



# RiverSafe Carwash Campaign





**We have a small problem...**





Every single home car wash consumes up to

**440 litres of water**

This is the second largest outdoor  
summer peak water demand.



It gets worse. That turns into

**440 litres of soapy, hot, dirty water**

Every home car wash, every volunteer group parking lot car wash fundraiser contributes an untreated, unregulated discharge of waste water directly to the storm sewer and rivers.



## **oils**

**transmission fluid**  
**brake linings**  
**grease**  
**rubber**  
**benzene**  
**toluene**  
**ethylbenzene**  
**cadmiun**



## **detergents**

**waxes**    **dyes**  
**degreasers**  
**phenols & nonylphenols**  
**foaming agents**  
**acids**



## A toxic first-flush with every wash



The result is thermal shock, increased biochemical oxygen demand and degraded water quality.

That's not great for recreation, potable water or the natural ecosystem.





You wouldn't let a commercial carwash  
**discharge like that!**



Municipal sewer-use by-laws regulate commercial discharges: nonylephenols, grease, temperature, and other sanitary sewer contaminants.



Why don't municipalities apply the **same standards** of water quality protection to noncommercial discharges originating from homes and parking lots?





**Because until now there was no  
RiverSafe Carwash  
Campaign**

**RiverSafe** is a high-profile and effective tool for **your municipality** to address **all** unregulated non-point source discharges to surface waters.



## RiverSafe Carwash Campaign

Developed by **RiverSides Stewardship Alliance** in partnership with the **Canadian Carwash Association** and **Environment Canada**, this non-point source P2 project is designed to be a core element of any municipal sewer use or wet weather management campaign.



Environment  
Canada

Environnement  
Canada



## RiverSides Stewardship Alliance

RiverSides is the Ontario “**Urban Non-point Source P2 Success Story**” - U.S. Council of Great Lakes Governors, 1997

### Other RiverSides P2 initiatives

- Five Things You Can Do For the Don
- WaterLinks project in Ottawa
- H2info Water Info Network
- Municipal Low Salt Diet
- Taxpayers Guide to Water
- Mercury-Free Dentistry
- Water In the City Walks

### Member of

- Canadian Centre for Pollution Prevention
- Ontario Environment Network
- Green Communities Association
- RiverNetwork and Clean Water Network (US)
- Water Information Network
- Natural Resources Defense Council, CSO Work Group, Washington, D.C.



## Leading Municipalities **Canada**

**Calgary, Alberta** Drainage By-law prohibits untreated non-point source discharges from individual properties.

**Brantford, Ontario** by-law restricts the unregulated discharge to the Grand River from community volunteer car washing events.



## **Leading Municipalities United States**

**Santa Barbara, California; Austin, Texas; Federal Way, Washington** are including domestic car washing as a violation of the water quality standards required to meet their NPDES Permits – despite a stated exemption in the MS4 Regulations for individual residential car washing.

These municipalities are planning ordinances and by-laws to regulate fleet, mobile, residential, and volunteer car wash discharges.



## Working with industry and government

**RiverSafe Carwash** is a powerful cooperative approach to pollution prevention. Led by a non-profit organization, it is supported by the auto service industry, Ontario and Government of Canada.

*Octane* magazine introduced **RiverSafe Carwash Campaign** to the Canadian petroleum and carwash industry at the June 2001 CARWACS trade show and conference.





## International attention



In June 2001, **RiverSides** presented **RiverSafe** to delegates at the International Carwash Association conference and trade show in Las Vegas.



## People are paying attention

The eco-tip for the 17 million readers of the March 2002 issue of *Woman's Day*...

*"Prevent run-off pollution from your home by using a commercial car wash."*







## Profiled for municipal decision-makers



The May/June 2002 issue of *Stormwater* magazine profiled the **RiverSafe Carwash Campaign** for **21,000** municipal, state and provincial stormwater managers throughout the U.S. and Canada.



**Does your municipality need help...**

to address unregulated residential  
and parking lot pollutant  
discharges?

**RiverSafe Carwash Campaign**  
is an ideal P2 tool for your  
municipality.



## Clear benefits

A **RiverSafe Carwash Campaign** partnership benefits your municipal stormwater pollution prevention program:

- leverages the visibility of the carwashing to increase consciousness of all domestic P2 issues
- builds bridges to industry and community sectors
- reinforces your reputation for environmental innovation
- supports carwash and service station P2 efforts
- offers community groups a safe alternative for fundraising carwashes



## **RiverSafe Carwash Is a Three-Tier Campaign**

- Community education and media events
- Carwash industry self-certification programme
- Municipal sewer use by-law concordance



