

# Coordination of Pollution Prevention Resource Exchange (P2Rx) Network Semi Annual Report - September 2010

U.S. EPA Grant X9-83451601-0

*Submitted by Madeline Sten, P2Rx Coordinator and  
the Pacific Northwest Pollution Prevention Resource Center*

September 30, 2010

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 Semi-Annual Activity Measure Report was submitted in December 2009. The last Coordinator's Quarterly Report was submitted on June 30, 2010. In retrospect, the Semi-Annual Activity Measure should have been submitted at the same time. This report partially brings the timing back into synchrony. Both reports will be submitted in January bringing the two sets back together for the 2011-2012 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 between July and September are described below.

### **Calls and meetings**

#### P2Rx Administrative Monthly Calls

The P2Rx Directors met twice by conference call on August 11 and September 8. Rather than hold a call in July, the Directors focused on committee work and surveys which is discussed below. For each call, a summary was prepared, sent out for review and amendment, and posted to the P2Rx website. August and September minutes were distributed to the P2 Regional Coordinators. 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 grant conditions, strategic planning and partnership development, NING site development, and program updates.

## Committees

*Executive Committee.* The Executive Committee did not meet by conference call during July and August. In September, the Executive Committee did agree on a screening procedure for the Google calendar and for videos posted on the P2Rx home page and (found in Appendix 1). A summary of the meeting is found under “Executive Committee” on the P2Rx Administrative page.

*Marketing and Partnering Committee.* The committee met in August to discuss several issues including shifting funding from a hard copy calendar to an electronic calendar on the P2Rx home page and to initiate the discussion on a press release process. A summary of the meeting is found at

<http://p2rx.org/admininfo/markpartcom/minutes/P2RxMarketingCommitteeConferenceCall08-04-10.pdf>. The hardcopy calendar was a very expensive marketing tool. Funding for the calendar is being diverted to the development of a comprehensive calendar that will be more responsive to webinars, deadlines and other events.

*Content and Technology.* The Content and Technology Committee did not meet during this period.

*Web group calls.* A web group met by conference call on June 24. The June 24 call provided the web group members the opportunity to ask implementation questions associated with P2Results and the activity measures. Minutes for this meeting were posted in July at

<http://p2rx.org/webcall/webcallminutes/webcall032510.pdf>. Due to scheduling conflicts at NEWMOA in September, the next web group meeting will be held in October.

Sten and the Coordinator team organized the following committee meetings in the past quarter:

July 7	Energy Efficiency Partnerships	<a href="http://p2rx.org/admininfo/markpartcom/7-7-10SummaryofEnergyEfficiencyPartnershipMeeting.pdf">http://p2rx.org/admininfo/markpartcom/7-7-10SummaryofEnergyEfficiencyPartnershipMeeting.pdf</a>
August 4	Energy Efficiency Partnerships	<a href="http://p2rx.org/admininfo/markpartcom/8-4-10EnergyEfficiencyPartnershipsconferencecall.pdf">http://p2rx.org/admininfo/markpartcom/8-4-10EnergyEfficiencyPartnershipsconferencecall.pdf</a>
August 5	Sustainability Partnerships	<a href="http://p2rx.org/admininfo/markpartcom/8-5-10SustainabilityPartnershipCommitteemeeting.pdf">http://p2rx.org/admininfo/markpartcom/8-5-10SustainabilityPartnershipCommitteemeeting.pdf</a>
August 11	Admin call	<a href="http://p2rx.org/webcall/webcallminutes/08-11-10admindcallsummary.pdf">http://p2rx.org/webcall/webcallminutes/08-11-10admindcallsummary.pdf</a>
August 23	GHG Calculators	Participants: Madeline Sten, Andy Bray, Rick Yoder, Natalie Hummel
August 30	Sustainability Partnerships	NING site development: No minutes were kept
September 8	Admin call	Minutes found on Admin page under “Previous Calls”
September 9	GHG Calculators	Participants: Madeline Sten, Andy Bray, Rick Yoder, Natalie Hummel
September 13	Sustainability Partnerships	NING site development: No minutes were kept

September 15	Case studies	Participants: Madeline Sten and Thomas Vinson-Peng
September 22	Executive Committee	Minutes found on Admin page under Executive Committee
September 27	Sustainability Partnerships	NING site development: No minutes were kept

### Strategic Plan

At the Annual Meeting the centers decided to begin work on a Strategic Plan. The plan will not be lengthy or complicated. It is for internal purposes only. The final form will be an outline with time spent on concepts rather than wordsmithing. Work has proceeded in several areas since that time. These are discussed below:

*Surveys.* To inform the strategy, two center surveys were performed. The first survey addressed P2Rx organizational goals. The results of the organizational goals survey is found in Appendix 2. The second survey forms the basis of a P2Rx program catalog. This catalog will serve three purposes: use in strategic planning, coordination of grant proposals, and information for non-centers on center activities. The Program Catalog survey draft summary is still in progress.

