

REGION 6 ROUNDTABLE
P2 Roundtable Meeting
Little Rock, AR; August 7-8, 2006
AGENDA

Monday August 7 - Leadership Meeting

Purpose: Monday's meeting is designed for people who regularly attend roundtable meetings and teleconferences. This meeting shall focus on identifying common interests and points for cooperation between various P2 programs in the EPA's region 6.

Outcomes:

- Identification of common projects for our proposals
- Identify ways various EPA 6 programs can support each other
 - With our management
 - Funding sources
- Identify important dates
- Recommendations for regional priorities to be included in RFP on P2 grants

2:00 – 2:15 Introduction

2:30 – 3:00 Dates and Timelines – Overview of deadlines that we are currently committed to. When are reports due? When are grants due? What are some important dates for state programs? (we will return to this throughout the seminar)

3:00 – 4:00 Strengths and Weaknesses

An exercise to determine what we have to contribute as members of the roundtable. Will also discuss what kind of skills/abilities we are lacking and would like to recruit. Will explore how we are perceived, and how we want to enhance the perception others have of us.

4:00 – 4:15 Break

4:15 – 4:45 External Factors

- SLEPT Analysis (Social, Legal, Economic, Political, Technological) – What are some possible changes in the external landscape that could effect our work?
- Hot Environmental Issues – What are the biggest environmental issues? Which ones do we want to address?

Review/Revision of Mission, Vision

We will review the mission of the P2 Roundtable as decided in the El Paso meeting, and revised via teleconferences.

4:45 – 5:15 Gap Analysis

- Compare what we are versus where we want to be
- Recommendations for changes to the RFP for the P2 Grants

5:15 – 6:30 Next Steps

- Identify opportunities to get support from leadership
- Funding sources

6:30 – 7:00 Operating Principles (round two)

- What are some common principles we can agree to
- What do we need to forward our goals

Tuesday August 8 - Partnership Meeting

Purpose: This meeting is open to anyone who has an interest in promoting pollution prevention. Our focus shall be on incorporating P2 into pretreatment programs, and utilizing the manufacturing extension partnership (MEP) for technical assistance.

Outcomes

- Build partnerships between various programs in EPA’s Region 6 and throughout the nation.
- Begin planning for a P2 in pretreatment program

8:00 - 8:30 Welcome and Intro (Coffee and snacks)

- Round robin
- Purpose of the meeting (TV/DJ)
 - o What are benefits,
 - o Examples (lead into case study)

8:30 - 9:15 Pretreatment Pollution Prevention Case study (buster f.)

- Buster gives his examples
- Have people around the table give examples of what they have done

9:15 - 10:00 Discussion (exercise)

- How can we engage the pretreatment programs that are not incorporating P2
- P2 Challenge

10:00 – 10:15 Break

10:15 – 11:15 P2 Panel Technical Assistance Programs and Partnerships

- Andy Bray P2Rx
- Ann Goode – EPA (invited)
- MEP
- Green Suppliers Network (invited)
- Arkansas State Energy Office (invited)

11:15 – 11:45 Opportunities for action

- participants give ideas for incorporating the assistance into P2 pretreat
- virtual plant tour

**MINUTES FROM ARKANSAS REGION 6 POLLUTION PREVENTION ROUNDTABLE MEETING – AUGUST
7 & 8 , 2006 LITTLE ROCK ARKANSAS**

Day 1 (August 7th)

In attendance:

Javier Ballí – EPA Region 6	Neal Kimick – (observing)	Dianne Wilkins - ODEQ
Ann Goode – EPA OPP	Susan Roothaan - Nurtured World	David James - TCEQ
Thomas Vinson - SNZW	Justin Murrill – Nurtured World	Michelle Vattano - NMED
	Audree Miller - ADEQ	Chris Campbell – NMED

Action Items

- David J - Develop missions and strategies and prepare for next roundtable
- Susan - Send a summary of operating principles via email. Roundtable to discuss and finalize on next teleconference
- Project leaders (nearly everyone) – Review your project(s) in “Activities to be Undertaken” which you are the leader; prepare for the next teleconference a brief description of the project and/or questions to clarify the project

Purpose

This meeting shall focus on identifying common interests and points for cooperation between various P2 programs in the EPA’s Region 6 states.

Goals

- Identification of common projects for our proposals
- Identify ways various EPA 6 programs can support each other
 - With our management
 - Funding sources
- Recommendations for regional priorities to be included in RFP on P2 grants

Why strategy is important?

