



**2010 Madison County Storm Water
Quality Partnership
2010 Press Release
April is Storm Water Awareness Month**



April is Storm Water Awareness Month throughout Madison County. Storm water run-off occurs when precipitation from rain or snowmelt flows over the ground. Impervious surfaces like driveways, sidewalks, and streets prevent storm water from naturally soaking into the ground. Storm water can pick up debris, chemicals, dirt, and other pollutants and flow into a storm sewer system or directly to a lake, stream, river, wetland, or coastal water. This can have many adverse effects on plants, fish, animals, and people. The Environmental Protection Agency (EPA) requires designated communities, counties and entities to create a plan for storm water to protect environment, insure public health, and protect receiving waters at the point of introduction of pollution. This plan focuses on six key areas: public education and outreach, public participation and involvement, illicit discharge detection and elimination, construction site storm water run-off management, post construction storm water run-off control, and good housekeeping and pollution prevention. Residents can help improve storm water quality through simple steps in their everyday lives, visit mcstormwater.org to learn how. Comcast digital subscribers, watch *After The Storm* for free with Video On Demand by pressing your On Demand remote control button and selecting Searchlight, then SFY-Anderson.

A Memorandum of Understanding (MOU) has been signed by the Anderson University, City of Alexandria, the City of Anderson, the Town of Chesterfield, the Town of Edgewood, the Town of Ingalls, Madison County, Madison County Council of Governments (MCCOG), Madison County SWCD, the Town of Pendleton, and White River Watchers addressing storm water public education and outreach issues. To better educate citizens, Madison County is conducting a survey on how much is known on storm water quality issues. For more information, to get involved, and to complete the survey visit mcstormwater.org. Look for our booth at the 4-H fair this summer.

Emmis, the storm water awareness frog, says "Stay on top of every drop. Know where it flows."