



Stormwater Pollution Prevention
Education and Outreach for Mobile Businesses
June 2011

*A pilot project implemented in Washington State's Snohomish County,
Kitsap County, Spokane County, City of Seattle, City of Wenatchee,
City of Moses Lake and City of Kent*

Funded by a grant from the Washington State Department of Ecology

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Stormwater Pollution Prevention Education and Outreach for Mobile Businesses

Project Report

I. INTRODUCTION

This report summarizes the Dump Smart – It's Not Just Water pilot project targeting Washington mobile business types with a history of discharging waste water to stormwater systems. The project was implemented in April/May 2011. The report's purposes are twofold:

1. Provide a comprehensive overview of how the program was developed and implemented, including both successes and failures
2. Offer directions for implementation of the program by other jurisdictions, including recommendations for improvement

The report is comprised of the following sections

- I. Introduction
- II. Washington State Department of Ecology Grant Overview
- III. Mobile Businesses Background
- IV. Barriers to Compliance
- V. Focus Group Research
- VI. Education and Outreach Campaign Plan Development
- VII. Campaign Creation
- VIII. Campaign Implementation
- IX. Campaign Effectiveness Measurement
- X. Lessons Learned
- XI. Appendices

Clarification of "mobile businesses" as used in this report. All of the mobile businesses targeted in this project and referenced throughout this report use water in their daily operations. Their use produces waste water which, if disposed of incorrectly, may contribute to polluted stormwater runoff which degrades the quality of local waters such as creeks, streams, rivers and lakes.

II. WASHINGTON STATE DEPARTMENT OF ECOLOGY GRANT OVERVIEW

Mobile businesses have been a source of pollution in storm drains, ditches and streams for many years. A casual discussion and a strategy meeting between staff from the City of Seattle and Snohomish County developed into a partnership application for funding through a Washington State Department of Ecology stormwater “Grant of Regional or Statewide Significance” (GROSS grant) targeting stormwater education and outreach for mobile businesses.

The application was developed to focus on and meet Ecology’s stated funding program purpose:

“Regional Stormwater Public Education and Outreach – A permittee leads a project on behalf of a number of permittees to develop stormwater education materials targeting one or more target audiences and/or topics called for in the permit. The lead local government hires a consultant to apply social marketing techniques to develop and test stormwater education materials. The grant may also fund activities to distribute the materials and measure the impacts on changing behaviors to prevent pollution. Ecology encourages proposals to develop educational materials that permittees can customize and transfer to other parts of the state.”

A. Application Strategy

The grant project was envisioned to provide a statewide benefit by enabling education and outreach abilities in jurisdictions which might not have those resources readily available.

The project objectives envisioned in the plan were:

1. Involve project partners with broad expertise from throughout the state to develop a program offering true statewide solutions
2. Educate mobile businesses in best management practices (BMPs) to reduce surface water pollution
3. Reduce incidences of illicit discharges from mobile businesses
4. Provide consistency in outreach to mobile businesses across jurisdictions
5. Provide a uniform message to mobile businesses throughout the state
6. Provide coordinated support and resource materials for smaller jurisdictions without the resources to fund such a program
7. Measure the effectiveness of the outreach campaign

B. Partnership Team

The grant application involved jurisdictions from across the state. Ecology representatives from eastern Washington helped solicit a call for partnerships, leading to agreement from the cities of Moses Lake and Wenatchee to join the team. The full team was comprised of:

- Snohomish County
- Kitsap County
- City of Seattle
- City of Moses Lake
- City of Wenatchee

C. Summary of Grant Requirements

Outcomes: The results required from the project were:

- Provide a unified pollution prevention message that can be used throughout the state to selected business sectors involved in mobile operations which are associated with common stormwater pollutants such as oil and grease, organics, sediments, bacteria, metals, nutrients, and soaps/solvents.
- Provide a Stormwater Management Program benefit to at least twenty municipal stormwater permitted jurisdictions throughout the state by preparing targeted education messages and materials and testing the outreach strategy for selected mobile business sectors.
- Educate a minimum of three selected mobile business sectors, totaling a minimum of 3,000 individual businesses, in best management practices to reduce surface water pollution and reduce the incidences of illicit discharges from those mobile business sectors.
- Develop a list of real or perceived barriers to proper waste handling identified by each selected mobile business sector.

III. MOBILE BUSINESSES BACKGROUND

A. Overview

Mobile businesses such as carpet cleaners, pressure (or power) washers and painters all have the potential to discharge many types of pollutants to surface waters via storm drains as part of their business operations if best management practices are not properly implemented. These mobile businesses occupy a viable and necessary niche in the business community, but locating, educating and regulating these businesses can be difficult due to their transitory nature.

Mobile businesses are tough to regulate. While many mobile service operations are provided as part of a larger store-front business, a large number of mobile businesses provide dispersed off-site services throughout a region and in multiple jurisdictions. These businesses often operate late at night and on weekends, and may include a number of seasonal or part-time employees. These factors add to the complexity of educating and regulating mobile businesses.

Many mobile businesses operate from a residential base, are developed with little overhead cost, and often have no business or process management education. These businesses typically function under the radar of government regulation (until they get caught illegally disposing of their waste water) and in many cases without any type of business license.

B. Business Categories and Selection

Initially the project team considered as many as nine business categories for inclusion in the program. However, it became readily apparent this was far too many for the grant. The team settled on a final count of three business types – carpet cleaners, pressure (or power) washers and painters – for the following reasons:

- Carpet cleaners: This group seemed to be the one that most frequently came to mind whenever illicit discharges of waste water were discussed.
- Pressure/power washers: Probably the most complex mobile business in terms of proper waste water disposal, and also the most difficult to find using the North American Industry Classification System (NAICS), the main source of locating all of the businesses contacted in the program.
- Painters: The painters group was the largest of the three (6,022 businesses, according to NAICS). However, the NAICS organization and classification system for painters includes bridge painters, ship painters, wallpapering contractors, etc. Many of the grouped business types have little impact on stormwater quality. In the end, painters were selected because they were ranked high by the grant partners for inclusion in the program and there were a meaningful number of businesses throughout the state.

Individual businesses were identified using Washington State Department of Revenue (DOR) business license records. This state-level business licensing data is the best and only information available for county jurisdictions, as there are no county-based business licensing requirements. The DOR data did not include any contact information via phone or Internet, just mailing addresses, which proved costly and time-consuming.

IV. Barriers to Compliance

The exploration of existing mobile business practices and how these practices mesh with current regulations revealed several areas where compliance appeared both challenging and financially difficult.

A. Barriers Related to Operations

The business representatives participating in focus groups all stated they were required to obtain separate business licenses in each city they served. Many simply ignored this requirement and removed all advertising information from business vehicles to retain anonymity. Those that did comply cited bookkeeping problems trying to manage varying license renewal dates and fees.

Overall Barriers

- No single, central source for regulatory information
- Regulations difficult to understand
- Language barriers
- Business licensing

Specific Barriers by Business Type

Carpet Cleaners

- Sewer dump station disposal: Inefficient to schedule, time-consuming and costly, not enough stations and not centrally located.

- Septic disposal: Not a disposal option (although pursued). Future carpet waste water testing may lead to limited septic disposal because of the use of less – and less toxic – chemicals than were used 15 to 20 years ago.
- Ground disposal: Not addressed by the grant, regulated by the state. Another option that may be allowed in the future after waste water testing.

Pressure Washers

- Very complicated disposal options depending upon (a) the use of hot water or chemicals, (b) what is being washed and (c) what surfaces are subject to the waste water runoff.
- Many businesses conduct pressure washing as one of many business practices (painters, window washers, janitors, auto detailing, etc.).
- Cost/benefit of a water capture system reveals inadequate justification for purchase; most take the risk of getting caught improperly dumping.
- Unclear regulations.

Painters

- Lack of resources for disposal of leftover latex paint.
- Cost of commercial disposal of oil-based paint at household hazardous waste disposal facilities.

B. Barriers to Education Deployment

- Mistrust of government is the single greatest barrier.
- No industry or trade groups available to help distribute messaging; most businesses are independent operators.
- Regulatory “gray areas” (for example, different jurisdictions may have different requirements, and regulation for certain types of mobile businesses, such as pressure washing, is vague).
- Difficult for any one jurisdiction to develop messaging applicable to all – more effective at a state level.
- Although startup costs can be minimal (\$300 ±), many mobile businesses do not have any margin to absorb added regulation – even the purchase of a spill kit.
- No professional licensing required in most circumstances; many of the businesses we met with in focus groups did not have a valid state license (26 percent).
- Businesses providing a multitude of services are difficult to locate through licensing information.
- Language issues are prevalent throughout the mobile business sector.
- There is limited understanding of surface water issues. The labeling of storm drains was noted: some focus group participants believed only storm drains labeled “Drains to river, lake, etc.” needed protection. Similarly, if a business was originally established in a jurisdiction with a combined sewer/stormwater system and relocated to a jurisdiction without a combined system, there could easily be confusion about proper waste water disposal.
- Mixed-message education and outreach: “What was not allowed 10 years ago is okay now” and vice-versa. Flexibility in education and outreach is needed to deal with new, changing technology.

V. FOCUS GROUP RESEARCH

A. Objectives

Focus groups were conducted to collect qualitative business information, including:

- What mobile businesses know and understand about water pollution source control.
- The existing waste water disposal practices of each mobile business category.
- What changes, if any, businesses would be willing to adopt to ensure proper disposal of waste water.

The information gathered would be used to develop outreach strategies targeting mobile businesses.

B. Approach and Moderator's Guide

A moderator's guide was developed to ensure each focus group delved into desired areas of discussion. Focusing on waste water practices within the three business categories, the moderator led each group through an exploration of their attitudes and practices related to the handling of waste water resulting from business operations. Discussion topics also included barriers to and motivations for behavior change.

C. Implementation

A series of six focus groups was conducted:

- Group 1: carpet cleaners, held in the City of Lynnwood
- Group 2: carpet cleaners, held in the City of Spokane
- Group 3: pressure washers, held in the City of Spokane
- Group 4: pressure washers in, held in the City of Burien
- Group 5: painters, held in the City of Burien
- Group 6: carpet cleaners, pressure washers and painters (mixed group), held in the City of Vancouver

D. Key Findings: Barriers and Opportunities

The focus groups yielded a number of key findings. A number of barriers emerged, ranging from persuading mobile businesses to properly dispose of their waste water to communicating with them at all.

Barriers: Because most of these companies are small businesses operating on thin margins, they are resistant to making changes that carry a cost burden. They don't believe their practices contribute to water pollution, and tend to think any pollution problems can be minimized by using "green" products. Reaching the three business categories with important messages and educational information is problematic: most do not belong to trade associations, low barriers to entry result in high turnover, and they are very suspicious of governmental involvement.

Benefits: Protecting the environment emerged as a potential motivator for behavior change. Many mobile businesses are interested in environmental protection. This, along with a desire to “do the right thing,” was revealed during the focus groups as a key benefit/opportunity.

Carpet Cleaners

Carpet cleaners believe they already dispose of waste water correctly. They are most likely to use green products (often at a customer’s request), consider themselves self-regulating, are concerned about costs and their personal health, and opposed to more government controls. Among the three business categories, carpet cleaners may be the easiest to reach through industry associations and suppliers.

Painters

Waste water disposal is not top-of-mind with painters. Environmentally, they are more focused on paint fumes and disposing of unused paints. Painters feel overwhelmed with existing regulations, are concerned about costs, and don’t perceive a business advantage to positioning their businesses as green or sustainable.

Pressure Washers

Pressure washers believe their business requires chemical use. They feel these chemicals are diluted by the water used and/or are filtered out by soaking into the ground. Recapturing waste water for proper disposal is considered prohibitively expensive and government regulation is not welcomed. Competition makes it critical to keep costs down; new competitors regularly appear due to inexpensive equipment and little required experience.

Focus group participants also identified the need for consumers to understand the importance of correct waste water disposal practices by mobile businesses. They believe informed consumers are more likely to select mobile businesses based – at least in part – on proper disposal practices, instead of hiring a business simply because it offers the lowest price.

E. Audience Profile

Along with the barriers and benefits findings presented above, additional characteristics describing the mobile businesses audience include:

- Primarily male
- Varied industry experience (least among pressure washers)
- Plain speaking
- Fewer than 10 employees

Detailed findings from the six focus groups are provided in the appendices of this report.

VI. EDUCATION AND OUTREACH CAMPAIGN DEVELOPMENT

A. Social Marketing

Social marketing is recognized as one of the best methods of achieving behavior change. The approach focuses on readily-defined target audiences, is based on identifying barriers to and benefits of the desired behavior, and acknowledges that lasting behavior change often takes years to attain. Social marketing provided the framework for developing an education and outreach plan targeting the waste water disposal practices of three mobile businesses categories: carpet cleaners, painters and pressure washers.

One of the most important outcomes of social marketing is the establishment of a new “norm.” During the initial stages of education/outreach plan development, team members recognized that the existing waste water disposal habits practiced by mobile businesses were well-established. There was an expectation that these habits occurred automatically. Establishing a new norm first requires causing people to reexamine existing habits, then consider adopting the new behaviors until they replace old habits and become, essentially, the norm. The mobile businesses plan was built to take the first steps toward creating new waste water disposal norms.

Reducing barriers, emphasizing benefits, using prompts and pledges are effective social marketing tactics. All were explored during development of the mobile businesses plan.

B. Campaign Goal

Motivate target mobile businesses (carpet cleaners, painters and pressure washers) in a minimum of 20 partner jurisdictions to adopt best management practices (BMPs) to protect surface waters, by increasing awareness of proper disposal of waste water and encouraging behavior change, leading to improved water quality.

C. Challenges

Reaching target audience members. The carpet cleaners, painters and pressure washers comprising the target audience are a diverse group. They don’t all obtain business licenses. Only carpet cleaners have a strong industry association, but the association is not consistently powerful statewide. Supplier channels are a possible resource for future outreach. However, the supply network is complex, ranging from trusted local companies and big box stores to online suppliers. No established systems were found to access the audience through email or online methods. This issue was a significant factor in developing a campaign strategy.

Overcoming resistance to government involvement. Mobile business owners associate government agencies with regulation and fines. Building an education and outreach program that minimized government involvement was a mandate.

Convincing mobile businesses to participate. A desire to “do the right thing” was mentioned throughout the focus groups. However, the project team believed the campaign should include more

compelling incentives. Focus group participants did not offer many ideas about potential incentives, and the cash or business credits to offset equipment/product purchases that were suggested are not within the scope of this project. Creating tactics to motivate participation involved considerable brainstorming.

D. Target Audience

Three categories of mobile businesses were selected for the project: carpet cleaners, pressure washers and painters. These businesses were the primary audience. Additional potential audiences included consumers, suppliers and waste disposal venues. Constraints of the grant limited the pilot project to a single campaign that could be applied with equal relevance to all three of the named mobile business types.

E. Strategy Brainstorming

The project team brainstormed extensively on methods of educating mobile businesses about the proper disposal of waste water and to encourage the adoption of correct disposal practices. Topics covered during brainstorming sessions are presented below, and include several strategies that received serious consideration.

Push vs. Pull Approach: The merits of a modified push strategy – encouraging mobile businesses to adopt environmentally-friendly waste water disposal practices as a means of acquiring a competitive edge – were compared to a pull strategy of educating consumers to demand these same practices from the businesses they patronized. There was general agreement that a combined push/pull approach would be ideal. Requirements of the grant funding the project (as well as limited resources and time) ultimately led the project team to select a push approach targeting mobile business owners.

Existing Program Models: In spite of much searching for effective behavior change programs within the mobile businesses sector, little could be found in jurisdictions across the country. Existing efforts centered primarily on producing brochures and other materials listing the steps for proper waste water disposal. Most of these materials had an overwhelming government tone, an outcome the project team wanted to avoid.

Educational Webinar: A webinar model was discussed. This strategy included partnering with a leading supplier to facilitate access to the target audience and to minimize the perception of government involvement. The online delivery was considered a potential advantage in maximizing participation levels, as webinars are accessible from any computer. The visual presentation capabilities of a webinar are powerful. Participants can ask questions without fear of embarrassment or awkwardness. The project team had several concerns about the webinar strategy. Distributing information about the session would be in the hands of the supplier partner; this might be problematic. Webinars typically occur during daytime hours on a set date and time, which could limit audience participation. They also require live interaction, possibly presenting staffing and resource challenges for municipalities. Smaller jurisdictions would likely have limited supplier partner options, making the program difficult to replicate.

Finally, it was unknown if target audience members were computer-savvy enough to respond well to this approach.

“How To” Video: A “how to” video was suggested as an option at various times during brainstorming sessions. This approach would involve mobile business employees watching the video and answering a few questions at the end. Benefits could be offered for completing this education, including discounts through a supplier or points toward a certification program showing the business as environmentally sound. The idea appears well-suited for further investigation.

