

Coordination of Pollution Prevention Resource Exchange (P2Rx) Network Quarterly Report - September 2011

U.S. EPA Grant X9-83497201-0

Submitted by Jeffrey Burke, P2Rx Coordinator
September 2011 – November 2011

The following quarterly report is submitted in compliance with the reporting requirements of U.S. EPA Grant X9-83497201-0.

Work on this project commenced officially in March 2011. Since March 2011, the National Pollution Prevention Roundtable (NPPR) 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 Centers) dedicated to providing 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.

This quarterly report concludes with a brief summary of project budget expenditures and status.

Collaboration

The following activities enhanced coordination and collaboration among the Centers. Activities taking place June through August are described below.

Calls and meetings

P2Rx Administrative Monthly Call

Meetings of the P2Rx Directors, referred to as “administrator calls” were held on the following dates: July 13 and August 10. The Centers met face-to-face June 6 and 7. A special meeting was held on June 30 to address a response to Tanya Mottley regarding the P2Rx Network and Centers both showing measures and behavior changes of their work, as well as, disseminating the value of the Centers and Network. Follow up for administrator calls includes preparing minutes, sending them out for review and amendment, and posting them to the P2Rx website. Meeting minutes for the Administrative meetings are posted by date under “Previous Admin Calls Minutes” at <http://p2rx.org/webcall/getadmingroup.cfm>. Major topics during this period included topic hubs, launch of Sustainable Lodging Network, preparing a response for Tanya that shows the value of P2Rx services, clarification of measurement report, implementation of marketing plan, and transfer of a P2Rx Center.

Face-to-Face Meeting

The P2Rx Annual Meeting was held in Detroit, Michigan June 5 and 6, 2011, immediately prior to the National Environmental Sustainability Summit. Major topics discussed included the Topic Hubs, integrating sustainability into the Pollution Prevention Act, and Center’s discussed one-on-one with each other their activities.

Committees

Executive Committee. The Executive Committee has been providing input on the videos that are posted to P2Rx.org.

Content and Technology. The Content and Technology met on Thursday, September 8. The discussion focused on the future of Topic Hubs and the Center's that are preparing for website updates. Several Centers are going to begin experimenting with a different platform to support the Topic Hubs.

Web Work Group. Did not meet during this time.

Communications with EPA. Jeffrey Burke has been meeting monthly with Tanya Mottley, Beth Anderson and others in EPA's CSPP-PPD. The topics of discussion have included P2Rx activities and marketing of P2Rx services and results.

Routine Maintenance Functions Associated with Collaboration

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

1) 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. NPPR and NEWMOA have been coordinating some updates to P2Rx.org, including but not limited to creating a uniform template for the entire website.

NEWMOA is handling most 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 September, October, and November NPPR and NEWMOA held bi-weekly collaborative calls. NEWMOA responds routinely to IT questions raised by individual Centers.

2) Checked programs directory and Topic Hub links.

There were 143 broken links in the Program Directory for the month of October's link check. Over half of those broken links came from the GLRPPR Program Directory. Since the Region 5 Program Directory on www.glrppr.org is not connected to the p2.org program directory those links were not being routinely updated. NPPR either corrected or deleted those broken links and will continue to update those links on the p2.org page. The November Program Directory link check had 90 broken links, which over half were from the Region 5 directory. Those links have all been corrected or deleted.

About half of the Topic Hub links were checked in November. Those broken links were sent to the appropriate Centers.

3) Organized/facilitated committees as needed.

NPPR and the Coordinator team arranged conference calls for the monthly Administrator meeting. NPPR arranged Content and Technology calls for September 8 and October 19. A special WordPress focused call was arranged for November 1.

4) Aggregate and report measures semi-annually.

NPPR has requested a copy of the Centers semi-annually reports. Currently we have not yet received any reports. Once we have received reports the data will be included in our quarterly reports.

Summary of routine coordination activities taking place from September through November 2011

September	• Set agenda for September 8 Content and Technology call
	• Completed Content and Technology call notes
	• Set agenda for September 14 Administrator call
	• Facilitated September 14 Administrator call and completed meeting notes
	• Began coordinating with Center on P2Rx Catalogue of Center Services
October	• Set agenda for October 12 Administrator call
	• Facilitated October 12 meeting and completed meeting notes
	• Set agenda for October 19 Content and Technology call
	• Completed Content and Technology call notes
	• Completed Program Directory Link check
November	• Coordinated November 1 special WordPress meeting
	• Set agenda for November 9 Administrator meeting
	• Facilitated November 9 meeting and completed meeting notes
	• Completed Program Directory Link Check and cleaned out Region 5 Program Directory broken links on p2.org

Measurement

Measurement work during this quarter fell into three categories.

- 1) Aggregation of P2 Results data for all categories of reporting for calendar years 2007 through 2009. The Centers reviewed the data for their center and revised the numbers where necessary.
- 2) Participation on the P2Results workgroup. This group met by conference call on April 26 and at the Summit. P2Rx will help the group with a marketing strategy for the call for data, and help release the results as they come out. A draft of the 3-year report on P2 Results (2007-9) has been prepared and will be sent out to a review committee in the next quarter. Due to quality assurance issues, the report is still being reviewed.

