

# REDIRECT DOWNSPOUT BILL INSERT, 3.5"X8.5", 4 COLOR

For display purposes. Original artwork on next page.

## Redirect Your Rain!

*A one-inch rainfall on a  
1,000 square foot roof  
yields approximately  
600 gallons of water.*

Rather than letting all of that water flow into a stormdrain, *redirect it*, and help reduce the polluted runoff that flows to our streams, lakes, and rivers.

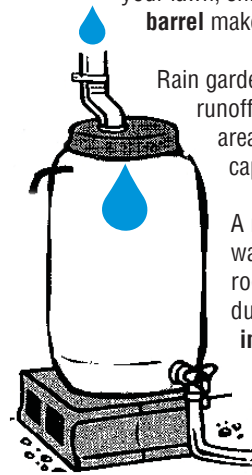
- Direct downspouts out into lawns, rain gardens, or rain barrels.
- Use open pavers, gravel or other pavement options that let rain seep into the soil.
- Use compost and mulch to reduce erosion, and help rain soak into the ground.

Most downspouts send rainwater down driveways and sidewalks, and eventually down the street to a stormdrain.

This “stormwater runoff” picks up pollutants from motor oil, lawn chemicals, and pet waste along the way, and eventually enters our rivers, streams and ponds. **Pollutants in stormwater can make our streams and ponds unsightly—and unhealthy for kids, pets, fishing, boating and wildlife.**

Fortunately, there are many simple, inexpensive things that property owners can do to put rainwater to good use, while helping to keep our waterways clean at the same time.

Redirecting the flow of water from downspouts to your lawn, shrubs, **rain garden**, or **rain barrel** makes great use of rainwater.



Rain gardens are designed to direct runoff into a low, vegetated area, where pollutants can be captured and filtered.

A rain barrel collects rain water run-off from your roof and stores it for use during dry weather. **A one-inch rainfall on a 1,000 square foot roof yields approximately 600 gallons of water.**

Learn more:

[www.cleanstreetscleanwater.org](http://www.cleanstreetscleanwater.org)

[www.neponset.org](http://www.neponset.org)



Funded in part by the Mass Environmental Trust



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Rather than letting all of that water flow into a stormdrain, *redirect it*, and **help reduce the polluted runoff** that flows to our streams, lakes, and rivers.

- Direct downspouts out into **lawns, rain gardens, or rain barrels.**
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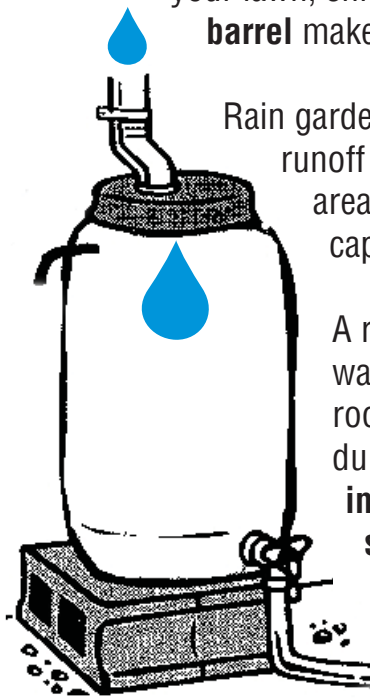


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# REDIRECT DOWNSPOUT POSTCARD, 6"X4.25", 4 COLOR

For display purposes. Original artwork on next page.



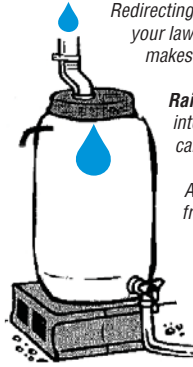
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**Rain gardens** are designed to direct runoff into a low, vegetated area, where pollutants can be captured and filtered.

A **rain barrel** collects rain water run-off from your roof and stores it for use during dry weather. Rain water is free from chlorine, lime or calcium, and is ideal for watering plants.

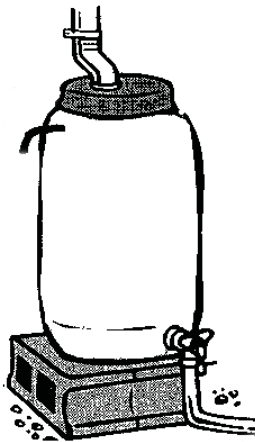
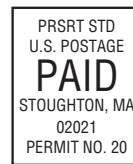
**Learn more:**

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*Funded in part by the Mass Environmental Trust*

Town of Stoughton  
Water & Sewer Department  
950 Central Street  
Stoughton, MA 02072



