

# Coordination of Pollution Prevention Resource Exchange (P2Rx) Network Semi Annual Report – January 2011

U.S. EPA Grant X9-83451601-0

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The following quarterly report is submitted in compliance with the reporting requirements of U.S. EPA Grant X9-83451601-0.

Since mid-March 2010, the Pacific Northwest Pollution Prevention Resource Center (PPRC) has been coordinating the work of the Pollution Prevention Resource Exchange (P2Rx), a network of eight regional pollution prevention information centers (hereinafter referred to as “the centers”) that provide pollution prevention and source reduction information, networking opportunities, training and other services to states, local governments, businesses, technical assistance providers, and others in their regions and nationwide.

Coordination of P2Rx falls into three broad categories: collaboration, marketing and partnership, and measurement. Work in these categories is described below. This quarterly report concludes with a brief summary of project budget expenditures and status.

In past years, the Semi-Annual Report for the P2Rx centers and the Coordinator’s Quarterly Reports coincided. Delays in issuing the Coordinator’s grant resulted in de-synchronization of the two reports. The last Coordinator’s Quarterly Report was submitted on September 30, 2010. This report brings the timing of the two reports back into synchrony for the next Coordinator. In the interest of conserving paper, site addresses have been provided for reports and, when possible, summaries that are found on-line.

## **Collaboration**

“Collaboration” describes activities that enhance coordination and collaboration among the centers. Activities taking place October through January are described below.

### **Calls and meetings**

#### P2Rx Administrative Monthly Calls

The P2Rx Directors met by conference call on October 13, November 10, December 8, and January 12. Scott Hutchins (DOE), Carolyn Gangmark (EPA) and Tanya Mottley (EPA) joined the calls in October, December and January, respectively. Occasional guest speakers enrich the discussions. For each call, a summary was prepared, sent out for review and amendment, and posted to the P2Rx website. Meeting summaries for these calls were distributed to the P2 Regional Coordinators, Tanya Mottley, and Beth Anderson. Meeting minutes for the Administrative meetings are posted by date under “Previous Admin Calls Minutes” at <http://p2rx.org/webcall/getadmingroup.cfm>. Major topics discussed during this period included strategic planning, partnership development, NING site development, and program updates.

## Committees

*Elections.* P2Rx has three standing committees: Executive Committee, Marketing and Technology Committee, and the Content and Technology Committee. The Executive Committee is refreshed annually. In December, the Coordinator encouraged center directors to submit their names for consideration on a slate of candidates which were voted on by the centers. The centers elected the following Executive Committee: Myla Kelly (2<sup>nd</sup> term, Peaks to Prairies), Rick Yoder (2<sup>nd</sup> term, P2RIC), and Paula Del Giudice (1<sup>st</sup> term, PPRC). The departure of Ed Gonzales in January 2010 left the chair of the Marketing and Partnership Committee open during 2010. The position was filled by Donna Walden (WSPPN) unanimous vote of the center directors at the January meeting. The Content and Technology Committee continues to be chaired by Rick Yoder (P2RIC).

*Executive Committee.* A summary of Executive Committee discussions are summarized below:

<b>Date</b>	<b>Purpose</b>	<b>Summary found at:</b>
October-December	Emails related to video reviews for P2Rx home site	See <a href="http://www.p2rx.org">www.p2rx.org</a> for a list of past videos.
11/1	Discuss concerns about the results of the P2 Dialogue	No minutes taken. An internal document was generated that was discussed at the November admin call and became the foundation of Marketing and Partnering Committee meetings related to umbrella messaging.
1/3/2011	Preparation for transition discussions with NPPR on January 4	No minutes were taken as the comments were integrated into the draft agenda.
1/4/2011	Discussion with NPPR on transition issues	NPPR was the lead on this discussion. No minutes were taken.
1/6/2011	Strategic planning meeting discussion	No minutes were taken as the comments were integrated into the draft agenda.
January	Emails related to Coordinator review survey	Survey has been completed and will take place in February

*Marketing and Partnering Committee.* A summary of the Marketing and Partnering Committee meetings is provided below:

<b>Date</b>	<b>Purpose</b>	<b>Summary found at:</b>
12/15	Umbrella messaging - Follow up call to Executive Committee concern over the lack of consistent messaging about P2Rx	<a href="http://p2rx.org/admininfo/markpartcom/">http://p2rx.org/admininfo/markpartcom/</a>
1/28	<ul style="list-style-type: none"> <li>• Umbrella messaging</li> <li>• Planning for the Strategic Planning meeting</li> <li>• Re-visitation of strategic marketing plan</li> </ul>	<a href="http://p2rx.org/admininfo/markpartcom/">http://p2rx.org/admininfo/markpartcom/</a>

*Content and Technology.* A summary of the Content and Technology Committee meetings is provided below:

