DEPARTMENT OF ENVIRONMENTAL QUALITY

OFFICE OF PLANNING & PUBLIC AFFAIRS
FY 2006 GOALS

PPA MISSION:

Enhance the effectiveness of the Department and Divisions by partnering in community relations, media relations, pollution prevention, public education, planning, business assistance, and environmental justice.

ENVIRONMENT

PPA STRATEGIC GOAL #1:

Partner with the Department and Divisions in planning and policy initiatives.

PPA PLANNING GOALS:

1. Provide planning support to statewide initiatives.

   Measures:

   a. Coordinate DEQ participation in Utah Quality Growth Commission, Wasatch Choices 2040 and others opportunities that arise.

   b. Coordinate information and issues from statewide initiatives through appropriate DEQ channels.

2. Provide policy and planning support for DEQ initiatives.

   Measures:

   a. Maintain community-based planning efforts.[CBEP]

   b. Identify and implement pollution prevention cross-media projects.[P2]

   c. Incorporate environmental indicators into Local Health Department contracts and the Performance Partnership Agreement (PPA).

   d. Coordinate completion of the FY 2006 PPA.

   e. Coordinate completion of End-of-Year report for FY 2005 PPA.

   f. Support EIMI initiative.

3. Provide policy support for DEQ initiatives.

Measures:

a. Assist with tribal relations, Environmental Justice, Sustainable Communities, and CBEP issues.

b. Assist with Environmental Council of States (ECOS) and other national policy initiatives, as requested.

c. Support implementation of Clean Utah!

d. Participate in statewide Homeland Security planning efforts, including bioterrorism.

PPA STRATEGIC GOAL #2

Facilitate integration of Pollution Prevention initiatives in DEQ and throughout the state.

PPA POLLUTION PREVENTION ANNUAL GOALS:

1. Promote and Support Environmental Management Systems (EMS) and Clean Utah! Initiatives

Objective:

Improved environmental performance through adoption of sustainable practices by business that can be showcased through Clean Utah!

Measures:

a. Number of Clean Utah! new partners

b. Number of EMS audits completed

c. Number of project promotional presentations completed

d. Reductions in pollutants in recreational areas and schools.

e. Pollution reductions in Utah business industry.

f. Pollution reductions at DEQ.

2. Develop and Support Statewide Partnership Efforts

Objective:

Improved environmental awareness through partnerships with the P2 program and other groups/agencies with similar goals and priorities.

Measures:

a. Number of ongoing partnerships as well as number of new partnerships.

b. Number of participants in Utah P2 sponsored conferences and workshops. Effectiveness of the workshops will be demonstrated using evaluation forms.

c. Number of P2 award nominations received for annual P2 award recognition program.

d. Completion and distribution of EPA P2 measurement tool.

3. Encourage Pollution Prevention to Utah Citizens Through Programs that Target the Reduction of Special Wastes.

Objective:

Reduce the amount of contact and improper disposal of wastes that can cause human health concerns and environmental pollution.

Measures:

a. Amount of mercury collected and properly disposed of.

b. Amount of used oil collected and properly disposed of.

c. % reduction in lead contamination in children in Utah.

4. Continue to Support and Promote the Use of Supplemental Environmental Projects (SEP) in Utah.

Objective:

Direct environmental improvement due to enforcement action, flexibility, and innovative problem solving.

Measures:

a. # of SEP's that DEQ uses during FFY05.

b. Reductions in pollutants from SEP's during FFY05.

c. Improvements in reporting and tracking procedures.

5. Administer P2 grant by Preparing Applications and Quarterly Reports, Monitoring, Budget and Providing DEQ Oversight for P2 Initiatives.

Objective:

Improved tracking of P2 dollars and their effectiveness in preventing pollution.

Measures:

a. Completed grant requirements.

b. Completed state budget review and planning.

c. Positive feedback from EPA and state grant/finance offices.

PPA STRATEGIC GOAL #3:

Promote a sustainable relationship between economic development and environmental protection by coordinating work with businesses and related organizations.