Anne Goode

- The Office of Management and Budget (OMB) is reviewing its process using the Program Assessment Review Tool (PART) in preparation for a budget cut from \$13 million to \$8 million dollars. Therefore programs that receive money from EPA need to focus, more than ever, on accountability and results. The OMB is asking good, hard questions of where those programs are.
- The Roundtable: Where are our interests? Should we include energy and water conservation as appropriate P2 measurements? Practice suggests a broader reason. This is appropriate in the broader environment.
- Measurement: The Science Advisory Board and the Agency ask, “How do we measure our effectiveness if other factors are in place (causality)?” And, “How long do you take credit something?” Some regions and states credit results for three years.
- Visioning: The vision process should be unrestrained by time and resources.

Objective: “Where are we going to be in 5 years?”

Strategy: “What are we going to do to leverage our resources?”

Activities: “What are the specific things we will do? How will we measure and evaluate ourselves?”

- P2 integration: EPA is conducting an Agency-wide assessment or gap analysis to find
 - 1) the extent that P2 has been integrated into operations and
 - 2) the difference between the ideal state and the current state.

What skills do we have?

- Pretreatment and H2E
- Individual passions
- Recognition of need
- Supportive environment (Javier and Roundtable)
- Awareness
- Funding
- Political atmosphere
- Integration and team
- Institutional memory
- Flexibility and talking straight

What do we do well?

- Comfortable and Articulate
- Professional
- Internal/external communications
- Enthusiasm
- Building of partnerships
- Share/Communicate
- Have a lot of fun
- Extroverted personality
- Educational persuasion

What is important? What did we want but did not get?

- Agency support
- Communications skills need to be tweaked for agency integration
- Funding and time
- Spreading the message beyond the P2 circle by reaching a broader audience
- Staff
- Dealing with sovereign nations
- Website – locating tech support
- Need sustainable factor for site visits through commitment
- Follow-up and measurement

Vision Conversation

What is a vision?

Neal – an attainable and realistic end; a picture of future

Ann – an ideal state without consideration of resources or time; an illusive place; a way of being

Susan – a statement of being rather than doing

Neal – a little out of reach and makes one stretch

A vision without a plan is a dream.

Do we need a vision? Yes, so we can focus on attainment

What is the end we are trying to achieve? If Wall street journal had an article, what would the headline say?

The Region 6 Roundtable....

- Made a measurable change in the environment of the region

- Reduces pollution by 100% in the region. Change in the consciousness and behavior of the region.
- Success acknowledged in multiple domains
- Took the approach that P2 made the economy better.
- Everyone agrees! It is the most effective Roundtable in improving environmental quality and economy in the US!
- Brings awareness to action, and action to results.
- Is the most effective Roundtable to improve awareness and environmental quality.
- Focuses and leverages it's resources to get the biggest bang for the buck

Action Item: DJ agreed to develop missions and strategies and prepare for next roundtable.

[Side note – mission statement is connected to organization; between a vision and a goal. Could we have a vision for our Roundtable that combines a mission?]

If vision is about creating in the future, then mission is about how we get there.

Operating Principles

Operating principles are the way an organization or group conducts themselves. In other words, about how an organization acts more that what it does, which points to its culture. Some example operating principles might be:

- 1) we operate while minimizing our impacts
- 2) we talk straight and speak our mind
- 3) we share credit
- 4) we are consensus driven and make decisions without hierarchy

What operating principles are congruent with our vision?

- | | | |
|------------------------|--------------------------------|--------------------------------------|
| • Honest communication | • Promote others outside group | • Fun |
| • Open discussion | • Sharing resources | • Strategic consistency |
| • Regional teamwork | • Practice what we preach | • Being forward |
| • Results focused | • Prioritize and strategize | • Goal focused |
| • Project completeness | • Teachable and unassuming | • Consensus driven
when practical |

Action Item – Susan to send a summary via email. We will discuss and finalize on next phone conference.

[Side comment – On being consensus driven, some people can't participate for some reason; we are agreeing on consensus for those things that are critical; Flexible consensus.]