*Partnerships.* The strategy is heavily focused on expanding partnerships. To that end, a significant amount of work has gone into the work of the two partnership committees: Sustainability and Energy Efficiency.

- Sustainability. This committee is made up of NEWMOA(1-2), ESRC (3-4), P2RIC (7), GLRPPR (5) and WSPPN (9). Meetings of this committee are described on the meeting chart below. The Sustainability committee is proceeding with the development of a NING pilot site for Sustainable Lodging. NING-type sites hold the potential to significantly expand the reach and involvement of target communities. The NING pilot site builds on relationships with the Hospitality industry in Regions 1, 2, 3, 4, 5, 7 and 9 and incorporates content from the Hospitality Topic Hub currently being updated by WSPPN (9).
- Energy Efficiency. This group consists of PPRC, WSPPN, Peaks, and ESRC. (In August, WSPPN dropped off this committee to focus its work on the Sustainability Committee.) Papers identifying potential partners are provided in Appendix 3.

The next step for the partnership work is for Sten and the centers to contact the organizations

Communications with EPA. Sten worked closely with Coordinators from EPA Regions 1, 4, and 10 to improved communications with the P2 Regional Coordinators. The majority of the communications during the second quarter were with members of the committee of Coordinators that are developing recommendations for improvements and opportunities for P2Rx. Sten participated on many calls with members of the committee and provided input that informed their discussions. In many cases, Sten was able to correct misimpressions about P2Rx operations. Minutes are routinely sent out to all Regional P2 Coordinators and Headquarters. EPA Headquarters is invited to participate monthly on the Admin conference calls.

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

Several routine maintenance functions were performed by the Coordinator team from July through September. 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 late June, NEWMOA hosted a call for the center web administrators that addressed changes to P2Results and the Program Directory. This call is 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. For example, they are helping Zero Waste with their pop up survey. The P2Rx Coordinator is working with NEWMOA to on improvements to the P2Rx website that should increase its ability to handle events, particularly webinars, in a timely fashion. For example, the webinars hosted by EPA during P2Week were posted on the P2Rx 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. Most meetings 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.

In the past, it has helped the centers 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 July through August 2010**

July	<ul style="list-style-type: none"> <li>• Prepared minutes for web group meeting.</li> </ul>
	<ul style="list-style-type: none"> <li>• Conducted admin call (7/14/10); prepared and posted minutes</li> </ul>
	<ul style="list-style-type: none"> <li>• Sent minutes to Regional Coordinators</li> </ul>
	<ul style="list-style-type: none"> <li>• Presented Climate Change Hub to Regional P2 Coordinators on their monthly call</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Topic Hubs</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links Programs Directory</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Programs Directory</li> </ul>
	<ul style="list-style-type: none"> <li>• Sent minutes to Regional P2 Coordinators</li> </ul>
August	<ul style="list-style-type: none"> <li>• Set agenda for admin call; sent reminder one week in advance</li> </ul>
	<ul style="list-style-type: none"> <li>• Conducted admin call (8/11/10);</li> </ul>
	<ul style="list-style-type: none"> <li>• Sent minutes to Regional P2 Coordinators</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Topic Hubs Resumed routine link checking for Topic Hubs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Programs Directory</li> </ul>
	<ul style="list-style-type: none"> <li>• Set agenda for admin call; sent reminder one week in advance</li> </ul>
September	<ul style="list-style-type: none"> <li>• Set agenda for admin call; sent reminder one week in advance</li> </ul>

	<ul style="list-style-type: none"> <li>• Conducted admin call (9/8/10);</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Topic Hubs Resumed routine link checking for Topic Hubs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Checked and fixed links for Programs Directory</li> </ul>
	<ul style="list-style-type: none"> <li>• Set agenda for web call with NEWMOA, began setting date for next meeting in October</li> </ul>

## **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.

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, 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 have yet to be 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 sends monthly Admin meeting minutes to the P2 Coordinators. Coordinators seem to appreciate this approach. Third, starting in July, P2Rx was included on the P2 Coordinators’ monthly call more routinely. In July, Sten and Paula Del Giudice of PPRC (10), presented information on Topic Hubs and the new Climate Change Topic Hub. In August, Andy Bray and Ken Grim made a presentation on P2Results and the call for data. The October session will be on the pilot NING site. These efforts are bound to improve relations among the P2 Coordinators and Headquarters, two of P2Rx’s partners.

