

Business Resources Committee

1st Quarter Meeting 2018

February 22, 2018

International Trade Center



Comprehensive Conservation & Management Plan
for Alabama's Estuaries & Coast

2013-2018



Access to Water and Open Spaces



Coastlines
(Beaches and Other Shorelines)



Fish



Heritage and Culture



Environmental Health and
Resilience



Water Quality

2013-2018 BRC accomplishments as defined in the CCMP:

- **Tours**- 16 Tours: TMC, Bayou La Batre, & D'Olive Watershed involving approximately 150 participants.
- **Presentations**- Average over 10/year reaching over 1,000 individuals.
- **CCWF**- Revised website, marketing study, rack card.
- **Service Opportunities**- Maple St. Cleanup, MLK Day of Service.
- **Promote Improved Stormwater Management by Private Sector**- Sharing of information.

BRC – BUSINESS RESOURCES COMMITTEE

Strengths

- Growing membership
- Good meeting participation and feedback
- Members distributing information and MBNEP message to increase awareness
- Litter Gitter project jump started from this committee

Weaknesses

- Need more boots on the ground opportunities/projects
- What is the true purpose of the committee?
- Baldwin County representation
- Members busy with their own careers (non-environmental)

Opportunities

- Recruit key strategic members
- Get committee members in the field for tours and to view projects
- Encourage co-chairs and members to set agendas and goals – what do they want to accomplish?
- Promote Create a Clean Water Future

Five Year Plan for the BRC by June 2018

“Connecting Business with the Environment”

Outreach to Business Community- How do you view BRC involvement?:

- Tours highlighting stressed habitats and projects
- Expand membership
- Networking/Communication – presentations, sharing information
- Boots on the ground service project
- Fund Raising to support projects/activities
- Connect business to celebrate cultural heritage of the estuary

#1 Recommendation-

TAKE THE LEAD ON THE **CREATE A CLEAN WATER FUTURE** CAMPAIGN AND TAKE IT TO THE NEXT LEVEL- Real support and real action!