Actions and Next Steps

In this discussion, you will:

1. Identify priorities for regional RFPs (see Javier's handout)
 - a. These evolved from input from Region and discussion with EPA
 - b. Can pick priorities that may not end up in RFPs
2. Identify common projects for our proposals

Environmental Priorities

The group identified six regional priorities to be considered for the regional grants. This was based on issues that their experience indicated would be big in the near and long-term future. Following are the priorities considered and a weighted score, which reflects members' votes:

1. Climate Change (29)
2. Public Consumption (29)
3. Water Quality/Quantity (28)
4. Energy – Sources and Conservation (24)
5. Regulatory Integration [of P2 Programs] (13)
6. Local Governments (12)

Also considered were

7. Build Capacity (10)
8. Small Business Sector (9)
9. Border (7)
10. Economic Benefit (7) [increase work on estimating economic benefits of P2]
11. Tribal (5)
12. Strategic (5) [note: not sure what this means may want to drop from record or explain]
13. Oil and Gas (2)
14. Sensitive Populations (2)

Activities to be undertaken

The group also identified several activities and leads:

1. Include energy assessment in site visits (David James, Dianne Wilkins, Susan Roothaan)
2. P2 Policy and Regulatory Integration (Thomas Vinson-Peng)
3. Building priorities into regional meetings (Javier Ballí, Susan Roothaan)
4. Resource Exchange Programs (Audree Miller, Chris Campbell, Scottie Mcknight)

Also considered were:

5. [not clear from butcher paper] coordinate regional plans, green house gas initiatives/plans, coordinate public marketing on consumption (Justin Murrill)
6. Cross state water quality/quantity issues
7. Eco Industrialism
8. Smartways fuel efficiency and increasing fuel efficiency

One member asked: “How does RENEW relate to priorities we listed? Should resource conservation be part of regional priorities?”

Action Item - For our next phone conference, each person put together a brief description of the project they are leading. Be thinking about how to measure and evaluate the project. Also, how will you communicate and transfer these prototypes and models in a way that insures quality control (Quality Assurance plan).

Day 2 (August 8th)

Attendees

- Goode, Anne EPA / PPD

- Devine, Marcus ADEQ
- Akesh, Maurice City of Dallas
- Ballí, Javier EPA R6 P2
- Belvin, Cynthia Trinity River Authority
- Bohme, Lee EPA, Region 6 Pretreatment
- Campbell, Chris WERC/NMSU
- Carson, Lydia Arkansas Manufacturing Solutions
- Daniel, R. Justin City of Nacogdoches, TX
- Gilliam, Allen Arkansas DEQ
- James, David TCEQ
- Kabir, Jobaid LCRA
- Maphes, Rick City of Harrison, AL
- Marilyn, May Environmental coop
- McKnight, Scotty Arkansas Manufacturing Solutions
- Miller, Audree ADEQ
- Murrill, Justin A Nurtured World
- Reeder, Stuart City of Albuquerque
- Roothaan, Susan A Nurtured World
- Spruill, Vera City of Irving
- Statsc, Richard City of Dallas
- Vattano, Michelle NMED/ P2
- Vinson, Thomas Zero Waste Network
- White, Lisa Texarkana Water Utilities
- Wilkins, Dianne OKDEQ / P2 Program
- Wilson, Ann City of Alexandria, LA
- Wimer, Neal City of Rio Rancho NM
- Whitmore, Pixle TCEQ
- Zerihun, Yuma City of Dallas

Background on Roundtable - Thomas Vinson/David James

The Region 6 Pollution Prevention Roundtable is funded through an EPA Source Reduction Grant. Each region has opportunity to hold roundtables. This is going on 13 years where regional teams share resources and talents while review of achievements and obstacles.

Review of Roundtable

Overview of priorities and projects discussed. Primary focus was on water quality and quantity as well as discussing the importance of getting together and talking.

EPA Involvement - Anne Good

Organizational partnerships are predicated on respect and sharing. Communication is important as well. We want to understand on a real level, not just from Washington. Upcoming challenges will be higher in need and less in resource. Sustainability is critical to avoiding a circular loop of cleaning up. We must be in front of the curve. EPA wants to support this effort and get information from you. Emphasis is on importance of measurement and results. We must integrate P2 to everything and not just on the side. EPA is doing a gap analysis and undergoing a PART review in office of management and budget. Budget cuts require proof of effectiveness; conservation for conservation sake doesn't work. Coordination and

integration is important to connect local, regional and national programs. We may find that our partnerships create stress. However, we will continue to grow stronger and more effective. Challenges make us better and test our strengths.

Arkansas Department of Environmental Quality – Marcus Divine, Director

Focuses on “integration” and how ADEQ has an internal and external P2 focus.

