

2019 SBO/SBEAP Website Meeting

March 1, 2019 2 p.m. Eastern Time

Virtual meeting:

Join from PC, Mac, Linux, iOS or Android:

<https://ksu.zoom.us/j/309418896>

Or join by phone 1- 669 900 6833

Meeting ID: 309 418 896

MISSION

To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration.

Agenda

- **Roll Call** –Nancy Larson, Allison Crowther, Lynelle Ladd, KS; Donovan Grimwood, TN; Lisa Ashenbrenner-hunt, WI; La Ronda Bowen,CA; Lloyd Kirk, OK; Tony Pendola, NC
- **Review last meeting** – Last regular meeting was July and November was an open meeting “website update and forum.” Twenty-one participants from all around U.S., several new or non-active participants. Introduced a few new items Q & A and Air quality tools by state.
- **Website talking points and activities**
 - **Scholarships** – Due April 1 - do we want to award same way we have in past? May have a little more funding for 2019.
 - Last year—10 applicants, \$3500 divided evenly
 - This year—a little more funding, probably closer to \$4000, three applications so far
 - May need to reevaluate if there are more applicants-- planning to update subcommittee on number of applicants and reevaluate from there—ask people to state any objections then
 - Small Business Award Recipients applying for scholarships—allowed before, continue going forward? Shows support for technical development
 - **Website presentation at annual conference?**
 - Tracking small business clients’ response to SBEAP services, seeing what they’ve implemented, what their questions are now, what are common questions—time consuming, but very useful in evaluating and promoting program
 - Planning committee recommended use of “poll everywhere” for presentation. Last two years did an update, but this year could do something on “Outcomes and outputs” evaluations to get compliance and P2 rates if another committee does not pick up.
 - Can be used to ask higher level questions, e.g. identify potential training topics
 - Either use as needs assessment or outcomes and outputs (evaluating for P2)
 - **Listservs** – Migrated to a new system that is more secure. Caused a few glitches that have now been worked out.
 - **ASBO articles** – monthly column since Sept “Ask SBEAP”
 - Promotion committee trying to get regular articles in bulletin, inconsistent for different reasons—introduced this column with short questions and answers (VOCs and HAP, TSCA, P2, etc), refers back to NSBEAP website, discusses common topics, mostly air focused.
 - Open to suggestions for topics or to sharing articles for other newsletters
 - California passed significant waste reduction regulations, small business struggling—anybody else having similar issues, resources they could use? Zero waste network (P2 regional information center)
 - **Twitter – Appreciate draft tweets people send.**
 - Sara has been our best contributor. She is going through each state’s website to find Twitter material – but finished her last state last week. ☺
 - Iowa has provided a few with regard to food waste and some of their activities.

- Promotion planned to pick it up, but hasn't.
- **National Compliance Assistance Centers collaboration** – continue to meet quarterly; met in Feb; as they make changes, NSBEAP website has confirm links to NCAC are current
 - Will be presenting on Energy Extraction Portal at July Technical Subcommittee Meeting
 - Series of Solvent Webinars in Feb postponed
 - Request to invite local resource
- **Technical Subcommittee March 19 1PM CST 2PM EST**—reviewing environmental compliance resources
 - Adding more compliance calendars to site—chromium, livestock, etc.
- **In progress**
 - **State contact updates – Done!**
 - **ROT – Done!**
 - **Annual Report** – in progress, plan to have published by May 13 for annual training.
 - **CAP webpage updates based on annual report** – planned for 2019
 - **Annualized subcommittee notes** – Some done.
 - **YouTube Channel** – Our new channel is call National SBEAP and is now linked to our website, but all video's need to be uploaded separately.
 - **Welcome video** – Suggested in 2018, but subcommittee indicated, nice idea but low priority. KS will work on if resources allow.
 - **Website cross link with states and other programs**

Next meeting – Annual Training – then July or Aug based on Doodle – Nov website meeting for “main”

2019 SBO/SBEAP Website Meeting

July 16, 2019 11 a.m. Eastern Time

Virtual meeting:

Join from PC, Mac, Linux, iOS or Android:

<https://ksu.zoom.us/j/211428863>

Or join by phone 1- 669 900 6833

Meeting ID: 211 428 863

MISSION

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Agenda

Roll Call

EPA: Paula Hoag

Region 1: Sara Johnson, R1; Jeremy Hancher,* R3; Donovan Grimwood, Tony Pendola, R4; Annette Fulgenzi, Lisa Ashenbrenner Hunt, R5; Allison Crowther, Nancy Larson, Lynelle Ladd, R7

Review last meeting – Last regular meeting was March (approved scholarships) and then May at Annual Training.

