. Community outreach is the bridge with our many stakeholders to achieve understanding of the essential service NEW Water provides each day. In 2020, community outreach pivoted to a virtual format due to the pandemic. Tours and educational experiences became virtual, as did engagement with municipal customers and water partners. The annual STEM Superheroes Camp with the Greater Green Bay Boys & Girls Club continued, virtually, with a virtual educational package, and children doing a trash pickup at the Clubhouse to do their part to protect the environment, help keep area waters clean, and to become "Defenders of the Bay."

Shortly after the pandemic began, toilet paper shortages began – and along with it, reports of people flushing wipes, paper towels, and other "unflushable" material in its place, and heightening the risk of more toilet backups and problems for NEW Water equipment to work effectively. NEW Water produced Public Service Announcements (PSAs) with photographs taken by our Team in the field, and in the plant, depicting "unflushables," wipes and other matter, in a plea to get people to stop treating their toilets like trashcans. The PSAs went viral. NEW Water also promoted the everyday heroes of NEW Water staff as "Out of Sight Essential Workers," earning media coverage, and showcasing the efforts of the Team, bringing a 117% increase in website traffic.

Photo captions: Community outreach had to adjust to continue outreach in efforts to educate our community and build appreciation for our water resources.

Photo caption right: NEW Water hosted the Oneida Nation to discuss Adaptive Management and take a tour of R2E2 with Pat Pelky, Oneida Nation Environmental, Health, Safety, Land & Agricultural Division Director; Tricia Garrison; Oneida Nation Chairman Tehassi Hill; Tom Sigmund; and Jeff Smudde.



72%
of people say they value health and sanitation most about their water services

**survey conducted at 2020 Einstein Expo*



117%
increase in website traffic/visitors

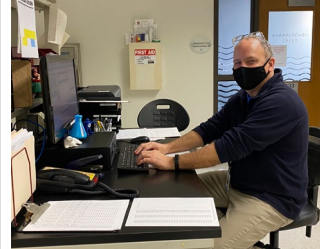


They filter sediment and pollutants out of the water before they enter a larger body of water



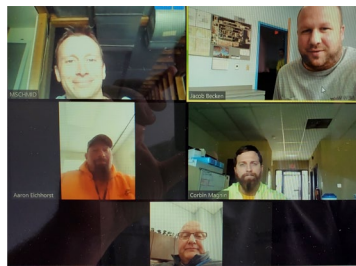
369

watershed samples collected in Silver, Ashwaubenon, and Dutchman Creeks



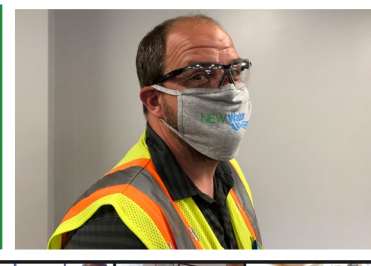
58,051

feet of sanitary sewers cleaned



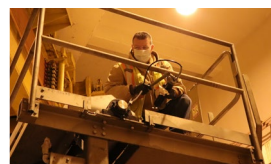
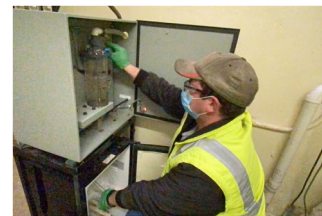
4,350

Digger's Hotline calls handled, to help ensure safe digging in our service area



18,610

megawatt-hours of electricity produced



10 Things to Know About NEW Water

Public health and safety is at the core of all we do. NEW Water takes seriously its responsibility to ensure protection of public health and safety for the families, businesses, and industries that rely on this nonstop service. While out of sight, and unfortunately “out of mind,” efforts by sanitary sewerage districts are a cornerstone of public health.

Environmental stewardship. We operate 24 hours a day, 365 days a year to meet discharge permits as set out by the Wisconsin Department of Natural Resources (WDNR). Additionally, NEW Water is adopting an Adaptive Management approach to achieve permit compliance, at the lowest cost to its ratepayers, and is proud to partner with U.S. Congressman Mike Gallagher’s “Save the Bay.” Watch Congressman Gallagher’s video featuring NEW Water [here](#). See NEW Water’s Watershed Program [2020 Fact Sheet](#).

