

Measuring Compliance Assistance Outcomes

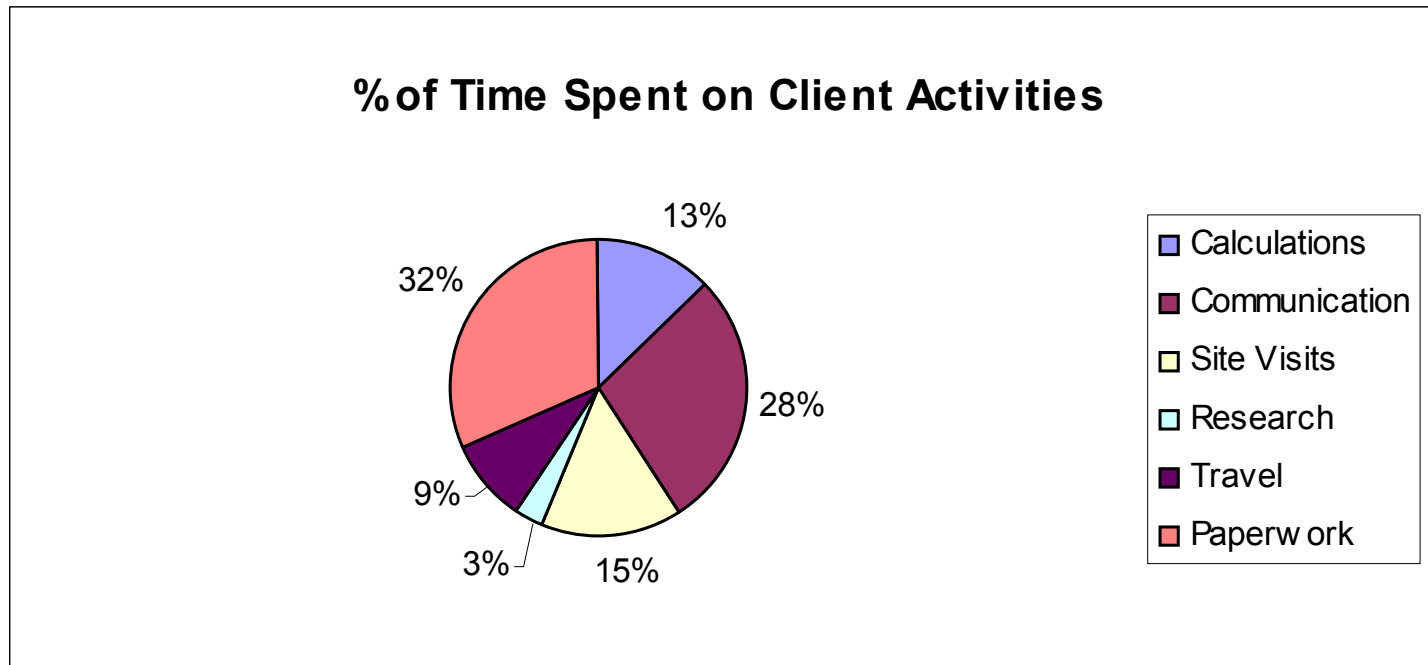
A Survey of KBEAP Clients

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Outputs

- 721 Small Business Assistance Occurrences
- ~16 hours per client
- ~1.4 hours per day on non-client activities
- 370 Outreach Events
- ~580 Site Assessments
- ~ 115 Project Hours per Year
- 5,347 website hits in 3 years



Why Outcomes?

- “Writing was on the wall”
 - Federal Trends
 - State Level Changes
- Timing
- KBEAP’s Impact on KY Small Business
- KY Small Business Impact on Environment
- What direction should “we” be heading?
- Are fundamental program changes in order??

