



B A S M A A

Alameda Countywide
Clean Water Program

Contra Costa
Clean Water Program

Fairfield-Suisun
Urban Runoff
Management Program

Marin County
Stormwater Pollution
Prevention Program

San Mateo Countywide
Stormwater Pollution
Prevention Program

Santa Clara Valley
Nonpoint Source Pollution
Control Program

Vallejo
Sanitation and Flood
Control District

Contact: Amy Merritt-Smith
(510) 284-6492

FOR IMMEDIATE RELEASE

COUNTIES LAUNCH CAMPAIGN TO PREVENT POLLUTION IN BAY AREA WATERS

*"Black stuff in the morning, black stuff all day
Belching from your tailpipe, winds up in the Bay"*

So start the lyrics to one of the commercials now running on San Francisco Bay Area radio stations, produced by the Bay Area Stormwater Management Agencies Association, or BASMAA. BASMAA has been in existence for more than five years. It's mission: Prevent runoff from becoming polluted before it enters the creeks, Delta and Bay.

"Everything that winds up on our streets, parking lots and driveways – oil drips, trash, pesticides, paint, fertilizers – eventually finds its way down storm drains when it rains or is hosed down," says Sharon Gosselin, BASMAA advertising campaign director. "From there, this polluted runoff flows untreated into our waters which is obviously not good for the fish and other wildlife."

*"If you don't tune up, your motor gets dirty
So does the Bay and that ain't purty..."*

The perception among many residents is that industry causes the majority of water pollution problems in the Bay Area. Not so, says the BASMAA group.

"Runoff, in fact, causes up to 80 percent of all water pollution problems – resulting from little things that people do that collectively adds up to a lot. So if we can get people to take a second look at some of their actions and make some simple changes, then we can make real progress in cleaning up our Bay Area water. And keep it healthier for wildlife and people," says Gosselin.

"Bye bye black stuff, hello cleaner Bay!"

--Bay Area Citizens and Mechanics Glee Club

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B A S M A A

Last spring the BASMAA group focused on how over-applying pesticides and fertilizer intensified the polluted runoff problem during the rainy season and when people overwater. The fall campaign, however, targets auto maintenance. Specifically, leaks from cars and car exhaust.

*“Sure the Bay’s Cold.
But Do Fish Really Need Anti-Freeze?”*

Most people assume that those nasty looking blotches on their driveway are there for good and immune to being washed away. Wrong.

“While oil and anti-freeze leaks look permanent, the reality is that small amounts collect. And the accumulated stuff is washed away every time it rains,” says Gosselin.

“And this isn’t just something for do-it-yourself oil changers to be concerned about,” she continued. “It’s everyone’s problem.”

A piece of advice: If you see any drips, get ‘em fixed. Either lay down a tarp and do it yourself, or take your car into a repair shop. You’ll feel better about doing your part.

“Fish Can Croak From Secondhand Smoke”

What goes up must come down. Sir Isaac Newton discovered this centuries ago. Unfortunately, though, the Bay Area waters discover this every day. Car exhaust doesn’t just rise up into the air to create the brown mess we sometimes see and breathe. It also floats back down to the ground. And from there, it washes down the storm drains with the first rains of the season.

“Auto emissions are a huge source of water pollution,” says Gosselin. “Unfortunately, though, this problem tends to be overshadowed by the car’s contribution to air pollution. Also a big problem, but not the only problem.”

A few tips: If you need a tune up, do it yourself. Or have someone else do it. Your car will run better, your gas mileage will improve, less of the stuff will fall back onto the ground. Either way, change your oil at recommended intervals. The dirtier the oil, the bigger the problem. You can make a difference.

As part of the campaign, the BASMAA group is also offering a free car care guide, “Keeping it all in tune,” available by calling toll-free, 1-888 BAYWISE.

FISH CAN CROAK FROM SECONDHAND SMOKE.



What goes up must come down. Unfortunately, for fish, that includes dirty auto emissions. Car exhausts rise into the air, fall to earth, then accumulate on streets and grounds. When it rains, all the crud washes off the street and the contaminated water runs down gutters and into stormdrains. From there it flows untreated into our creeks and the Bay. A real bummer for the wildlife. Fortunately, we can do something about it. Keep your vehicle in tune. (It's just as important as changing your oil regularly.)

And call for our "Keeping It All In Tune" Guide. The Guide's free. So's the call.



Bay Area
Stormwater Management
Agencies Association
1 - 8 8 8 - B A Y - W I S E

FILL IT UP. CUT IT OUT. SEND IT IN.

Yes. Send me the free "Keeping It All In Tune" Guide today!

