

PRESS RELEASE

FOR IMMEDIATE RELEASE

Date June 2, 2014

For further information contact:

Conservation Commission

978-440-5470

WHAT IS STORMWATER AND WHY DOES IT MATTER?

Stormwater is the runoff water from rain and snowmelt. Stormwater picks up pollutants from developed land and carries these pollutants to our streams, ponds, wetlands and the ocean. Stormwater pollutants include litter, sand, bacteria, and chemicals such as fertilizer and herbicides from lawns and oil and gas from cars.

Runoff from paved or impervious surfaces, such as roads, parking lots, driveways and rooftops, can contribute large amounts of polluted stormwater. To prevent flooding, parking lots and streets are often lined with storm drains to quickly move stormwater off the pavement. Because storm drains have underground pipes that channel the stormwater directly to a nearby water body, whatever flows down a storm drain comes out in the closest wetland, stream, or pond, usually with little or no treatment.

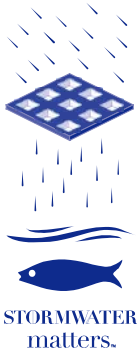
Stormwater pollution is one of the most difficult sources of water pollution to control. Because stormwater pollution is caused by the daily activities of people everywhere, public awareness of the steps citizens can take to prevent stormwater pollution will help to protect our water resources. By putting fewer pollutants on the land, stormwater will be cleaner as it flows into our lakes, rivers and the ocean.

Clean water is necessary for drinking, swimming, fishing, boating, and for protecting wildlife. It is far less costly to prevent pollution to waterways than it is to clean them up after the fact. Keeping stormwater clean not only benefits our neighborhood and community, it benefits the entire network of water bodies and land that make up our watershed.

Keeping stormwater clean is a community-wide effort. **Sudbury** is required to comply with State and Federal regulations on managing stormwater. Residents can help by properly caring for their lawns and cars, not littering, never putting anything down storm drains, and taking part in local “Stormwater Matters” outreach and education activities.

Watch for the stormwater logo and help spread the word: stormwater matters!

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TIPS FOR REDUCING STORMWATER POLLUTION

Stormwater is the runoff water from rain and snowmelt. Stormwater picks up litter, sand, bacteria and chemicals from developed land and carries these pollutants to our streams, ponds, wetlands and the ocean. Stormwater pollution is one of the most difficult sources of water pollution to control.

Runoff from paved or impervious surfaces, such as roads, parking lots, driveways and rooftops, can contribute large amounts of polluted stormwater. To prevent flooding, parking lots and streets are often lined with storm drains to quickly move stormwater off the pavement. Storm drains have underground pipes that channel the stormwater directly to a nearby water body, usually with little or no treatment.

Whatever flows down a storm drain will come out in a nearby water body. Tips for taking care of storm drains include:

- Never put anything down a storm drain, including pet waste, motor oil, paint, litter, leaves, or sand
- Don't block storm drains with refuse or debris.

Cleaning up stormwater pollution is a task that the whole community can take part in. There are many things that residents can do to clean up stormwater quality.

Lawns can contribute stormwater pollutants through fertilizers, pesticides, and herbicides. Steps that homeowners can take to reduce stormwater pollution from lawns include:

- Use fertilizer, pesticides, and herbicides sparingly
- Try using organic lawn care methods
- Mow 2 to 3 inches high to encourage dense growth and deter weeds
- Mulch lawn clippings and leaves
- Do not over-water your lawn
- Reduce lawn size by planting rock gardens, shrubs and trees
- Replant bare areas to stop erosion
- Maintain native vegetation along streams and lakefronts.

Cars can pollute stormwater with gas, oil, antifreeze, metals, and detergents. Steps that car owners can take to reduce stormwater pollution from cars include:

- Keep your car well maintained to prevent fluid leaks
- Recycle motor oil, antifreeze, tires, and batteries

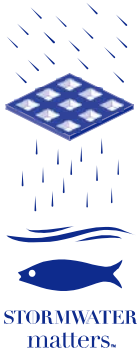
- Use a commercial carwash or wash your car on the lawn using small amounts of low-phosphate detergents.

Other tips to help clean up stormwater include:

- Pick up after pets and dispose of droppings in the toilet or trash
- Aim roof downspouts away from paved surfaces or into a rain barrel
- Dispose of paint, oil, and other household chemicals at a local hazardous waste collection day
- Don't litter – instead recycle paper, cardboard, cans, plastic and glass
- Start stream teams to help care for neighborhood streams
- Support community efforts to keep stormwater clean.

Cleaning up pollutants on the land and taking good care of storm drains results in cleaner stormwater, and cleaner stormwater means cleaner water for drinking, swimming, fishing, boating and wildlife.

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For further information contact:

local name and phone number

Nancy Bryant, 978-461-0735

Editor's note: this article is part of a series on "Stormwater Matters" to help inform the public on the effects and clean up of stormwater.

KEEPING UP WITH STORMWATER REGULATIONS

Stormwater, the runoff water from rain and snowmelt, is one of the most difficult sources of water pollution to control. Stormwater picks up pollutants from developed land and carries these pollutants to our streams, ponds, wetlands, and the ocean. Stormwater pollutants include litter, sand, bacteria, and chemicals such as fertilizer and herbicides from lawns and oil and gas from cars.

Runoff from paved or impervious surfaces, such as roads, parking lots, driveways and rooftops, can contribute large amounts of polluted stormwater. To prevent flooding, parking lots and streets are often lined with storm drains to quickly move stormwater off the pavement. Storm drains have underground pipes that channel the stormwater directly to a nearby water body, usually with little or no treatment.

