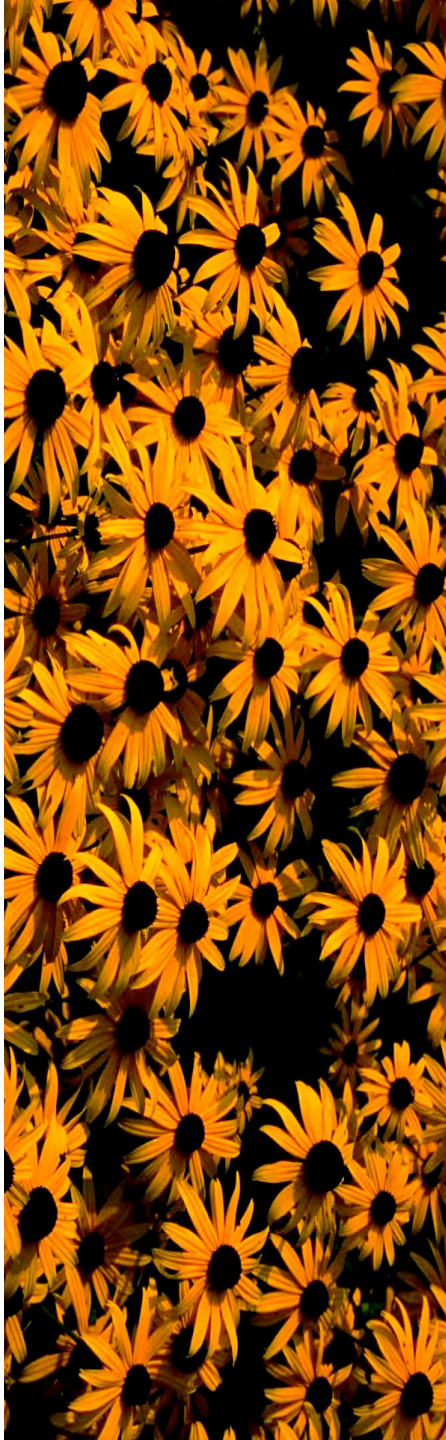
Sustainable Maryland Wednesday Webinars

Marketing & Outreach for Green Teams and Local Advocates

Mike Hunninghake

Program Manager, Sustainable Maryland

October 14, 2015



Sustainable Maryland

- Free & Voluntary program for communities that want to go green and save green!
- We help communities
  - Choose a direction for their sustainability efforts
  - Improve access to resources
  - Measure their progress
  - Share success with other communities

Actions for Sustainable Communities:

To become Sustainable Maryland Certified, municipalities must complete and document actions from the list below. To achieve certification, municipalities will need to complete actions worth **a total of 150 points**, including **two Mandatory Actions (M)** and **two of six Priority Actions (P)** and submit the appropriate documents as evidence that the requirements have been satisfied.

ACTION ITEM	POINTS
COMMUNITY ENGAGEMENT	
Green Team	
Participate in SMC Green Team Training	5
Create a Green Team	10 M
Complete a Green Team Action Plan	10 M
Conduct Opportunity Barriers and Benefits Assessment	15
Build SMC Resource Center	5
Participation in Green Schools	10
Innovative Demonstration Projects	5 to 20
COMMUNITY FOOD SYSTEMS	
Local Food Consumption	
Local Food Fair	
Local Food Consumption & Preservation Classes	
Establish Local Farmers Market	
Promote Local Farmers Market	
Local Food Production	
Community Gardens	15 P
Spring Transplant Sale	10
Fall Transplant Sale	10
Establish CSA Drop-off Location	10
Innovative Demonstration Projects	5 to 20
ENERGY	
Municipal Energy Audits	10 (1st bldg), 5 (consec bldgs) P
Residential Energy Efficiency	5 to 20+
Wind Energy Project	10
Innovative Demonstration Projects	5 to 20
GREENHOUSE GAS	
Municipal Carbon Footprint (pre-requisite)	15 P
Community Carbon Footprint (pre-requisite)	15
Climate Planning	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
Innovative Demonstration Projects	5 to 20
HEALTH & WELLNESS	
Let's Move	15
Workplace Wellness	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
Living Wall Program	5 per class
Innovative Demonstration Projects	5 to 20
LOCAL ECONOMIES	
Buy Local	
Establish Local Business Directory	10
Promote Local Business Directory	5
Buy Local Campaign	15
Local Business Roundtable	5 per roundtable
Local Business Procurement Notices	10
Economic Analysis of Procurement Practices	15
Local Purchasing Preference Policy	10
Green Business Recognition	
Join Maryland Green Registry	5
Promote Maryland Green Registry	5 points per 2 businesses

ACTION ITEM	POINTS
LOCAL ECONOMIES (CONTINUED)	
Green Business Certification Program	15
Green Purchasing	
Green Purchasing Policy (pre-requisite)	15 P
Evaluate Current Purchasing Practices (pre-requisite)	10
Vendor Preference Statement (pre-requisite)	10
Purchase Recycled Products	10
Purchase Environmentally Preferable Products	10
Implement Waste Reduction Program	10
Innovative Demonstration Projects	5 to 20
NATURAL RESOURCES	
Watershed Stewardship	
Implement Watershed Stewardship/Pollution Prevention Outreach Program(s)	10
Facilitate Engagement in Existing Watershed Stewardship Opportunities	5 per event
Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship	10
Incentives for Watershed Stewardship on Private Lands	15
Create a Watershed Plan	20 P
Stormwater Management	
Stormwater Management Program	15 P
Stormwater Manager/Coordinator	15
Stormwater Fee Structure	20
Septic Management	
Septics System Assessment and Inventory	15
Septics System Management Plan	20
Dedicated Septic System Fund	20
Water Conservation	
Develop a Water Conservation Plan	15
Develop a Water Conservation Outreach Program	10
Tree City USA	15
Pet Waste	
Implement a Pet Waste Education Program	5
Develop a Pet Waste Program	5
Adopt a Pet Waste Ordinance	5
Innovative Demonstration Projects	5 to 20
PLANNING AND LAND USE	
Participation in DHCD Sustainable Communities	20
Housing and the Comprehensive Plan	10
Land Preservation	
Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Build Easement Inventory	10
Innovative Demonstration Projects	5 to 20

P denotes Priority Action M denotes Mandatory Action

To learn more visit
www.sustainablemaryland.com

EFC Environmental Finance Center
www.efc.umd.edu

Please note: Sustainable Maryland Certified actions and points may be subject to change.
Printed on 55% recycled & 20% post-consumer waste paper.

