

Multimedia Sub-Committee Meeting
Sacramento SBAP/SBO Conference
June 2, 2004

Invitations were extended so that we could gain input from SBAP/SBO programs that have active multimedia programs in place. Nineteen people attended the meeting.

Meeting attendees:

Marion Baptiste, VI SBTAP
David G. Byro, EPA Region 3, Philadelphia PA, Sub-Committee member
Rudy Cartier, NH SBO/SBAP
Tom Coogan, WI SBAP, Sub-Committee member
Phyllis T. Copeland, SC SBAP
Greg Copley, KY BEAP, Sub-Committee member
Kevin Dick, NV SBDC
Jeanne Dworetzky, PA SBO
Bob France, PRIZIM Inc.
Margo Griffin, CO SBAP
Dale I. Kaplan, Chair PA CAP
Nancy Larson, KSU PPI SBEAP
Chris Lynch, PA SBDC, Vice-chair PA CAP
Judy Mirro, VT SBCAP
Terry Polen, WV SBO, Sub-Committee member
Maria L. Rivera, PR SBAP, Sub-Committee member
Marylyn A. Stapleton, VI SBTAP
Phyllis Strong, MN SBAP, Sub-Committee chair
Michael Welch, PRIZIM Inc.

In preparation, the questions below were sent out prior to this meeting to SBAP staff from programs that indicated expertise in all media areas on our Multimedia Survey. They were posed to visitors during this Multimedia Sub-committee meeting so that they could act as a framework for multimedia program staff giving input to our sub-committee.

Responses sent in prior to meeting were from:

Omer Roberts, MO, *SBAP*

Linda Sadler, TN, *SBAP*

Detailed responses during the meeting were given by:

Phyllis Copeland, SC, *SBAP*

Judy Mirro, VT, *SBAP*

Margo Griffin, CO, *SBAP*

Kevin Dick, NV, *SBAP*

A) How did your program begin as a multimedia program?

CO

Program is housed in Air Pollution Control Division, a media silo. A sustainability program, a think-tank, was set up in agency. This sustainability program determined that there was a need

to do more cross media work. Thus, the Generator Assistance Program (GAP) was created in the hazardous waste division. CO SBAP and GAP work as one unit; they do joint site visits. They have contacts in water; but this is not an established program. The program movement is to provide multimedia assistance. Internal mentoring among the various programs is on-going and seems to be the best type of mentoring.

MO

Our program started as a multimedia program from day one. Our budget included general revenue funding to supplement Title V emission fees.

NV

Program is soft funded through the SBDC (University of Nevada). All funding comes from grants and contracts. Cover all size businesses. Mining was part of early marching orders. Mining is most important priority and then small businesses are next; thus, small businesses are an important priority. The program doesn't address all media due to funding issues. Kevin raised a good point. He asked, "Where does multi-media end?"

SC

Multimedia program was created by a buy-in from upper management, not by statute. It is not in writing, but it is what they do. Multimedia program is funded by Title V fees and 10% state appropriation funds. Non 507 funding is from overhead budget contributed to by all programs.

TN

Secured administrative support and funding mechanism.

VT

Program began as a one person program and is still a one person program. Program has been strictly multimedia from the beginning. This is just how it operates; nothing is written that says it is to operate in this manner. Program gets no money from feds. Availability of program services is spread by word of mouth. Program has a 3 month waiting list for assistance visits. Program takes 15 to 20 calls a day.

B) What problems did you face in doing so?

MO

We received calls from the public for all media from the start, so this was not an issue.

TN

Getting the regulatory persons to understand that someone other than their staff persons could understand their regulations and effectively communicate their requirements

CO

There is talk of combining more programs. CO SBAP is against the combining of programs; we think that you learn much more with the current setup. Having a coordinator between the different media is the best setup. Knowing what to do, what to ask is very important.

Compliance Assistance programs drive issue for enforcement agencies, CA's are able to see the gray area.

VT

Initially there was skepticism from enforcement personnel about the role that the SBAP was playing. Additionally, funding is an issue.

