

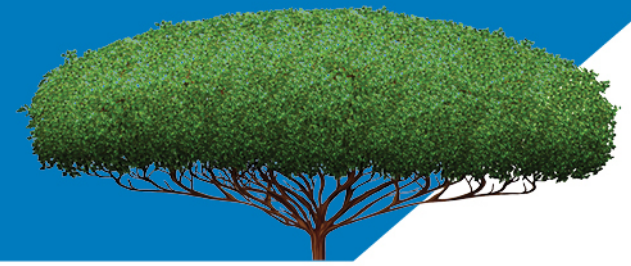
# LEADING THE WAY



in the  
21st Century

FY 2019-2024 Strategic Plan



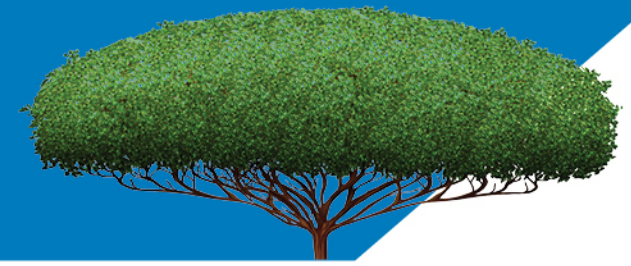


## Purpose of the Environmental Quality Act

1. Ensuring the environmental regulatory concerns of industry and the public are addressed in an expedient manner.
2. Improving the manner in which citizen complaints are tracked and resolved.
3. Better utilizing state financial resources for environmental regulatory services.
4. Coordinating environmental activities of state environmental agencies.



