

# DEPARTMENT OF ENVIRONMENTAL QUALITY

## OFFICE OF PLANNING & PUBLIC AFFAIRS FY 2010 GOALS - END OF YEAR REPORT

### PPA MISSION:

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

### ENVIRONMENT

**GOAL #1:** Partner with the Department and Divisions in planning and policy initiatives.

### Planning Objectives:

1. Provide planning support for UDEQ initiatives and, on request, to statewide initiatives.

#### Measures:

- a. Process for completion of FY2011 PPA is successfully coordinated and final document is submitted to EPA.
- b. Process for completion of End-of-Year Report for FY 2010 PPA is coordinated with Divisions and is submitted to EPA.
- c. Process for completion of the three-year Local Health Department contracts is coordinated and the contracts are signed.
- d. As opportunities arise, UDEQ is represented in meetings and information is coordinated through appropriate Department channels.

**STATUS:** *FY2011 PPA and FY2010 EOY were successfully completed. A one year extension on the Local Health contracts was implemented to enable DEQ and the Locals to re-evaluate this process and to implement improvements. This is currently underway. OPPA represents DEQ in many meetings and shares information with others, as appropriate.*

2. Provide policy support for initiatives that are led or supported by UDEQ.

#### Measures:

- a. Assistance is provided in developing strategies to identify issues and encourage stakeholder participation. Informational and outreach support is provided.

- b. Assistance is provided with Environmental Council of States (ECOS) and other national, state, and local policy initiatives, as requested.

**STATUS:** *OPPA works at a department level and with individual division in developing strategies. OPPA participated in the LEAN project, assisting Radiation Control with improving outreach support for EnergySolutions activities. OPPA developed and is implementing a plan for the Children’s Environmental Health project, for dissemination of mercury information, and on air quality and water quality issues. OPPA arranged for periodic stakeholder briefings with environmental groups and representatives of local health departments. OPPA participated in ECOS conference calls and provided feedback, on request.*

**GOAL #2:** Facilitate integration of Pollution Prevention initiatives in UDEQ and throughout the State.

**Pollution Prevention Objectives:**

- 1. Improve environmental performance through adoption of sustainable practices that can be encouraged through the use of Environmental Management Systems (EMS), showcased through Clean Utah and the P2 Association, and shared with others on UDEQ websites.

**Measures:**

- a. Number of new Clean Utah participants and advancements to Partner or Leader level.

**STATUS:** *One new Clean Utah Participant, One new application to Partner level to be approved*

- b. Number of EMS audits completed.

**STATUS:** *5 EMS Audits completed*

- c. Pollution reductions realized through these efforts in business, industry, or other UDEQ regulated entity.

**STATUS:** *Clean Utah Partner Annual Reports included: Reduced 2,306 metric tons of CO2 (from electrical saving calculations using 1.193 lbs CO2 per KWh). Reduced 32 metric tons of NOx Reduction of 12.4 tons of dust brick that would have gone to the landfill. Recycled 18.8 tons of cardboard, wood pallets, metal and facer/bag cores for a total recycling of 31.2 tons. Reduced 258,797 pounds of hazardous chemicals over previous year when corrected for increased production. Saved 8,600,381 gallons of water. Reduced*

*total electrical usage by 3,372,560 KWh. Reduced solid waste by 1,583 tons for a total of 1,601.8 tons when added to numbers above*

*The P2 2010 Outstanding Award Winners included the following results:*

- Rio Tinto/Kennecott Utah Copper for Building On Success with a program that reduces idling time and increases fuel efficiency for 68 large haulage trucks at Kennecott's Bingham Canyon mine with an associated savings of over 49,000 gallons of diesel fuel and a reduction in emission of 497 metric tons of green house gas and 18,043 pounds of nitrogen oxides.*
- Swire Coca-Cola in Overall Sustainability with annual water savings of over 40 million gallons, a CO2 emission reduction of over 1,200 metric tons and for recycling over 1,200 metric tons of material as well as promoting a consumer awareness program.*
- Xanterra Zion Canyon Lodge for Promoting Public Awareness with the elimination of the sale of bottled water while providing guests with spring water for re-useable containers and information promoting the value of the program.*

d. Pollution reductions at UDEQ.