Certification: Business certification is a strategy that has been successfully used in the past, most notably with the EnviroStars program. Developing a similar approach for mobile businesses was discussed, specifically related to waste water disposal practices. The idea was eventually tabled, not due to questions about effectiveness, but instead because of the complexity of setting up such a program. Different needs and requirements in each jurisdiction and a long-term commitment to maintaining a certification program were deemed significant challenges. The project team felt these issues could be more adequately addressed with greater time and funding resources.

Website: The NetRegs website (www.netregs.gov.uk) inspired much discussion within the project team. Sponsored by government environmental regulators in the U.K., NetRegs provides free environmental guidance to small and medium-sized businesses. The site is comprehensive and encourages interaction. Developing a water-dependent mobile businesses website of this magnitude was beyond the scope of available funding. The project team recognized this and recommended keeping tabs on NetRegs as a model for future mobile business education and outreach opportunities. The idea of a much smaller web portal was then reviewed as a supporting element of whatever strategic approach was ultimately selected.

Incentives and Collateral Materials: Collateral materials in the form of printed brochures, Frequently Asked Question (FAQ) documents and best management practices checklists were considered. The effectiveness of these materials relies in large part upon (1) their ability to clearly communicate with target audience members (e.g., speak engagingly and persuasively), and (2) getting the materials in the hands of mobile businesses owners, managers, etc. The project team felt the passive nature of printed materials would not work hard enough to achieve the campaign goals.

Similarly, the use of incentives was not explored as a stand-alone strategy, but rather as a strategic element. The project team’s goal was to provide an incentive item that not only encouraged or rewarded participation but also acted as a prompt. Prompts are an important social marketing tool that serve as reminders of the desired behavior. They are most effective when in proximity to the related action. For mobile businesses, the project team focused on potential on-the-job incentive items which could be placed in business vehicles or located at a job site. The items considered include the following, all of which would feature the program brand, or key messages/best management practices:

- Clipboards
- Window clings

- Baseball caps
- T-shirts
- Air fresheners (rear-view mirror)
- Post-It Notes

Response Card: A response card strategy considered by the project team focused on providing mobile businesses with response cards for distribution to customers. The cards would explain the business's commitment to proper disposal of waste water, and would encourage the customer to mail in the postage-free card to receive coupons for dollars-off an environmentally-friendly home product. Mobile businesses with the greatest number of mailed in cards would be rewarded or recognized. There was concern that the complicated nature of this strategy, while offering engagement with both mobile businesses and the users of their services, would impede its success as a grant-funded pilot project and limit its statewide transferability.

Pledge Card: A simplified version of the response card approach, the pledge card strategy involved mailing mobile businesses a pledge card with a letter explaining the details and benefits. The pledge card itself – three versions, one each for carpet cleaners, painters and pressure washers – would feature a short pledge describing correct disposal of waste water. The business owner was encouraged to sign and return the card, and in return would be featured in a local newspaper ad recognizing environmentally responsible businesses. An incentive item (the exact nature of which was undetermined) would be mailed to each business upon receipt of the signed pledge card.

Pledge cards are a proven social marketing strategy. Research has shown that pledge cards are perceived as making a public commitment, and the people who sign them are more likely than not to live up to the behavior they have pledged. This history of success, along with the relative simplicity of the approach, led the project team to adopt a pledge card strategy as the main thrust of the mobile businesses education and outreach program.

F. Selected Strategy

The strategy selected for the mobile businesses campaign was the social marketing pledge card approach. The project team liked the proven nature of this strategy, as well as its directness and the ability to tailor pledge cards to each business sector. There was discussion about the efficacy of pledge cards, as some team members expressed concern that businesses would sign the cards but not actually implement the pledged behaviors. All agreed that simply signing the pledge card would be a positive sign. Behavior change was and is the campaign goal, and behavior change occurs slowly. The project team believed the pledge card strategy would build awareness among target audiences of the need to correctly dispose of waste water, and would serve as an important first step.

The pledge card strategy was built out with the following tactics.

1. A program brand and tagline.

2. An incentive to encourage participation: businesses signing pledge cards would be recognized in a local newspaper ad.
3. Pledge cards designed as oversized, postage-paid postcards (delivered via direct mail to target audience).
4. Introductory letter accompanying the pledge card and encouraging businesses to sign and return (included in direct mail packet).
5. Tips sheet on reverse of introductory letter with tips on proper disposal of waste water (BMPs). (Note: Spanish translations of the tips sheets are available through links on the business category pages of the Dump Smart website.)
6. A toll-free phone number to call with questions about the pledge card program (number was set up with voicemail boxes for each participating jurisdiction).
7. Non-governmental web portal with links to various jurisdictions and more detailed information on proper waste water disposal.
8. Window cling featuring program branding; sent to each participating business upon receipt of signed pledge card.
9. Electronic file of the relevant newspaper ad (six versions were produced) along with suggestions about how the ad could be used to further promote the business.

Complete details on implementing the pledge card strategy can be found in the campaign implementation section of this report.

VII. CAMPAIGN CREATION

A. Key Message Development

Developing key messages for the campaign was an all-important first step. An overarching message was necessary to unify the campaign: this theme would speak to all business categories under a single umbrella, and would provide the foundation for campaign brand development.

The following campaign umbrella message was selected after much consideration and discussion by the project team.

Waste water is harmful (even when green products are used).

Messaging unique to each of the three mobile business categories was also required. This process was complicated by the fact that carpet cleaners, painters and pressure washers don't generate waste water in the same ways, and their methods of disposal are equally disparate. The team believed the effectiveness of the campaign would rely heavily on short, simple key messages that were easily and immediately understood. Accordingly, it was imperative to distill the various business category messages into compelling sound bites.

Category-specific messages were focused on BMPs. These tend to be layered and sometimes complex, depending on the business category itself. Behaviors were prioritized and only one was selected for

each category: the behavior deemed to have the greatest positive effect in reducing stormwater pollution if practiced. Individual business category behavior messages were as follows.

Carpet Cleaners

Empty waste water down a sink, toilet, bathtub or shower drain; if a septic system is in place, collect waste water and take it to a sewer discharge site for proper disposal.

Painters

Clean painting equipment in a sink or bathtub, or empty water used for cleaning down a toilet; keep thinners for cleaning oil-based paints in a container with a lid.

Pressure Washers

Collect waste water and take it to a proper sewer disposal facility, or, with water only, place filters over nearby storm drains.

Finally, the project team recognized the need to keep messages free of jargon and other “governmentese” to prevent target audiences from rejecting the campaign. Every effort was made to replace language such as “discharge” and “procedures” and “BMPs” with more user-friendly terms that did not convey a regulatory intent.

B. Branding

A brand was created to give the campaign character and substance, and to successfully engage with target audience members. Effective brands attract attention, speak directly to their audience, and provide a framework for key messages. They also offer visual appeal. Brands may or may not include a tagline or a graphic element or treatment.

The project team was presented with six potential campaign brands. Each included a tagline. The brand selected was:

Dump Smart
It's Not Just Water

All agreed that a visual depiction of the brand would strengthen its ability to communicate by creating energy and interest. After reviewing a number of design options, the project team chose the following:



C. Materials Design

The design of materials for the Dump Smart program followed four general guidelines to ensure maximum effectiveness and success in engaging with target audience members. Guidelines were:

- Keep messages brief and succinct.
- Avoid the use of language and/or visuals that implied government involvement (and regulation).
- Use program branding consistently to establish a recognizable identity.
- Create clean, compelling graphic elements to reinforce key messages.

Pledge Card. The two-sided pledge card was designed as an oversized postcard in colors with strong, deep colors. To encourage recipients to actually read the cards, the project team worked hard to craft pledges for each of the three mobile business categories that were short and direct. (Note: Spanish versions of the three pledge cards are available through links found on the business category pages of the Dump Smart website.)

Stationery and Mailing Labels. Letterhead and mailing label templates were designed using the Dump Smart brand. These pieces enhanced the program's credibility, and the brand's distinctiveness was expected to encourage recipients to open the envelopes when delivered by mail.

Window Cling. Simplicity was the watchword when designing the window cling. Its purpose – to build awareness of the Dump Smart program – was reinforced by the use of just two elements: the logo and website address.

Website. As with all materials created for the Dump Smart program, the website was designed with target audience members in mind. Its original purpose was to serve primarily as a portal to mobile business-related pages on each individual jurisdiction's website. When it became apparent that resources were available to expand the site, a page for each business category (carpet cleaning, painting, pressure washing) was added. A short narrative describing the importance of proper waste water disposal was crafted for each page, linking to a PDF featuring more detailed tips (BMPs). Additional resources – such as links to relevant articles and trade associations – were also featured.

Newspaper Ads. Six versions of the newspaper ad were designed, one for each of the participating jurisdictions. The size of each ad was dictated by the number of businesses being recognized, which in turn was determined by the number of signed pledge cards received. The target audience for newspaper ads was consumers, not mobile business owners. The headline was written to intrigue this audience: "Choose a Dump Smart Business." Copy was kept brief and to the point.

VIII. CAMPAIGN IMPLEMENTATION

All files containing original art for the Dump Smart program materials are available on the Washington State Department of Ecology website.

As campaign implementation began, it became evident there was not a sufficient number of mobile businesses within the existing five partner jurisdictions to meet the grant requirement of contacting 3,000 of these companies. To alleviate the problem, Spokane County and the City of Kent were added as implementation partners. This ensured Dump Smart would deliver outreach and education to the required number of mobile businesses, and the required number of municipal stormwater permitted jurisdictions. Ultimately, 26 jurisdictions took part in the project: five original partner jurisdictions, two new (Spokane County and City of Kent), 13 cities in Snohomish County, four cities in Kitsap County, and two cities in Spokane County.

A. Materials Production

A printer in Bellevue produced the pledge cards. To maximize resources, introductory letters and mailing labels were printed using a color copy machine. Window clings were produced by a specialty label company.

TIPS FOR LOCAL IMPLEMENTATION

Pledge cards were designed to allow local customization. The back of the card includes the deadline for submitting signed pledge cards and a footnote section listing the newspapers that will feature recognition ads. Copy in both of these sections should be revised to reflect local requirements.

Letterhead and mailing label templates are also easily altered, although the letterhead does not require any changes. The existing return address on mailing labels must be replaced with an appropriate local address. Note that the USPS requires a return address on mailings such as this.

Window clings can be ordered from Labels West. For reference, the order number for Dump Smart window clings used in the original program is invoice #102943. Changes to the window cling design are not recommended.

Upon completion of the original Dump Smart program, the Washington Stormwater Center has agreed to manage the Dump Smart **website**. New jurisdictions choosing to implement the program should contact the Washington Stormwater Center with a request to add their city/county link to the site's landing page. The Washington Stormwater Center can be reached at www.wastormwatercenter.org.

B. Direct Mail Process

A Seattle direct mail house, Lacy & Par, was used for preparing and distributing the mailing of Dump Smart introductory letters and pledge cards to mobile businesses. Because the mailing involved more than 3,200 packets to prepare, using the services of a direct mail house was deemed most efficient. Lacy & Par scrubbed the mailing list to remove duplicate and incomplete or inaccurate addresses,

printed the introductory letters (three versions), printed and applied mailing labels, collated and stuffed envelopes and prepared the necessary bulk mail paperwork.

It should be noted that using first class postage instead of third class (bulk mail) provides greater assurance that mail will be forwarded if the business has moved, or returned if the company no longer exists. First class postage is more costly but provides better current information about each mobile business.

TIPS FOR LOCAL IMPLEMENTATION

With a small mailing (less than 1,000 pieces), using a direct mail house may not be necessary or cost effective. Ensuring the mailing list is scrubbed prior to use is important, not only to avoid the unnecessary cost of preparing and mailing packets that are undeliverable, but also to obtain an accurate size of the target audience.

C. Pledge Card Management

Signed pledge cards began to arrive four days after the mailing went out. A post office box had been rented to receive the cards; this option was selected to minimize any perception of government involvement and to simplify the process of collecting and tracking pledge card information. Information from the cards was entered into an Excel spreadsheet on a daily basis.

Window Clings. Dump Smart window clings were mailed back to each business submitting a pledge card. Ten clings were sent to each business, accompanied by a letter thanking the owner/manager for participating in Dump Smart and encouraging him/her to display the window clings in company vehicles.

Toll-Free Phone Number. A toll-free phone number was purchased in advance and the number was provided in the direct mail packet – on both the introductory letter and the pledge card itself – for mobile business owners to call if they had questions or wanted more information. The number allowed businesses to call without incurring any cost (focus group findings had revealed a high level of sensitivity to sustaining additional expenses) and also reduced any perception that Dump Smart was government-sponsored.

The number was set up to answer with an auto-response advising the caller to leave a message in one of five voicemail boxes:

“Thanks for calling Dump Smart – It’s Not Just Water. Please select the city or county where your business is located. If your exact location isn’t on our list, select the location closest to you. For Snohomish County, press 1; for Kitsap County, press 2; for Spokane County, press 3; for City of Seattle, press 4; for City of Moses Lake, press 5; for City of Wenatchee, press 6”.

Each jurisdiction was responsible for checking its assigned voicemail box, and messages were returned within 48 hours. Use of the toll-free number was fairly limited throughout the duration of the Dump Smart program: in total, fewer than 25 legitimate calls were received.

City jurisdictions within Snohomish and Kitsap counties were contacted to ask their permission for the respective county project partner to respond to phone messages received on the toll-free line. Cities were told they would be forwarded any site-specific questions for direct follow-up.

TIPS FOR LOCAL IMPLEMENTATION

Use of a **post office box** is strongly encouraged because it offers a neutral identity. Rental is often possible through an online application process and a box number is assigned immediately upon receipt of payment.

Setting up a **spreadsheet to capture information from submitted pledge cards** simplifies the tracking of participating mobile businesses. It also eases the process of mailing window clings and newspaper ads (see “Newspaper Ads” section below). Fields to include in the spreadsheet include:

- Date card received
- Business name
- Contact last name
- Contact first name
- Street address
- City
- State
- Zip
- Phone
- Email
- Business category

The number of **window clings** mailed to each participating business can be determined by the local jurisdiction. The more clings visible in the community the greater the opportunity for Dump Smart to gain traction as a behavior change tool.

A **toll-free phone number** is probably not necessary if Dump Smart is implemented in a single jurisdiction. However, having a phone number of some sort is highly recommended: it will legitimize the program and provide a resource for mobile businesses seeking more information. If a standard phone number is used, consider a dedicated line or one that is not answered by an operator or main switchboard announcing “Snohomish County” or “City of Seattle” or the name of another government entity.

D. Newspaper Ads

An ad recognizing Dump Smart businesses, placed in each jurisdiction's local newspaper, was purchased to motivate mobile businesses to participate. Printed papers were chosen over online versions because the project team felt target audience members would respond most positively to their more tangible nature. Six ads were placed, one each in the following:

- Seattle Times
- The Herald (Snohomish County)
- Spokesman-Review (Spokane County)
- Kitsap Sun
- Wenatchee World
- Columbia Basin Herald (Moses Lake)

Because each ad featured a list of Dump Smart businesses, ad sizes were determined based on the number of businesses listed. Ads for the Seattle Times (53 businesses) and The Herald (56 businesses) were four columns by seven inches. The Spokesman-Review (22 businesses) and Kitsap Sun (11 businesses) were three columns by six inches. Ads for the Wenatchee world (five businesses) and Columbia Basin Herald (two businesses) were sized at two columns by six inches. Another consideration in determining ad sizes was the need to effectively compete with other ads for the attention of readers.

Placement of ads was requested in the general news or living sections of each paper. Ads ran simultaneously on a single Tuesday.

Each mobile business owner was sent an electronic file of the ad appearing in his/her local newspaper. Accompanying the file was a letter thanking the business for participating in Dump Smart, and suggestions about using the ad to market the company's proper waste water disposal practices. Suggestions included posting the ad on the business's website, making copies and distributing them to actual and prospective customers, printing and framing the ad for display in a business vehicle or retail location, and including it in email newsletters or other online communication with consumers.

TIPS FOR LOCAL IMPLEMENTATION

Purchasing **newspaper ads** to recognize Dump Smart business participants is a matter of contacting the local newspaper to determine cost and submission deadlines. Recommended timing of a newspaper ad is three to five weeks after the deadline for businesses to submit signed pledge cards. This will allow time to update existing ad copy with the names of participating businesses. Minimum recommended ad size is two columns by six inches; to some degree, size will be determined by the number of businesses sending in signed pledge cards.

Jurisdictions implementing the Dump Smart program should contact the display advertising department of their local newspaper to discuss rates and reserve ad space. Total advertising costs are calculated using a column inch rate applied to the size of the ad; ad size is determined by multiplying the number of columns (width) by the height of the ad. An ad three columns wide and

six inches high equates to a total size of 24 column inches. If the display advertising rate is \$25 per column inch, the cost of the ad will be \$600.

Many newspapers offer a reduced rate for non-profit and government advertisers.