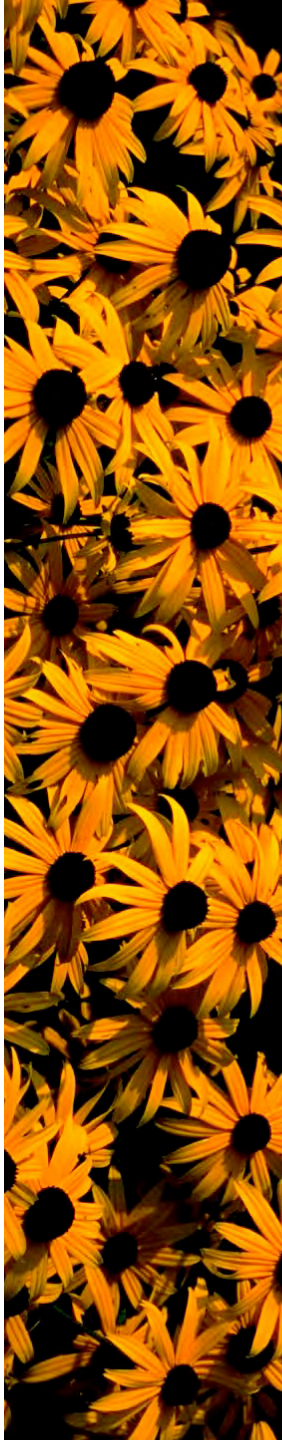
SM Actions related to today's webinar

COMMUNITY ACTION	
Green Team	
Participate in SM Green Team Training	5
Create a Green Team	10M
Complete a Green Team Action Plan	10M
Conduct Community Barriers and Benefits Assessment	15
Build SM Resource Center	5
Participation in ME Green Schools	10
Innovative Demonstration Projects	5 to 20

Green Roofs
Green Police Station
MUTC
Sustainable
City of Mount Rainier Green Team
The City of Mount Rainier
Healthy Eating Active Living (HEAL) City
Reduce, Reuse & Recycle
Bike Coop
Corn Bin
Compost Bin
NetZero Homes
Tree Commission
Garden Committee
State of Maryland Sustainable Community
Sustainable Maryland Certified
DESIGN REVIEW BOARD
Green Roof
Tree City
Community Tool Shed

Marketing and Outreach

- Recruiting Volunteers
- Contacts Management
- Website
- Social Media
- Photos
- Events
- Press Releases
- Bulletin Boards
- Email Signatures



RECRUITING VOLUNTEERS

- The Beauty of Green Teams
- Can’t do it on your own
- Create a Community
- Target their interests
- You have to ask

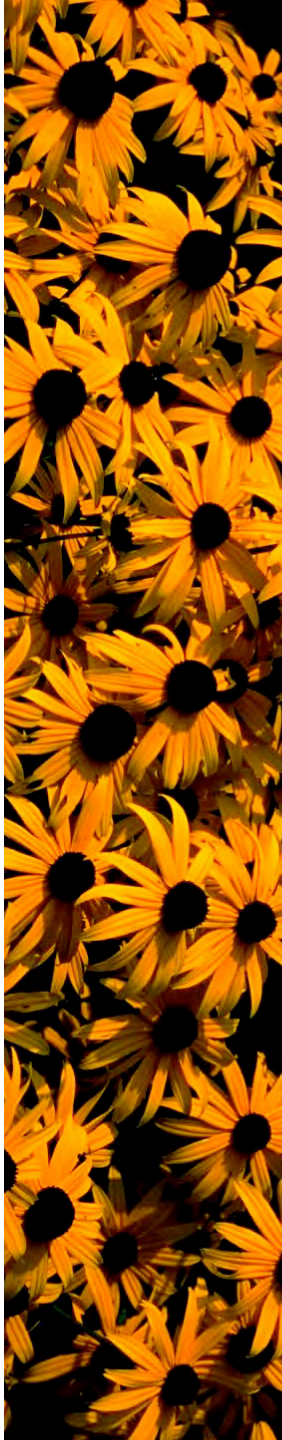
CONTACTS MANAGEMENT

MailChimp

Contact Champ
A Sales Rep's Best Friend.

