

who we are



Every Drop Counts Partners:

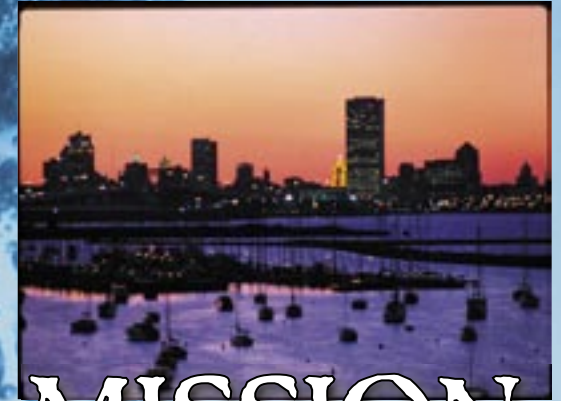
Sierra Club
Greater Milwaukee Association of Realtors
Keep Greater Milwaukee Beautiful (KGMB)
Milwaukee Metropolitan Sewerage District (MMSD)
Milwaukee River Basin Partnership
Waste Management
Milwaukee Community Service Corps (MCSC)
Metropolitan Builders Association
Jefferson Elementary School
Hawley Environmental School
Kiwanis Club of Milwaukee
Southeastern Municipal Executives (SEME)
Wisconsin Department of Natural Resources (WDNR)



EVERY
DROP
COUNTS

Keep Greater Milwaukee Beautiful
1313 W. Mount Vernon Avenue
Milwaukee, WI 53233
414-272-5462
www.kgmb.org

EVERY DROP COUNTS



MISSION:

Help protect Lake Michigan
... save water and energy

Every
DROP
COUNTS

www.everydrop.org is sponsored
by Waste Management



Water Conservation

Why should I conserve water?

1. It's one of the many ways to help reduce sewer overflows and basement back-ups.
2. To save money on your water and energy bills.

Do you know?

- ❖ Landscaping accounts for 20-50% of all residential water use. (American Water Works Association)
- ❖ A leaky toilet can waste more than 200 gallons of water per day. (EPA)
- ❖ Half of all water use inside your home takes place in the bathroom. (EPA)

How you can conserve water around your home?



kitchen

1. A full dishwasher is more water efficient than washing the same load by hand.
2. Install aerators on your faucets to reduce water use by as much as 4%.



bathroom

1. Install low-flow toilets that require only 1.6 gallons of water per flush. Older toilets (pre 1994) use 3.5 to 7 gallons per flush.
2. Fix leaky faucets. Use the drip calculator to estimate how much water your paying for, but not using at all. www.h2ohouse.org
3. Don't let the water run while you're brushing your teeth or shaving.



outside

Landscaping accounts for 20-50% of all residential water use. (AWWA)

1. Don't over water your lawn. Lawns only need watering every 5 to 7 days in the summer and every 10 to 14 days in the winter.
2. Avoid over-fertilizing your lawn. The application of fertilizers increases the need for water. Apply fertilizers which contain slow-release, water-insoluble forms of nitrogen.
3. Do not hose down your driveway or sidewalk. Use a broom to clean leaves and other debris from these areas. Using a hose to clean a driveway can waste hundreds of gallons of water.

Stormwater Pollution

What is stormwater?

Stormwater is water from precipitation that flows across the ground and pavement when it rains or when snow and ice melt. The water seeps into the ground or drains into what we call storm sewers. These are the drains you see at street corners or at low points on the sides of your streets. Collectively, the draining water is called storm water runoff and is a concern to us in commercial and industrial sites as well as your neighborhood because of the pollutants it carries.

Do you know?

- ❖ Not all substances that enter storm drains can or are removed by wastewater treatment before entering our rivers and Lake Michigan?
- ❖ When it rains, oil, antifreeze, detergents, pesticides, and other pollutants get washed from driveways, backyards, parking lots, and streets into storm drains and can go to our rivers and lakes untreated, or it can hurt our wastewater treatment plants.

How can I reduce stormwater pollution?

Why should I disconnect?

During a heavy storm, each downspout on your home can deliver 12 gallons a minute to the sewer system, which can contribute to basement backups and sewer overflows. By simply disconnecting a downspout, you can make a difference in keeping excess water out of the sewer system.



What is a rain garden?

Rain gardens, quite simply, are gardens that soak up rain from your roof, driveway, sidewalk or yard. They are slightly different from your typical flower garden. Rain gardens are planted with wild flowers and deep-rooted native vegetation, which helps the ground soak up more water. They are typically placed near downspouts on a home to capture water, so the runoff can gradually soak into the ground.



What is a rain barrel?

A rain barrel collects and stores rainwater from your rooftop which you later can use to water your lawn or garden, or to wash your car.

