

Public Noticed Rockland Draft Permit Fact Sheet

General Information

Permit Number	WI-0028967-11-0
Permittee Name and Address	Village of Rockland 105 West Center Street Box 124, Rockland, WI 54653
Permitted Facility Name and Address	Rockland Water Sewer Utilities WWTF County Trunk Highway J, Rockland, WI
Permit Term	October 01, 2026 to September 30, 2031
Discharge Location	a wetland tributary to the Little La Crosse River in the Little La Crosse River Watershed of the Bad Axe – La Crosse Rivers Basin located in La Crosse County
Receiving Water	Wetland Tributary to Little La Crosse River in Little La Crosse River Watershed of Bad Axe - La Crosse River Basin in La Crosse County
Stream Flow (Q _{7,10})	0 cfs
Stream Classification	Limited Aquatic Life (wetland tributary), Non-public Water Supply
Discharge Type	Continuous, existing
Annual Average Design Flow (MGD)	0.075 MGD
Industrial or Commercial Contributors	None
Plant Classification	A1 - Suspended Growth Processes; B - Solids Separation; C - Biological Solids/Sludges; SS - Sanitary Sewage Collection System
Approved Pretreatment Program?	N/A

Facility Description

The Village of Rockland owns and operates an activated sludge type wastewater treatment facility (WWTF) with discharge to a wetland tributary of the Little La Crosse River. The annual average design flow of the facility is 0.075 million gallons per day (MGD). The actual annual average flow from January 2020 to March 2026 was 0.035 MGD. The facility has an oxidation ditch and a sludge storage tank. Sludge is land applied via incorporation. Following a Notice of Violation, Rockland completed a facility plan and will be upgrading the WWTF during this permit term. An influent fine screen, clarifier scum/sludge scraper arms, sludge digester, and ultraviolet disinfection unit are all expected to be added. Major monitoring changes include new ammonia nitrogen, E. coli, and chloride effluent limits and compliance schedules to meet them, and PFAS sludge sampling has been included in the WPDES permit pursuant to ss. NR 214.18(5)(b) and NR 204.06(2)(b)9., Wis. Adm. Code to quantitate risk.

Substantial Compliance Determination

Enforcement During Last Permit: The facility was issued several Notice of Noncompliance (NON) and two Notice of Violations (NOV) within the last permit term. In 2020, the facility overapplied nitrogen to fields and received a NON. In 2021, a NON was issued with several effluent limit violations for TSS, DO, and Copper, as well as underreporting Hardness. In 2022, the facility's sludge storage tank leaked and caused a Treatment Facility Overflow (TFO). This was accounted for in another NON in 2022, along with BOD, TSS, and Copper effluent limit violations. A second NON in 2022 was issued for further Copper and TSS effluent limit violations. In 2023, another NON was issued for effluent limit violations including Copper and TSS.

In early 2024, the facility received a NOV for Copper effluent limit violations. Following the enforcement conference and a WWTP inspection, the facility worked with the Department to investigate influent Copper sources, update their Sewer Use Ordinance, and draft industry notices. Later in 2024, a NON was issued for effluent TSS exceedances. Finally, in early 2025, the facility received a NOV for effluent limit exceedances (Copper, TSS, BOD, and DO) which included a compliance schedule to upgrade the WWTP following submission of a comprehensive facility plan. The facility plan has been submitted to the Department and approved. The next step in the NOV requested actions is to submit plans and specifications by December 31, 2026. These dates are included in a permit compliance schedule. The facility is also utilizing a settling agent to assist their clarifier (found to not be in compliance with NR 110 following a WWTP inspection) that seems to be allowing them to meet effluent limits. No consistent effluent limit violations occurred in late 2025 and early 2026.

After a desktop review of all discharge monitoring reports, CMARs, land app reports, compliance schedule items, enforcement schedules, and a site visit on April 22, 2026, this facility has been found to be in substantial compliance with their current permit.

Compliance determination entered by Katie Jo Jerzak, PE, Wastewater Compliance Engineer on May 11, 2026.

Sample Point Descriptions

Sample Point Designation		
Sample Point Number	Discharge Flow, Units, and Averaging Period	Sample Point Location, Waste Type/Sample Contents and Treatment Description (as applicable)
701	0.0345 (Jan 2020-March 2026)	Representative influent samples shall be collected from the sampling manhole prior to sludge supernatant.
001	No Flow Meter	Representative effluent samples shall be collected at the outfall manhole prior to discharge.
002	8 dry US tons	Representative sludge samples shall be collected from the sludge storage tank outfall pipe after adequate mixing of tank contents, and monitored annually for Lists 1, 2, 3, 4, PFAS, and once in 2027 for PCBs.