Security of operations for community protection. NEW Water takes an aggressive approach to the security and cybersecurity of operations in alignment with best practices, standards, and requirements, as set out by and in partnership with agencies, including: U.S. Department of Homeland Security, Wisconsin Emergency Management, Brown County Emergency Management, and local law enforcement. As NEW Water serves 236,000 residents, it is imperative that security is a key component of all our operations.

Fiscal responsibility. NEW Water takes a proactive approach to stewardship of financial resources, including: implementing Lean Six Sigma for operational efficiencies and cost savings; achieving permit compliance at the lowest cost; ensuring continuous compliance with Government Accounting Standards; securing low-cost Clean Water Fund financing for infrastructure improvement projects; refinancing of bonds, saving ratepayers money on debt service payments; harnessing resource recovery to produce electricity and save additional costs; securing grants for activities including education, outreach, research, monitoring, and watershed improvements.

Photo captions: NEW Water staff continued to strive to protect our most valuable resource, water, around the clock for our community.

Commitment to water quality. The community is reliant on a safe, quality water supply. Green Bay and the lower Fox River are designated impaired bodies of water, suffering from pollution and excess runoff. In 2020, NEW Water returned about 14 billion gallons of clean water back into these receiving waters, which flow into Lake Michigan, a major source of drinking water for the residents of Northeast Wisconsin. NEW Water is highly engaged with the water quality community, in partnership with UWGB, Brown County Land & Water Conservation, Fox Demo Farms Network, Clean Bay Backers, The Nature Conservancy, and more.

National recognition for operational excellence. NEW Water is among a handful of utilities in the nation that has achieved 100% permit compliance for 18 consecutive years from NACWA. Projects such as R2E2 and the De Pere Facility Electrical Generation Project are examples of infrastructure improvements driven by regulatory compliance, capacity needs, end of useful life criteria, and system reliability.

Equitable distribution of costs. Rates are the same for every municipal customer. NEW Water is a wholesale provider of services to 15 municipal customers in Northeast Wisconsin. Each municipality (city, village, town, sanitary district) additionally charges rates to its residents for the maintenance and operations of their own specific sewer systems.

Municipal customer rates from NEW Water do not subsidize industries and businesses. In addition to the municipal customers served by NEW Water, industries and businesses also contribute to the system. NEW Water is proud to support economic development, as well as equitable distribution of cost based on usage.

Planning for continuation of reliable service. NEW Water is actively planning for future needs through Capital Improvement Planning to address stricter environmental limits, aging infrastructure, and capacity concerns related to record rainfalls, which have caused up to three times the amount of water getting into the sanitary sewer system and coming to NEW Water to be cleaned. NEW Water will continue to actively partner with municipal customers to provide cost-effective and reliable services, while upholding our responsibilities for regulatory compliance.

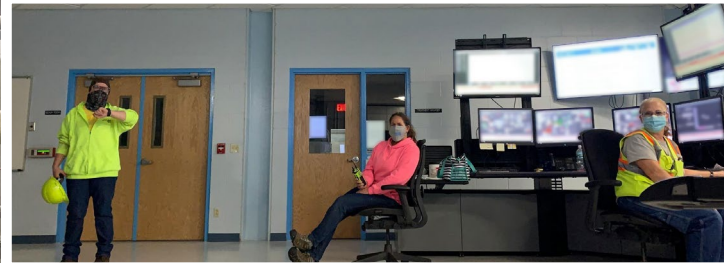
Get in touch! NEW Water welcomes community engagement. Outreach and education are vital to illustrate the value of the critical service NEW Water provides for the community, and the important role we all play in protecting our precious water resources. Follow us on social media, subscribe to our e-news, request a presentation, take a “virtual” tour, and get in touch! www.newwater.us



The Aquatic Monitoring Program celebrates
35 YEARS
of sampling on area waters



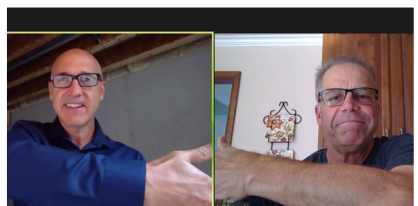
Photo captions: NEW Water staff continued to serve the community, around the clock, despite the ongoing pandemic.