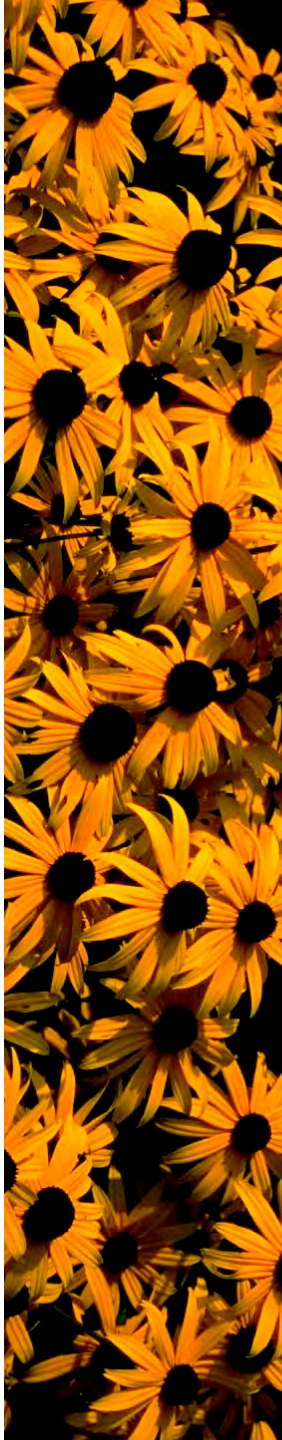
ZOHO®
Work. Online

Constant Contact®



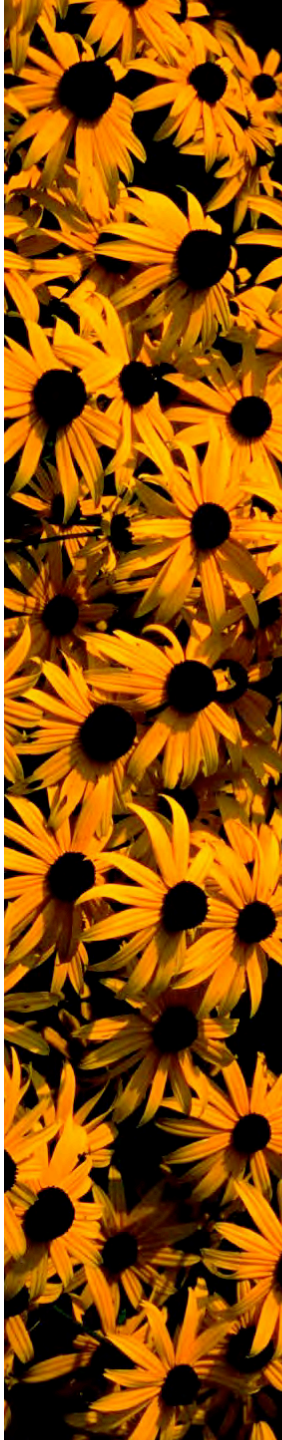
CONTACTS MANAGEMENT

- Basic Contact Information
  Names, email addresses, phone
- Newsletters
  Monthly, Quarterly, Promotional Events
- Invitations
  Helps keep track of events
- Surveys
  Learn from your community
- Annual Report
  Annual summary updates of programs and initiatives



CONTACTS MANAGEMENT

- Various free or inexpensive platforms
  Constant Contact, MailChimp, iContact
- Prices range often based on number of contacts
  (CC) 0-500=$126/year, 500-2,500=$294/year
- Additional benefits
  Utilize images
  Track event registrations
  Archive old newsletters
  Analyze readership
    Who is reading newsletters, Click rates, best times to send letters, effective subject lines



