

Back to the future with NationalSBEAP.org

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What is the main theme of Back to the Future?

- The suggestion is that **if we can identify our mistakes and our limitations, we can correct them and improve ourselves.**

Small Business Environmental Home Page

389 captures
7 Feb 08 - 11 Jan 15

JUL DEC 10 JAN
2012 2013 2014

Small Business Environmental HOME PAGE

Helping small businesses and assistance providers access environmental compliance and sustainable business information.

Home | Are You a Small Business? | Annual Training | Contacts | SBO/SBEAP List | EPA ASBO

- » Environmental Compliance
- » Industry Sectors
- » Sustainability
- » Resources
- » About Us
- » Sharing Information
- » National Steering Committee
- » Compliance Advisory Panel

Find out about the 2013 Small Business Recognition Awards Winners presented at the 2013 Section 507 Training in Chicago, Illinois.
[Click Here](#)

View the 2013 Annual 507 Program Training webinars presented on May 14 and 15 in Chicago, Illinois.
[Click Here](#)

Check out EPA ASBO's report: 20 Years of Success in Helping Small Business: 1990 Clean Air Act Amendments in Action! This document was developed to highlight the amazing work of the 507 Programs.
[Click Here](#)

Environmental Compliance	Industry Sectors	Sustainability
<ul style="list-style-type: none"> New Rule Implementation Regulatory Updates Waste Identification Electronic Waste Major Environmental Laws State Compliance Calendars State Agency and SBEAP Web Sites Regulatory Calendar EPA APC Technology Center Small Business Initiatives 	<ul style="list-style-type: none"> Compliance Assistance Centers Industry Sector Web Sites Search Pubs by Industry Sector Trade Associations 	<ul style="list-style-type: none"> Business Resources Resources by Industry Sector EPA Greening Your Business Climate Change Resources Sustainable Education Workgroup

Resources	About Us	Sharing Information
<ul style="list-style-type: none"> Publications and Factsheets EPA ASBO Publications List Key Small Business Publications Downloadable National Logo Resource Guide Multimedia Information Handbook 	<ul style="list-style-type: none"> Who Are We? Assistance Providers Small Business Awards State Annual Reports EPA ASBO Periodic Reports 	<ul style="list-style-type: none"> Upcoming Events Webinars Success Stories Past National Trainings SmallBiz@EPA Bulletin

National Steering Committee (NSC)	Compliance Advisory Panel (CAP)
<ul style="list-style-type: none"> Calendar Meetings Members Guidelines Vision, Mission, and Goals Subcommittees Memorandums of Understanding 	<ul style="list-style-type: none"> States With and Without a CAP State CAP Members State CAP Web Sites State CAP Bylaws and Guidelines National CAP Members National CAP Guidelines About National CAP National CAP Logo National CAP Meetings and Calls

For web site questions, contact:
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 Send Feedback

National Small Business Environmental Assistance Program

Contact Us

- Small Business
- State Contacts
- SBEAP Resources
- Environmental Compliance
- Committees
- News & Events



NEWCOMER RESOURCES
To help new SBEAPs/SBOs get started **>>**

Lessons of past guide future

- Website layout
 - More visual
 - Less text
- Similar need to know resources
- Hard copy publications vs electronic
- Using more technology
 - Zoom
 - On-line registration
 - YouTube
 - Calendar
- Listservs verse bulk e-mail
- Zoom verse conference calls

Go to nationalsbeap.org

- Walk through basic navigation

Newcomer highlights

Eleanor Divver

- Newcomer video – watch a few times or revisit
- Scrolling on homepage – Quick links
- SBO/SBEAP resource page
- New partners list
- Grant information

Features we are looking for

Allison Crowther

- Calendars
- Compliance calendars
- Sustainability studies
- YouTube
- Air Quality tools by state
- Highlight that the quality of the site comes from people sharing

What's new and the same

- Rolled out newest site design in April 2021
- Foreign language documents and Google translate
- Added historical document page (several hundred docs)
- New EJ subcommittee page 2022
- New newcomer video in 2022
- New website tour video in 2022
- New sector page drafted – needs work
- 2022 Annual Report – **Need your data entered by April 15**
 - Lets break our 2016 record of 48 states participating
- Facilitate communications
 - 10 listservs, host meetings and trainings
- Manage subaward and assist with Annual Training

Website data

Pageviews up each year

- 5,000 in year 1 (2015)
- 22,300 in year 5 (2020)
- 26,045 in year 7 (2022)

2022 top page visits

- Home
- State Contacts
- Annual Training
- Annual Report
- NSC
- Autobody Compliance
- Compliance
- About Us
- SBEAP/SBO National Awards
- Air Compliance Tools by State

Website data continued

How do users find Nationalsbeap.org in 2022?

- 74% Direct
 - 17% Organic search
 - 8% Referral (EPA & Envcap)
 - 1% Social
-
- 68% New visits
 - 87% of visits by desktop

Website content*

- 803 documents in 2022, up from 460 documents
- 121 tools
- 114 video (up from 75)
- 171 presentations (up from 102)

* (January 2023)

Other activities

10 listservs

- 503 members
- Activity varies
- Self-unsubscribe

Hotline inquiries

- 123 in 2022 (effort 178)
- Refer to or involves states accordingly
- Several ASBO hotline referrals

Twitter

- 145 posts in 2022
- Currently 220 followers
- 2022 engagement rate average is 3.25%

Manage 80-90 meetings annually

Work with CAC, LGEAN

- Resource sharing meetings three times annually

Feedback needed

As part of grant activities, we need your feedback



How familiar are you with the National SBEAP resources?

This is the first time I have seen it

Only used a few times

Moderately familiar

Very familiar

Rank the resources on the national site you find helpful. Number one is the highest rank.

Subcommittees pages

State contacts

Environmental compliance - rules and tools

SBEAP resources

Sustainability resources

Small business resources

Other

What additional SBEAP or SBO resources are needed, or would help fulfill one of your program needs?

Compared to 5 years ago, are you more in tuned with NSBEAP issues, training options, communications, now?

About the same

More in tuned with programing

Less engaged with programing

Wasn't here 5-years ago

When poll is active, respond at pollev.com/nlarson436

Text **NLARSON436** to **22333** once to join

How likely are you to participate in a "pop-up" survey on the NationalSBEAP site?

Very likely

Maybe periodically

Unlikely

Never

Feedback continued

- Additional ideas on how the Website resources be improved?

Planned trainings for 2023

- Website tour – June 2023
- ASBO SOP's, Colorado's recent study – Aug 2023
- Sustainable meetings – Oct. 2023
- How to talk with clients about enforcement actions - TBD

See you in Tennessee

Suggestions and questions

See you in 2024 in Tennessee



Background

- EPA ASBO's office awarded first five-year grant in August 2015
- Awarded second five-year grant in August 2020
- Currently in year two of current grant, year seven of project
- Grant goals
 - Facilitate communications (listservs, meetings, hotline, subcommittee Webinars)
 - Host website resources
 - Assist with Annual Training, includes two in-person events
 - One \$20,000 subaward given to Nevada SBEAP – Spring 2023
 - Second \$20,000 subaward open to new applicants – late 2024, 2025