

DEPARTMENT OF ENVIRONMENTAL QUALITY

OFFICE OF PLANNING & PUBLIC AFFAIRS FY 2011 GOALS

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 FY2010 PPA is successfully coordinated and final document is submitted to EPA.
 - b. Process for completion of End-of-Year Report for FY 2009 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.
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.
- 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.
 - b. Number of EMS audits completed.
 - c. Pollution reductions realized through these efforts in business, industry, or other UDEQ regulated entity.
 - d. Pollution reductions at UDEQ.
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.
 - 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.
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.

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.
- b. Pre-design meetings are held.
- c. Cross-divisional, sector specific focus in outreach activities developed and implemented, as appropriate.
- d. Business assistance webpages are regularly updated.
- e. Opportunities are taken to encourage consistent business assistance policies within UDEQ.
- f. Regular coordination with other business assistance providers and professional associations.

2. Serve as Small Business Ombudsman for UDEQ.

Measures:

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

- b. Availability of ombudsman is promoted on website and as part of informational presentations, as appropriate.
- c. Issues brought to ombudsman are appropriately handled.
- d. Opportunities are taken to encourage small business considerations in UDEQ policy development.
- e. Small businesses receive assistance with UDEQ permitting process and other programs as needed.
- 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.
- b. 1-800 calls and DEQINFO e-mail inquiries to education initiatives.
- c. Number of participants reached through display events.
- d. Print and web-based education materials are current.
- e. UDEQ initiatives are incorporated into NEF Debate Program, UEHA, USEE, and other external initiatives.

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.
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.

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.

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.

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.

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.

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.

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.
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

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.