

# **P2Rx Semiannual Report**

May 1, 2003 – September 30, 2003  
Jean S. Waters – Program Manager  
Grant # CX829254-01  
October 31, 2003

Significant accomplishments over the last six months by the Pollution Prevention Resource Exchange (P2Rx) are highlighted in this report.

- *Solicited and hired marketing consultant to formulate marketing plan for P2Rx;*
- *Established marketing goals;*
- *Formulated and finalized on-line user survey;*
- *Agreed to M.O.U. with P2WIN (Pollution Prevention World Information Network)*
- *Established operational Rapid Response service on P2Rx.org that routes questions to the appropriate regional center, based on the users' geographic location;*
- *Presented overview of P2Rx to FOSTTA tribal meeting June 4-5 at the Mohegan Sun in Connecticut*
- *Submitted four news items to OPPT's "P2 News";*
- *Purchased P2Rx canvas bags for promotional use;*
- *Coordinated and conducted monthly calls for administrative and web groups, kept and posted minutes and logistics*
- *Facilitated subcommittee meetings*
- *Published three new topic hubs created by centers*
- *Provided 15 editorial reviews of topic hubs*
- *Modularization of topic hub code complete and implemented on all center's sites;*
- *National P2 Programs directory complete and functional on P2Rx.org;*
- *Updated and posted new filters for web statistic reporting*
- *Web workshop held in Omaha August 13-15*
  - Conducted usability training
  - Established functional specification for keywords and formed committee to resolve procedure/coding
  - Formed committee to establish style sheet template
  - Reviewed report provided by Scott Butner for each center regarding improvements to increase returns by search engines.
  - Provided table and administrative forms to allow centers to explicitly connect programs to topic hubs for "where to go for help."

## **Solicited and hired marketing consultant to formulate marketing plan for P2Rx;**

The program manager, in consultation with the marketing committee, prepared a request for proposal (RFP) for a marketing consultant. The RFP is attached to this

report. Three proposals were received. The marketing committee voted to accept the proposal from Weinreich Communications. The firm was hired and has begun work on a marketing plan for P2Rx.

In order to conduct individual interviews, centers had to provide contacts to Weinreich. This has been done and some interviews have been conducted. Weinreich suggested on-line survey questions. P2Rx center directors reviewed and revised the suggested questions. The program manager prepared the final list of questions. These will be submitted to EPA for proper review prior to posting.

In the next reporting period, Weinreich Communications will present to the P2Rx center directors, conduct the remainder of the telephone interviews, arrange for the on-line surveys for each center, compile survey results and formulate a marketing plan.

### **Established marketing goals;**

The marketing committee proposed goals and the entire administrative group voted on the goals. The marketing goals are:

- 1. Help P2Rx identify how to specifically meet content and delivery needs of our identified customers. Prioritize P2Rx products/projects/services based on existing and potential funding.**
- 2. Identify action items to achieve P2Rx goals.**

Elaboration on the goals and how they fit with the RFP is attached.

### **Formulated and finalized on-line user survey;**

Center directors voted on the on-line user survey in September with actual finalization occurring at the October 1-3 meeting in Jackson, Wyoming. The final changes need to be incorporated and sent to EPA for approval.

### **Agreed to M.O.U. with P2WIN (Pollution Prevention World Information Network)**

Centers voted in July to approve an MOU with P2WIN. The “guts” of the MOU were approved as follows:

Scope of MOU – one year, but could be extended upon review.

1. P2WIN has identified the following P2Rx topic hubs to share on their site:
  - a. Pollution Prevention (e.g.: explain the basic concepts and practices associated with P2)
  - b. Environmental Accounting (e.g.: use of materials and energy flow information, environmental cost information)
  - c. Environmental Mentoring (e.g.: partnership between two or more peers sharing experiences on similar issues or challenges)
  - d. Environmental Measurements (e.g.: benchmarking, metrics)
  - e. Environmental Management Systems
2. P2WIN will initially share hubs using “frames” technology. More sophisticated content-sharing may be pursued in the future. P2Rx program manager will supply support as necessary. P2WIN will provide P2Rx with quarterly figures on user sessions for topic hubs on P2WIN, according to the P2Rx web and activity

measures standard. (Only user sessions and page impressions are requested. It is desired that P2WIN use the same filters P2Rx uses for web data. (This is detailed in the standard.)

