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**“Keep It Clean” campaign aims to
reduce storm water pollutants**

DALLAS, June 2005 -- With warm weather having arrived in Dallas, more people will be outside enjoying the area’s creeks, rivers, and lakes. City of Dallas’s Storm Water Management has launched a campaign to heighten public awareness of responsible storm water pollution prevention practices to improve the cleanliness of Dallas’s waterways.

The campaign has been developed to raise awareness of storm water pollution prevention as a concern for the businesses and residences within or nearby the City of Dallas. The campaign’s strategy is to educate the public about the definition of storm water pollution and the difference between the storm drain system and the sanitary sewer system. When it rains, storm water and everything in it flows into the more than 90,000 storm drains in Dallas. That water is then carried directly into Dallas creeks, rivers, and lakes. The storm water and urban runoff that washes into the storm drains dirty stays that way – carrying litter, cigarette butts, yard waste, pesticides, herbicides, oils, toxins, and other discharges right into the nearest waterway.

“As a part of the City of Dallas’s efforts to keep our waterways clean, we hope to educate the public on what storm water pollution is and how all of us can prevent pollutants and sediment from entering our City’s creeks, rivers and lakes,” said Sophia Iliadou Harvey, P.E./Senior Engineer Supervisor, City of Dallas. “We encourage everyone to take their individual responsibilities seriously and make a difference by keeping pollutants out of our waterways.”

Unlike the City's sanitary sewer system, which sends waste matter to treatment plants before it is discharged into waterways, storm water is not cleaned or treated before it enters the local water bodies. Pollutants and sediment that are washed away by rain end up in the storm drainage system and, eventually, in the waterways, polluting the water and potentially endangering plant, aquatic and, even, human life.

The efforts of City of Dallas Storm Water Management to educate the public are timed to coincide with summer outdoor water activities, lawn care, and outdoor pesticide treatment. The campaign has as its slogan "It Goes With The Flow. Keep It Clean." The bilingual English and Spanish educational program is multifaceted, featuring informative newspaper, radio, transit, and billboard advertising, appearances by Storm Water Management experts at local events, traveling exhibits for schools and public places, and a Web site (www.wheredoesitgo.com). Verve Communications of Dallas developed the public information campaign under contract with the City of Dallas.

In the fall, the campaign will initiate an outreach program to the area's primary and secondary school students with multimedia presentations and student involvement activities. Businesses are encouraged to adopt a stewardship attitude toward the environment and especially toward potential storm water pollution. A business recognition program will reward supportive businesses by acknowledging them as "Dallas Storm Water Friendly" partners.

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