

Stormwater runoff in the Phoenix metropolitan area is largely transported along streets and curbs, open channels, and other conveyances, directly to retention/infiltration basins, city parks, community lakes, washes, and nearby canals.

Flowing stormwater will pick up dirt, debris, chemicals, trash, oil, grease and any other pollutants. This water generally re-enters the water cycle without being treated. So while the Phoenix metropolitan area on average only receives seven to nine inches of rainfall a year, stormwater quality is still a serious concern. Polluted runoff is the nation's greatest threat to clean water.

The practice of healthy household habits by homeowners can keep common pollutants like pesticides, pet waste, grass clippings and automotive fluids off the ground and out of our stormwater.



**ALL OF US  
ARE WORKING TO PREVENT  
STORMWATER POLLUTION**



*Keeping stormwater clean  
and protecting our  
washes is a job for all of us.*



***For more information, visit:***  
**STormwater Outreach for  
 Regional Municipalities**  
<http://www.azstorm.org>



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 Outreach for  
 Regional  
 Municipalities**



**Stormwater  
 Pollution  
 Prevention  
 Begins with  
 YOU!**

# About **STORM**

**ST**ormwater **O**utreach for **R**egional **M**unicipalities, known as **STORM**, is a regional organization promoting stormwater quality education within the greater Phoenix metropolitan area. **STORM** was founded in 2002, in response to federal regulations requiring municipalities to implement measures to educate the public on ways to protect the quality of stormwater runoff. **STORM** conducts outreach through a multimedia approach targeting audiences through radio, television, handouts, and a website ([www.azstorm.org](http://www.azstorm.org)).

## **What is Stormwater Pollution?**

As it flows over surfaces like roads, sidewalks and lawns, stormwater can pick up contaminants and debris, such as:

- ◆ Sediment (dirt)
- ◆ Fertilizers
- ◆ Pesticides and Herbicides
- ◆ Motor Oil, Fuel and Grease
- ◆ Heavy Metals
- ◆ Yard Waste (leaves and grass)
- ◆ Pet Waste
- ◆ Paints and Solvents
- ◆ Litter

**MYTH:** Water that runs off streets and parking lots goes directly to a wastewater treatment plant for removal of harmful pollutants.

**FALSE:** In fact, stormwater usually receives no treatment before re-entering the water cycle!



## **How Can You Help?**

### **Your Yard**

- ◆ Select native plants that are drought tolerant and pest resistant.
- ◆ Don't overwater.
- ◆ Use lawn products sparingly and follow manufacturer's application instructions.
- ◆ Never apply fertilizers, pesticides or herbicides just before, during, or immediately after a storm or during windy conditions. Clean-up spills.
- ◆ Sweep up landscape waste with a broom, instead of using a hose or blower.
- ◆ Control loose dirt to prevent soils from washing into the storm drain.
- ◆ Properly dispose of pool water, do not backwash or drain your pool into the street. Check municipalities for disposal methods.



### **Your Vehicle**

- ◆ Wash your vehicle at a commercial car wash to prevent dirty, soapy water from entering the storm drain.
- ◆ Keep your vehicle "leak free". Clean up any leaks with absorbent and dispose of it properly.
- ◆ Recycle used motor oil and antifreeze at participating auto parts stores or service facilities.



### **Your Home or Business**

- ◆ Purchase non-toxic products.
- ◆ Store home maintenance products inside or under cover.
- ◆ Properly dispose of household hazardous waste. Check with your community for collection days or events.

### **Your Pets**

- ◆ Pet waste can be a source of pollution in water bodies and retention basins where pets and children play.
- ◆ Collect waste when walking your pet.
- ◆ Pick-up animal waste and dispose of it in the trash.