**Rain barrels make good use of rain water!**

Postal Customer  
Stoughton, MA 02072

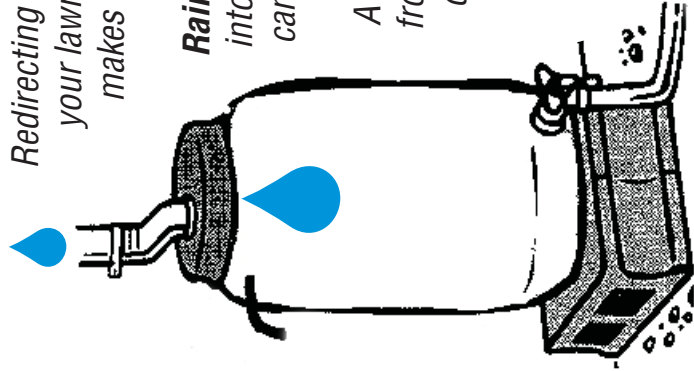
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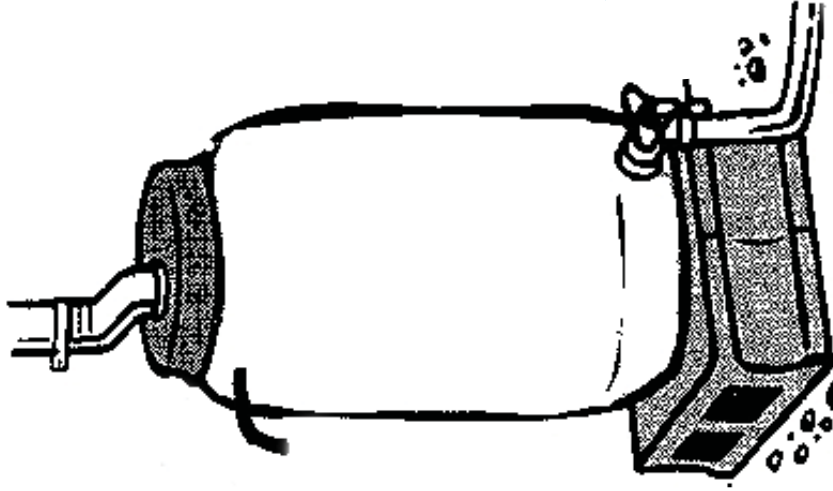
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Town of Stoughton  
Water & Sewer Department  
950 Central Street  
Stoughton, MA 02072

**Rain  
barrels  
make  
good  
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rain  
water!**



PRSR STD  
U.S. POSTAGE  
**PAID**  
STOUGHTON, MA  
02021  
PERMIT NO. 20

Postal Customer  
Stoughton, MA 02072

# REDIRECT DOWNSPOUT POSTER, 8.5"X14", 4 COLOR

For display purposes. Original artwork on next page.

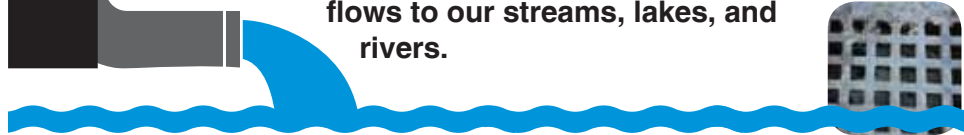
## Use your (b)rain!

Most downspouts send rainwater down driveways and sidewalks—**picking up contaminants like trash, fertilizers, motor oil, and dog poop along the way.**

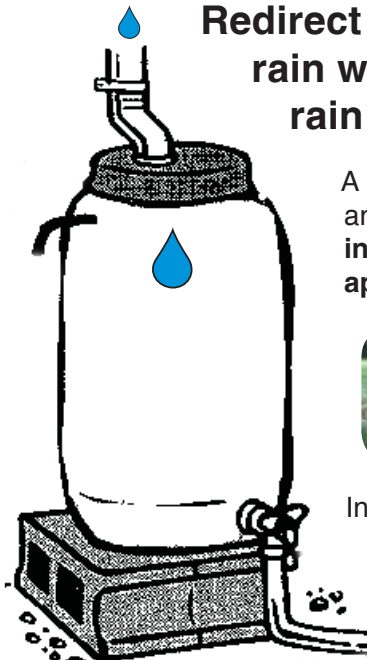
This “stormwater runoff” eventually gets washed into a storm drain—and then to our **rivers, streams and ponds**, where waterways can be adversely affected.

Contaminants in stormwater runoff are a major **cause of water pollution**. They can make our streams and ponds unsightly—and unsafe for kids, pets, fishing, boating and wildlife.

Rather than letting all of that water flow into a storm drain, *redirect it*, and **help reduce the polluted runoff that flows to our streams, lakes, and rivers.**



### Redirect your downspouts and use rain water for lawns, shrubs, rain barrels, and rain gardens.



A rain barrel collects rainwater run-off from your roof and stores it for use during dry weather. **A one-inch rainfall on a 1,000 square foot roof yields approximately 600 gallons of water.**



Rain gardens are designed to direct runoff into a low, vegetated area, usually filled with native plants, where pollutants can be captured and filtered.