# LEADING THE WAY THROUGH SERVICE



## PROGRAMS ESTABLISHED BY THE ACT



*An air quality program*



*Water Programs*



*Land Protection Programs*



*Special Projects & Services*

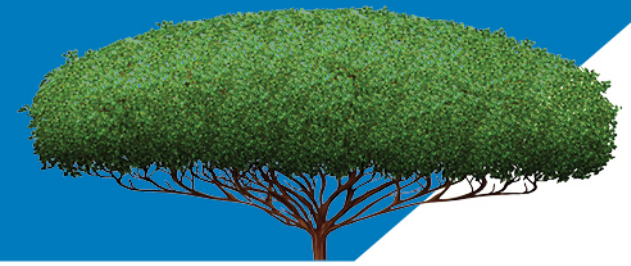


*A Complaints Program*



*A Customer Assistance Program*

# LEADING THE WAY THROUGH SERVICE



## VALUES



Professionalism/Integrity



Commitment to Employees



Responsiveness



Efficiency



Teamwork



Adaptability



Partnerships/Collaboration

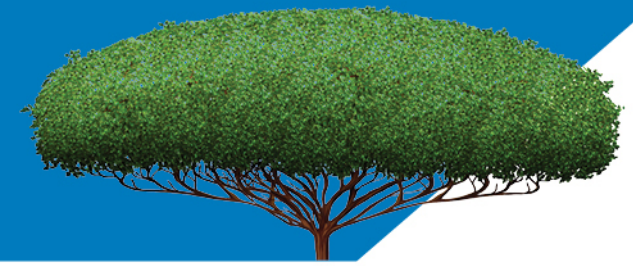


Innovation





# LEADING THE WAY THROUGH SERVICE



## MISSION IMPACTS



Staff/Talent



Relationships with Outside Entities



Internal Processes



Technology/Infrastructure



Federal/State Statutes or Rules



Budget/Funding



Agency Management



Policy Debates

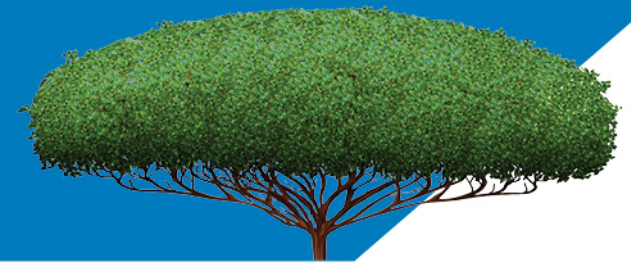


Organizational Structure



Mission & Values

# LEADING THE WAY THROUGH SERVICE



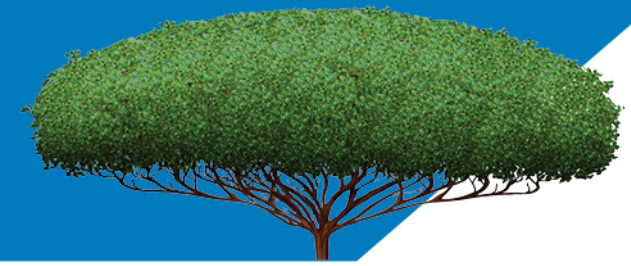
## CRITICAL OBSTACLES

- Budgets & Funding
- Federal Mandates
- Statutory Framework
- Negative Inertia





# LEADING THE WAY THROUGH SERVICE

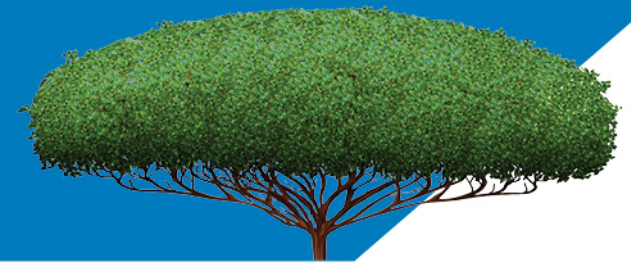


## DEQ's Foundational Elements

**Our Mission and Vision • Our Values**  
**Our Agency Priorities • Our Strategic Focus**



# LEADING THE WAY THROUGH SERVICE



## DEQ MISSION

*“The mission of the Oklahoma Department of Environmental Quality is to protect people through the air we breathe, the water we drink, and the land on which we thrive, helping to make Oklahoma an even better place to live.”*

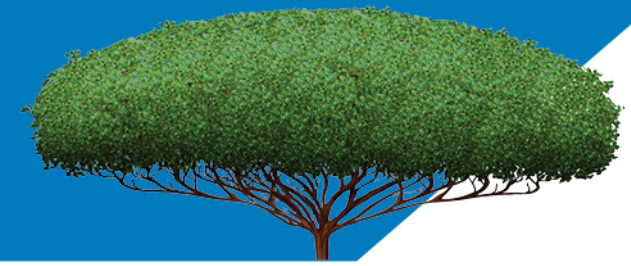
## DEQ VISION

*“To eliminate the effects of unintended consequences of historic development, to prevent new adverse environmental impacts and to provide significant input into national decision making, all the while enhancing both the environment and the economy of Oklahoma.”*



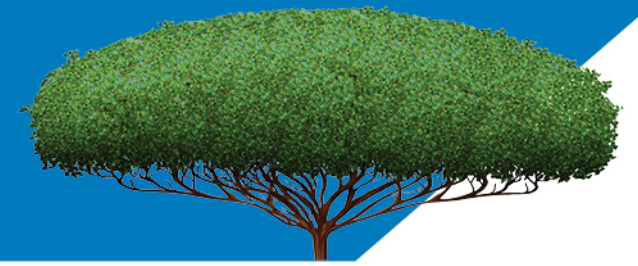


# LEADING THE WAY THROUGH SERVICE



**S**atisfying Customers  
**E**ngaging employees  
**R**educing costs  
Adding **V**alue  
**I**mproving operations & efficiencies  
Fostering **C**reativity and innovation  
Exhibiting **E**xcellence

# LEADING THE WAY THROUGH SERVICE



## AGENCY PRIORITIES

Protection and Improvement  
of Oklahoma's Air Quality

Protection, Preservation and Restoration  
of Oklahoma's Land

Protection, Preservation and Restoration  
of Oklahoma's Water

## BY

Fair, Consistent, and Effective  
Regulation and Oversight

Responding to Natural Disasters,  
Environmental Emergencies and  
Citizen Complaints

