

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)
 - 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
 - Resolve Tiered Government/Regulatory issues
 - 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
 - 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
 - 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
 - Promote Cluster Groups facilitating business, Econ. Dev., regulatory agencies, and SBAPs for a multimedia approach

- Funding Needs Assessment:
 - Real question: should SBAPs be blocked from performing multimedia assistance until they get the funding?
 - EPA should re-allocated funding from enforcement & rule making to get SBAPs multimedia
 - Determine where SBAP programs are housed & whether any were born/created prior to CAA 507 or as a result of another state/local mandate
 - 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
 - Leverage cross contamination issues (i.e., air, land, water) require a multimedia approach, understanding, and resolution

- 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.)
- Top down guidance for EPA to get funding from other sources
- Sell SBAP services to other federal/state/local programs to perform task specific work
- 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
- Document data on SBAPs multimedia support of other agencies & if SBAPs accept referrals from other agencies they should be leveraged for funding (Access Database)
- For non-multimedia SBAPs, EPA should provide a limited level of tools
- State Commissioners need to be sold and promote multimedia finding for SBAPs (leverage EPA and SBA top down approach)
- Fundraising for Business Awards ceremony - P2 (can get your foot in the door)
- 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)
- Look to association groups/organizations to support SBAP industry-specific education outreach (lobbying & using their mailing lists)
- 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