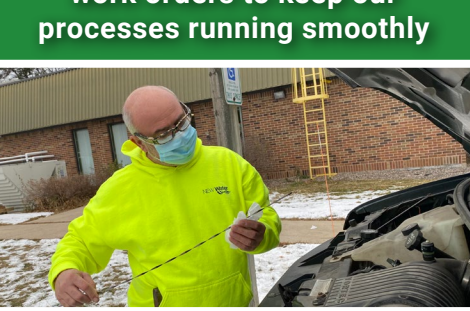
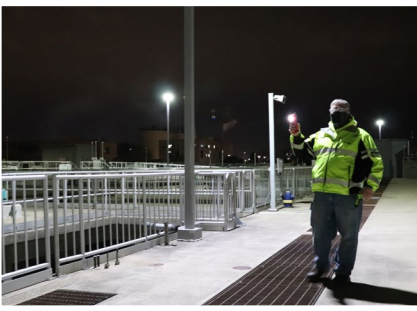
>15 BILLION
gallons of clean water returned to the Fox River from
NEW Water's Green Bay and De Pere Facilities



51,598
feet of sanitary sewers
televised



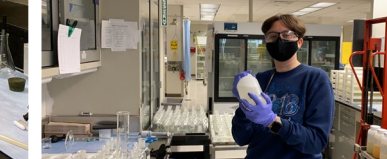
7,605
work orders to keep our
processes running smoothly



In 2020, NEW Water achieved
100% PERMIT COMPLIANCE
for 18 years in a row



13,598
samples analyzed



~300
acres of cover crops
planted through our NEW
Watershed Program, to
protect area waters at the
lowest cost

Our Most Valuable Asset: Our Staff

New Hires

Hannah Malmberg – Public Information Technician Limited Term Employee (LTE)

Sam Maroszek – Operator-in-Training

Ben Young – Watershed Specialist

Alaina Hepp – Lab Analyst I LTE

Alex Moon – Operator-in-Training

Derek Tess – Operator-in-Training

Codey Beekman – Operator-in-Training

Jake Fugiasco – Operator-in-Training

Retirements

Paul Schmitt – Maintenance Mechanic

Emerging Utility Leaders Program

Congratulations to the graduates of the 2020 program: Jaci Valenta and Aaron Eichhorst.

NEW Water Peer Awards

Peer Excellence Award – **Tricia Garrison** for excellence in adhering to NEW Water's culture attributes of Safety, Respect, Team, and Environment.

Jack Day Award – **Don Brice** for honoring the spirit and commitment of visionary Dr. Harold "Jack" Day, former NEW Water Commission President.

ARMA Award

In 2020, NEW Water was the inaugural recipient of the ARMA Milwaukee Innovation Award. This award recognizes organizations that have taken steps to support and advance the people, processes, and technology needed to further the overall mission of Records and Information Management/Information Governance within their industry.

National Association of Clean Water Agencies (NACWA) - Utility of the Future Award

In 2020, NEW Water received the Utility of the Future Award from NACWA. NEW Water's journey to become a utility of the future includes finding sustainable solutions towards protecting our most valuable resource, water. That philosophy is being applied with NEW Water's solids handling facility, Resource Recovery and Electrical Energy (R2E2), and by partnering for water, with NEW Water's Adaptive Management Program.

U.S. Department of Energy (DOE) - Goal Achiever Award

Through its Better Plants Program, DOE has lauded NEW Water for energy-use reductions through its innovative R2E2 Facility. NEW Water was selected to receive a 2020 Goal Achiever Award for achieving a 35% reduction in energy intensity across our two plants and 13 lift stations.

Photo caption, left to right: Rita Krause, Administrative Specialist; and Jean Van Sistine, Administrative Services Supervisor, with the 2020 ARMA Award.

Job Changes

Jon Strandberg – Operator to Field Services Technician

Kayli Van Effen – Operator-in-Training to Operator

Ryan Gardner – Utility Worker to Mechanic Apprentice

Cory Marcott – Operator to Utility Worker

Matt Pamperin – Operator to Electrical & Instrumentation Apprentice

Paul Derricks – Maintenance Mechanic to Maintenance Planner/Scheduler



NEW Watershed Champion: Dr. Kevin Fermanich

NEW Water teamed up with the Green Bay Water Utility for the seventh annual World Water Day event to call attention to water issues in Northeast Wisconsin, and to celebrate efforts to improve water quality.

Dr. Kevin Fermanich of the University of Wisconsin-Green Bay (UWGB) was named the 2020 NEW Watershed Champion for his efforts to improve area waters.