Permit Requirements

1 Influent – Monitoring Requirements

1.1 Sample Point Number: 701- INFLUENT AFTER COMMUNUTOR

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Flow Rate		MGD	Daily	Total Daily	
BOD5, Total		mg/L	3/Week	24-Hr Flow Prop Comp	
Suspended Solids, Total		mg/L	3/Week	24-Hr Flow Prop Comp	

1.1.1 Changes from Previous Permit:

Influent limitations and monitoring requirements were evaluated for this permit term and the only change is the sample frequency for flow has been changed from “continuous” to “daily” for eDMR reporting purposes.

1.1.2 Explanation of Limits and Monitoring Requirements

Monitoring of influent flow, BOD5 and total suspended solids is required by s. NR 210.04(2), Wis. Adm. Code, to assess wastewater strengths and volumes and to demonstrate the percent removal requirements in s. NR 210.05, Wis. Adm. Code, and in the Standard Requirements section of the permit.

2 Surface Water - Monitoring and Limitations

2.1 Sample Point Number: 001- AT OUTFALL MANHOLE

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Flow Rate		MGD	Daily	Total Daily	
BOD5, Total	Monthly Avg	20 mg/L	3/Week	24-Hr Flow Prop Comp	
BOD5, Total	Weekly Avg	30 mg/L	3/Week	24-Hr Flow Prop Comp	
Suspended Solids, Total	Monthly Avg	20 mg/L	3/Week	24-Hr Flow Prop Comp	
Suspended Solids, Total	Weekly Avg	30 mg/L	3/Week	24-Hr Flow Prop Comp	
pH Field	Daily Max	9.0 su	Daily	Grab	
pH Field	Daily Min	6.0 su	Daily	Grab	
Dissolved Oxygen	Daily Min	4.0 mg/L	Daily	Grab	See Dissolved Oxygen Section.

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Nitrogen, Ammonia (NH3-N) Total	Weekly Avg	27 mg/L	Monthly	24-Hr Flow Prop Comp	Limit effective 09/01/31. See Ammonia section and compliance schedule.
Nitrogen, Ammonia (NH3-N) Total	Monthly Avg	11 mg/L	Monthly	24-Hr Flow Prop Comp	Limit effective 09/01/31. See Ammonia section and compliance schedule.
Nitrogen, Ammonia (NH3-N) Total	Daily Max - Variable	mg/L	Monthly	24-Hr Flow Prop Comp	Limit effective 09/01/31. See Ammonia section and compliance schedule.
Nitrogen, Ammonia Variable Limit		mg/L	Monthly	Calculated	Limit effective 09/01/31. See Ammonia section and compliance schedule.
E. coli		#/100 ml	Weekly	Grab	Monitoring only May - September annually until the final limit goes into effect per the Effluent Limitations for E. coli Schedule.
E. coli	Geometric Mean - Monthly	126 #/100 ml	Weekly	Grab	Limit Effective May - September annually starting 05/01/29 per the Effluent Limitations for E. coli Schedule.
E. coli	% Exceedance	10 Percent	Monthly	Calculated	Limit Effective May - September annually starting 05/01/29 per the Effluent Limitations for E. coli Schedule. See the E. coli Percent Limit section. Enter the result in the DMR on the last day of the month.
Copper, Total Recoverable	Daily Max	40 ug/L	Weekly	24-Hr Flow Prop Comp	
Copper, Total Recoverable	Monthly Avg	24 ug/L	Weekly	24-Hr Flow Prop Comp	
Copper, Total Recoverable	Weekly Avg	24 ug/L	Weekly	24-Hr Flow Prop Comp	
Copper, Total Recoverable	Daily Max	0.075 lbs/day	Weekly	Calculated	