3. P2WIN will add high-quality international resources to topic hubs shared on their site, using the authoring center's administrative pages. Resources will be flagged "international" in the database geographic field. Cataloging of resources will include the abstract (description) and appropriate key words, according to the P2Rx Topic Hub QA/QC standard. Specific P2WIN personnel will be trained by the P2Rx manager's office to input data. Only those individuals trained will input data.
4. Users may have the option to display links (resources) by geographic area.
5. P2WIN will suggest, as appropriate, international resources for existing hubs. P2WIN may propose a new topic hub, based on international resources found, or needs identified. P2WIN may write said hub.
6. P2WIN will display standard credit line featuring P2Rx logo, Authoring center logo, and collaboration with P2WIN. Likewise, P2Rx will display the P2WIN logo on the acknowledgement page on any topic hubs in where they contribute. P2Rx.org will also link to P2WIN.
7. P2WIN will participate in monthly web conference calls.
8. If it is determined that more funding is needed to accomplish any aspect of this project, such as more sophisticated content sharing, either party can request review of the M.O.U.

The MOU is currently under review by P2WIN after language was added by the program manager and Chris Wiley of PPRC.

### **Established operational Rapid Response service on P2Rx.org that routes questions to the appropriate regional center, based on the users' geographic location;**

The program manager's web specialist constructed a form and located it on the rapid response page of P2Rx so users can enter their questions directly from this page. The form automatically routes the questions to the correct P2Rx center, based on the state where the user lives. If the regional center is unable to answer the question, they consult with the other centers. The regional centers record the rapid response as one of their technical assistance activities.

### **Presented overview of P2Rx to FOSTTA tribal meeting June 4-5 at the Mohegan Sun in Connecticut**

Attended the FOSTTA tribal meeting to present information about P2Rx and to learn how the centers could help the tribes with pollution prevention initiatives. The PowerPoint presentation can be found at <http://www.p2rx.org/adminInfo/MTPPPpresent.cfm>

### **Submitted four news items to OPPT's "P2 News"**

OPPT newsletter, "P2 News" regularly requests submission of updates on projects. Beth Anderson forwards these requests to the program manager. During

this reporting period, submissions on P2Rx products were made for the May, August, September, and October newsletters. No newsletter was produced in June. Copies of the newsletters can be viewed at <http://www.epa.gov/p2/new/index.htm#news>

### **Purchased P2Rx canvas bags for promotional use**

Thirty-six large canvas bags were purchased for promotional use. These bags are being given away when users complete a usability study for the P2Rx web page. Additionally, they may be used as general promotional items at meetings or conferences.

### **Coordinated and conducted monthly calls for administrative and web groups, kept and posted minutes and logistics**

Minutes for calls can be accessed from the administrative page of p2rx.org, <http://p2rx.org/AdminInfo/toc.cfm>.

### **Facilitated subcommittee meetings**

Some subcommittee minutes are accessible from <http://p2rx.org/AdminInfo/toc.cfm>.

### **Published three new topic hubs created by centers**

Youth Education, <http://www.peakstoprairies.org/topic/toc.cfm?hub=804&subsec=7&nav=7>, Meat Processing, <http://wrrc.p2pays.org/p2rx/toc.cfm?hub=449&subsec=7&nav=7>, and Pollution Prevention and Environmental Security, <http://www.glrpr.org/hubs/toc.cfm?hub=505&subsec=7&nav=7> topic hubs were all added during this period. The authoring centers were Peaks to Prairies, Waste Reduction Resource Center and Great Lakes Pollution Prevention Roundtable respectively.

### **Provided 15 editorial reviews of topic hubs**

Editorial review was done for flexographic printing, agricultural teaching laboratories, marinas and small boat harbors, environmental management accounting, youth education, environmental mentoring, mercury automotive, food service, ski areas, POTWs (Publicly owned treatment works), landscaping, meat processing, fleet maintenance, office efficiency, and P2 and Environmental Security. These reviews were provided to the authoring centers. The web reviews are currently being accomplished. Some of these hubs have not yet been published.

### **Modularization of topic hub code complete and implemented on all center's sites;**

Web group members, especially Tim Tompkins at WRRRC, worked to modularize the computer code used for the topic hubs. Modularization of the code allows all centers to separate their html code (used to determine the "look" of the site) from the cold fusion computer code (used to retrieve the topic hub information). In addition to modularization, the code is stored on the continuous versioning software (CVS)

server hosted at WRRC. Having the code stored on this server allows all centers to operate with the same exact software. As changes are made to the software, the code is updated. Centers can download new versions without changing the html code (display code).

All P2Rx centers have implemented the modularized code. This is a significant step for P2Rx. It not only allows all centers to easily share content of the topic hubs and any updates to the hubs, it also serves to isolate the code so that one small change doesn't affect other aspects of a center's site.

Quite a bit of time was spent at the Omaha workshop getting everyone "up to speed" on modularization. After the workshop, the web specialist from the program manager's office followed up with two centers to provide additional individual assistance.

The entire group contributed in some way to this project but the work of Tim Topkins and Daeho Kim (program manager's office) are especially noteworthy and deserving of praise.