Meeting with Scott Hutchins, Partnership Development, Industrial Energy Efficiency, U.S. Dept. of Energy. Sten is working with Hutchins to identify partners within DOE.

Department of Defense. Sten has developed 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. This effort may result in increased sharing between DoD facilities on the West Coast and their P2Rx centers.

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.

## Measurement

Measurement work during this quarter fell into four categories.

- 1) Standard adjustment. In August, following the required review period, the center directors approved changes to the Activity and Web Measure standards and the Semi-Annual Measures Report template. These changes clarified language and instructions.
- 2) Upgrades of regional modules. The June 24 web call led by Andy Bray of NEWMOA focused on upgrades to the regional modules and queued up the Semi-Annual Measures Report.
- 3) Participation on the P2Results workgroup. NPPR issued its call for P2Results data which the Coordinator passed on to the Centers for regional promotion. Sten is working with the Marketing committee to come up with a press release strategy that combines traditional press release tactics with social media. This effort could result in mining the results for newsworthy items that increase interest in pollution prevention and related topics.
- 4) Semi-Annual Activity Report. The Semi-Annual Activity Report for the first half of 2010 is provided in Appendix 4. Changes made in 2009 and adjusted in early 2010 resulted in a smooth process. The insignificant number of results 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 would reduce problems with getting feedback from users.

## Project Budget Expenditures and Status

Budget for P2RX Coordinator:

**\*Report is through 9/30/2010, however PPRC has not closed out September yet, so the figures for expenses so far are for Mar-Aug. 2010.**

	<b>Budget</b>	<b>Mar-Aug</b>	<b>Balance</b>
Personnel	57962	21985	35977
Fringe	6074	3516	2558
Total Personnel	64036	25501	38535
Travel	4800	1949	2851
Equipment	0	0	0
Supplies	125	0	125

Contractual	17500	128	17373
Other Direct	4337		
Costs		345	3992
<b>Total Direct</b>	<b>90798</b>	<b>28267</b>	<b>62876</b>
<b>Indirect</b>	<b>24203</b>	<b>13548</b>	<b>10655</b>
<b>Total Federal</b>	<b>115000</b>		
<b>Request</b>		<b>67315</b>	<b>47685</b>
Grand Total	121001	67315	53686
Match	6001	0	6001

## Appendix 1. Draft policies for posting videos and calendar events to the P2Rx home site

### Draft Collection policy for videos

- Topic attached to a topic hub or area of P2Rx concern
- Verifiable and/or trusted such as U.S. EPA, P2Rx Centers, state programs, and environmental organizations like EDF.
- Reviewed by the Executive Committee and unanimously approved
- Priority given to those supporting a P2Rx activity or one in which P2Rx has a major role
- Standard disclaimer would apply to all: "The views presented in this video are those of the producing organization and not specifically endorsed by P2Rx or its Centers."

Video selection should be consistent with the topic hub collection development policy (<http://www.p2rx.org/adminInfo/THcdpolicy.cfm>).

Process:

- Video submitted to and/or collected by Coordinator.
- Cluster of videos submitted to Executive Committee for review.
- Executive Committee approves or disapproves videos based on review of videos for consistency with collection policy and their best professional judgment.
- Coordinator maintains library of approved videos.
  - Coordinator provides the IT provider with videos approved for posting.
- Coordinator will provide the video clip, source and title for the video to the IT provider to be posted. The Coordinator may abbreviate the source and title to accommodate the limited space. The Coordinator will also provide the IT provider with a proposed date of posting.
- Optimally, the Coordinator will provide a short list of videos for the IT provider to put up on a weekly basis. When possible, videos will be posted to provide timely support for P2Rx Center activities and priorities.

### **Collection policy for calendar items**

- Attached to a P2Rx center-sponsored activity or center endorsed activity (must have enough connection that the center could use it as a measure)
- Approved by a center director
- Posts should be labeled as follows:
  - Webinar (no restricted access meetings)
  - Meeting (no restricted access meetings)
  - Comment deadline
  - Other
- Posts should contain the following information:
  - Host
  - Label (see above): Title of Event
  - Date (for the poster of the event--obvious because it is on the calendar)
  - Time
  - Website or contact information
- Process
  - Center or Coordinator identifies event
  - Submit to Coordinator for review and posting
  - Coordinator or IT provider posts
  - If appropriate, submitter provides Coordinator with follow up information (e.g. address of archived version of webinar)

## Appendix 2. Papers submitted by the Energy Efficiency Committee

### Energy Efficiency Group

#### *White paper guide*

General overview Provide an overview of the topic area, identifying the overall opportunity to work in the area, and why it is strategic to P2Rx/EPA.