Name _____

Address _____

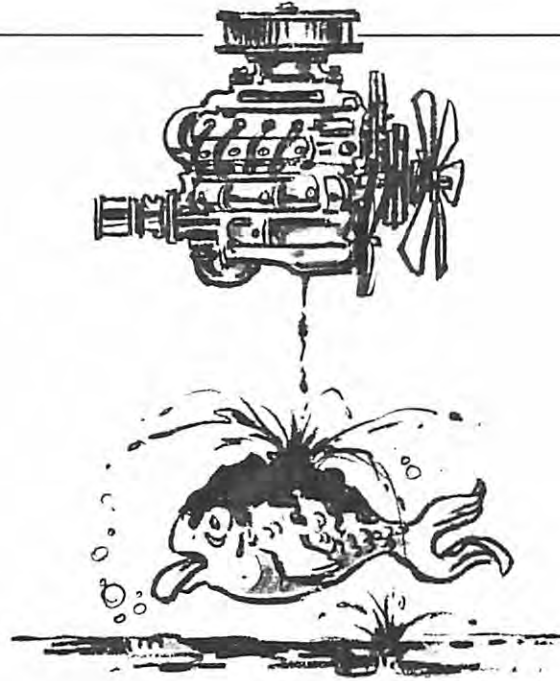
City _____ State _____ Zip _____

ALC-S
SEND THIS TO:

ALAMEDA COUNTYWIDE CLEAN WATER PROGRAM
951 Turner Court, Room 300, Hayward, CA 94545

Car exhausts wind up in the Bay. Stay tuned.

HEY, DID YOU HEAR ABOUT THE FISH THAT DRANK A V-8?



Motor oil leaks are bad news for Bay Area waters. And for their principle tenants, fish and other aquatic critters. Here's the problem. Millions of oil leaks accumulate on streets and driveways. When it rains, all the oily water washes off the streets. Then the crud runs down gutters and into stormdrains. From there, polluted runoff flows untreated into our creeks and the Bay. That's a real bummer for the wildlife. Fortunately, we can do something about it. Start by laying down a tarp, finding the leaks and fixing them yourself. Or, pull into a repair shop. And call for our handy "Keeping It All In Tune" Guide. The Guide's free. So's the call.



Bay Area
Stormwater Management
Agencies Association
1-888-BAY-WISE

FILL IT UP. CUT IT OUT. SEND IT IN.

Yes. Send me the free "Keeping It All In Tune" Guide today!

Name _____

Address _____

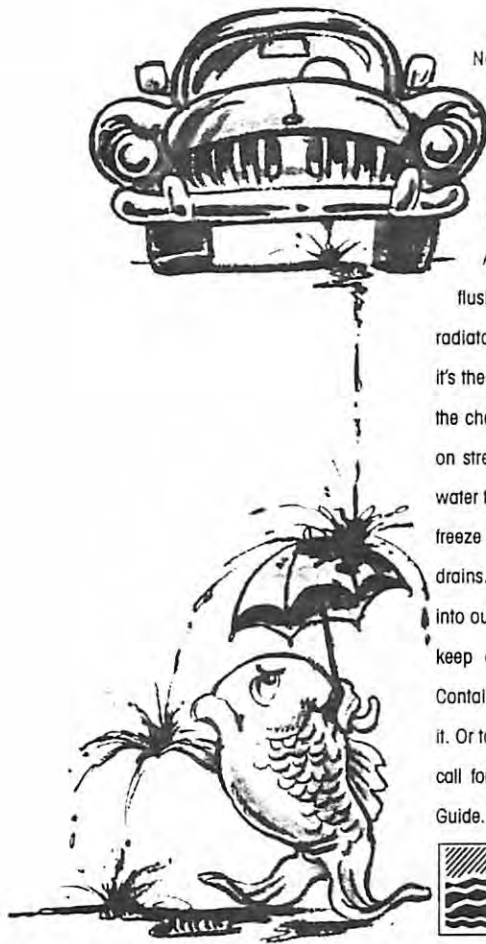
City _____ State _____ Zip _____

ALC-V

SEND THIS TO: ALAMEDA COUNTYWIDE CLEAN WATER PROGRAM
951 Turner Court, Room 300, Hayward, CA 94545

Car leaks wind up in the Bay. Get 'em fixed.

SURE, THE BAY'S COLD. BUT DO FISH REALLY NEED ANTI-FREEZE?