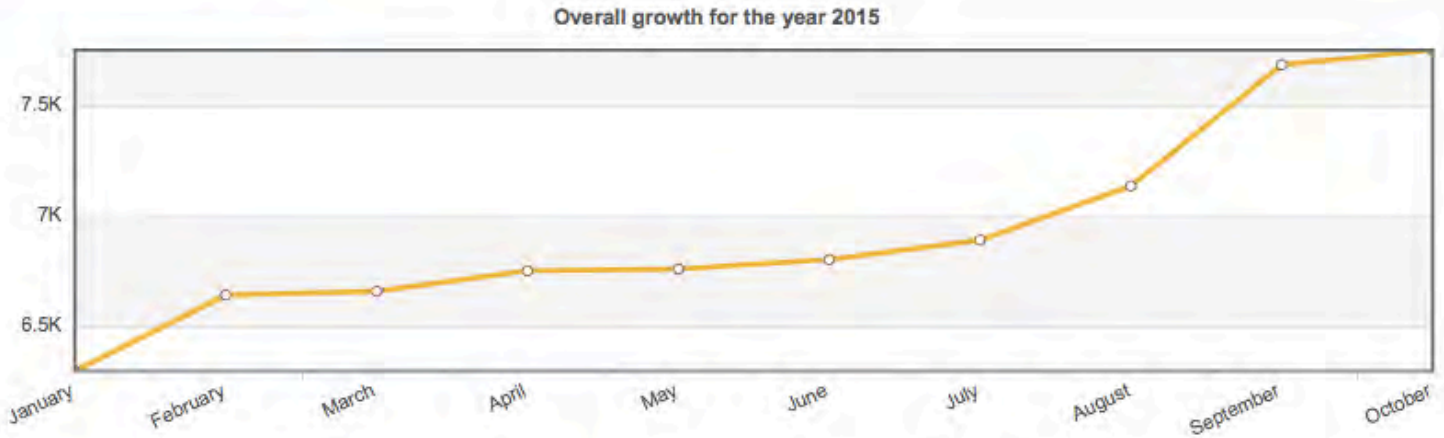
Reports - Contact Growth

View: year 2015

1,459
New Contacts
in the year 2015

You have **7,757 total contacts.** How to get more

- **81 contacts unsubscribed** in the year 2015



Growth by Source

1,179
Added by you

260
EventSpot

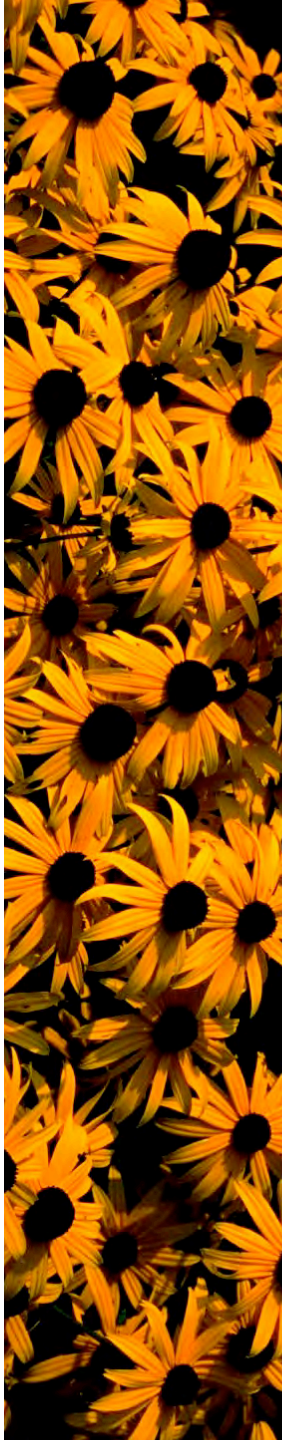
20
Website Signup Form

Try Social Campaigns

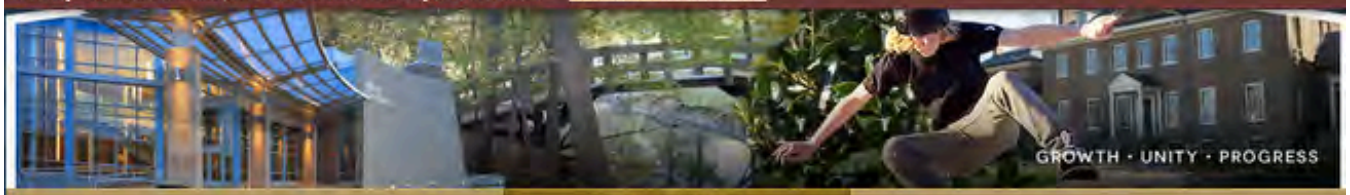
Try some apps

WEBSITE

- **Platforms**
  Existing site, Wordpress, Nationbuilder
- **Contact info**
  Provide AT LEAST an email address
- **Update regularly**
  Events, press releases, photos, etc.
- **Photos**
  Use a lot of photos and crop for landscape format
- **Examples**
  Bowie, Poolesville, Riverdale Park, Gaithersburg



mmunity - connect to news, events and information you care about. View more information...



Search Bowie...

Administrative Review Board
Advisory Planning Board
Arts Committee
Board of Elections
Board of Personnel Appeals
Community Outreach Committee
Community Recreation Committee
Diversity Committee
Economic Development Committee
Education Committee
Environmental Advisory Committee
Ethics Commission
Financial Advisory Committee
Green Team Executive Committee
Information Technology Committee
Public Safety Committee

CONNECT WITH BOWIE
FACEBOOK TWITTER

ONLINE PAYMENTS

You are here: Home > Government > City Committees > List of Committees > Green Team Executive Committee

Listen

Green Team Executive Committee

The Sustainable Maryland Certified Program requires that participating municipalities establish a local Green Team as the first step in establishing a community sustainability program. Green Teams leverage the skills, expertise and life experiences of team members to develop policies and plans, implement programs and assist with educational opportunities that support the creation of a sustainable community.

Mission

A. The Bowie Green Team will establish a course for creating a sustainable path for the City, educate the City and community members further about sustainable activities and develop initiatives supporting sustainable local government practices.

B. The Bowie Green Team will provide leadership which will seek community-based sustainable solutions to strengthen our community.

C. The Bowie Green Team will strive to develop policies and plans, implement programs and assist with educational opportunities that support the creation of a sustainable community.

Organization

Per Council Resolution R-47-12, the Bowie Green Team shall consist of twenty nine (29) members, twelve (12) of which shall be voting members and shall be referred to as the Green Team Executive Committee, while the remaining membership of the Green Team shall be nonvoting members. The Bowie Green Team meets on the third Mondays of the month, except during the month of August.

To stay up to date on the Green Team's activities, subscribe to the quarterly Green Bowie e-newsletter.

Join the Green Bowie Email List

Privacy by SafeSubscribe

CONTACT US

Committee Liaison
Joseph Meinert
Director, Department of Planning and Economic Development

301-809-3045
Email

Meetings
Third Monday of the month, except during month of August.

City Hall
15901 Excalibur Rd.
Bowie, MD 20716

CALENDAR

Tue, Oct. 13
Bowie Advisory Planning Board Meeting

Mon, Oct. 19
Green Team Executive Committee

Wed, Nov. 4
Environmental Advisory Committee

[ALL CITY EVENTS]

TOWN OF
Poolesville
MARYLAND

Search...

Your Government | Our Community | Doing Business | Things to Do | How Do I...

- Green Team
- Shop Local
- Reference Center
- Pet Waste

- Documents
- Contact Us
- Submit a Request
- Stay Notified
- Pay Water Bill

Sustainable Poolesville

The Town of Poolesville recognizes its responsibility to minimize negative impacts on human health and the environment while supporting a diverse, equitable, and vibrant community and economy.

Policies | **Programs** | **Projects**

A policy is a principle or rule that guides government decision-making in order to achieve a desired outcome. Typically, official policies may be codified by the Town of Poolesville through amendment to the Town charter, code, or master, or directed by the Commissioners. Policy-related activities may also take the form of public-private partnerships.

Notable policies and policy developments related to sustainability:

- Poolesville Sustainable Procurement Policy

Partnerships:

- Sustainable Maryland

Key Information

Poolesville Green Team

FAQ

Organizations:
- Poolesville Green
- Sustainable Maryland

ANIMAL CONTROL
COMMUNITY SERVICES
ECONOMIC AND BUSINESS DEVELOPMENT
ENVIRONMENTAL SERVICES
FACILITY RENTALS
HOUSING / NEIGHBORHOOD SERVICES
LICENSING
ONLINE SERVICES
PASSPORTS
PERMITTING & INSPECTIONS
PLANNING SERVICES
PUBLIC SAFETY
PUBLIC WORKS
RECYCLING & BULK PICK UP
REQUEST FOR SERVICE
SENIOR SERVICES

Environmental Services

Gaithersburg supports a healthy, productive environment with clean air and clean water. The role of Gaithersburg's environmental program is to understand environmental concerns, develop strategies, and make decisions consistent with the City's Mission and Strategic Plan that protect and enhance our environmental resources.

