

# DEPARTMENT OF ENVIRONMENTAL QUALITY

## OFFICE OF PLANNING & PUBLIC AFFAIRS FY 2008 GOALS – END OF YEAR

### 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, Envision Utah and others opportunities that arise.
- b. Coordinate information and issues from statewide initiatives through appropriate DEQ channels.

**STATUS:** *Participated in Quality Growth Commission's LeRoy McAllister's Critical Land Subcommittee review of applicants. Continue to work with the League of Cities and Towns and the Association of Counties, Local Health Department Associations, and other groups to brief on issues and receive feedback.*

2. Provide planning support for DEQ initiatives

##### Measures:

- a. Maintain community-based planning efforts.

**STATUS:** *DEQ community-based planning efforts are issue focused and developed in coordination with Local Health Departments, EPA (where appropriate) and other stakeholders. For example, DEQ has been working with others on spill notification, school bus retrofits and alternative wastewater systems. DEQ*

*continues to participate in the Urban Planning Model with the Salt Lake County Environmental Quality Advisory Commission (EQAC).*

- b. Identify and implement pollution prevention cross-media projects.<sup>P2</sup>

**STATUS:** *The P2 program continues to work cross-agency on the Clean Utah program. Also, assisted Air Quality and the Underground Storage Tank Programs with a Stage 2 Vapor recovery outreach. Mailed 100 Construction Best Management Practice brochures to City Planners. This activity continued the work done by representatives from the air, land, and water divisions to develop the brochure and target construction professionals.*

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

**STATUS:** *Activity measures are still being used.*

- d. Coordinate completion of the FY 2009 PPA.

**STATUS:** *FY 2009 PPA completed.*

- e. Coordinate completion of End-of-Year report for FY 2008 PPA.

**STATUS:** *FY 2008 End of Year report completed.*

- 3. Provide policy support for DEQ initiatives.

**Measures:**

- a. Provide informational and outreach support to stakeholders impacted by DEQ initiatives.

**STATUS:** *Provided outreach staff support for Climate Change, Great Salt Lake Selenium Project, School Bus Retrofits, Mercury workgroup, and the Southwest Jordan Valley Groundwater Study Stakeholder group. This work included maintaining websites, listservs, and coordinating with groups on meetings.*

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

**STATUS:** *Continue to provide support, as requested.*

- c. Increase Clean Utah Participation.

**STATUS:** *Ongoing. Currently have 17 companies, representing 36 facilities.*

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

**STATUS:** *DEQ continues to participate in Homeland Security planning efforts and mock drills.*

- 4. Provide support for DEQ leadership development initiative.

**Measures:**

- a. Coordinate leadership-training classes.
- b. Facilitate follow-up activities in sections and branches as requested.
- c. Coach individual employees as requested.
- d. Research, develop and recommend to management new opportunities.

**STATUS:** *Ongoing. OPPA takes the lead in teaching DEQ's Leadership Development courses, including Getting Work Done with Others, Adapting to Change, Supervisory and Conflict Management. Participants often contact staff members as a follow up for individual coaching or for section-specific training..*

**PPA STRATEGIC GOAL #2**

Facilitate integration of Pollution Prevention initiatives in DEQ and throughout the state.<sup>P2</sup>

**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 participants.

**STATUS:** *Two new Partners have been added – Xanterra Resorts at Bryce Canyon and at Zion Lodges.*

- b. Number of EMS audits completed

**STATUS:** *Due to staff changes, we did not have the in-house expertise to achieve this goal until October. Our new business assistance person is now able to perform EMS audits and is currently actively working with three businesses.*

- c. Number of project promotional presentations completed.

**STATUS:**

- d. Reductions in pollutants in recreational areas and schools.

**STATUS:** *OPPA is assisting Air Quality and other stakeholders with the anti-idling campaign (targeting schools zones) and with the statewide School Bus Retrofit push. Xanterra Resorts at Bryce Canyon and Zion Lodge became Clean Utah Partners. Information on these programs and on school chemical cleanouts are maintained on the DEQ website.*

- e. Pollution reductions in Utah business industry.

**STATUS:** *Clean Utah Annual Reports totals included:*

- *Recycled 4,988.7 tons of material*
- *Reduced total energy usage by 7,583.23 MMBTU*
- *Saved 648,000 gallons of water*
- *Saved 6,448,957 cf of natural gas*
- *Reduced trips and prevented the following from entering the environment:*
  - *202 tons of hydrocarbons*
  - *1505 tons of carbon monoxide*
  - *100 tons of nitrogen*
  - *29,957 tons of carbon dioxide*

*In addition one of DEQ's partner groups, Intermountain Healthcare saved 880,000 gallons of water by incorporating new technologies at their laundry facility.*

- f. Pollution reductions at DEQ.

