



RiverSafe Carwash Campaign

C2P2 Roundtable 2003

Deanna Coop





From this presentation, you will:

Learn the successes and challenges of implementing an NPS P2 multi-sector program



Overview

- Introduction
- P2 - Successes & Barriers
 - Community
 - Municipal
 - Industry
- Future - Partners & Initiatives



RiverSides' Mandate & P2

To address, eliminate and prevent urban non-point source pollutants from invading aquatic habitats through:

- educational programs
- social outreach
- issues advocacy
- policy initiatives





RiverSafe Carwash Campaign

Developed by **RiverSides Stewardship Alliance**
in partnership with

• **Environment Canada** • **Canadian Carwash Association**

Designed for integration into any municipal sewer use or wet
weather management program

The key to clean water starts with your car



RiverSafe Carwash

Make the carwash connection



Carwash Campaign Structure

- **Community Level**
education and media events
- **Municipal Level**
sewer use by-law concordance
- **Industry Level**
voluntary certification program



Community Level

P2 Tools

- Charity Carwash Package
- HACH Water Sampling Kits

Outreach/Marketing

- Banners, T-shirts, Brochures, Decals

Partnership Building

- Multi-sector
- Website, Brochures & WOM
- **New!** LCBO, Comfort Suites, Wilfrid Laurier University

CHARITY STARTS AT HOME. SO DOES CLEAN WATER!



Charity carwash? Make sure good fun and funding are your only result. Ask us about the RiverSafe Charity Carwash kit.

It contains all the tools you need to prevent soap, grease and other pollutants from being washed into our rivers and lakes.



RiverSafe Carwash

Make the Carwash Connection



Community Level

2002 Source Protection

- 73 KL reduction of carwash run-off into Great Lakes Basin

2003 Goals

- 50 Partnerships
- 10 Demonstration Events
- 105 KL reduction of carwash run-off into Great Lakes Basin
- Quantify reductions of NPEs, PAHs, zinc, and copper





Community Level Challenges

- Charity is 'good news'
- Armorall's National Carwash Day
- Image concerns
- Lack of awareness
- Industry perception

Funding (2001-2004)

- Environment Canada's EcoAction
- Ontario Trillium Foundation





Municipal Level

- Municipal Sewer Use By-laws
- City of Toronto - Nonylphenols subject pollutant-P2 Plan
- Wet weather flow management master plan (WWFMMP)
- Storm water education & NPS P2
- Water conservation (2nd largest summer peak water demand)





Leading Canadian Municipalities

Calgary, AB

Drainage by-law prohibits untreated NPS discharges from individual properties (26M98)

Toronto, ON

By-law (Chapter 681) new sewer use by-law requires P2 plan from carwash facilities. Council supports RiverSafe through brochure distribution.

Port Perry, ON

First to adopt RiverSafe Carwash Campaign. Negotiation to implement permanent RiverSafe Carwash containment site.



First RiverSafe Municipality

City of Port Perry, Ontario

- February 2002: Council Approval
- Summer 2003
 - RiverSafe Demonstrations & NPS Outreach
 - Partnership Development
- Negotiation 2004
 - Municipal & Residential Vehicle Washing BMPs
 - Municipal Charity Carwash Package
 - Permanent RiverSafe Carwash Site
 - Marketing/Outreach Materials



Municipal Level Challenges

- Leadership - “Wait & See”
- Voluntary Initiative
- Need for NPS P2 education
- Storm sewer & sanitary discordance
- Must fit with municipal priority - water conservation, environmental management plan



