

Getting Recognized for Promoting Clean Water Practices

Brenda Dinne
Special Projects Coordinator, CC DLRM

January 5, 2016



**WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER**

Recognition Opportunities

- Carroll Clean Water Partnership
- Environmental Awareness Awards



Source: <http://soapboxhq.com/blog/engaging-motivating-employees-reward-vs-recognition> (August 21, 2015)



WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

Carroll Clean Water Partnership

- Pilot program for businesses
- Good Housekeeping Measures
 - Self-inspection
 - Plan to address additional needs
 - Staff verifies criteria met



Program staff available for courtesy visit at any time during self-inspection and action plan process.



**WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER**

Becoming a Clean Water Partner



BECOMING A CLEAN WATER PARTNER *(optional)*

The purpose of the Carroll Clean Water Partnership (CCWP) is for sponsors to foster a business-friendly environment for local businesses to identify and address potential pollutants and good housekeeping measures, and, as a result, gain community recognition for Partners for their contribution to achieving clean water. The program aims to assist Partners with voluntary activities related to stormwater pollution prevention. The CCWP program will be a cooperative effort of the Carroll County Land & Resource Management (DLRM) Stormwater Program Staff, Carroll County Environmental Advisory Council (EAC), and the Carroll County Water Resources Coordination Council (WRCC).

Process to Become Partner:

1. **Request information.** Program staff will be available to meet onsite to provide program overview.
2. **Perform self-assessment/inspection.** Program staff will be available for courtesy visit to assist with checklist to inventory good housekeeping and recommend best management practices appropriate for the site. The action items included on the assessment will become the "action plan."
3. **Review Stormwater Pollution Prevention Self-Inspection Checklist and Action Plan with Program staff.** Program staff will review your Stormwater Pollution Prevention Self-Inspection Checklist and Action Plan for completeness. *You may choose to have Program staff provide a courtesy visit either during the self-inspection or to review the checklist and action plan at your facility when it is complete.*
4. **Sign Stormwater Pollution Prevention Self-Inspection Checklist and Action Plan.** The business owner/manager will sign this form to demonstrate the self-inspection checklist and action plan have been completed.
5. **Commit to implement Stormwater Pollution Prevention Self-Inspection Checklist and Action Plan.** Participation in the program is voluntary. However, signing (below) the Stormwater Pollution Prevention Self-Inspection Checklist and Action Plan also indicates the Partner's commitment to implement the pollution prevention plan and maintain good housekeeping practices following the signature date.

Benefits:

- ◆ Partners will receive a framed Certificate of Partnership.
- ◆ Partners will be listed on the CCWP webpage.
- ◆ Partners are eligible for nomination for the EAC's Environmental Awareness Awards, but at a minimum, will be named at the Awards ceremony.
- ◆ Partners receive additional recognition and publicity through the CCWP website, public outreach efforts, and materials indicating sponsorships and partnerships associated with the program, which will increase name recognition and public awareness for the business.
- ◆ Partners may be able to network with other Partners who may share similar issues, good housekeeping practices, and best management practices.

By signing below, the responsible party commits on behalf of this business to implement the Action Plan indicated on this Stormwater Pollution Prevention Self-Checklist and Action Plan.

Business Name

Date

Signature of Responsible Party

COMPLETING YOUR STORMWATER POLLUTION PREVENTION SELF-INSPECTION CHECKLIST AND ACTION PLAN



WORKSHOP: CARROLL COUNTY BUSINESSES FOR CLEAN WATER

Carroll Clean Water Partnership

- Recognized as “Partner”
 - Window decal for business
 - Certificate
 - Website



WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

Carroll Clean Water Partnership

- Other benefits:
 - Publicity through materials and sponsorships
 - Network w/ Partners
 - Eligible for Environmental Awareness Awards nomination



WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

Environmental Awareness Awards

- Awarded by Environmental Advisory Council (EAC)
- Biennial process
- Nominations available in January and due by March 1
- 5 categories: Business, Individual, Agriculture, Student, Institutional



<http://ccgovernment.carr.org/ccg/eac/>



WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

Environmental Awareness Awards

- Winners recognized in April during week of Earth Day
- Recognition
 - Commissioners
 - Website
 - News release
 - Facebook 