There were questions from participants as to whether or not there were trust issues later by businesses because an SBAP person was with an enforcement person. Rudy Cartier, Judy Mirro, and Phyllis Copeland all stated that they have developed good working relationships with the enforcement people.

C) How did you get the different media covered?

MO

We had staff with expertise in some of the media and had to develop expertise in the other areas through training and hands-on experience.

NV

Have 7 staff and 2 students. Program is not fully multimedia. They cover hazardous waste, air, and pollution prevention (P2). Their P2 work allows for flexibility and they cover wastewater discharges here and energy efficiency.

SC

The level of assistance is not as extensive for other media as it is for air. Compliance Assistance is a priority within the state agency.

TN

We assigned staff to be more or less a media specialist and/or sector specialist.

VT

She peer matched with a regulator and would shadow them on inspections.

The regulators are supposed to keep her posted on rule updates.

It is a 2 way street. She lets the regulators throw problems her way. She gives the regulators general information, what problems she is seeing in the field. This keeps communications clear. Her work remains confidential. The regulators do not ask her anything about specific businesses.

CO

Sustainability Program (think tank) determined there was a need for more cross media work.

D) Did you use any existing guidance in setting up a multimedia program?

MO

We received training from the Iowa Waste Reduction Center and used some of their guidance materials to develop the way we provide multimedia assistance. We also utilized checklists from the regulatory programs to help us determine what we need to be concerned with in each of the media.

TN No

Did you develop any such guidance along the way?

TN No

E) What is the authority you are using for doing multimedia work?

If possible, please provide examples of legal language granting such authority.

MO

The original Technical Assistance Program (now the Environmental Assistance Office) was formed through a budget expansion. The only portion of our program that was established by law is the 507 portion. Enabling MO statute supplied.

MN

Memorandum of Understanding supplied

TN

Legal language supplied

F) What specifically are the types of services you provide?**MO**

- We provide a Nation-wide toll free 800 number (1-800-361-4827)
- We answer multimedia calls.
- We provide on-site visits that are either single or multimedia (multimedia assessment).
- We publish a quarterly newsletter titled *TAP into DNR*.
- We provide easy to understand technical bulletins and other publications.
- We provide environmental compliance and pollution prevention opportunity workshops known as the Business Environmental Management Institute. These workshops can be either industry specific or general and cover single or multiple media.
- We provide presentations at conferences, meetings, etc.

NV

Activities include a Materials exchange, energy efficiency outreach, and special projects.

TN

On-site visits, brochures, workshops, permitting and other compliance assistance

SC

Work on 50%-60% air issues. Program is starting to get referrals from enforcement.

VT

Judy used to be a wastewater inspector before joining the SBAP, so she is able to provide information on wastewater regulations. She stays up-to-date on new regulations from other media's.

G) If you have participated in the earlier SBAP/SBO Peer Match Program,**a) What do you think of developing a similar program to provide mentoring for SBAP/SBO programs that want to become multimedia programs?****MO**

We participated with IWRC in the Peer Match Program and I believe this type of program would be good for those states that are planning to become multimedia programs.

NH

We participated in the Peer Match Program.

TN

Did not participate

b) What did you learn from your experience in the Peer Match Program?

MO

We observed different methods of contacting facilities and how to perform an on-site assessment or inspection.

c) What were the pitfalls you encountered?

MO

Not applicable

d) What suggestions could you make for improving such a program?

MO

Not applicable

H) Can you think of something other than a Peer Match program to help SBAP/SBO programs that want to develop into multimedia programs to do so?

MO

A list of states that have multimedia programs could be made available to those states waiting to develop a multimedia program to call for information and advice.

I) Would your SBAP/SBO program consider serving as a mentor to a SBAP/SBO program that is seeking increased multimedia capacity?

MO

Yes, we would.

SC

Thinks mentoring program is fine but is not sure if time would allow it. Recommendation made that, SBAP/SBO staff get training in different media if mentoring is set up.

TN

Not sure the time commitment would allow it.

WV

Yes, we would.