

Stormwater Business Outreach

Engaging local businesses in protecting our river.

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Outreach and Education Coordinator

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October 10, 2012



Overview

- Purpose
- Background
- Approach
- Campaigns
- Results



Purpose

- Protect the Cache la Poudre River from non-point source pollution from local businesses



Background

- In 1995, City Council adopted resolution 95-14, approving the “watershed approach” to stormwater quality management. The goal of this approach was to balance flood protection with pollution prevention and environmental enhancement in local water bodies.
- MS4 permit: “ *must develop and implement a program to provide public education and outreach on stormwater impacts to business The program must be developed with the goal of promoting actual behavior change*”

Approach

Foster Sustainable Behavior - CBSM

Process/Research

Appropriate materials

Dual purpose – business and general public

Budget - \$5,000



Community Based Social Marketing

- Identify barriers and benefits
- Develop strategy
- Run pilots/evaluate/adapt
- Implement
- Monitor/adapt
- Evaluate



Campaigns

- 2004:** Car Washes, Restaurants
- 2005:** Car Washes, Power Washing
- 2006:** Painting Contractors / Retailers
- 2007:** Power Washing Businesses
- 2008:** Motor oil / Lube Shops
- 2009:** Carpet Cleaners
- 2010:** Large Events, Power Washing
- 2011:** Gas Stations
- 2011:** Landscaping Industry

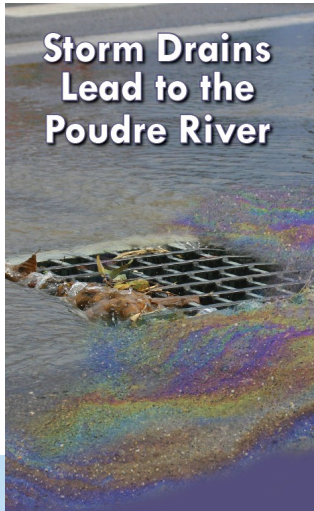


WHEN YOU ARE WASHING YOUR CAR IN THE DRIVEWAY, REMEMBER YOU ARE NOT JUST WASHING YOUR CAR IN THE DRIVEWAY.



All the soap, suds and oily grit from your car runs along the curb, then into the storm drain and directly into our creeks, lakes and the Cache la Poudre River. This is pollution, which is unhealthy for fish and other aquatic animals. How do you avoid this whole mess? Take your car to a car wash, where the water goes to the wastewater treatment plant or if you do wash your car at home, divert as much water as possible to landscaping. Turn this poster over for more tips or visit us at www.fcgov.com/stormwater/edu-posters.php.

Storm Drains Lead to the Poudre River



City of Fort Collins
Utilities
Keep Motor Oil Out of the River – Recycle It

When You Pour Paint in the Street Storm Drain—You're Also Pouring it in the River.



The storm drains in your street flow directly into our creeks, lakes and the Cache la Poudre River. Pollutants such as paint and solvents can be washed into the street storm drains by pressure washing and rainfall—creating an unhealthy environment.

Please dispose of your paint correctly. Use leftover water-based paints (e.g. latex) on cardboard or carpet scraps and dispose as trash, then rinse brushes in an indoor sink that drains to the Water Reclamation Facility, where the water will be cleaned.

For oil-based paints, brush as much paint out as possible before using paint thinner. Solvents, such as paint thinner, may not be poured down any drain—indoor or outdoor. Solvents and leftover paint can be taken to the Larimer County Landfill Household Hazardous Waste Collection Facility.



Visit us at www.fcgov.com/utilities.

Preventing Pollution from Restaurants



What food service businesses can do to keep our waterways healthy

Proper Disposal of Power Washing Wastewater

You can help keep our creeks, streams and Cache la Poudre River water healthy and ensure compliance with a few simple steps.



Wash water may contain chemicals, oil, grease or other pollutants that can contaminate water. State of Colorado and City of Fort Collins regulations establish that it is illegal for power washing wastewater to be discharged into the storm drain system.

While washing:

- Block storm drains with a water-tight barrier while washing to ensure that dirty water does not enter the storm drain; and
- Use the minimal amount of chemicals needed to complete the job.