In addition, consider landscaping with **open pavers, gravel or other pavement** options that let rain seep into the soil.



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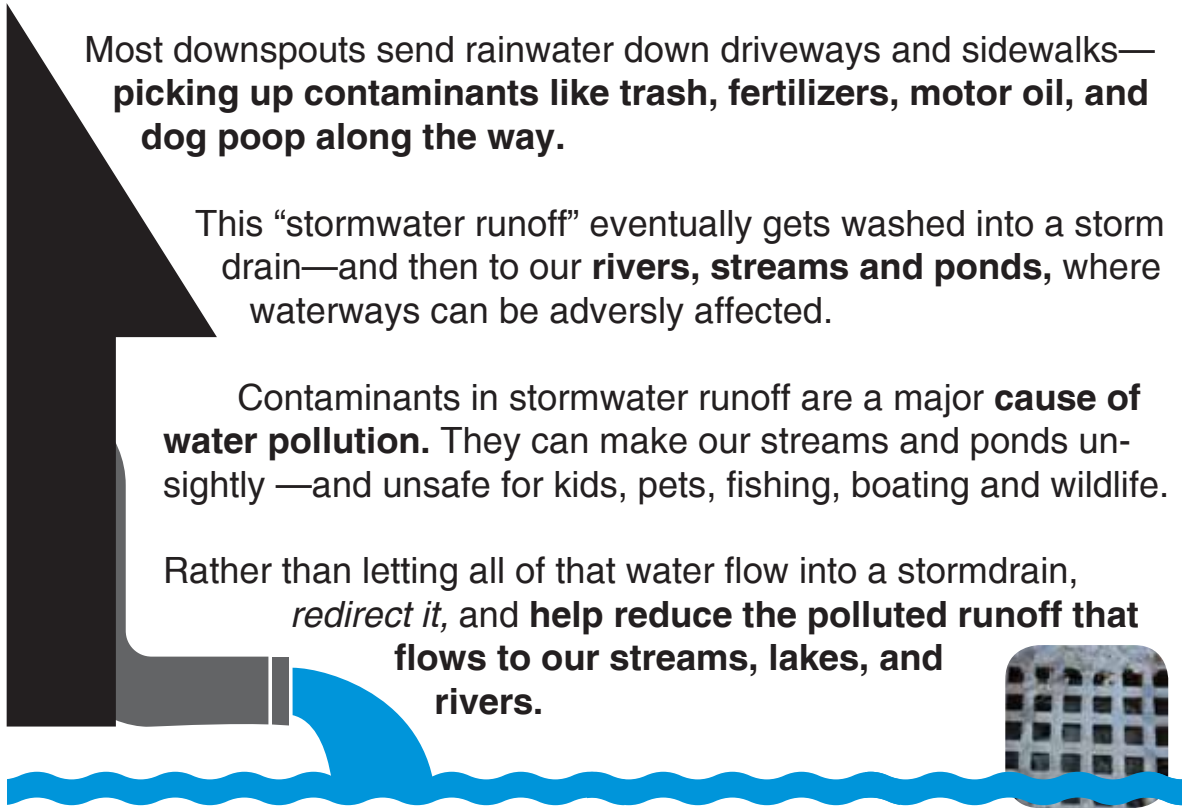
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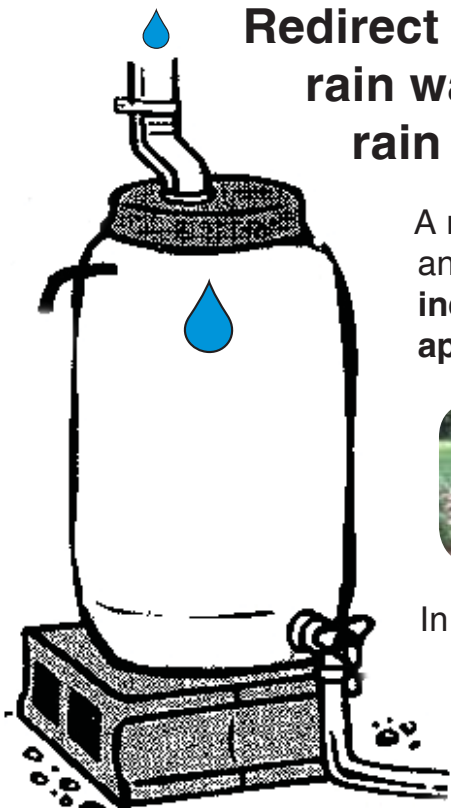
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REDIRECT DOWNSPOUT PSA V1 (for cable tv)  
For display purposes. Original artwork on next page.