What P2Rx has to offer (General areas are provided below. Please be as specific as possible)

- Content (existing Topic Hubs, project work, etc)
- Network (existing or emerging contacts or networking capabilities)
- Measurement

Recommended candidate organizations/companies for partnership. For each partnership, provide:

- Name of organization/company
- Contact information: name (when possible), address, email, phone number
- Website for general information on the organization
- Potential nature of the partnership (e.g. fund source, collaborator on future funding opportunities, operating synergies (e.g. increases P2Rx reach, content and/or services)
- Why should the partner be interested in partnering with us?
- What new initiatives would this collaboration enable?
- Suggestions on how to approach the partner (e.g. a past relationship/experience with organization, use an organization friendly to P2Rx to provide an introduction, séance, cold call, or other)
- Include a plan for how we are to approach them and why they would consider partnering with us.

Length: 2 pages

## **Energy Efficiency Group**

### *Tribal Partnerships submitted by Peaks and Prairies (8)*

General overview The National Pollution Prevention Roundtable (NPPR) Tribal Workgroup consists of environmental professionals from tribal, local, state and federal agencies, academia, and not-for-profit organizations whose mission is to work collaboratively with tribes throughout the United States in reducing the environmental and health risks associated with the generation of waste in tribal lands.

The workgroup was formed in 2003 from an EPA grant issues as a result of tribal requests for more specific tribal communication about P2 efforts directly related to tribes. The major task of the workgroup is to identify and address the environmental issues affecting the tribal nations using P2 technologies. The workgroup conducts bi-monthly conference calls, centering around tribal presentations of interest. We maintain an active listserv and website.

What P2Rx has to offer (General areas are provided below. Please be as specific as possible) P2Rx offers the website and content expertise as well as the coordination and tribal networking opportunities. Measurement has never been a strong component of this workgroup.

Recommended candidate organizations/companies for partnership. For each partnership provide:

Institute for Tribal Environmental Professionals (ITEP)

National Tribal Environmental Council (NTEC)

EPA's Office of International and Tribal Affairs (OITA)

Tribal Council for Chemical Concerns and P2 ( TC3P2)- under EPA's Office of P2 and Toxics Tribal Program (OPPT)

Whitehouse Council on Environmental Quality

- Name of organization/company
- Contact information: name (when possible), address, email, phone number
- Website for general information on the organization
- Potential nature of the partnership (e.g. fund source, collaborator on future funding opportunities, operating synergies (e.g. increases P2Rx reach, content and/or services)
- Why should the partner be interested in partnering with us?
- What new initiatives would this collaboration enable?
- Suggestions on how to approach the partner (e.g. a past relationship/experience with organization, use an organization friendly to P2Rx to provide an introduction, séance, cold call, or other)

Include a plan for how we are to approach them and why they would consider partnering with us.

## **Water Efficiency Submitted by ESRC (3-4)**

**Overview** – As population centers continue to grow and water sources remain constant or even decrease with changing weather patterns, water efficiency is becoming more important to municipalities and industry sectors across the country. Additionally, water use is inextricably linked to fuel and power usage.

By definition *water conservation* efforts are aligned towards a temporary response to water shortage, whereas ongoing *water efficiency* improvements more often result in permanent water consumption reduction. P2Rx should work to increase the understanding of these 2 distinct concepts and advocate for the more sustainable and preferable methodologies of water efficiency.

Development of relationships between P2Rx and various water efficiency organizations may offer perspectives and guidance that will supplement the personal contact that is required to become a proficient water efficiency practitioner. Partnering with organizations that have focus on specialized water efficiency applications will enhance the breadth of exposure for P2Rx users.

### **What P2Rx Has to Offer**

**Content:** Water Conservation is defined as a program type by P2Rx and the website currently lists 151 “Pollution Prevention Oriented Program(s) associated with Water Conservation.” Water efficiency is an industry sector in the Southeast, under P2Rx Sector Resources, and water efficiency information is included in many of the Topic Hubs, such as food industry, hospitality, landscaping, and textiles. A search of the P2 InfoHouse Library shows 3,890 documents related to water efficiency. P2Rx centers ESRC, WSPPN and NEWMOA are collaborating on water efficiency webinars for the hospitality sector this year.

**Measurement:** Gallons of water saved is one of the measures collected by EPA’s National Pollution Prevention Results program, allowing for quantification of water savings from P2 efforts.