<b>Date</b>	<b>Purpose</b>	<b>Summary found at:</b>
12/21	Discussion of the NING site and platform options including LibGuides	The product of this meeting was a National Sustainable Hospitality Network and Clearinghouse roadmap (see Appendix 1) and a presentation on LibGuides by Laura Barnes of GLRPPR. It's LibGuides (short for Library Guides). These guides are all listed at <a href="http://uiuc.libguides.com/profile.php?uid=1048">http://uiuc.libguides.com/profile.php?uid=1048</a> . The University of Illinois Library's community is at <a href="http://uiuc.libguides.com/index.php">http://uiuc.libguides.com/index.php</a> . Product information from Springshare is at <a href="http://www.springshare.com/libguides/">http://www.springshare.com/libguides/</a> .
12/30	Preparation for the strategic planning meeting	No minutes: comments integrated into agenda
1/13	Preparation for strategic planning meeting	Comments integrated into agenda

*Web group calls.* Unfortunately, the quarterly call for October was cancelled due to a scheduling conflict. Efforts to reschedule the meeting were unsuccessful. The web group met by conference call on December 16. A meeting summary has yet to be posted on the Admin page.

### Strategic Plan

A considerable amount of work has gone in to preparations for the strategic planning meeting in February. The meeting will be held in Seattle, Washington. All centers but ESRC will attend, as well as representatives of the next coordinator's team at NPPR. Preparation was done through recent committee work, previous surveys, white papers and conversations.

Communications with EPA. Sten continued to work closely with Coordinators from EPA Regions 1, 4, 9 and 10 to improved communications with the P2 Regional Coordinators. Sten spent time at the San Diego meeting discussing P2Rx with the EPA Region 9 P2 Program. She has worked with Region 10 on the workgroups recommendations.

Communications with the Regional Coordinators have become more regular. During this quarter, the following presentations were made on the monthly P2 Coordinators call:

October	NING Beta site	Andy Bray, NEWMOA
November	Case Studies	Thomas Vinson, Zero Waste Network
January	Tribal P2	Myla Kelly, Peaks to Prairies

Sessions are about 20 minutes long. The point of each presentation has been to 1) to help Coordinators understand what P2Rx does; 2) to invite them to use or contribute to P2Rx work; and 3) to keep them

up to date on new developments. Minutes are routinely sent out to all Regional P2 Coordinators and Headquarters. EPA Headquarters participates on monthly Admin conference calls.

A considerable amount of time was spent at the request of Natalie Hummel of OPPT, acting on behalf of Tanya Mottley, who requested that the recently developed GHG calculators and hazardous waste converter be put on the P2Rx website. Because this request came to P2Rx via P2RIC and NEWMOA, several conference calls were involved. In the end, PPRC was recruited to put the tools into the topic hubs for Climate Change—Software/Electronic Tool

([http://www.p2rx.org/topichubs/index.cfm?page=links&hub\\_id=1012&subsec\\_id=100](http://www.p2rx.org/topichubs/index.cfm?page=links&hub_id=1012&subsec_id=100))

and Environmental Measurement—Calculators and Tools,

([http://www.p2rx.org/topichubs/index.cfm?page=subsection&hub\\_id=1000&subsec\\_id=15](http://www.p2rx.org/topichubs/index.cfm?page=subsection&hub_id=1000&subsec_id=15)). Not only were we able to include the tools, but we also incorporated a chart of other GHG tools that had been developed at EPA. In addition, in January, each center promoted the tools via social media, listservs and other vehicles.

### **Routine Maintenance Functions Associated with Collaboration**

Several routine maintenance functions were performed by the Coordinator team from October through January. These are described below.

Provided web support The P2Rx home website was maintained and updated, including P2 content and links provided to clients and the administrative pages that contain minutes, standards, Coordinator reports, user manuals, marketing materials and other information for the centers. NEWMOA is handling much of the IT work for P2Rx including tasks resulting from the centralization of the Topic Hub database, the P2 Programs Directory, and P2 News. In December, NEWMOA hosted a call for the center web administrators. This session addressed P2Results. This call is also documented under “Collaboration.” Minutes are found on the P2Rx Administrative page under “Web Group Call Minutes”. NEWMOA responds routinely to IT questions raised by individual centers. They are helping Zero Waste Network and PPRC with their pop up features. A calendar feature has been added to the home site. The calendar documents events and deadlines at P2Rx centers that are open to nationwide audiences. The on-line calendar allows timely posting of events on the site. At this time, it is primarily used by the centers and NPPR. EPA has also used the calendar.

#### Conducted Web and Administrative calls and meeting

The Coordinator team is responsible for setting agendas, sending out meeting notices, and taking and posting meeting minutes from the monthly administrator’s calls, quarterly web calls, and annual meetings. Activities for the current month and subsequent month are included in monthly call agendas. Many monthly calls include a check on the status of activities contained in the Marketing Implementation Plan,

<http://p2rx.org/admininfo/markpartcom/p2rxmarketingplan1-10.xls>.

#### Checked programs directory and Topic Hub links.

Centers continue to receive a monthly reminder of web links that need to be fixed. (Link-checking procedures are posted at <http://p2rx.org/admininfo/LinkChecks-P2Rx.pdf>.)

