

## Did you know?

*The quality of metro Atlanta's streams, rivers, and lakes are threatened by the daily activities of residents and businesses across the region. More than 1,000 stream miles in the metropolitan Atlanta area are in violation of state water quality standards due to urban stormwater runoff.*

*The only way to combat the adverse effects of pollution is through knowledge and action. The leading threat to our water quality is stormwater pollution.*



## 10 Things You Can Do To Be A

### "Solution To Stormwater Pollution"

1. Never dump anything on the street, down a storm drain or in a drainage ditch.
2. Scoop up after your pet. Bag it and throw it away in the trash.
3. Compost grass clippings and leaves or bag them for curbside collection.
4. Use fertilizers and pesticides sparingly. Do not apply on paved areas.
5. Check your vehicles for leaks and repair them.
6. Reduce, reuse and recycle the amount of cleaning and maintenance chemicals used at home.
7. Recycle motor oil and other vehicle fluids.
8. Throw litter in its place.
9. Wash cars at a commercial car wash or on a grassy area, not your driveway.
10. Tell a friend or neighbor about how to prevent stormwater pollution and get involved.

### Clean Water Campaign

40 Courtland Street, NE  
Atlanta, GA 30303

[www.cleanwatercampaign.com](http://www.cleanwatercampaign.com)

# When It Rains



# It Pollutes!

## What is the Clean Water Campaign?

The **Clean Water Campaign** is a cooperative, multi-agency public education initiative spearheaded by local governments in metro Atlanta, supported by the Metropolitan North Georgia Water Planning District and managed by the Atlanta Regional Commission. Its mission is to build awareness of water quality problems and solutions in the 16-county District.



## Why should you care about clean water?

Imagine no longer being able to fish, swim or wade through your favorite stream, river or lake. It might surprise you, but many waters in the metro Atlanta area are degraded due to polluted **stormwater runoff**.

Each time it rains, the resulting stormwater runoff picks up debris such as litter, pesticides, chemicals, motor oil and dirt as it flows across rooftops and lawns, streets and parking lots. These pollutants are deposited, untreated, into our waterways. Increased runoff from developed areas can also cause flooding and erosion of stream banks, which creates even more sediment that enters our streams.

Stormwater pollution can make monitoring and treatment of our drinking water more difficult and costly. In addition, it can hinder the health of the aquatic ecosystem. If polluted stormwater contaminates our water sources, the result can be the closing of our rivers, lakes and streams to the public.

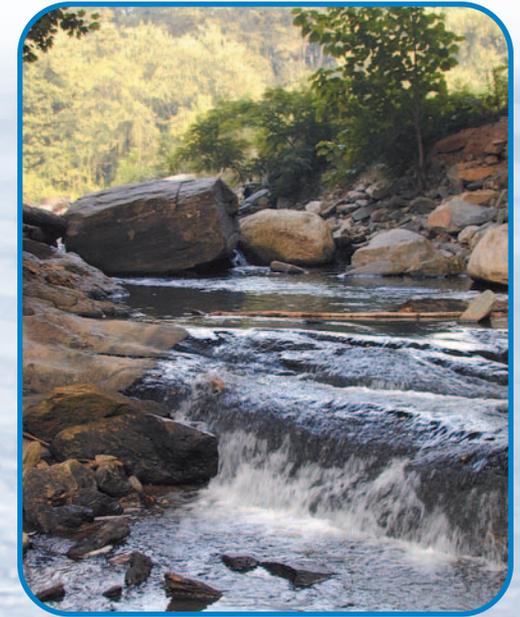
## Public Education and Awareness Program

*Now there is a way you can help spread the word to your friends, neighbors and local businesses about how all of us can be a solution to stormwater pollution.*

The **Clean Water Campaign** hopes to reach metro Atlanta residents through a broad-based public information and education effort that includes:

- ◆ A Web site, [www.cleanwatercampaign.com](http://www.cleanwatercampaign.com)
- ◆ Storm drain stenciling program
- ◆ Fact sheets and brochures
- ◆ Corporate partnerships
- ◆ Media and public service campaign
- ◆ Community workshop program

We need your help to expand this effort and make clean water in metro Atlanta a reality!



## How can I get involved?

There are many different opportunities for involvement in the **Clean Water Campaign**. Here are just a few:

- ◆ Invite a speaker from our Speakers Bureau to your next civic club or neighborhood association meeting.
- ◆ Visit [www.cleanwatercampaign.com](http://www.cleanwatercampaign.com) for more detailed information on stormwater pollution prevention.
- ◆ Become a volunteer.
- ◆ Become a corporate sponsor.

## Contact Information

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