



B A S M A A

Pollution Prevention Training and Recognition Program for Surface Cleaners

Fact Sheet

Creating a model

Outdoor cleaners—including surface cleaners, janitorial services, auto detailers, carpet cleaners, and window cleaners—have been identified as a significant source of discharges of material, wastes, and polluted waters to storm drain systems in the San Francisco Bay Area. The environmental impact, regulatory liability, and ubiquitous nature of discharges from outdoor cleaners make them a seemingly ideal candidate for regulation. Yet, regulators and regulated agencies found it difficult to address these discharges for a variety of reasons. Consequently, the Bay Area Stormwater Management Agencies Association (BASMAA) initiated a pilot program in 1996 to help break through the barriers to regulation and establish a model for dealing with discharges of this type.

The pilot program was focused on surface cleaners as a subset of outdoor cleaners. Surface cleaners include steam cleaners and pressure washers who clean sidewalks, plazas, parking areas, driveways, drive-throughs, and building surfaces. This surface cleaner pilot program also served as a case study for future development of additional materials and approaches for the remaining types of outdoor cleaners.

Responding to the need for education

To develop the surface cleaners pilot program, meetings were held with surface cleaners and their customers in which the participants were given a chance to express

opinions on what would constitute a successful program. The primary opinion was that the customers need educating, as well as the surface cleaners, to ensure that the value of hiring a responsible surface cleaner is understood. As a result, a program consisting of education and recognition was produced.

Recognition is given to surface cleaners who take online training and a test based on the training contents. BASMAA then issues a "Certificate of Recognition" to cleaners and posts a list of Recognized Cleaners for businesses and agencies who hire surface cleaners to see. By providing this list and outreach materials to customers (directly and through Recognized Cleaners), BASMAA helps promote such cleaners.

Providing flexible, ongoing training

In the first year, Outreach/Recognition Workshops were held to provide surface cleaners with the technical information required to protect the environment and comply with the law. Through these workshops, surface cleaners became Recognized Cleaners for one year. Additionally, they received outreach materials to share with their customers and promote their services.

In subsequent years, Recognized Cleaners were given a chance to renew their Certificate of Recognition by mail. In 2005, BASMAA started providing training online via the Internet.

To receive training, all that is required is to log on, register, and go through a multimedia presentation that includes a 13-minute video and a short quiz. After the trainee has viewed the entire presentation, they receive a customized certificate of training. BASMAA updates its database of Recognized Cleaners, which can be checked at any time to see the latest list of trained cleaners.

Delivering clear and simple outreach

Materials for education, recognition, and promotion combine to help cleaners and customers do their part in source control.

For the cleaners and their customers:

Pollution from Surface Cleaning. This folder contains information for surface cleaners about the effects of wash water discharges to the storm drain system and the effective, low-cost pollution prevention practices to be used.

Pollution Prevention Quiz and Recognition Certificate. The true/false, multiple-choice quiz takes 15-20 minutes to complete. Surface cleaners who complete the quiz then receive a Certificate of Recognition from BASMAA. The certificate can be displayed to customers as proof that the cleaner is qualified to complete the job in an environmentally responsible manner.

We do the Job Right! This card is provided to Recognized Cleaners for distribution to potential customers. Surface cleaners use this card to proclaim their qualifications and their intent to prevent water pollution while conducting the cleaning work.

Pollution Prevention Voucher. This voucher is to be filled out in duplicate by a Recognized Cleaner upon completion of a cleaning project. Retention of a copy by both the cleaner and the customer provides a record for municipal or State inspectors of the type of surface cleaned, the cleaning method used, and how the wash water was disposed.

For the customers:

When You Contract for Surface Cleaning. . . This flyer is geared toward customers who regularly hire surface cleaners. It alerts the customers about the outreach/recognition program and specifies the pollution prevention practices that should be used to prevent surface cleaning discharges to the storm drain system. The flyer is suitable for photocopying and is available for mass mailings by municipalities.

Database of Recognized Cleaners. This is a database of all Recognized Cleaners that can be checked at any time by going online. Municipalities use the database to promote Recognized Cleaners in their area, while potential customers use the database when soliciting bids for cleaning jobs.

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