Survey Development and Implementation

- May 2003 attended OECA Training
- Almost 1 year to complete survey design and implement
- Cost
 - Duplicating
 - Bulk Mail
 - Printing of Envelopes
 - Business Reply
 - Employee Time

Survey Design

- April 6, 2004
 - Packets mailed to 511 KBEAP clients
 - Initial letter
 - Survey
 - Business Reply Envelopes
 - “Money Sources for Entrepreneurs”
- Survey
 - General Information
 - Understanding
 - Behavior
 - Business, Environmental, and Health Information
 - Policy

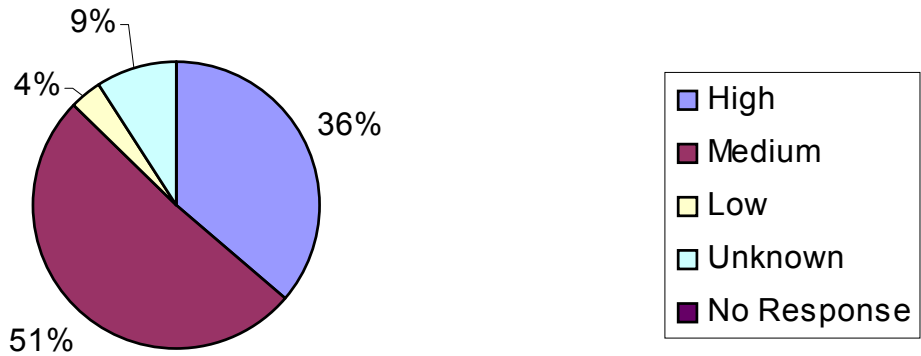
Results

- 10.7% Response Rate
- General Information Observations
 - ~54 % did not know SIC or did not respond
 - Manufacturing Sector remains dominant
 - Opportunities in other sectors??
 - 25% did not know how long it had been since we worked with them
 - Other Media
 - 65% Safety And Health
 - 49% Hazardous Waste
 - 31% Each for both Solid Waste and Water
 - 24% Indoor Air Quality

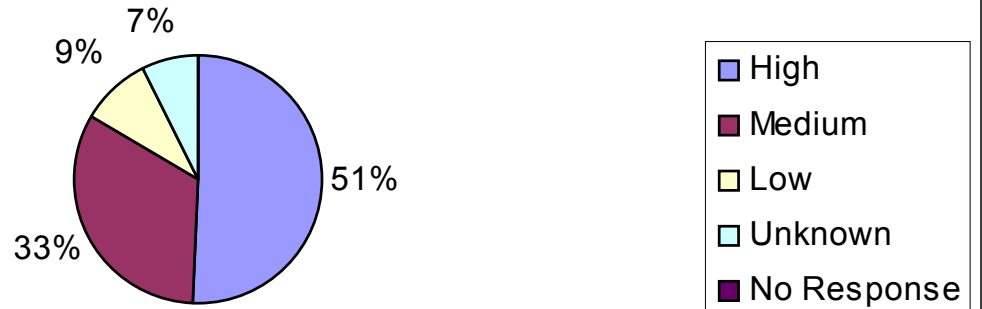
Understanding/Awareness

- Terms
 - P2: 73% Low to Medium
 - E2: 69% Low to Medium
 - Compliance Assistance: 65% Low to Medium
- Is this acceptable?
- Have we forgotten the basics?

