



**Madison County Storm Water  
Quality Partnership  
2011 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. To better educate citizens, communities in Madison County have banded together under a Memorandum of Understanding. The 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.

This storm water quality partnership does numerous education and outreach activities throughout the year. Look for our booth at community events and the 4-H fair. Residents can learn how to improve storm water quality through simple steps in their everyday lives by visiting [mcstormwater.org](http://mcstormwater.org) to learn how. Learn more about Emmis, the storm water awareness frog, by friending us on Facebook. Visit [www.mcstormwater.org](http://www.mcstormwater.org) for more information.

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