

Remember we are all Downstream



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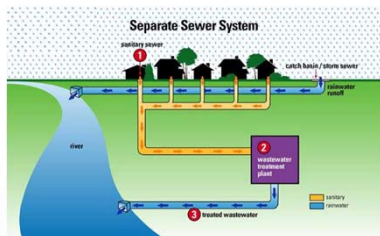
Do You Wash at Home?

- CCA (Canadian Carwash Association) survey
 - 55% of respondents believe there is no difference environmentally whether they wash at home or at a professional car wash.
 - 48% of respondents are unaware that most soapy water from driveway car washing ends up untreated in nearby lakes or rivers when it goes down storm drains.
 - 38% of respondents wash their driveway



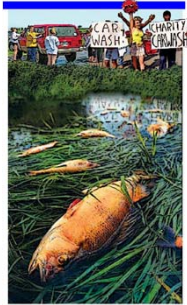
Storm Water VS. Sanitary Sewer

- There *IS* a difference:
 - Storm water goes **directly** to our rivers and lakes
 - Sanitary sewer is treated before it goes to our rivers and lakes!



Home and Charity Car Washes

- Avg 80-140 gallons of water per car
- No one would intentionally throw buckets of dirty, soapy water into a river, lake or stream
- But that's what's happening when you wash 100-300 cars at a charity wash
- That's an average of 8,000-42,000 gallons of polluted water into our water system every charity wash!



Home & Charity Car Washing is Polluting our State

- There are 5,067,035 vehicles registered in the state of Colorado
- The International Car wash Association (ICA) estimates 50% wash at home
- That equals 253,351,750 gallons of polluted water into our streams and lakes every year!



Puget Sound Study

- Took samples of actual charity car wash runoff
- Diluted that sample down to a 6% solution, it killed 100% of the juvenile rainbow trout it was tested on!!!!!!
- Example: take 3 gallons of that runoff water and put it in the average bathtub (40-60 gallons) and you will kill every fish in there!



Two sets of exhaustive toxicity tests carwash effluent were done using juvenile trout as the test organisms. The bad news (for the trout) – they died soon after exposure to effluent. The good news – many, many more fish will survive in the future thanks to these tests.



Professional Car Wash Operators are Part of the Environmental Solution

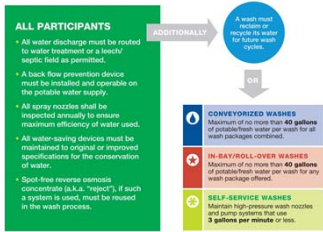
- Specialized technology allows professional car washes to clean cars thoroughly while conserving water. Professional car washes average 30-40 gallons/car
- Professional car washes collect environmentally harmful substances from washing cars and dispose of them effectively, either through a reclamation system or through the sanitary sewer system
- One professional car wash operator can save up to 1 million gallons of water each year from washing down the local storm drains and polluting our environment.



WaterSavers

- Many professional car washes are now part of a revolutionary program created by the ICA known as WaterSavers

WaterSavers™ Criteria



Rocky Mountain Car Wash Association

- The Rocky Mountain Car Wash Association (RMCA) has over 75 members representing over 100 car wash sites
- That means we help save over 100,000,000 gallons every year in the state of Colorado



Thank You - Questions?