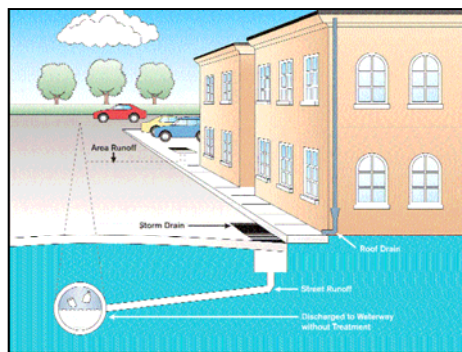


How does the *In Business* program work?

To be *In Business for the Blackstone*, a company implements Good Housekeeping Practices (GHPs) into daily operational routines to minimize the risk of polluted stormwater on their site.

Top Ten Good Housekeeping Practices:

1. Clean and maintain storm drains and catch basins regularly
2. Keep parking lot and loading area clean
3. Design lot features that infiltrate, filter, or detain runoff
4. Use environmentally-sensitive landscaping practices
5. Ensure dumpsters remain closed and leak-proof
6. Move stored materials indoors or keep properly covered
7. Wash vehicles and equipment responsibly
8. Conduct routine maintenance on vehicles to prevent leaks
9. Make a spill response plan and clean-up kit accessible
10. Train employees on good housekeeping practices



Ocean Conservancy

Why is this issue important?

Polluted stormwater runoff is the most significant unaddressed causes of water quality problems today. Rain and snow melt that travels over paved surfaces collects contaminants such as chemicals, oil, metals, litter, and debris and carries them to the storm drain, which often discharges directly into local lakes and rivers that drain to the Blackstone. Small changes in your company's practices can help improve the quality of our drinking water and protect rivers and lakes that are used for recreational purposes and provide important habitat.

For more info, contact Peter Coffin
peter.coffin@zaptheblackstone.org or
508-753-6087, or visit the BRC website:
http://www.zaptheblackstone.org/whatwedoing/In_Business_Program/In_Business.shtml

In Business for the Blackstone
sponsors include:



The Rhode Island Foundation



In Business for the Blackstone
is a project of the
Blackstone River Coalition
www.zaptheblackstone.org

Got a Dumpster? A Parking Lot?

If YES, then the
Blackstone River Coalition
Invites YOU to be

In Business for the Blackstone



The **Blackstone River Coalition (BRC)** offers the *In Business for the Blackstone* program to encourage small and mid-size companies in the watershed to adopt good housekeeping practices to minimize the pollution associated with runoff from rain and snowmelt.

IF your company:

- ♦ Owns a trash dumpster
- ♦ Uses a shipping dock
- ♦ Uses toxic materials and/or
- ♦ Owns a parking and/or lawn area ...

Your site could be polluting local water bodies.

By being *In Business for the Blackstone* and adopting good housekeeping practices your company could:

- ♦ Minimize operational expenses
- ♦ Impress your customers and employees
- ♦ Gain a unique competitive advantage
- ♦ Protect the health of community members, wildlife, and our local waterways .

Look inside to learn more!

LOCATION, LOCATION, LOCATION

If your business is located anywhere on the map of the Blackstone River Valley, including the Worcester area, what happens at your site affects the water quality of our local waterways and the Blackstone River.

How can your business affect water quality?

That stormdrain in your parking lot or in the streets nearby leads directly to the nearest waterway.

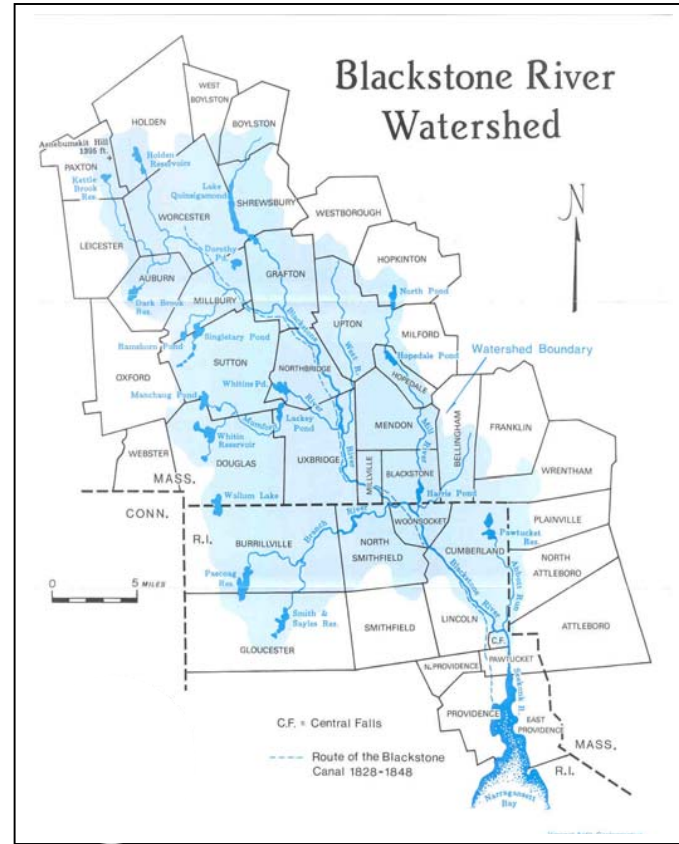
- When it rains or snow melts, the runoff picks up all substances on your paved or landscaped areas, and washes them into the stormwater system.
- The runoff flows, untreated, to the nearest brook or stream, pond or lake.
- Pollutants from your operation can harm drinking water supplies and aquatic life.



Stormwater travels across paved services toward a storm drain, which discharges into a local water body

Why should you get involved?

As a business owner, you are an important part of the community and are in a position to lead by example. You can reduce negative impacts on our waterways by making sure that you are using best practices for stormwater management.



Who can be *In Business*?



Any company located in the Blackstone River watershed that is not required by state law to implement a stormwater management program can be ***In Business for the Blackstone.***

What do you have to do to join the *In Business Team*?

It's easy! Just establish a few no- or low-cost good housekeeping practices at your facility. The program is focused on measures that are easy to adopt and provides guidance on how to incorporate them into your operations.

What's in it for you?

By adopting these good housekeeping practices your company can:

- Receive window decal and certificate;
- Gain a unique competitive advantage by being recognized for your commitment to water quality;
- Make improvements to your facility that make employees proud and impress customers;
- Protect inventories and minimize operational expenses; and
- Strengthen its position within the community.

By making small no/low-cost changes in your company's daily routines, you can play a major role in protecting our rivers and lakes and supporting the BRC's goal to make the Blackstone "Fishable and Swimmable by 2015."

Make Your Company



Starting Today!

The Blackstone River Coalition is a partnership of various organizations, businesses, individuals, agencies, and municipalities that are working to restore the Blackstone River and to improve the health of the Blackstone River watershed.

Our mission is to restore and protect water quality and wildlife habitat in the river corridor, and to advocate for sound land use in the Blackstone River watershed.

**THE BLACKSTONE RIVER
CLEAN BY 2015!**