



Madison County
Storm Water Quality Partnership



2013 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, ensure 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 www.mcstormwater.org to learn how. Look for our new commercial throughout the day on various channels from your local cable TV provider.

The Partnership has signed a "Memorandum of Understanding (MOU)" with Anderson University, the City of Alexandria, the City of Anderson, the Town of Chesterfield, the East Central Indiana Solid Waste District, the Town of Edgewood, the Town of Ingalls, the Town of Pendleton, Madison County, Madison County Council of Governments (MCCOG), Madison County SWCD, and the White River Watchers in order to help address storm water public education and outreach issues. To better educate citizens, The Partnership is conducting a survey on how much is known about Storm Water Quality. For more information and to complete the survey visit www.mcstormwater.org.

Keep a look out for Emmis, the storm water awareness frog, at your local parades, festivals, and the Madison County 4-H Fair. Emmis says, "Stay on top of every drop. Know where it flows."