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Copper, Total Recoverable	Weekly Avg - Variable	lbs/day	Weekly	Calculated	Report the weekly average mass Copper result in the Copper column of the eDMR. See Copper Mass Limit - Non-Wet Weather and Alternative Wet Weather Mass Limit Section.
Copper Variable Limit		lbs/day	Weekly	Calculated	Determine the Copper mass from the 'Variable Copper Mass' table and report the variable limit in the Copper Variable Limit column on the eDMR.
Chloride		mg/L	4/Month	24-Hr Flow Prop Comp	Monitoring effective upon permit issuance. See 4/Month sampling frequency section.
Chloride	Daily Max	760 mg/L	4/Month	24-Hr Flow Prop Comp	Limit effective 09/01/2030. See chloride section and compliance schedule.
Chloride	Monthly Avg	400 mg/L	4/Month	24-Hr Flow Prop Comp	Limit effective 09/01/2030. See chloride section and compliance schedule.
Chloride	Weekly Avg	400 mg/L	4/Month	24-Hr Flow Prop Comp	Limit effective 09/01/2030. See chloride section and compliance schedule.
Chloride	Daily Max	1,030 lbs/day	4/Month	Calculated	Limit effective 09/01/2030. See chloride section and compliance schedule.
Chloride	Weekly Avg - Variable	lbs/day	4/Month	Calculated	Report the weekly average mass Chloride result in the Chloride column of the eDMR. See Chloride Mass Limit - Non-Wet Weather and Alternative Wet Weather Mass Limit Section.
Chloride, Variable Limit		lbs/day	4/Month	Calculated	Determine the chloride mass from the 'Variable Chloride Mass' table and report the variable limit in

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
					the Chloride Variable Limit column on the eDMR.
Hardness, Total as CaCO ₃		mg/L	Monthly	24-Hr Flow Prop Comp	Monitor concurrently with copper.
Nitrogen, Total Kjeldahl		mg/L	See Listed Qtr(s)	24-Hr Flow Prop Comp	Annual in rotating quarters. See Nitrogen Series Monitoring section.
Nitrogen, Nitrite + Nitrate Total		mg/L	See Listed Qtr(s)	24-Hr Flow Prop Comp	Annual in rotating quarters. See Nitrogen Series Monitoring section.
Nitrogen, Total		mg/L	See Listed Qtr(s)	Calculated	Annual in rotating quarters. See Nitrogen Series Monitoring section. Total Nitrogen shall be calculated as the sum of reported values for Total Kjeldahl Nitrogen and Total Nitrite + Nitrate Nitrogen.
Acute WET		TUa	See Listed Qtr(s)	24-Hr Flow Prop Comp	See WET section.

2.1.1 Changes from Previous Permit

Effluent limitations and monitoring requirements were evaluated for this permit term and the following changes were made from the previous permit. See additional explanation of limits under “Explanation of Limits and Monitoring Requirements” below.

Flow- New flow monitoring has been added.

Ammonia Nitrogen- New ammonia limits have been added with an associated compliance schedule.

E. coli- Fecal coliform monitoring and limits have been replaced with Escherichia coli (E. coli) monitoring and limits with an associated compliance schedule.

Chloride- New chloride limits have been added with an associated compliance schedule.

2.1.2 Explanation of Limits and Monitoring Requirements

Detailed discussions of limits and monitoring requirements can be found in the attached water quality-based effluent limits (WQBEL) memo dated May 22, 2026 from Benjamin Hartenbower to Angela Parkhurst titled “Water Quality-Based Effluent Limitations for the Rockland Water Sewer Utilities WWTF WPDES Permit No. WI-0028967”.

Monitoring Frequencies- The Monitoring Frequencies for Individual Wastewater Permits guidance (April 12, 2021) recommends that standard monitoring frequencies be included in individual wastewater permits based on the size and type of the facility, in order to characterize effluent quality and variability, to detect events of noncompliance, and to ensure consistency in permits issued across the state. Guidance and requirements in administrative code were considered when

determining the appropriate monitoring frequencies for pollutants that have final effluent limits in effect during this permit term. No changes to existing sampling frequencies have been made.

Expression of Limits- In accordance with the federal regulation 40 CFR 122.45(d) and s. NR 205.065, Wis. Adm. Code, limits in this permit are to be expressed as weekly and monthly averages whenever practicable. Minor changes have been made to the copper limits to include these additional limit expressions, and also included for the new ammonia and chloride limits.

BOD, TSS, pH and Dissolved Oxygen: Limits for BOD, TSS, pH and dissolved oxygen correspond to the requirements in the current permit.