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Redirect your downspouts and use  
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Most downspouts send rainwater down driveways and sidewalks—**picking up contaminants along the way.** This “stormwater runoff” eventually goes to a storm drain—and then to our **rivers, stream and ponds,** where waterways can be adversely affected. Diverting rainwater to use around your home helps to keep our waterways clean!

**Learn more:**

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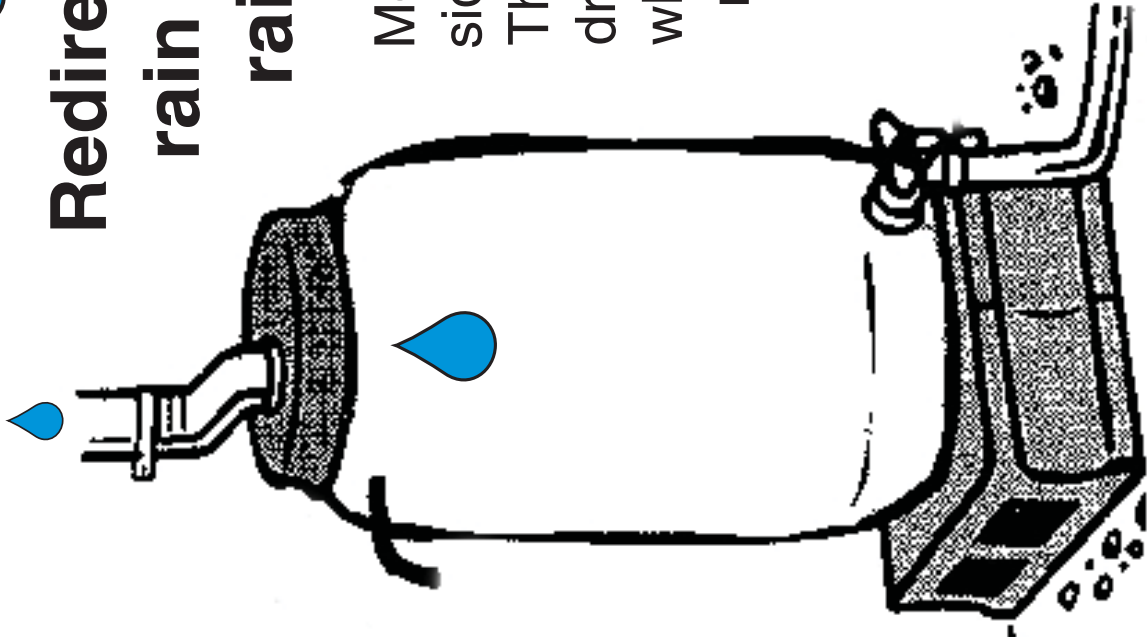
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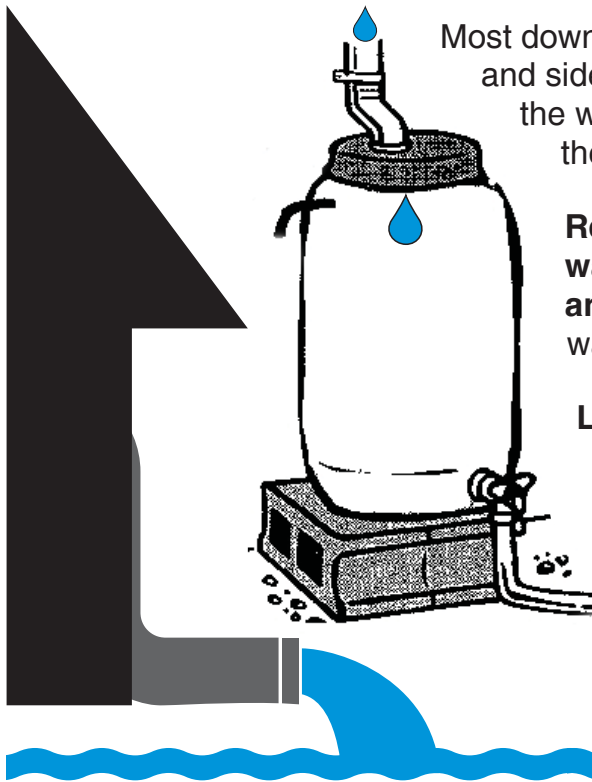
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REDIRECT DOWNSPOUT PSA V2 (for cable tv)  
For display purposes. Original artwork on next page.

# Redirect your rain!



Most downspouts send rainwater down driveways and sidewalks—picking up contaminants along the way. This water goes to a storm drain—and then to our **rivers, streams and ponds.**

**Redirect your downspouts to use rainwater for lawns, shrubs, rain gardens, and rainbarrels—and protect our waterways from stormwater pollution.**

**Learn more:**

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