

New York State
**Environmental
Facilities
Corporation**

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Overview of Marketing New York's Compliance Assistance Programs

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Mission

*The Environmental Facilities
Corporation promotes
environmental quality by
providing low-cost capital and
expert technical assistance to
municipalities, businesses and
State agencies for
environmental and public
health projects in
New York State.*

About EFC

- Public Benefit Corporation
- Non-Regulatory
- Approximately 140 employees
- Provides Compliance Assistance to:
 - State Agencies
 - Local Government
 - Business and Industry



- Clean Water State Revolving Fund (CWSRF)
- Drinking Water State Revolving Fund (DWSRF)
- Industrial Finance Program (IFP)
- Financial Assistance to Business Program (FAB)
- Clean Vessel Assistance Program (CVAP)
- Small Business Environmental Assistance Program (SBEAP)
- Watershed Programs
- Beginning Farmers Program (in development)
- Environmental Farm Assistance and Resource Management Program (EFARM)

EFC Programs: Overview

CA Marketing

No Magic Bullet

Must utilize multiple
strategies

NY State SBEAP Utilizes
an Industry Sector
Approach to Marketing
Efforts



Industry Sector Approach

- Targeted Outreach
- Newsletters
- Fact sheets
- Sometimes Videos
- Increased Communication with Trade Associations/Vendors
 - Increase in Hotline Activity
 - Increase in Case Referrals



Industry Sector Approach

- Perc Dry Cleaning
- Graphic Arts
- Metal Surface Coating
- Chrome Plating & Degreasing
- Gasoline Vapor Recovery
- Autobody Refinishing
- Architectural & Maintenance Coatings
- Composite Plastics Manufacturers



Trade Associations

- Build trust – may take time!
- Meet with Association representatives
 - Find out the issues they face
- Do your homework
 - Be knowledgeable of industry sector processes
- Volunteer to make presentations at Association meetings
- Carefully separate any regulatory/enforcement issues or efforts



- Equipment/Material Vendors need their Clients to be in Compliance
- Invite Vendors to Workshops
- Prepare Compliance Information Packages and Tools Kits for Vendors to Distribute

Vendors



Trade Schools

- Explain Environmental Requirements in School Setting
- Provides Outreach Before Future Workforce Begins in Real World
- Teach the Teachers – Incorporate into Curriculum



Regulatory/Enforcement Staff

- Coordinate efforts
- Encourage referrals for small business that need assistance correcting a violation
- Keep regulatory staff aware of outreach efforts (newsletter, fact sheets, etc.)
- Seek input from regulatory/enforcement representatives on initiatives
- Use SBEAP services as part of enforcement actions

Improve Communications

- Met with all 9 NYSDEC Regional Offices
 - Build trust
 - Get feedback; what's working - not working
 - Business sectors unique to Region
- Met with EPA Region 2 & NJ in NYC
 - Identify common ground issues
 - Increase referrals to SBAPs



Economic Development Associations and Chambers of Commerce

- Assist with Business Start-ups
- Explain Regulatory Requirements
- Recommend P2 and other Cost Effective Strategies

Small Business Support Groups

- Compliment Services to Small Business
- Integrate Services (i.e., OSHA)

Outreach Materials

Very Important!!!

- Plain Language
- Short!!!! Use Bullets, One to Two Pages
- No Honking Binders!
- Encourage Technical Assistance Contact with SBEAP
- Keep away from Regulatory and Technical Staff in Preparation of Final Copy
- **KISS** Principle, not KITS!!!

Please Visit our Website:
www.nysefc.org

