

Measurement Subcommittee Conference Call

February 11, 2010

Call Participants: Phyllis Copeland (SC); Kenya Stump (KY); Troy Johnson (MN); Renee Bashel (WI); Audrey Zelanko

Discussion Item1 - Annual Report to Congress

The current reporting form has OMB approval (**OMB NO.: 2060-0337**) with an expiration date of 04/30/2012. This covers data collection thru calendar year 2011. Based on previous discussions the following options for data collection have been proposed:

1. Continue to use the current reporting document until the end of the approval periods.
2. Continue to use the current version of the report until the end of the approval period of 2012. Supplement this information with additional outcome measures that could be collected by the Performance Measurement Committee and therefore not be subject to OMB approval.
3. Tweak the "revised" reporting document drafted by the EPA contractor and resubmit to OMB for approval for use starting this year (2010).
4. Develop tools (data collection, storage, analysis) to assist states with annual reporting.

Julie Churchill (Maine) was unable to call in today and provided these comments/questions:

- Due to budget/resource constraints, would like to continue with current reporting form;
- Cautions that we need to be careful about collecting "too much" information with the broad audience that may receive the information.

Kenya and Sara likes the layout and elements of the contractor revised reporting form. There are concerns that the sectors listed may not representative for all states. After discussion it was suggested that sectors be removed for the compliance & technical assistance section as well as the topic and content section.

The call participants recommend using the current form for calendar 2010 and tweaking the revised form for collection of the 2011 data (pending OMB approval). This would allow for training at the National meeting in June. We need to formally recommend the revised form to the NSC and request that they forward to all states for feedback before sending back to OMB for approval.

Sara suggested that we identify the message we want to convey and make sure we collect the data that supports that message. Suggested messages are:

- A very small group touching many businesses and producing outcomes.
- As a result of interaction with us, small business is making positive steps toward compliance.

Question: How do we account for an increase in compliance when not all states provide the same services?

Audrey suggests that the measurement and promotional subcommittees work together to identify the message and supporting data that meets the needs of EPA as well as our programs keeping in mind that collection of the data does not become overly burdensome. It was suggested that a call with the contractor could help fine-tune the data elements to meet our needs. We will wait for Angela to facilitate a call.

Discussion Item 2 – Measurement Tools

Troy noted that a customer survey was included with the contractor revised reporting document. From prior discussions, the tools used to collect data vary from the basic pen and paper to custom designed electronic tools (database and spreadsheet formats). The method used by individual states depends on the technology/support readily available implement and maintain.

Kenya suggested that states that already have electronic tools that meet their needs continue to utilize those and for states without electronic tools that we ask Prizim to develop a generic database-like tool that captures the data required for the annual report. We can look at some of the state tools currently in use and build upon one of those rather than starting from scratch. We would need to run this by Angela to see if this fits within the scope of the services provided by Prizim.

Renee stated that several states have already adopted the WI access database to meet their needs. Sara uses excel and Oracle to manage her information. Kenya noted the electronic approach would lead to more consistent and better quality data in the long run.

Discussion Item #3 – Use of Data

Kenya expressed a concern that the aggregated information in the 2007-2008 annual report could be misleading. An example would be the huge budget increase shown for several states. Without some narrative/explanation included, it would seem the some programs have expanded when that is not the case.

Actions items:

1. Schedule a call with the contractor to discuss changes to the draft reporting document (as soon as possible).
2. Formally recommend the revised reporting form to the NSC and request distribution to states for feedback.
3. Determine if developing measurement tool with the support of Prizim is within the scope of the services provided under their contract with EPA.
4. Provide training at the National Conference on the “new” reporting form and tools.