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Only Rain Down The Storm Drain
Encourages Clevelanders to Make A Difference

CLEVELAND, OHIO - Today the Cleveland Division of Water Pollution Control (WPC) began Phase III of its *Only Rain Down the Storm Drain* program. This phase, *Make A Difference! Protect. Conserve. Save.*, is designed to encourage Clevelanders to take an active role in protecting our environment and preserving the sewer system, conserving resources, and ultimately saving themselves unnecessary frustration and money.

"A sewer system actually has two functions," says WPC Commissioner Rachid Zoghaib. He explains: "Part of the system carries waste water from homes and businesses directly to a treatment plant. The other part is a stormwater drainage system that carries rain water, snowmelt and anything in its path untreated to the nearest waterway."

"Untreated stormwater runoff is a significant environmental hazard," says Commissioner Zoghaib. "We need to protect our community's storm drains. We want to be sure they don't become transferors of water pollutants and that they continue to be our first line of defense against street and basement flooding."



Make A Difference! is being highlighted in strategically located street kiosks, literature, billboards, social media, and more. Specific locations include Wards 1, 3, 8, 13, and 17, where outfalls flow directly into waterways untreated. *Make A Difference!* materials are easily recognizable by their blue color and prominently featured *Only Rain Down the Storm Drain* logo.

The multi-layered program offers specific ways to make a positive environmental impact and includes guidance for what to do throughout the home and office to protect and save water, and reduce bills.

For more information about the *Only Rain Down the Storm Drain* campaign—*Make A Difference!* and stormwater management best practices, please visit www.ClevelandWPC.com.

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The Division of Water Pollution Control is responsible for managing the sanitary sewage and stormwater collection system within the city of Cleveland. The system is comprised of 1,436 miles of sewer lines, with attendant storm drains and 15 pump stations. WPC cleans and repairs approximately 18,000 catch basins per year to minimize and eliminate any potential street and basement flooding.