Ammonia Nitrogen: New daily maximum, weekly average, and monthly average limits become effective September 1, 2031 per the associated compliance schedule. Monitoring is required upon permit issuance. Below are the daily maximum limits that will vary depending on pH measurements of the effluent. Current acute and chronic ammonia toxicity criteria for the protection of aquatic life are included in Tables 2C and 4B of ch. NR 105, Wis. Adm. Code. Subchapter IV of ch. NR 106 establishes the procedure for calculating water quality-based effluent limitations (WQBELs) for ammonia. Please refer to the WQBEL memo mentioned above for more information.

Daily maximum ammonia limits that vary with effluent pH apply year-round. See table below for more information. Samples for ammonia shall be collected at the same time as the pH samples.

Daily Maximum Ammonia Nitrogen Limits – LAL

Effluent pH s.u.	Limit mg/L	Effluent pH s.u.	Limit mg/L	Effluent pH s.u.	Limit mg/L
$6.0 \leq \text{pH} \leq 6.1$	83	$7.0 < \text{pH} \leq 7.1$	51	$8.0 < \text{pH} \leq 8.1$	11
$6.1 < \text{pH} \leq 6.2$	82	$7.1 < \text{pH} \leq 7.2$	46	$8.1 < \text{pH} \leq 8.2$	8.8
$6.2 < \text{pH} \leq 6.3$	80	$7.2 < \text{pH} \leq 7.3$	40	$8.2 < \text{pH} \leq 8.3$	7.3
$6.3 < \text{pH} \leq 6.4$	78	$7.3 < \text{pH} \leq 7.4$	35	$8.3 < \text{pH} \leq 8.4$	6.0
$6.4 < \text{pH} \leq 6.5$	75	$7.4 < \text{pH} \leq 7.5$	31	$8.4 < \text{pH} \leq 8.5$	4.9
$6.5 < \text{pH} \leq 6.6$	72	$7.5 < \text{pH} \leq 7.6$	26	$8.5 < \text{pH} \leq 8.6$	4.1
$6.6 < \text{pH} \leq 6.7$	69	$7.6 < \text{pH} \leq 7.7$	22	$8.6 < \text{pH} \leq 8.7$	3.4
$6.7 < \text{pH} \leq 6.8$	65	$7.7 < \text{pH} \leq 7.8$	19	$8.7 < \text{pH} \leq 8.8$	2.8
$6.8 < \text{pH} \leq 6.9$	60	$7.8 < \text{pH} \leq 7.9$	16	$8.8 < \text{pH} \leq 8.9$	2.4
$6.9 < \text{pH} \leq 7.0$	56	$7.9 < \text{pH} \leq 8.0$	13	$8.9 < \text{pH} \leq 9.0$	2.0

Disinfection/E. Coli:Revisions to bacteria surface water quality criteria to protect recreational uses and accompanying E. coli WPDES permit implementation procedures became effective May 1, 2020. The new rule requires that WPDES permits for facilities with required disinfection include monitoring for E. coli while facilities are disinfecting during the recreation period, and establish effluent limitations for E. coli established in s. NR 210.06 (2), Wis. Adm Code. The administrative code rule changes included the following actions: revised the bacteria water quality criteria from fecal coliform to E. coli to protect recreation in ch. NR 102, Wis. Adm. Code.; removed fecal coliform criteria for certain individual waters from ch. NR 104, Wis. Adm. Code.; revised permit requirements for publicly and privately owned sewage treatment works in ch. NR 210, Wis. Adm. Code.; and, updated approved analytical methods for bacteria in ch. NR 219, Wis. Adm. Code.

E. coli monitoring is required upon the first permitted disinfection period (May-June 2027). At the end of the compliance schedule, E. coli limits of 126 #/100 ml as a monthly geometric mean that may not be exceeded and 410 #/100 ml as a daily maximum that may not be exceeded more than 10 percent of the time in any calendar month will apply. However, if effluent monitoring becomes available which shows that the discharge can meet bacteria limits during the recreation season without disinfection, disinfection will not be required, according to s. NR 210.06(3)(d), Wis. Adm. Code, and as discussed in the “Disinfection Requirements for Discharges to Surface Waters” guidance. Weekly E. coli effluent

monitoring for at least one disinfection season will need to be included in the permit in order to make this determination and ensure that the recreational use is being protected (criteria are being met) without disinfection.