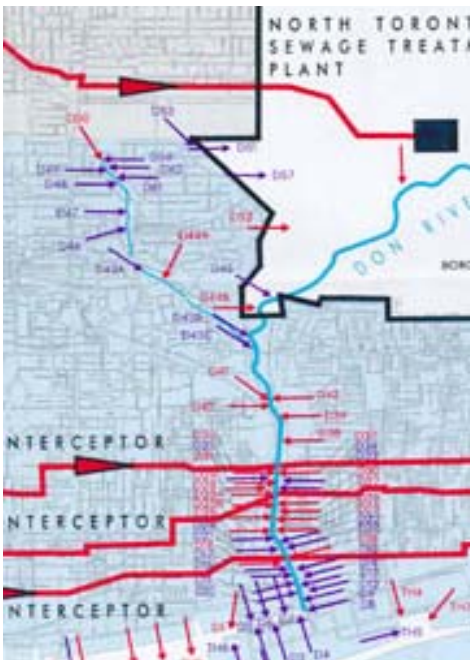
## Community Participation



- Builds awareness of unregulated non-point flows and reinforces participatory solutions by individuals and volunteer organizations
- Demonstrates sustainable car wash solutions for volunteer car wash events
- Supported by industry-sponsored advertising to automotive users, householders, and volunteer groups including a coupon incentive for car wash users



## Municipal level



**RiverSafe** is a professionally developed, market-tested, **brand and NPS P2 campaign** that stands alone or integrates well with your stormwater education programme.

- Includes topical news releases and articles, print and radio ads, etc.
- Reduces impacts of domestic and parking lot discharge
- Supports an equitable approach to sewer use by-laws and water conservation programming



## Industry level

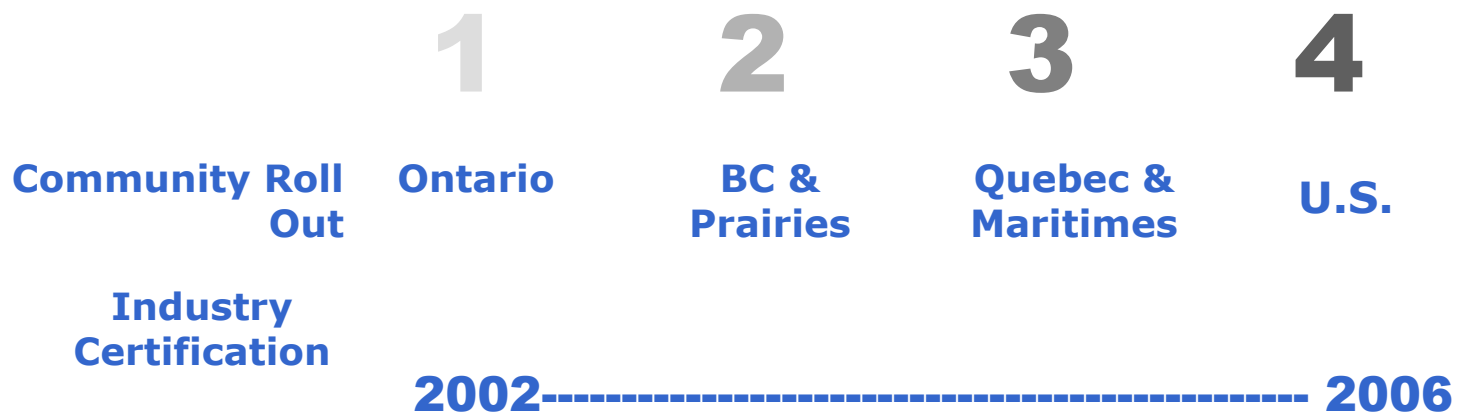


**RiverSafe** leverages automobile service industry leadership support to create community non-point source pollution prevention education campaigns.

- Incorporates a **carwash certification programme**: ENGO designed, Environment Canada supported, industry association (CCA) managed
- Supports a **"beyond compliance"** P2 standard for site-specific car wash operations and a **"continuous improvement"** framework



**RiverSafe** is planned as a four-year national campaign







## **Now is the time to lead**

**RiverSafe** is an ideal vehicle to drive home the residential non-point source P2 message.

It offers partner municipalities an opportunity to guide the car wash industry certification process.

**Industry and community** participation gives you the partnerships, campaign structure, and support structure to promote practical, immediate P2 solutions.



**Where do we go from here?**



Cleaning up our  
rivers and lakes...

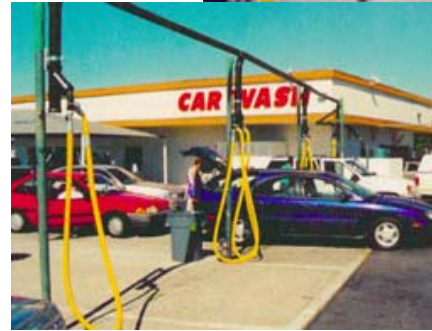
**takes your  
commitment.**



Do it for the good of your  
community...

or do it for your  
business community...

**But most of all,  
do it for our future.**





**The key to clean water starts with your car!**



**RiverSafe Carwash**

**Make the Carwash Connection**