

US EPA ARCHIVE DOCUMENT

**Promoting Environmental Excellence through Environmental Leadership and Voluntary
Performance Improvements**

Assistance Agreement No. EI-96489208-0

**Quarterly Report
April 1, 2010 – June 30, 2010**

Project Synopsis

This project will expand environmental performance and leadership throughout Kentucky. The project will 1) implement a Technical Assistance Program (TAP) to improve performance at targeted facilities; 2) use the TAP as a recruitment tool that will expand the membership of Kentucky's environmental leadership program, KY EXCEL, to more than 500 entities; and 3) encourage these new KY EXCEL members to perform waste reduction or energy efficiency projects at their facilities.

This quarterly report is being submitted for April 1, 2010 – June 30, 2010 and is inclusive of activities conducted during this time period.

Narrative Discussion

Over the last quarter, the division focused on distribution of the second compliance assistance tool (Gasoline Station Green Scorecard) for the TAP effort as well as continued implementation of the project's outreach strategy. The strategy ensures that sufficient contact is made with the sector to communicate sustainability-related information on a routine basis that will remind the targeted audience of its regulatory responsibilities while serving as a vehicle to point out sustainable opportunities and invite participation in KY EXCEL, the department's environmental leadership program. Details of these activities are as follows:

As reported previously, two counties are being targeted (Franklin and Laurel) for the TAP outreach. For the two counties 96 entities encompass the population for this project, split 36 for Franklin county and 60 for Laurel county. Though the efforts of a temporary employee, all gas stations in the population received a Green Scorecard this quarter. The purpose of the scorecard was to give the targeted gas stations an opportunity to self assess their level of sustainability in specific areas. The self assessment enables the stations to evaluate their current green behaviors and provide motivation and resources for future sustainable behavior changes. The scorecard also helps establish a sustainability baseline for the gas stations and encourage them to make changes in order to "improve their score". The self assessment is designed for station use only and was not required to be submitted to division staff for review. A copy of the scorecard is attached.

Follow up to each gas station in Franklin county was conducted via phone to confirm receipt of the scorecard, assess its use, and answer questions. Follow-up was not conducted with Laurel county stations.

The difference in follow up is one aspect of the project’s two-pronged communication approach that uses different follow-up and communication methods with each targeted county. This will help the agency determine the degree that personalized follow-up and communication influences behaviors as compared to non-personal communication methods. Franklin County facilities receive personalized, in-depth communication utilizing one-on-one phone calls, and on-site visits if requested. Details of each call were documented for future evaluation using an Access Database help track, categorize, and standardize interactions with the Franklin County facilities. As a contrast to Franklin County, Laurel County receives communication by mail with no in-depth personal communication by division staff following distribution of materials. Both counties will receive the same TAP materials. The only variant between the two counties is the level of personalized communication.

As a result of all previous project activities and those conducted this quarter, the following table summarizes the results of outreach efforts to Franklin county. To date, the agency has not received any feedback from Laurel county stations.

Outreach Efforts and Results in Franklin County	Count
Site-visits with follow up reports conducted	3
Total follow up contacts (phone calls and emails sent) after initial station calls	47
Follow up to station interested in conducting a special stewardship project*	6
Stations that received individually constructed presentations on KY EXCEL	7
Corporate management contacted upon the request of stations (the project, calendar, and DCA’s special services were explained)	7
Stations with an interest in a specific sustainability topic	6
Stations with an interest in more than one sustainability topics	1
Stations with an interest in environmental stewardship but need help identifying a specific topic of interest	8
Stations uninterested in environmental stewardship and/or help from the DCA	9
Stations requesting a phone call follow-up due to interest in the materials received	2
Requests for a stewardship site-visit with follow-up report(Example attached)	5
Stations interested in general environmental compliance information	2

*Three of the stations are interested in solid waste reduction and recycling projects while the other three identified energy efficiency

In addition to the scorecard, staff began to prepare for the sustainability training that all targeted gas stations will receive. As a result of feedback and personal interaction from Franklin County gas stations, it was determined by staff that a classroom style training/workshop may not be the

best approach for the sector. Due to gas station staff turnover, their limited staff availability, and the nature of their operations, a determination was made to develop an interactive self-paced training workshop that will be narrated and delivered via CDs to each gas station within the population. Depending on feedback from the Franklin county stations after receiving the CDs, the agency may conduct a personalize training with those stations to go over the content of the CDs. This training will primarily focus on sustainability topics with compliance topics being addresses in the fall training event. Compliance resources will be provided but the majority of content will focus on sustainability efforts specific to the gas station sector. These topics mirror those already delivered to the stations thought the calendar and scorecard. A draft version of this training was developed during the quarter and is being finalized for release in August.

