

DEPARTMENT OF ENVIRONMENTAL QUALITY

OFFICE OF PLANNING & PUBLIC AFFAIRS

FY 2009 GOALS - END OF YEAR REPORT

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 UDEQ participation in Utah Quality Growth Commission, Envision Utah and others opportunities that arise.
- b. Coordinate information and issues from statewide initiatives through appropriate UDEQ channels.

STATUS: *Continue to work with the League of Cities and Town and the Association of Counties, Local health Department Associations, and other groups to plan, brief on issues and receive feedback.*

2. Provide planning support for UDEQ initiatives.

Measures:

- a. Maintain community-based planning efforts.
- b. Identify and implement pollution prevention cross-media projects.

STATUS: *The P2 program continues to work cross-agency on the Clean Utah program. Also assisted with and e-waste event at the University of Utah. Distributed*

Construction Best Management Practices Brochures to City Planners and other agencies.

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

STATUS: *DEQ community-based planning efforts are issue-focused and developed in coordination with Local Health Departments, EPA (where appropriate) and other stakeholders. This year, we visited with each local health department to determine issues of interest and ways to strengthen our partnership. Work continued on spill notification, school bus retrofits, and alternative wastewater systems.*

- d. Coordinate completion of the FY 2009 PPA.

STATUS: *FY2010 PPA completed.*

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

STATUS: *FY2009 End of Year report completed.*

- 3. Provide policy support for UDEQ initiatives.

Measures:

- a. Provide informational and outreach support to stakeholders impacted by UDEQ initiatives.
- b. Assist with Environmental Council of States (ECOS) and other national policy initiatives, as requested.

STATUS: *Provided outreach staff support for School Bus Retrofits, Mercury workgroup, Peck Rock Landfill cleanup, and other stakeholder groups. Work included maintaining websites, listservs, and coordinating with groups on meetings. We also participated in the Quick Silver Caucus and attended the ECOS annual meeting in Montana.*

- c. Increase Clean Utah Participation.

STATUS: *Ongoing. Currently have 20 companies representing 45 facilities.*

- 4. Provide support for UDEQ 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: *DEQ continues to teach its leadership training programs. A significant change was occurred this year. Courses are now eligible for CPM credit (the state-wide manager training program.) Leadership classes were also offered to Local Health Departments and to Landfill Operators.*

PPA STRATEGIC GOAL #2

Facilitate integration of Pollution Prevention initiatives in UDEQ 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 participants.

STATUS: *Five new Clean Utah participants: Big D Construction, Nucor Building Products, IM Flash Technolgies, Kennecott Utah Copper Operational Services and Salt Lake Marriot City Center*

- b. Number of EMS audits completed

STATUS: *Completed 4 EMS Audits*

- c. Number of project promotional presentations completed
- d. Pollution reductions in Utah business industry.

STATUS: *Clean Utah Annual Report totals included:*

- *Recycled 13.6 tons of dust bricks and another 20.4 tons of cardboard and wood pallets*
 - *Reduced electrical use 1,668,049 kWh resulting in a reduction of 905 metric tons of CO2 (from electrical saving calculations using 1.193 lbs CO2 per kWh)*
 - *Purchased 234,828 KWh of renewable (Blue Skies) energy while also reducing demand through energy efficiency measures.*
 - *Reduced solid waste by the elimination of bottled water sales and other measures at Xanterra Zion Park Lodge which resulted in a reduction of 29,508 pounds. Total solid waste reduced by all Clean Utah Partners totaled 5.5 million pounds including 5.44 million pounds for Hexcel*
 - *Reduced 258,797 pounds of hazardous chemicals over previous year when corrected for increased production*
 - *Reduced 27 tons of nitrogen from bus upgrades*
- e. Pollution reductions at UDEQ.

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

- *20,000 LBS OF 100% post consumer content paper purchased (All paper used by DEQ).*
- *Recycled 44 tons of office-type waste*
- *97 employees telecommuted an average of once a week. According to DEQ Human Resources, the average round trip, had the employee come 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 approximately 150 employees ride mass transit on a regular basis.*
- *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: *Added Davis Chamber of Commerce, Davis Applied Technology College, National Energy Foundation, Manufacturing Extension Partnership of Utah, Rocky Mountain Power and five new Entry Level Clean Utah Members to active partnerships. Continued active working partnerships 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: *Sponsored annual P2 awards as well as P2 workshop on Green Team formation presented to the P2 association, 70 participants.*

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

STATUS: *Nine P2 award nominations received with eight awards presented. Pollution Prevention by winner: 17.2 million gallons of water reduced; 423 tons of CO2 and 14,871 pounds of NOx reduced, reduced consumption of 40,411 gallons of diesel and 2788 gallons of gasoline, Savings of \$172,802.00 reported.*

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

STATUS: *Identified EPA preferred measurement tool, implementing use in P2 Grant and providing to other businesses.*

- 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.

