



# New Jersey Water Supply Authority River-Friendly Business Certification Requirements



## Achieving Certification

The New Jersey Water Supply Authority (NJWSA) appreciates your interest in becoming a leader in the effort to protect our local environment and reduce the amount of chemicals entering local water bodies. The certification process is meant to be a cooperative effort between your business and the NJWSA.

There are four categories in the certification program: Water Quality Management, Water Conservation Techniques, Wildlife and Habitat Enhancement, and Education and Outreach. In order to receive certification, businesses must complete the goals and actions for each of the four areas. It is important to note that the goals, targets and actions are tailored to each business to make an increment of improvement. All facilities are not held to the same set of standards. The goals, targets and actions provided here are meant as examples.



**Water Quality Management:** This category encourages practices that reduce nonpoint source pollution and improve the quality of local waterways. Suggested practices include: soil testing; establishing a water quality monitoring program; implementing an Integrated Pest Management (IPM) program; ensuring that runoff does not go directly into local streams; managing ponds and streams to include buffers and “no-spray” and “no-mow” zones; proper handling and storage of equipment and chemicals; and using native plants.

### *Example Actions:*

- ◆ Implement an Integrated Pest Management (IPM) Plan and documentation strategy to include the following:
  - ✓ A map delineating high, medium, and low maintenance areas and the thresholds of pest damage that your property will accept for each area.
  - ✓ Records that detect trends relating to pest monitoring activities, control measures used on problem areas, and the results of these controls.
  - ✓ Identification of local disease, insect, and weed problems.
  - ✓ Identification of “hot spots,” problem areas requiring corrective action or spot treatments.
- ◆ Conduct soil samples and modify practices accordingly. Choose nutrient products and time applications to meet, not exceed, the needs of the plants.
- ◆ Make sure that your business stores, handles, and disposes of chemicals properly. Also ensure that maintenance employees are sufficiently trained about these procedures.
- ◆ Develop “no-mow” and “no-spray” zones of at least 10-20 feet around all water bodies.
- ◆ Designate certain areas of your facility as ‘reduced salt areas’ during the winter.
- ◆ Use alternative deicing products in some areas of your facility.



**Water Conservation Techniques:** Since water is an important resource for the sustainability of human, plant, and animal life, this category focuses on conserving ground and surface water. Some suggested practices include: using native vegetation; increasing irrigation efficiency; reducing irrigated acreage; recapturing and reusing water; implementing effluent irrigation systems; and reviewing and updating stormwater management practices.

### *Example Actions:*

- ◆ Develop a conservation strategy (i.e., set goals and watering priorities) and document progress.
- ◆ Collect rainwater for irrigation.
- ◆ Develop a maintenance schedule to check for any leaks in the irrigation system.

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- ◆ Use leaves, grass, and tree clippings as natural mulch or fertilizer. Mulch will allow for the retention of moisture around trees and shrubs, reducing the need to water.
- ◆ Review the irrigation schedule to determine if less water can be used.



**Wildlife and Habitat Enhancement:** This section focuses on providing and maintaining healthy habitat for local species on your property. It encourages opportunities to: enhance naturalized areas on your property; provide habitat for beneficial species (bluebirds, bats, purple martins, etc.) that control pests; maintain habitat for other wildlife throughout your facility; and support streambank restorations, reforestations, and constructed wetlands.

### *Example Actions:*

- ◆ Maintain buffer zones surrounding all bodies of water that are a minimum of 10-20 feet. Mowing and spraying in these areas should be limited.
- ◆ Establish natural areas such as meadows, forests, wetlands, and habitat gardens.
- ◆ Develop a plan for wildlife and habitat enhancement. Begin by constructing a map highlighting wildlife and habitat areas, and composing a list of wildlife on your property. Then develop a plan for additional areas. Document your efforts.
- ◆ Create and monitor habitat for beneficial species (bats, bluebirds, purple martins, etc.) that control pests.



**Education and Outreach:** An essential part of this program is to provide recognition and support for the beneficial environmental practices that businesses have implemented. The program seeks to increase employee and community understanding of the actions your business has undertaken to improve the local environment. It includes displaying signs, hosting workshops and lectures, educating personnel and local officials and relaying the program's success to the community through a public relations effort.

### *Example Actions:*

- ◆ Encourage volunteers to become involved with the environmental protection aspects of the business facility. For example, volunteers could help to physically maintain naturalized areas, monitor bird and bat houses, or help with the data collection for water quality monitoring.
- ◆ Install signs around the facility that explain the naturalized areas, plant selection, and habitat preservation goals on the property.
- ◆ Host a discussion forum or a lecture for the community about the importance of managing an environmentally friendly business.
- ◆ Host environmental education programs for children.
- ◆ Print and distribute brochures, fliers, and pamphlets both about environmental protection in general and about your stewardship in particular.

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For more information regarding the River-Friendly Business Certification Program, other River-Friendly Programs or the New Jersey Water Supply Authority, please contact:

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