Internal – within ADEQ

- Constructing a new facility for department of central Arkansas, which is to condense multiple sites/buildings into one LEAD building. This will be the first green building the State has ever constructed and it opens April 2007.
- Expanding recycling program in state agency
- Purchasing hybrid vehicles
- Expanding staff in environmental department to approx. 400
- Reducing paper use and making a push to go paperless
- Moving toward a 40-50% reduction in electricity and natural gas
- Addressing commute issues

External - leading other agencies and the private sector

- Enforcing storm water regulations through auditing: generated \$300,000 in fines
- Recognizing members of the regulated community that show innovation, environmental education, outreach and sustainability – ENVY program
- Developing Programs such as H2E and Blue Skyways (program for fuel efficiency)

National P2RX - Andy Bray (slide show)

Andy reviews the overall goals of P2RX as a national resource exchange tool. Then, he takes everyone through website and the services offered: hubs, research assistance, request for proposals, national p2 news service, national programs directory, mercury programs and networking.

Question: How many responses constitute the survey?

Comment: In 2004, there were 500 responses.

Question: How do we capture or measure the results? Do we have a national P2 results measurement tool? A suggestion is made for an interactive survey.

Comment: EPA limits survey questions. Problem getting numbers from voluntary participants.

Arkansas Manufacturing Solutions – Director, Lydia Carson (slide show)

Lydia provides an organizational background, mission statement, services offered, personnel staffed and events (i.e., ttag (?), energy saving workshop for industry, manufacturing matters conference)

Discussion on Extending Partnerships – David James

Question: Is there an opportunity emerging as a result of the new streamlining rule?

Comment: One can utilize best management practices. In order for pretreatment to do so, they have to modify ordinances. Company would have to document annually that they are doing that; this could go from voluntary to mandatory.

Question: Could you start with P2 practices or do you have to start with broader BMP?

Comment: It is probably site specific.

Question: How does the state authority become involved?

Comment: They must adopt or change their rules to allow programs to do this. Who is mandating BMP?

Question: What are the opportunities to promote/encourage P2 in pre-treatment programs? What could members of the roundtable do to support? What is missing?

Comment: Stuart in Albuquerque, NM has 75 industries permitted and significant industrial users. No restaurants or car shops but lots of jewelry manufactures. It is non-regulatory so there not scared. The permitting process is made as easy as possible, and they are short on resources. The moment we annoy them the less help they provide. We created excellence awards. P2 has 250-300 members that renew every year. Sites get visited 1-2x per year. The premise is that nothing leaving their plant should cost them money, so there is lots of source reduction and BMP. Not sure how this will work with permits. Everyone permitted must do a P2 evaluation. 4 people managing 75 permits. Staffing the P2 Program with 250-300 member sites requires 1 full-time employee and 3 interns to manage it. To keep funding they keep good records of loading coming in. Outreach education at conferences and partnerships is important.

Inside the permitting process is a self-certification agreement for voluntary participation. Trade-offs exists for compliance assistance. OPEI (state innovation grants) has funding for Environmental Results Program (ERP). 20 programs currently funded. Next round announced in January. The State agency should or must take the lead.

What Are Other Programs Doing?

California does sector based “shop sweeps” look for voluntary actions that could get results on discharges. Washington State also does this. It is fairly normal for P2 and pretreatment to work together.

Richard Stature at EPA - Counterparts at EPA regions did not have very good p2/pre-treatment knowledge. Do we put P2 through city EMS programs?

Oklahoma does joint site visits with P2 and pre-treatment. ODEQ provides training and outreach. City identifies pollutants of concern and ODEQ works to reduce.

Alexandria wrote an EMS for the city, incorporating every city department. BMP's were developed for city operations that usually don't consider environmental issues. This lead to change outside the city and created statewide environmental conference. A \$1.30 fee was added to each user (commercial and residential) for storm water, which generated \$300,000 used for providing rehab for infrastructure, training, equipment, etc. Process is to “Get the facts, involve people, plan systematically and focus on positive.”

City of Dallas – revamped our inspections, including more detailed information requests. We include P2 into pretreatment services and are planning to send letters to industry to find out successes.

P2 challenge [handout]

Pre-treatment acknowledgement is negative rather than positive. We want to set up a model for pre-treatment programs so it is sustainable and self sustaining, using momentum to get other programs on board by providing recognition on a state, industry and national program (such as the pre-treatment association).

We envision different levels of the P2 challenge – a two phase program – to not only recognize the “leaders” but also to recognize those not yet at the leadership stage.

Be able to transfer it. No single pre-treatment program is able to produce an all-encompassing program, but can split it up into pieces/roles.

To show value, help a city see that by reducing industrial pollutants they can avoid/delay expanding capacity of POTWs.

Question: How should we sell to inner management?

Comment: Tie to multiple environmental impacts (i.e., storm water, air quality, etc). Don't cut project x because it will affect y. Tie to what people think is important.

Comment: Individual inspectors need the specifics about certain pollutants from the P2RX website, like a brochure, list of websites, sector specifics, etc. This needs to be developed.