### **Recommended Water Efficiency Organizations for Partnership:**

#### **Alliance for Water Efficiency:**

<http://www.allianceforwaterefficiency.org/default.aspx>

Contact: Jeffrey Hughes

As structured by AWE’s Education and Outreach Committee intent is to devise a consumer education strategy on a national basis that will help guide local and regional efforts on water efficiency; to improve the level of understanding nationwide of the need to conserve water and use it wisely; and to help water utilities, government agencies and other stakeholders with their consumer education and conservation training efforts.

#### **American Water Works Association (AWWA):**

<http://www.awwa.org/index.cfm?showLogin=N>

Contacts: Greg Kail, Director of Public Affairs  
(303) 734-3410; [gkail@awwa.org](mailto:gkail@awwa.org)

Deirdre Mueller, Public Affairs Manager  
(303) 347-6140; [dmueller@awwa.org](mailto:dmueller@awwa.org)

A focal mission of this agency is to identify key trends and issues related to safe water; helps inform consumers, media, lawmakers, regulators, manufacturers, consultants and water professionals in matters related to safe water; and advocates for public policies that promote safe drinking water and reflect sound science.

**Irrigation Association:**

<http://www.irrigation.org/>

Contact: **Brent Q. Mecham, CAIS, CIC, CID, CGIA, CLIA, CLWM**; Industry Development Director  
[brent@irrigation.org](mailto:brent@irrigation.org)

Key initiatives include promoting landscape water-use efficiency through innovative irrigation technologies and advocating sound water management to leverage overall industry proficiency.

**Water Education Alliance for Horticulture:**

<http://www.watereducationalliance.org/>

Contact: [watereducationalliance@gmail.com](mailto:watereducationalliance@gmail.com)

Growers recognize the need for water conservation and runoff management, and many are proactive about water conservation. The Water Education Alliance for Horticulture strives to provide growers with the information they need to manage irrigation water effectively. Nursery and greenhouse growers collectively have the potential to both conserve water and reduce pollution by adopting water recycling measures.

**WaterSense:**

<http://www.epa.gov/WaterSense/>

Contact: **watersense@epa.gov**

WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA) with the goal of protecting the future of the US's water supply. By promoting and enhancing the market for water efficient products and services, WaterSense makes every drop count by leveraging relationships with key utility, manufacturer and retail partners across the U.S.

**Water Utility Climate Alliance:**

<http://www.wucaonline.org/html/>

Contact: David Behar, Staff Chair  
c/o SF Public Utilities Commission; 1145 Market Street, 4th Floor; San Francisco, CA  
94103  
415-554-3221; [http://www.wucaonline.org/cfml/contact\\_form/contact.cfml](http://www.wucaonline.org/cfml/contact_form/contact.cfml)

The Water Utility Climate Alliance is dedicated to collaborating on climate change issues affecting drinking water utilities. By enhancing climate change research and developing adaptation strategies, water utilities will be positioned to respond to climate change and protect our water supplies.

**Regional Water Efficiency Organizations:**

**California Urban Water Conservation Council:**

<http://www.cuwcc.org/> , <http://www.h2ouse.org/>

The California Urban Water Conservation Council was created to increase efficient water use statewide through partnerships among urban water agencies, public interest organizations, and private entities. The Council's goal is to integrate urban water conservation Best Management Practices into the planning and management of California's water resources.

**Metropolitan North Georgia Water Planning District (Metro Water District):**

<http://www.northgeorgiawater.com/>

The Metro Water District includes fifteen counties and over ninety cities within the metro Atlanta region. The primary purpose of the Metro Water District is to develop regional and watershed-specific plans for stormwater management, wastewater treatment and water supply and conservation.

**South Florida Water Management District:**

<http://www.sfwmd.gov/portal/page/portal/sfwmdmain/home%20page>

The South Florida Water Management District is a regional governmental agency that oversees the water resources in the southern half of the state, covering 16 counties from Orlando to the Florida Keys and serving a population of 7.5 million residents.

**Texas Water Development Board's (TWDB):**

<http://www.twdb.state.tx.us/home/index.asp>

The Texas Water Development Board's (TWDB) mission is to provide leadership, planning, financial assistance, information, and education for the conservation and responsible development of water for Texas.

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Many trade, industry, and utility organizations require payment of dues as a requirement for participation. Membership status corresponds to defined levels of exposure and access. Contact can possibly be made at the committee level (without P2Rx having to maintain member status) to seek review and input for P2Rx's water efficiency outreach materials.

## **P2Rx Transportation Partnerships Submitted by WSPPN (9)**

Transportation spans many areas ranging from land use planning and public transit, to fleets, vehicles, alternative fuels, fueling infrastructure, supply chain, commuting/telecommuting, and flexible work schedules. P2Rx should be ready to pursue opportunities that may arise in these areas.

