

Business Pollution Prevention Outreach Strategy

Actions desired: 1.) Adopt and implement an IDDE ordinance. 2.) Businesses will comply with local IDDE ordinance by practicing good housekeeping and proper stormwater/landscaping techniques; 3.) Businesses might voluntarily adopt additional pollution prevention measures.

Messages:

- Complying with (new or proposed) municipal pollution prevention ordinances is simple, it's the law, and necessary to protect our local water resources.
- Businesses can make small, low-cost changes around their property to reduce stormwater pollution that help make big improvements to local water resources.

Top 12 Actions - Dealing with the dirty dozen

1. **Eliminate connections to storm sewers.** Make sure that wastewater, spills or soapy water can't flow into a storm sewer by any drain or stormwater flow. Check with your city/ town to determine if clean water discharges to a storm sewer are allowed.
2. **Store hazardous materials properly, inside or under cover.**
3. **Make a current spill response plan and clean up kit accessible.**
4. **Train employees on spill response and good housekeeping practices.** Repeat training regularly.
5. **Use "dry" methods for clean up and spills.** Keep a broom, mop and kitty litter or other absorbent materials handy. Do not use water to rinse off a spill.
6. **Use a mop sink for cleaning floor mats and equipment.** Pour wash water in the sink, not outside.
7. **Ensure dumpsters remain covered and leak-proof.** Locate dumpsters away from storm drains.
8. **Wash vehicles at a commercial car wash.** If you must wash vehicles or equipment outdoors, use water only, or wash on grassy areas and divert soapy water from stormdrains.
9. **Keep parking lot and service areas clean.** Provide trash bins and empty them regularly. Divert water from loading docks.
10. **Keep wetlands and shoreline areas clean and in natural condition.** Keep these areas free of trash, yard waste, and debris that can pollute or obstruct water flow. If possible, allow vegetation to grow into a natural buffer instead of mowing to wetland edges.
11. **Water wisely and limit fertilizer use.** Keep water and fertilizer on the grass, not pavement. Consider replacing some lawn area with low-care plantings.
12. Design your site to infiltrate, filter or detain runoff. Divert roof leaders, foundation drains, air conditioning condensate and other clean water to grassy areas, away from pavement and stormdrains.

Supporting Messages:

- Help keep our local waterways and the Bay clean for fishing and swimming by complying with these basic steps. The first 10 actions above are required by law; actions 11-12 are voluntary low-cost changes that can make a big difference in stormwater pollution reaching local waters.

- Make sure you are covered. Certain industrial activities require a RIPDES stormwater permit for “Stormwater discharge associated with industrial activity multi-sector general permit”. Check applicability to your industry at www.dem.ri.gov.
- If your business is located in northern Rhode Island, schedule a free visit with the Blackstone River Coalition to learn how you can benefit from the “In Business for the Blackstone” program at www.zaptheblackstone.org/whatwedoing/In_Business_Program/In_Business.shtml.

Step-by-step

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
1. Adopt an IDDE ordinance	<ul style="list-style-type: none"> • Provide DEM model ordinance • Provide factsheet for council/public on proposed ordinance • Provide press releases on proposed ordinance, public comment period, and ordinance hearing 	<ul style="list-style-type: none"> • Draft local IDDE ordinance and coordinate in-house review. • Determine if other municipal codes must be updated to mesh with the new ordinance, specifically plumbing codes should prohibit interconnections. <p><i>*Note: The model ordinance doesn't include timeframes for municipal actions once a violation is found.</i></p> <ul style="list-style-type: none"> • Customize sample factsheet and press release as needed. • Identify community groups to review and support the ordinance. • Send out press release and other required public hearing notice. 	<ul style="list-style-type: none"> • MS4 may recruit local committee to coordinate ordinance adoption and outreach. • Seek involvement of community organizations.
2. Advertise ordinance adoption and where to find additional information.	<ul style="list-style-type: none"> • Prepare sample press release regarding IDDE. • Prepare sample fact sheet on adopted ordinance. • Prepare Power Point presentation to be posted on website. • Prepare sample notices for papers and group newsletters on ordinance requirements and local contact to report violations. 	<ul style="list-style-type: none"> • Customize sample materials as necessary. • Send out press release and notices. • Post Power Point presentation and other materials on municipal website. 	<ul style="list-style-type: none"> • Local committee may be responsible for this activity. • Involve community groups.

