

## RESULTS FROM EPA CUSTOMER SATISFACTION SURVEY: SMALL BUSINESS ENVIRONMENTAL HOME PAGE Results and Summary

There were 101 respondents to the online survey as of December 2, 2000. Below is a results description of each question asked on the survey, as well as a summary of those results. The entire Small Business Environmental Home Page is referred to in this summary as the "Site."

### Which best describes why you visited this web site?

<i>To see what information is on the site/what's new on the site</i>	79
<i>For regulatory updates or other compliance tools</i>	58
<i>To find information on pollution prevention/environmental management</i>	37
<i>To find information on funding sources</i>	14
<i>To find performance measurement tools</i>	13
<i>To find out about news, upcoming events, state activities</i>	43
<i>To find contact information (EPA, States, SBAPs, trade associations, etc.)</i>	41
<i>To research publications/videos</i>	28
<i>To learn about small business initiatives and policies</i>	30
<i>To find industry-specific information/trade association links</i>	32
<i>To participate in the Web Board</i>	3
<i>Other reasons.</i>	7
<b>Total:</b>	<b>385</b>

1. *Got the letter from Karen Brown.*
2. *Ammonia regulatory and safe handling information.*
3. *To fill out survey.*
4. *To respond to survey request.*
5. *Letter from Karen Brown.*
6. *Email request to respond to survey.*

The items most visited on the web site are clearly: to see what information is on the site/what's new on the site; for regulatory updates or other compliance tools; to find out about news, upcoming events, state activities; to find contact information; and to find information on pollution prevention/environmental management. Second to these are: to find industry-specific information/trade association links; to learn about small business initiatives and policies; and to research publications/videos. Next in line are: to find information on funding sources and to find performance measurement tools. Finally, to participate in the Web Board and other reasons were noted by a few respondents.

**Using a scale of 1-10, with 10 being Extremely Satisfied, how satisfied are you with:**

<i>The Small Business Environmental Home Page overall</i>	7.9
<i>How easy it is to find what you are looking for</i>	7.7
<i>How easy it is to understand the information provided</i>	8.0
<i>The level of detail provided</i>	7.8

Averaging of scores indicates that satisfaction is highest in the Site overall and ease of understanding the information, then next highest in ease of finding what you're looking for and the level of detail provided. All satisfaction score averages indicate a higher than average satisfaction level.

**Please note if you had any of the following problems related to the web site:**

<i>No Problems</i>	53
<i>Couldn't find the information you need</i>	14
<i>Broken links</i>	8
<i>Difficulty navigating</i>	9
<i>Lengthy download times</i>	7
<i>Another problem</i>	10

*Specify other web problems.*

- 1. Descriptions to links on home page don't match my definition of content that they link to.*
- 2. No problems!*
- 3. UIC information stated that the regulation "goes into affect April 6, 2000" it is in affect as of this date.*
- 4. Some search functions don't work.*
- 5. Can I borrow the videos?*
- 6. Just a lot of information to review.*
- 7. None.*
- 8. Illinois Department of Commerce and Community Affairs Small Business has changed their address and the link was no longer there. Also, this should be stated that they are the SBAP as part of the Section 507 program, not the Illinois EPA's office of small business, therefore DCCA's site should be listed first. The new website link should be [www.commerce.state.il.us/doingbusiness/Reg\\_Env/EnvHome.htm](http://www.commerce.state.il.us/doingbusiness/Reg_Env/EnvHome.htm).*
- 9. Link to South Carolina SBAP did not work.*
- 10. Up-to-date calendar of upcoming events, meetings of TAPs, pollution prevention & small business conferences, etc.; list of contacts in each state (this may be there already, but did not find it quickly and some of the announcements seemed out-dated.*
- 11. Link to the Air Quality (Clean Air Act) Regulatory Update did not work.*

*12. Lengthy search result page (have to navigate through hundreds of documents).*

Thirty-eight respondents indicated that they had at least some difficulties with the web sites under the stated categories. The category indicating that the user couldn't find the information needed had the highest frequency in responses. Difficulties such as broken links and lengthy download times are minimally noted (especially considering the amount of external links and downloadable files on the Site). Navigation difficulties were also noted by a small number of respondents. Finally, 10 users noted that there is some other web problem, listed above, generally indicating some specific link or other problem that can be fixed easily.