**STATUS:** *Relocated to state of the art energy efficiency office building. Purchase of 19,836 lbs of 100% post consumer content office paper. 100 DEQ employees telecommuting once a week with a reduction of 150,000 vehicle miles traveled to date and a reduction of 15,016 lbs of carbon dioxide. 800 miles estimated. Hybrids part of DEQ fleet and not always available to P2 staff.*

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

**Measures:**

a. Number of new and ongoing partnerships.

**STATUS:** *Added Ogden/Weber Chamber of Commerce to partnerships. Continued active working partnerships with the following 40 partners during the year: Davis Chamber of Commerce, Davis Applied Technology College, National Energy Foundation, Manufacturing Extension Partnership of Utah, Rocky Mountain Power Clean Cities, Salt Lake City, Salt Lake County, Economic Development Corporation of Utah, Envision Utah, Utah Manufacturers Assn., Intermountain Health Care, University of Utah, Governor's Energy Office, Kennecott Land, Kennecott Utah Copper Operational Services, IM Flash Technologies, Big D Construction, Staker Parson Companies, Swire Coca-cola, Nucor Steel, National Energy Foundation, Utah Chapter of AWWA, Utah Society for Environmental Education, Xanterra-Zion Lodge, Utah Transit*

*Authority, Autoliv, Hexcel Corporation, Firestone Building Products, Circle Four Farms, Granite Construction, Red Hanger Cleaners, Weber State University, May Foundry, Tear-a-Part, USANA, Utah Metal Works, Salt Lake Marriot City Center, Midvalley-Chamber East Chamber of Commerce, and Utah's Local Health Departments*

- b. Number of participants in Utah P2 sponsored conferences and workshops.
  - c. Effectiveness of the workshops, measured by evaluation forms.
  - d. Number of P2 Association participants.
  - e. Number of P2 award nominations received for annual P2 award recognition program.
  - f. Number of presentations given.
  - g. Completion and distribution of EPA P2 measurement tool.
3. Encourage Pollution Prevention to Utah citizens through programs that target the reduction and proper disposal of special wastes that can cause human health concerns.

**Measures:**

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

*STATUS: Statewide 121 lbs of mercury and 64 lbs of mercury contaminated soil collected. Statewide 448,937 gallons of used oil collected*

4. Track P2 grant spending and complete midyear and annual grant objectives.

**Measures:**

- a. Grant objectives met.
- b. State budget review and planning completed.
- c. Positive feedback received from EPA and State grant/finance offices.

*STATUS: Midyear and Annual reports were completed on time and we received positive feedback from EPA counterparts for meeting the objectives of this grant.*

**GOAL #3:** Promote a sustainable relationship between economic development and

environmental protection by coordinating work with businesses and related organizations.

**Business Assistance Objectives:**

1. Facilitate UDEQ cross-media business assistance.

**Measures:**

- a. Businesses making phone or e-mail contact to PPA receive informational assistance.

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

- b. Pre-design meetings are held.

**STATUS:** *Conducted four full Pre-design Meetings and several smaller partial meetings for business not needing a full Pre-design*

- c. Cross-divisional, sector specific focus in outreach activities developed and implemented, as appropriate.

**STATUS:** *Ongoing as opportunities and issues arise.*

- d. Business assistance webpages are regularly updated.

**STATUS:** *Business webpages completely updated as part of web re-design. New case studies and other information added.*

- e. Opportunities are taken to encourage consistent business assistance policies within UDEQ.

**STATUS:** *Ongoing*

- f. Regular coordination with other business assistance providers and professional associations.

**STATUS:** *Routinely coordinates with the Governors Office of Economic Development, Economic Development Corp of Utah, Utah Manufacturers Association, Chambers of Commerce and numerous other organization in providing resources and assistance.*

2. Serve as Small Business Ombudsman for UDEQ.

**Measures:**

- a. Air Quality Small Business Compliance Panel remains active and quarterly meetings are held.

**STATUS:** *Small Business CAP remains active with quarterly meetings and additional email and phone updates*

- b. Availability of ombudsman is promoted on website and as part of informational presentations, as appropriate.

**STATUS:** *Information and contacts are provided on appropriate webpages*

- c. Issues brought to ombudsman are appropriately handled.

**STATUS:** *Ongoing as requested*

- d. Opportunities are taken to encourage small business considerations in UDEQ policy development.

**STATUS:** *Tools and resources focused on small business needs*

- e. Small businesses receive assistance with UDEQ permitting process and other programs as needed.