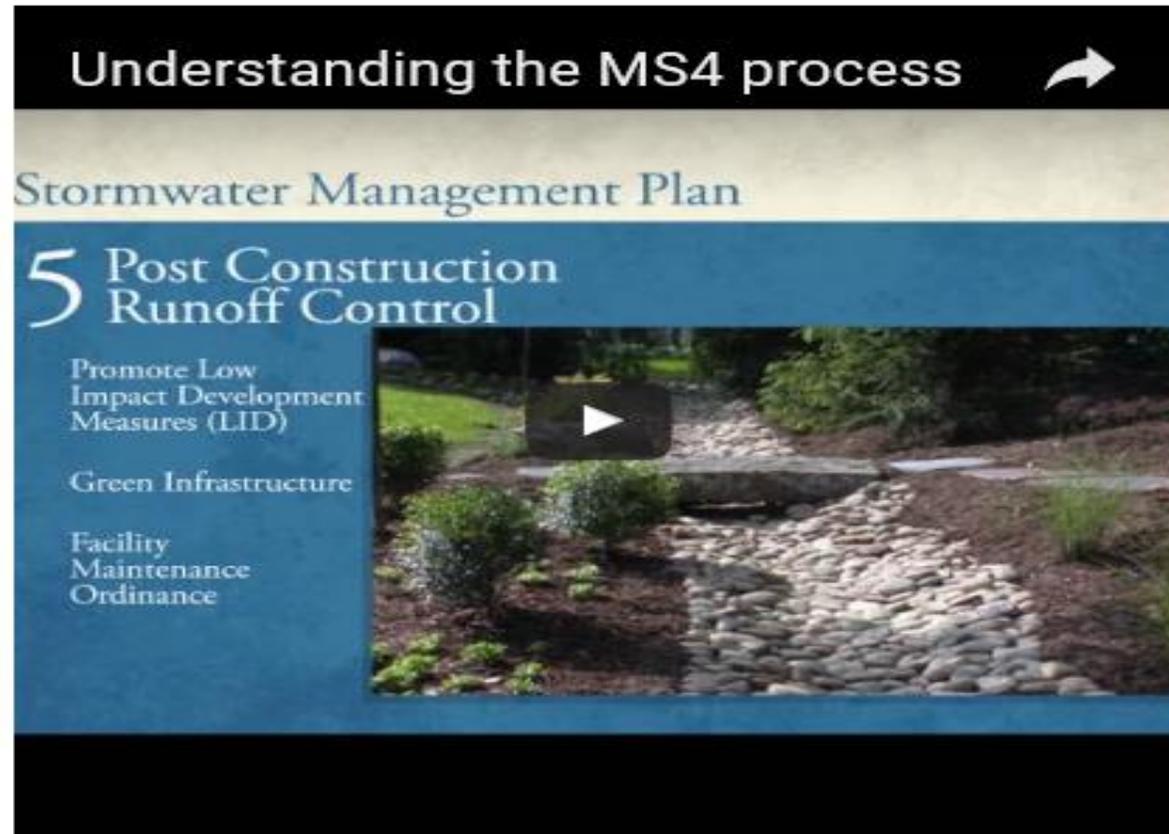


www.cleanwaterfuture.com

- *Create A Clean Water Future* is a campaign to raise awareness about reducing stormwater runoff and the pollution that is carried by it.
- It was developed and designed to be adopted by organizations, government agencies, businesses & grassroots groups.
- It is a *FREE* tool that anyone can use!



Assist Municipalities with MS4 Permit Requirements



Understanding the MS4 Process

Download MP4 (Right Click "Save Link As")

We Currently Have 47 CCWF Partners

- Non Profit Environmental Groups- 5
- Municipalities- 9
- Engineering Firms- 8
- Associations- 2
- Grass Roots Groups- 4
- Government Agencies- 2
- Academic- 2
- Private Sector- 15





If we want to keep our water clean,
we need to know what makes it dirty...
and do something about it

Email me updates

SUBMIT





CLEAN WATER TIPS

Children

PUT THE WRAPPER IN THE TRASH

Food packaging litter gets washed into streams and the bay unless we are careful to place all litter in a covered trash ...



[LEARN MORE](#)

[VIEW ALL CHILDREN TIPS](#)

Restaurants

SWITCH TO BIODEGRADABLE CUPS

EPS Foam from cups and to-go containers is one of the biggest sources of litter pollution in our streams and rivers, and ...



[LEARN MORE](#)

Teens

RECYCLE YOUR WATER BOTTLE

Each plastic bottle will outlive you for centuries. When you can't avoid them, find a way to recycle them! ...



[LEARN MORE](#)

[VIEW ALL TEENS TIPS](#)

Retail Businesses

PROMOTE USE OF REUSABLE TOTES

Encouraging and enabling customers to avoid plastic bags helps reducing the plastic debris we have to deal with and the ...



[LEARN MORE](#)

Adults

USE A CAR WASH

Washing your car can send harmful chemicals down storm drains not designed to filter water and from there chemicals and ...



[LEARN MORE](#)

[VIEW ALL ADULTS TIPS](#)

Schools

START RECYCLING PROGRAM

Recycling teaches positive behaviors that help keep plastic bottles and cans out of our waters. ...



[LEARN MORE](#)



BECOME A PARTNER



Switch to Biodegradable Cups

Compostable and biodegradable cups for hot and cold drinks are very durable and don't pose the risk of polluting our waters for centuries to come like foam or plastic comes.

Compostable Cup 16 oz. from Green Paper Products

Update International...

\$23.65

Shop now



Use Biodegradable Clamshell Containers

Biodegradable clamshell containers made from natural plant fiber are 100% compostable and are very durable. They don't cause the long term harm to our waters like plastic and foam containers.

8in Biodegradable Clamshell from Green Paper Products



Use Biodegradable Straws

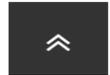
Plastic Straws are the 5th most common item to be picked up in litter cleanups throughout the country. Using biodegradable straws ensures the straws from your restaurant aren't long term pollutants to our waters.