**What would make this web site more satisfactory and/or useful to you?**

- 1. More information/tools for my customers.*
- 2. Analysis of regulatory activities.*
- 3. More industry specific information on other industry sectors.*
- 4. There is a lot of information on the site. It takes times to go through it all.*
- 5. Don't like PDF, use HTML so that we can search within a document more easily, copy & paste easier, open without waiting for Adobe Acrobat to open. Scanned files are too big for many computers, produce the documents in electronic format & post those files on your site.*
- 6. Access to the RCRA Hotline questions.*
- 7. Here in the Northwest, we're dealing with salmon restoration issues. More information and links to stormwater, watershed management, and other non-point resources would be helpful.*
- 8. Help promote conf/workshop/website for SBAPs around the US. Have a map of US states one could click on to find events/workshops/hot topics, etc. Your website could be the "USA Today" for all programs around the country.*
- 9. A complete list of the chemicals and their CAS RNs so we might comply with the TSCA import/export regulations. To establish our database, we had to pay Washington attorneys to delete chemicals which were no longer on the list, had expired by "Sunset Laws" and etc. The only way we, the regulated community, can sort through all the chemical regulations is to compare the stuff we use with accurate, up-to-date databases. If the database you offer is incomplete, inaccurate (as it is now), or fragmented, it creates a tremendous burden on small companies like the one I work for. We have only two regulatory compliance people on staff, and we use a lot of chemicals. We must have access to information which is "user friendly." You have some work to do in this area.*
- 10. Make the search on the publications more powerful—instead of a long list, allow searches for key words.*
- 11. It is adequate as it is. May have more suggestions after time.*

12. *Make sure that the downloads are expedient. I only really had trouble with one.*
13. *More timely updates, better search capabilities.*
14. *More examples of tools developed by EPA/SBAPs/SBOs that are directed to small businesses. Much of what is on the site is fine for regulators, lawyers, big business etc. but small businesses would be overwhelmed.*
15. *It is great the way it is.*
16. *Hire a student from Pitt to do a makeover after you get feedback.*
17. *Homepage links on the events page – not just a phone number. I'd rather click and get to the website containing more detailed info on a conference. Also – spell out the acronyms for the different associations. If you don't know what it stands for – you don't know if it's something worth looking into. There is some great info on this site – you need to publicize it more. Let the SBAP/SBOs know when you putting something new on the site. I will use this more in the future...*
18. *Please add U.S. Chamber of Commerce to the Trade Association list.*
19. *The web site is good – it will be a useful tool for future compliance reference.*
20. *Appears to be a useful site. Best thing would have known it existed sooner.*
21. *More text and fewer laundry lists of links.*
22. *Very nice as is.*
23. *Download times-could be slow at user end because of bandwidth, but if at provider or server end are there any upgrades planned or does current server meet current or projected demands/requirements?*
24. *More info on ISO 14001 initiatives and tools.*
25. *Some information, like deadlines, were almost a year passed (1999) yet update information indicated updates occurring within the last three months. Do all small business advocacy groups know about the site? The Texas Natural Resource Conservation's newsletter, "The Advocate," was not listed under state newsletters nor was one of the main national printing trade associations. As a local affiliate of that national association, I would like the opportunity to post our information as well.*
26. *Make available the option of obtaining more detailed information for those users who want it.*
27. *More industry specific compliance information for printers.*
28. *Looks fine now. Keep adding new information as soon as possible.*
29. *Events displayed on a calendar rather than a scrollable list.*
30. *Would it be possible to make a link to where certain house and senate bills can be looked up that pertain to small businesses and the environment like HR4946? It is so hard to navigate through the other federal websites.*
31. *So far so good.*
32. *The web site will be very useful. Please consider linking to specific EPA programs (not just the EPA home page) that work with small businesses to provide health & safety information and promote pollution prevention practices. For example, link to EPA's Design for the Environment's web site with 12 industry sector sites (many of which are small businesses that have*