Most newspapers will require a jurisdiction to provide electronic files with artwork for a display ad at least three days in advance of the day the ad will run. Newspaper ads produced for Dump Smart can be customized to feature the names of mobile businesses being recognized. This customization can be completed by the jurisdiction’s own graphics department or by the newspaper itself.

IX. CAMPAIGN EFFECTIVENESS MEASUREMENT

Two primary metrics were used to assess the effectiveness of the Dump Smart campaign:

- Number of mobile businesses submitting signed pledge cards
- Follow-up research with participating businesses (those that signed pledge cards)

A. Number of Participants

One hundred forty-nine mobile businesses submitted signed pledge cards. Based on the mailing to a total of 3,287, this represents a participation rate of 4.5 percent. Annual research conducted by the Direct Marketing Association reveals average response rates for direct mail campaigns of this type range from 1.4 percent to 3.4 percent. The Dump Smart program out-performed this benchmark.

A review of pledge cards received by jurisdiction and business category revealed the following:

Jurisdiction	Signed Pledge Cards Received			Total
	Painters	Carpet Cleaners	Pressure Washers	
City of Moses Lake	0	2	0	2
City of Seattle	36	12	2	50
City of Wenatchee	2	3	0	5
Kitsap County	4	6	1	11
Snohomish County	34	17	5	56
City of Kent*	2	1	0	3
Spokane County*	13	8	1	22
TOTAL	91	49	9	149

*As mentioned in Section VIII, Campaign Implementation, Spokane County and the City of Kent were added to the pilot project to ensure 3,000 mobile businesses were contacted with messages about proper waste water disposal.

B. Follow-up Research

Research was conducted with the group of 149 mobile businesses that submitted signed pledge cards for Dump Smart. The project team explored the possibility of conducting research with both this group and with the group of mobile businesses that did not respond to the direct mail strategy. Data from

non-participants would have yielded insights about why these businesses did not take part. However, the grant's time constraints and budget resources eliminated this option.

Objectives, Methodology, Sample. Follow-up research in the form of an online survey was conducted to 1) collect feedback from participants about the Dump Smart program, and 2) explore why participants chose to engage with the program by submitting a signed pledge card. Email addresses were available for 120 of the 149 businesses taking part; bounce-backs resulted in a valid sample size of 101. Thirty-five (35) online surveys were completed.

Motivators, Benefits and Barriers. The primary motivation for businesses to submit a signed pledge card was concern about water quality, coupled with a desire to communicate that concern to customers. Giving business operators a way to assure customers they are environmentally friendly (through newspaper ads) was the key perceived benefit. In terms of barriers, when asked, "When you were deciding whether or not to return the card and take the pledge, what were some of the reasons not to take the pledge that you thought about?", 14 respondents said they thought they might be opening themselves up to a lot of follow-up calls and/or mail.

Other Findings. The "Dump Smart" name resonated with program participants: 14 of 32 respondents said the name was the reason they opened the envelope. In addition, a majority (26) believe having businesses sign the pledge card is an effective way to increase environmentally friendly practices.

Complete, detailed findings from follow-up research are available in the appendices section of this report.

X. LESSONS LEARNED

There were several lessons learned from the Dump Smart pilot campaign that should be considered in future implementations of the program. Revising and adjusting the campaign to reflect these findings should result in greater success through an enhanced strategic approach.

One approach doesn't work for all business categories. While the pledge card strategy achieved encouraging success with the carpet cleaning and painting business sectors, it did not gain any traction within the pressure washing category. This may be due to the more transitory nature of pressure washing: because purchasing equipment is relatively inexpensive and little training is required, it's a business that can be picked up easily and dropped just as quickly. Pressure washers who are not committed to growing their businesses may also be unwilling to adopt changes in waste water disposal, especially if they see pressure washing as a temporary source of revenue.

Multiple "touches" increase response rates. In an effort to increase participation among carpet cleaners, a second mailing of pledge cards was sent to this group only. The second mailing was released approximately 14 days after the initial mailing, and generated a noticeable spike in returned pledge

cards from carpet cleaning businesses. The project team estimated up to half the volume of pledge cards from carpet cleaners was submitted because of the second mailing. When resources and time allows, two mailings appear to be a strong method for encouraging maximum program participation.

XI. APPENDICES

The detailed documents listed below are provided on the following pages.

- a. Focus groups summary report
- b. Materials samples
- c. Follow-up research summary report
- d. Detailed project budget
- e. Dump Smart brand usage guidelines
- f. Pilot project partners contact information



Water Dependent Mobile Businesses

Focus Groups

November 2010



Water Dependent Mobile Businesses Focus Groups

November 2010

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INTRODUCTION

This report presents a summary of six focus groups conducted with owners and operators of water-dependent mobile businesses in Washington State in November, 2010. This project was sponsored by Snohomish County Surface Water Management, as the lead agency for a grant from the State Department of Ecology under the Municipal Stormwater Grants of Regional or Statewide Significance program.

The primary objective was to inform strategies to raise awareness and to effect behavior changes among these types of businesses to improve water quality.

This project focused on the wastewater practices of carpet cleaners, pressure washers and painters. The discussions explored current attitudes and practices, including barriers and motivations for change.

The groups were generally segregated by business type, but there was some overlap and inclusion of janitorial services and window washers, due to multiple related of services offered by several of the firms. The groups were:

	Lynnwood Nov 3	Spokane Nov 10	Burien Nov 15	Vancouver Dec 1
Carpet Cleaners	X	X		
Pressure Washers		X	X	
Painters			X	
Mix				X

The Lynnwood group included firms from King and Snohomish counties

The Burien groups included firms from King County

All participants were paid \$100 as compensation. The project was designed and conducted by Elway Research. Each group was moderated by Stuart Elway, and was audio and video recorded. Snohomish County staff and others were able to observe via one-way mirror or closed-circuit television. Video recordings and transcripts of the groups are provided under separate cover.

PROFILES

Participants were recruited from lists on business provided by the client and from the yellow pages in each community. The tables below present a profile of the participants in each of the six groups. Although participants for each group were recruited because of a particular activity (e.g. carpet cleaning), the nature of these businesses meant that several of the participants engaged in more than one of the activities of interest.

Spokane Carpet Cleaners	Years in business	Employees	Service Area
Carpet Cleaning/Janitorial	6-10	>10	County
Carpet Cleaning	>5	>10	Several Counties
Carpet Cleaning/Janitorial	11+	>10	County
Carpet Cleaning/Janitorial	11+	>10	County
Carpet Cleaning/Janitorial	11+	>10	Several Counties
Carpet Cleaning/Power Washing/ Janitorial	>5	>10	County
Janitorial/Carpet Cleaning	11+	>10	Several Counties
Carpet Cleaning	11+	>10	Several Counties
Carpet Cleaning/Janitorial	11+	>10r	County

Puget Sound Carpet Cleaners (Lynnwood)

Carpet Cleaning/Power Washing/ Janitorial	6-10	>10	Several Counties
Carpet Cleaning/Drywall/Painting	11+	>10	King Co.
Carpet Cleaning/Power Washing	>5	>10	Several Counties
Carpet Cleaning	>5	>10	Several Counties
Carpet Cleaning, Painting, Drywall	11+	>10	King Co
Carpet Cleaning	>5	>10	Several Counties
Carpet Cleaning	>5	>10	Several Counties
Carpet Cleaning/Janitorial	>5	>10	Statewide

Puget Sound Pressure Washers (Burien)

Power Washing	11+	2	Several Counties
Power Washing/Painting	10	1	King County
Power Washing	4	2	King County
Power Washing/Janitorial	>5	4	Several Counties
Power Washing	22	2	King County
Power Washing	20	3	King County
Power Washing	30+	3	Several Counties

Spokane Pressure Washers	Years in business	Employees	Service Area
Power Washing	11+	>10	Spokane County
Power Washing	Less 5	>10	Spokane County
Power Washing	6-10	>10	Statewide
Power Washing	Less 5	>10	Several Counties

Puget Sound Painters	Years in business	Employees	Service Area
Painting/Power Washing	11+	2	Statewide
Painting	9	8	Several Counties
Painting	3	>10	King County
Painting	11+	14	Several Counties
Painting	9	4	King County
Painting/Power Washing	11+	10	Several Counties

Vancouver Mixed Group	Years in business	Employees	Service Area
Power Washing	8	11-20	Several Counties
Power Washing	7	11-20	Several Counties
Janitorial	6-10	1	Several Counties
Janitorial	11+	>10	Statewide
Carpet Cleaning	6-10	7	Clark County
Carpet Cleaning	Less 5	>10	Statewide
Carpet Cleaning	11+	>10	Clark County
Power Washing	11+	1	Several Counties
Power Washing	11+	>10	Several Counties

KEY FINDINGS

These discussions illuminated many barriers to changing the practices of mobile businesses improve water quality:

- ❖ **Environmental concerns were centered on choices among products, not how they dealt with waste water.**
 - They and their clients are more concerned about the impact on themselves, pets and their own plants, than with the broader environment.
- ❖ **They see themselves as already as compliant as economically feasible.**
 - The carpet cleaners, in particular, seemed to be doing what they are supposed to with waste water.
- ❖ **The market will not support stricter measures.**
 - Most customers are unlikely to pay extra for more environmentally safe measures.
 - Their industries exist with low profit margins, which they feel would be destabilized by changes, including the use of more expensive, safer products, and/or more restrictions on dealing with waste water.
- ❖ **The industry is difficult to communicate with/police.**
 - These businesses are easy to enter and require few special licenses or certifications. Thus:
 - ~ Non-compliant firms and individuals are isolated in a large field.
 - ~ There are few points of contact that would provide governments avenues to reach the population.
 - Except for the carpet cleaners, association membership is spotty at best.
 - They are often resistant to government involvement.

However, many also voiced what could be tapped into as motivations:

- ❖ **They want to do the right thing:**
 - They care about the environment.
 - They want to avoid products and practices that could be detrimental to themselves and/or their employees.
 - Some clients ask them to mitigate their impact.
 - It's "not worth it" to risk fines.

- ❖ **There is great opportunity / Need for more education:**
 - Many did not know that every storm drain leads to a body of surface water, regardless of whether it is marked as such.
 - There is confusion as to what is safe to let soak into the ground, particularly among the cleaning agents used by power washers.
 - They are more focused on what they *apply* than what they *rinse off*. Few pressure washers, particularly, appreciated the impact of what they rinse off - concentrations of natural products (“dirt”) - getting into streams.
 - Few appreciated the cumulative effect of multiple small quantities of “harmless amounts” of chemicals.

CARPET CLEANERS

TWO GROUPS HAD VARIED PROFILES

The Puget Sound group of carpet cleaners consisted of five owners and four managers of businesses located in Snohomish and King Counties. Collectively their businesses serviced the central Puget Sound area from Lacey to Mount Vernon, Redmond to Kitsap County.

They encompassed a wide range of experience, from one who was in his first year in the business to another with 30 years of carpet cleaning. They also included a range of business sizes: Most had two employees, a couple had only one, one had 16, plus three subcontractors, and one reported employing sixty. The businesses usually owned one to two vehicles, with the larger firm owning four.

The Puget Sound participants belonged to a variety of business-related/trade groups, such as the Carpet Cleaners Institute of the Northwest, the Chamber of Commerce, and Business Networkers International.

The Spokane group consisted of three women and six men, all business owners. Around half of the group's businesses involved other janitorial services in addition to carpet cleaning. Several of the "carpet" cleaners also serviced "hard" floors. The participants included a mix of residential and commercial cleaners, with most predominantly one or the other.

All but one participant in Spokane had been in business for more than 18 years. They belonged to fewer trade groups than their counterparts in Puget Sound; the local Carpet Cleaners Institute of the Northwest had been disbanded. The association was said to be less useful "since the internet came in" and information was available online.

ENVIRONMENTAL CONCERN = PRODUCT USED

The environmental concerns in both of these focus groups centered on the products that they use, particularly "green" products. They were more motivated by the effects of direct contact with the products than the wider environment. No one brought up waste water disposal without being prompted.

Clients and Cleaners Own Health are Motivators

Some participants said that "green" products were requested by clients (particularly governments). Most also preferred less caustic chemicals for their own and their employees' health as well.

Customer requests for “green” products were prompted more by the “personal environment” than general environmental concern or worry about water quality. Most frequent issues were allergy concerns (including desires for fewer scents), and residue that could impact children and pets in contact with the floors. Only one cleaner in Spokane said that this concern was “over-hyped.”

“Most of the clients that I have, they’re not so much concerned about whether this product is going to rinse away into the river; they’re just more concerned about their own, personal environment.”

“Twenty years ago, it wasn’t important enough, in my opinion.”

“I’m always looking for [product]...that’s user-friendly for the person that’s cleaning.”

“I have a lot of asthma customers and also customers that are allergic to chemicals that end up hospitalized. And I can actually go in and shampoo their carpets and they don’t get sick. And it’s safe for dogs and cats and dries in a couple of hours.”

“I think people’s view is that those go kind of hand in hand, like if it’s green it means it’s not toxic, or if it’s green it can’t hurt me.”

The Puget Sound cleaners said that the trend was more pronounced on the West Coast than elsewhere in the country; those in Spokane agreed that environmental concerns were more prevalent in the western side of Washington (although they did recall the “DuPont don’t-use-it scare.”)

“I maybe get 3 percent of clients who say, ‘Hey, can you use this?’”

There was recognition that industry practices were much better for the environment now than they had been in past decades. Not only are cleaning products less caustic, but hotter water and stronger machines mean that there is now less reliance on chemicals for cleaning power.

“There are at least four or five people that were in the industry when we went in. Three of them died of different lung respiratory problems, (which) they definitely attributed to a lot of the cleaning products used back in those days.”

Barriers to Better Product Use Include Unclear Definitions and Expense

The “green” discussion in both cases led to the question “*What is green cleaning, really?*” There was distrust of “green” labeling. The Puget Sound group discussed the expense of “green certification” as a reason that many safe products were not always labeled “green” specifically.

There was general agreement in both groups that it would not be cost effective to promote themselves as a “green” business. They felt that such a position would have to be all inclusive, with “an immense amount of research,” as well as changing all their business practices – solar panels in the office, all electric cars, all recycled paper, etc.

"If you're a green cleaner and you're running the gasoline engine, is that really green?"

"You'd have to charge such a high price to be able to compensate for all that you're doing to try to be green. You would only be able to clean carpets for the very, very elite".

"Green" Also Not as Clean

There was general agreement in both groups that "green products" did not always clean perfectly. They spoke of warning clients of such shortcomings, or using stronger chemicals in more limited applications.

"People still want things bright and shiny, so to speak, that you can't get with all green products."

"The more green I try to get, the less the carpets get clean."

"You can do the best you can. You can use some green products that are working. You can use a different machine, a portable rather than something else. You could stop using the propane cleaners. But to go completely, it wouldn't be possible."

BARRIER TO DISPOSAL CHANGE =ALREADY COMPLIANT

The carpet cleaners in both groups were in agreement that they were not polluting waterways with waste water. They were aware that their waste water was classified as "gray water" and unanimously said that they directed it to the sewer system. Re-education and practice changes in terms of water dumping would be a huge undertaking.

"It's considered gray water, so you want to have it go to someplace that's going to be treated...Common sense is going to rule out any place of confusions."

"I think it needs to go be dumped in some kind of a treatment-type facility. You can't dump it in a storm drain. That just empties out into a lake, stream, or a river. It has to go through a treatment plant or a septic system or something like that."

Many dump the water into the sewer system at the job site (down the client's toilet, with permission, or down floor drains or janitors' "slop sinks" in commercial situations.) A toilet was seen as not only more convenient, but also having no chance of confusion.

"It's more trouble to go out and dump your water out into the street than it is to just run the hose into a toilet."

"A toilet is as treated as we can get."

Some did store waste water in their truck tank, and then dumped it into the sewer system between jobs or at the end of the day. A few had such drains at their own shop, others went to "neighborhood" sites.

Both groups acknowledged that “old-timers” used be less careful, dumping water down streets, on lawns, or leaking it out on highways. They also each mentioned that “others” may still be problem, particularly “up starts” that did not know better or were less scrupulous.

Motivations Intrinsic and Extrinsic

These participants not only did not think the risk worth the fine (thought to be between \$1,000 and \$15,000), but they also did not think it ethical to direct the waste water other than into sewers.

“I mean, it’s not worth doing. We’ve never done it.”

“I have a salmon creek. I wouldn’t dump the water into that salmon creek any more than I would on somebody’s lawn or down the storm drain.”

Slip Ups Are Isolated Issues

The carpet cleaners in both groups conceded that there were isolated incidents of improper disposal, from both unscrupulous up-starts and among their own employees. For the most part, they felt that their employees were well-trained, and that those that broke the rules were soon out of the business. They could not be goaded to admit illegal water dumping, even at night.

“We had a fool that put wax water into the sewer in front of the water quality building in Seattle. He’s no longer with us.”

“They’re looking for a new job...”