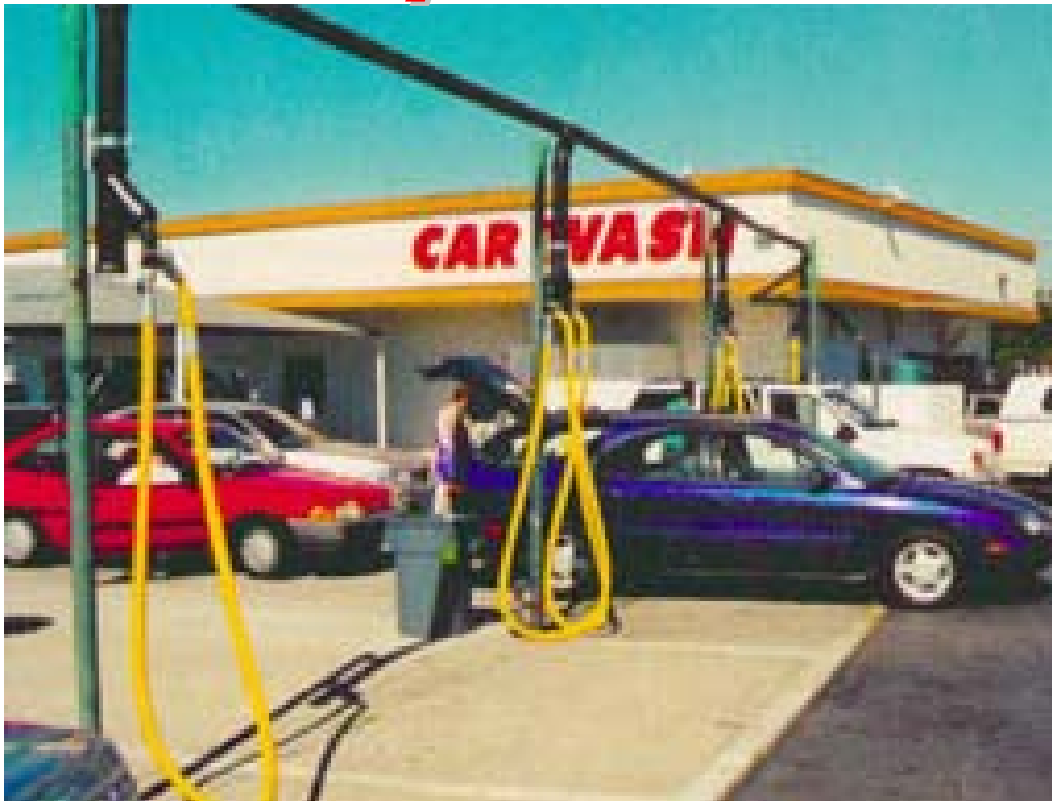
The Future at the Municipal Level

- Regional approach
 - Durham Region, Ontario
- Tools:
 - RiverSafe Charity Carwash Package
 - Municipal & Residential BMPs-Vehicle Washing





Industry Level



Carwash Certification Program



Certified RiverSafe Carwash

Certified safe for lakes and rivers



Industry Level

Carwash Certification Program

- Voluntary certification & recognition program
- Draft national industry P2 criteria
- Approach: Beyond Compliance & Continuous Improvement
- Water Conservation, CEPA Toxics Reduction, Health & Safety, EPR, Public Policy Integration, NPS P2, Energy Conservation, BMPs

Joint Planning Process

- 16-member multi-stakeholder roundtable
- Carwash Industry, Watershed reps, Federal & Municipal government



Industry Partnerships

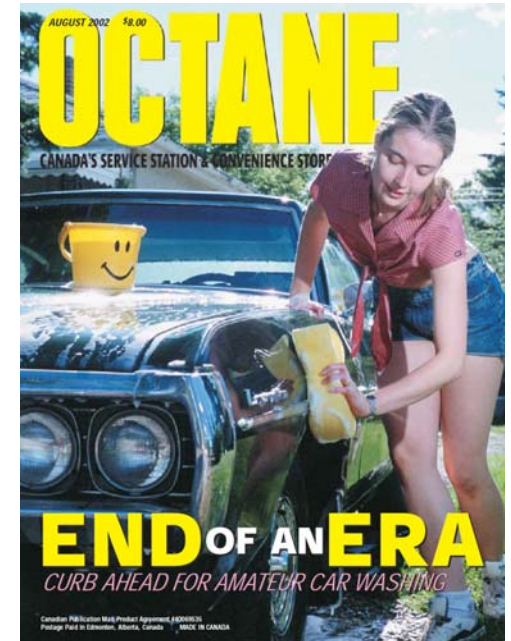
Canadian Carwash Association

Initial industry partner (2000)

Big 4 - Shell, Imperial, Sunoco & Petro Canada

Current industry partners (2002)

Pre-existing BMPs for Big 4





Government Support

Environment Canada

Ontario Region, Federal Programs Branch

Financial support enabled:

- multi-stakeholder roundtable
- draft national pollution prevention standards



RiverSafe & Environment Canada

Do our P2 Mandates Fit together?



Certified RiverSafe Carwash

Certified safe for lakes and rivers



**Environment
Canada**

**Environnement
Canada**



RiverSafe & Environment Canada

CEPA Toxic Substances

Nonylphenol ethoxylates
(NPE)

Partnerships

Community/Voluntary/Toronto
Sewer Use By-Law

Water Quality and P2

Great Lakes Action Plan

Non-Point Source P2

COA Annex references

EC Pacific Region Study

Chemical Use and P2 in
Commercial Car Wash
Facilities



Challenges Working with Carwash Industry

- Capital requirements
- Time/Research/HR capacity
- Image concerns
- Intra-industry competition-independents vs. incorporated
- Monetary Incentives – ‘Bottom line’



Challenges Working with Carwash Industry

- Intellectual Property Rights
- Third Party Verification
- Branding/Marketing
- Industry Leadership



Future Directions

Initiatives

- Launch of RiverSafe Website: June 2003

www.riversides.org/riversafe



Future Directions

RiverSafe Community Carwash

- 10 Community Demonstrations, 2003
- 50 partnerships between community groups & carwash operators or containment sites





Future Directions

RiverSafe Municipalities

- Promotion of Charity Carwash Packages
- Municipal & Residential Vehicle Washing BMP Handbook

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Make the Carwash Connection

RiverSafe Carwash is a RiverSides initiative sponsored by:



Future Directions

- **3rd stage-Final Certification Criteria: September 2003**
- **Implementation of Marketing/Communications Strategy**
- **Lead program delivery partner, negotiation with Canadian Petroleum Products Institute, CPPI**



Certified RiverSafe Carwash

Certified safe for lakes and rivers



Partners

- Environment Canada-Ontario Region
- Canadian Centre for Pollution Prevention (C2P2)
- City of Toronto
- City of Calgary
- Petro Canada
- Suncor Energy Products Inc.
- Shell Canada
- Imperial Oil
- Emery Creek Environmental Association
- Ontario Trillium Foundation
- Institute for Workplace Health and Safety
- Canadian Vehicle Manufacturers' Association
- Autoshare
- EcoAction
- Comfort Suites, Toronto
- LCBO, Toronto



What Can You Do?

- Link the [RiverSafe Carwash Campaign](#) website to your website
- Visit www.riversides.org/riversafe
- Partnership opportunities are available for your participation



What Can You Do?

**Don't wash your car
at home
this summer!**



For More Information

Contact Deanna Coop

Phone: 416-392-1983

E-mail: riversafe@riversides.org

Website: www.riversides.org/riversafe