7.75" Clear Unwrapped Compostable Straw from ECO Products



Switch to Reusable Dishware

Using reusable dishware saves businesses money





TIPS FOR RESTAURANTS

[Clean Water tips](#) > [Restaurants](#) > [Switch to Biodegradable Cups](#)

Switch to Biodegradable Cups

EPS Foam from cups and to go containers is one of the biggest sources of litter pollution in our streams and rivers, switching to biodegradable products

Problems



More than 50,000 Foam Cups and Plates Recovered in 2015

In 2015 as part of the International Coastal Cleanup, volunteers recovered over 57,193 plastic cups and plates the majority of which were made from EPS foam (Ocean Conservancy, 2016).



Plastic Foam Does Not Biodegrade

When pieces of plastic foam (such as polystyrene) enter

COMMIT TO MAKING A DIFFERENCE

Commits

8%

Commits 4

Goal 50



Resources

Links



Plastic Foam Does Not Biodegrade

When pieces of plastic foam (such as polystyrene) enter our waterways, wind and waves break them into smaller and smaller pieces until they are almost invisible to the naked eye. These microplastics (any plastic piece less than 5mm in size) can be ingested by a variety of marine life including invertebrates (e.g., oysters, mussels) and fish that feed on plankton and other microparticulates. The plastic can cause direct and indirect damage to these organisms leading to losses in important species in the ecosystem. Also the chemicals from which the plastics are derived can have negative impacts on marine organisms, causing toxicity and disruption to reproduction, which has significant implications for the entire food web (Algalita, 2015).

Photo by Phyrexian - CC BY-SA 3.0



Polystyrene Found in Marine Animal Intestines

Polystyrene foam is often found lodged in the intestines of marine animals causing blockages from eating the wrong thing. This often leads to death. (BBC, 2015)

EPS foam fragments recovered from Dauphin Island. Picture by Caitlin Wessel

Resources

Links

It can be good business to go green and there are models and good ideas already in place



Green Paper Products

Sells 100% Biodegradable & Compostable



ECO Products

Cups, Containers, Straws, Utensils



Disposable Cups, Cutlery and Dishware from Sustainability at Work section of City of Portland, Oregon website has a great guide for restaurants thinking about making the switch

Other Options

amazon





TIPS FOR RETAIL BUSINESSES

Clean Water tips > Retail Businesses > Properly Clean Parking Lots

Properly Clean Parking Lots

Most parking lots are impermeable surfaces and rain will wash all litter, debris, sediment, fertilizer and chemicals from automobiles into the storm drains. This is nonpoint source pollution and impermeable surfaces like parking lots accelerate storm water runoff which travels into our streams, the bay and the Gulf. These pollutants can harm marine creatures and wildlife, kill native vegetation and strengthen invasives, contaminate the water, and make recreational areas unsafe and unpleasant.

Problems



Major source of Nonpoint Source Pollution

As litter, debris, sediment, fertilizer, and chemicals wash off parking lots and into storm drains, pollution quickly drains into area streams, rivers, and bays. Most storm drains have no method of filtering out this pollution, and once it's in the water, it becomes increasingly difficult to remove.



Littering Increases with Lack of Trash Receptacles

Existing litter and lack of opportunity for proper disposal invites littering. Most littering occurs when there is no receptacle within 10 feet or less or if the place is already littered.



Lack of Ashtrays

Cigarette butts remain the largest category of litter picked up nationwide. This is evident to anyone who has cleaned a parking lot. Providing

COMMIT TO MAKING A DIFFERENCE

Commits

10%

Commits 5

Goal 50



Resources

Street Sweepers



Sweep Masters is a local street sweeping company who regularly come to your place of business to clean your parking lots of litter, oil residue, and sediment. They are proud partners of the Create a Clean Water Future Campaign. 251-375-1811



If we want to keep our water clean,
we need to know what makes it dirty...
and do something about it

Email me updates

SUBMIT





POLLUTANTS - NUTRIENT

Pollutants

- Nutrient Pollution
- Chemical Pollution
- Sediment and Erosion
- Bacterial
- Litter Pollution

Nutrient Pollution



Yard debris is a gross, or large, pollutant that impairs waterways by clogging flows. Compost yard debris or bag for removal.