Providing Expertise, Technical Assistance  
and Outreach

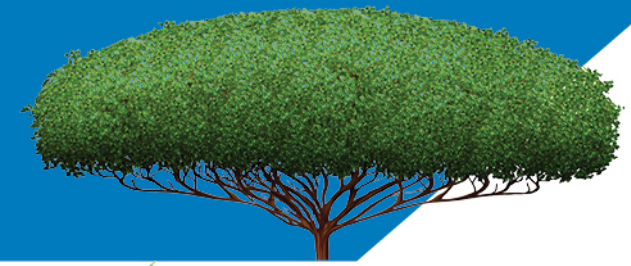
Enhancing Economic Development

Being Efficient, Effective and  
Fiscally Responsible





# LEADING THE WAY THROUGH SERVICE



## AGENCY GOALS

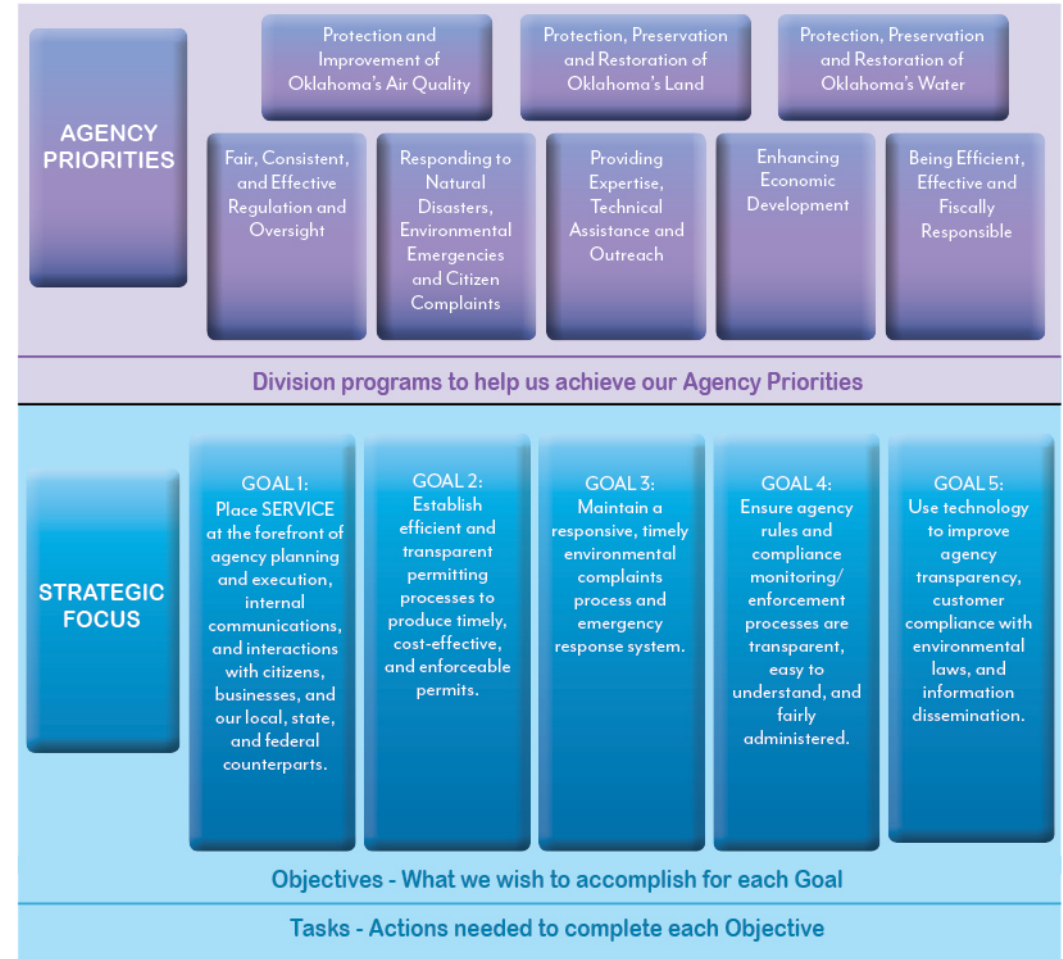
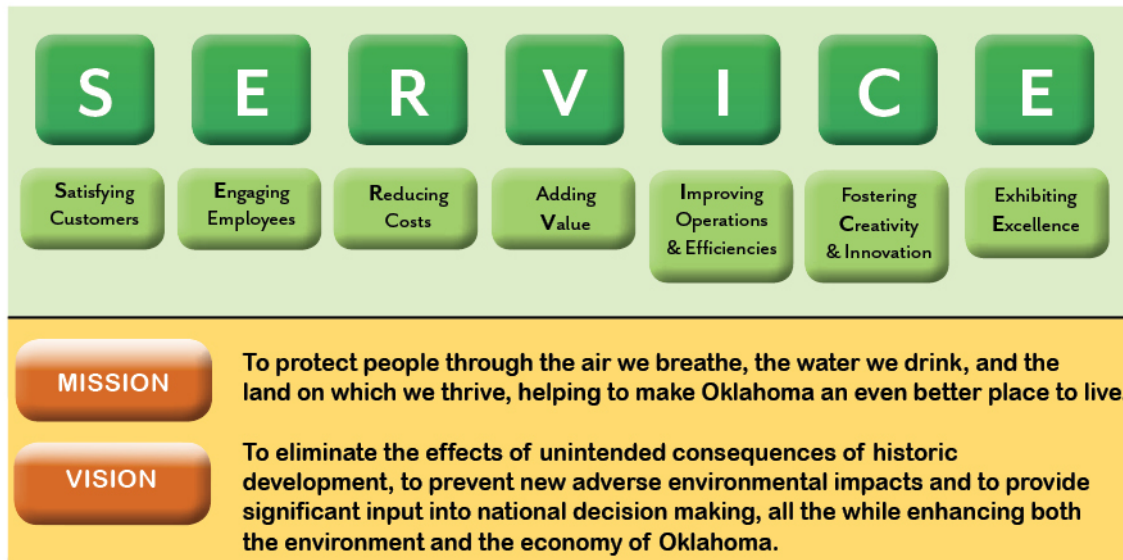
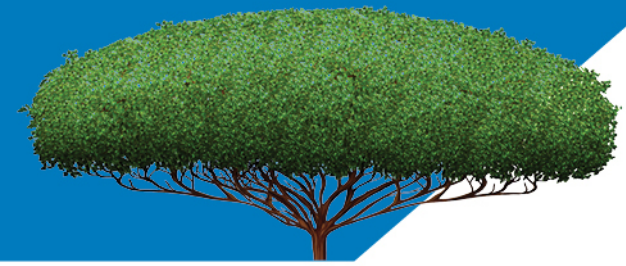
- Goal 1.** Foster an agency atmosphere that places **SERVICE** at the forefront of agency planning and execution, internal communications, and interactions with citizens, businesses, and our local, state, and federal counterparts.
- Goal 2.** Establish efficient and transparent permitting processes to produce timely, cost-effective, and enforceable permits.



## AGENCY GOALS

- Goal 3.** Maintain a responsive, equitable and timely environmental complaints process and emergency response system.
- Goal 4.** Ensure agency rules and compliance monitoring/enforcement processes are transparent, easy to understand, and fairly administered.
- Goal 5.** Use technology to improve agency transparency, customer compliance with environmental laws, and information dissemination.

# LEADING THE WAY THROUGH SERVICE





# DEQ Strategic Framework



Oklahoma Department of Environmental Quality

# A SHIFT *in* *Focus*





# EXECUTIVE SUMMARY



# GOALS



**Increase awareness  
of DEQ and its work**



**Improve DEQ's image**



**Increase communication and  
engagement with the public**



**Boost social media presence**



**New website that interacts  
with social media**