Awareness of Environmental Responsibilities

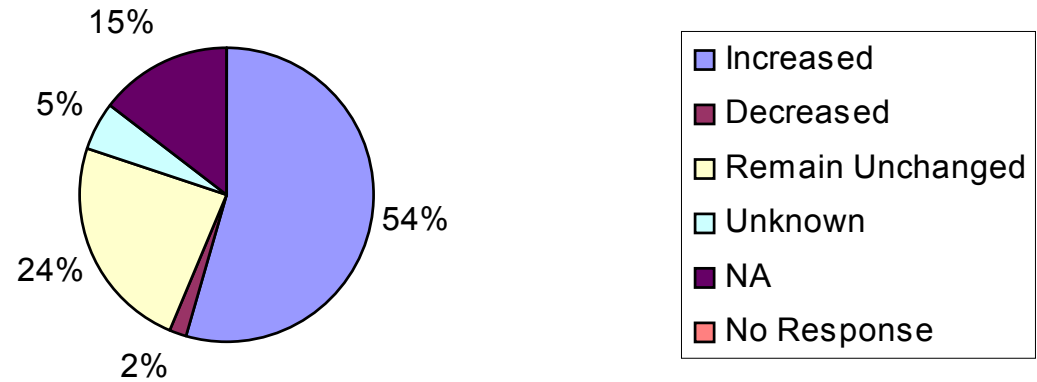


Correlation Between Environmental Responsibility and Business Success

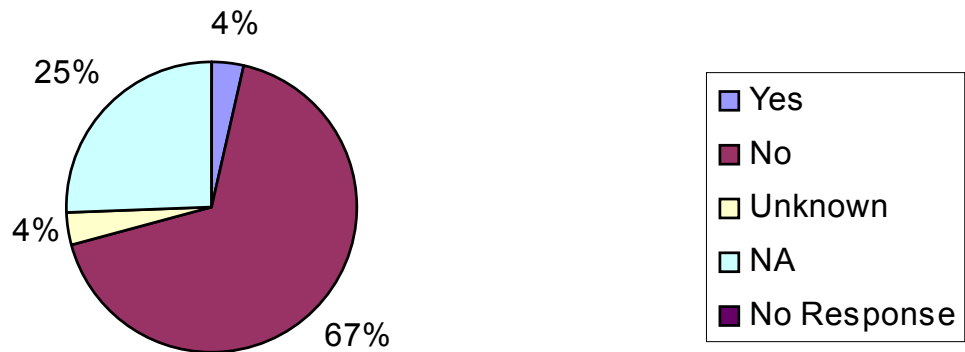


Behavior

Recordkeeping Changes



Air Quality Violations

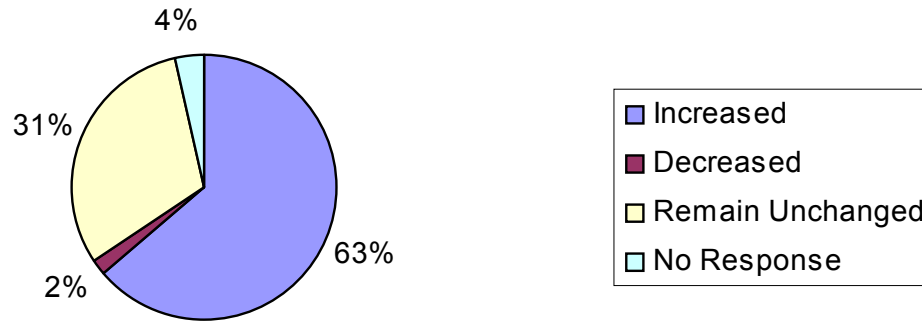


Behavior Observations

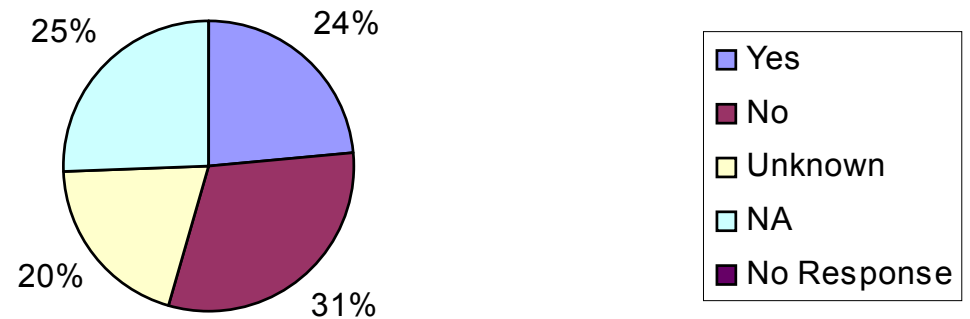
- Not doing enough to implement P2 and E2
- 70% of KBEAP respondents received a permit or filed a registration
- Link between increased recordkeeping and less repeat violations

