



## STORMWATER POLLUTION: WHAT DO YOU THINK?

- You may think littering is no big deal (it is).
- You may think that whatever runs into the storm drains gets treated before it reaches local rivers and streams (it doesn't).
- You may think motor oil and other hazardous materials don't harm the water (they do).

Pollution seeps into the ground and is carried by stormwater (rain and snow) directly to our drinking water, streams, lakes and oceans. Contaminated stormwater is the #1 cause of water pollution in New Jersey. Simple things, like proper clean-up after oneself and careful use of chemicals in the home, office and yard, are helpful ways for businesses and residents to protect the water.

[Insert Municipality Name] has ordinances aimed at reducing pollution from litter, fertilizer, oil, pesticides, detergents, animal waste, grass clippings and other debris. For details, see [insert municipal ordinance website link]. Thank you for keeping them in mind and doing your share.



Keep grass, leaves and trash  
out of storm drains



Don't feed wildlife



Clean up after your pet



Limit use of fertilizers &  
pesticides



Properly handle hazardous  
products



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