“A person that will do something like that and be unethical, they’re also unethical when it comes to doing the job and doing the cleaning and cheating people and that sort of thing. If you’re fair and honest and you do things right, you usually stick around.”

A few participants in both groups mentioned that others polluted more than they do – home car washers in particular:

“You’re supposed to drive it up on your lawn. Nobody does that and nobody enforces that law. So if you’re going to say should regulations be stricter, well then you’re going to have a lot of people not being able to wash their car, at least not on their property.”

“If you look at how much gray water goes out of a house every day, dishwasher...(and)...washing machine, it’s not even I don’t think comparable.”

BARRIER = NEGATIVE ON GOVERNMENT INVOLVEMENT

In both groups, the carpet cleaners described themselves as “self-regulating.” Very few had contact with any regulating agencies.

“We don’t need regulations in the industry. We kind of self-regulate ourselves. I mean, we really do.”

Those in the Puget Sound group mentioned the futility of their Materials Safety Data book.

“We have a book in each van with pages and pages of everything we have on the truck. Nobody’s ever stopped us. It took a lot of time to put that stupid thing together, but we keep up on it.”

Central Dump Sites Cost Prohibitive

Both groups bristled at the possibility of more regulation; in particular, they reacted negatively to the idea of more limited water-dumping sites.

“There’s not enough of those around, so it’s not really practical.”

“If the state or local changed that and said, ‘You need to take it to a treatment plant,’ none of us would be in business.”

“It would probably triple the cost of carpet cleaning.”

“If they did make that regulation, it would make it worse, because people would be more likely to be dumping into storm drains.”

“All it’s going to do is take away from us, because we operate on a pretty small profit margin.”

Industry and Suppliers Main Source of Information

The Puget Sound carpet cleaners said that they got their information about products and environmental regulations from industry organizations, online, or their “certification program.”

“We would most likely find information we’re looking for from one of the certifications, IICRC or CNC, any one of those that’s written an article on the subject.”

In Spokane, the product suppliers were the main source of information – even about local environmental regulations – followed by trade publications, ICRC class, the internet, “other cleaners, networking,” and “trial and error.”

“I enjoy the fact that the supply house sort of is the expert and is doing this, because I don’t have time to be reading the rules and regulations all the time... I don’t want to have to think about it.”

“Somebody will tell us. The supply people or someone.”

“As far as environmental impact issues, too, our area is so conscientious about the aquifer that if there’s any changes or any new regulations that are coming out, they make sure it’s out there.”

Opportunity to Clarify

Although these cleaners were clear that they should not dump their waste water in storm drains, there was a lack on consensus as to whether or not it was harmful to dump carpet cleaning waste water on permeable ground. A few cleaners in the Spokane group said that it was acceptable, and that the water may actually be fertilizing. Others countered that the heat of modern waste water would kill plants.

“People with septic systems say that you can use their gardens.”

“I actually at my house have some beautiful 28-year-old trees that were fed on carpet cleaning solution.”

There was also some confusion as to drains labeled “sewer” vs. “storm drain.” Most would still want to dump somewhere more private – not on a road side where passers-by could get confused and report them for polluting.

“The issue lies in the fact that they don’t always know where every storm drain’s going that’s in the street.”

In Spokane there was discussion of the possibility of recycling the waste water, either to be used again by the cleaners, or to be used for irrigation. However, most of the group did not agree.

Those newer to the business in Puget Sound group said they could use more education. A few also wished that they could locate more industry-specific information. They also favored “carrots” over “sticks”:

“I don’t want a letter that condemns you. I want a letter that says, ‘Okay, here’s what we think how you could help keep Washington State clean, and here are some rules. And here are some common sense things.’”

“I think it’d be far more effective to have some kind of literature, information, that would cover these things, that would be helpful to not only carpet cleaners, but janitorial services and maid services. I mean, the cleaning industry as a whole could benefit from that information.”

Asked about government incentives to change their practices, they focused on money. But few felt that government incentives would help defray the expense, and not all agreed that it should

“Yeah, if the state wants to write me a check for ten grand, I’ll be more green.”

“But that’s still the taxpayers. So I’m not for it.”

PRESSURE WASHERS

POWER WASH BUSINESS VERY VARIED

The Burien power washer focus group consisted of five men and two women who had been in business between five and 20 years. The Spokane group included four men who had been in business from a few years to dozens.

The power washers described their businesses as varied, with a mix of residential (house sides and roofs, driveways and sidewalks) and commercial (building exteriors, fleets and one Spokane man who cleaned restaurant hoods.)

Hardly any belonged to industry associations – one person in Seattle belonged to International Window Cleaners Association and the Spokane hood cleaner to the Certified Hood & Duct Cleaners Association. Others said that associations were not worth the expense – they could get information easily now from the internet.

In general, the power washers described an industry similar to carpet cleaners: a mix of long-time operators and an ever-changing crowd of “newbies” who could get started with minimal equipment investment.

“Every time Boeing has a layoff, you know, the first thing they think of (is), ‘Okay, I’ll go get a pressure washer. I’m in business for myself.’”

LOW AWARENESS OF RUNOFF IMPACT

Because of the variation in what they clean, these power washers used a range of products, including “degreasers” (for fleets and restaurant hoods), bleach, TSP and Simple Green on houses, and pesticides on shake roofs. Many used only water.

Although some did use Simple Green, there seemed to be less concern over product safety than there had been among carpet cleaners. Chemicals were said to be diluted “by so much water,” and bleach broken down to salts. A Spokane participant said that “HAZMAT” sheets proved that all the chemicals were “environmentally safe.”

Those prepping houses for painting on the western side of the state were particularly firm that chemicals were essential to kill off mold and mildew:

“We’ll just soak the whole house, literally just drench it with the chemicals, and then we pressure wash it.”

“These houses go for years and you won’t see any mildew. It works.”

“Chemicals are the way to go in a lot of these jobs around here.”

There was some awareness of care for the environment, although as with the carpet cleaners, the power washers and their customers seemed more concerned with their personal health. Residential cleaners spoke most often of covering plant beds to reassure homeowners. Some customers asked about the products, but most were easily appeased.

"You're not shooting that bad a chemical, anyway. Basically, it's the plants. You tarp them, rinse real well. The worms don't like you, but other than that, it's okay."

"Just put it in a green bottle."

A participant in Burien described how he made it the "client's problem:"

"We tell them right upfront and it's in our contract we make them initial that they're responsible for any recapture issues, any kind of issues with runoff. It's their responsibility."

Many Said "It's Just Rain"

Several likened their process to being no different than nature, failing to see the intensity of power washing.

"It'd be like it rained outside... It's the same thing. It's just water."

"It's just dirt and mildew and moss and mold, just the stuff that should be the ground."

"You'll get passive runoff ongoing every time it rains on that homeowner."

"The environment you're worried about is some water, dirty water getting on the grass"

"Where do you think a whale poops?"

Even the dangers of restaurant hood grease was said to be over-dramatized:

"That's the same stuff that people are putting in their body... we're going to say to him, 'Get your stuff recovered,' but yet it's the same stuff my French fries are cooked in?"

Still Lack of Clarity on Storm System

Many power washers spoke of avoiding cleaning near a storm drain, implying some understanding of the risk.

"They're not like a sewer, you know?"

Others made comments suggesting incomplete understanding, such as being more concerned if the storm drain was near a lake or river, or a job was by the Sound. One said that a drain would "be imprinted" if it did drain to a lake or river.

"We have no impact on Puget Sound, unless you'd be doing an extremely large complex that was right on the water, and then you were using some really heavy chemicals and stuff."

“Others” More to Blame

As with the other groups, the power washers defended themselves with claims that others polluted far more than they did. This included “the guys who are doing the grease stuff,” and homeowners.

“It’s the homeowner that does the polluting, not the guy who’s in business, because he wants to stay in business.”

RECAPTURE “IMPOSSIBLE” OR TOO EXPENSIVE

Most of these participants had some experience in “recapturing” water, but almost exclusively on commercial jobs.

- Fleets were cleaned at sites where the rinse water could be collected or filtered (one participant described parking trucks on a “208” - a “grassy swell with grass and sand, for natural filtering”);
- One man redirected downspout water when cleaning roofs;
- One spoke of running a sump pump in the storm drain to re-collect some of the water;
- More extensive collection systems were used for a few government jobs; and
- Several mentioned covering storm drains with porous materials (including burlap and hay bales) that acted as filters for solids.

All agreed that recapturing water at residences was virtually impossible. They also felt it unnecessary, as the water “evaporated into the soil.”

“There’s nothing you can do. I mean, it’s where the water goes.”

“You clean it, and it dries up like rain.”

Cost is Biggest Barrier

As with the carpet cleaners, power washers in both groups felt that more stringent constraints on their waste water would be cost prohibitive. Most customers, even if they voiced concerns, were not willing to pay for more “environmentally-friendly” practices and products. Several power washers said that they were or would be “under cut” by firms not taking the same care.

“Everyone has a concern until you let them know what it’s going to cost to address their concerns. Then all of a sudden, it’s just clean it and get out of here.”

“It’d probably triple the cost if you had to reclaim the water.”

“We’re paid to clean the product. Most customers don’t really care.”

“Who’s to say I’m following the rules and this guy isn’t? And he’s \$200 less.”

Many mentioned turning down business with too many environmental constraints or potential damage. This included cleaning old houses, which could shed lead

paint chips, and cedar shake roofs, with their “oil-based stain and crap.” One participant had given up washing trucks at his home, when the “city government” introduced too many constraints.

“The city got involved and wanted me to make a bigger driveway and spend about 50 grand to make the road bigger and stuff, so I quit doing that.”

Education and Regulation

There were few positive mentions of experiences with government agencies. If governments were to act, most preferred that it be in the form of more education:

“As long as we get a head’s up, ‘Hey, you can’t do this no more. We’re going to look at you when you’re doing this.’ Instead of, oh, surprise, here’s \$10,000.”

A few spoke positively of incentives to help them buy new equipment. Another encouraged education for the homeowner instead, to encourage them to pay more for ethical firms.

A few welcomed more regulation, especially if it could “weed out” upstart businesses, and “get them out of our way.” Others thought that new, less cautious power washers would keep moving in.

PAINTERS

There were six painters in the Burien group. Several had been in business 10 years, and one for 20 (“too long.”) Most started painting as a summer job, then branched off to form their own company. Their firms varied in size from two painters to 14. They described their businesses as mostly residential (interior and exterior), although one had previously done a substantial amount of government work. They all agreed that business had decreased substantially in the past two years.

As with other groups, they got business mostly through referrals and the internet, the Yellow Pages having dropped in importance. Also as with the others, there is a low barrier to entry to becoming a painting business, although all of these participants eventually became “lead certified” to be able to prep and repaint older houses.

When asked where they got their information about environmental regulations, one said “the hard way” (by getting fined). Others said that paint stores were good resources for information about products. One participant belonged to the Painting and Decorating Contractors of America, which was not thought to be useful:

“They’re usually showing me how if I thought it was expensive before, just wait until you go into compliance mode. So that’s why I say, ‘Oh, please god, don’t tell me there’s more regulations that I have to ignore.’”

WATER NOT TOP OF MIND

No one brought up environmental issues in response to broad questions about their businesses. They described their conversations with customers as centering on schedule and reliability. When asked about material choice, they spoke of paint quality (coverage and durability), not environmental considerations.

Probes about clean-up branched into the differences between oil-based paint and latex:

- They clean up latex with water, either at the clients’ houses (especially small brushes) or back at their shop/home. Several mentioned cleaning brushes “on the lawn.” Otherwise, the waste water went “down the drain.” They knew to avoid storm drains, although, as with the power washers, there was some thought that only drains with the fish stencil went to a stream:

"We're operating under the assumption that the treatment plants have the ability to treat a certain percentage of the paint wastewater."

"We can't put it down a storm drain. We don't put them in if they have a little fish that says salmon on there."

- Oil paint was cleaned with paint thinner, which many said they saved and re-used. A few spoke of storing large quantities of left-over thinner.

There was a lengthy discussion of how to deal with leftover paint, including leaving it with clients, giving it to friends and relatives, and mixing it and selling it at a discount to other clients. One told a story of another painter who poured it in a hole in his backyard, which the other participants found abhorrent.

ENVIRONMENTAL ISSUES = AVOIDING OIL + LEAD

These painters did not think they had a reputation for being harmful to the environment. When pressed about environmental issues, they focused on paint fumes, the declining use of oil-based paint, and regulations on dealing with old lead paint.

"There is a huge push by all the manufacturers to put out products that are water-based products and low VOC or no VOC."

"Lead is the biggest thing right now."

Don't Pour it Down the Drain

More probing questions led to a bottom-line awareness to not pour paint "down the drain." It took very direct questions for them to say that sometimes customers expressed environmental concerns, but even then such issues seemed minor:

"Some don't care at all. Some are like, 'Oh, well, you're not putting that down the drain, are you?' And that's when you're like, 'No.'"

"The other part is common sense. Not pouring your paint and stuff down the drain, dealing with your solvents and things the right way."

They did not feel that they were harmful to water quality, although one admitted, *"We're not helping it."* Others thought that the industry had grown beyond the harmful years, or as with the other mobile businesses, that there were some unscrupulous, isolated "other" firms that were still doing damage.

"Maybe ten years ago, but not now."

"I'm sure there are painters that don't really care. They just dump it in the stream or the lake or wherever they can get rid of it. I mean, I'm sure that you're going to run into that. There's more responsible people like us who would never do that."

Being “Green” Not an Advantage

They did not see a competitive advantage to positioning themselves as more “green” than other painters, and like the carpet cleaners, they saw such a position as having to be too all-encompassing (electric vehicles, etc.) and costly.

REGULATION FATIGUE AND COST PRESENT BARRIERS

The painters spoke of being over-whelmed by existing regulations that were mostly about safety (particularly ladders.)

“I’m just simply annoyed at the sheer number of minute steps. You know, there’s no one thing you can point to that’s very difficult. It’s just the landslide. And it’s so distracting from actually producing a product.”

They admitted that they usually do not follow all safety regulations; for example, it would be too expensive to hire an extra man to just hold the ladder:

“We’d be out of business.”

“Here, I’ll show you. Do you got a straitjacket?”

“We wouldn’t be able to charge enough money.”

As with some other groups, they also resented more government restrictions on their struggling businesses:

“Yeah, it’s all about cost really. Everybody’s already kind of crisis. This would only make things harder.”

“It’s a way for government to just add more money out of smaller people.”

Prefer Education for Consumer

Like the power washers, the painters preferred role for government was as an educator to the consumer – they want the consumer to understand why certain environmental precautions are important, and why the customer should choose a painting firm that includes the expense for such steps:

“Hey, you’re aware that your house has lead on it and the new rules, if they’re not educated on it, they’re just going to say, ‘Well, the last guy didn’t say anything about that. What do you care?’”

They thought that the idea of requiring a special license was “unenforceable:”

“They could never have enough people hired to enforce it.”

It is notable that, at the same time they say rules are unenforceable and even admit to breaking many safety regulations, they all had the certification for working with old lead-based paint. Perhaps they do follow the rules if it is not a financial burden.

Incentives Varied

These painters had varied ideas when asked about possible incentives, including:

- Research on “better eco-friendly products that actually are as good”;
- Less expensive filtering systems for latex rinse water (one person said that the machine currently available costs \$700);
- A tax levied on paint that would help pay for dealing with the problem;
- Special credits for buying zero VOC paint, that could be redeemed for money or prizes.

“It’s better to have the final product that’s available, isn’t extremely expensive, and more or less is the only thing you can buy. Like if you could only just buy latex and it was the perfect paint but also it was green enough to more or less dispose easily of, that would be the best way to go.”

“I’d rather just have this money go into a department that does something like plant a tree for every gallon that I buy or something that offsets the necessary evil.”

MIXED GROUP

The Vancouver group contained nine owners and managers of businesses that did carpet cleaning, window washing, power washing, and janitorial work. They ranged in size from one single-person business to firms of 20 employees. Some did work in several counties, one state wide; most also did work in Oregon.

In general, they seemed more concerned with waste procedures than other groups, perhaps because they had put in practices to allow them to also work in Oregon. This is an indication that businesses elsewhere in Washington could also be trained into increased environmental sensitivity. Some, though, thought that Oregon had gone too far:

"Washington's a little bit behind the ball. Oregon is really on top of it."

"If you try to do everything by the book in Portland, you will do it here, too."

"They've gone through the roof with all their rules and regulations."

Most Aware of Waste Water Rules

Information sources about best practices and regulations were varied, with many going online to forums, talking to other companies and vendors. Carpet cleaners mentioned getting information from the IRCRC, and window washers from the International Window Cleaners Association.

Participants seemed very aware of the restrictions around their waste water, even though they all dealt with it differently. Their discussion included detailed knowledge of the proper pH for waste water as well as which drainage system the water could go into:

- One pressure washer sucked up water to put down sewer:

"I just plug the storm drain and suck it into a tank and then take it over to the sewer and make sure my pH is between 9 and 11 and dump the down the sanitation sewers. So it's a real hassle."