- little information on the chemicals they use and release and are in need of this type of information to make informed environmental decisions).*
33. *There are a lot of long pages of information that need to be scanned to find useful documents. There is a lot of information on the site, but it seems to be more set up for casual browsing than for finding specific pieces of information.*
  34. *More state SBAP information.*
  35. *I think a page should be added for the small municipal electric utility sector.*
  36. *1. Overall, Good Job! 2. On the first page (home page?) increase the size of the font for the different options. I was drawn more to the Web Board than the different options. Good description of the options in the middle. 3. Change the logo at the top of the page so each page does not say "Small Business Environmental Home Page" – get rid of the "Home Page" portion so it does not confuse people. Typically a website will have one home page. 4. On the Regulatory Reporting Requirements Checklist, provide the web link to the cited regulation.*
  37. *Provide the ability to search for specific topics in a particular state or region. Currently, you can easily find information you are looking for, but it is all lumped into one search result page where you have to scroll through (sometimes) hundreds of documents.*
  38. *More current events of the EPA in small business activities.*
  39. *Easy to use.*

The answers provided for what would make the web site more satisfactory and/or useful to respondents were extremely varied and dependent on the individual needs of the user. A number of users indicated the need for more information on the Site, including, for example, additional customer tools, regulatory analyses and links, different industry sectors, nonpoint water resources, chemicals, hazardous waste, ISO 14001, SBAP issues, and current events. Other users made suggestions focused on technical capabilities and design of the Site, including, for example, different file types, better search capabilities, and direct links from the events database. The specific suggestions will be considered for inclusion on the web site.

Please note that there were some responses that indicated misunderstandings of the Site contents and capabilities. For example, one comment indicated that the chemicals database maintained on the Site is incomplete and inaccurate, when in fact the Site does not maintain this type of database. Another example is a suggestion to enable searches for key words on the publications database, when in fact it already does.

**Where did you learn about this web site?**

<i>Web search or search engine</i>	<i>7</i>
<i>Link from EPA's web page</i>	<i>13</i>
<i>Link from a State environmental agency/SBAP web page</i>	<i>8</i>

<i>Link from some other web page</i>	0
<i>E-mail, newsletter, brochure, or mailing from EPA</i>	48
<i>Friend, business colleague, or trade association</i>	22
<i>Other source</i>	3
<b>Total:</b>	<b>101</b>

The majority of respondents indicated that they learned about the web site from e-mails, newsletters, brochures, or mailings from EPA, or from colleagues or trade association contacts. Also frequently noted were links from EPA and state environmental agency/SBAP web pages, as well as web searches.

**What kind of organization do you represent?**

<i>Small business</i>	17
<i>Federal agency</i>	3
<i>State/local agency</i>	19
<i>State SBAP/SBO</i>	34
<i>Trade association</i>	19
<i>Research/consulting</i>	3
<i>Other</i>	6
<b>Total:</b>	<b>101</b>

The majority of respondents were from state SBAPs/SBOs, state/local agencies, trade associations, and small businesses. A few respondents represent federal agencies, research/consulting firms, and other organizations.

**SUMMARY**

Following are key points learned from the survey.

- The Small Business Environmental Home Page (the entire Site) is serving the targeted community of state SBAPs/SBOs and state agencies, as well as trade associations and small businesses.
- Users learn about the web site mainly through EPA newsletters, brochures, or mailings; from colleagues or trade association contacts; and from EPA’s web page.
- Satisfaction with the Site is higher than average.
- Users visit the Site mainly to see what’s on the site; for regulatory updates or other compliance tools; to find out about news, upcoming events, state activities; to find contact information; and to find information on pollution prevention/environmental management. Also important to users are industry-

specific information and trade association links; small business initiatives and policies; and publications/videos.

- Less than half of the respondents noted that they had any problems with the web site, including the categories such not finding needed information, broken links, difficulty navigating, and lengthy download times. Write-in answers included some specific link additions/errors and other problems that can be fixed easily.
- Additional information topics, specific web site technical capabilities, and design changes were indicated as topics that would make the web site more useful to respondents.

All user web site problems and suggestions will be reviewed and incorporated into the web site when possible. See attached tables for specific actions planned in response to user comments. Also included are summary charts and a table of compiled Survey results.