

Don't Pollute Your (Storm) Water!

When it rains, whatever doesn't soak into the ground runs off roofs and yards, down streets, into storm drains and then directly into rivers, lakes, creeks, and other local water bodies. If that runoff is polluted, it's most likely that our own actions caused the problem, and we are contaminating our water.

Clean Water Starts With You

Polluted stormwater closes beaches, kills wildlife, poisons drinking water resources, and destroys fish and shellfish habitat. Well-meaning people also contribute to stormwater pollution by doing little things every day that add up big. Too much fertilizer in lawns and gardens, unattended pet waste, littering, improper disposal of household waste and chemicals, and even poorly maintained or leaking septic systems can all pollute stormwater runoff that ends up in our water. This major threat to clean water can be personally prevented by folks like you.



Storm drains help keep the roads clear of water for safer driving. Please help keep the drains clear of debris, such as leaves, grass, and litter. Be sure to avoid dumping anything down these drains. Most storm drains in the city dump directly into a creek, river or bay, then into Lake Superior - with no treatment. Storm drains are for rain and snow melt only. Please report any suspicious discharge you may notice coming from a storm drain outlet. Do what you can to reduce materials such as soil, car wash suds, and motor oil from entering these drains. You are part of the solution to reduce water pollution.

Questions? Call (715) 394-2761
www.ci.superior.wi.us/esd

Water Environment Federation
the water quality people®
601 Wythe Street
Alexandria, Virginia
22314-1994 USA
Tel. 1-800-666-0206
Fax. 1-703-684-2492
www.wef.org

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Stormwater Runoff: Take It Personally!



Be the Solution to Stormwater Pollution.

You Can Be a Solution to Stormwater Pollution

Pollution prevention at the source is essential to keeping our water resources clean. The storm drain is for RAIN ONLY! If everyone works to stop pollution from entering storm drains, communities everywhere will benefit from cleaner water and a healthier environment. Here are a few simple things you can do to make a big difference in the water you drink or the places you swim, fish, or just enjoy visiting:



Not Rain, No Drain

Leaves, trash, and grass clippings should be swept up and collected, not pushed or poured down the nearest storm drain. Many communities collect yard waste to make mulch and compost, and you can also make compost yourself. If it's not rainwater, it doesn't belong in a storm drain. Even soapy or dirty water from washing your car can go down the drain and into your water. Be sure to use environmentally safe cleansers, and wash your car on the grass at home or use a car wash.



Pick Up After Your Pet

Pet waste left on the ground will eventually contaminate local water with harmful bacteria. Using a pet waste bag (biodegradable if possible) simply pick up your pet's

contribution and place it in a trash can or flush it down the toilet without the bag.



Reduce Fertilizer Use

Whenever you fertilize the lawn or garden, excess nutrients can get washed through storm drains and into your local water body. The fertilizer that helps your

garden grow also promotes harmful algae growth that takes oxygen out of water, chokes aquatic life, and clogs waterways. Use natural fertilizers and pesticides according to directions.



Recycle Motor Oil

In addition to community collection centers, many auto supply stores and gas stations accept used oil. That's a good thing because oil floats on water, sticks to

everything, and lasts a long time in the environment. Cars and lawn equipment that leak oil onto the ground also pollute, so be sure to fix oil leaks!



Recycle Household Waste

Recycling is an excellent way to handle some household wastes such as paints, solvents, and related products, which should never go down the

storm drain and into your water. Read and follow directions on how to use a product and recycle what's left over. If recycling is not an option, check with your local community collection center, water wastewater utility, or sanitary landfill to learn how to properly dispose of your household waste.

Stormwater Runoff... Take it personally!

If you don't want to drink it, swim in it, or fish in it, don't put it in the water. Share the message with your family and friends and even consider volunteering to label storm drains in your neighborhood so it's obvious they drain straight into your water. Remember: Not Rain? No Drain!