Website talking points and activities

Technical Subcommittee March review of environmental compliance pages – all suggestions implemented by April

Scholarships – Awarded all eight state SBEAP applicants up to \$550.

Website presentation at annual conference

Main Q&A presentation – see attachment and discuss – **action items?**

- **Overwhelming support for competing another grant**
- **How do we get information from small businesses on what they want from the website, what we can do for them, etc.?**
 - **Ask SBEAP what resources they most often use and direct small businesses to, direct them to respond based on their clients' perspectives—separate questions into what resources do you use most for yourself vs. what do you use most for your clients (Metrics will be very helpful for grant applicants).**
 - **Can we get metrics on where our website hits are coming from to see if they are largely small businesses?**
 - some info from website analytics, such as most popular pages—note that vendors often request to be put on the pages and may skew results
 - Are we encouraging small businesses to explore the website or just using it ourselves and giving them the information?
 - **Highlight website resources on a given Ask SBEAP, monitor those resources to see if they spiked, use that as a metric of how many people are reading**
- **Are you more involved...**
 - **Not completely clear in phrasing of question what all this entails, but Nancy explains during the presentation (referred to as a website grant, but really more a communications grant).**
- **Decided to share annual report data with contributors, but not post publicly**
- **Variety of comments on what they would like improved—popular suggestions include networking, training, foreign language resources**

Group discussion about potential RFP options for Paula's consideration.

- **Should training and website be same grant?**
 - **If one state gets grant for training, is the training only in that state during training?**
 - **mainly up to applicant**
 - **May be limiting for those who have fewer website resources—doing both would be a huge increase in workload, difficult for many SBEAPs to handle**

- Including training would mean funding is increased accordingly; also, goal is to keep applications to 507 programs rather than include other non-profits, don't want to jeopardize that separation
- Possibility to work with OAQPS
- Huge benefit to have it run by a state technical assistance provider who's dealing with the same issues as the primary audience being serviced, group agreed states (507 programs) likely understand needs better than contractor.
- On adding training to grant (Note this would cover the part of training that EPA usually covers—states would still have to cover the other years); Kansas stated benefit would be reduced admin cost for EPA and applicants by combining proposals; if annual training is included, the grantee could offer to work with sub to fund a state to host the event. Paula thought this option might work.
- Note that we will not have the same issue as before of the site “going dark”—EPA purchased a ten year license and Kansas assured group their agency would continue to provide minimal support to the site if there was a delay in securing a new grantee. The site would not go dark and the url would not be lost.

Measurement – outcomes and outputs **Has been requested that we hold another metrics training**

Annual Report – completed at posted

YouTube Channel – Our new channel is call National SBEAP and is now linked to our website. **Ready to promote—add link and promote via Twitter**

Fall Website training – Annual training that features website basics and new features, including how to use the listserv and other SOPs

Other continuous or periodic activities

ASBO articles – monthly column since Sept 2018 “Ask SBEAP” – **New Hampshire asked, do we get a spike in our sector pages if we feature a sector in the article?** Kansas explained that sector specific topics are only used a few times a year because the ASBO newsletter reach is typically broader, so article are written accordingly. In Dec or January, 6X annual reporting is covered but that is about the only-sector specific article at this time. Nancy reminded people that the articles are posted in the SBO/SBEAP resources if anyone wants to grab for their use.