- Sustainable Living: Gaithersburg Brochure

Throughout all of our activities, an underlying principle is the realization that every aspect of our environment and environmental health is interrelated. Air pollution affects water quality; impervious surfaces impact groundwater recharge and stream flows; solid waste management affects air and water quality; and noise pollution impacts quality of life. Environmental quality and our ecosystem impacts extend beyond the City of Gaithersburg's boundaries. Solutions to many environmental problems, such as ground level ozone, must consequently address issues on a broader scale that includes all of Montgomery County and the entire metropolitan Washington area. Therefore, the environmental protections attained by the City of Gaithersburg benefit not just the residents of Gaithersburg but all residents in the immediate area.

CITY OF GAITHERSBURG SUSTAINABLE MARYLAND •CERTIFIED•

MARYLAND Green Registry MEMBER mde.maryland.gov

EPA GREEN POWER PARTNER

Search

EMAIL US: rpsc20737@gmail.com >>

Sustainability Committee
Riverdale Park, Maryland

Home | About Us | Projects | Resource Center | Contact | Blog

HELP US BLOSSOM.

We are working to improve Riverdale Park's sustainability by improving the local economy, reducing our impacts on our environmental resources, and encouraging community involvement. The team is comprised of residents concerned with making Riverdale Park a more sustainable community.

Learn About Us

Current Projects

View Our Resource Center

We are Sustainable Maryland Certified!

We received Sustainable Maryland Certification September of 2014. Sustainable Maryland Certification (SMC) is a new initiative of the Environmental Finance Center at the University of Maryland. The initiative was created to enhance livability for all Marylanders by helping municipalities choose a direction for their sustainability efforts, improve access to resources needed to implement action, measure their progress, and gain recognition for their accomplishments. We hope to achieve 150 through sustainable actions.

Learn more about SMC

We are your green resource.

Beautify Beale cir.

Join us Tuesday, March 31st @ 7:30PM @ Riverdale Park Town Hall to share your thoughts on how to improve Beale Circle.

Learn more

Join RPSC ...

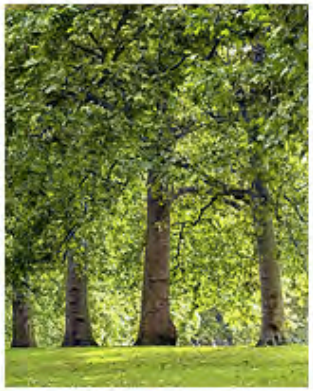
Name

Email

Subject

Message

Send



Check out our progress.

We are completing actions worth a total of 150 points from the following action categories:

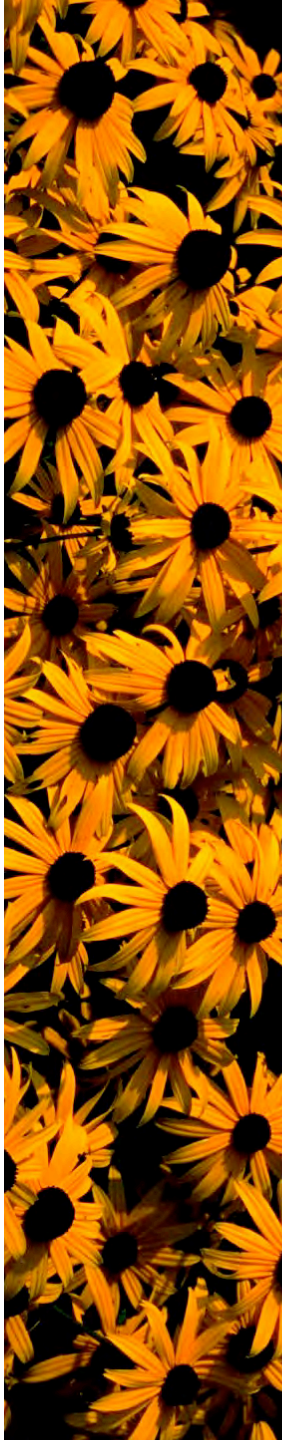
- Community Action
- Community Based Food System
- Energy
- Greenhouse Gas
- Health & Wellness
- Local Economies
- Natural Resources
- Planning & Land Use

