

# Rain and snow are clean...



# ...right?

## Until they hit the ground.



**Polluted stormwater is the #1 threat to our water.**



**MS4, a federal-state permit program, requires cities and towns to reduce polluted stormwater runoff by:**

- Educating residents, businesses and developers
- Testing water exiting pipes
- Controlling construction site discharge
- Retaining or treating runoff from development
- Ensuring that streets and catch basins are clean
- Developing a stormwater management plan to improve operation and maintenance

#### What will MS4 accomplish?

- Leaks and illegal sewer and stormwater connections fixed
- Cleaner water for our rivers, ponds and their wildlife inhabitants
- Healthier places for swimming, boating and fishing

#### What can I do?

- Support spending on stormwater and sewer systems
- Pick up pet waste; ask for more pet waste stations
- Eliminate chemical pesticides and fertilizers
- Don't dump dirty water or oil into storm drains—ever
- Install rain barrels; use water before it reaches the ground
- Learn where rainwater goes after it hits the street
- Learn about low-impact development and green infrastructure—check out [Greenscapes.org](http://Greenscapes.org)



**Produced by Greenscapes North Shore Coalition**

Ipswich River Watershed Association, Merrimack River Watershed Council, MVPC/8 Towns and the Great Marsh, Salem Sound Coastwatch

**Providing cost savings by bringing regional public education and outreach to your community**