Dr. Fermanich is a Professor of Water Science, Geoscience, and Environmental Science at UWGB. Along with other partners, Dr. Fermanich and his students study water quality, watershed management, soil health, Green Bay restoration, and agricultural management issues. He is a lead co-principal investigator on a collaborative project studying the links between edge-of-field water quality, soil health, and field management at a site in the Great Lakes priority watersheds.

"Our era faces a number of water challenges, not only globally, but here in Wisconsin as well. Dr. Fermanich exemplifies the spirit of working together to find solutions to many vexing water challenges we're facing today," said Tom Sigmund.

Photo caption top, left to right: Jack Day, Professor Emeritus, UWGB, and former NEW Water Commission President; Dr. John Katers, UWGB Dean, College of Science, Engineering, and Technology; Dr. Kevin Fermanich; Jill Fermanich; Nancy Quirk, Green Bay Water Utility General Manager; Tom Sigmund.

Photo caption bottom, left: The NEW Watershed Champion Dr. Kevin Fermanich.

Photo caption bottom, right, left to right: Tom Sigmund, Dr. Kevin Fermanich, and Nancy Quirk handing the NEW Watershed Champion certificate over.





"I really like that we have a common goal, we can work together to accomplish something that works. We have a system I can work with now and the Program made that possible. It's nice to have the flexibility to make something new work within my operations."
 ~ Craig Van Handel, dairy farmer with new rotational grazing practice in the ACDC Watersheds

Adaptive Management

NEW Watershed Program

With the knowledge and experience gained from a [Pilot Project](#), NEW Water has selected the Ashwaubenon Creek and Dutchman Creek (ACDC) watersheds for implementation of a long-term watershed program as a more cost-effective, alternative compliance option for its wastewater discharge permit with the WDNR.

Community-Wide Engagement

The ACDC Program will also incorporate urban partners and initiatives to achieve even greater water quality improvements.

NEW Water is engaging with municipal partners and stakeholders to identify opportunities for reducing runoff from urban developments and transportation corridors.

These collaborations create social and economic development improvements, such as increased recreational use of the region's waterways.

Photo captions: Aerial photograph in ACDC watersheds representing different implementations of best management practices. "Thank You, Farmers!" video with the behind-the-scenes look.

Agricultural Collaboration

Collaboration with agricultural landowners and growers is crucial for the Program to achieve water quality goals. By working together through this voluntary program, practices can be selected that work within existing operations to better serve the farmer's goals and improve soil health, runoff, and local water quality.

Water Quality and Biological Monitoring in the Creeks

With the Program's goal of improving the water quality and biological health of ACDC, monitoring of the creeks is essential to show how improvements in the watershed affect their health. The Program has begun monitoring water quality, habitat, fish, and macro-invertebrates (small "bugs" that live in these creeks and can indicate poor or healthy water quality) throughout the watersheds. By collecting this information now, the Program is setting a baseline to track the progress of nutrient and sediment reduction in the years to come. If you notice team members engaged in monitoring activities in the creek, feel free to ask questions and observe what is taking place.

Changes in creek flow are also important in understanding the health of the watershed. The Program worked with the U.S. Geological Survey to install four stream gages along ACDC. These gages provide valuable information on the impact of precipitation and runoff on in-stream water quality.

On the Horizon...

Planning for Future Needs: Capital Improvement Plan

To allow Northeast Wisconsin to shower, flush, and operate their businesses whenever they want, NEW Water must provide reliable, nonstop service. As such, NEW Water takes a long-range view to plan for the future in order to provide reliable service, meet regulatory compliance, and to maintain steady, stable rates. Throughout 2020, NEW Water worked towards development of a comprehensive Liquids Facilities Master Plan (Facilities Plan), which is a significant component in establishing its Capital Improvement Plan. The plan outlines upcoming projects over the next 20 years for the Green Bay and De Pere Facilities. NEW Water will work with stakeholders to engage them as long-term partners to accommodate residential growth, support economic development, and enable the “New North” to be a prosperous and thriving region.