View our current projects >>

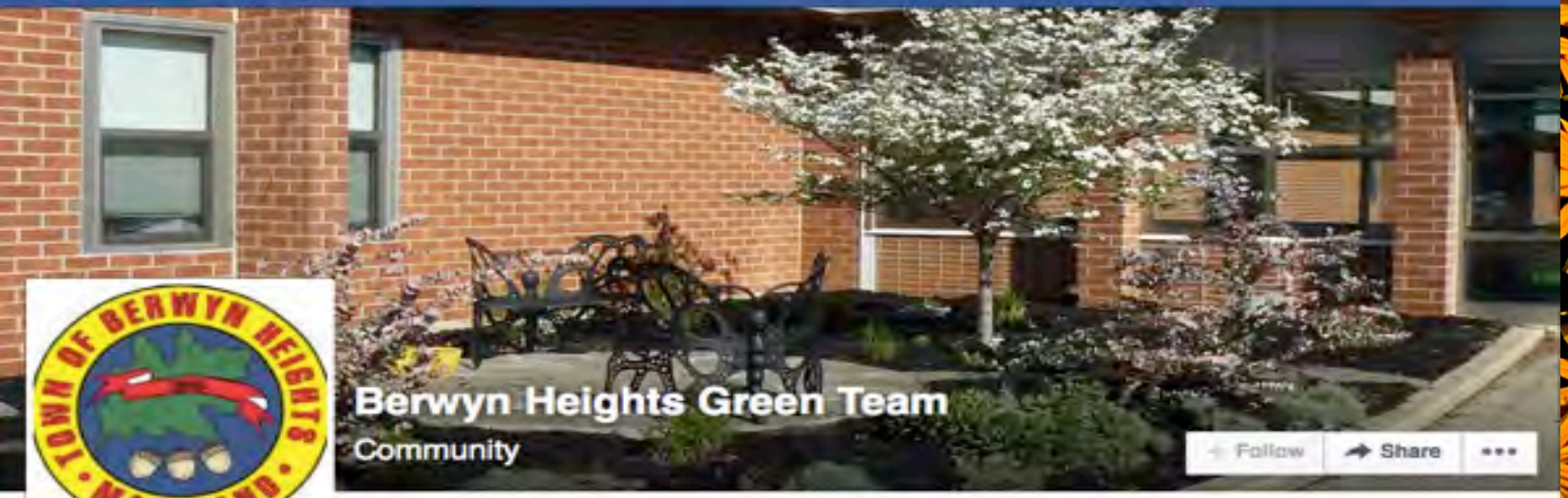
SOCIAL MEDIA

SOCIAL MEDIA

- Like/Follow relevant pages
  Local orgs, non-profits, community leaders, etc.
- Embed social media widgets in your website/newsletters
- Set a posting schedule
  Post daily or weekly around lunchtime or end of day
- Include lots of photos!
- Post events and create contests/prizes
- Consider Advertising
  Set price - $5/day, target your audience
- Examples
  Berwyn Heights, Mount Rainier, Calvert County, Cambridge



facebook



Timeline | About | Photos | Likes | Events

PEOPLE >

93 likes

ABOUT >

The Berwyn Heights GreenTeam was created to help the municipality earn a "Sustainable Maryland Certificate (SMC)" and improve local living.

Suggest Edits

PHOTOS >

Post | Photo / Video

Write something...

Post

Berwyn Heights Green Team
54 minutes ago · Edited

Thank you to the Berwyn Heights Department of Public Works for posting our new community garden signs!

Mount Rainier Green Team

Government Organization

Follow | Share | •••

Timeline | About | Photos | Likes | More

128 people like this

Invite friends to like this Page

ABOUT

Ask for Mount Rainier Green Team's address

Ask for Mount Rainier Green Team's phone

You requested Mount Rainier Green Team's website

PHOTOS

Post | Photo / Video

Write something...

Post

Mount Rainier Green Team shared Mount Rainier Elementary PTO's event.

October 9 at 7:50am

PRINCE GEORGE'S COUNTY, MD

clean GreenUP

Calvert County Citizen's Green Team

Community

Follow | Share | •••

Timeline | About | Photos | Likes | More

211 people like this

Invite friends to like this Page

ABOUT

Creating a Sustainable Green Calvert County and Southern Maryland!

http://www.annmariegarden.org/annmarie2/node/245

PHOTOS

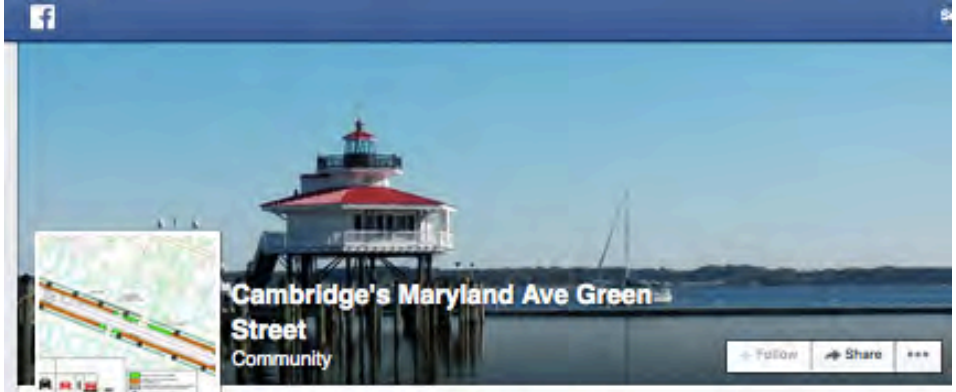
Post | Photo / Video

Write something...

Post

Calvert County Citizen's Green Team
May 13 ·

A healthy green shout-out to the more than 90 vendors that participated in the 7th Annual Calvert Green Expo on May 2 at Annmarie Garden! Attendance this year was 1,309 guests - our largest crowd yet! Thank you for sharing your green practices, services, and products with our visitors. And last, but not least, THANK YOU to the event sponsors - your financial support made all the difference in the world! Looking forward to the 8th Annual Calvert Green Expo!



Photos

Photos posted to Cambridge's Maryland ...
Photos
Albums

2014

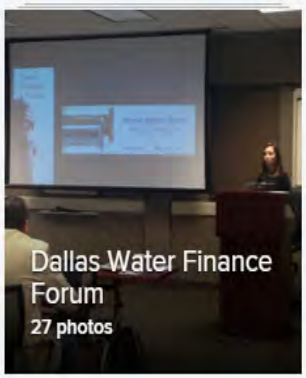
PHOTOS

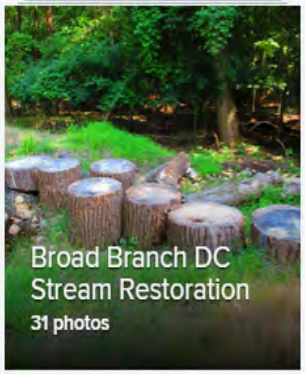
- Take photos every chance you get!
  People, landscapes, events, quirky!
- Create photo database
  Flickr, Instagram, Google Drive, Dropbox, etc.
- Tag photos
  Location, subject, date, etc.