- A carpet cleaner spoke of direct contact with state inspectors, to learn about proper water disposal.
- Some participants said their water could be filtered, either mechanically before it was let into the ground, or by the lawn itself.

"We are not allowed to put it down storm drains, but we can put it on grass. And we have a recovery tank which gets brought back to where our business is, and we just dump it there. Our pH, our chemicals is usually around 7, and so we can dump it like that. "

"It's stuff that's going to go on the ground, mostly, which is the best filter."

"If you're making your water between 7 and 9, somewhere in there, I mean, the earth's going to take care of it."

- Another discussed a "back lot area" at the shop where they could properly dump chemicals.
- A pressure washer who also worked in Oregon washed rigs on gravel.

One pressure washer was not concerned because he produced a small volume of water: *"I don't use that much water just in pressure washing a wall or a house or whatever."* He also thought that, if the products he used were sold publicly (in "Kmart or Wal-mart") that they must be safe."

Other pressure washers felt that the demarcation of what could go down a storm drain was whether or not they were using any chemicals.

MULTIPLE MOTIVATORS

There were comments in this group that Portland customers brought up more environmental concerns than those in Washington. The issues were still mostly about direct contact, for the health of their kids, their pets, and themselves.

These businesses operators were motivated to "go by the book," for several reasons:

- There is a cost saving to having less waste:

"If you're operating a job economically, you don't want to spend a whole bunch of time spraying water around. So you economize the water, you economize your time, you economize all that waste, and you aren't using too many chemicals because that costs money, too."

- They do not want to be fined, which can happen if they are "ratted out" by neighbors or competitors.
- Proper disposal projects a more professional appearance:

"We want to stay in business." "You get a bad name."

"You're going to run your business with integrity and do it the right way or you're just not going to have a business anymore."

"You can be fined for throwing your bucket of water in the street."

- They inherently want to do things right.

"We're not talking corporate giants who don't care. We care about the community we live in already."

One pressure washer did admit to getting around the rules by working odd hours:

"The trick is to do it at 4:30 in the morning before anybody gets to work...we've never gotten hit by OSHA or anything at 6:00 a.m."

Others spoke of bending the rules as far as buying separate business licenses for separate towns, and not being strictly in compliance as far as differing "part per million" rules:

"Very, very rarely does that ever get brought up. They just want you to do the best management practices regarding the water."

COST IS IMPEDIMENT

Although participants seemed to be mostly compliant with governmental regulations, they still considered them "onerous." Some claimed that government agencies searched for ways to fine businesses in order to make money:

"I think the government's in all of our stuff too much, run your business, and they're in your back pocket, and it's getting worse at every turn. It's like they've got their hand out for another \$100."

"They're looking for money, and we're the money for it."

"It becomes disheartening."

They spoke of their types of small businesses being "fragile" economically – that is, truly in danger of going under if more costs are introduced by more regulations, largely because their service is optional and most customers would refuse to pay the added cost and forego the service all together.

"If somebody comes in and starts saying we have to treat our stuff and we have to go to a water treatment facility and do that, and make it more difficult for us, which is probably where they're heading with this stuff, that's going to make it so it's going to be harder to run a business. And that's something that would really devastate this area, with trying to run a business."

"It would be obscene. We would simply stop doing it."

"You'd have a lot of dirty houses".

As in other focus groups, the Vancouver participants spoke of the "revolving door" of new, small firms entering their industries. They did not think government regulation would help them by weeding out less conscientious firms. New ones would just take their place.

"That's who they need to go after, is them people, not the people with the name on the side of the truck that are doing everything right."

The carpet cleaners spoke of not wanting to be responsible for what was cleaned out of carpets (as opposed to the cleaning products that they introduced.)

"It wouldn't be cost-effective for us to have to test every time that we dump something, that we have to dump it differently."

"Again, time is money. You know, and if you're requiring us to test stuff... that's ridiculous."

Asked about whether they had discussions with local governments about their concerns and issues, several talked about the futility of being involved in government processes – a few had taken part in panels to help advise government and thought that their input was ignored.

"There is no incentive to participate."

DISCUSSION

There were common threads across the state and across business types revealed in these discussions with 43 operators of water-dependent mobile businesses.

Foremost among the barriers to changing their behavior to more environmentally-friendly business practices were:

- The nature of these industries. These businesses are typically very small companies, very independent, and there are lots of them.
- Their size makes them “fragile,” and thus unable to take on more expense if their customers are not willing to pay for it.
- The low barriers to entry means that there will always be new firms entering the marketplace. With the exception of the carpet cleaners, they do not tend to belong to associations.
- Their attitudes and beliefs. There was virtually unanimous agreement that they are already as “environmentally correct” as customers are willing to pay for. They believe that others impact the water in far greater ways than they do – either other industries, homeowners, or a minority of unethical firms in their own industry.

The combination of these factors makes them difficult to reach with any kind of communication campaign – both in terms of the message but also the channel. Not only are they resistant to “government interference” and think they are already doing things properly, but there is no expedient way to make contact

However, there were also multiple motivators mentioned as well, including:

- Most of these companies basically want to “do right.” They see themselves as professionals, and also want their customers to perceive them as so.
- Because they are small businesses, they are part of the community and have a stake in its well-being. More than one pointed out that, “We live here, too.”
- They are motivated to avoid the risk of fines. Few spoke of blatantly ignoring regulations.
- They can adjust to more strict regulations, as seen in the Vancouver firms that do business in Oregon.

Education is Opportunity

There is also still confusion about the storm water system. Not everyone understands that every storm drain ends up in a nearby body of water, and that

none of that water is completely cleaned. There is also a lack of recognition that small quantities of pollutants from multiple sources add up.

The wide-spread messaging about the storm water system and the realities of non-point source pollution should work in a contextual way to overcome the barriers among these businesses, especially given that they have some intrinsic motivations. It would it also reach their customers, thus enlisting the market, to which they are so sensitive, in the cause of behavior change.

Change is possible, and a great change can already be seen in these industries, who know to avoid letting waste into the storm water system, for example. It will take time to build understanding the nuances of “non-point source” pollution and what that means for their day-to-day operation. And, for reasons cited above related to the nature of the industry, a specific campaign directed at these water-dependent mobile businesses will be a significant challenge to effect



Transcripts of the focus groups can be found in the appendix of this report.

DUMP SMART LOGO



PLEDGE CARD, CARPET CLEANERS



Waste water is harmful

Dump Smart by emptying **carpet cleaning** waste water down a toilet, sink, bathtub or shower drain. Have a septic system? Collect the water and take to a proper sewer disposal site.

Waste water removed during carpet cleaning contains harmful substances – even if you use “green” or “biodegradable” products.

Sign the Dump Smart pledge on the back of this card and we'll help by advertising your company to local residents.



Take the Pledge, Receive a Plug

Sign and mail the pledge to Dump Smart. We'll give your company a plug in an ad featuring companies that do the right thing by properly disposing of waste water.*
Signed pledge cards must be received by May 16, 2011.

I PLEDGE to empty waste water from carpet cleaning down a sink, toilet, bathtub or shower drain. If a septic system is in place, I'll collect the waste water and take it to a sewer discharge site for proper disposal.

Business name: _____

Address: _____

STREET

CITY

STATE

ZIP

Print your name: _____

Email: _____

Signature: _____



*Ads will appear in local publications such as The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald or others. Call 877-257-7499 for details.

dumpsmart.org

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005

PLEDGE CARD, PAINTERS



Waste water is harmful

Dump Smart by emptying water used to clean **painting equipment** down a sink, toilet, bathtub or shower drain. Keep thinners for oil-based paint brushes in a can or bucket with a lid.

Waste water from cleaning pain: brushes and equipment contains harmful substances, regardless of the type of paint.

Sign the Dump Smart pledge on the back of this card and we'll help by advertising your company to local residents.



Take the Pledge, Receive a Plug

Sign and mail the pledge to Dump Smart. We'll give your company a plug in an ad featuring companies that do the right thing by properly disposing of waste water.*
Signed pledge cards must be received by May 16, 2011.

I PLEDGE to clean painting equipment in a sink or bathtub, or to empty water used for cleaning down a toilet. I'll keep thinners for cleaning oil-based paints in a container with a lid.

Business name: _____

Address: _____

STREET

CITY

STATE

ZIP

Print your name: _____

Email: _____

Signature: _____

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005



*Ads will appear in local publications such as The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald or others. Call 877-257-7499 for details.

dumpsmart.org

PLEDGE CARD, PRESSURE WASHERS



Waste water is harmful

Dump Smart by using a collection system and taking waste water to a proper sewer disposal facility, or, with water only, by placing a filter over nearby storm drains.

Waste water from **pressure washing** can contain harmful substances. Always protect storm drains and use proper disposal methods.

Sign the Dump Smart pledge on the back of this card and we'll help by advertising your company to local residents.



Take the Pledge, Receive a Plug

Sign and mail the pledge to Dump Smart. We'll give your company a plug in an ad featuring companies that do the right thing by properly disposing of waste water.*
Signed pledge cards must be received by May 16, 2011.

I PLEDGE to collect waste water from pressure washing and take it to a proper sewer disposal facility, or, with water only, to place filters over nearby storm drains.

Business name: _____

Address: _____

STREET

CITY

STATE

ZIP

Print your name: _____

Email: _____

Signature: _____

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005



*Ads will appear in local publications such as The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald or others. Call 877-257-7499 for details.

dumpsmart.org

INTRODUCTORY LETTER, CARPET CLEANERS, FRONT



dumpsmart.org

April 20, 2011

Hello!

Our letter is to invite you to join others in your industry who have chosen to Dump Smart by correctly disposing of the waste water that results from carpet cleaning. Upon joining, your company will be featured in an ad in local newspapers recognizing carpet cleaners who are doing the right thing.

All we ask is that you read and **sign the enclosed pledge card and mail it back to us**. It's a small act – and one that requires no cost or special effort on your part – but a big step toward protecting our local waters and the health and safety of our children, families and pets.

In May we'll run an ad featuring the carpet cleaners who've taken the pledge to Dump Smart. The ad will recommend these businesses to people who are seeking carpet cleaning services. It will provide publicity for your company, and may help bring new customers. **To be included in the ad, we must receive your signed pledge card no later than May 16, 2011.**

When we receive your signed pledge card we will send you a "Dump Smart – It's Not Just Water" window cling. We hope you'll display this with pride in your company vehicle.

Thank you in advance for your support of Dump Smart – It's Not Just Water. If I can answer any questions or provide more information, don't hesitate to give me a call at 877-257-7499.

Sincerely,

Jon Schmidt
Dump Smart – It's Not Just Water

INTRODUCTORY LETTER, CARPET CLEANERS, BACK



dumpsmart.org

Tips on Properly Handling Waste Water when Carpet Cleaning

- Ask if the customer is on a sewer or septic before dumping any waste water. If on a septic system, collect the water and take it to a proper sewage disposal site. Carpet cleaning waste water may overwhelm and damage a septic system.
- If the customer is on a public sewer, dispose of waste water into a toilet, utility sink, etc. (or take to an approved sewer disposal location). Never dump waste water on the street, or down storm drains, ditches or other drainage pathways.
- Always filter your waste water when draining to any sewer system to remove debris and carpet fibers that can clog sewage treatment systems.

NOTE: You may be able to dump at an approved RV dump station. Contact these sites directly to determine availability and costs. RV dump stations can be located at www.sanidumps.com.

Tips on Preventing or Handling a Waste Water Spill when Carpet Cleaning

- Use less toxic, "greener" products whenever possible.
- Keep cleaning equipment (tanks, hoses, fittings) in good shape to prevent leaks.
- Make sure equipment and products are securely stored in your vehicle to reduce the risk of a spill.
- Store small containers of liquid products in larger containers to protect against spills.
- Promptly clean up any waste water that spills or leaks. If waste water reaches a storm drain system, contact your local city or county.
- Keep a spill kit on hand to deal with unexpected spills. Train your employees to use the spill kit materials and keep records of the training your employees receive.

**Have questions about the proper disposal of waste water?
Contact the city or county where your job is located.**

INTRODUCTORY LETTER, PAINTERS, FRONT



dumpsmart.org

April 20, 2011

Hello!

Our letter is to invite you to join others in your industry who have chosen to Dump Smart by correctly disposing of the waste water that results from cleaning paint brushes and equipment. Upon joining, your company will be featured in an ad in local newspapers recognizing painters who are doing the right thing.

All we ask is that you read and **sign the enclosed pledge card and mail it back to us**. It's a small act – and one that requires no cost or special effort on your part – but a big step toward protecting our local waters and the health and safety of our children, families and pets.

In May we'll run an ad featuring the painters who've taken the pledge to Dump Smart. The ad will recommend these businesses to people who are seeking painting services. It will provide publicity for your company, and may help bring new customers. **To be included in the ad, we must receive your signed pledge card no later than May 16, 2011.**

When we receive your signed pledge card we will send you a "Dump Smart – It's Not Just Water" window cling. We hope you'll display this with pride in your company vehicle.

Thank you in advance for your support of Dump Smart – It's Not Just Water. If I can answer any questions or provide more information, don't hesitate to give me a call at 877-257-7499.

Sincerely,

Jon Schmidt
Dump Smart – It's Not Just Water

INTRODUCTORY LETTER, PAINTERS, BACK



dumpsmart.org

Tips on Properly Handling Waste Water when Painting

- Find a sewer connection at the site to dispose of waste water (or take it to an approved sewer disposal location). Never dump waste water on the street, or down storm drains, ditches or other drainage pathways.
- Recycle, return or donate any unwanted water-based (latex) paint. Cans that are empty or have dried latex paint can be placed in the trash.
- Recycle leftover oil-based paint and paint thinner, or handle them as hazardous waste. Contact your local household hazardous waste recycling center for detailed instructions.
- If you're using water only to pressure wash a building prior to painting, place a filter over or create a barrier around nearby storm drains to prevent paint chips from entering.

Tips on Preventing or Handling a Waste Water Spill when Painting

- Promptly clean up any waste water that spills or leaks. If waste water reaches a storm drain system, contact your local city or county.
- Keep a spill kit on hand to deal with unexpected spills. Train your employees to use the spill kit materials and keep records of the training your employees receive.

**Have questions about the proper disposal of waste water?
Contact the city or county where your job is located.**

INTRODUCTORY LETTER, PRESSURE WASHERS, FRONT



dumpsmart.org

April 20, 2011

Hello!

Our letter is to invite you to join others in your industry who have chosen to Dump Smart by correctly disposing of the waste water that results from pressure washing. Upon joining, your company will be featured in an ad in local newspapers recognizing pressure washers who are doing the right thing.

All we ask is that you read and **sign the enclosed pledge card and mail it back to us**. It's a small act – and one that requires no cost or special effort on your part – but a big step toward protecting our local waters and the health and safety of our children, families and pets.

In May we'll run an ad featuring the pressure washers who've taken the pledge to Dump Smart. The ad will recommend these businesses to people who are seeking pressure washing services. It will provide publicity for your company, and may help bring new customers. **To be included in the ad, we must receive your signed pledge card no later than May 16, 2011.**

When we receive your signed pledge card we will send you a "Dump Smart – It's Not Just Water" window cling. We hope you'll display this with pride in your company vehicle.

Thank you in advance for your support of Dump Smart – It's Not Just Water. If I can answer any questions or provide more information, don't hesitate to give me a call at 877-257-7499.

Sincerely,

Jon Schmidt
Dump Smart – It's Not Just Water

INTRODUCTORY LETTER, PRESSURE WASHERS, BACK



dumpsmart.org

Tips on Properly Handling Waste Water when Pressure Washing

- Start with dry methods to pre-clean, such as treating small oil spots with an absorbent and sweeping up trash/debris/dirt or a used absorbent before washing with water.
- Use the least amount of water in pressure washing to reduce the quantity of waste water produced.
- Ask if the customer is on a sewer or septic before dumping any waste water. If on a septic system, collect the water and take it to a proper sewage disposal site.
- If on a public sewer, find a sewer connection at the location to dispose of waste water (or take it to an approved sewer disposal location). Never dump waste water on the street, or down storm drains, ditches or other drainage pathways.
- Avoid hazardous cleaning products (such as those containing bleach, hydrofluoric acid, muriatic acid, sodium hydroxide, etc.).
- If you're using water only to pressure wash a building, place a filter over or create a barrier around nearby storm drains to prevent paint chips from entering.

Tips on Preventing or Handling a Waste Water Spill when Pressure Washing

- Promptly clean up any waste water that spills or leaks. If waste water reaches a storm drain system, contact your local city or county.
- Keep a spill kit on hand to deal with unexpected spills. Train your employees to use the spill kit materials and keep records of the training your employees receive.

**Have questions about the proper disposal of waste water?
Contact the city or county where your job is located.**

INTRODUCTORY LETTER, SPANISH VERSION, CARPET CLEANERS, FRONT



dumpsmart.org

20 de abril de 2011

¡Hola!