Nope. They're cool with the cold. But the car coolant that seeps into the Bay is a bummer. Unfortunately, too many folks in the Bay Area drain their radiators and flush them into the street. And radiators spring leaks. Either way, it's the Bay that pays. Because after the chemicals and crud accumulate on streets and driveways, rain and water from garden hoses wash anti-freeze down gutters and into storm-drains. From there it flows untreated into our creeks and the Bay. Wanna keep anti-freeze out of the Bay? Contain your anti-freeze and recycle it. Or take it to a service station. And call for our "Keeping It All In Tune" Guide. The Guide's free. So's the call.



Bay Area
Stormwater Management
Agencies Association
1-888-BAY-WISE

FILL IT UP. CUT IT OUT. SEND IT IN.

Yes. Send me the free "Keeping It All In Tune" Guide today!

Name

Address

City State Zip

ALC-A

SEND THIS TO:

ALAMEDA COUNTYWIDE CLEAN WATER PROGRAM
951 Turner Court, Room 300, Hayward, CA 94545

Car leaks wind up in the Bay. Get 'em fixed.

FOR IMMEDIATE RELEASE

Contact: Suzanne Healy, Public Works Department
(650) 329-2117

**INNOVATIVE COMMERCIAL BUSINESS PARTNERSHIP PROGRAM
PROTECTS SOUTH BAY WATER QUALITY**

**Regional Water Quality Control Plant in Palo Alto Celebrates Fifth Year
of the Vehicle Service Facility Waste Minimization Program**

The Regional Water Quality Control Plant in Palo Alto implemented the Vehicle Service Facility Program in 1992 to reduce metals discharged to sanitary sewers and to eliminate discharges to storm drains. Both sewage treatment wastewater and storm water discharges end up in San Francisco Bay. Vehicle service facilities were targeted as a key source of metals. Regulation, education and positive incentives encourage pollution prevention. In fact, in the past five years sewer and storm drain violations have decreased a cumulative 92%.

In addition to the ordinance requirements, on-site visits and a positive incentive program have encouraged significant pollutant reduction. Vehicle service facilities meeting pollution prevention criteria are recognized as a *Clean Bay Business*. These facilities receive recognition items such as decals to post on their windows and free publicity in local newspapers.

“Currently 88%, or 269 of the 304 vehicle service facilities in our service area, are *Clean Bay Businesses*,” reports Suzanne Healy, City of Palo Alto Public Works Department.

“There is a recognition among most facilities that it is important to protect water quality and that their compliance with environmental regulations helps build customer loyalty,” continues Healy.

The Vehicle Service Program has become a model for other waste minimization programs that want to reach commercial vehicle service facilities to reduce pollutants from flowing to the Bay through sewage treatment plants and storm drains.

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FOR IMMEDIATE RELEASE

**Contact: Vern Bessey, San Mateo Countywide Stormwater Pollution Prevention Program
(650) 579-7751**

**PUBLIC/PRIVATE PARTNERSHIP ENCOURAGES PROPER
USED MOTOR OIL DISPOSAL**

Signs of a successful partnership between government agencies and private industry are evident in San Mateo County.

The San Mateo Countywide Stormwater Pollution Prevention Program, or STOPPP, teamed with the Pennzoil Products Company, the San Mateo County Used Oil Program and KMEL radio to target auto parts retailers serving do-it-yourself oil changers.

San Mateo County STOPPP developed point of purchase displays featuring a free funnel and information on convenient, free used oil recycling locations. KMEL radio supported the outreach effort by offering reduced rate advertising in conjunction with their station promotional activities.

Twenty one auto parts retailers received oil displays delivered, set up and continuously stocked by Pennzoil. Over the course of the recent campaign, 15,000 funnels and brochures were distributed to county residents.

“We believe if you put the right tools in the hands of do-it-yourself oil changers, they will do the right thing for the environment by recycling their used motor oil,” says Vern Bessey, San Mateo County STOPPP Public Information Committee Chair.

Funding for the county program was provided by the San Mateo County Used Oil Program through a grant from the California Integrated Waste Management Board.

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FOR IMMEDIATE RELEASE

**Contact: Gina Purin, Marin County Stormwater Pollution Prevention Program,
(415) 485-3104**

CLEANER MOTOR OIL AND FEWER OIL SPILLS IN MARIN COUNTY

Individual Stormwater Programs Achieve Success Locally

To promote waste reduction, the Marin County Stormwater Pollution Prevention Program (through a grant from the California Integrated Waste Management Board) installed a *Purifiner* on 18 municipal vehicles. Pick-ups, dump trucks, a street sweeper, a sheriff's patrol boat and school buses are using the *Purifiner* as a supplement to the traditional oil filter.

