

know where
it goes

take simple
steps to reduce
STORMWATER POLLUTION



Changing Minds about Water Pollution in [Town Name]

Do you remember those rainy days as a kid, gazing wistfully outside, hoping the rain would go away (and come again some other day)? The street would turn into a dark river, churning its way to the storm drain. You'd imagine the rain entering an underground world of tunnels, but did you ever wonder what happened to the water after that?

Most Rhode Islanders, in fact, assume that storm drains lead to some type of treatment facility. Unfortunately, that is almost never the case. The reality is that in [name of town], as in most other areas of the state, storm drains lead directly to [name of major local water body] or other water bodies. The addition of stormwater ends up causing major damage to our water resources.

The problem lies in the fact that stormwater is polluted water. When rain hits the pavement, it picks up leaves, cigarette butts, excess fertilizers from lawns, bacteria from pet waste, and anything else that may lie in the path to the drain. Polluted stormwater runoff can contribute to closures of swimming beaches and shellfishing grounds and can contaminate drinking water sources.

So how do we change the misconceptions about stormwater? One solution is to hold storm drain marking events, like the one being held on [date] in [location]. Volunteers will mark drains with "Don't Dump, Drains to Coast" labels to explain that the water from storm drains ends up directly in our ponds, lakes and Bay, untreated.

[insert additional info about storm drain marking event]

What else can you do to curb stormwater pollution? As a rule of thumb, keep as much water as possible off of paved surfaces, and keep the water that does run off as clean as possible. For example, if you own a home, divert your rain gutters onto the lawn instead of the driveway or sidewalk. If you spill fertilizers, pesticides or grass clippings on the pavement, sweep them back onto the lawn. If you walk your dog along the street, pick up the waste.

For more information on how to reduce water pollution visit <http://www.ristormwatersolutions.org> or contact [name] at [contact info] to volunteer for the [date] storm drain marking event.

www.ristormwatersolutions.org

