




PROFESSIONAL. PROUD.

Going Green and The Next Drought - An Action Plan For Car Wash Operators

Presented by Bill Sartor, Washem Car Wash

PLEASE SILENCE ALL CELL PHONES AND PAGERS AT THIS TIME. THANK YOU.



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Drought and the assumptions about the car wash industry's environmental impact is effecting the car wash community.

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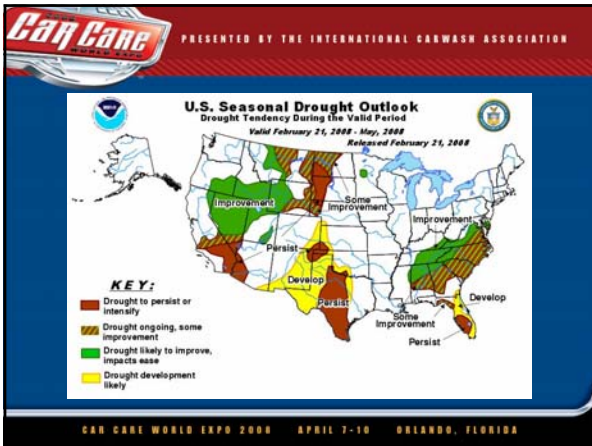


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Proactive or Reactive?

- Southern Nevada
- Texas
- Georgia
- Denver
- Maryland
- North Carolina
- Ad nauseum

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First Steps

- Organize to be acknowledged as an entity
 - As a committee of a larger association
 - Or as an association in your own right
 - There must be transparency in what you do
- Select leadership
 - Who will be the primary point of contact for the outside world?
 - Leadership must be able to be diplomatic
 - Remember your audience

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First Steps

- Determine which operators are connected in the community.
- Invite all operators to a meeting to discuss the action plan
- Raise some money

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Doing your homework

- # of water agencies that affect your area
 - Each may have a different Drought Management Plan (DMP)
- Understanding the food chain
 - Public
 - How can you educate them?
 - Politicians
 - What operators know these people?
 - Regulatory Agencies
 - Who's in charge of the DMP and conservation?

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Doing your homework

- Get a copy of the DMP to learn how car washes are affected
- Determine the process for obtaining water use data
- What is the annual usage for all car washes?
 - What % of total consumption do car washes comprise?
- Get the top 10% of commercial customers.
 - Where is the largest car wash ranked?

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Doing your homework

- Read and understand a sample car wash certification program
- Insure that whatever you propose includes a charity car wash requirement.
- Insure your program doesn't require the utility to expend manpower

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Summary

- A prosperous City with enough water to meet its needs is good for business
- There are huge opportunities to save water in a typical community—almost all of them more effective than shutting down car washes
- Water purveyors are looking for help in meeting the Community's water needs
- The water purveyor has water conservation goals (or at least should have them) that can be addressed by many alternatives

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