Fertilizers, yard debris, animal waste, stormwater runoff, sewage discharges and overflows: all are sources of nutrient pollution in our estuary. Many activities we take for granted contribute to nutrient pollution of our waterways: fertilizers carelessly spread or scattered and over watered, pet and animal waste washed by rain into storm drains or creeks, leaves and grass clippings blown into the street, soap and chemicals used in washing a car hosed down the driveway into storm drains. These activities send nitrogen and especially phosphorus into our waterways where they accelerate plant growth resulting in **cultural eutrophication**:

Too much nitrogen and phosphorus in the water causes algae to grow faster than ecosystems can handle. Significant increases in algae harm water quality, food resources and habitats, and decrease the oxygen that fish and other aquatic life need to survive. Large growths of algae are called algal blooms and they can severely reduce or eliminate oxygen in the water, leading to illnesses in fish and the death of large numbers of fish. Some algal blooms are harmful to humans because they produce elevated toxins and bacterial growth that can make people sick if they come into contact with polluted water, consume tainted fish or shellfish, or drink contaminated water. (EPA: The Problem)



PARTNER DIGITAL ASSETS

When you join the CCWF Movement you'll gain access to multiple communications materials. Please contact Rick Frederick at rfrederick@mobilebaynep.com for more information.

JOIN THE MOVEMENT, it's picking up!

CWF Logos

[Attaching a CWF Logo in Gmail](#)

[Membership Levels](#)

Videos



Public Service Announcement 1 "Cup"
[Download MP4 \(right click "Copy Link As"\)](#)



Public Service Announcement 2
[Download MP4 \(right click "Copy Link As"\)](#)

Print Ads

Print Ads can be customized to include the business/group logo, mission statement, and/or ways that you are Creating A Clean Water Future

**Our Generation
is doing this.**

Photo by Rob Nykvist

Let's un-do it for the next one.

Rain is good. Rain plus pollution isn't.

The City of Daphne is *Creating A Clean Water Future* by educating homeowners on ways they can reduce stormwater runoff from their properties.

Together **WE** can
Create A Clean Water Future
now and for generations to come.

Join the Campaign
www.CleanWaterFuture.com

Daphne
ALABAMA

**Create A
Clean Water
Future**

Examples of Logo Use



As a BRC Member- how do you view your involvement?