Clear Water in the System: I&I

During wet weather events, NEW Water receives upwards of three to five times the normal amount of water coming into its facilities to be treated, and that’s not because people are flushing their toilets more frequently. This is due to a wicked problem known as Inflow & Infiltration, or I&I. In 2020, NEW Water launched a Stakeholder Advisory Group to tackle the problem of clear water getting into the sanitary sewer system; because, in essence, our communities are paying for clear water to be cleaned. Additionally, the sanitary sewer system and water resource recovery facilities were not designed to handle excessive clear water, and significant upgrades could be needed if nothing is done to address this complex problem. The Advisory Group will make recommendations to NEW Water as it evaluates and addresses the impacts of I&I in our community. [Learn more about I&I here.](#)

Emerging Contaminants: PFAS

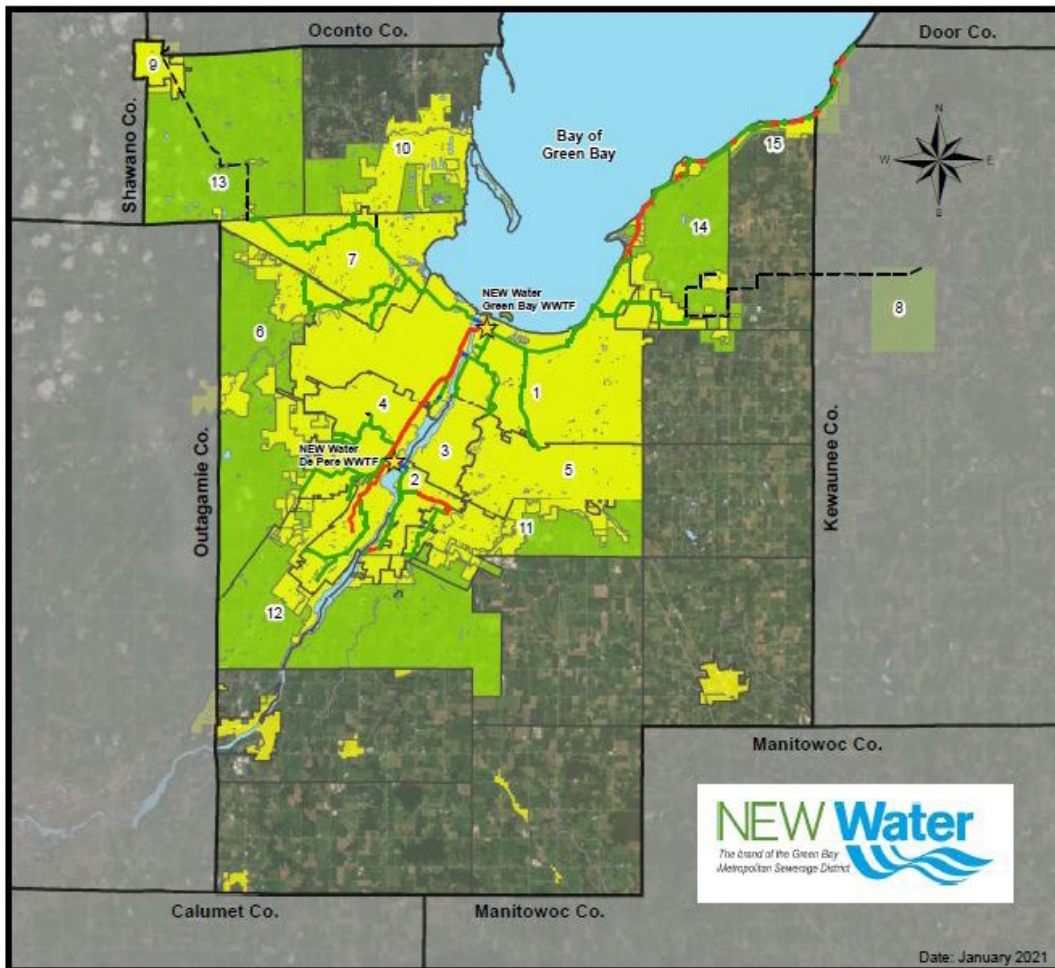
The emerging contaminant known as PFAS, or per- and polyfluoroalkyl substances, became a topic of great concern in 2020. Known as “forever chemicals,” PFAS are chemicals that are in everyday items including pizza boxes, dental floss, fast food hamburger wrappers, nonstick kitchen cookware, carpeting, and more. They are found in our waterways, in the air, and in the soil. In 2020, the WDNR encouraged publically owned treatment works, like NEW Water, to proactively address the issue, while regulations were pending. As such, NEW Water launched a Pollution Minimization Plan. “By partnering to minimize PFAS at its sources, we can better serve our community by finding cost-effective solutions to protect the environment and public health,” said Tom Sigmund. [Learn more here.](#)



Photo caption: Capital improvements for continued reliability of service.

