

Meeting Minutes: 5/20/03 Multimedia sub-committee conference call

Members present: Kathy Broderick, David Byro, Terry Polen, and Phyllis Strong

Summary: The group discussed Multimedia Sub-committee Summary Report from working session of 2003 SBO/SBAP National Conference. The group highlighted items that could require further action. See notes below.

Blue italic text signifies discussion notes from 5/20/03 conference call.

MULTI MEDIA SUB-COMMITTEE SUMMARY REPORT
APRIL 15, 2003

How to go/be Multimedia = Resource Issues

Tools/Technical Challenges
Funding Issues & Ideas

- Tools/Technical Needs Assessment:
 - Need staff capable of providing multimedia assistance (not just on a referral basis).
 - *Some programs do not have trained staff to handle multimedia work.*
 - *Need to do multimedia training similar to the multimedia training conducted during the training day of the Baltimore SBAP/SBO conference. Need to get a copy of the CD which contains the tools made available in this class. These could be used in a train the trainer capacity.*
 - *Particular 507 staff could be approached to develop a needed compliance tool in their area of expertise with the intention of sharing this tool among all 507 programs. If this tool was developed so that it dealt with rules at the federal level, all 507 programs could take it for use at that level. If this tool was developed specific to a state or local area and it was broken into sections so that federal, and additional state and local requirements were easily separated, other 507 programs could take the federal requirements and then build any additional specific state and local requirements onto it. If this tool was developed so that it integrated compliance with local, state, and federal regulations, it could be shared as an example with other 507 programs.*
 - Eliminate “stove piping”
 - Change Statutory Authority – enforcement is different for air quality than for other media
 - Tools: state-specific & industry-specific fact sheets, guidance documents, check lists, develop generic “compliance guide for dummies”- multi-lingual *(Some 507 programs have developed all of these things. These available tools could be shared as examples for other 507 programs.)*

- Resolve Tiered Government/Regulatory issues. *That is, resolve regulatory issues between federal, state, and local levels. Complete environmental compliance tools so that federal, state, and local laws can be separated out. Or, design an industry specific compliance tool so that it is specific to a particular state or even to a particular local area of a state and have the document support compliance with all applicable environmental rules, from the federal all the way down to the local level. We already have some federal environmental compliance tools that solely address federal requirements. Some 507 programs have already developed industry sector tools that support compliance with all applicable rules, from the federal all the way down to the local level. Perhaps, we could figure out a good way to keep 507 programs abreast of what material is currently available.*
 - Multimedia training for SBAP providers both industry specific (e.g. SBO sponsor for Iowa Waste Reduction) and general compliance
 - Develop informal partnerships with regulatory agencies (concern of liability issues). Reg. agencies often don't want to suggest compliance methods; their role is to identify compliance problems. *507 programs need to have interaction with regulatory programs to develop these partnerships. 507 programs physically located in regulatory agencies will likely have expertise in this area which they could share with other 507 programs.*
 - Allow for greater networking between SBAPs – mentoring programs - Peer matches between multimedia and non-multimedia SBAPs – first must identify who are the strong multimedia programs. *This may require an effort to identify high functioning multimedia 507 programs and coordinate between these programs and those that are beginning this work, so that we end up with a peer match mentoring program.*
 - Support from top management to promote multimedia assistance
 - Develop “Welcome Wagon” Packet” approach to new businesses prior to beginning operations through business licensing or certification process. *This approach would involve coordination efforts between 507 programs and licensing agencies, etc.*
 - Promote Cluster Groups facilitating business, Econ. Dev., regulatory agencies, and SBAPs for a multimedia approach. *This approach would involve collaboration efforts between 507 programs and SBDC programs, Economic Development agencies, district heating programs, etc. An example of such an outreach might be to focus on machine shops.*
- Funding Needs Assessment:
- Real question: should SBAPs be blocked from performing multimedia assistance until they get the funding? *Or should they perform multimedia assistance to best meet client needs, and then worry about funding later?*
 - EPA should re-allocate funding from enforcement & rule making to get SBAPs multimedia. *This should be approached from the top down; it would be appropriate to start this from Karen Brown's office.*