Business, Environmental, and Health

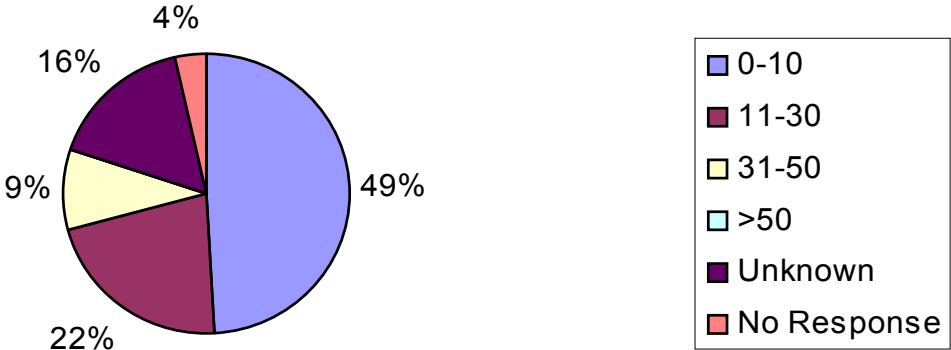
Awareness of Facility Emissions



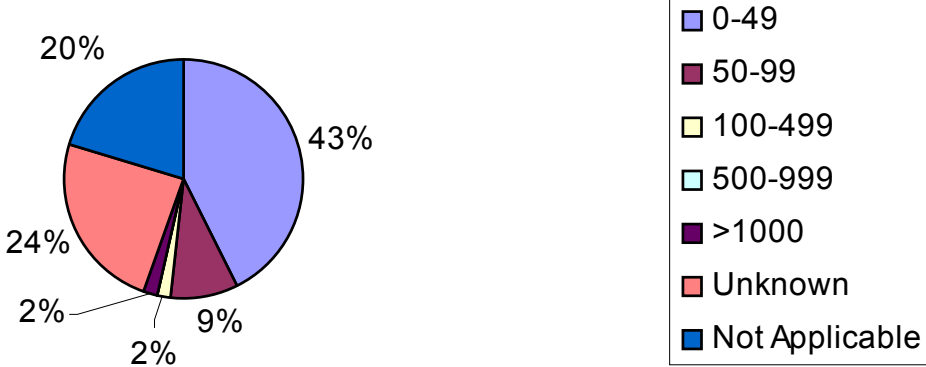
Working Environment Improvement



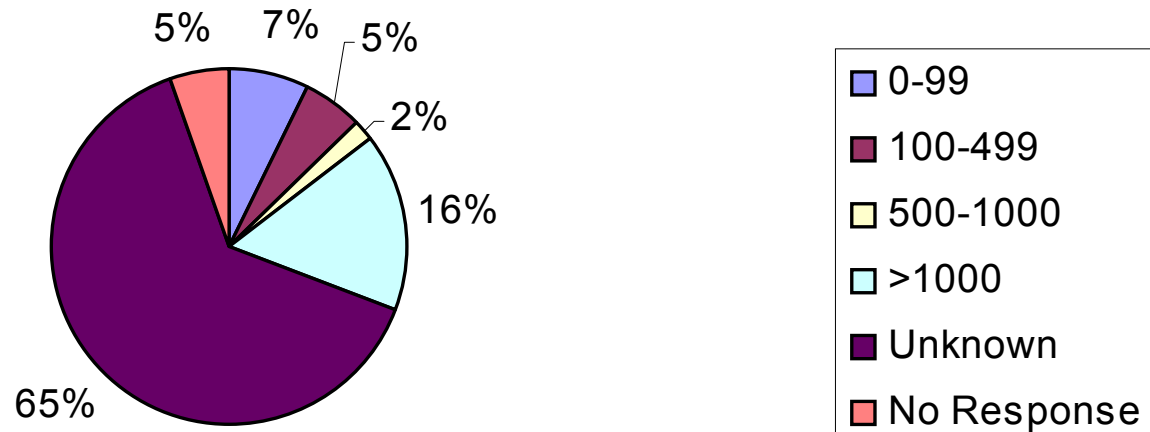
Hours Spent Working With KBEAP



Hours Spent By Company on Air Compliance Activities



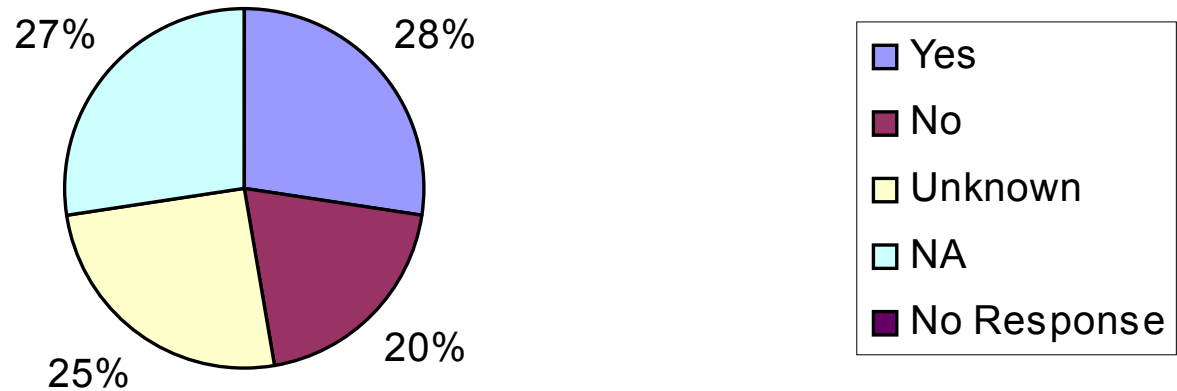
\$ Saved By Working With KBEAP



- Business are not making the connection to \$ saved and using our services!
- Business are not making the connection to work place improvements and awareness of emissions!