Proper disposal includes:

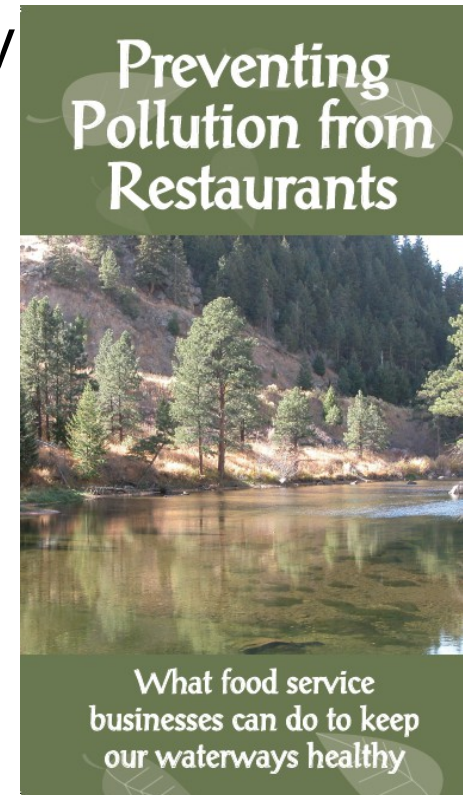
- Collect wash water and discharge it into the sanitary sewer through an indoor drain; or
- Collect wash water and truck it to the Drake Wastewater Reclamation Facility (with prior approval by calling 221-6900); or
- Divert small volumes of wash water into landscaping if chemicals are not used.

For more information
Call: (970) 221-6700 ■ TDD: (970) 224-6003
Email: utilities@fcgov.com ■ Web: www.fcgov.com/stormwater/powerwashing.php



Restaurants

- Presentations to business community
- Postcard to 305 restaurants
- Article in newspaper



Painting Contractors/Retailers

- Mailing to 244 retailers/contractors
- Framed posters in retail stores
- ClimateWise

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Power Washing

- Demonstration
- Mailing flyer 78 businesses
- Flyers
- Mat coverings

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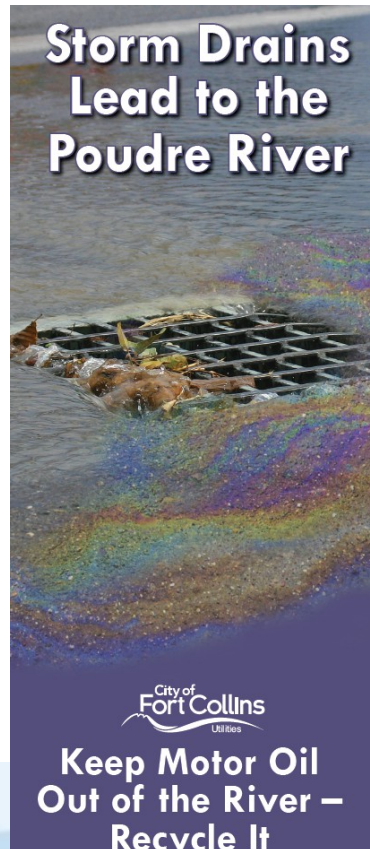
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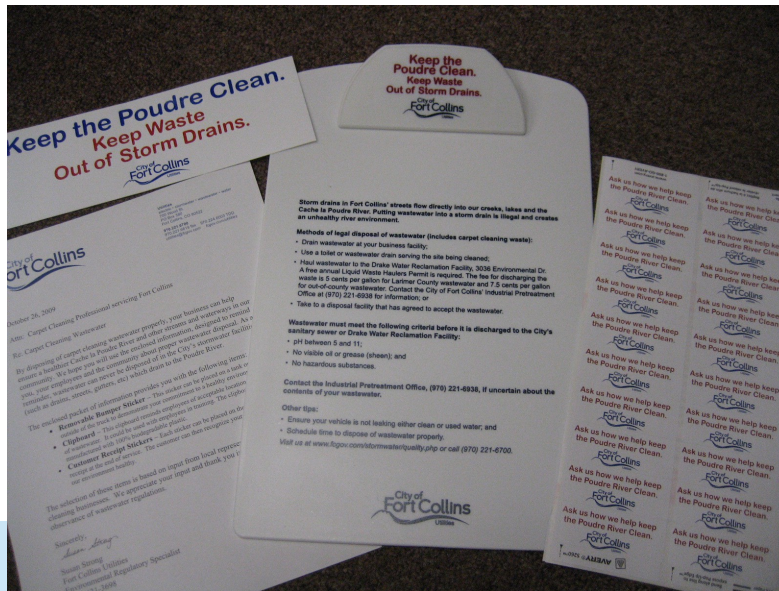
Motor Oil / Lube shops

- BMP posters
- Brochures
- Trainings
- Articles



Carpet Cleaners

- Clipboards
- BUMPER stickers
- Receipt stickers




Landscapers

- Tarps
- Bumper stickers
- poster

**Storm Drains
Flow to the
Poudre River**

Landscaping Business
Best Management Practices



Fort Collins Utilities reminds you that landscaping businesses can affect the water quality of creeks, streams and the Cache la Poudre River. Landscaping practices include the use of chemicals and materials that can contaminate water when they enter the storm drain systems—which eventually end up in the Poudre River.

**City of
Fort Collins**
Utilities

Utilities for the 21st Century.



Results

- MS4 permit
- Aware / Engaged community
- Educational rather than punitive approach
- Collaboration



Thank You

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