



River-Friendly Carwash Program Fact Sheet for Commercial Carwash Owner/Operators

General Information

Fundraiser carwashes are a valuable source of funding for many groups and organizations. However, the soapy washwater from a carwash (often carrying dirt, grease, and other pollutants) typically flows along a parking lot or other paved surface until it enters the storm drain system. From there, it goes untreated to our creeks and rivers, potentially harming fish and other aquatic life.

All by itself, one fundraiser carwash may not seem to be contributing much pollution to our local waterways. But collectively, fundraiser carwashes can contribute significant amounts of harmful pollutants to our creeks and rivers. Additionally, state and local regulations prohibit discharges of pollutants to the storm drain system.

River-Friendly Carwash Program

The Sacramento Stormwater Quality Partnership (SSQP) has developed the River-Friendly Carwash Program to provide guidance and help facilitate successful fundraiser carwashes while protecting local creeks and rivers. We will be directing fundraising groups to our website for information on how to partner with participating River-Friendly Commercial Carwashes. Please visit our website at www.riverfriendlycarwash.com for more information on this program.

Commercial Carwash Owner/Operator Participation

Regardless of whether your business is a full-service conveyor, self-serve, exterior only, or in-bay automatic carwash, there are numerous ways to partner with fundraising groups so that both your business and the fundraising groups make money, conserve water and minimize the amount of pollution that goes into our creeks and rivers. Below are just a few ways your business can get involved:

- Pre-sell discounted wash cards to fundraising groups;
- Provide vouchers or tickets to the fundraising groups to sell for their event. Methods of sharing profits might include:
 - Require a deposit up front for the discounted value of the vouchers, then refund the fundraiser group for vouchers not sold, or
 - Provide the vouchers at no charge and invoice the fundraiser group at a discounted rate for the number of vouchers redeemed for their event;
- Honor a flyer advertising carwashes for an agreed upon amount;
 - Donate a percentage of profits to fundraising groups. For example, donate a percentage of sales from customers who mention the event, or show a flyer for the event, to the fundraiser group;
- Donate or rent at a discounted daily rate a “bay for a day;”
- Allow fundraising groups to use for free, or at a discounted rate, a vacuum bay for conducting interior cleaning (You may want to contact your insurance

company before pursuing options involving fundraiser group labor at your facility.);

- Develop any other program through which your business can share profits with fundraising groups.

Additional information on ways to partner with fundraising groups can be found on the Western Carwash Association's website at www.wcwa.org.

How can your commercial carwash benefit?

Besides being recognized as a River-Friendly Partner by the community and fundraising groups, there are many other benefits associated with participation in this program including:

- Your business will receive a certificate from the SSQP in recognition of being a River-Friendly Partner;
- Your business will be listed on the SSQP and Business Environmental Resource Center (BERC) websites as a River-Friendly Partner;
- Your business will benefit from being seen as a community partner as well as from the exposure to potential new customers coming to your facility to support the fundraiser carwashes.

To find out how you can enroll your commercial carwash in this program, go to www.riverfriendlycarwash.com or call (916) 649-0225. Please consider taking advantage of this opportunity to partner with others in your community to keep our creeks and rivers clean and healthy.

The Sacramento Stormwater Quality Partnership thanks you for your consideration.