The U.S. Environmental Protection Agency (EPA) and the Massachusetts Department of Environmental Protection (DEP) began regulating stormwater in 1990 under the National Pollutant Discharge Elimination System permit program. Stormwater Phase I targeted large urban areas with populations of 100,000 or greater, which included Boston and Worcester. Stormwater Phase II compliance began in 2003 for urban areas with populations of less than 100,000.

242 of the 351 municipalities in Massachusetts, as well as many public agencies, are now covered under Stormwater Phase I or II. Regulated municipalities are required to implement a Stormwater Management Program by 2008 that addresses the following six "minimum control measures":

- 1) Public Education and Outreach
- 2) Public Involvement and Participation
- 3) Illicit Discharge Detection and Elimination
- 4) Construction Site Runoff Control
- 5) Post-Construction Runoff Control
- 6) Pollution Prevention/Good Housekeeping for Municipal Operations.

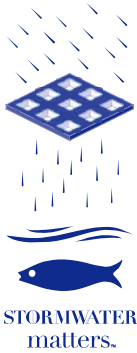
"I believe EPA's Stormwater Program has helped many municipalities focus attention on its often long neglected stormwater infrastructure," says David Gray, Environmental Engineer with EPA's Stormwater Program. "Residents play an essential role in

supporting their municipality's stormwater management program by choosing daily behaviors that reduce or eliminate pollution or other problems at the source, thus avoiding more costly or difficult maintenance or remediation of the stormwater system or receiving waters. By complying with EPA's stormwater regulations, a municipality can experience economic benefits from a decrease in flooding and erosion problems, and a reduction in the degradation of its water resources."

In compliance with the Stormwater Phase II program, **town/city** performs many activities that are critical to keeping stormwater clean. Street sweepers pick up sand and winter debris from the streets so that it won't be washed into storm drains. Storm drains have catch basins, some with sumps to trap heavy particles and hoods to trap oils, that must be cleaned out regularly by the public works department to keep the storm drains clear.

Keeping stormwater clean and complying with the Stormwater Phase II regulations is a community-wide effort. Residents can help by properly caring for their lawns and cars, not littering, never putting anything down storm drains, and taking part in local "Stormwater Matters" outreach and education activities.

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LOW IMPACT DEVELOPMENT

Increasing development brings new challenges on how to manage stormwater, the runoff water from rainstorms and snowfall. Typically, as development increases, impervious surfaces, such as pavement and rooftops also increase, resulting in fewer areas where stormwater can seep back into the ground. More pavement means more stormwater, which leads to more flooding dangers, erosion, sedimentation and surface water pollution.

Planners have coined the phrase "low impact development" or "LID" to refer to a whole suite of new development design techniques that help to reduce stormwater volume and stormwater pollution. LID strategies follow the lay of the land, preserving natural systems that increase recharge to the groundwater, keep streams and rivers cleaner, and give development a more natural appearance.

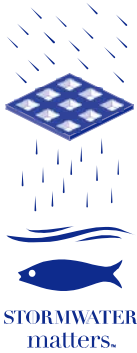
LID employs landscaping and design techniques that help to capture rainfall and increase recharge. Many LID techniques are non-structural, simple treatment strategies. LID techniques tend to be more aesthetic and less costly than the typical structural means of managing stormwater. Examples of LID strategies include retention ponds, permeable pavement, vegetated swales, rain barrels, green roofs, bioretention areas, rain gardens, downspout (gutter) disconnections, and special roadway and parking lot designs.

According to Martin Pillsbury, Manager of Regional Planning at the Metropolitan Area Planning Council (MAPC) in Boston, "We need to treat stormwater as a valuable resource, to capture it and retain it in its watershed. LID techniques do just this, helping communities conserve water while keeping the water local."

MAPC has published a guide on how to use LID techniques which is available at MAPC's website, www.mapc.org/lid.

Add in your own paragraph here on examples of LID in your municipality and/or new or proposed LID bylaws.

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TOWN/CITY STORMWATER SUMMIT

The town/city of _____ department of _____ is hosting a "Stormwater Summit" on date at time at location. The general public, local officials, businesses, developers, builders, and the media are encouraged to attend.

Stormwater is the runoff water from rain and snowmelt. Stormwater picks up pollutants from developed land and carries these pollutants to our streams, ponds, wetlands and the ocean. Stormwater pollutants include litter, sand, bacteria, and chemicals, such as fertilizer and herbicides from lawns and oil and gas from cars. Stormwater pollution is one of the most difficult sources of water pollution to control because it is so ubiquitous.

Runoff from paved or impervious surfaces, such as roads, parking lots, driveways and rooftops, can contribute large amounts of polluted stormwater. To prevent flooding, parking lots and streets are often lined with storm drains to quickly move stormwater off the pavement. Storm drains have underground pipes that channel the stormwater directly to a nearby water body, usually with little or no treatment.

Because stormwater pollution is caused by the daily activities of people everywhere, public awareness of the steps citizens can take to prevent stormwater pollution will help to protect our water resources. Speakers at the Stormwater Summit will highlight tips that residents can follow to reduce stormwater pollution, explain what our community is doing to comply with State and Federal stormwater regulations, and discuss the importance of water quantity and quality to town's/city's natural resources.

The Stormwater Summit agenda includes a slide show entitled "Stormwater Matters: What is Stormwater and Why Should I Care", a presentation showcasing town's/city's stormwater compliance with State and Federal stormwater requirements, a discussion on the proposed local stormwater bylaw, and a question and answer session. Informational handouts will be available.

Include a local quote

For more information about the Stormwater Summit, contact name at department at phone number or visit the town's/city's website at website address.

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