**STATUS:** *Ongoing through Pre-design*

- f. Annual EPA Small Business Assistance Program report is completed.

**CUSTOMER SERVICE**

**GOAL #4:** Provide public information and participation opportunities.

**Public Education Objectives:**

- 1. Link public education opportunities across divisions.

**Measures:**

- a. Education committee remains active and tri-annual planning meetings are held.

**STATUS:** *Ongoing. OPPA staff takes the lead in coordinating an annual strategy for committee, developing a timeline for meetings and topics. Keeps committee members informed of outreach events/opportunities and coordinates arrangements as appropriate.*

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

**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.*

- c. Number of participants reached through display events.

**STATUS:** *Staff has participated in events that have reached and educated approximately 2,000 members of the public on DEQ initiatives.*

- d. Print and web-based education materials are current.

**STATUS:** *Ongoing. OPPS staff will continue to keep education materials and the web updated with current education materials and information. Will design and print additional information as needed.*

- e. UDEQ initiatives are incorporated into NEF Debate Program, UEHA, USEE, and other external initiatives.

**STATUS:** *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 Conference, Utah Environmental Health Association Conference and American Water Week (sponsored by AWWA) planning and special events.*

2. Design and implement issue-specific campaigns to inform and involve the public.

**Measures**

- a. With DAQ, Choose Clean Air strategies are reviewed, adjusted and implemented each season.
- b. With workgroup, Mercury strategies are reviewed, adjusted, and implemented as needed.
- c. Children's Environmental Health outreach is supported and web information is kept current.
- d. With appropriate internal and external groups, new outreach projects that support the UDEQ mission are strategized and collaboratively implemented as opportunities arise and support is available.

**STATUS:** *OPPA staff assisted Water Quality with outreach, training and implementing of Medication Take Back Events throughout the state. Through these events, approximately 2,500 lbs. of medication were collected and properly disposed of. Approximately 400 people and more than 30 organizations have been involved or participated in the Children's Environmental Health Project. Mercury outreach has engaged approximately 600 people face to face, with another 5,000 receiving information about Utah's program. Choose Clean Air has engaged approximately 500 people over the course of the year at different events. Power Forward had approximately 500 people sign up to participate via a new text messaging campaign.*

3. Manage information dissemination on UDEQ webpages.

**Measures:**

- a. Number of web hits reviewed monthly to determine which pages are being visited.
- b. Coordination/assistance provided to divisions on best ways to use web to inform public of program or specific issue.
- c. Internal web workgroup meets on quarterly basis to ensure standardize pages and to suggest improvements/changes to web and web standards, as needed.
- d. Participation on technical committees using web to assist with public information/presentation aspects.
- e. PPA-managed pages are reviewed monthly to repair broken links and to ensure information is current and written clearly and concisely, using Associated Press style guidelines.

**STATUS:** *Ongoing. The Internet is DEQ's primary communication tool, averaging 7,733 unique visits per month (over 31,015 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.*

**Stakeholder Involvement Objectives:**

1. On request, prepare and implement stakeholder involvement plans for specific projects and programs.

**Measures:**

- a. Plans are developed and implemented in conjunction with program or project manager.
- b. Key stakeholders are involved in the development of plans to ensure concerns are considered.
- c. Dry runs are conducted prior to public meetings. Coaching is conducted, on request.
- d. As appropriate, surveys or other feedback tools are used at the conclusion of project to gauge success.

**STATUS:** *Assisted with strategies for Air Quality, idle reduction, Power Forward and Clear the Air Challenge campaigns, Utah Clean Diesel program, mercury outreach, Kennecott expansion, fugitive dust control, Children's Environmental Health, JWCD discharge permit to Great Salt Lake, Alton Coal provide staff support, including facilitation and feedback tools, as appropriate. Provide meeting notices and updates via listservs and websites. Coordinated and/or attended community health and environmental fairs, recruited new stakeholders and organizations to participate in campaigns and projects, developed social media tools for programs and campaigns, incorporated formal speaking engagements into certain programs. Also look for opportunities to informally touch bases with key stakeholders at critical points. Feedback – informal and formal – is sought and welcomed to measure lessons learned and overall success.*

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

**Measures:**

- a. All segments of impacted community are considered in plan.
- b. Assistance is provided on EJ questions, as needed and in coordination with EPA.
- c. Grant information is provided to interested entities.