Chloride: Considering available effluent data from May through April 2026, the mean effluent concentration is 393 mg/L, with a maximum concentration of 428 mg/L. These concentrations are greater than 1/5 of the calculated daily maximum and weekly average effluent limits. Therefore, concentration and mass limits are required. The daily maximum limit is 760 mg/L and the weekly average limit is 400 mg/L. In addition, a daily maximum mass limit of 1030 lbs/day and weekly average mass limits are required. Please refer to the permit for more information and reporting details. Because these are new limit requirements, an associated compliance schedule has been given and requires compliance with the new limits by September 1, 2030.

Copper: Considering available effluent data from January 2020 through April 2026, concentrations exceed the calculated daily maximum and weekly average effluent limits. Therefore, concentration and mass limits are required. The daily maximum limit of 40 µg/L and the weekly average limit of 24 µg/L continue from the current permit, as well as the mass daily maximum limit of 0.075 lbs/day. In addition, a weekly average mass limit is required which depends on weather conditions. Please refer to the permit for more information and reporting details.

PFOS and PFOA: NR 106 Subchapter VIII – Permit Requirements for PFOS and PFOA Dischargers became effective on August 1, 2022. Pursuant to s. NR 106.98(3)(b), Wis. Adm. Code, the department evaluated the need for PFOS and PFOA monitoring taking into consideration the presence of potential PFOS or PFOA industrial wastes, remediation sites and other potential sources of PFOS or PFOA. Based on information available at the time the proposed permit was drafted, the department has determined the permittee does not need to sample for PFOS or PFOA as part of this permit reissuance. The department may re-evaluate the need for sampling at the next permit reissuance if new information becomes available that suggests PFOS or PFOA may be present in the discharge.

Total Nitrogen Monitoring (NO₂+NO₃, TKN and Total N): The Department has included effluent monitoring for Total Nitrogen through the authority under s. 283.55(1)(e), Wis. Stats., which allows the department to require the permittee to submit information necessary to identify the type and quantity of any pollutants discharged from the point source, and through s. NR 200.065(1)(h), Wis. Adm. Code., which allows for this monitoring to be collected during the permit term. More information on the justification to include total nitrogen monitoring in wastewater permits can be found in the “Guidance for Total Nitrogen Monitoring in Wastewater Permits” dated October 1, 2019. Annual monitoring in rotating quarters is required as specified in the permit.

Whole Effluent Toxicity: Whole effluent toxicity (WET) testing requirements and limits (if applicable) are determined in accordance with ss. NR 106.08 and NR 106.09 Wis. Adm. Code, as revised August 2016. See the current version of the Whole Effluent Toxicity Program Guidance Document and checklist and WET information, guidance and test methods at <http://dnr.wi.gov/topic/wastewater/wet.html> Two acute WET tests in rotating quarters are required as specified in the permit.

3 Land Application - Monitoring and Limitations

Municipal Sludge Description						
Sample Point	Sludge Class (A or B)	Sludge Type (Liquid or Cake)	Pathogen Reduction Method	Vector Attraction Method	Reuse Option	Amount Reused/Disposed (Dry Tons/Year)
002	B	Liquid	Fecal Coliform	Incorporation	Land App	8
Does sludge management demonstrate compliance? Yes						

Municipal Sludge Description						
Sample Point	Sludge Class (A or B)	Sludge Type (Liquid or Cake)	Pathogen Reduction Method	Vector Attraction Method	Reuse Option	Amount Reused/Disposed (Dry Tons/Year)
Is additional sludge storage required? Yes, facility has 103,000 gallon capacity.						
Is Radium-226 present in the water supply at a level greater than 2 pCi/liter? No						
Is a priority pollutant scan required? No, the facility has a design flow of less than 5 MGD.						