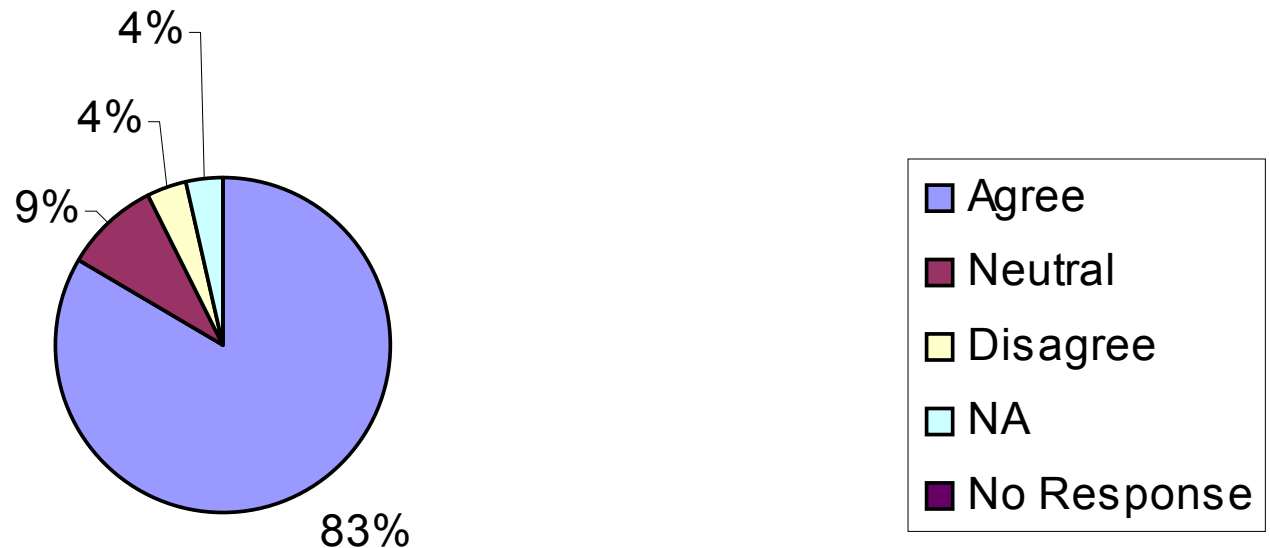
Policy Implications

Does An Air Permit Result in Emission Changes?