As a result of these efforts, the division is well-prepared to continue implementation of the compliance assistance and sustainability interventions as outlined in the project workplan. The next quarter will focus on finalizing and distributing the sustainability training CD and preparing for the Compliance Workshop in the fall. The agency will also continue to assist stations in Franklin county that indicate an interest in conducting sustainability projects.

For those stations identified during the quarter who are interested in conducting a sustainability project, staff will be identifying strategic partners such as existing EXCEL members to assist with the implementation of those solid waste reduction and energy efficiency projects. It is anticipated that these stations will be the focus of future case studies for mass distribution and marketing efforts. Staff will also focus on incorporating trade association participation in training events and compliance outreach. Future project updates will be discussing the successes and lessons learned during this phase of the project. In early 2011, the project will be analyzed to determine the changes in facility performance, the participation of facilities in sustainable activities and the elements that served as the most significant motivators of behavioral change.

Project Tasks and Milestones

(Reflecting accomplishments for this quarter and projection of activities for next quarter)

<i>Implementation Activities</i>	<i>Start Date</i>	<i>Target Completion</i>	<i>Status/Notes</i>
Develop sustainability calendar	12/2008	12/15/2009	Completed
Develop and send February and March TAP postcard reminders	1/2010	2/2010 3/2010	Postcards were not utilized. Communication was enhanced to include phone calls to Franklin county gas stations and personalized letters to Laurel county stations.
Develop a Green Scorecard Tool	2/2010	4/2010	Completed
Sustainability Workshop	4/2010	8/2010	The program will provide training to the targeted stations. The training will be prepared in a narrated CD and may be followed up with face-to-face training as requested. (50% compliance topics, 50% sustainability topics).
Compliance Workshop and Area Source Outreach	7/2010	10/2010	The program will hold a training session for the targeted sector regarding new area source requirements and highlight common areas of non-compliance.
Case Study with EXCEL Promotion	6/2010	8/2010 and 10/2010	A case study will be developed and distributed highlighting the environmental and economic benefits of sustainability and a push to join EXCEL.
Work with other department staff to integrate sustainable information resources into their existing compliance assistance and outreach efforts		Ongoing	Whenever possible, the program will incorporate sustainability tips and resources into mailings that are being sent to the targeted sector by regulatory programs.
Collaborate and solicit information from		Ongoing	All materials developed by the program will be reviewed by

stakeholders			department staff to ensure accuracy. Where appropriate, outside stakeholders will also be asked to review materials prior to their use.
<p>In-depth TAP activities are:</p> <ul style="list-style-type: none"> • Spring – In-depth follow up to Calendar for Franklin County • Summer – In depth follow up to Scorecard and training events for Franklin County. Conduct training events on sustainability • Fall - Send Area Source Rule (Subpart CCCCCC) materials to targeted sector and conduct compliance training. • Winter – Send assessment to targeted sector to measure behavioral changes. 			

Financial Report

The division has not had any unanticipated issues related to project funding. As mentioned previously, this grant will be insufficient to cover all program expenses, but the division has always anticipated that it would be necessary to use some state funds to ensure completion of the overall project. As a result, this funding condition does not pose a threat to the project.

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Budget Category	Approved Budget	Spent this Quarter	Cumulative to date
Personnel	\$144,000	\$8,256.83	\$119,895.35
Supplies	\$3,000	\$0	\$0
Travel & Training	\$8,000	\$170.36	\$4,038.03
Contractual	\$2,000	\$0	\$0
Total Direct Costs	\$157,000	\$8,427.19	\$123,933.38
Total Indirect	\$32,000	\$1,150.14	\$32,000.00
TOTALS	\$189,000	\$9,577.33	\$155,933.38