3.1 Sample Point Number: 002- STORAGE TANK OUTFALL PIPE

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Solids, Total		Percent	Annual	Composite	
Arsenic Dry Wt	Ceiling	75 mg/kg	Annual	Composite	
Arsenic Dry Wt	High Quality	41 mg/kg	Annual	Composite	
Cadmium Dry Wt	Ceiling	85 mg/kg	Annual	Composite	
Cadmium Dry Wt	High Quality	39 mg/kg	Annual	Composite	
Copper Dry Wt	Ceiling	4,300 mg/kg	Annual	Composite	
Copper Dry Wt	High Quality	1,500 mg/kg	Annual	Composite	
Lead Dry Wt	Ceiling	840 mg/kg	Annual	Composite	
Lead Dry Wt	High Quality	300 mg/kg	Annual	Composite	
Mercury Dry Wt	Ceiling	57 mg/kg	Annual	Composite	
Mercury Dry Wt	High Quality	17 mg/kg	Annual	Composite	
Molybdenum Dry Wt	Ceiling	75 mg/kg	Annual	Composite	
Nickel Dry Wt	Ceiling	420 mg/kg	Annual	Composite	
Nickel Dry Wt	High Quality	420 mg/kg	Annual	Composite	
Selenium Dry Wt	Ceiling	100 mg/kg	Annual	Composite	
Selenium Dry Wt	High Quality	100 mg/kg	Annual	Composite	
Zinc Dry Wt	Ceiling	7,500 mg/kg	Annual	Composite	
Zinc Dry Wt	High Quality	2,800 mg/kg	Annual	Composite	
Nitrogen, Total Kjeldahl		Percent	Annual	Composite	

Monitoring Requirements and Limitations					
Parameter	Limit Type	Limit and Units	Sample Frequency	Sample Type	Notes
Nitrogen, Ammonium (NH ₄ -N) Total		Percent	Annual	Composite	
Phosphorus, Total		Percent	Annual	Composite	
Phosphorus, Water Extractable		% of Tot P	Annual	Composite	
Potassium, Total Recoverable		Percent	Annual	Composite	
PFOA + PFOS		ug/kg	Annual	Calculated	Report the sum of PFOA and PFOS. See PFAS Permit Sections for more information.
PCB Total Dry Wt	Ceiling	50 mg/kg	Once	Composite	Sample once in 2027. See PCB Section for more information.
PCB Total Dry Wt	High Quality	10 mg/kg	Once	Composite	Sample once in 2027. See PCB Section for more information.
PFAS Dry Wt			Annual	Grab	Perfluoroalkyl and Polyfluoroalkyl Substances based on updated DNR PFAS List. See PFAS Permit Sections for more information.

3.1.1 Changes from Previous Permit:

Sludge limitations and monitoring requirements were evaluated for this permit term and the following changes were made from the previous permit. See additional explanation of limits under “Explanation of Limits and Monitoring Requirements” below.

PFAS—Monitoring is required annually pursuant to s. NR 204.06(2)(b)9., Wis. Adm. Code.

3.1.2 Explanation of Limits and Monitoring Requirements

Requirements for disposal, including land application of municipal sludge, are determined in accordance with ch. NR 204, Wis. Adm. Code. Ceiling and high-quality limits for metals in sludge are specified in s. NR 204.07(5). Requirements for pathogens are specified in s. NR 204.07(6) and in s. NR 204.07 (7) for vector attraction requirements. Limitations for PCBs are addressed in s. NR 204.07(3)(k). Radium requirements are addressed in s. NR 204.07(3)(n).

PFAS- The presence and fate of PFAS in municipal and industrial sludges is an emerging public health concern. EPA has developed a draft risk assessment to determine future land application rates and released this risk assessment in January of 2025. The department is evaluating this new information. Until a decision is made, the “Interim Strategy for Land Application of Biosolids and Industrial Sludges Containing PFAS” should be followed

Collecting sludge data on PFAS concentrations from a wide range of wastewater treatment facilities will help protect public health from exposure to elevated levels of PFAS and determine the department's implementation of EPA's recommendations. To quantitate this risk, PFAS sampling has been included in this WPDES permit pursuant to ss. NR 214.18(5)(b) and NR 204.06(2)(b)9., Wis. Adm. Code.

4 Schedules

4.1 Facility Upgrade per Notice of Violation Dated 2/11/2025

Required Action	Due Date
Plans and Specifications: Submit plans and specifications for treatment plant modifications.	12/31/2026
Treatment Plant Upgrade: The permittee shall initiate bidding, procurement, and/or construction of the project described in the facility plan approved on March 6, 2026. The permittee shall obtain approval of the final construction plans and schedule from the Department pursuant to s. 281.41, Stats., prior to initiating activities defined as construction under ch. NR 108, Wis. Adm. Code. Upon approval of the final construction plans and schedule by the Department pursuant to s. 281.41, Stats., the permittee shall construct the treatment plant upgrades in accordance with the approved plans and specifications.	12/31/2027
Construction Upgrade Progress Report: The permittee shall submit a progress report on construction upgrades.	05/31/2028
Complete Construction: The permittee shall complete construction of wastewater treatment system upgrades. Please note that E. coli upgrades must be completed by 3/31/2029 per the Effluent Limitations for E. coli compliance schedule.	05/31/2029

4.1.1 Explanation of Schedule

Facility upgrade was required per a Notice of Violation dated February 11, 2025.