STATUS: *Statewide 476,274 gallons of used oil collected*

- 4. Administer P2 grant by Preparing Applications and Quarterly Reports, Monitoring, Budget and Providing UDEQ 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:

- 1. Facilitate the development of the UDEQ business assistance policy.

Measures:

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

STATUS: *Four CAP meetings were held this fiscal year. Two CAP members attendance was sponsored at the national SBO/SBEAP Conference in Louisville, Kentucky.*

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

STATUS: *Responded to multi-media concerns associated with new energy projects. 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. New tools added this year as well as new case studies/success stories.*

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

STATUS: *Ongoing as issues arise.*

- 2. Serve as Small Business Ombudsman for UDEQ.

Measures:

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

STATUS: *Responded to requests for information and assistance through phone calls and email.*

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

STATUS: *Made recommendations on potential strategies and assisted with arrangements and materials 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 other state agencies and with FERC on two large energy projects and provided oversight and a central contact associated with cross media permitting needs.*

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

STATUS: *Ongoing as opportunities and issues 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 UDEQ initiatives into NEF Debate Program, and other initiatives.
- c. Coordinate redevelopment of UDEQ display and department-wide participation in outreach opportunities.

STATUS: *OPPA maintains the DEQ information lines and responds to DEQINFO e-mails. These are checked on a daily basis and, in addition to web hits, are monitored for interest/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 education fair where participants learned more about the topic. Staff 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 UDEQ Web site.

Measures:

- a. Serve as UDEQ Webmaster and coordinate the internal Web workgroup.
- b. Update the UDEQ Web site as needed, edit content, standardize pages, and assure that copy is written clearly and concisely, using Associated Press style guidelines.
- c. Finalize the update of UDEQ Web standards and revision of the Web site.

STATUS: *Ongoing. The Internet is DEQ's primary communication tool, averaging 7,364 unique visits per month (over 28,000 total hits per month) on the pages maintained by Public Affairs. The internal Web workgroup is a critical*

component, with at least one representative from each division, coordinated formally and informally to ensure consistency. OPPA staff members also assist with page and design review of major sections to ensure timely content and effective presentation of mission-oriented 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: *Leadership training included many of these skills. In addition, coached individual project managers on issue-specific techniques.*

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

STATUS: *Assisted with strategies for Superfund, Air Quality, mercury outreach, Peck Rock Landfill, and other projects. Provide staff support, including facilitation and feedback tools, as appropriate. Provide meeting notices and updates via listservs and websites. Also, look for opportunities to informally touch bases with key stakeholders at critical points. Feedback – informal and formal – is sought and welcome to measure lessons learned and overall success.*

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

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 minority voices are considered and addressed as part of overall public participation/community relations work. Respond to EJ*

questions as they arise. Working with Salt Lake City and others on the EJ/Children's Health Showcase Community project.

PPA MEDIA RELATIONS ANNUAL GOALS:

1. Upon request, assist PIO with UDEQ media relations.

Measures:

- a. Provide back-up to PIO for vacation, sick and training days
- b. Ensure UDEQ media policy is followed.
- d. Encourage reporters to use UDEQ's public information office.

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 UDEQ Goals and Objectives.
- b. Coordinate signed contracts, MOUs, or updated sections of Environmental Service Delivery Plan.
- c. Coordinate PPA development and EOY Report.

STATUS: *The Local Health Departments' Workplans are a part of the Environmental Service Delivery Plan process. To prepare for the new three-year contract period, DEQ visited with each Local Health Department to discuss issues and other topics of joint interest. Then, in the Fall, each Division met with 2 representatives of a LHD to discuss an update to the Roles and Responsibility matrices of the ESD and to identify issues for joint consideration at the December Partnership meeting. Action items will be identified and worked on*

in the coming year(s). Regarding the PPA, an interagency work team, lead by OPPA continues to coordinate the development of the PPA and 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,” and the Earth Day Challenge. 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.*

- b. 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.”*