**STATUS:** *DEQ has an active Green Team. As a result of their efforts, the following was accomplished:*

- *19,559 LBS OF 100% post consumer content paper purchased (All paper used by DEQ).*
- *Recycled 44 tons of office-type waste*

- *Sponsored a “Trip Reduction” Event for Earth Day. Employees were encouraged to leave their cars home for the day. A total of 49,144 drive alone VMTs were saved and a total of 4,578 pounds of CO2 was prevented.*
- *97 employees telecommuted an average of once a week. According to DEQ Human Resources, the average round trip, had the employee came into work that day, is 30 miles. This equates to 145,500 VMTs were saved and approximately of 128,719 pounds of CO2 was prevented. In addition, a total of 217 bus passes were given to DEQ employees. Approximately 150 employees ride mass transit on a regular basis.*
- *In August, Governor Huntsman announced his “Working for Utah” initiative. DEQ employees now work four ten-hour days and all buildings are closed on Fridays, resulting in energy savings.*
- *DEQ also offsets its energy usage by purchasing Blue Sky Power*

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.

**STATUS:** *Actively worked with the following 30 partners during the year: Clean Cities, Salt Lake City, Salt Lake County, Economic Development Corporation of Utah, Utah Manufacturers Assn., Intermountain Health Care, University of Utah, Governor’s Energy Office, Kennecott Land, Nucor Steel, National Energy Foundation, Utah Chapter of AWWA, Utah Society for Environmental Education, Xanterra-Zion Lodge, Xanterra-Bryce Canyon Lodge, Utah Transit Authority, La-Z-Boy, Autoliv Ogden Technical Center, Hexcel Corporation, Firestone Building Products, Circle Four Farms, Granite Construction, Red Hanger Cleaners, Staker-Parsons, May Foundry, Tear-a-Part, USANA, Utah Metal Works, Midvalley-Chamber East Chamber of Commerce, and Utah’s Local Health Departments.*

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

**STATUS:** *Assisted with the mercury switch removal and the Stage 2 Vapor Recovery workshops. A total of 356 participants at all.*

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

**STATUS:** *The P2 Association entered a period of inactivity during this time. Efforts are currently underway to re-energize.*

- d. Completion and distribution of EPA P2 measurement tool.

**STATUS:** *Region 8 entered our P2 numbers into the database, after we completed our report.*

- 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.<sup>MERC</sup>

**STATUS:** *537 LBS of Mercury reported collected from the Local Health Department program. In addition, 14,140 switches removed in auto salvage operations, equating to 31.11 lbs of mercury.*

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

**STATUS:** *467,421 gallons reported.*

- 4. 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.

**STATUS:** *Grant reports – midyear and end of year – were completed in a timely manner. Goals were met and program received positive feedback.*

**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:<sup>SBA</sup>**

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.

**STATUS:** *Four CAP meetings were held this fiscal year. Also, coordinated with several associations on Climate and other issues to encourage information dissemination to and feedback from impacted organizations.*

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

**STATUS:** *Encouraged multi-media focus on several issues that arose including construction-related concerns and Stage 2 Vapor outreach. Coordinated with all divisions on Clean Utah.*

- c. Maintain Business Assistance home page.

**STATUS:** *Business Assistance home page continues to be checked and updated, as needed.*

- d. Coordinate with other business assistance providers and professional associations.

**STATUS:** *Ongoing – as issues arise.*

2. Serve as Small Business Ombudsman for DEQ.<sup>SBA</sup>

**Measures:**

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

**STATUS:** *Responded to phone inquiries and e-mail requests for information.*

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

**STATUS:** *Commented on fact sheets; made recommendations on potential strategies and on other materials and assisted in the arrangements for public meetings.*

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

**STATUS:** *Ongoing – as issues arise.*

- d. Participate in pre-design conferences.

**STATUS:** *Coordinated all pre-design conferences. Worked with the Governor's Economic Development office to help staff understand the process and to encourage participation by their business leads.*

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

**STATUS:** *Ongoing – as opportunities arise.*

## **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.

**STATUS:** *OPPA maintains the DEQ information line and responds to DEQINFO e-mails. These are checked on a daily basis and, in addition to web hits, are monitored*

*for interests/trends. This information is then used to help shape outreach materials provided at display and other events. Staff participated in the National Energy Foundation Debate program, helping to select the debate topic and providing information at the educational fair where participants learned more about the topic. Staff is also participates in the Utah Society for Environmental Education and American Water Week (sponsored by AWWA) planning and special events.*

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. Finalize update of DEQ Web standards and revision of the website.