**Summary of routine coordination activities taking place from October 2010 through January 2011.**

October	• Conducted admin call (10/13/10); prepared and posted minutes
	• Sent minutes to Regional Coordinators
	• Presented Climate Change Hub to Regional P2 Coordinators on their monthly call
	• Checked and fixed links for Topic Hubs
	• Checked and fixed links Programs Directory
	• Checked and fixed links for Programs Directory
	• Sent minutes to Regional P2 Coordinators
November	• Set agenda for admin call; sent reminder one week in advance
	• Conducted admin call (11/10/10);
	• Sent minutes to Regional P2 Coordinators
	• Checked and fixed links for Topic Hubs Resumed routine link checking for Topic Hubs.
	• Checked and fixed links for Programs Directory
December	• Set agenda for admin call; sent reminder one week in advance
	• Conducted admin call (12/8/10);
	• Checked and fixed links for Topic Hubs Resumed routine link checking for Topic Hubs.
	• Checked and fixed links for Programs Directory
	• Set agenda for web call with NEWMOA.
January	• Set agenda for admin call; sent reminder one week in advance
	• Conducted admin call 1/12/11);
	• Checked and fixed links for Topic Hubs Resumed routine link checking for Topic Hubs.
	• Checked and fixed links for Programs Directory
	• Set up call lines and arranged to post information on website for first quarter 2011 admin and web group conference calls. (The postings actually occurred in February.)

**Marketing and Partnership**

Broadly, “Marketing and Partnership” includes, but is not limited to, outreach activities that increase the reach of P2Rx. Our objectives for this area of work are twofold: increase use and relevance of P2Rx products and develop partnerships with organizations with similar purpose.

Partnership Outreach. The centers are working on a Partnership Strategy. This strategy was discussed at the Annual Meeting in Orlando, with defined next steps. The purpose of the strategy is to identify

partners and areas of joint interest that should increase P2Rx reach, relevance and, eventually, funding.

*Regional P2 Coordinators.* EPA's Regional P2 Coordinators (P2 Coordinators) are important P2Rx partners. More diverse and less cohesive than the centers, they manage the PPIN funding vehicles and are well connected in their regional offices and throughout their regions. Many potential areas of synergy exist. Some Regions have excellent relations with their center. Other do not. The centers seek to increase the P2 Coordinators' understanding of the P2Rx so they might collaborate on increasing the relevance and reach of P2.

The results of the engagement are being realized. While the process in Orlando did not identify discrete next steps, there were some good outcomes. First, Tanya Mottley put into place a process to identify opportunities for change and improvement. Sten worked with Rob Guillemain (1), Pam Swingle (4) and Carolyn Gangmark (10) by providing information on center operations to inform their development of recommendations on opportunities and improvements to P2Rx. Second, Sten continues to work on follow up activities that improve communication and coordination with the P2 Coordinators. The Coordinator team now routinely sends monthly Admin meeting minutes to the P2 Coordinators. Coordinators seem to appreciate this approach. Third, the centers continue to be included on the monthly Coordinator calls. These were described under *EPA Communications* above.

*Scott Hutchins, Partnership Development, Industrial Energy Efficiency, U.S. Dept. of Energy.* Sten continues to work with Hutchins and DOE. He addressed the P2Rx group in October to give an update on the Ally program. Hutchins helped as a co-organizer of a meeting on case studies held in Washington, DC.

*Department of Defense.* Sten organized a panel for the WSPPN conference on the implementation of Executive Order 13514 which addresses sustainability, green house gas emissions, green procurement and energy conservation at federal facilities. This effort may result in increased sharing between DoD facilities on the West Coast and their P2Rx centers. At this time, WSPPN and Sten are laying the foundation for a federal facilities webinar with help from the Navy. Contacts from the WSPPN conference panel will form the core group of invitees.

*NPPR.* P2Rx has an MOU establishing NPPR as a partner. P2Rx supports the partnership by participating on the P2Results Workgroup conference calls and at the workgroup meeting at the Summit. Sten continues to participate with the P2Results Measurement Task Force. She served as a judge for the NPPR MVP2 Awards program. Individual centers support workgroup activities and report to the Directors. P2Rx continues to seek out opportunities to collaborate with NPPR. Sten works with NPPR Board Chairman Ken Zarker to identify areas of collaboration. Sten counseled NPPR on their response to the Coordinator RFP for 2011-2012.

*Homeland Security/FEMA.* Sten worked with WSPPN on a concept paper encouraging FEMA to use the P2 voluntary program approach to Private Sector Preparedness. If successful, this approach should provide the centers with the opportunity to bolster their programs with PS-Prep work.

*E3.* Sten attended a daylong briefing on E3 at the Region 10 Regional Roundtable meeting in early October.