- Determine where SBAP programs are housed & whether any were born / created prior to CAA 507 or as a result of another state/local mandate. *We can obtain some of this information from our Multimedia Survey database. We may be able to obtain some of this information from Karen Brown's yearly reports.*
- Barrier - Regs. under Title 5 don't allow for multimedia assistance BUT there are other grants (state and federal 105) available which could be used creatively. *We should hunt for funding from alternative programs; it is available.*
- Leverage cross contamination issues (i.e., air, land, water). Require a multimedia approach, understanding, and resolution. *Companies that are out of compliance in one media are often out of compliance in another media. Cross contamination occurs as well.*
- Develop MOU with other internal programs to do general and task-specific assistance (e.g., mercury source control with POTWs, Phase II storm water, etc.). *[Dental clinics discharge to POTWs; wastewater from dental amalgam has mercury contamination. If 507 programs partnered with POTWs, they could reach the small businesses that are the source of mercury contamination. Phase II Storm Water rules affect industrial categories and the construction industries. If 507 programs partnered with Storm Water regulatory programs, they would have another avenue to reach out to small businesses that are affected by these rules.]*
- Have top down guidance for EPA to get funding from other sources. *Possibly direct funds from enforcement and rulemaking to get multimedia assistance.*
- Sell SBAP services to other federal/state/local programs to perform task specific work. *Other programs have specific mandates to follow, and they don't have the resources to do it. Leverage SBAP services as one resource they can use to fulfill these mandates.*
- Identify innovative funding opportunities -partner with Utility Districts, P2 groups, Economic Development Organizations, Chambers of Commerce, Technology Incubators, California Recycling Market Development Zones, and Joint Power & Solid Waste Authorities (they sometimes have mandates and \$ for education outreach) = Funding is out there!
- Have EPA 507 Regional Coordinators and CAPS to lobby & push for multimedia SBAPs to EPA management & congress. *Push 507 Regional Coordinators and CAPs to issue a directive that says multimedia is the way to go to EPA management and congress. Make this a mandate.*
- Document data on SBAPs multimedia support of other agencies & if SBAPs accept referrals from other agencies they should be leveraged for funding (Access Database). *It will help when 507 programs go to an agency that isn't providing them any funding, and can show them how much work the 507 program is doing which benefits their agency's agenda.*

- For non-multimedia SBAPs, EPA should provide a limited level of tools. *Some 507 programs have no tools for multimedia work or are unaware of tools available to them. Using the internet and the Small Business Environmental Home Page may be the most viable approach to ensuring that these needs are met.*
- State Commissioners need to be sold and promote multimedia funding for SBAPs (leverage EPA and SBA top down approach). *Environmental Council of States (ECOS) and the National Governors Commission would be good groups to approach to start this campaign.*
- Fundraising for Business Awards ceremony - P2 (can get your foot in the door). *It is possible to get substantial amounts of funding for this purpose; making 507 programs aware of such funding sources is a good step in this direction..*
- Partner with SBDCs, SBA, and Universities – in-kind support
- For multi-cultural issues partner with sister city in other countries (e.g., Russian, Asian, Hispanic)
Get education word out through them; perhaps can get language help in such a partnership, or screening of educational materials for any cultural faux pas.
- Look to association groups/organizations to support SBAP industry-specific education outreach (lobbying & using their mailing lists) *Look at large users (local utilities, etc.). For example you could target printers, and have the utilities tell you who the large users are, and then you could see who might be agreeable to energy reduction tips, and then lead into environmental compliance issues.*
- Start a non-profit group inside the SBAP “Friends of the SBAP”
- Multimedia assistance does more with less – can justify employee training, development, and investment = promotes efficiency *Promote idea that you get more bang for the buck when you can meet the needs of more than one program with one site visit.*

Green text signifies action items resulting from 5/20/03 conference call discussion. *Green, italic refers to new discussion during 5/20/03 conference call.* Green, straight script refers to items already in Baltimore conference Multimedia work group summary document. **Bold refers to more important items.**

Action Items

- ***Obtain a copy of the CD which contains the tools made available in the Building Capacity for Multimedia Assistance class taught as part of the training day of the 2003 SBO/SBAP National Conference in Baltimore. These could be used in a train the trainer capacity. Seek permission for this use from Leigh Leonard of Prizim who developed and taught this course.***

- *Particular 507 staff could be approached to develop a needed compliance tool in their area of expertise with the intention of sharing this tool among all 507 programs.*
- *Set up a method to promote sharing of compliance tools.*
- *Figure out a good way to keep 507 programs abreast of what material is currently available.*
- **Determine where SBAP programs are housed & whether any were born / created prior to CAA 507 or as a result of another state/local mandate.** *We can obtain some of this information from our Multimedia Survey database. We may be able to obtain some of this information from Karen Brown's yearly reports.*
- *Identify high functioning multimedia 507 programs and coordinate between these programs and those that are beginning this work, so that we end up with a peer match mentoring program*
- **Work to re-allocate EPA funding from enforcement & rule making to get SBAPs multimedia.** *This should be approached from the top down; it would be appropriate to **start this from Karen Brown's office.***
- *Have EPA 507 Regional Coordinators and CAPS to lobby & push for multimedia SBAPs to EPA management & congress. Push 507 Regional Coordinators and CAPs to issue a directive that says multimedia is the way to go to EPA management and congress. Make this a mandate*