**STATUS:** *Ongoing. The web is DEQ's primary communication tool – there are an average of 7,000 external hits a month on the pages maintained by Public Affairs - and the internal web workgroup is a critical component. Each division has at least one representative and members coordinate formally and informally to ensure consistency. OPPA staff members also assist with page and design review of major sections to ensure that it remains updated and effectively relays important messages.*

**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.

**STATUS:** *Conducted leadership training and coached individual project managers on community involvement issues.*

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

**STATUS:** *Continue to provide support to the Superfund program. In addition, assisted with outreach plans for Climate Change, School Bus Retrofit Project, Great Salt Lake, Idling project, and various permit applications.*

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

**STATUS:** *Provide staff support, including facilitation, for projects mentioned above. Provide meeting notices and updates via listservs. Also, look for opportunities to informally touch bases with key stakeholders at critical points in a project.*

- d. Where appropriate, administer survey or other feedback tool at the conclusion of project to gauge success.

**STATUS:** *DEQ maintains an e-mail group list for key stakeholders and periodically asks for feedback to help define direction and reassess priorities. Feedback is also sought as part of facilitates meetings.*

2. Ensure Environmental Justice (EJ) issues are incorporated into community involvement plans.<sup>EJ</sup>

**Measures:**

- a. Ensure all segments of impacted community are considered in plan.
- b. Assist with EJ questions as needed in coordination with EPA.
- c. Provide grant information to interested entities.

**STATUS:** *Work continues to ensure that the minority community's concerns are considered and addressed as part of overall public participation/community relations work. Respond to EJ questions as they arise and also provide grant information as it becomes available. Participated this year in EPA's CARE community workshop training.*

**PPA MEDIA RELATIONS ANNUAL GOALS:**

1. Upon request, assist PIO with 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.
- e. Provide back-up to PIO for vacation, sick and training days.

**STATUS:** *Routine and ongoing.*

**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.

**STATUS:** *The Local Health Departments' Annual Work Plans are a part of the Environmental Service Delivery Plan process. Shortly after DEQ's Goals and Objectives were identified for the upcoming fiscal year, work plans adjustments for the current fiscal year were made between the LHD and DEQ programs, compiled, and sent out in June. Although we are in the second of a three-year contracting process, the annual adjustment ensured continued alignment with DEQ Goals and Objective*

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

**STATUS:** *DEQ attends regular meetings of the Local Health Officers Association and the Local Environmental Health Association (CLEHA). Also, as the need arises, communication occurs via e-mail and phone calls as well as through issue-specific work groups. A Partnership Meeting between DEQ, EPA and the LHDs was held in early December. Here, related issues were discussed and action items identified.*

- c. Coordinate PPA development and EOY Report.

**STATUS:** *An interagency working team, led by OPPA, has been, and continues to, coordinate the development of the PPA and the EOY Report.*

**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.

**STATUS:** *OPPA staff are involved in numerous department-level activities. Staff organized the annual “Take Your Child To Work Day,” the Earth Day Commuter Challenge, and the DEQ Picnic. Staff heads up the DEQ Green Team, maintains the DEQ Innerweb, and assisted with the organization of the Quality Council’s quarterly webinars. In addition, staff provides assistance with community relations, media events, and meeting facilitation.*

- b. Provide training.

**STATUS:** *OPPA takes the lead in teaching DEQ’s Leadership Development courses, including Getting Work Done with Others, Adapting to Change, Supervisory and Conflict Management.*

- c. Recognize teamwork and individual efforts.

**STATUS:** *OPPA staff has either led or worked as a participant on teams to accomplish projects mentioned above (and others.) We try to make it a point to either formally – or less formally – recognize the contribution of our team members and to recognize the accomplishments of individuals on the staff..*

**PPA EMPLOYEE ANNUAL GOALS:**

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

**Measures:**

- a. Provide training.

**STATUS:** *Ongoing. Staff members are particularly called on to provide communication and writing skills coaching to DEQ project managers as specific issues arise.*

- c. Support participation in professional organizations.

**STATUS:** *Ongoing – on an individual basis.*

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.

**STATUS:** *OPPA staff were cross-trained the basics of web design and community relations techniques and team work encouraged through workgroups headed by the staff specialist in those areas. Specific issues are brought to staff meeting and discussions held and feedback sought. Other formal and less formal methods of recognition – on the spot awards, acknowledgement in staff meetings, have been implemented.*

**ENHANCE 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 apprise Governor's office, Legislators, elected officials, and Board members of important environmental policy issues.

**STATUS:** *Ongoing. OPPA encourages briefings/updates to elected officials on major issues that occur in their areas. In addition, OPPA contributes to the weekly Governor's reports prepared by DEQ and to the monthly "Balanced Scorecard."*