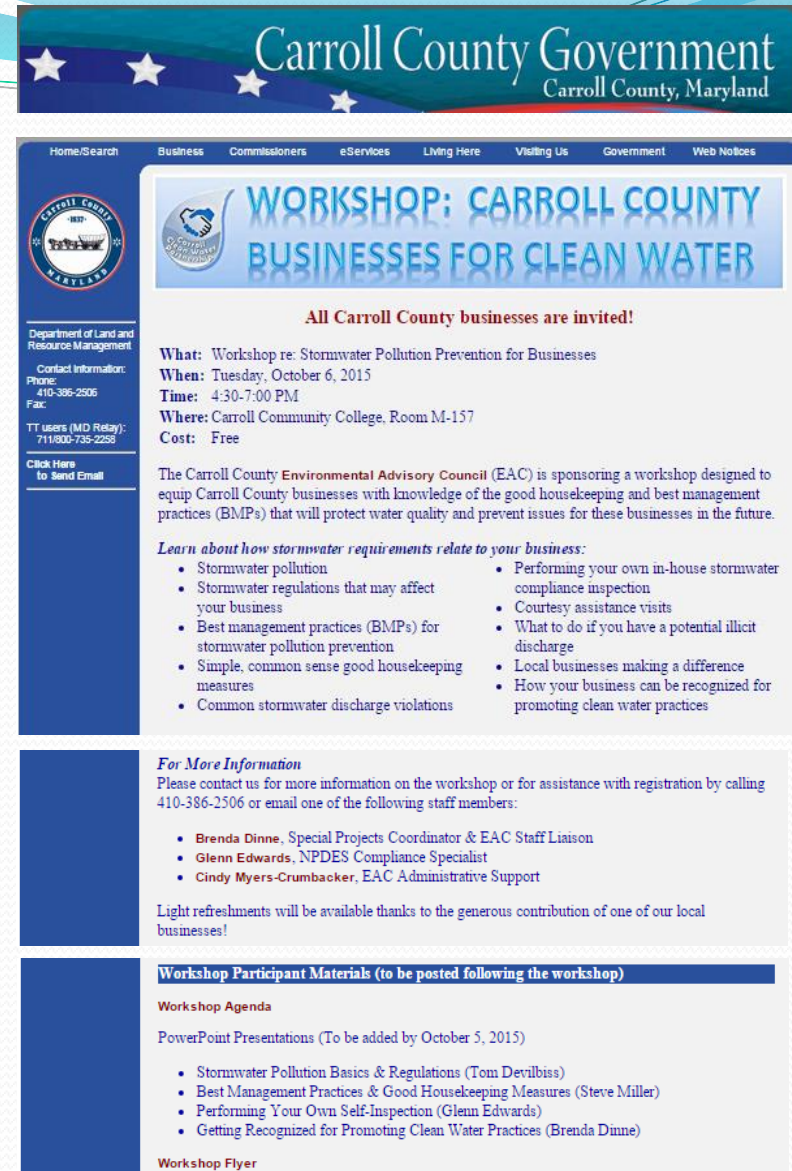


WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

Workshop Website

Access:

- PowerPoint presentations
- Materials in packets
- Link to Environmental Advisory Council meeting presentation by MDE re: 12 SW permits
- Link to other County stormwater-related pages
- Contact information



The screenshot shows the Carroll County Government website. At the top, the header reads "Carroll County Government, Carroll County, Maryland" with a star graphic. A navigation menu includes "Home/Search", "Business", "Commissioners", "eServices", "Living Here", "Visiting Us", "Government", and "Web Notices". The main content area features a blue banner with the text "WORKSHOP: CARROLL COUNTY BUSINESSES FOR CLEAN WATER" and a sub-header "All Carroll County businesses are invited!". Below this, the workshop details are listed: "What: Workshop re: Stormwater Pollution Prevention for Businesses", "When: Tuesday, October 6, 2015", "Time: 4:30-7:00 PM", "Where: Carroll Community College, Room M-157", and "Cost: Free". A paragraph explains that the Environmental Advisory Council (EAC) is sponsoring the workshop to equip businesses with knowledge of good housekeeping and best management practices (BMPs). A list of topics to be covered includes stormwater pollution, regulations, BMPs, and common sense measures. A second list of topics includes in-house inspections, courtesy visits, and local business recognition. A "For More Information" section provides contact details for Brenda Dinne, Glenn Edwards, and Cindy Myers-Crumbacker. A note mentions light refreshments provided by a local business. At the bottom, a "Workshop Participant Materials" section lists PowerPoint presentations to be added by October 5, 2015, including topics on stormwater basics, BMPs, self-inspection, and recognition. A "Workshop Flyer" link is also present.



WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER

For more information...

Brenda Dinne

Special Projects
Coordinator

bdinne@ccg.carr.org

410-386-2140

Glenn Edwards

NPDES Compliance
Specialist

gedwards@ccg.carr.org

410-386-2220



**WORKSHOP: CARROLL COUNTY
BUSINESSES FOR CLEAN WATER**