



**SBO/SBEAP  
NATIONAL COMPLIANCE ADVISORY PANEL  
MULTIMEDIA OUTREACH COMMITTEE**



NATIONAL COMPLIANCE ADVISORY PANEL

**MULTI-MEDIA INITIATIVE  
DETAILED PILOT ACTION PLAN**

The Multi-Media Outreach Committee of the SBO/SBEAP National Compliance Advisory Panel (NCAP) recommends that the NCAP approve this *Detailed Pilot Action Plan* for the Multi-Media Initiative Grassroots Support Campaign, and present it to the SBO/SBEAP National Steering Committee. The proposed plan and rationale are as follows:

- 1) The NCAP Multi-Media Outreach Committee **presents the proposed plan to the full NCAP on February 1, 2006** to discuss and seek approval.
- 2) The NCAP **presents the proposed plan approved by the NCAP to the NSC on February 14, 2006** to discuss and seek feedback.
- 3) The proposed plan is adjusted to reflect feedback from the NSC and distributed.

**Implementation:**

- 4) Write a letter from the NCAP to the EPA Administrator, with a copy to the Deputy Administrator, to stress the importance of the SBEAPs to small businesses; to state the need for multi-media services; to let them know the plan; to seek their support; and to invite them to attend or send a representative to the 2006 National Conference and to the NCAP meeting to be held in New Hampshire. This will ensure that EPA upper-management is engaged in the process. **EPA has developed a draft letter for review.**
- 5) Invite the four pilot states to participate in a conference call between the NCAP Multimedia Outreach Committee and representatives of their SBO, SBAP, and CAP in attendance. It was stressed that all three components from all four states should participate to ensure the message is consistently related and to provide a forum for discussion and questions for and by all. The four states will receive copies of the NCAP "Multi-Media Initiative Grassroots Campaign Information/Resources Handbook" prior to the call. **EPA will draft invitation email and send on behalf of the NCAP, once this Plan is approved.**
- 6) Conduct the conference call to inform the states of the plan; to validate the overall approach; to get their input as to potential issues that might require revision of the approach in a particular state; and to develop a timeline. This call would take place in late February.
- 7) Hold a coaching session at the National Conference to make sure that the state program representatives present a consistent message and approach when contacting the appropriate people, and support the initiative within the confines of their individual positions. The NCAP will explore arranging a conference line so

representatives not attending the conference are able to participate in the coaching session via conference call. This would occur in late March. **EPA will coordinate development of the coaching session, in collaboration with the Multi-Media Outreach Committee.**

- 8) Each state program identifies a "Champion" for the cause within the state. This would be a prominent trade association or person who holds sway with the state governor, who would be willing and able to accompany the state CAP representatives to meetings with state officials to discuss, support, and promote the Multi-Media Initiative (e.g. State NFIB Director, state Chamber of Commerce, or other prominent person or entity).
- 9) Write a letter from the NCAP to the Environmental Commissioner/Secretary/ Director of each of the four pilot states to stress the importance of the SBEAPs to small businesses; to state the need for multi-media services; to let them know the plan; to seek their support; to let them know that they will be contacted by the state CAP requesting a meeting and urging them to grant it. This will ensure that the environmental leaders of the four pilot states are engaged in the process. **EPA has developed a draft letter for review.**
- 10) Representatives of the three state program components work to increase awareness of the importance of multi-media services and promote support. Each program segment works as is appropriate for its position. State CAPs are expected to approach government officials (e.g. state legislature, Governor, and Congressional Delegations), while the SBOs and SBEAPs would target environmental managers within their state environmental programs (going through their internal chain of command so as not to surpass their authority). After initial efforts, representatives conduct follow-up phone calls to maintain momentum. It is expected that these efforts would start in April 2006 following the national conference.
- 11) When the state determines that awareness and support are at the right level, program representatives work to coordinate a joint meeting of the state CAP Chair, the state "Champion," and the state Environmental Commissioner/Secretary/Director with the state Governor to carry the message and seek support (see above). Having the CAP Chair, the champion and the top state environmental leader will weigh credibility and demonstrate strong high-level support.
- 12) State programs report progress status throughout the process to the NCAP through their regional representatives. The NCAP compiles the information and shares the information with the NSC and EPA to keep them informed of the situation.
- 13) The NCAP is willing to help the state lobbying efforts at a state's request and based on a mutually-agreed approach.
- 14) Upon completion of the pilot, the NCAP will develop a final report and, in collaboration with the NSC, will review the process and consider the best way to move forward (expansion to other states).