Twitter – No formal help from outside at this time – **166 followers**

National Compliance Assistance Centers collaboration 3-4 times a year **continues**

Post Annual training updates to [Annual Training](#), [committee pages](#) and listservs

CAP webpage updates based on annual report – outreach in progress

Annualized subcommittee notes – up to date

Website cross link with states and other programs – outreach to states complete

Welcome video – Suggested in 2018, but subcommittee indicated, nice idea but low priority. KS will work on if resources allow.

Open agenda

Request to add drycleaner as compliance sector

Section names are not consistent, some refer to equipment (boilers and process heaters), some to industries (collision repair)—is the navigation clear to businesses, or will they see specific industries and be looking for their industry, not “boilers”?

Suggestions: organize by industry, link industries to equipment, e.g. have a dry cleaning tab that also links to boilers, since they have boilers

Emerging issues page, e.g. dealing with PFAS

Meet with Jennifer Collins and Encamp calendars – concern related to supporting single vendor when same product offered by other consultants

Action items

1. **Link our YouTube site to the home page**
2. **Ask states to ask their small businesses if they have ever used our NationalSBEAP?**
3. **Push our resources out to affiliate organizations to link to our site**
4. **Complete CAP outreach and CAP page update**

5. Reorganize some sector to organize by industry, link industries to equipment, e.g. have a dry cleaning tab that also links to boilers, since they have boilers
6. Emerging issues page, e.g. dealing with PFAS
7. Sept 12 at 11 Eastern – Website forum
8. Nov 14 at 11 am Eastern – Metrics revisited

Next meeting – Dec. 5 at 11 am Eastern - yes

**Metrics Training: How to quantify your program impact
Webinar, November 14, 2019**

27 Attending

This training covered:

- Basic background on why we evaluate and how to strategize to get desired metrics
- Use of pre-assessment and evaluation forms (generic versions provided and available on website for programs to adapt)
- The purpose of a site visit report and what to include

- General strategies on follow-up
- Analyzing results of evaluations
- Communicating results internally and externally
- The National SBEAP Annual Report

The focus was largely on site visits, as these are more likely to yield data than hotline assistance.

When polled, 100% of respondents indicated they offer technical assistance via hotline/e-mail, 78% offer site visits, and 67% offer technical training, but from those same respondents, 56% have client evaluations for site visits, and 44% for hotline/e-mail. The greatest interest was in learning how to improve the process, what type of evaluation questions to ask, and why and how programs should communicate their results (78% of respondents on each), as well as how to use evaluation information provided to improve technical assistance (67%). 89% of respondents indicated that they would make a change as a result of the training. The most common intended changes were using a pre-assessment form, using a post-assessment form, and communicating the results to management or funding (56% for each), followed by adding information to the National SBEAP Annual Report (44%), and then by adding specific recommendations to reports and asking behavior change questions as part of training (33% each). On a scale from 1-5, with 5 being excellent, 33% of respondents ranked the training at a 5, 56% at a 4, and 11% as a 3. On a scale from 1-5, with 5 being extremely important, 33% of respondents ranked the importance of this training at a 5, 50% at a 4, and 17% as a 3. 100% of those responding indicated that their program would participate in the National SBEAP Annual Report.

<u>2019 SBO/SBEAP Website Meeting</u>	
Dec. 6, 2019 1pm Central and 2pm Eastern Time	Virtual meeting: https://ksu.zoom.us/j/830210942 Or join by phone 1- 669 900 6833 Meeting ID: 830 210 942
MISSION <i>To serve, support, and strengthen the Small Business Environmental Assistance Programs through virtual resources and collaboration.</i>	
Agenda	

Roll Call

EPA: Paula Hoag
Region 4: Tony Pendola, Donovan Grimwood
Region 5: Lisa Ashenbrenner Hunt
Region 7: Nancy Larson, Allison Crowther

Review last meeting – Last regular meeting was in July, with two trainings held this fall. Below is a review of the July action items.