El objetivo de esta carta es invitarlo a que se una a otros colegas de su sector empresarial que han elegido Dump Smart para eliminar de manera inteligente y correcta las aguas residuales derivadas de la limpieza de alfombras. Si decide participar, su compañía será promocionada en un anuncio que saldrá en los periódicos locales, donde se hará un reconocimiento a los limpiadores de alfombras que están haciendo las cosas correctamente.

Lo único que le pedimos es que lea y **firmé la tarjeta de compromiso adjunta y luego nos la envíe por correo**. Es un pequeño acto que no requiere un costo adicional ni un esfuerzo especial de su parte; sin embargo, constituye un gran paso hacia la protección de nuestras aguas locales, además de la salud y la seguridad de nuestros niños, familiares y mascotas.

En mayo, publicaremos un anuncio donde figurarán los limpiadores de alfombras que se han comprometido con Dump Smart para eliminar los desechos de manera inteligente. El anuncio servirá para recomendar estas empresas a las personas que busquen servicios de limpieza de alfombras. Además, servirá como publicidad para su compañía y puede ayudarlo a atraer nuevos clientes. **Si desea formar parte del anuncio, envíe su tarjeta de compromiso firmada; tiene tiempo hasta el 16 de mayo de 2011.**

Cuando recibamos su tarjeta de compromiso firmada, le enviaremos un cartel adhesivo para vidrios con la leyenda "Dump Smart – It's Not Just Water" (Dump Smart: Eliminación inteligente de residuos... mucho más que agua). Esperamos que lleve este cartel con orgullo en el vehículo de su compañía.

Muchas gracias de antemano por apoyar al proyecto Dump Smart – It's Not Just Water. Si tiene alguna pregunta o desea obtener más información, no dude en llamar al 877-257-7499.

Atentamente.

Jon Schmidt
Dump Smart – It's Not Just Water



INTRODUCTORY LETTER, SPANISH VERSION, CARPET CLEANERS, BACK



dumpsmart.org

Consejos sobre cómo encargarse adecuadamente de las aguas residuales durante la limpieza de alfombras

- Pregunte si el cliente cuenta con un sistema séptico o de cloacas antes de verter cualquier tipo de aguas residuales. Si cuenta con un sistema séptico, recoja el agua acumulada y llévela a un sitio adecuado para el tratamiento de aguas residuales. Las aguas residuales derivadas de la limpieza de alfombras pueden saturar y dañar el sistema séptico.
- Si el cliente cuenta con un sistema de cloacas público, vierta las aguas residuales en un excusado, un lavabo de servicio, etc. (o en un sistema de cloacas aprobado). Nunca vierta aguas residuales en la calle o en desagües pluviales, zanjas u otros medios de drenaje.
- Siempre filtre las aguas residuales cuando las vierta en cualquier sistema de cloacas a fin de quitar las fibras y restos de alfombras que puedan obstruir los sistemas de tratamiento de aguas residuales.

NOTA: Tal vez pueda verter los residuos en un puesto sanitario autorizado para vehículos de recreo (RV, por sus siglas en inglés). Comuníquese directamente con estos puestos para determinar la disponibilidad y los costos. Puede buscar puestos sanitarios para vehículos de recreo en la página web www.sanidumps.com.

Consejos sobre cómo prevenir o controlar un derrame de aguas residuales durante la limpieza de alfombras

- Siempre que sea posible, utilice productos que sean menos tóxicos y que dañen menos el medioambiente.
- Mantenga el equipo de limpieza (tanques, mangueras, griferías) en buen estado para evitar fugas.
- Asegúrese de que los equipos y productos estén bien almacenados en su vehículo a fin de reducir el riesgo de un derrame.
- Guarde los recipientes pequeños de productos líquidos en recipientes más grandes para protegerlos de los derrames.
- Limpie de inmediato cualquier fuga o derrame de aguas residuales. Si estas se filtran en un sistema de desagüe pluvial, comuníquese con las autoridades de su ciudad o condado.
- Tenga a mano un kit para derrames en caso de que surja un imprevisto. Capacite a sus empleados para utilizar los materiales del kit para derrames y guarde un registro de la capacitación que reciben.

**¿Tiene alguna pregunta sobre la eliminación adecuada de las aguas residuales?
Comuníquese con las autoridades de la ciudad o del condado donde trabaja.**

INTRODUCTORY LETTER, SPANISH VERSION, PAINTERS, FRONT



dumpsmart.org

20 de abril de 2011

¡Hola!

El objetivo de esta carta es invitarlo a que se una a otros colegas de su sector empresarial que han elegido Dump Smart para eliminar de manera inteligente y correcta las aguas residuales derivadas de la limpieza de brochas y equipos de pintura. Si decide participar, su compañía será promocionada en un anuncio que saldrá en los periódicos locales, donde se hará un reconocimiento a los pintores que están haciendo las cosas correctamente.

Lo único que le pedimos es que lea y **firmé la tarjeta de compromiso adjunta y luego nos la envíe por correo**. Es un pequeño acto que no requiere un costo adicional ni un esfuerzo especial de su parte; sin embargo, constituye un gran paso hacia la protección de nuestras aguas locales, además de la salud y la seguridad de nuestros niños, familiares y mascotas.

En mayo, publicaremos un anuncio donde figurarán los pintores que se han comprometido con Dump Smart para eliminar los desechos de manera inteligente. El anuncio servirá para recomendar estas empresas a las personas que busquen servicios de pintura. Además, servirá como publicidad para su compañía y puede ayudarlo a atraer nuevos clientes. **Si desea formar parte del anuncio, envíe su tarjeta de compromiso firmada; tiene tiempo hasta el 16 de mayo de 2011.**

Cuando recibamos su tarjeta de compromiso firmada, le enviaremos un cartel adhesivo para vidrios con la leyenda "Dump Smart – It's Not Just Water" (Dump Smart: Eliminación inteligente de residuos... mucho más que agua). Esperamos que lleve este cartel con orgullo en el vehículo de su compañía.

Muchas gracias de antemano por apoyar al proyecto Dump Smart – It's Not Just Water. Si tiene alguna pregunta o desea obtener más información, no dude en llamar al 877-257-7499.

Atentamente.

Jon Schmidt
Dump Smart – It's Not Just Water

INTRODUCTORY LETTER, SPANISH VERSION, PAINTERS, BACK



dumpsmart.org

Consejos sobre cómo encargarse adecuadamente de las aguas residuales cuando se pinta

- Busque una conexión cloacal en el lugar para verter las aguas residuales (o viértalas en un sistema de cloacas aprobado). Nunca vierta aguas residuales en la calle o en desagües pluviales, zanjas u otros medios de drenaje.
- Recicle, devuelva o done las pinturas a base de agua (látex) que no necesite. Las latas vacías o las que tienen pintura látex seca pueden ir a la basura.
- Recicle los restos de diluyente para pintura y de pintura a base de aceite o trátelos como residuos peligrosos. Para obtener instrucciones detalladas, comuníquese con el centro local de reciclaje de residuos domésticos peligrosos.
- Si solamente utiliza agua para lavar a presión un edificio antes de pintarlo, coloque un filtro en los desagües pluviales para evitar que entren pequeños fragmentos de pintura.

Consejos sobre cómo prevenir o controlar un derrame de aguas residuales cuando se pinta

- Limpie de inmediato cualquier fuga o derrame de aguas residuales. Si estas se filtran en un sistema de desagüe pluvial, comuníquese con las autoridades de su ciudad o condado.
- Tenga a mano un kit para derrames en caso de que surja un imprevisto. Capacite a sus empleados para utilizar los materiales del kit para derrames y guarde un registro de la capacitación que reciben.

**¿Tiene alguna pregunta sobre la eliminación adecuada de las aguas residuales?
Comuníquese con las autoridades de la ciudad o del condado donde trabaja.**



INTRODUCTORY LETTER, SPANISH VERSION, PRESSURE WASHERS, FRONT



dumpsmart.org

20 de abril de 2011

¡Hola!

El objetivo de esta carta es invitarlo a que se una a otros colegas de su sector empresarial que han elegido Dump Smart para eliminar de manera inteligente y correcta las aguas residuales derivadas del lavado a presión. Si decide participar, su compañía será promocionada en un anuncio que saldrá en los periódicos locales, donde se hará un reconocimiento a los encargados del lavado a presión que están haciendo las cosas correctamente.

Lo único que le pedimos es que lea y **firmé la tarjeta de compromiso adjunta y luego nos la envíe por correo**. Es un pequeño acto que no requiere un costo adicional ni un esfuerzo especial de su parte; sin embargo, constituye un gran paso hacia la protección de nuestras aguas locales, además de la salud y la seguridad de nuestros niños, familiares y mascotas.

En mayo, publicaremos un anuncio donde figurarán los encargados del lavado a presión que se han comprometido con Dump Smart para eliminar los desechos de manera inteligente. El anuncio servirá para recomendar estas empresas a las personas que busquen servicios de lavado a presión. Además, servirá como publicidad para su compañía y puede ayudarlo a atraer nuevos clientes. **Si desea formar parte del anuncio, envíe su tarjeta de compromiso firmada; tiene tiempo hasta el 16 de mayo de 2011.**

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Atentamente.

Jon Schmidt
Dump Smart – It's Not Just Water

INTRODUCTORY LETTER, SPANISH VERSION, PRESSURE WASHERS, BACK



dumpsmart.org

20 de abril de 2011

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El objetivo de esta carta es invitarlo a que se una a otros colegas de su sector empresarial que han elegido Dump Smart para eliminar de manera inteligente y correcta las aguas residuales derivadas del lavado a presión. Si decide participar, su compañía será promocionada en un anuncio que saldrá en los periódicos locales, donde se hará un reconocimiento a los encargados del lavado a presión que están haciendo las cosas correctamente.

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Muchas gracias de antemano por apoyar al proyecto Dump Smart – It's Not Just Water. Si tiene alguna pregunta o desea obtener más información, no dude en llamar al 877-257-7499.

Atentamente.

Jon Schmidt
Dump Smart – It's Not Just Water

STATIONERY



MAILING LABEL



Dump Smart

PO Box 21005

Seattle, WA 98111-3005

dumpsmart.org

WINDOW CLING



4 x 4"

WINDOW CLING LETTER



dumpsmart.org

May 2011

Thank you for signing and sending in your Dump Smart – It's Not Just Water pledge card!

Enclosed are several Dump Smart – It's Not Just Water window clings. We hope you will display these with pride in the windows of your business and/or business vehicles. If you'd like additional window clings, please contact us at 1.877.257.7499.

We appreciate your commitment to responsibly dispose of the waste water resulting from your business operations.

WEBSITE HOME PAGE



dump
SMART
It's Not Just Water

Businesses that provide carpet cleaning, pressure washing, painting, janitorial and other services share one thing in common: **the work they do requires water.**

Dump Smart – It's Not Just Water is here to help companies understand how to properly dispose of waste water resulting from their business practices.

[WASTE WATER TIPS ▲](#)

LEARN MORE
Click on the city or county where your business is located:

City of Kent	Kitsap County
City of Moses Lake	Snohomish County
City of Seattle	Spokane County
City of Wenatchee	

Contact us: [1-877-257-7499](#) info@dumpsmart.org

WEBSITE, CARPET CLEANERS PAGE

dump SMART
It's Not Just Water

- Carpet Cleaners
- Painters
- Pressure Washers

WASTE WATER TIPS ▲

CARPET CLEANERS

Even a small carpet cleaning business can generate 1,000 gallons of waste water in a single week. Knowing if a customer is on a public sewer or a septic system is the first step to proper disposal of waste water.

Download these [easy tips](#) about how to handle waste water disposal and spills. Keep the tipsheet in your business vehicles, and make sure all employees understand and follow proper disposal practices.

RESOURCES

- [Institute of Inspection, Cleaning and Restoration Certification](#)
- [Carpet Cleaners Institute of the Northwest](#)
- [Washington Waters, Washington Department of Ecology](#)

Contact us: [1-877-257-7499](tel:1-877-257-7499) info@dumpsmart.org

WEBSITE, PAINTERS PAGE

dump SMART
It's Not Just Water

WASTE WATER TIPS ▲

PAINTERS

Cleaning paint brushes and painting equipment doesn't require much water, but these quantities add up to hundreds of gallons of waste water loaded with pollutants.

Our [quick tips](#) include instructions about properly disposing of painting waste water and unused paint, and how to handle paint-related spills. Keep the tipsheet in your business vehicles and make sure all employees understand and follow proper disposal practices.

RESOURCES

[Washington Waters, Washington Department of Ecology](#)

Contact us:  1-877-257-7499  info@dumpsmart.org

WEBSITE, PRESSURE WASHERS PAGE

dump SMART
It's Not Just Water

WASTE WATER TIPS ▲

PRESSURE WASHERS

Pressure washing isn't the same as heavy rain. The waste water generated by pressure washing releases loads of pollutants, even when cleaning products aren't used.

Take a look at these [practical tips](#) to learn how to properly dispose of your pressure washing waste water. Distribute the tips to staff and keep them in your business vehicles to remind employees to follow proper waste water disposal practices.

RESOURCES

- [Power Washers of North America](#)
- [Cleaner Times article on portable wastewater treatment](#)
- [Cleaner Times article on responsible pressure washing](#)
- [Washington Waters, Washington Department of Ecology](#)

Contact us: [1-877-257-7499](tel:1-877-257-7499) info@dumpsmart.org

CHOOSE A **Dump Smart** BUSINESS

When you need **carpet cleaning, painting or pressure washing** services, consider a **Dump Smart** business. Each has pledged to correctly dispose of the waste water generated by their services.

Help protect our local creeks, streams, rivers and Puget Sound by choosing one of these **Dump Smart** businesses.



CARPET CLEANERS

Andre's Carpet Cleaning
Best for Less
Chem-Dry of Seattle
D.A. Burns & Sons, Inc.
Dander & Daughters Chem-Dry
DK Carpet Cleaning
Ellison's Carpet Care
Emmanuel's Rug
& Upholstry Cleaners
Evergreen Chem-Dry
King's Quality Carpet
Cleaning Services
Rainbow International of Seattle
Restore One, Inc.
Superclean

PAINTERS

Andrea Loewen Painting
Articulate Painting
Billy Brandt Painting
Bob Sorensen Painting
Calvary Field Services
Caroline Johnson, Painter
Deft Brush Painting
DeYoung Professional Painting
Drake Painting Etc., Inc.
Fawcett Painting, Inc.
Fineline Painting and Restoration
Gary's Paint Room
Grass Roots Painting
Greg's Quality Painting

H.R. Drake Painting, LLC
Harmony For Your Home
Jose Gonzalez Painting
& Home Repair
Juli Burkamper Painting
Kris Nigh Painting, Inc.
Mason Painting
New Circle Artworks
Nickerson StreetPainting, LLC
NW Pro Painting
Olsen Commercial Painting
PhD Painters
Photo Finish Painting, Inc.
Pitcher Painting, Inc.
Precision Painting, Inc.
Prompt Construction Solutions
Ron's Painting
SBS Services
Seattle Eco Painting, LLC
Special Touch Painting, Inc.
Student Edge & Professional
Edge Painting
Tim's Hardwork
Ukrainian American Painting
Victoria's Painting Company
Wilkinson Painting

PRESSURE WASHERS

Goodbye Graffiti Seattle
Gowan's Steam Pressure Washing

dumpsmart.org

CHOOSE A **Dump Smart** BUSINESS

When you need **carpet cleaning, painting or pressure washing** services, consider a Dump Smart business. Each has pledged to correctly dispose of the waste water generated by their services.

Help protect our local creeks, streams and rivers by choosing one of these Dump Smart businesses.

CARPET CLEANERS

Aladdin Carpet Cleaning
Assured Flooring Maintenance
Floor Pro
Greg Allen's Cleaning
Land's Carpet Cleaning
Red Baron Carpet Cleaning
Redline Carpet & Upholstery Care

PAINTERS

Brad Serdar Painting
Finishing Touch Painting
& Woodworking, Inc.
Jennifer Batey
L & B Construction
North West Coatings
Outlook Painting
Paint Room Studios
Roller's Painting
Slater Painting Co., Inc.
Western Painting & Repair
Zoom Painting

PRESSURE WASHERS

Extreme Power Wash



dumpsmart.org

CHOOSE A **Dump Smart** BUSINESS

When you need **carpet cleaning** or **painting** services, consider a Dump Smart business. Each has pledged to correctly dispose of the waste water generated by their services.

Help protect our local creeks, streams and rivers by choosing one of these Dump Smart businesses.

CARPET CLEANERS

Garcia's Carpet Cleaning
Heaven's Best Carpet Cleaning
New Life Services

PAINTERS

Clay's Painting
Dobbs Painting & Home
Enhancements, LLC



dumpsmart.org

FOLLOW-UP LETTER



dumpsmart.org

Hello, Dump Smart Participant!