The *Purifiner* constantly cleans motor oil in vehicles when the engine is running. Because the oil is constantly re-refined, engine life is extended, oil changes are deferred, "virgin" oil use is reduced and the oil spill potential is lessened. Some vehicles can run 100,000 miles or more without an oil change.

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Donald P. Freitas
Program Manager

FOR IMMEDIATE RELEASE

Contact: Donald P. Freitas, Contra Costa Clean Water Program
(510) 313-2373

VEHICLES TARGETED AS KEY STORM WATER POLLUTANT SOURCE

A Comprehensive Solution To a Pervasive Problem

The Contra Costa Clean Water Program has plenty of evidence that the ordinary automobile is a huge contributor to stormwater pollution.

“Auto wrecking yards, commercial vehicle service facilities and county residents disposing of used motor oil in storm drains contribute to impaired water quality in our creeks, the Bay and Delta,” notes Donald P. Freitas, Program Manager.

Initial monitoring in creeks found metals and hydrocarbons in high concentrations. These pollutants are toxic to aquatic life in the creeks and the Bay. Hydrocarbons also accumulate in fish and shellfish that are harvested for recreation and subsistence. Gasoline and diesel fueled autos are considered to be the primary source of the metals and hydrocarbons that have been found. Metals are present in tires and brakepads, which leave behind a powdery residue through normal wear. Hydrocarbons come from oil drips and engine exhaust. Metals and hydrocarbons from cars accumulate on the ground and on rooftops. Rainfall washes these pollutants into creeks and the Bay. Illicit discharges (e.g., dumping) of motor oil and fuel is also a pollution source. Hosing down paved areas and vehicle fueling and service areas also causes water pollution.

“It was clear the cumulative impact of vehicle pollutants required a multi-faceted approach to curb the negative results we were measuring,” continues Freitas.

The Clean Water Program developed a strategy targeting three key sources of vehicle pollutants, and began implementing these plans in 1994. The newest phase is the inspection program of vehicle service businesses in coordination with eleven cities in the county.

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255 Glacier Drive, Martinez, CA 94553-4897 • Tel: (510) 313-2360 Fax: (510) 313-2301



Inspection Program: Central Contra Costa Sanitary District and West County Wastewater District inspectors recently began performing stormwater inspections. Both industrial and commercial businesses focused on vehicles are targeted. Inspections emphasize education and compliance with regulations.

Used Oil Grant Funding: The Clean Water Program has applied for and received more than \$100,000 annually for the past four years from the California

Integrated Waste Management Board. Nearly 60 used oil collection centers have been certified with the Waste Board, providing county residents convenient, free locations to dispose of their used motor oil. Mr. Funnelhead performs throughout the year in schools and public events encouraging residents to properly care for their vehicles and recycle auto fluids.

Public Education: Participation in a \$275,000 Bay Area radio advertising campaign urges residents to “stay tuned and leak-free”. The Clean Water Program is also implementing complementary newspaper and Spanish radio advertising locally. More than 50 auto parts retailers will participate for the third year in the distribution of educational materials from their stores.

“If we can educate industry, commercial businesses and residents to implement practices that prevent vehicle pollutants from entering our waterways then we can significantly reduce the polluted storm water runoff harming fish, wildlife and our quality of life,” says Freitas.

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FOR IMMEDIATE RELEASE

Contact: Gillian Silva, Vallejo Sanitation and Flood Control District
(707) 644-8949 ext. 265

**VALLEJO SANITATION & FLOOD CONTROL DISTRICT
AIRS LOCAL RADIO CAMPAIGN**

Ten years ago nobody could imagine a flood control district spearheading an advertising campaign urging the public to keep their vehicles tuned and leak-free.

Welcome to the 1990's and the impact the federal Clean Water Act has had on public agencies.

The Vallejo Sanitation & Flood Control District manages the storm water program for the City of Vallejo and unincorporated Solano County. As part of their federal mandate to "radically reduce or eliminate" pollutants from storm water, the District is reaching out to Solano County residents and asking them to prevent their autos from contributing to storm water pollution.

"The Environmental Protection Agency estimates up to 80 percent of storm water pollution comes from individuals. Most of the pollutants individuals contribute to water pollution are from their cars," notes Gillian Silva, Environmental Specialist.

"If we can convince people to prevent their cars from leaking or belching black smoke, then people save money and our water quality and wildlife is protected from these unnecessary pollutants," continues Silva.

As part of Pollution Prevention Week 1997, the District worked with a local radio station, KXBT, to develop and air a radio commercial to promote car care. The commercial will be aired forty times over the week. Listeners are encouraged to call the District at 1-888-BAY WISE to receive a copy of "Keeping it all in tune".

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