PPA SMALL BUSINESS ASSISTANCE GOALS:[SBA]

1. Facilitate the development of the DEQ business assistance policy.

Measures:

a. Promote public participation through the Compliance Assistance Panel, DEQ Boards, and other entities.

b. Coordinate development of consistent business assistance policies within DEQ and emphasize cross-divisional focus in all outreach activities.

c. Maintain Business Assistance home page.

d. Coordinate with other business assistance providers and professional associations.[SBA]

2. Serve as Small Business Ombudsman for DEQ.[SBA]

Measures:

a. Assist small businesses with DEQ permitting process and other programs as needed.

b. Assist DEQ divisions with the development of appropriate outreach materials.

c. Participate in outreach opportunities such as conferences, presentations, etc., to provide information to small businesses.

d. Participate in pre-design conferences.

e. Promote cross-media small business assistance within DEQ.

CUSTOMER SERVICE

PPA STRATEGIC GOAL #4:

Provide public information and participation opportunities.

PPA PUBLIC EDUCATION ANNUAL GOALS:

1. Link public education projects across divisions.

Measures:

a. Correlate 1-800 calls and DEQINFO e-mail inquiries to education initiatives.

b. Incorporate DEQ initiatives into Take Pride in Utah, NEF Debate Program, and other initiatives.

c. Assess the response of targeted audience.

d. Coordinate redevelopment of DEQ display and department-wide participation in outreach opportunities.

2. Oversee content and coordinate information dissemination on DEQ home page.

Measures:

a. Serve as DEQ Webmaster and coordinate internal Web workgroup.

b. Update DEQ home page as needed, edit content, standardize pages, and assure that copy is written clearly and concisely, using Associated Press style guidelines.

c. Coordinate update of DEQ Web standards and revision of the website.

PPA COMMUNITY INVOLVEMENT ANNUAL GOALS:

1. At the request of the Divisions, provide assistance in preparation and implementation of community involvement plans for specific projects and programs.

Measures:

a. Conduct training, upon request, on community involvement issues.

b. Develop plans in conjunction with project or program manager.

c. Ensure community and other stakeholders are appropriately involved in the development and implementation of community involvement plans.

d. Administer survey or other feedback tool at the conclusion of each project to gauge success.

2. Ensure Environmental Justice (EJ) issues are incorporated into community involvement plans.

Measures:

a. Assist with EJ questions as needed in coordination with EPA.

b. Provide grant information to interested entities.

PPA MEDIA RELATIONS ANNUAL GOALS:

1. Coordinate DEQ media relations.

Measures:

a. Ensure DEQ media policy is followed.

b. Encourage reporters to use DEQ's public information office.

c. Ensure staff uses DEQ's public information office.

2. Provide training for DEQ staff.

Measures:

a. Provide coaching, feedback, and help with message development.

b. Develop and provide media training to all Divisions.

c. Ensure DEQ issues are covered in the media accurately.

PARTNERSHIP WITH FEDERAL, STATE, LOCAL, AND TRIBAL GOVERNMENTS

PPA STRATEGIC GOAL #5:

Improve the effectiveness and efficiency of statewide delivery of environmental services by strengthening relationships with all levels of government.

PPA LHD LIAISON ANNUAL GOAL:

Amend and update Environmental Service Delivery Plan reflecting partnership initiative.

Measures:

a. Align Environmental Service Delivery Plan with DEQ Goals and Objectives.

b. Coordinate signed contracts, MOUs, or updated sections of Environmental Service Delivery Plan.

EMPLOYEES

PPA STRATEGIC GOAL #6:

Promote environmental excellence through teamwork and mutual support by providing training and recognition.

Measures:

a. Promote value-added roles for PPA staff in department activities.

b. Provide training.

c. Recognize teamwork and individual efforts.

PPA EMPLOYEE ANNUAL GOALS:

1. Create training opportunities and support participation in professional organizations.

   Measures:

   a. Provide training.

   b. Support participation in professional organizations.

2. Use staff meetings to share project information, encourage synergy, and recognize individual and team efforts.

   Measure:

   a. Use formal/informal reward system to recognize and acknowledge individual and group achievements.

POLICYMAKERS' UNDERSTANDING OF ENVIROMENTAL ISSUES

Facilitate policymakers (Governor's office, Legislators, Elected Officials, and Board Members) as proactive participants in shaping environmental policy.

Measures:

a. Support efforts to apprize Governor's office, Legislators, elected officials, and Board members of important environmental policy issues.