Thanks for participating in the Dump Smart – It's Not Just Water program. We are sending you a PDF of the newspaper ad that ran in your community featuring your company and others that pledged to correctly dispose of waste water generated by their business operations. The ad ran on June 21, 2011.

Here are a few suggested ways for using the ad to promote your business as environmentally responsible.

- Make copies of the newspaper ad and distribute to customers and prospective customers. (To make the name of your business stand out, highlight it in yellow and make color copies.)
- Place the ad on your business's website.
- Upload the ad file to your Facebook and Twitter accounts for distribution through social networks.
- Embed the ad in any email messages distributed to promote your business.
- If you produce a newsletter, insert the ad and write a short paragraph of why your company participated in Dump Smart – It's Not Just Water.
- Enlarge the ad, print it and place it in a simple frame for display in your retail store.
- Make a large copy of the ad and display it in the window of your retail store.

We encourage you to continue to Dump Smart by properly disposing of waste water, and appreciate your help in passing on the message to others in your industry.



PLEDGE CARD, CARPET CLEANERS, SPANISH

Las aguas residuales son nocivas



Gracias a **Dump Smart**, usted podrá eliminar de manera inteligente las aguas residuales de la **limpieza de alfombras** vertiéndolas en el excusado, el lavabo, la tina o el desagüe de la ducha. ¿Cuenta con un sistema séptico? Recoja el agua acumulada y viértala en un sistema de cloacas adecuado.

Las aguas residuales emanadas durante la limpieza de alfombras contienen sustancias nocivas, incluso si utiliza productos biodegradables o que no dañan el medioambiente.

Firme el compromiso con Dump Smart al dorso de esta tarjeta y le ayudaremos a promocionar su compañía a nivel local.

Comprométase y promocióne su empresa

Firme el compromiso y envíelo por correo a Dump Smart. Promocionaremos su compañía en un anuncio en el que figurarán las empresas que hacen lo correcto al deshacerse adecuadamente de las aguas residuales.[®]

Las tarjetas de compromiso firmadas se recibirán hasta el 16 de mayo de 2011.

ME COMPROMETO a eliminar las aguas residuales de la limpieza de alfombras vertiéndolas en el lavabo, el excusado, la tina o el desagüe de la ducha. Si cuento con un sistema séptico, recogeré las aguas residuales acumuladas y las verteré en un sistema de cloacas para su correcta eliminación.

Nombre de la empresa: _____

Dirección: _____

CALLE

CIUDAD

ESTADO

CÓDIGO POSTAL

Escriba su nombre en letra de imprenta: _____

Correo electrónico: _____

Firma: _____

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005



[®]Los anuncios aparecerán en publicaciones locales, como The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald y otros. Para obtener detalles, llame al 877-257-7499.

dumpsmart.org

PLEDGE CARD, PAINTERS, SPANISH

Las aguas residuales son nocivas



Gracias a **Dump Smart**, usted podrá eliminar de manera inteligente el agua utilizada para limpiar los **equipos de pintura** vertiéndola en el lavabo, el excusado, la tina o el desagüe de la ducha. Mantenga los diluyentes para brochas de pintura a base de aceite en una lata o un recipiente con tapa.

Las aguas residuales derivadas de la limpieza de brochas y equipos de pintura contienen sustancias nocivas, independientemente del tipo de pintura que se utilice.

Firme el compromiso con Dump Smart al dorso de esta tarjeta y le ayudaremos a promocionar su compañía a nivel local.

Comprométase y promocióne su empresa

Firme el compromiso y envíelo por correo a Dump Smart. Promocionaremos su compañía en un anuncio en el que figurarán las empresas que hacen lo correcto al deshacerse adecuadamente de las aguas residuales.²⁹

Las tarjetas de compromiso firmadas se recibirán hasta el 16 de mayo de 2011.

ME COMPROMETO a limpiar los equipos de pintura en un lavabo o una tina, o a verter en un excusado el agua utilizada para la limpieza. Mantendré los diluyentes para limpiar las pinturas a base de aceite en un recipiente con tapa.

Nombre de la empresa: _____

Dirección: _____

CALLE

CIUDAD

ESTADO

CÓDIGO POSTAL

Escriba su nombre en letra de imprenta: _____

Correo electrónico: _____

Firma: _____

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005



²⁹Los anuncios aparecerán en publicaciones locales, como The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald y otros. Para obtener detalles, llame al 877-257-7499.

dumpsmart.org

PLEDGE CARD, PRESSURE WASHERS, SPANISH

Las aguas residuales son nocivas

Gracias a **Dump Smart**, usted podrá realizar una limpieza inteligente utilizando un sistema de recolección y vertiendo las aguas residuales en un sistema de cloacas adecuado o, con agua solamente, colocando un filtro en los desagües pluviales.

Las aguas residuales del **lavado a presión** pueden contener sustancias nocivas. Siempre proteja los desagües pluviales y utilice métodos adecuados para la eliminación de residuos.

Firme el compromiso con Dump Smart al dorso de esta tarjeta y le ayudaremos a promocionar su compañía a nivel local.



Comprométase y promocióne su empresa

Firme el compromiso y envíelo por correo a Dump Smart. Promocionaremos su compañía en un anuncio en el que figurarán las empresas que hacen lo correcto al deshacerse adecuadamente de las aguas residuales.²

Las tarjetas de compromiso firmadas se recibirán hasta el 16 de mayo de 2011.

ME COMPROMETO a recoger las aguas residuales del lavado a presión y a verterlas en un sistema de cloacas adecuado o, con agua solamente, a colocar filtros en los desagües pluviales.

Nombre de la empresa: _____

Dirección: _____

CALLE

CIUDAD

ESTADO

CÓDIGO POSTAL

Escriba su nombre en letra de imprenta: _____

Correo electrónico: _____

Firma: _____

Dump Smart
P.O. Box 21005
Seattle, WA
98111-3005



²Los anuncios aparecerán en publicaciones locales, como The Seattle Times, The Herald, Kitsap Sun, Spokesman-Review, Wenatchee World, Columbia Basin Herald y otros. Para obtener detalles, llame al 877-257-7499.

dumpsmart.org



DUMP SMART

Evaluation Feedback From Participants

June 2011





Evaluation Feedback from Participants

February 2011

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Evaluation Feedback from Participants

February 2011

This report presents the findings of an online survey of participants in the Dump Smart program. The objective was to obtain feedback about participant initial evaluation of the program, and to explore why they had decided to sign up.

An email invitation was sent to 120 business operators who had signed and returned the Dump Smart pledge card and for whom there were email addresses available.

Although an online survey of this kind has limited projectability – we cannot know how those who did not complete the survey think – it is useful to explore the thinking of those who did. For example, we asked why they decided to sign and return the pledge card and what reluctance they may have had to do so. In this way, we hoped to learn what some of the barriers to participation might be keeping others from signing up.

The survey was designed, administered and analyzed by Elway Research, in collaboration with Frause and Snohomish County Surface Water Management staff.

DATA COLLECTION: 35 Dump Smart program participants completed the survey online. Invitations to participate were emailed to 120 program participants for whom we had email addresses. 19 were returned as undeliverable, so there were 101 valid email addresses.

FIELD DATES: June 10 - 20, 2011

OPEN-ENDED ITEMS A number of the questions were open-ended, allowing the respondent to express answers in his/her own words. The responses are listed here as they were recorded by the respondents.

Due to the nature of this survey, these results can be interpreted only as representing the answers given by these respondents to these questions at the time they completed the questionnaire.

KEY FINDINGS

- ◆ **Concern for water quality and a desire to communicate that concern to customers was the primary motivation for these business operators to sign the Dump Smart pledge**
 - 24 of 35 respondents said that a major factor in their decision to sign the pledge was, “I am concerned about my business’s impact on water quality.”
 - 14 said that was the “most important reason” they signed.
 - 19 of 35 said a major factor was “It is a good way to advertise that we are environmentally friendly.”
 - 10 said that was the “most important reason” they signed.
- ◆ **There is good general understanding of the meaning of the pledge and program**
 - 29 respondents gave some answer to the open-ended question about the meaning of the pledge they had signed.
 - Most specifically mentioned keeping their waste water out of the drainage system.
- ◆ **The “Dump Smart” name is an effective attention-grabber**
 - 14 of 32 said that the name prompted them to open the envelope when they received the mailing.
- ◆ **Reluctance to sign came mainly from concern about hassle**
 - Since we could not hear from businesses who did not sign the pledge, we asked those who did what concerns they had before signing.
 - 14 said they thought they could be opening themselves up to getting a lot of mail and/or calls.
 - 7 said they wondered if it would be worthwhile – would it make any difference.
 - 7 said it might be more trouble than it was worth – a kind of combination of the first two answers.
- ◆ **The key benefit was marketing / advertising**
 - 22 said the chief benefit was that it “Lets me assure customers that we are environmentally friendly.”
 - 18 said they intended to display the window cling.
 - 11 intended to point out the pledge to customers and potential customers.

- ◆ **The mailing, pledge appears to have raised awareness of the issue of waste water disposal**
 - Only 12 respondents even answered the question of whether they had considered the issue, indicating a lack of consideration.
 - 6 of the 12 said they had not given it much thought.
- ◆ **Not much behavior change yet**
 - 24 said that signing the pledge had changed nothing about “the way your business does things.”
 - 5 said they had made some changes and 2 had “changed significantly.”
 - 11 said they planned to point out the pledge to their employees.
- ◆ **Most thought the program would be effective**
 - 26 said that getting businesses to sign up for this program would be an effective way to increase environmentally friendly practices.
- ◆ **About 1/3 name information they would like from the program**
 - 10 of 35 responded to the question of “What more would you like to know about environmentally friendly practices for your business?” Most of the substantive answers were specific products and practices.

Summary

While the results of this survey are certainly encouraging, one has to suspect that they represent the “low hanging fruit” – the businesses most likely to be doing the right things already when it comes to waste water disposal. Most of them expressed a high level of concern about their impact on water quality and only a few had made any changes since signing the pledge.

What cannot be known are the attitudes and practices of those who did not complete the survey. It is prudent to assume that those who completed the survey were the most motivated of those who returned the pledge card, and those who filled out the card were more motivated than those who did not.

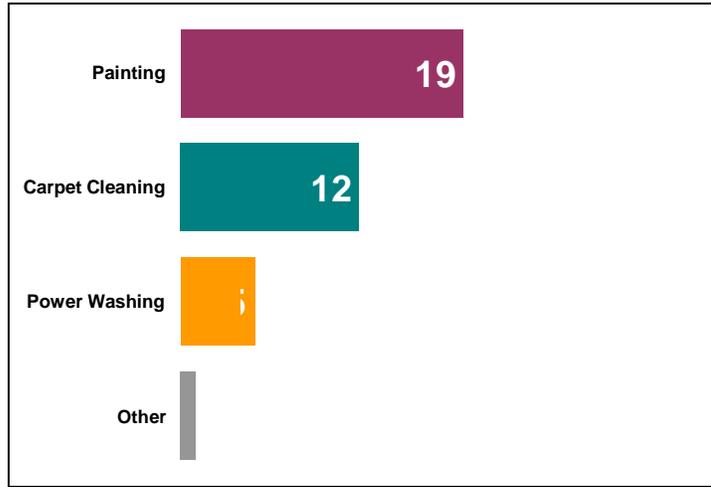
Even so there were indicators that the program was having a positive effect. Even among these businesses, most appear to not to have given the issue much conscious thought prior to receiving the mailing, but nearly all could give an explanation of what the pledge meant. The name of the organization prompted many to open the envelope – another positive sign for the future of the program.

Perhaps most encouraging, most were using their participation in the program to communicate with their customers and potential customers that they were environmentally friendly. This linking of “doing the right thing” to their bottom line was seen as a double win by these participants. This “double win” seems like a potent strategy to extend the program beyond those initially inclined to participate.

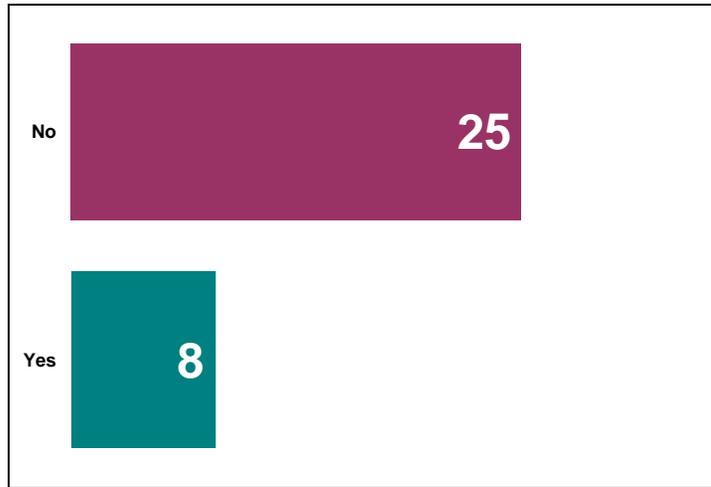


FINDINGS

Type of Business



**Fewer than 1/4
Belong to a
Professional
Association**



**Organizations
Belonged To**

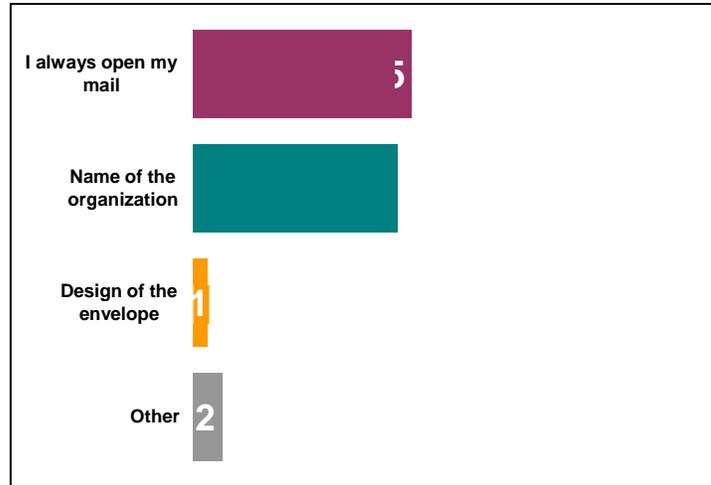
- CCINW ARCS
- BNI
- Empire Painting Inc.
- Master Builders
- CCINW, ARCS, Seattle Chamber of Commerce, Rainier Valley Chamber of Commerce, AWB
- Le Tips, IICRC
- Columbia Tower Club, Better Business Bureau
- SODO Business Assn.

Understanding of the Dump Smart Pledge

Q3: A few weeks ago you signed and returned a pledge card for the Dump Smart program. What is your understanding of the pledge you signed?

- Dispose of waste water according to the best practices outlined in the program.
- My company sends waste cleanup thinner and water to a recycling facility, not the storm or sink drains.
- That we will and do dispose of our waste water in the proper way.
- Basically, to make sure all water tainted with paint goes into a house's plumbing system—or waste water, so toxins don't go into the ground. Clean brushes in a sink. Clean sprayers into a 5 gal bucket, then dump in a toilet or drain.
- Keeping contaminants out of the drainage systems.
- I had to call to get more info before signing. It was not clear if it was a promotional tool for some biz to make money or if it was a city run campaign. After receiving a call back from my inquiry I learned this is a city run campaign to promote the correct means of waste water disposal.
- We need to continue to watch our waste water and the washing that we do.
- Work smart and environmentally friendly.
- Making sure latex paint is properly disposed of.
- To dump only in designated areas only.
- To continue to do as I already am that is take care of wastewater in an environmentally safe manner.
- To dispose of dirty water in areas meant for waste water.
- That I will wash tools that were used with latex paint in the drain system and not let the water get into the land or runoff system.
- That we will responsibly handle any waste that is created in the course of doing business by appropriately disposing of it.
- I should like to leave the 'planet' in much better shape than what I found it in.
- To be conscientious about waste material disposal.
- Dispose of paints and other hazardous waste materials in an environmentally responsible manner.
- Treating the environment better by not dumping paints etc into storm drains or the earth. And using sinks to clean out brushes etc. Plus bringing solvents to recycling centers.
- We will not dump any waste solutions any place other than a down a toilet.
- To be environmentally aware when dealing with cleanup of painting tools, job sites, etc.
- That I am to do whatever it takes to improve my waste water dumping.
- To dump smart.
- Waste water goes into the sanitary sewer only.
- To dump our waste water in sewer systems.
- That we would properly dispose of our paint including our tool cleaning water. We vow to dispose of all tool cleaning water in the sewer. We keep all excess paint to use on other jobs.
- Latex paint goes down sewer and thinner is saved to recycle.
- That we will dispose of waste water correctly.
- Make sure that all paint supplies are cleaned in a utility sink with the appropriate drain system.
- I understand and will search out proper ways to dispose of my waste water and brush cleaning water. For example the hazardous materials shelf at the waste to energy plant. I also will not use any storm drains or sewer outlets to wash or rinse out brushes or empty waste water buckets.