Sustainable Maryland

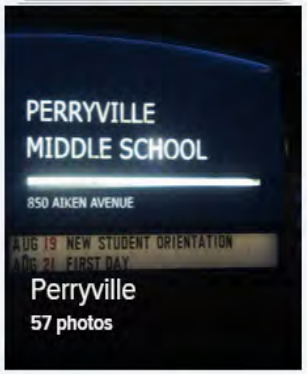
sustainablemaryland 3 Followers • 1 Following

Create new album

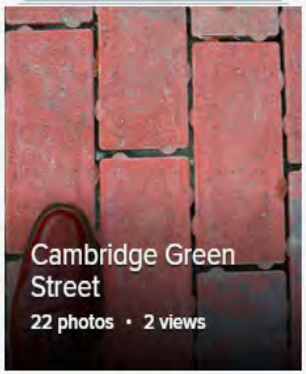

Dallas Water Finance Forum
27 photos

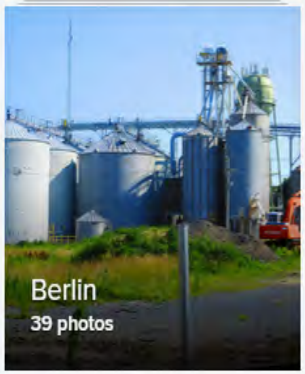

Broad Branch DC Stream Restoration
31 photos

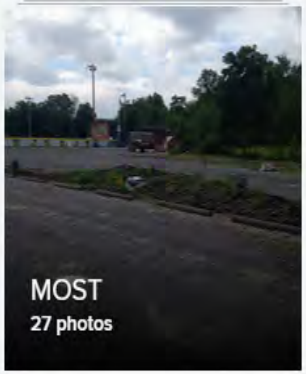
Sustainable Maryland Certified Logos
11 photos • 1 view

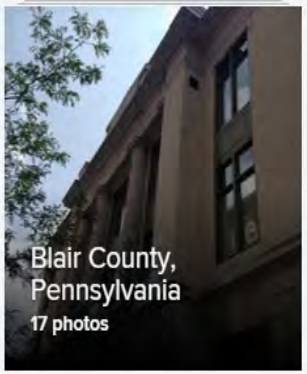


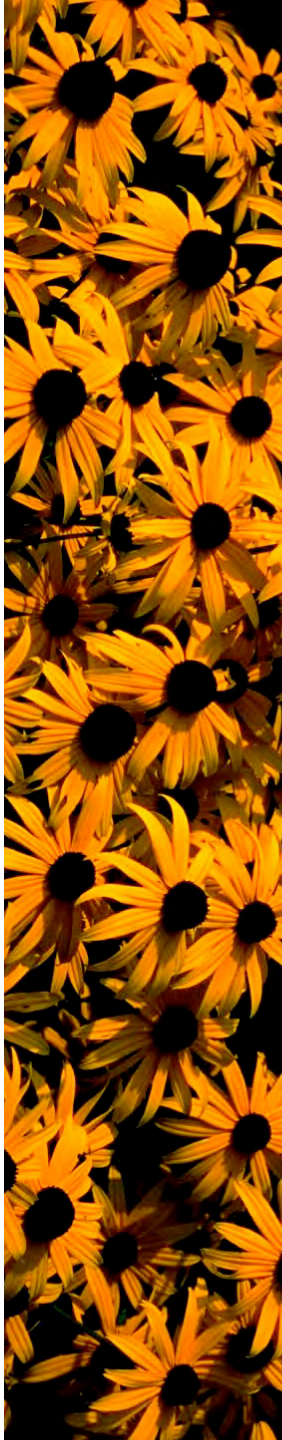
Perryville
57 photos


Cambridge Green Street
22 photos • 2 views


Berlin
39 photos


MOST
27 photos


Blair County, Pennsylvania
17 photos



Brunswick
community
garden

RHUBA
SH

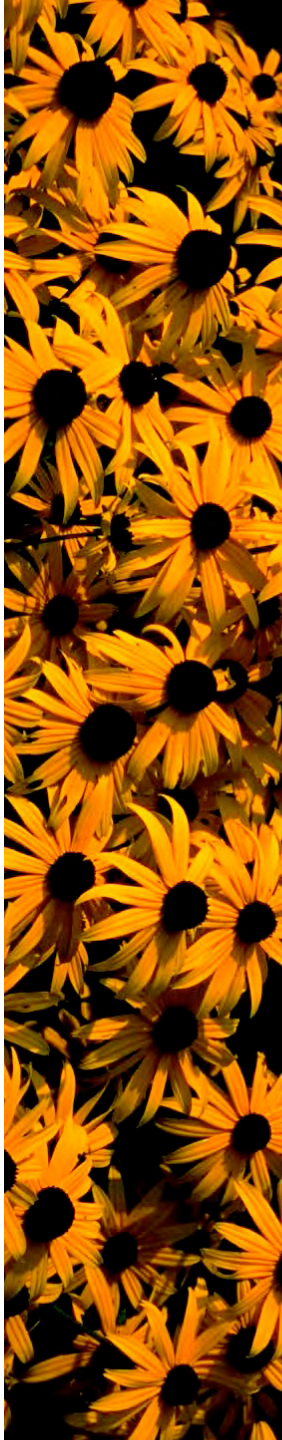
CHESTER RIVER
WATER TRAIL
connecting to
CAPTAIN
JOHN SMITH
CHESAPEAKE
NATIONAL HISTORIC TRAIL
WWW.CRWT.ORG

riverdale park
farmers market
Welcome
to the
Spring
Market!
Sorry But No Doggies
Per Health Dept.

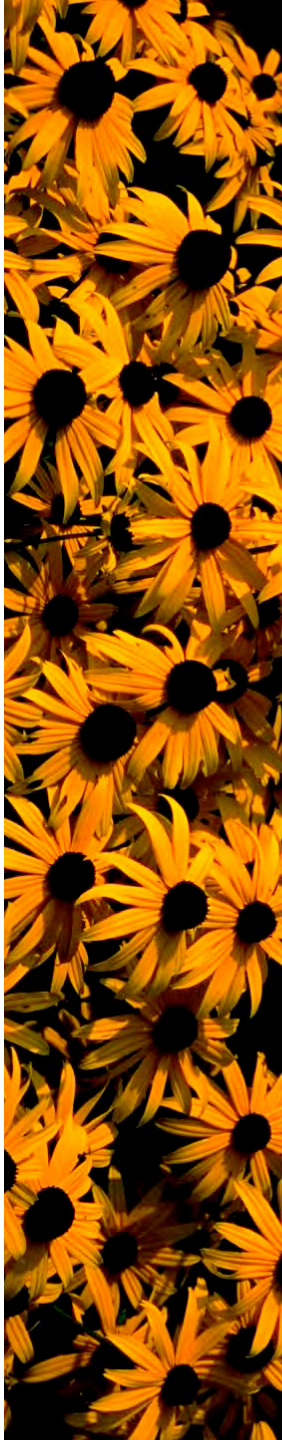
PET WASTE
STATION
ATTENTION DOG GUARDIANS
Please pick up
after your dogs.
Thank you.
ATTENTION DOGS
Grrrr, bark, woof.
Good dog.

