

Goals of Stormwater Programs

- Increase rainwater infiltration in order to decrease its ability to cause erosion and carry pollutants
- Reduce the amount of runoff by encouraging water to soak into the ground
- Prevent pollution by reducing the use of toxic chemicals, controlling erosion and by covering outdoor storage piles
- Remove pollutants by routing runoff through settling ponds, grass filter strips or other treatment devices

New Federal & State Regulations

Municipalities must now do the following:

1. Public education & outreach
2. Public involvement and participation
3. Illegal discharge detection & elimination
4. Construction site pollution control
5. Post-construction site Stormwater management
6. Pollution prevention
7. Map the stormwater system & do modeling
8. Reduce total suspended solids in stormwater to improve water quality
9. Implement a stormwater management program
10. Submit annual stormwater reports & pay annual permit fees to DNR



For more information:
www.epa.gov/npdes/stormwater
www.epa.gov/nps
www.clean-water.uwex.edu/

Town of Holland

W7937 County Road MH
 Holmen, WI 54636
 Phone: 608-526-3354
 Fax: 608-526-6564
 E-mail: townofholland@msn.com



Local Rain Gardens

Campbell Community Center
 617 Plainview Rd
 La Crosse, WI 54601

La Crosse Southside Neighborhood Center
 1300 6th St. S
 La Crosse, WI 54601

Western Tech
 304 6th St.
 La Crosse, WI 54601

Town of Holland

CLEANING UP STORMWATER RUNOFF

*Fact Sheet about the new
 stormwater regulations*

In cooperation with...

UW
EXTENSION
 LaCrosse County

What is stormwater runoff?

Stormwater runoff occurs when precipitation from rain or snowmelt flows over the ground and encounters contaminants. Impervious surfaces like driveways, sidewalks, and streets prevent rainwater from naturally soaking into the ground thus turning it into stormwater as it picks up contaminants. The stormwater carries salt, sand, soil, pesticides, fertilizers, leaves and grass clippings, oil, litter and many other pollutants into nearby waterways.

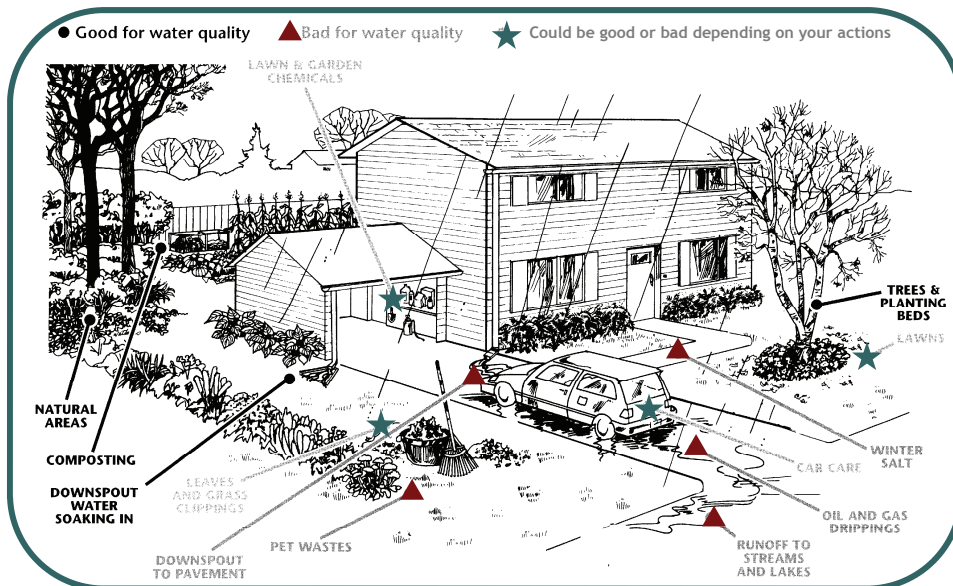
What's in our stormwater?

- ▶ Herbicides & pesticides from lawns
- ▶ Bacteria & viruses from pet waste
- ▶ Soil from construction sites and farms
- ▶ Nutrients from fertilizers, pet waste, leaves & grass clippings
- ▶ Toxic chemicals from vehicle exhaust & leaks
- ▶ Toxic waste from illegal dumping

What are the effects of pollution?

Polluted stormwater runoff can have many adverse effects on plants, fish, animals and people.

- ▶ Sediment can cloud the water and make it difficult or impossible for aquatic plants to grow. Sediment also can destroy aquatic habitats.
- ▶ Excess nutrients can cause algae blooms. When these blooms die, they sink to the bottom and decompose in a process that removes oxygen from the water. Fish and other aquatic organisms can't exist in water with low dissolved oxygen levels.
- ▶ Bacteria and other pathogens in stormwater can wash into swimming areas and create health hazards, often making beach closures necessary.
- ▶ Debris—plastic bags, six pack rings, bottles and cigarette butts—washed into waterbodies can choke, suffocate or disable aquatic life like ducks, fish, turtles and birds.
- ▶ Household hazardous wastes like insecticides, pesticides, paint, solvents, used motor oil, and other auto fluids can poison aquatic life. Land animals and people can become sick or die from eating diseased fish and shellfish or ingesting polluted water.
- ▶ Polluted stormwater often affects drinking water sources. This, in turn, can affect human health and increase drinking water treatment costs.



Why is runoff a problem?

Stormwater can pick up debris, chemicals, dirt, and other pollutants as it flows into local lakes, streams, rivers or wetlands. This untreated stormwater is discharged into the waterbodies we use for swimming, fishing and providing drinking water.

We can all help!

Each of us contributes to stormwater pollution and each of us can help stop it. Here are some ways you can help:

- Limit fertilizer use.
- Clean up pet waste — bury it or flush it down the toilet.
- Don't blow grass clippings into streets.
- Sweep (rather than hose) grass clippings from sidewalks & driveways — compost or mulch yard waste.
- Don't overwater your lawn. Don't wastefully water your driveway or sidewalk.
- Cover piles of dirt or mulch being used in landscaping projects.
- Keep vehicles in good condition to reduce leaks, spills & rust.
- Use a commercial car wash or wash your car on a lawn or other unpaved surface to minimize the amount of dirty, soapy water flowing into the local waterbody.
- Direct downspouts & sump pumps toward lawns, gardens or flowerbeds where it can safely soak in. Consider installing a rain barrel or rain garden/grassy swale.

The amount of pollution that you stop may seem small, but together it all adds up to cleaner water for everyone to enjoy!

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