### **National P2 Programs directory complete and functional on P2Rx.org;**

The web specialist in the program manager's office provided sample databases to the centers that needed it and worked with all the centers to compile a functional, useful, national P2 Programs directory. This directory is actually a combination of each center's individual database. As a result, if any center updates their regional directory, the national directory may be updated by simply replacing the existing data from that center with the new data. While not automatic, it is easy and convenient for all parties.

### **Updated and posted new filters for web statistic reporting**

The program manager's web specialist reviewed Webtrends reports from all centers and compiled a list of current filters that every center should use when running their quarterly reports. This list is posted at <http://www.p2rx.org/adminInfo/WRRCfilters.cfm>

### **Web workshop held in Omaha August 13-15**

Minutes and documents on the Omaha Web Workshop are found at <http://www.p2rx.org/WebCall/minutes.cfm?ID=102>. Highlights of the workshop include:

- Conducted usability training  
This half-day training was an abbreviated version of training routinely conducted through the Nebraska Business Development Center. The instructor is Rob Cardwell, who handles usability issues for First National Bank, and formerly performed the same function for Union Pacific Railroad. In addition to a workbook prepared specifically for this course, the book, Don't Make Me Think, was part of the course materials.
- Established functional specification for keywords and formed committee to resolve procedure/coding

The committee of Andy Bray, Scott Butner, and Tim Tompkins will work out the details of resolving the differences in the keywords lists and implementing a solution that can allow content sharing of topic hubs plus be flexible in adding new keywords in the future. Additionally, they will design a system that could incorporate a P2 Thesaurus in the future.

- Formed committee to establish style sheet template

A committee of Prabin Kanel (P2RIC), Hannah Sarnow (NEWMOA), and Fiona Ololfo (WRPPN) has been established to produce a template style sheet and establish elements needed for display of P2Rx topic hubs. The style sheet is needed because some centers have “hard coded” formatting features into their topic hubs which cause them to look very different or even be unreadable on other center’s sites. By using style sheets, each center can control the format of the hubs to fit their own format.

- Reviewed report provided by Scott Butner for each center regarding improvements to increase returns by search engines.

Scott Butner prepared a report for every center, listing specific attributes they could incorporate in order to have their content returned higher in the list when people use EPA or commercial search engines to find information. This is particularly important as many people use a search engine initially to find information on the internet.

- Provided table and administrative forms to allow centers to explicitly connect programs to topic hubs for “where to go for help.”

The web committee had previously decided to explicitly connect P2 programs in their region with topic hubs but the mechanism for this connection was not in place until this table was delivered. Once centers populate the table, they’ll be able to make the “where to go for help” function work on topic hubs.

### Deliverable/Action match

Specifically, the deliverables as outlined in P2RIC’s proposal have been met as follows.

<b>Deliverable</b>	<b>Action</b>
Keep meeting records	Sent agendas prior to web and administrative meetings Recorded and posted meeting minutes at p2rx.org
Monthly conference calls	Arranged monthly calls of administrative and web groups Notified P2Rx members about calls
Facilitate subcommittees	<ul style="list-style-type: none"> <li>• Facilitated meetings of executive, news, and marketing, administrative group committees</li> <li>• Facilitated keywords, and style sheet web group committees</li> <li>• Arranged conference calls and took minutes for committees</li> <li>• Implemented modularized topic hub code on all center’s sites</li> </ul>
Coordinate face-to-face meetings	Coordinated and facilitated web workshop in Omaha, August 13-15, 2003. Technical support was received from Batelle contractor, Scott Butner
NIN and P2Rx-	Arranged for maintenance of list serves with Great Lakes

web list serves	Pollution Prevention Roundtable (GLRPPR)
Facilitate standards setting	<ul style="list-style-type: none"> <li>• Worked with keyword committee on establishing a procedure for centers to add/update/use keywords, still in process</li> <li>• Worked with style sheet committee to allow better presentation of topic hubs among centers, still in process</li> <li>• Updated and posted new filters for web statistic reporting</li> </ul>
Promote P2Rx network	<ul style="list-style-type: none"> <li>• Promoted P2Rx at FOSTTA meeting June 4-5 at the Mohegan Sun in Connecticut</li> <li>• Established M.O.U. with P2WIN (Pollution Prevention World Information Network)</li> <li>• Working to get an M.O.U. with NPPR to formalize partnership</li> <li>• Submitted four news items to OPPT's "P2 News"</li> </ul>
Coordinate grant proposals among centers	No new grant proposals were submitted during this time period.
Direct and expand p2rx.org	<ul style="list-style-type: none"> <li>• Added committee minutes to web site</li> <li>• Plan for additional changes as a result of recently completed usability testing</li> <li>• Posted three new topic hubs on p2rx.org</li> <li>• Established operational Rapid Response service on P2Rx.org that routes questions to the appropriate regional center, based on the users' geographic location</li> </ul>
Compile activity measures	Compiled and submitted six-month center activity measures report in July, 2003. Report can be accessed from <a href="http://www.p2rx.org/adminInfo/toc.cfm">http://www.p2rx.org/adminInfo/toc.cfm</a>
Marketing plan	<ul style="list-style-type: none"> <li>• Solicited and hired marketing consultant to formulate marketing plan for P2Rx</li> <li>• Established marketing goals</li> </ul>
Customer needs survey	Took suggestions of survey from marketing consultant and worked with marketing committee to finalize questions
Promotional materials	Purchased large canvas bags for promotional items. Some bags were given away at the Region 9 roundtable to participants in the P2Rx usability survey and as door prizes.
Editorial review of topic hubs	Performed and distributed 15 topic hub editorial reviews.
Web review of topic hubs	Web review process is ready, reviews will be accomplished in the next reporting period.
Updated national P2 Programs Directory	Updated National P2 programs directory by incorporating databases from all centers. The directory is being updated on a continual basis, as centers update their regional directories.
Simultaneous entry form delivered to	A different approach is currently being taken, where centers just send their entire database to the P2Rx program manager's office for updating. This approach was taken to accommodate the

