

A child wearing a blue, red, and white striped hooded jacket and black boots is crouching on a wet, cracked asphalt street. The child is looking into a square metal storm drain grate. The ground is wet and reflective, suggesting it has recently rained or snowed. The overall scene is in black and white, with the text overlaid in blue and white.

**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



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