

**DEPARTMENT OF ENVIRONMENTAL QUALITY  
OFFICE OF PLANNING & PUBLIC AFFAIRS**

**FY2011 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 FY2012 PPA is successfully coordinated and final document is submitted to EPA.

**STATUS:** *The PPA was signed by EPA and DEQ in October.*

- b. Process for completion of End-of-Year Report for FY 2011 PPA is coordinated with Divisions and is submitted to EPA.

**STATUS:** *The End of Year was submitted to EPA in December.*

- c. Process for completion of the three-year Local Health Department contracts is coordinated and the contracts are signed.

**STATUS:** *The contracts for the Local Health Departments were all coordinated and signed by the deadline.*

- d. As opportunities arise, UDEQ is represented in meetings and information is coordinated through appropriate Department channels.

**STATUS:** *Ongoing.*

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.

**STATUS:** *OPPA supported three of the LEAN Six Sigma projects including Air quality Permitting, Energy Solutions, and Emergency Response. Also, more than 120 stakeholders from six counties participated in several rounds of air quality planning meetings. Assisted Tri-County Health Department with air quality newspaper article submissions and other public information.*

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

**STATUS:** *OPPA participates in the Quick Silver Caucus and other ECOS activities, as requested.*

**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:** *Three new Clean Utah Participants, One new Partner Level Member*

- b. Number of EMS audits completed.

**STATUS:** *3 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:*

*648 metric tons of CO2 reduced (from electrical saving calculations using 1.193 lbs CO2 per KWh), 32.5 tons of NOx reduced, reduced shipping and packaging material by 133 tons diverting this as landfill waste and resulting in reduction in emission (not calculated) from the reduced shipping weight, 71.7 tons of dust brick recycled to date and another 20.2 tons of cardboard and wood pallets, reduced gasoline use by 3,127 gallons, in addition to the recycled materials above Hexcel recycle 4.3 million pounds, 13,183,546 gallons water usage reduced (incomplete results. UTA requested), 1,195,709 kWh reduced electricity use and reported economic savings of \$551,284 dollars*

*The P2 2011 Outstanding Award Winners included the following results: Four Companies including Orbit Irrigation Products, Inc, Varian Medical Systems, Rio Tinto/Kennecott Utah Copper and Xanterra Parks and Resorts Zion Lodge won P2 Awards Winners announced on EarthDay 2011. Collectively they reported saving 5,681,200 gallons of water, reduced 96,000 decatherms of natural gas and an associated 3,000 metric tons CO2e, reduced additional energy and electricity by 475,667 GJ (132,129,722 kWh) and an associated 38,705 metric tons CO2e, reduced gasoline use by 19,925 gallons through fleet upgrades and rideshare programs with a reported reduction of 83 metric tons of CO2e, reduced solid waste through recycling by 1,318 metric tons, reported savings (not reported for all programs) of \$1,301,000 dollars.*

- d. Pollution reductions at UDEQ.

**STATUS:** *Relocated to state of the art energy efficiency office building. Purchase of 21,016 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:** *New and ongoing partnerships included:*

*New Partnerships added Utah Food Services, Staker Parson's, Cabinetry by Carmen. Continued active working partnerships with the following 40 partners during the year: Davis Chamber of Commerce, Davis Applied Technology College, Ogden/Weber Chamber of Commerce to partnerships, 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 hazardous substance collected and properly disposed.

**STATUS:** *Statewide 404.5 lbs of mercury soil collected. Statewide 449,349 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 Governor's 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. CAP members are specially invited to participate in air quality planning initiatives.*

- 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. Small businesses are included in air quality planning initiatives to understand their issues and work with them to design tailored solutions.*

- 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.

**STATUS:** *Report completed and submitted*

## **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:** *OPPA staff takes the lead in coordinating an annual strategy for committee, developing a timeline for meetings, events 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 and conferences that have reached and educated approximately 3,000 members of the public on DEQ initiatives.*

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

**STATUS:** *Ongoing. OPPA 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), participating on education boards in planning.*

*Outreach events held in conjunction with the environmental justice projects are coordinated across divisions.*

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.

**STATUS:** *OPPA maintains the Choose Clean Air website and makes recommendations and helps implement Choose Clean Air Strategies.*

- b. Children's Environmental Health outreach is supported and web information is kept current.

**STATUS:** *Ongoing.*

- c. 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:** *A semi-annual briefing is held with environmental stakeholders. Several education events were held, with Radiation Control, to inform of the Performance Assessment issues and to encourage people to get involved in the public comment period. Listservs are maintained to notify public of key activities. OPPA also assisted Radiation Control with their Radon outreach strategies.*

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 24,273 unique visits per month (over 67,085 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:** *Stakeholder involvement for the PM2.5 SIP development project is going well. The interest in participation exceeded the availability of seats. Dry runs have been critical in putting together clear, relevant information and addressing issues before they arise. Surveys have and will be incorporated to gather feedback and gauge success.*

*OPPA helped design and implement the EnergySolutions and the Air Permitting communication plans in conjunction with the Lean Six Sigma process. Dry runs and feedback tools are also an important part of this work.*

*OPPA also was actively involved in several public comment periods related to Kennecott, Denison Uranium Mill, and Alton Coal mine. Dry runs were held with staff. Web pages were established and follow-up after meetings occurred.*

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 and routine as a part of doing business.*

**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:** *Ongoing and routine as a part of doing business.*

**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 and routine as a part of doing business.*

**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:** *We attended CLEHA and participated in Local Health Officer and Boards of health meetings. We also visited with all Local Health Departments and trouble shot issues as they arose. Due to budget limitations, the contract remains at one-year and we continue to discuss ways to improve the process. End of Year reports were all turned in by the deadline. The annual partnership meeting was held and accomplishments through the year shared.*

**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:** *Quarterly leadership classes did not occur this year but employees participated in statewide sponsored leadership training. Employees were mentored on issues, on a one-on-one basis. OPPA participated in the Employee Development Committee and also coached employees and provided training/mentoring to sections, as requested.*

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:** *PPA staff routinely works together on projects, on behalf of the department. A monthly communication meeting is held to discuss web hits and measures of the prior month's activities.*