

Stormwater STAR

2014



GET STARTED TODAY!

Contact us or visit our website for an application.

bitly.com/StormSTAR

Upon receipt of your application, a Stormwater STAR representative will contact you to schedule your initial meeting.

Pollution Prevention Coordinator

Stormwater & GIS Services

Public Works

(919) 560-4326 x 30295

E-mail us at stormwatereducation@durhamnc.gov

For more information or to apply, visit bitly.com/StormSTAR

or scan the QR code below.



Notice Under the Americans with Disabilities Act

Citizens who require assistance should contact the ADA Coordinator at (919) 560-4197 x237, TTY (919) 560-4809 or ADA@durhamnc.gov.

Sustainability To Achieve Results

Are you a business owner
concerned about the environment?
If so, you are not alone.

Stormwater STAR

2014



DURHAM



1869
CITY OF MEDICINE

Stormwater STAR



To help you show your concern for our environment, the City of Durham has created the Stormwater STAR program. The City of Durham's Stormwater STAR recognition program can work with your business to help protect the world around us.

The Stormwater STAR program:

Encourages businesses to reduce and prevent pollution

Educates consumers about choosing businesses with model environmental practices

Recognizes and promotes businesses that demonstrate environmentally responsible practices

Conserves natural resources

Learn more at bitly.com/StormSTAR

THE BENEFITS

As a Stormwater STAR business, you will be doing something good for the environment and will receive many other valuable benefits.

Cut Costs and Improve Your Business

Realize cost savings from better management of stormwater and pollution prevention.

Free Marketing and Advertising

Enjoy increased exposure to attract new customers.

Display of Good Corporate Citizenship

Demonstrate environmental commitment to your customers. It matters to them.

Ongoing Improvement

Through technical assistance and new ideas offered by Stormwater STAR staff, continually improve your environmental practices.

THE DETAILS

Assessment and Site Visits

Through an initial site visit, Stormwater STAR staff assess the strengths and opportunities for improvement in the environmental practices of your business.

Annual consultations verify Stormwater STAR participants are implementing best practices and ensure businesses receive the necessary technical assistance.

Training and Educational Materials

The City provides training sessions and educational materials to help your employees learn about relevant pollution prevention topics.

- Participants work with Stormwater STAR staff members to provide at least one training session per year for your staff.
- Components include: Ecological Address, Stormwater Pollution Identification, and Stormwater Pollution Prevention.

Recognition and Publicity

Stormwater STAR businesses receive public recognition for showing a commitment to the environment:

- A window decal indicating participation
- A certificate for each component completed
- Use of Stormwater STAR logo in your advertising
- Free marketing and advertising, including recognition on the City website, City social media, City newsletter and in City-sponsored advertising in local newspaper(s)
- Increased exposure to attract new customers