*DC meetings.* In November, Sten went to Washington, DC to meet with candidate partners. These meetings are described below:

Case Study meeting	Orchestrated meeting with support of DOE and OPPT. Attendees included: EPA: Green Supplier Network, DfE, Climate Leaders, Lean; DOE-EERE; DOC, Zero Waste Network.	The information gathered at the meeting will be used to update case study presentation on the home site. This work will be completed in February and March 2011.
E3	Tom Murray	Demonstrated P2Rx and discussed how E3 programs could be using P2Rx content and networks.
OPPT	Tanya Mottley and Tom Tillman	Clarified points made during the P2 Dialogue and answered questions raised in the P2 Coordinators Workgroup which developed recommendations related to P2Rx.
Federal Facility Compliance	Dave Kling	Talked about the positioning of P2 and sustainability at EPA, federal facilities and EO 13514.
Office of Innovation	Betsy Shaw, George Wyeth, Chris Reed	Discussed P2Rx
Department of Commerce	Morgan Barr and Bill McInea	Discussed P2Rx and the Sustainable Manufacturing Initiative at DOC.
NPPR	Jeff Burke and Angela Miller	Discussed June 2011 Summit and other issues.
Sustainability Action Council	John Flatley	Discussed his organization which is being developed based on interest in continuing the performance track work that EPA discontinued. Creating a vehicle where corporations and NGOs can work together. Should launch before the end of the year.

### Partnership Work with Individual Centers

Targeted work done with individual centers. The Coordination team worked on individualized projects with five of the eight centers. Each of these projects had long term implications for P2Rx as a whole.

Project	Center	Output
Librarian outreach	GLRPPR	Preparation for Seattle meeting
MEP Factsheet	PPRC, ESRC	Draft factsheet should be ready for Seattle meeting
Federal Facilities outreach at WSPPN Annual Roundtable and planning for Federal Facilities webinar in 2011	WSPPN	Workshop session at 2010 Roundtable and contact list for subsequent work in 2011
Updating of Environmental Measures and Climate Change topic hubs to include EPA's GHG calculator and hazardous waste conversion tools	PPRC, NEWMOA P2RIC	Updated topic hubs
PS-Prep concept paper	WSPPN	Concept paper being pitched in DC

## **Transition Work**

The Coordination staff has performed the following tasks that should smooth the transition to the new Coordinator in 2011.

<b>Dates</b>	<b>Activity</b>
October through January	Commented as requested on proposals, workplans and budgets
November through January	Worked on transition document that details Coordinator responsibilities based on the calendar year. This document continues to be a work in progress.
January	Set up conference call lines and posted call logistics on the P2Rx Admin site. Notified web group of new dates.
January	Coordinated with NPPR on Seattle meeting.

## **Measurement**

Thanks to work done in the past quarter, measurement work during this quarter was limited to the Semi-Annual Activity Report for the second half of 2010. This report is provided in Appendix 2. At this point, we have two sets of reasonably similar data to compare. Responses tallied under the “common questions” section of the report and pop-up results continued to be virtually inconsequential. The lack of federal funding to perform a meaningful needs assessment and ICR restrictions impede P2Rx centers’ ability to get meaningful feedback from users.

## **Project Budget Expenditures and Status**

Project expenditures to date are on track with anticipated project tasks and schedule. There are no significant discrepancies.

Expenditures and budget status through January 31, 2011 are summarized below. Since September 2010 budget numbers were not available for the last quarterly report (March-Sept 2010), they are being included here. Additional details are available upon request.

## Budget for P2RX Coordinator

	<b>Budget</b>	<b>Mar- Aug 2010</b>	<b>Sept 2010</b>	<b>Oct 2010</b>	<b>Nov 2010</b>	<b>Dec 2010</b>	<b>Jan 2011</b>	<b>Total to Date</b>	<b>Remain- ing Balance</b>
Personnel	\$ 57,962	\$ 21,985	\$ 2,677	\$ 4,679	\$ 3,698	\$ 4,911	\$ 5,970	\$43,919	\$14,043
Fringe	\$ 6,074	\$ 3,516	\$ 427	\$ 749	\$ 592	\$ 785	\$ 955	\$ 7,024	\$ (950)
<b>Total Personnel</b>	<b>\$ 64,036</b>	<b>\$ 25,501</b>	<b>\$ 3,104</b>	<b>\$ 5,428</b>	<b>\$ 4,290</b>	<b>\$ 5,696</b>	<b>\$ 6,925</b>	<b>\$50,942</b>	<b>\$13,094</b>
Travel	\$ 4,800	\$ 1,949	\$ (549)			\$ 1,975	\$ 9	\$ 3,383	\$ 1,417
Equip- ment	\$ -	\$ -						\$ -	\$ -
Supplies	\$ 125	\$ -				\$ 90		\$ 90	\$ 35
Con- tractual	\$ 17,500	\$ 128				\$ 8,043		\$ 8,171	\$ 9,330
Other Direct Costs	\$ 4,337	\$ 345			\$ 45	\$ 150		\$ 540	\$ 3,797
<b>Total Direct</b>	<b>\$ 26,762</b>	<b>\$ 2,421</b>	<b>\$ (549)</b>	<b>\$ -</b>	<b>\$ 45</b>	<b>\$10,258</b>	<b>\$ 9</b>	<b>\$12,184</b>	<b>\$14,578</b>
<b>Indirect</b>	<b>\$ 24,203</b>	<b>\$ 13,548</b>	<b>\$ 1,651</b>	<b>\$ 2,884</b>	<b>\$ 2,279</b>	<b>\$ 3,026</b>	<b>\$ 3,679</b>	<b>\$27,067</b>	<b>\$(2,864)</b>
<b>Total Federal Request</b>	<b>\$ 115,000</b>	<b>\$ 41,470</b>	<b>\$ 4,205</b>	<b>\$ 8,312</b>	<b>\$ 6,614</b>	<b>\$18,980</b>	<b>\$10,613</b>	<b>\$90,193</b>	<b>\$24,807</b>
Grand Total	\$ 121,001								\$30,808
Match	\$ 6,001							\$ -	\$ 6,001