P2Rx is well positioned to immediately use its network of federal agencies, tribal, state and local P2 programs, and businesses to provide informational resources and assistance to fleet operations. Information that the P2Rx network has developed and can provide includes:

- improving environmental performance through Pollution prevention in vehicle repair and refinishing (Auto Repair and Automotive Refinishing Topic Hub)
  - energy efficiency/fuel use reduction
  - reduction of greenhouse gas emissions
  - calculators
  - alternative fuels and fueling infrastructure
  - vehicles
  - training/driver behavior modification
  - telematics
  - idle reduction equipment and techniques
  - vehicle and equipment tax incentives
- (all provided through the WSPPN Fleet Resources website).

P2Rx has the ability to push information out to federal, tribal, state, and local government entities to utilize in greening their fleet operations. P2 technical assistance programs at the tribal, state, and local levels and environmental agency personnel that inspect and interact with businesses that own vehicles/fleets have the opportunity to promote the P2Rx and other resources and programs which provide information and assistance to transition government and private sector fleet operations.

Potential federal agency partners include the DOE Clean Cities Program, the EPA Transportation and Air Quality Programs. The EPA Smartway program provides recognition for affiliates (which P2Rx and the regional centers could become), <http://www.epa.gov/smartway/transport/become-partner/affiliates.htm>. EPA also has a National Clean Diesel Campaign <http://www.epa.gov/cleandiesel/index.htm>, and a Clean School Bus USA partnership program.

Potential opportunity of working with EPA on the Smartway program is the connection with supply chain management. While the PPD supply chain initiative has been largely focused on toxics, materials, and operations in supply chains, an element of growing significance is the carbon footprint of the transportation involved in supply chain. Playing in this arena

could position P2Rx to address supply chain more comprehensively than the Office of CSPP or the Transportation and Air Quality Programs.

Additional partnership opportunities exist with industry associations to assist with the marketing and dissemination of the resource materials developed by P2Rx.

**Small to Mid-Size Business Energy Efficiency  
Potential Partnerships  
Submitted by PPRC (10)**

**National Laboratories:**

Oak Ridge National Laboratory, TN, i.e.: Sustainable manufacturing draws on the laboratory's world-class leadership in materials science RD&D to develop and implement the materials, processing, devices, and implementation strategies needed to increase industrial energy efficiency.

P2Rx could serve as a delivery mechanism for cutting-edge science performed at national labs, connecting industry and science.

Contact: Scott Butner, Pacific Northwest National Laboratory, has always had a strong connection to the P2 world and understands P2Rx better than anyone. Could certainly be counted on to explore any potential partnership opportunities.

**U.S. Small Business Administration:**

Mission: The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation.

Contact: Karen G. Mills, Administrator, U.S. Small Business Administration, 409 3rd Street, SW, Washington, DC 20416. Regional centers might have regional contacts with

In the past, the SBA has awarded small business development centers grants totaling \$500,000 to fund projects offering energy assistance to small firms (including University of Nevada, Reno).

A partnership with SBA could include serving as a conduit for funding to small and medium-sized businesses that want to become more energy efficient.

**American Council for Energy-Efficient Economy:**

Nonprofit, 501(c)(3) organization dedicated to advancing energy efficiency as a means of promoting economic prosperity, energy security, and environmental protection. ACEEE carries out its mission by

- Conducting in-depth technical and policy analyses
- Advising policymakers and program managers
- Working collaboratively with businesses, government officials, public interest groups, and **other organizations**
- Convening conferences and workshops, primarily for energy efficiency professionals
- Assisting and encouraging the media to cover energy efficiency policy and technology issues
- Educating businesses and consumers through our reports, books, conference proceedings, media outreach, and Web site

Contact: Steve Nadel, Executive Director, [snadel@aceee.org](mailto:snadel@aceee.org)

This looks like a potential fit for our work, but I don't have any additional information about this organization. It looks like they produce technical content and organize conferences & meetings around energy efficiency. They also work on state and federal energy policy.

**National Association of Manufacturers:**

About NAM: The National Association of Manufacturers (NAM) is the nation's largest industrial trade association representing small and large manufacturers in every industrial sector and in all 50 states.

Mission Statement: The mission of the NAM is to be the voice for all manufacturing in the United States.

To inform legislators, the Administration, the media, policy influencers and the public about manufacturing's vital leadership in innovation, job opportunity, technological progress and economic security.

To be the respected, focused, and nonpartisan partner in achieving an economic environment that encourages the expansion of manufacturing in the United States and strengthens our global leadership.

Contact: John Engler, President and CEO, [johnengler@nam.org](mailto:johnengler@nam.org) (202) 637-3106 (Note: Mr. Engler is a strong supporter of expanding renewable energy and clean-coal technology and revitalizing America's nuclear power industry.)