**STATUS:** *Ongoing. 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. Provided specific outreach to different ethnic and economic community groups within the EJ*

*project area. Forwarded grant information to community groups and other organizations working on EJ initiatives.*

**Media Relations Objective:**

1. Assist PIO with UDEQ media relations.

**Measures:**

- a. PIO back-up is provided.
- b. UDEQ media policy is followed.
- c. Opportunities to inform public of issues or programs through the media are actively sought and story ideas forwarded to PIO.

**STATUS:** *Several staff members are trained and provide PIO back up in her absence or when workload requires assistance. Staff also ensures that the PIO is provided information as it works on outreach projects. The media policy is understood and followed.*

**PARTNERSHIPS**

**GOAL #5:** Assist with ensuring effective delivery of environmental services through intergovernmental collaboration.

**Objective:**

1. Involve and/or inform appropriate agencies and/or levels of government when PPA has responsibility for, or is assisting with, project activities.

**Measures:**

- a. Interest is determined.
- b. Status reports provided.
- c. Involvement facilitated and feedback solicited.

**STATUS:** *Ongoing. OPPA encourages briefings/updates to elected officials and others on major issues that occur in their areas. OPPA staff work closely – formally and informally – with counterparts in other agencies and try to be proactive in sharing information. OPPA regularly provides information for the Governor’s Balanced Scorecard. OPPA has implemented several listservs and, in addition to those, maintains “call down” lists and looks for opportunities to inform key*

*stakeholders of project activities and pending decisions. In addition, the website includes an “Issues” page where hot topics and other ongoing issues are summarized and kept updated. These activities often generate important feedback which is used to improve activities.*

**Local Health Liaison Objective:**

1. Facilitate strong relationship between UDEQ and the Local Health Departments.

**Measures:**

- a. Participation in CLEHA, Local Health Officers’ Association, and Local Boards of Health meetings.
- b. Process for the three-year contracts is successfully coordinated and completed.
- c. Annual EOY reports are coordinated and completed.
- d. Partnership meetings are effective and issues raised are tracked and resolved.

**STATUS:** *Ongoing. OPPA attended CLEHA, LHO, and ULBHA meetings in the past fiscal year. The three-year contract was given a one year extension while we worked closely with Local Health to address concerns. As part of that activity, the OPPA Director and the DEQ Deputy Director visited all the Local Health Departments and listened to their concerns and feedback. The EOY report was simplified and all reports were completed. An Annual Partnership meeting was held to discuss issues and plan for the upcoming year.*

**EMPLOYEES**

**GOAL #6:** Promote excellence in customer service by encouraging and supporting employees.

**Objective:**

1. Support UDEQ leadership development initiative.

**Measures:**

- a. Quarterly leadership-training classes are held.
- b. Follow-up activities in sections and branches are facilitated, as requested
- c. Individual employees are coached, as requested.

- d. Participation on Employee Development Committee.

**STATUS:** *Ongoing. DEQ leadership classes now receive CPM credit (State manager certification program.) For the last half of FY2010, DEQ-leadership classes were not held, due to the building move. These will shortly resume. OPPA staff frequently coach – formally and informally – individuals and groups on communication skills. OPPA is an active participant on the Employee Development Committee.*

- 2. Support UDEQ Innerweb and employee webcasts as a way to keep employees informed of events and issues that impact them.

**Measures:**

- a. Innerweb content is current.
- b. Web hits monitored and feedback sought to determine employee interest
- c. Support provided to Quality Council and other Employee webcasts

**STATUS:** *Ongoing. Innerweb is monitored and feedback is received and posted on a timely basis. OPPA arranges for Quality Council webcasts and either arranges for or assists with the arrangements for other Employee webcasts.*

- 3. Encourage employee development, staff teamwork, and mutual support.

**Measures:**

- a. PPA staff has valued added roles in department activities.
- b. Teamwork and individual efforts are recognized.
- c. Staff meetings are used to share project information, to encourage synergy and collaboration, and to problem-solve.
- d. Training is provided.
- e. Participation in professional organizations is encouraged.

**STATUS:** *OPPA staff is frequently sought to assist with outreach, web, business assistance and other communication-related activities. The group functions as a team and “bounces” ideas off each other, provides back-up and suggests and generally have developed a strong working relationship. All have received recognitions from various individuals and groups within the department for their efforts.*