## Attachment 1

### P2Rx Product Roadmap Form

*National Sustainable Hospitality Network and Clearinghouse  
October 15, 2010*

This document makes the connection between the P2Rx Marketing Strategy to the P2Rx Marketing Plan. The P2Rx Product Roadmap Form should be used to propose and describe a marketing project for P2Rx. This form is designed so that the proposed product can be evaluated more easily within the scope of the P2Rx Marketing Strategy and the P2Rx Marketing Plan. This document does contain an implementation plan.

Answer the following questions to complete the P2Rx Product Roadmap Form.

#### **P2Rx Product Roadmap Form**

National Sustainable Hospitality Network and Clearinghouse

##### *Background*

The P2Rx Sustainability Committee is interested in establishing an online community of sustainable hospitality practitioners as well as a clearinghouse to support the work of this community. There has been an explosion of state and local sustainable hospitality programs in recent years. EPA has also made sustainable hospitality a national priority. Many of the P2Rx Centers are currently working with their federal, state, and local partners in support of these programs and have collectively decided to coordinate efforts and make sustainable hospitality a national priority of the P2Rx Network. The ultimate goal of this effort is to elevate state and local hospitality programs and the facilities that participate in them while increasing the adoption of sustainable practices in the sector.

##### *Situational Analysis*

NING (www.ning.com) was recommended as the platform for this project because of its ability to “mash-up” various Web 2.0 features. NEWMOA is tasked with creating a blueprint of a potential NING website for sustainable hospitality.

##### *Target Market*

*Indicate who will use this product*

NING has 3 main target market(s):

1. State and Local Hospitality Programs – these include state and local environmental agencies, tourism boards, and/or lodging associations.

2. Lodging Facilities – facilities currently participating in a state program, as well as non-participating facilities that are interested in learning more about sustainable hospitality and states’ programs.
3. EPA – representatives from both Regional offices and EPA HQ.
4. SECONDARY = includes federal agencies, government meeting planning association, consultants, and other green lodging stakeholders.

### *Marketing Objectives and Goals*

#### Increasing P2 knowledge for those in the P2Rx regional centers and the P2 Community of Practice

High – The NING site will contain content related to sustainable hospitality and will be updated continuously. The discussion group features allow users to share their knowledge/experience and ask others for advice.

#### Improving information content, delivery, sharing, and access among P2Rx regional centers and the P2 Community of Practice

High – Information can be easily shared and delivered through NING and people can choose to respond or provide additional information to enhance or further the conversation.

#### Enhance the capacity of service providers to supply P2 resources and services to their clients

High – The NING network will provide relevant, up-to-date information for service providers and their clients. State programs will be able to post and share new documents, certification criteria, etc. Discussion forums will focus on measuring results from sustainable practices as well as other topics. Members can post questions and respond to each other.

### *Barriers, Benefits, and Competition*

#### **Barriers**

- The NING network has to constantly be maintained and updated with new information to ensure that the site remains fresh and relevant.
- People have to participate in order to benefit from the network and sometimes they don’t take the time or have the time to participate.
- Many P2 and environmental program budgets are being cut and therefore, the money and time devoted to NING network may be shrinking.

#### **Benefits**

- The NING network will help develop and maintain relationships with others in the P2 community by sharing information, increasing partnership opportunities, and facilitating conversations about new P2 technologies, issues, and products/services.
- The content is very specific to the hospitality industry.

#### **Competition**

- Other online networks, including Blogs, Facebook, Twitter, or other social media.

- Listservs that focus on P2.
- Internet search engines can sometimes do the work for you.

### *Positioning Statement*

The P2Rx NING Sustainable Lodging Network is for state hospitality programs, lodging facilities, EPA, and other partners who want or need access to information about sustainable hospitality, and can in turn share information to others. The NING network will provide constant communication on a variety of hospitality related topics, which allow users to stay “in the loop” with new technologies, policies, etc. Unlike other online networks, the NING Sustainable Hospitality Network will be dedicated to P2 in the hospitality sector and will be maintained or moderated by one or more P2Rx Regional Centers or other partners to ensure quality control.