4.2 Ammonia Effluent Limits & Facility Modifications

This compliance schedule requires the permittee to achieve compliance by the specified date.

Required Action	Due Date
Report on Effluent Discharges: Submit a report on effluent discharges of total ammonia nitrogen with conclusions regarding compliance.	09/30/2027
Action Plan or Facility Plan Amendment: Submit an action plan or facility plan amendment for treatment facility modifications for complying with the effluent limitation(s) as needed.	09/30/2028
Plans and Specifications: Submit plans and specifications for treatment facility modifications as needed.	09/30/2029
Initiate Actions: Initiate actions identified in the action plan or facility plan amendment.	03/31/2030
Progress Report: Submit a progress report summarizing actions taken to date.	09/30/2030
Complete Actions: Complete actions necessary to achieve compliance with the effluent limitation(s) for ammonia nitrogen.	08/31/2031

4.2.1 Explanation of Schedule

Ammonia Nitrogen- A compliance schedule is included in the permit to provide time for the permittee to investigate options for meeting new ammonia nitrogen water quality-based effluent limits while coming into compliance with the limits by September 1, 2031.

4.3 Effluent Limitations for E. coli

The permittee shall comply with surface water limitations for E. coli as specified. No later than 14 days following each compliance date, the permittee shall notify the Department in writing of its compliance or noncompliance. If a submittal is required, a timely submittal fulfills the notification

Required Action	Due Date
Final Plans and Specifications: The permittee shall submit final construction plans to the Department for approval pursuant to ch. NR 108, Wis. Adm. Code, specifying treatment plant upgrades that must be constructed to achieve compliance with final E. coli limitations and a schedule for completing construction of the upgrades by the complete construction date specified below.	12/31/2026
Treatment Plant Upgrade to Meet Limitations: The permittee shall initiate bidding, procurement, and/or construction of the project. The permittee shall obtain approval of the final construction plans and schedule from the Department pursuant to s. 281.41, Stats., prior to initiating activities defined as construction under ch. NR 108, Wis. Adm. Code. Upon approval of the final construction plans and schedule by the Department pursuant to s. 281.41, Stats., the permittee shall construct the treatment plant upgrades in accordance with the approved plans and specifications.	12/31/2027
Construction Upgrade Progress Report: The permittee shall submit a progress report on construction upgrades.	05/31/2027
Complete Construction: The permittee shall complete construction of wastewater treatment system upgrades.	03/31/2029
Achieve Compliance: The permittee shall achieve compliance with final E. coli limitations.	04/30/2029

4.3.1 Explanation of Schedule

E. coli- A compliance schedule is included in the permit to provide time for the permittee to investigate options for meeting new effluent E. coli water quality-based effluent limits while coming into compliance with the limits as soon as reasonably possible.

4.4 Effluent Limitations for Chloride

This compliance schedule requires the permittee to achieve compliance by the specified date

Required Action	Due Date
Report on Effluent Discharges: Submit a report on effluent discharges of chloride with conclusions regarding compliance.	08/31/2027
Action Plan: Submit an action plan for complying with the effluent limitation. If construction is required, include plans and specifications with the submittal.	08/31/2028

Initiate Actions: Initiate actions identified in the plan.	08/31/2029
Complete Actions: Complete actions necessary to achieve compliance with the effluent limitations.	08/31/2030

4.4.1 Explanation of Schedule

Chloride- A compliance schedule is included in the permit to provide time for the permittee to investigate options for meeting new ammonia nitrogen water quality-based effluent limits while coming into compliance with the limits by September 1, 2030.

Other Comments

TBD

Attachments/Related Documents

Water Quality Based Effluent Limits memo dated May 22, 2026 from Benjamin Hartenbower to Angela Parkhurst titled “Water Quality-Based Effluent Limitations for the Rockland Water Sewer Utilities WWTF WPDES Permit No. WI-0028967”.

Public Notice - La Crosse County Countryman, PO Box 847, West Salem, WI 54669-0847

Justification Of Any Waivers From Permit Application Requirements

No waivers requested or granted as part of this permit reissuance

Prepared By: Angela Parkhurst

Wastewater Specialist

Date: July 16, 2026