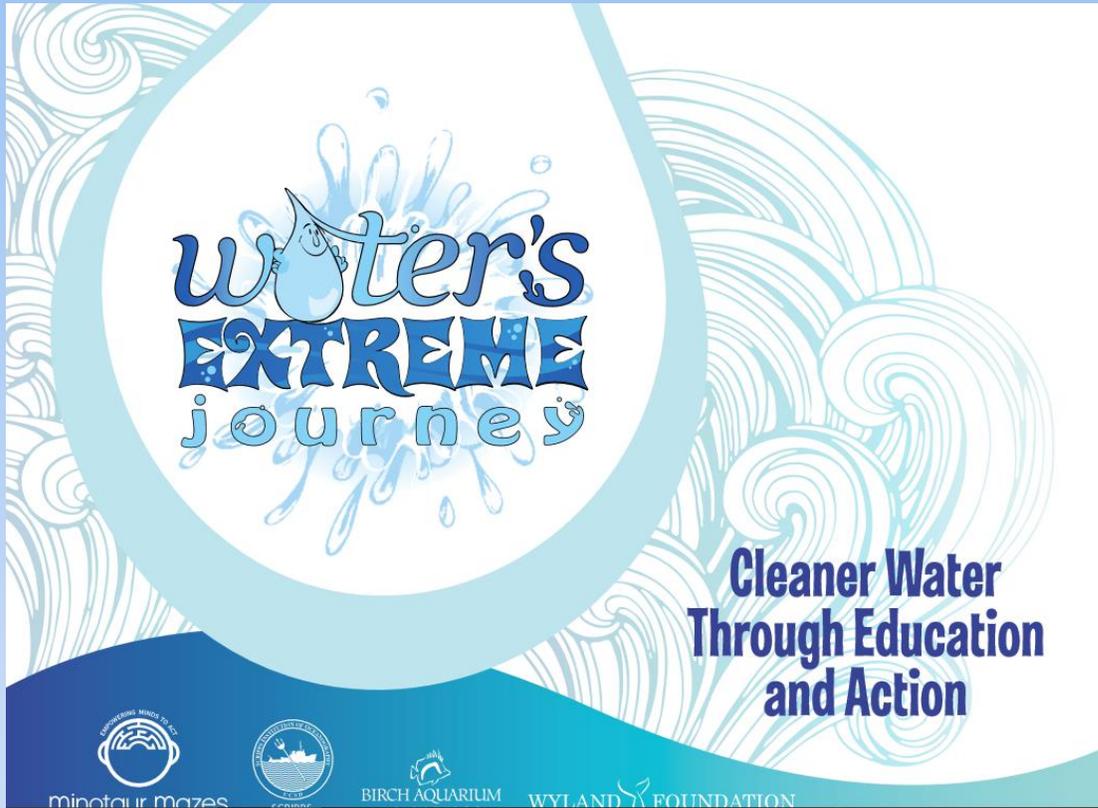
What are our goals and what do we want to accomplish in the next 5 years?

How do we measure impacts and results?

Best time to meet?



Gulf Coast Exploreum



June – August 2018



Goals

EXPERIENCE the water cycle as a drop of water
LEARN to keep water clean through simple activities.
INSPIRE stewardship of natural resources
ACT to support clean water initiatives

“ The entire maze was fantastic. I loved seeing the kids’ faces when they’d been to the unclean ocean and then finally made it to the clean ocean. It really was a sense of accomplishment and understanding. Many people who visited the exhibit had no idea that what we do really does impact water, but this exhibit changed that. Even a year later we are still getting comments. ”

- Erin Anderson, Curator, Western Heritage Museum Complex

Become a Raindrop, Change Your World

***Water's Extreme Journey* is more than an exhibition.**

Developed with world-renowned marine life artist Wyland, *Water's Extreme Journey* takes visitors on an exciting and important quest for clean water. Visitors experience the watershed as a water drop, exploring first-hand the science behind the water cycle. But it's not all wet and wild – through powerful interactives and local messaging, visitors realize that daily decisions can immediately improve the watershed in their own backyard.

“ My 7-year old wouldn't leave until he had explored every optional route through the maze. ”

- Bruce Stewart, Program Director,
Birch Aquarium at Scripps



Grants to Support Small Stream Litter Collection

EPA Region 4 Trash Free Waters Grant

- \$25,000- Construction, Installation, & Maintenance
- 5 Litter Gitters- Mobile & Baldwin Co.
- One Year

Gulf of Mexico Program Grant

- \$488,711 – Feb. 2018 thru Jan. 2020
- Deploy 10 Litter Gitters in TMC
- Implement Volunteer Monitoring Program - SWAMP
- Implement Plan targeting 5 businesses in the watershed to encourage alternative packaging



3MC Partnership

Public/Private Partnership with the City of Mobile & the Chamber Foundation



APRIL 6TH, 2018
APM TERMINALS Lifting Global Trade.
CHARITY GOLF TOURNAMENT

Presented by:



Supporting:



Buckaroo Foundation



Three Creek Mile Initiative

Breakfast & lunch will
be provided!

**SAVE
THE
DATE**

Door Prizes!!

See other flyer for
Sponsorship
opportunities

TIMBERCREEK GOLF CLUB
9650 Timbercreek Blvd
Spanish Fort, AL 36527
251-621-9900

Next Steps.....to Creating a Clean Water Future