Marketing

Marketing work during this quarter:

- 1) *Marketing and Partnership Committee*. The Marketing Committee held one conference call on October 5. Call notes are available at <http://p2rx.org/admininfo/markpartcom/>. During the October call Ken Zarker spoke with the group regarding Social Media marketing and John Katz discussed metrics and marketing. The committee members also discussed ways that the P2Rx Centers can communicate more effectively with the EPA in response to a request from Tanya Mottley.

Stakeholder Engagement

NPPR has been publishing articles in its bi-weekly and bi-monthly newsletters about work of the P2Rx Centers. The newsletters are distributed to EPA P2 Coordinators and NPPR members. NPPR members include states, TAPs, and the Pollution Prevention Division of EPA.

During this quarter NPPR sent catalog draft pages to the respectively P2Rx Centers for their review. The catalog breaks down the activities, services, and resources of each Center. The finished product will be sent to customers and potential customers of the centers, including but not limited to states, TAPs, P2 Coordinators.

Project Budget Expenditures and Status

Project expenditures to date are on track with anticipated project tasks and schedule. There are no significant discrepancies. Expenditures are shown through November 30, 2011.

Expenditures and budget status are summarized below; additional details are available upon request.

	Total All tasks	Task 1 Collaboration	Task 2 Measurement	Task 3 Marketing	Task 4 Stakeholder Engagement
Budget	\$200,000	\$112,509	\$51,392	\$23,590	\$12,509
Expenses 9/30/2011	\$5,000	\$2,000	\$2,000	\$500	\$500
Expenses 10/31/2011	\$6,000	\$2,000	\$2,000	\$1,500	\$500
Expenses 11/30/2011	\$5,000	\$2,000	\$2,000	\$500	\$500
Total Expenses	\$55,000	\$25,500	\$17,500	\$8,500	\$3,500
Balance Remaining	\$145,000	\$87,009	\$33,892	\$15,090	\$9,009
% of Grant Expended*	28%	23%	34%	36%	28%

* Based on project end date 2/28/13.

Attachment A

P2Rx Administrators Meeting
Wednesday, September 14, 2011
11 PT, 12 MT, 1 CT, 2 ET

Agenda

Call-in Procedures:

1. <https://www3.gotomeeting.com/join/526940198>
2. Use your microphone and speakers (VoIP) - a headset is recommended. Or, call in using your telephone.

Dial +1 (314) 627-1504

Access Code: 526-940-198

Audio PIN: Shown after joining the meeting

Meeting ID: 526-940-198

- I. P2 Branding/Marketing w/ NPPR Board (5 min, Angela)
- II. Posting to P2Rx Calendar (5 min, Angela)
- III. Update on P2Rx Catalog (5 min, Angela)
- IV. Launch of National Sustainable Lodging Network (5 min, Rachel and Andy)
- V. Updates from Committees (35 min)
 - a. Marketing (Donna)
 - b. Content and Technology (Rick and Andy)
 - i. Website Updates
 - ii. Topic Hubs
- VI. Center Updates/PPIN Projects for 2012 (20 min, All)
- VII. Next Meeting Wednesday, October 12

Attachment B

P2Rx Administrators Meeting
Wednesday, October 12, 2011
11 PT, 12 MT, 1 CT, 2 ET

Agenda

Call-in Procedures:

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- I. Response to Tanya (30 min, All)
 - a. Jeff promised response by mid-October
- II. Updates on Social Marketing/P2 Branding Meeting (5 min, Angela)
- III. Link check update (5 min, Angela)
- IV. Updates from Committees (20 min)
 - a. Marketing (Donna)
 - b. Content and Technology (Andy)
 - i. Webbies Group
- V. Center Updates (15 min, All)
- VI. Next Meeting Wednesday, November 9

Attachment C

P2Rx Administrators Meeting
Wednesday, November 9, 2011
11 PT, 12 MT, 1 CT, 2 ET

Agenda

Call-in Procedures:

1. <https://www3.gotomeeting.com/join/526940198>
2. Use your microphone and speakers (VoIP) - a headset is recommended. Or, call in using your telephone.

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Access Code: 526-940-198

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Meeting ID: 526-940-198

- VIII. Tanya Mottley, U.S. EPA PPD (30 min)
 - a. Update from Tanya on PPD
 - b. Discussion of P2Rx Communication Proposal

- IX. Center Updates (10 min)

- X. Updates from Committees (20 min)
 - a. Marketing (Donna)
 - b. Content and Technology (Andy)
 - i. Program Directory Updating
 - 1. The Centers need to email all the programs in their directory to validate their information in the Program Directory.
 - ii. WordPress
 - iii. Topic Hubs (Angela)

- XI. USDA Funding (10 min)

- XII. Next Meeting Wednesday, December 14