“Dump Smart” Name Prompted Nearly Half to Open Mailing Envelope

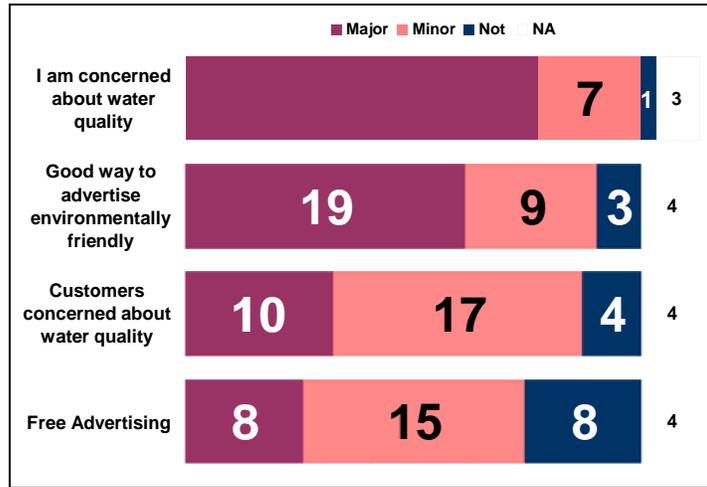


Q4: When you first got the mailing, what motivated you to open it rather than just toss it?

“Other” Responses:

- I need a place that doesn't charge for all my saved thinner.
- I assumed it had to do with the environment and I am very environmentally minded.

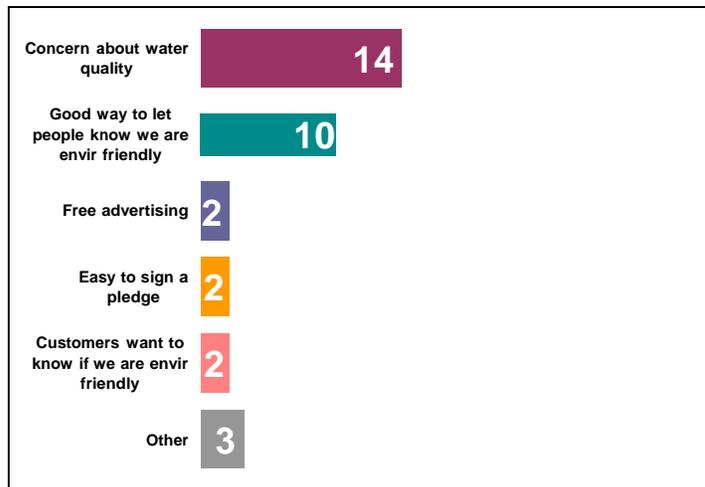
Concern About Water Quality, Good Way to Advertise that Concern Prompted Pledge



Q5: The following are some reasons why businesses returned the card and took the Dump Smart pledge. They may or may not be important in your own decision. For each one, indicate how much of a factor that was in your decision to take the Dump Smart pledge. a.) I am concerned about my business’s impact on water quality, b.) It is a good way to advertise that we are environmentally friendly, c.) My customers are concerned about my business’s impact on water quality, d.) It is free advertising.

Q6: Which of the following reasons was *most influential* in your signing the Dump Smart pledge and returning the card?

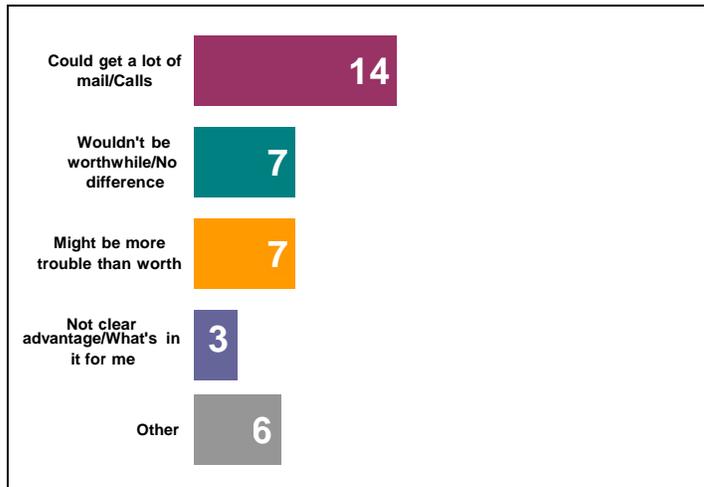
14 of 33 Name Concern for Water Quality as “Most Important Reason” They Signed the Pledge



“Other” Responses:

- Lets people know we're eco-friendly, could make other businesses more aware of the program.
- We already practice safe water dumping practices and have for many years.
- I see a lot of stuff get washed out on lawns and sewer drains.

**Barrier to Pledge:
Potential Hassle
Open Self up to More
Mail, Calls
More Trouble Than it is
Worth**

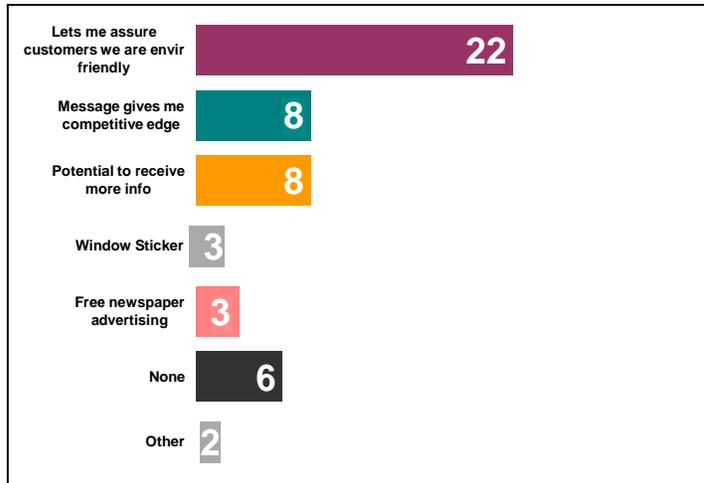


Q7: When you were deciding whether or not to return the card and take the pledge, what were some of the reasons not to take the pledge that you thought about?

“Other” responses:

- Would have to pay for a listing or being solicited to pay for advertising.
- It's a no brainer.
- I didn't. I thought it was a good idea so I signed it.
- None
- None

**Benefit to Pledge:
Message to
Customers**

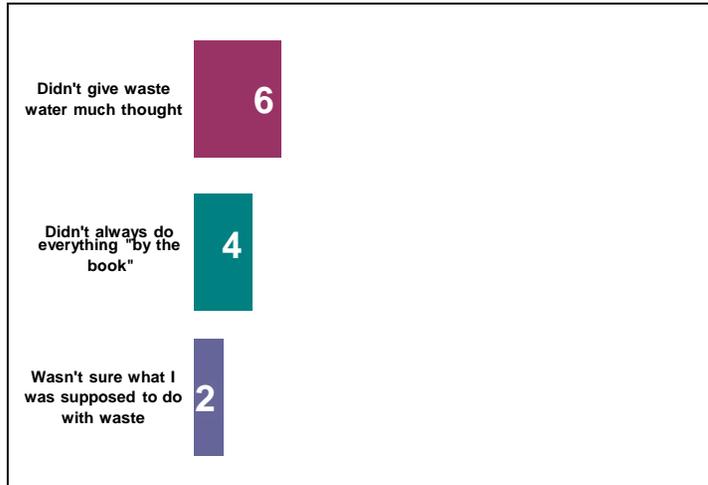


Q8: What do you think the benefits are to having taken the pledge?

“Other” responses:

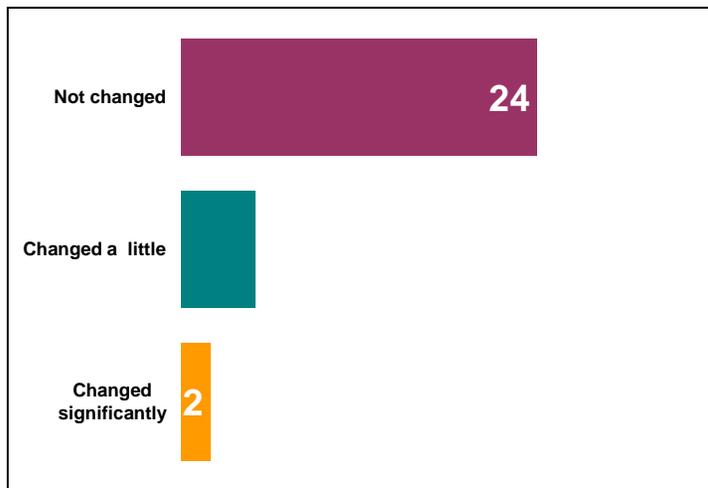
- I'm not polluting the environment I/we share with other life forms.
- A free business recycle plan.

Prior to Pledge, Not Much Thought Given to the Issue



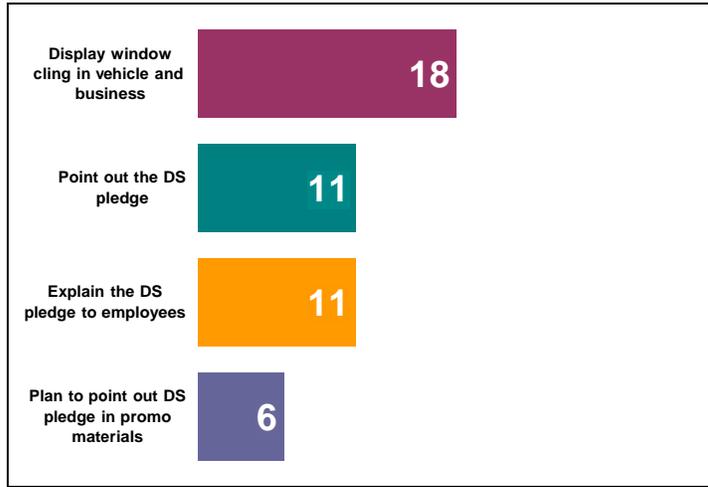
Q9: Has taking the pledge changed the way you think about your business practices? Prior to signing the pledge, would you say you... a.) Didn't give waste water much thought, b.) Didn't always do everything "by the book," c.) Wasn't sure what I was supposed to do with waste water.

Little Behavior Change Reported Since Signing the Pledge



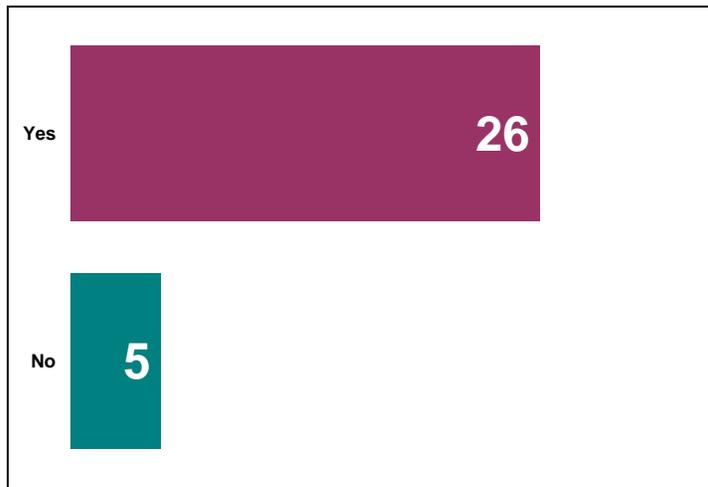
Q10: Has signing the pledge led to any changes in the way your business does things? Or were you already careful about disposing of waste water before signing the pledge?

Most Use Pledge to Communicate with Customers, Employees



Q11: Now that you've taken the pledge, will you do any of the following things: a.) Display the window cling in your vehicle and business, b.) Point out the Dump Smart pledge to your customers and potential customers, c.) Explain the Dump Smart pledge to your employees, d.) Plan to point out the Dump Smart pledge in your promotional materials.

Most Think Pledge Program will be Effective



Q12: Do you think getting businesses like yours to sign up for this program will be an effective way to increase environmentally friendly practices?

10 of 35 Name Information They Would Like

Q13: What more would you like to know about environmentally friendly practices for your businesses?

- I'd like to see certain toxic though effective chemicals banned in our state.
- I collect all my waste water and put it in barrels the slides at the bottom I mix with sawdust and put in solid waste what is the best way to take care of the wastewater that's left after the sludge has settled out.
- What to do with oil based products. I've got a paint thinner recycle station that I think is killer and we don't dump any thinner at all! Stuff like that. I think a lot of painters don't know exactly what to do with oil based products and they just throw them out in the garbage which could really screw the planet up as the trash decomposes!
- Conserve and save at the same time.
- I would like to offer my customers more options for what THEY can do with all their leftover paints they've accumulated over the years.
- What types of products different business can use and where to get them to reduce waste water. I personally had to do a lot of research to find out where to buy storm water filters for water run off.
- When I recycle thinner, what part is burned off the liquid or solids? And how does that affect the atmosphere?
- Anything else you have about water reclamation/collection practices or graffiti removal.
- I think it would be helpful if they made it easier for contractors to dispose of paint and solvents. I have seen cases where these products are left on job sites or even on the side of the road.
- The oil/energy costs of different products used for painting. How much energy gets used to make blue painters tape? Paint?

BUDGET OVERVIEW

The table below shows costs to implement the Dump Smart program on a statewide level for six participating jurisdictions. These will change based on local jurisdiction variables.

DUMP SMART STATEWIDE IMPLEMENTATION COSTS	
Pledge Cards <i>Print 3,500 total: 600/carpet cleaners, 1,000/pressure washers, 1,900/painters</i>	\$2,676
Window Clings <i>Quantity: 5,000</i>	\$1,295
Direct Mail <i>Prepare and mail 3,070 piece mailing, using bulk mail (includes copying of two-sided introductory letter)</i>	\$2,994
Toll-Free Phone Number	Number: \$45 set-up, then \$5.00 per month plus per minute costs for actual calls (.03 to .05 per minute) Voicemail boxes: \$40 per month for package of five mailboxes (cost for a single mailbox will vary)
Post Office Box <i>Rental for six months</i>	\$127.00
Newspaper Ads -Seattle Times, 4 col x 6" -Everett Herald, 4 col x 6" -Spokane Spokesman-Review, 3 col x 6" -Kitsap Sun, 3 col x 6" -Wenatchee World, 2 col x 4" -Columbia Basin Herald, 2 col x 4"	\$3,626.00 \$1,107.80 \$870.98 \$369.36 \$299.40 \$184.08

DUMP SMART IDENTITY STANDARDS GUIDE

Formal Logo



Logo Usage

Reversed out / White and Black: These options are provided as an economically professional printing option for the logo or where a background is needed. When possible print using the full color option (top of page).



Black: Created using 100% and 70% black



Spacing: Please leave consistent spacing when placing logo near other objects.

Sizing: Please keep the minimum size of logo no smaller than 1 in wide. Do not use logo without tag.

NOTE: Do not modify or recreate the logo with other graphics or typography.

Primary Logo Colors

		SPOT / PANTONE®	CMYK*	RGB**
	COATED	PMS 299 C	C=86 M=8 Y=0 K=0	R=0 G=161 B=222
	UNCOATED	PMS 2995 U	C=89 M=0 Y=1 K=0	
	COATED	PMS 7545 C	C=55 M=30 Y=17 K=51	R=81 G=98 B=111
	UNCOATED	PMS 303 U	C=96 M=35 Y=21 K=52	

Extended Color Palette

The extended palette is meant to support the logo with an accent. Use this color sparingly to carry out the integrity of the brand. Recommended primarily for web use.

		SPOT / PANTONE®	CMYK**	RGB†
	COATED	PMS 7547 C	C=99 M=73 Y=30 K=80	R=26 G=39 B=50

Spot Color®: For offset /professional printing, a spot color is a specially mixed solid color. These are divided into coated colors (C) and uncoated (U), depending on the paper being printed on.

CMYK:** A four color printing process used for inkjet printers, xerox copies and offset printing.

RGB†: A three color system (red, green, blue) used for web and screen graphics.

Typography

The standard typeface is Aller. This type family was chosen for the Dump Smart brand identity because it is approachable and versatile. Consistent use of the type family will contribute to a unified brand image.

PRIMARY FONT FAMILY

This font is used for headlines, subheads and call out information in marketing collateral.

Aller (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Aller (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aller (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aller (bold italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB-BASED COMMUNICATIONS

Use Arial as the base font for web and screen communications. Aller can be used as detail copy in graphic format.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

PROGRAM CONTACTS

DUMP SMART PROGRAM CONTACTS			
Jon Schmidt	Snohomish County	425.388 3464 x4200	jon.schmidt@co.snohomish.wa.us
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Michelle Shields	City of Moses Lake	509.764.3792	mshields@ci.moses-lake.wa.us
Jessica Shaw	City of Wenatchee	509.888.3225	jshaw@wenatcheewa.gov
Amanda Hess	Spokane County	509.477.7284	ahess@spokanecounty.org
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