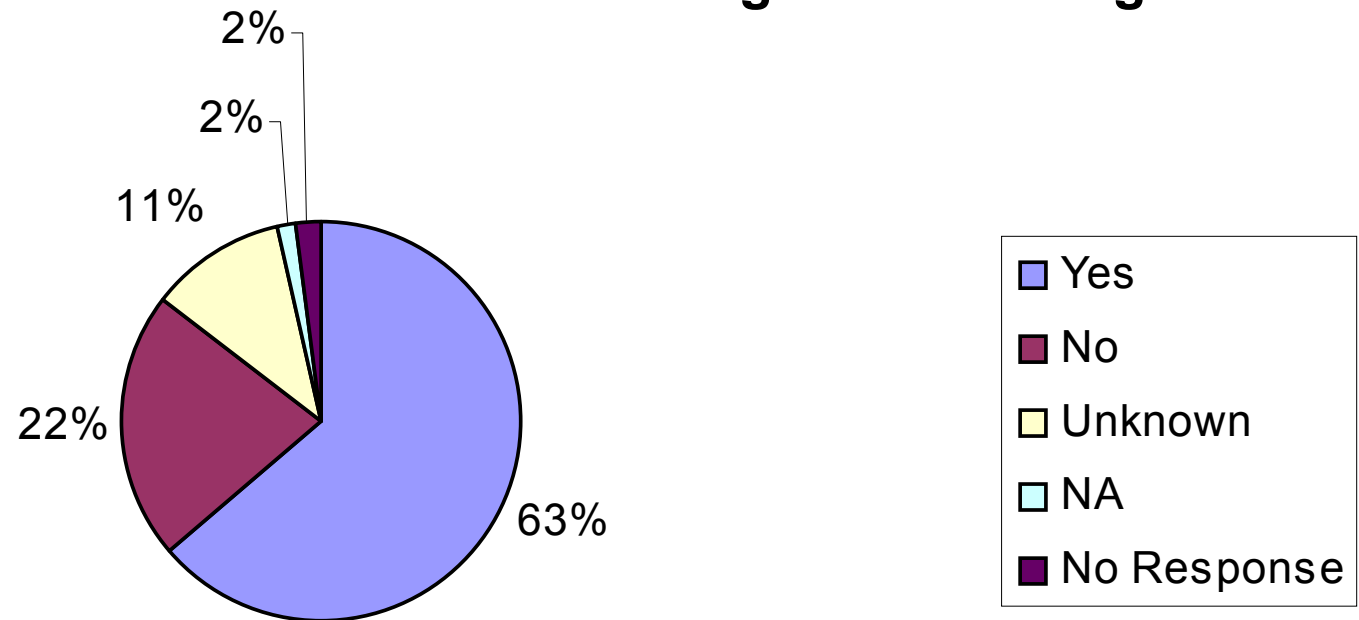
Policy Implications

"Complying with Environmental Regulations Results in a Healthier Environment"



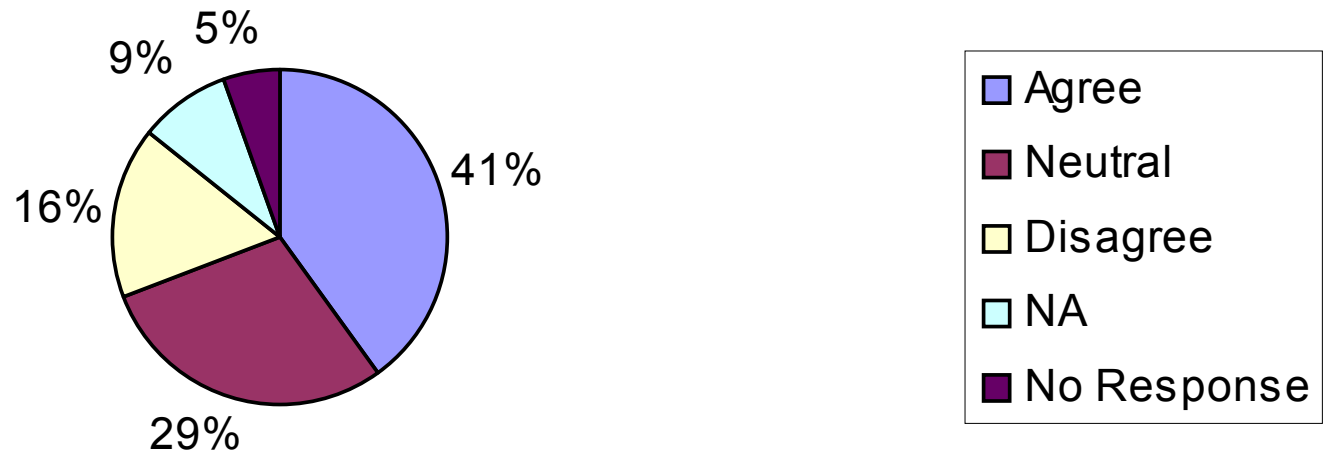
Policy Implications

Importance of Environmental Image in Marketing



Policy Implications

" A company can comply with environmental regulations w/o issuing permits"



Observations

- Link to emission changes from air permit not clear
- Opportunity for Environmental Certification Programs
 - Capture interest product branding
- Opportunity to re-think permitting
 - Permit-By-Rule
 - Voluntary Programs
 - P2 and E2 part of permitting

Final Thoughts

- Defining “Compliance Assistance” is important in determining appropriate measurements
- If you haven’t measured it, you can’t manage it.
- Programs need to think what program changes could result in moving from outputs to outcomes

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