

## know where it goes

take simple  
steps to reduce  
STORMWATER POLLUTION



# Incorporating Stormwater Into Your Website

As more and more people turn to the web as a source of information, it seems worthwhile to include stormwater content on your municipality's website. We've provided a few tips below for getting your message out. On the next pages, you'll find a sample webpage layout that could be customized to your town.

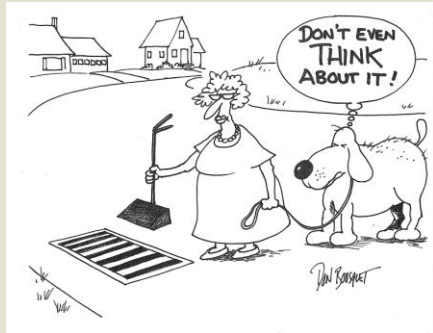
- **Make it easy to find.** Add a link directly from the municipality's homepage or at least from your department's landing page. Consider advertising your stormwater webpage in a town mailing.
- **Consider using humor or an attention-grabbing photo.** We've provided Don Bousquet cartoons that make a great lead to stormwater content. Alternatively, use our *It's That Time of Year* series to keep the page fresh; the monthly series contains a seasonally-relevant photo along with a short paragraph highlighting ways that residents can reduce their stormwater pollution.
- **Provide a link to RIStormwaterSolutions.org.** Our website was developed specifically for both municipalities and residents in Rhode Island, and it includes a wealth of information that you don't necessarily need to replicate on your own website.
- **Highlight the town's current projects.** You could include stormwater, drainage, or roadway projects; grants related to stormwater issues for which the town is applying; and links to the planning or zoning sections of the municipality's website, if conservation development or low impact development projects or ordinances are mentioned.
- **Include important documents and contacts.** At a minimum, include:
  - contact information for residents to report violations or spills;
  - the municipality's annual stormwater report;
  - the municipality's stormwater management plan; and
  - town meetings that will address stormwater issues.

[www.ristormwatersolutions.org](http://www.ristormwatersolutions.org)



## Know Where It Goes!

### Yourtown's Stormwater Management Website



It's no joke: throwing dog waste down a storm drain sends it directly into our local waters. *The storm drain system provides no filters and no treatment.* Help us keep our waters clean by bagging dog waste and throwing it in the trash.

For other simple steps you can take to keep Yourtown's waters clean, please visit: <http://www.RIStormwaterSolutions.org>

### Why Is Stormwater So Scary?

When rain hits the pavement, it picks up and mixes with what's there. That might include: oil and other automotive fluids; fertilizers and pesticides from homes and gardens; bacteria from pet waste and failing septic systems; soap from car washing; litter and debris. All of this flows down storm drains and heads directly into our water. So the pollutants that enter storm drains wind up in the water we drink, fish, and swim. And that's pretty scary!

### What About In Yourtown?

- Use the 303d report (available at: <http://www.dem.ri.gov/pubs/303d/index.htm> ) and the Special Resource Protection Waters (available from RIDEM) to include the impaired and special resource protection waters in your town. This helps residents understand why Yourtown is investing in solutions to the problem of stormwater, even during economically-difficult times.



Address http://www.yourtown.gov/



### Current Stormwater Management Projects In Yourtown

- Yourtown just applied for a federal grant to complete....
- Our public works facility was just audited, and we passed with flying colors! We're meeting stormwater management standards by...

### Important Stormwater Documents and Contacts

- Yourtown's Annual Phase II Stormwater Report (2008)
- Yourtown's Stormwater Management Plan
- If you want to report a violation, please contact...

**Yourtown's Stormwater Coordinator: Ms. Flo Fast, tel. (401) XXX-XXXX**

