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## **Initial Clean Water Campaign Program Elements**

### **1. Stormwater / Nonpoint Source Pollution Internet Web Site**

The Clean Water Campaign Web site ([www.cleanwatercampaign.com](http://www.cleanwatercampaign.com)) intends to provide residents in the metro Atlanta region with one location to access all stormwater and nonpoint source pollution related information; educational materials. Direct links to state and local stormwater programs and environmental advocacy groups, an events calendar, media, and a contacts page will also be available on the Web site. Additionally, all printed collateral material will be available in a downloadable format.

### **2. Brochure and Fact Sheet Program**

Several brochures and fact sheets will be developed for use across the metro Atlanta area. Residential brochures will show how everyday domestic activities affect stormwater runoff and nonpoint source pollution, and how citizens can help address the problems. Industry-specific brochures will inform businesses on how its activities have an impact on stormwater runoff quality and what they can do to lesson their impacts.

### **3. Stencil Program (Regional Stencil Kit)**

A regional stormwater drain stenciling kit and curb markers will be developed to raise citizens' awareness that storm drains lead directly to streams and that they should not pollute. The stencil kits, designed for citizen groups and civic organizations, will include a stencil, spray paint and instructions on how to use the kit.

### **4. Citizens Email Reporting System**

An email reporting system will be developed on the Clean Water Campaign Web site to provide one regional source for citizens and groups to report illegal and illicit connections and dumping to municipal storm sewers.



## **5. Public Awareness Campaign**

A variety of public service announcements will be developed including print, radio and television spots to educate and inform the public about nonpoint source pollution and stormwater issues. These ads would run on a PSA basis and may also be run as paid advertisements pending additional grants to the program. The campaign will also promote regular feature articles about stormwater to local newspapers, radio and television stations.

## **6. Corporate Partnerships**

Taking a regional approach to stormwater information and education will allow the Clean Water Campaign to work with local corporate partners to spread the message about stormwater and nonpoint source pollution. Examples include “Did You Know” facts on beverage containers and fast-food tray inserts, educational programs and brochure distribution at commercial outlets and sponsorship of programs and activities.