2020 Financial Statement

The financial statement below is for informational purposes only and is not intended to represent full financial disclosures. Complete financial statements and related notes are available on NEW Water's website at www.newwater.us or available upon request.



Service Area

1. City of Green Bay
2. City of De Pere
3. Village of Allouez
4. Village of Ashwaubenon
5. Village of Bellevue
6. Village of Hobart
7. Village of Howard
8. Village of Luxemburg
9. Village of Pulaski
10. Village of Suamico
11. Town of Ledgeview Sanitary District #2
12. Town of Lawrence - Utility District
13. Pittsfield Sanitary District No. 1
14. Scott Municipal Utility
15. Dyckesville Sanitary District

LEGEND

- Gravity Sewer
- Force Main Sewer
- Siphon Sewer
- Sewer By Others
- Municipal Boundaries
- NEW Water Annexed Area
- Brown Co. Sewer Service Area
- Adjacent Counties
- River/Bay

OPERATING REVENUES

	2020	2019
User fees - municipal waste	\$38,278,154	\$37,169,807
User fees - mill waste	1,562,381	1,493,325
Capital revenue - mills	1,700,712	1,548,269
Other revenues	1,589,989	1,551,137
Total operating revenues	43,131,235	41,762,538

OPERATING EXPENSES

Salaries and wages	8,671,108	8,051,370
Fringe benefits	3,093,475	3,427,031
Employee development	73,573	127,631
Travel and meetings	6,580	60,817
Power	2,006,817	1,928,630
Natural gas and fuel oil	639,829	771,386
Chemicals	1,510,964	1,402,484
Maintenance - plant	2,121,706	1,306,810
Maintenance - interceptors	409,836	1,181,351
Contracted services	3,253,768	3,243,340
Insurance	314,697	299,763
Solid waste disposal	459,300	798,855
Office related expenses	604,568	563,454
Supplementary expenses	506,648	546,003
Subtotal	23,726,870	23,708,924
Depreciation	13,648,659	11,603,616
Total operating expenses	37,375,529	35,312,540
Operating income	\$5,755,707	\$6,449,998



\$576,579

received from grants

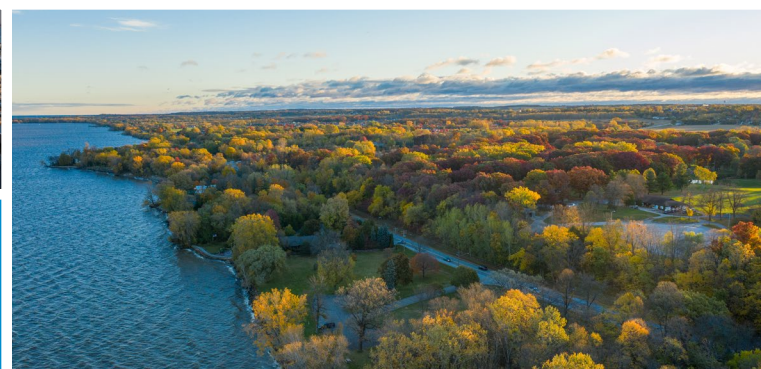


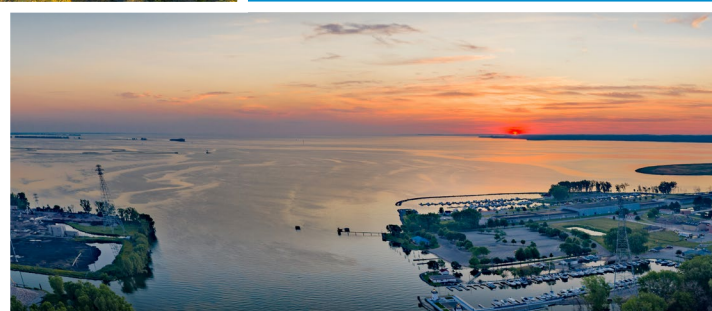
Photo captions: NEW Water's service area covers 285 square miles in Northeast Wisconsin. NEW Water actively pursues grants to support its mission and vision.



\$93,239

allocated in federal COVID-19 relief funding

thanks to the collaboration with Municipal Partners



Saving about

\$147,000

per year in debt service payments due to proactive financial management

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