



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



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

www.keepchicoclean.org

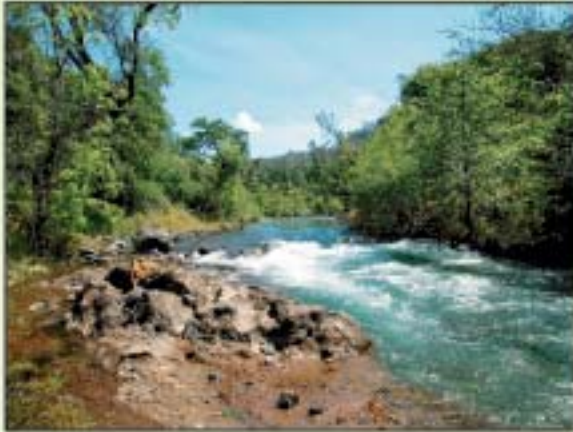


Landscape Business Partners



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!

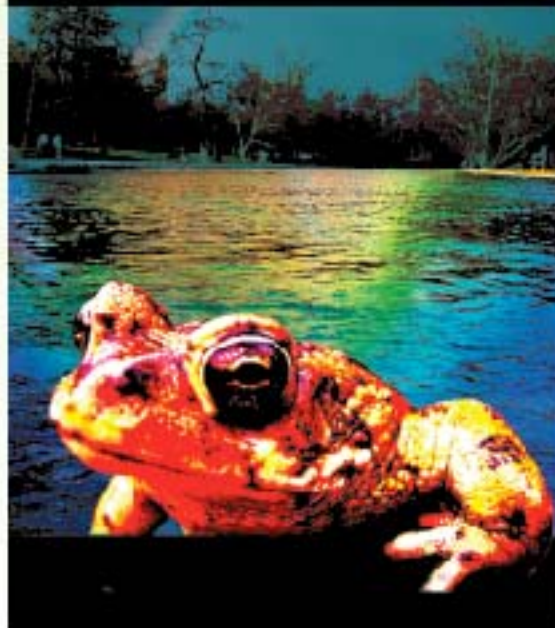
Join the team as a Clean Water Business Partner today.

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. Landscape 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.
- ★ Install and set irrigation systems to reduce excess irrigation.
- ★ Maintain landscapes so that soil erosion is limited.

Keep Chico Businesses Healthy




Artwork, Photos and Design by Gregg Payne

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

Reduce the use of pesticides by using Integrated Pest Management. www.ipm.ucdavis.edu

Reduce the amount of sediment discharged into the stormdrain system.

Dispose of green waste properly. 



To become a Clean Water Business Partner contact:

City of Chico
Storm Water Management Program

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