



PARTNERING FOR WATER QUALITY

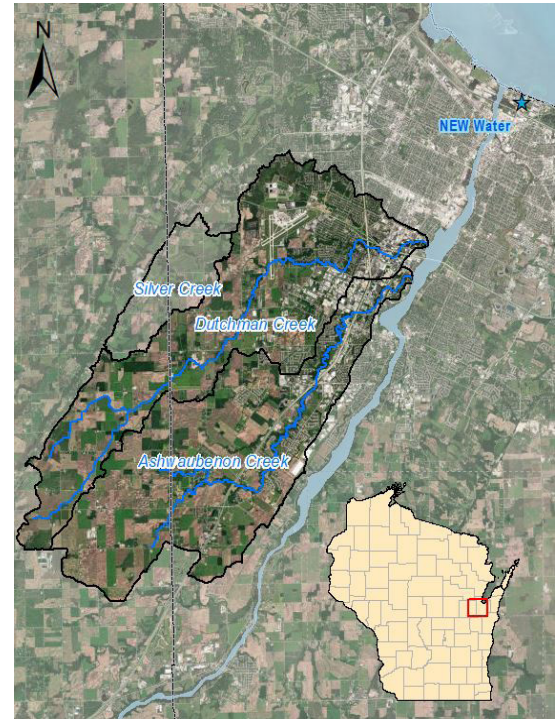
NEW Water, the brand of the Green Bay Metropolitan Sewerage District, launched a NEW Watershed Program on October 20, 2021 to achieve permit compliance more cost effectively. NEW Water’s permit with Wisconsin Department of Natural Resources (WDNR) went into effect on April 1, 2022.

NEW Watershed Program

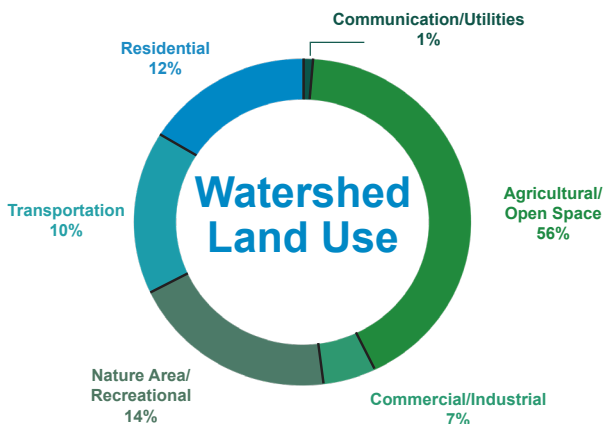
Entering its fifth year of implementation, the NEW Watershed Program (Program) in the Ashwaubenon Creek and Dutchman Creek (ACDC) watersheds will continue to construct conservation practices for water quality building on current momentum and local interest.

The foundational success of the Program is largely due to a collaborative approach that brings together rural landowners, farmers, land conservation staff in Brown and Outagamie Counties, Oneida Nation staff, private agronomists, universities, and non-governmental organizations working together to achieve the common goal of improving regional water quality.

Building on these successes, the Program team will continue to identify and work with landowners to implement conservation practices, such as increased ground cover and stormwater management, designed to reduce sediment and nutrient runoff while preserving agricultural land uses.



Ashwaubenon Creek & Dutchman Creek



Community-Wide Collaboration

NEW Water is engaging with many partners to identify opportunities for reducing runoff from urban development and transportation corridors. This includes:

- East River Collaborative flood abatement efforts, urban tree planting, and targeted education and outreach opportunities.
- Green Bay Austin Straubel International Airport partnership to implement conservation management practices on airport-owned fields to improve water quality, while upholding aviation safety. GRB is the first airport in the world to receive an Alliance for Water Stewardship certification by improving local water quality.
- Wisconsin Department of Transportation partnership to evaluate conservation opportunities to improve water quality related to current and upcoming highway projects.
- Meeting with municipalities on urban planning and identifying mutually beneficial nutrient and sediment reduction opportunities.
- Working with private landowners on streambank stabilization and restoration projects.

Agricultural Collaboration

Collaboration with agricultural landowners and growers is crucial for the Program to achieve water quality goals. By working together through this voluntary initiative, 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.

“After using cover crops and planting green for several years, I was still having issues with erosion in some fields. So we started installing other practices like a grassed waterway and crossing, that gave the water a place to flow and access to my other fields.”

- David Bougie, farmer with operations in the ACDC watersheds

Agricultural Update

The Program has implemented over 177 structural practices and over 20,000 acres of operational practices since 2021, including:

- 16 ACDC farmers have signed the Clean Water Pledge with Lower Fox Demonstration
- The Soil Health Education and Demonstration (SHED) building houses shared farm equipment available for rent to farmers in Brown and Outagamie Counties, provides space for field days, and sharing findings from small-scale demonstration agriculture plots and practices.
- A Critical Area Planting (CAP) Program was launched in 2023 to provide farmers with 1-acre seed mix bags for planting in shallow, concentrated flow paths as a way to stabilize soil and prevent loss of topsoil and nutrients.
- Structural practice opportunities: grassed waterways, water and sediment control basins (WASCOBs), wetlands, filter strips, CAP, two-stage ditches, Conservation Reserve Program and more.
- Operational practice opportunities: cover crops (planting into green, drone seeding, Interseeding, or post-harvest), residue-tillage, low-disturbance manure injection (LDMI), alfalfa with grass, and more.



To Date

15,858
feet of grassed
waterways

24,350
feet of two-stage
ditches implemented

57
acres of filter
strips implemented

2,153
acres of cover
crops in 2025

1,438
acres of no till/residue
management in 2025

Water Quality and Biological Monitoring in the Creeks

With the Program's goal of improving the water quality, habitat, and biological health of ACDC, monitoring of the creeks is essential to show how improvements in the watershed affect their health. Early years of data will establish a baseline to track progress of nutrient and sediment reductions in years to come.

The Program works with the U.S. Geological Survey to maintain four stream gages, two in Ashwaubenon Creek and two in Dutchman Creek. These gages provide valuable information on the impact of precipitation and runoff on in-stream water quality. 2025 was the driest year in the last twenty years. Dry conditions resulted in fewer samples collected as several sampling locations dried up for part of the year.

4
USGS gage
stations
monitoring
flow & loads

317
water quality
samples taken
in 2025

7
water quality
testing sites

11
biological &
habitat sites

Program Activities Planned for 2026

The Program is planned to extend over four wastewater discharge permit terms, or a minimum of 20 years. This year's activities include the following:

- Monitoring the biological health and water quality for both the ACDC program and the successful Silver Creek Pilot Project, adjacent to ACDC.
- Meeting with interested landowners and growers about implementing conservation practices.
- Reviewing resource concern prioritization and continue implementing conservation practices.
- Utilizing innovative tools to track conservation opportunities, newly installed practices, and verification needs.
- Annual eNewsletter and field day opportunities.



Long-Term Activities Beyond 2026

NEW Water will be going through the process of renewing their dischargers permit with the Wisconsin Department of Natural Resources. In preparation for this renewal, summary documents and materials will be compiled to share the progress made in ACDC by the numerous partners and collaborators. Once complete, these summaries will be shared on our Program website.

Contact Information

As the Program continues, look for annual ACDC watershed updates: www.newwater.us

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