### *Strategic Marketing Mix*

#### **Product**

NING Sustainable Lodging Network

#### **Price**

The cost for a subscription to NING Pro is \$19.95 per month (approx. \$240 per year). Indirect costs include staff time to build content and maintain new information for the site, as well as the time and effort it takes for Centers to participate in the NING forum by adding new information (e.g., Blogs, Discussion Forums, etc.) and/or reviewing and responding to content provided by other members.

#### **Place**

NING Network will be online and accessible to all members. Invitations will be sent to state programs, which can then send invitations to their participating facilities or other partners.

#### **Promotion**

A link to the NING network will be included on the P2Rx homepage and Centers’ websites. The NING network will grow and hopefully build a loyal following as more people use and contribute to the site. Partners will help promote the site and add content. Additional promotion of this resource may occur at meetings, conferences, and training events.

### *Evaluation*

How will this product or service increase P2 knowledge?

By using the NING Sustainable Lodging Network, people are able to share information about sustainable hospitality. People can pose a question or describe a situation in the discussion forum and others will be able to share their knowledge and continue a conversation, with each person able to add something new. Even if people choose not to participate in the discussion, they will likely learn something from following the conversation and seeing all of the responses. Programs can post information about upcoming events and webinars to the site. New content, such as news and videos will also be continuously updated.

How does it improve information content, deliver, sharing, and access?

People can easily share information and experiences with others through the NING network. The information can be easily accessed by members.

How does it enhance the capacity of service providers to supply P2 resources to their clients?

Posing a question to the NING site is efficient because it reaches many people all at the same time. If people are able to help, they can easily send a response to the entire group. The site will contain links to numerous P2Rx resources related to hospitality, including the Topic Hub, Wiki, case studies, etc. State programs may post their own resources and facilities may share their experiences with other members.

In addition to answering these three questions, we can offer the following additional analysis:

After a specific amount of time, we could ask the current members if the NING network improves their access to P2 info, and/or their capacity to provide P2 resources and services. This may be done through an online survey or an informal request for feedback via the NING blog or discussion feature.

### *Budget*

The NING network would ultimately be maintained by its members – the P2Rx Regional Centers could moderate the site to ensure quality control, but the content would mostly be provided by the users. Staff from the P2Rx Regional Centers or other partners would need to be involved in the maintenance of the site to ensure that information is up-to-date, but the amount of time dedicated to this depends on its level of activity.

### *Implementation*

*Provide an implementation plan including what will happen at the beginning (product development), middle (product launch, other marketing efforts), and end (analysis, reengineering, etc.). Please note that an accompanying implementation plan file may be required.*

Beginning – Make the initial connections with state programs and other potential partners. Add initial content to the site and get other programs involved and ensure they are comfortable with contributing information. Create a “welcome” blog and start initial discussion forum on NEWMOA’s measurement project.

Middle – Launch the Sustainable Lodging NING site and send invitation to state programs to sign-up. Encourage them to invite certified properties to become members. Maintain these connections and facilitate active participation with new wall posts, blogs, discussion forums, videos, news, etc.

End – Continue to make new connections and facilitate information sharing and networking. After one year, evaluate the NING platform for use for this purpose. Develop a survey or feedback forum for members to send comments and suggestions for the NING site and identify information gaps.

## Appendix 2. P2Rx Semi-Annual Measures Report

### P2Rx Semi-Annual Measures July 2010-December 2010

Activity and web measures for the P2Rx centers are collected twice annually. This report summarized the statistics collected from July 2010 to December 2010. The data follows the Commentary/Analysis.

#### Commentary/Analysis

Statistics collected during the past two quarters confirm the analysis made in previous Semi-Annual Reports.

1. *Data reported during this period cannot be compared to the previous reporting period.*
  - a. Reporting inconsistencies. Reporting inconsistencies should have been reduced as the centers gain experience with the new reporting standard. New standards take time to adopt. Evidence of this was provided at the February 2011 Administrative Meeting when WSPPN and Peaks to Prairies both indicated confusion about what to report. Immediately following the call, GLRPPR adjusted its Semi-Annual Report. WSPPN seems to have misunderstood collection of data for Common Questions, so these numbers have been withdrawn until they can review their work.
2. *Web visits and views continue to increase.*
  - a. Visits and views of P2Rx sites continue to increase.
  - b. The meaningful aggregation of data from multiple sources requires consistency. Aggregation of the statistics has inherent issues because five software programs are used to measure website activity. An example of the problem with this is that one of the centers believes that their software program does not count it when pdf documents are opened.
3. *Centers reach significantly more final users than intermediate users of information.* Despite the challenges of data collection, the statistics indicate that P2Rx services are accessed by more users that self-identify as “final users” than “intermediate users”.
4. *Information on users continues to be difficult to collect.* Despite the high number of users, information on their preferences is limited due to low responses to feedback opportunities.
  - a. Pop up pages for two of the eight centers have not been working. NEWMOA is working with the centers to remedy this problem.
  - b. P2RIC didn't realize that its static feedback link was not working. This has been remedied.
  - c. No data is collected on whether users see the pop ups. Several of the centers have noted anecdotally that some government agencies bar pop-ups.
5. *Feedback responses describing user demographics are so low their statistical relevance is questionable.*