- Link our YouTube site to the home page – **done**
- Ask states to ask their small businesses if they have ever used our NationalSBEAP? – **done**
 - **Needs followup**
- Push our resources out to affiliate organizations to link to our site – **in progress**
 - Reached out to SBA, promotional is doing some work
 - Got AAPCA (Association of Air Pollution Control Agencies) to link to NSBEAP at end of all e-mails in list of resources
- Complete CAP outreach and CAP page update – **done**
 - Outreach to 4 programs, 2 added; 19 reported CAP on Annual Report, 13 reporting active, 15 programs have CAP information on website
- Reorganize some sectors to organize by industry, link industries to equipment, e.g. have a dry cleaning tab that also links to boilers, since they have boilers – **mostly done**
 - Adding SIC/NAICS names, introductory notes
 - More consistency in naming sectors
- Emerging issues page, e.g. dealing with PFAS – **pending**
 - **Looking into it, not yet complete—separate page, PFAS, cannabis**
- Website tour feedback – **done in Sept., collected metrics**
 - **Sept, Education**
 - **Metrics: 30 people attending, 7 views on YT, >50% already quite familiar, 47% were not; 72% ranked resources as very important, 28% as critical; 100% plan to use SBEAP/SBO resources, 94% plan to use environmental compliance resources, 78% pre-made resources, 50% sustainability resources, 50% newcomer resources**
- Metric training feedback – **done in Nov., collected metrics**
 - **Nov 14, posted to YT, 27 attending**
 - **100% offer technical assistance via hotline/e-mail, 78% via site visits, and 67% via technical training; about half have client evaluations on their technical assistance; 89% plan to make changes based on webinar, with most popular changes being using a pre-assessment form, using a post-assessment form, and communicating results to management/funding**

Website presentation at annual conference – Main purpose of meeting today

- Review of 2019 suggestions from website presentation and evaluations
 - At least one sessions—goal to generate at least three recommendations
 - Poll Everywhere was popular—would need at least 20 minutes for this portion
- What changes need to be made under the new NSBEAP grant?
 - Award of new grant will likely be announced by Annual Training
 - Update: grant solicitation should be out in new year (slight push back from mid-December); RFA—no longer RFPs (mostly a wording change to emphasize the entire package, not just the proposal), and grants.gov has changed their process and now recommend building the grant package within their system, rather than building the entire package and then submitting it (hoping to put out a webinar on how to use the new system)
 - Question: What happens if only one entity applies?
 - Though multiple applicants is better, a lone application is still considered and can be awarded. Note—problem with annual training grant last time was not that just one entity applied, but that the application submitted was insufficient.

- Limiting eligible entities—want to keep to SBEAPs to use experience rather than having open to contractors, but lack of applications in previous cycle is causing difficulties.
- Your question please - Potential topics:
 - Review of trainings now posted on site and Youtube
 - Ready-made material states can use
 - New idea – video Website could make?
 - How can we get small business to come to our site?
 - How can we increase networking via the site?
 - How can we obtain more foreign lang. documents?
- Opportunities to leverage and promote OAQPS resources?

Scholarships – Will use same process as in past, will need this committee to approve our recommendations.

- Waiting for a few more details on annual training—planning to wait til Jan 1, due March 1—generally make a decision within a day or two, run by website committee, then NSC
- Eligible for state programs, awardees, trade associations, or CAP members—have never turned anyone down

Other continuous or periodic activities

[ASBO articles](#) – need to update submission guidelines (now limited to 150 words for Ask SBEAP and other articles)

[Twitter](#) – Minimal formal help from outside at this time

[Annual Report](#) – working with work group, more to come in January

[YouTube Channel](#) – approximately 30 videos

Friday features – thoughts?

Good resource for newcomers

National Compliance Assistance Centers collaboration 3-4 times a year **continues**

New resources – Dry cleaners, Newcomers, Metrics page

Annualized subcommittee notes – up to date

Open agenda

- Homepage video to intro duce who SBEAP is, testimonials from our clients?
 - KSU video people could put together using PPI 30th anniversary as a template for ~\$650
 - Difficult to find clients willing to give testimonials—maybe use award winners
 - EPA has their own film crew—could they help with this? Involve OAQPS?
 - Dry cleaning intro video?

Action items

- **Submit top three session ideas to Planning Subcommittee**
- **Follow-up on any pending action items from previous meeting**

Next meeting – Feb. 7 at 1pm Central, 2pm Eastern – firm up annual training details?