EVENTS CHECKLIST

- ✓Sign In Sheet! Always!
  Names and email addresses at a minimum
- ✓Sign-in sheets, clipboard, pens
- ✓Plenty of copies of literature
  Agendas, flyers, brochures, etc.
- ✓Collect business cards and contact info
- ✓Enter information into contact management system ASAP after the event
- ✓Follow up with contacts on specific conversations



BRUNSWICK SUSTAINABLE SATURDAYS

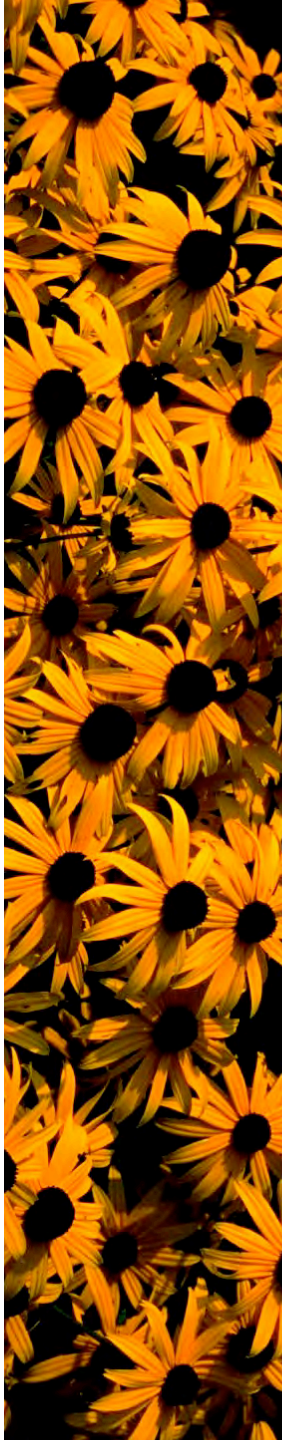


BOONSBORO GREEN FEST

ROCKVILLE STREAM CLEANUPS

PRESS RELEASE

- Maintain a database of local media contacts
  Newspapers, Patch, blogs,
- Contact: Who can speak knowledgeably and reply in a timely manner?
- Boilerplate information about your town or Green Team
- Only need two paragraphs and a photo to get some coverage!



BULLETIN BOARD

- **Old-School, but effective**

EMAIL SIGNATURE

- Make sure your email signature has website, phone, social media, website, logo

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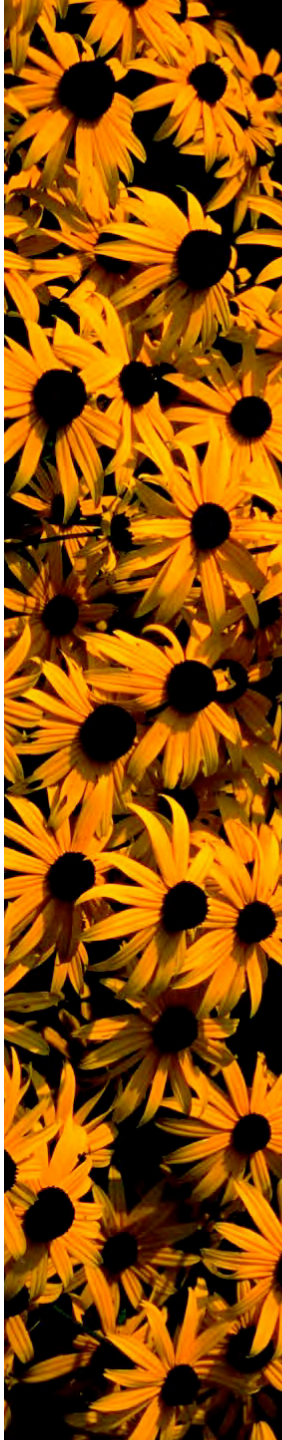
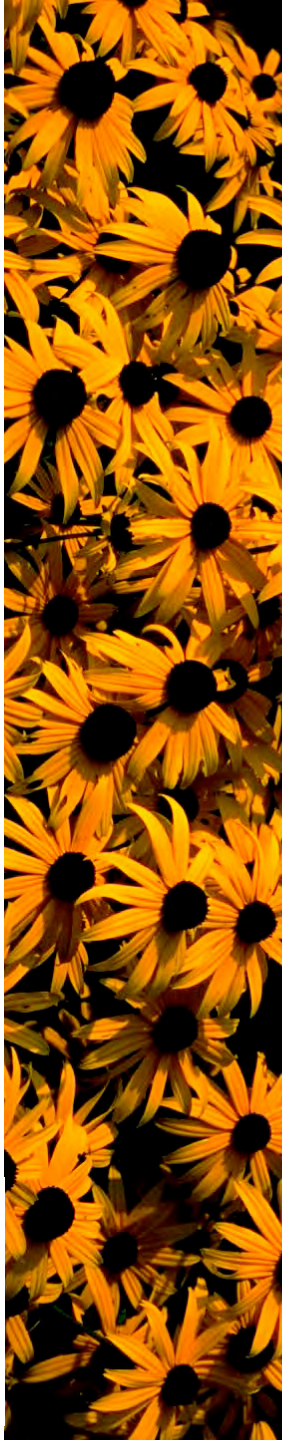


Questions?



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