- a. With total visits over 2.9 million, responses to common questions appear to be statistically insignificant.
  - b. Although two centers provided information on Common Questions, it appears that WSPPN may have misinterpreted the instructions. Their numbers have been withdrawn until they are verified.
  - c. The application of Common Questions is irregular. For example, PPRC only surveyed their Board and state P2 coordinators once. They do not survey annually. NEWMOA surveys a larger pool annually.
  - d. There is no incentive for a user to take the time to provide feedback. It is possible that an incentive could increase the number of responses. In the past, calendars were used. This practice has been discontinued.
  - e. Common Questions only provide good information if the person being surveyed is knowledgeable about P2Rx broadly. For example, people attending a training may not have accessed the P2Rx website; consequently, they cannot comment on the utility of topic hubs and other features on the website.
  - f. Anecdotally, there seems to be a relatively high turnover in P2 TAPs. If this is accurate, more surveying and direct contact may be appropriate.
6. *Social media is increasing P2Rx reach.*
- a. Currently, blog, Twitter and Facebook activity is reported under Newsletters.
  - b. Three centers engage use social media including blogs, Facebook and or twitter.
  - c. Many centers are using webinars instead of face-to-face meetings in response to budget cuts and travel restrictions that prevent meeting attendance.
  - d. P2Rx does not have a measure for reach.
7. *Anecdotally, the economy may have depressed use of P2Rx products and services.*
- a. Two centers reported that they had a reduction in workshop and meeting attendance. EHS staff at companies have been laid off or have taken on more responsibilities – not necessarily related to environmental management, and reductions in waste, water use, and other measures may be due to the closure of operations.

A summary of the measures is provided below.

<b>Web and Activity Measures<sup>1</sup></b>	
<b>Aggregated Results for all P2Rx Centers, (July-Dec 2010)</b>	
<b>Date of this report:</b>	<b>Feb. 10, 2011</b>
<b>Software used to measure website activity</b>	Urchin, Google Analytics, Sawmill, Webtrends, Webalizer

<sup>1</sup> Limited to PPIN-funding and match for PPIN-funding

<b>Website use</b>		<b>Total</b>
Total User Sessions (visits)		1,634,679
Total Page Views (page impressions)		4,917,913
<b>User Demographics</b>		<b>Total</b>
Total users identified as INTERMEDIATE <sup>2</sup>		63,169
Through Static Page Feedback	6	
Through Pop-up question <sup>3</sup>	525	
Other ways this information was discovered (including technical assistance requests)	133	
Percentage of INTERMEDIATE users <sup>4</sup>		25%
Total users identified as FINAL <sup>5</sup>		976,546
Through Static Page Feedback	320	
Through Pop-up question <sup>3</sup>	733	
Other ways this information was discovered (including technical assistance requests)	405	
Percentage of FINAL users <sup>6</sup>		57%
Total users who selected "Don't Ask" <sup>7</sup>		19
Total users that did not answer (closed pop-up) <sup>8</sup>		0
<b>Technical Assistance, Referrals and Contacts</b>		
<b>Technical Assistance Requests<sup>9</sup></b>		
Number of requests from "intermediate" users		290
Percentage of intermediate users requesting Technical Assistance		52%
Number of requests from "final" users		813
Percentage of final users requesting Technical Assistance		75%
<b>Newsletters</b>		
Distributed (all methods) <sup>10</sup>		10,914

<sup>2</sup> Intermediate users = those getting information to provide assistance to another business, organization, facility, or agency

<sup>3</sup> The "Cookie counter" page provides a rolling tally of those users that have answered the question regarding what type of user they are. To prevent double counting users that were reported during the previous reporting period, be sure to subtract the numbers provided in your centers last report from those that are listed in the cookie activity report page on your website.

<sup>4</sup> Percentage of intermediate users = (number of users identified as intermediate users/total number of identified users)\*100

<sup>5</sup> Final users = those getting information to assist their business, organization, facility, or agency

<sup>6</sup> Percentage of final users = (number of users identified as final users/number of known users that responded to questions)\*100

<sup>7</sup> Data from NEWMOA only.

<sup>8</sup> Ibid.

<sup>9</sup> Any communication (personal, phone call, e-mail, etc.) where information is requested and the Center provides information

Newsletters published <sup>11</sup>	13
Blogs (published)	41
Unique visitors to blogsite	27
<b>List serve activity</b>	
Number of e-mails <sup>12</sup>	1,528
Number of subscribers <sup>13</sup>	3,846
Number of list serves <sup>14</sup>	32
<b>Meetings/Workshops</b>	
Number of meetings organized/co-sponsored <sup>15</sup>	102
Attendees at meetings <sup>16</sup>	1,897
Meetings attended & talked about P2Rx <sup>17</sup>	57
<b>Regional Conference Calls</b>	
Total number of conference calls and meetings, excluding P2Rx calls	80
<b>Common Questions*<sup>18</sup></b>	
<i>*Sum all responses for each answer of Static Feedback questions you received this period; include demographic information from these results at top of this form</i>	
What information do you access from [center name] website?	
Topic Hubs	2
News/events calendar	2
P2 Program Directory	1
Rapid Response	
Link to Regional P2Rx Centers	
Link to P2 Publications	
Link to P2 InfoHouse	1
Link to Tribal P2 website	
Link to P2 Results database	1
Link to P2 Webinars	
Link to Mercury Reduction Database	
Conference-Related Information	
Case Studies	
P2 Options	
P2 Planner	
Assistance & P2 Activities Database	
Innovative Technology Profiles	