Don't know anything about this organization.

**Northeast Energy Efficiency Partnership (NEEP)**

We are the only regional organization that maximizes energy efficient solutions through regional partnerships that leverage knowledge, capability, learning and funding to increase the impacts of individual state efforts.

**Northwest Energy Efficiency Alliance (NEEA)**

The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization funded by Northwest utilities, the Bonneville Power Administration and the Energy Trust of Oregon. We work in collaboration with our stakeholders and strategic market partners to accelerate the market adoption of energy-efficient products, technologies and practices within homes, business and industry.

Comment: These are examples of regional organizations whose partnership potential resides largely with the individual P2Rx centers.

**National Association of State Offices of Energy**

The National Association of State Energy Officials (NASEO) is the only national non-profit organization whose membership includes the governor-designated energy officials from each state and territory. NASEO was formed by the states and through an agreement with the National Governors Association in 1986. The organization was created to improve the

effectiveness and quality of state energy programs and policies, provide policy input and analysis, share successes among the states, and to be a repository of information on issues of particular concern to the states and their citizens. NASEO is an instrumentality of the states and derives basic funding from the states and the federal government.

Contact: David Terry, Executive Director, [dterry@naseo.org](mailto:dterry@naseo.org)

Comments: This may be a good fit for P2RX. There is funding there. In a brief look at their state programs, however, it looks like most of the funding is going into energy efficiency in public facilities and buildings, such as government offices and schools.

Here's a link to the projects done in each state:

[http://www.naseo.org/programs/sep/documents/2008\\_SEP\\_Update\\_Booklet.pdf](http://www.naseo.org/programs/sep/documents/2008_SEP_Update_Booklet.pdf)

## Appendix 3. P2Rx Semi-Annual Measures Report

### P2Rx Semi-Annual Measures January –July 2010

Activity and web measures for the P2Rx centers are collected twice annually. This report summarized the statistics collected from January 1-June 30 2010.

#### **Measurement Standards**

During the first quarter of 2010, the center directors reviewed the dry run of measurement standards revised in the last quarter of 2009. Based on their review, Sten drafted changes to the Activity Measures Standard, Web Measures Standard and the supporting template. The changes were all clarified existing elements. Blog measures were delayed until more centers do blogs. For now, blog statistics are included under “Newsletters”. The web group reviewed the changes twice during their quarterly meetings. In late July and early August, the standard changes went through the required review period. The centers finalized the changes during their August 11, 2010 conference call. These changes may be found on the P2Rx Administrative website:

Activity Measure Standard:

<http://p2rx.org/admininfo/markpartcom/ActivityMeasures-revisedandapproved8-11-10.pdf>

Web Measure Standard:

<http://p2rx.org/admininfo/markpartcom/P2RxWebSiteMeasures-finalapproved8-11-10.pdf>

Template:

<http://p2rx.org/admininfo/markpartcom/semi-annualreportingtemplate--finalandapprovedAug2010.pdf>

#### **Web and Activity Measures –Semiannual Report**

In late July, the centers reported their web and activity measures for the period January to July 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. There are inconsistencies between the December 2009 and September 2010 semi-annual report. These discrepancies may be explained by changes in the standards and increased understanding of the standards by the centers. Discussions following the dry run indicates inconsistencies in how the centers reported their data in December 2009. Clarifications to the standards approved in August should allow comparisons between reporting periods in the future.

- b. Reporting period. In addition to inconsistent reporting during the previous reporting period, the period reported on varied from center to center. Some centers submitted quarterly statistics. Others reported period longer than three months. Consequently, data between the December 2009 and August 2010 periods, a six month period, cannot be compared.
2. *The most reliable data continues to be the measures related to user sessions and page views.*
  - a. P2Rx sites are enjoying consistent heavy use.
  - 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. This problem was not reported at other centers.
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 final users than intermediate users. A domain analysis done by one of the Centers supports this conclusion. Direct contact with users would have been more accurate.
4. *International use is surprisingly high.* ESRC and PPRC informally report that international use is surprisingly high. Zero Waste reports high use of their materials that are in Spanish.
5. *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. Two of the eight centers use static feedback pages. Half of the centers use pop up pages. Responses are low.
  - b. Data collected by one of the centers on the number of users that close the pop up page (15,542) and those that selected the "Don't Ask" option (137 or 24%) seems to support a conclusion that users resist being surveyed.
  - c. Two of the centers collected information on common questions with a total of three responses. This low response rate is statistically irrelevant. No conclusions are drawn.
  - d. 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.
6. *Feedback responses describing user demographics are so low their statistical relevance is questionable.*
  - a. With total user sessions over 1.3 million, the total response rate is around 3%.
  - b. 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.
7. *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. At their Annual Meeting in Orlando, the centers indicated an interest in identifying a measure or measures that address reach.

