



## WHAT IS URBAN RUNOFF?

URBAN RUNOFF can be harmful, and even lethal to our creeks. Water in our gutters drains to our creeks and groundwater. For example, whenever cars are being washed, and when driveways and sidewalks are hosed down, fertilizers, pesticides, litter, and pet waste, go into the creek as urban runoff.

Butte County Public  
Works Department  
Solid Waste and  
Recycling Division

[www.recyclebutte.net](http://www.recyclebutte.net)



The Storm Water Management  
Education and Outreach  
Program is funded by the  
City of Chico

[www.keepchicoclean.org](http://www.keepchicoclean.org)

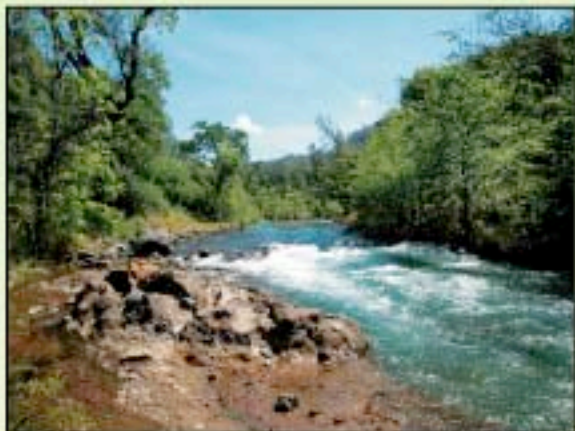


# Carpet Cleaner Business Partners



Support our  
Community...  
Help Keep Chico's  
Creeks Clean!





Upper Bidwell Park

## Clean Water Business Partners

Receive recognition and advertising as businesses that care about Chico's water quality. Clean Water Business Partners commit to implementing Best Management Practices and educating customers.

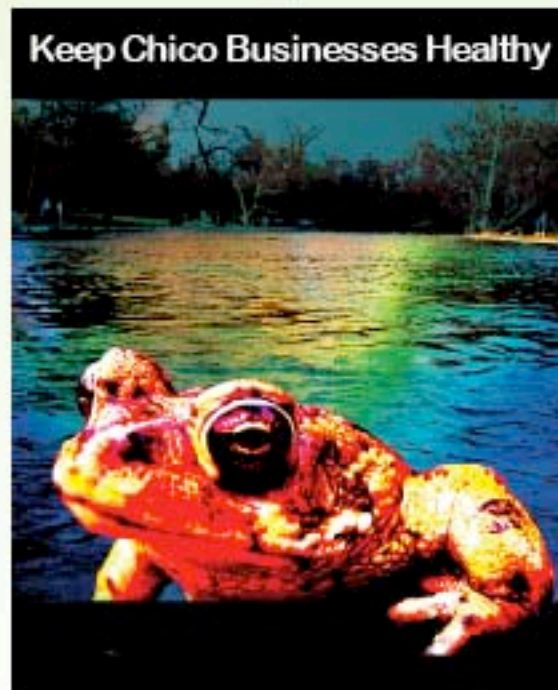
Clean Water Business Partners have made a commitment to properly dispose of their waste water. By doing this, they help to ensure that future generations can use and enjoy our most valuable resource... Water!

**Join the team as a  
Clean Water Business  
Partner today.**

## Program Guidelines:

Clean Water Business Partnerships (CWBP's) are based on incentives. The program guidelines emphasize the implementation of Best Management Practices, employee training, and customer involvement. CWBP's do the following:

- ★ Reduce the amount of pollutants and chemicals that enter the storm drain system by implementing Best Management Practices (BMP's).
- ★ Educate customers about how they can help.
- ★ Use nontoxic carpet cleaners.
- ★ Dump waste water onto lawns and into sinks, showers, bath tubs and floordrains.



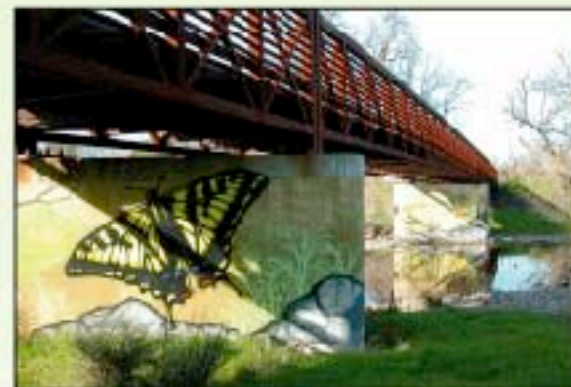
Arbwork, Photos and Design by Gregg Payne

**If it isn't rainwater,  
it doesn't belong in the gutter.**

Never pour anything into a storm drain or gutter.

Use biodegradable soap and household cleaners.

Choose a Clean Water Business Partner to clean your carpets.



**To become a Clean Water  
Business Partner contact:**

City of Chico  
Storm Water Management Program

Richard Burgi,  
Associate Civil Engineer

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www.keepchicoclean.org