<sup>10</sup> Number of **recipients** of all newsletters, via hard copy, e-mail, pdf download, or any other delivery system

<sup>11</sup> number of **issues** of newsletters published by a Center via hard copy, e-mail, pdf download, or any other delivery system

<sup>12</sup> Total number of e-mails sent on listservs operated by the Center (discrete communications sent, not multiplied by number of clients)

<sup>13</sup> Total number of all subscribers to all listservs operated by the Center

<sup>14</sup> total number of listservs operated by the Center

<sup>15</sup> All meetings or workshops the Center organizes or co-sponsors

<sup>16</sup> Total number of attendees at each such meeting

<sup>17</sup> Total meetings or workshops the Center where P2Rx was promoted or where someone representing P2Rx participated

<sup>18</sup> Based on replies only from NEWMOA, not other centers.

Calendar	
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For questions below, centers did not provide any data during this reporting period.

	Strongly agree	Some-what Agree	Some-what Disagree	Strongly disagree	Neither Agree nor Disagree
I found useful information on this website					
Information from this website has improved my ability to do my job					
I have increased awareness of reducing pollution at the source (P2) as a result of using this website					
<b>Evaluation and Needs Survey – include demographic information from these results at top of this form</b>					
<i>*Sum all responses for each answer (Strongly Agree through Neither Agree nor Disagree for any of these questions you used this period.</i>					
	Strongly agree	Some-what Agree	Some-what Disagree	Strongly disagree	Neither Agree nor Disagree
<b>Topic Hubs</b>					
Increase my awareness of P2 practices					
Are reliable sources of information					
Are easy to access					
Provide up-to-date information					
Reduce my learning curve for a new topic or industrial sector					
<b>P2 News</b>					
Saves me time because it compiles P2-related stories from the popular press which would be hard to find on my own					
Increases my awareness of P2 solutions in the community					
Is easy to access					
<b>P2Rx Calendar</b>					
Provided me new information on some P2 topics					
Was useful to me at work					
Was used to provide P2 information to clients or partners					
<b>P2 Infohouse</b>					
Contains resources that provide me P2 information I previously didn't know					
Contains resources I can easily share					
Is easy to access					

Contains resources I use					
	<b>Strongly agree</b>	<b>Some-what Agree</b>	<b>Some-what Disagree</b>	<b>Strongly disagree</b>	<b>Neither Agree nor Disagree</b>
<b>P2 Programs Directory</b>					
Provides current contact information for P2 programs					
Is a useful resource for me to contact peers for P2 information					
Is easy to access					
<b>Rapid Response Service</b>					
Answers from Rapid Response increase my P2 knowledge					
Rapid Response service is easy to use					
Answers from Rapid Response allow me to provide P2 information to clients					
Answers are high-quality					
<b>Listservs</b>					
Increase my awareness of P2 practices					
Provide quality information					
Are convenient to access					
Are a convenient way to share information					
Improve my capacity to provide P2 info					
Covers topics I am interested in learning about					
<b>P2Results Database</b>					
Increases my awareness of P2 results that can be measured					
Is easy to access					
Improves my capacity to share P2 results with clients or funders					
Is a valuable marketing tool for use with clients and funders					
<b>Tribal P2 website</b>					
Information from the site improves my knowledge of tribal P2 practices					
Networking via the website helps me know who to call with P2 questions					
I use resources from the website for tribal clients					
Conference calls provide P2 information I can use					
<b>P2TagTeam on delicious.com</b>					
Increases my awareness of articles about P2 practices					
Provides useful information					

Is user-friendly					
Improves my capacity to provide P2 info					
<b>Regional Roundtables</b>					
Increase my awareness of P2 practices					
Are effective venues for sharing P2 information					
Improves my capacity to provide P2 info					
Help me, via networking, know who to call to get help					
<b>Blogs</b>					
Increases my awareness about P2 practices					
Are effective venues for sharing P2 information					
Is user-friendly					
Areproves my capacity to provide P2 info					
Helps me, via networking					

*The P2Rx centers provide services and engage in many interdependent activities that are funded through the P2Rx grant and other leveraged fund sources. The activity and web measures identified in this report are wholly or partially funded by the P2Rx grant. It is recognized that each regional information Center is unique in terms of audience served, maturity of program, information model, and a number of other factors. These differences make direct comparison of Centers based solely or primarily on their web site statistics of questionable value. The primary intent of this standard is to facilitate aggregate performance reporting of all Centers and to provide management information to Center directors.*