A summary of the measures is provided below. A commentary is provided after the Summary Report.

<b>Web and Activity Measures – Semiannual Report<sup>1</sup></b>		
<b>Summary Report of P2Rx Centers</b>		
<b>(Jan-July 2010)</b>		
<b>Date of this report:</b>		<b>September 30, 2010</b>
<b>Software used to measure website activity</b>		
<b>Website use</b>		<b>Total</b>
Total User Sessions (visits)		1,296,205
Total Page Views (page impressions)		3,157,395
<b>User Demographics</b>		<b>Total</b>
Total users identified as INTERMEDIATE <sup>2</sup>		28,778
rough Static Page Feedback	5	
rough Pop-up question <sup>3</sup>	723	
her ways this information was discovered (including technical assistance requests)	106	
Percentage of INTERMEDIATE users <sup>4</sup>		23%
Total users identified as FINAL <sup>5</sup>		666,382
rough Static Page Feedback	13	
rough Pop-up question <sup>3</sup>	1,246	
her ways this information was discovered (including technical assistance requests)	53	
Percentage of FINAL users <sup>6</sup>		67%
<b>Technical Assistance, Referrals and Contacts</b>		

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

<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

<b>Technical Assistance Requests<sup>7</sup></b>	
Number of requests from “intermediate” users	1,215
Percentage of intermediate users requesting Technical Assistance	27%
Number of requests from “final” users	1,378
Percentage of final users requesting Technical Assistance	53%
<b>Newsletters</b>	
Distributed (all methods) <sup>8</sup>	11,019
Newsletters published <sup>9</sup>	43
Subscribers notified of new posting <sup>10</sup>	
<b>List serve activity</b>	
Number of e-mails <sup>11</sup>	1,143
Number of subscribers <sup>12</sup>	3,729
Number of list serves <sup>13</sup>	32
<b>Meetings/Workshops</b>	
Number of meetings organized/co-sponsored <sup>14</sup>	69
Attendees at meetings <sup>15</sup>	2,626
Meetings attended & talked about P2Rx <sup>16</sup>	97
<b>Regional Conference Calls</b>	
Total number of conference calls and meetings, excluding P2Rx calls	65
<b>Common Questions* (Using data from ESRC, PPRC, WSPPN and Zero Waste)</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?	

<sup>7</sup> Any communication (personal, phone call, e-mail, etc.) where information is requested and the Center provides information

<sup>8</sup> Number of **recipients** of all newsletters, via hard copy, e-mail, pdf download, or any other delivery system

<sup>9</sup> number of **issues** of newsletters published by a Center via hard copy, e-mail, pdf download, or any other delivery system

<sup>10</sup> Subscribers notified of new posting

<sup>11</sup> Total number of e-mails sent on listservs operated by the Center (discrete communications sent, not multiplied by number of clients)

<sup>12</sup> Total number of all subscribers to all listservs operated by the Center

<sup>13</sup> total number of listservs operated by the Center

<sup>14</sup> All meetings or workshops the Center organizes or co-sponsors

<sup>15</sup> Total number of attendees at each such meeting

<sup>16</sup> Total meetings or workshops the Center where P2Rx was promoted or where someone representing P2Rx participated

Topic Hubs	16
News/events calendar	9
P2 Program Directory	2
Rapid Response	2
Link to Regional P2Rx Centers	0
Link to P2 Publications	1
Link to P2 InfoHouse	1
Link to Tribal P2 website	0
Link to P2 Results database	4
Link to P2 Webinars	6
Link to Mercury Reduction Database	0
P2 Options	2
Case Studies	6
P2 Planner	1
Library	3
Conference-Related Information	9
Best Reference Collection	1
Other	7

	Strongly agree	Some-what Agree	Some-what Disagree	Strongly disagree	Never Use Neither Agree nor Disagree
I found useful information on this website	18	14	3	0	5
Information from this website has improved my ability to do my job	14	12	3	0	7
I have increased awareness of reducing pollution at the source (P2) as a result of using this website	13	13	2	0	10

**Evaluation and Needs Survey – include demographic information from these results at top of this form**

*\*Sum all responses for each answer (Strongly Agree through Never Use) For any of these questions you used this period*

	Strongly agree	Agree	Disagree	Strongly disagree	Never Use
<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>Strongly agree</b>	<b>Agree</b>	<b>Dis-agree</b>	<b>Strongly disagree</b>	<b>Never Use</b>
<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>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					
Improves 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.*