<p>3. Communicate directly with business community to support compliance and voluntary measures.</p>	<ul style="list-style-type: none"> • Prepare a sample letter introducing the ordinance. • Prepare a business self inspection check list including additional voluntary measures for businesses as well as information on In Business for the Blackstone (tri-fold available from BRC). 	<ul style="list-style-type: none"> • Identify targeted businesses*. • Develop mailing list. • Customize letter and other documents as needed, print and send out. <p><i>NOTE: If scheduling meeting with business/civic group as listed in Task 4, amend cover letter to include meeting notice and time mailing to arrive at least 2-3 weeks before meeting.</i></p>	<ul style="list-style-type: none"> • Local committee may be responsible for this activity. • Limited number of "In Business for the Blackstone" tri-fold available from BRC.
<p>4. Offer to meet with business/civic groups on ordinance compliance and voluntary measures. <i>NOTE: this activity should be coordinated with Task 3.</i></p>	<ul style="list-style-type: none"> • Draft sample letter to community groups (Chambers of Commerce, Economic Development Groups) to notify them of upcoming direct mailing to businesses. • Willingness of a municipal official to speak at one of their regularly-scheduled meetings. • Provide support to MS4 on presentation by request. 	<ul style="list-style-type: none"> • Develop contact list for business/civic associations and send letter. • Follow up with phone calls as needed or coordinate with local committee leading this activity. • Prepare presentation and participate in meeting, requesting assistance from URI (or DEM) as needed. • Keep notes of meeting attendance, general response from business, and requests for additional information. 	<ul style="list-style-type: none"> • Local committee may be responsible for this activity.
<p>5. If located in Burrillville, Gloucester, N. Smithfield, Lincoln, Cumberland, Central Falls, Pawtucket or Woonsocket, promote both municipality and business membership with the Blackstone River Coalition's (BRC) In Business for the Blackstone Program.</p>	<ul style="list-style-type: none"> • Provide contact information for BRC. • Provide a synopsis of the In Business for the Blackstone Program on NEMO website and through direct email. 	<ul style="list-style-type: none"> • Decide if you want your MS4 to participate in the In Business for the Blackstone Program and ask for a site visit. • Post In Business for the Blackstone information on municipal web-site. • This task may be completed before an IDDE ordinance is passed. 	<ul style="list-style-type: none"> • Distribute information about the BRC In Business for the Blackstone Program to targeted businesses* by direct mail (existing mailings or bills) or press releases.

<p>6. Publicize yearly reminders</p>	<ul style="list-style-type: none"> • Provide template news articles for newsletters and newspapers on good housekeeping measures associated with IDDE (as well as other stormwater topics, as in a Stormwater Series). 	<ul style="list-style-type: none"> • Send out articles to local papers. • Re-publish notices about who to contact when violations are observed or who to contact to correct problems 	<ul style="list-style-type: none"> • The local committee may be responsible for this activity. • Seek involvement of community groups.
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*Targeted businesses might include: those using hazardous materials (dry cleaners, garages, oil change garages, restaurants, photo processors, etc.), businesses adjacent to water bodies, businesses located in TMDL areas, drinking water sources, watersheds of Special Resource Protection Waters. All businesses in the municipality or MS4 may be included.

How did it work?

Task	Who's in charge of what?		
	RI NEMO	Municipality / MS4	Volunteers
Record that ordinance has been adopted, number of press releases and articles that are printed, number of businesses sent direct mailing.		Keep records	Keep records on specific actions taken and report back to MS4.
Keep track of number of articles/notices prepared by community groups on IDDE adoption, compliance or related pollution prevention.			Keep record and report back to MS4.
Record efforts on municipal level to comply with BRC "In Business" Program.		Keep records	Keep records on new members of In Business for the Blackstone, specific actions taken, and report back to MS4.
Keep track of violations reported and actions taken.		Keep records	
Keep track of requests for information.		Keep records	
Track hits to website page that offers information about the ordinance.		Keep records	

Background on Problem: Stormwater drains directly to our water bodies without treatment; any pollutants entering by illegal connections can pollute our water resources. Businesses may use materials which are toxic and have the potential to do major harm to these water resources if allowed to mix with stormwater, so targeting businesses for illicit discharge compliance is often an effective use of local resources. Businesses often have the highest proportion of impervious area on their properties such as rooftop and parking areas that generate large amounts of polluted runoff. As a result businesses that are willing to take small, low-cost additional voluntary measures, such as diverting rooftop runoff, can easily make big reductions in polluted runoff to improve local water quality.

Notes:

Public outreach: All municipal ordinances, factsheets, press releases and related outreach materials to be posted on municipal web site.

Volunteers - two types are identified: Local committee composed of MS4 staff and citizen volunteers appointed to serve on groups such as stormwater committee, economic development commission, village revitalization group, or conservation commission. Community volunteers include civic groups not directly affiliated with the municipality or MS4, such as chambers of commerce, other business support groups, neighborhood associations and watershed groups.

Supporting Materials to be Provided:	Materials Drafted
model ordinance	
factsheet on proposed ordinance	x
press release on proposed ordinance	x
press release on public comment period	x
press release on ordinance hearing	x
press release on ordinance adoption	x
factsheet on adopted ordinance	x
PowerPoint presentation on ordinance	x
notices for papers	
letter for businesses with self-inspection checklist	x
letter for community groups regarding business mailing and invitation to speak about ordinance	x
news articles about IDDE	