centers, help implement	differences in information contained among centers in their regional directories.
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## Attachments

### Solicitation for P2Rx Marketing Plan proposals

May 7, 2003

*The Pollution Prevention Resource Exchange (P2Rx), coordinated by the Nebraska Business Development Center at the University of Nebraska Omaha under a grant from USEPA, is seeking proposals to provide a marketing plan for P2Rx. P2Rx, a national network of eight regional pollution prevention (P2) information centers (Centers), provides easy access to high-quality pollution prevention information, research, and expertise for technical assistance providers, businesses, government, and citizens. For more information on P2Rx, see [www.p2rx.org](http://www.p2rx.org).*

The primary known market for P2Rx information is P2 technical assistance providers, generally in the public sector. P2Rx gathers and filters information that technical assistance providers need to help their clients, e.g., businesses, organizations or citizens, improve their environmental performance through pollution prevention. Currently, general promotion of P2Rx is achieved by exhibiting at national meetings of service providers. The P2Rx table-top exhibit promotes information resources available through the Centers and promotes access to information through [p2rx.org](http://p2rx.org). A brochure “folder” with several inserts has been developed and is distributed by centers at these meetings. Brochures are also distributed at regional meetings of service providers. The brochure and inserts may be viewed at <http://www.p2rx.org/adminInfo/MTBrochure.cfm>.

Small post-it notes with the P2Rx web site address are given away at these meetings. Recently, coffee mugs were produced and were given away to persons participating in usability testing of [p2rx.org](http://p2rx.org). More mugs are available for other promotions. At a recent national meeting, P2Rx sponsored a “fun walk” that raised money for a local environmental magnet high school. Tee shirts with P2Rx on the back and “pollution prevention university” on the front were given away to participants in the walk.

P2Rx also has a remote controlled “blimp” that has the web page address on the side. This blimp is flown in the exhibit space and during receptions at national meetings. In addition to “general” marketing, there may be subsets of assistance providers or direct users of information that should be reached by P2Rx. Many e-mail list serves operated by Centers are for narrow interest groups. No promotional material has been developed specifically targeted to these list serve audiences. Other submarkets have not been clearly identified nor specifically addressed.

At their spring 2002 meeting, the administrative group of P2Rx recommended hiring marketing professionals to help identify markets for P2Rx and to formulate a long-term marketing plan. This solicitation is expected to result in a long-term P2Rx marketing plan and recommendations for promotional efforts. P2 information needs of P2Rx’s primary customers, state and local technical assistance programs, must be assessed in order to develop an effective marketing plan. Prior to any assessment, it is expected that the marketing professionals will look at existing information, including web statistics and surveys that were completed in the past concerning P2

information needs, thus avoiding duplication. Centers can provide contact information, including names, e-mails, and phone numbers of the target audience.

Marketing professionals will deliver:

Definition of size of markets and expected demand for P2 information.

Information needs summary of market, including content and type of products (fact sheets, manual, checklists, etc.)

Delivery preferences of market.

Direction on where to promote P2Rx and how best to deliver P2 message.

Recommendations on what information P2Rx should deliver to distinct audiences (or submarkets).

Recommendations for improvement of P2Rx.org web site.

Recommendations for increasing awareness, effectiveness and web site traffic for P2Rx.org and the regional Center web sites.

Long-term plan for improving products and increasing market size and market share.

P2RX has up to \$15,000 for this effort. In addition to providing this plan, the contractor will present the plan at the administrator's semiannual meeting October 3, 2003 in Jackson, WY. Actual travel expenses up to \$1,000 will be reimbursed. Selection of contractor is anticipated by June 9, 2003.

For more information on this solicitation and further background, contact Jean Waters at 402-595-1826 or [jwaters@mail.unomaha.edu](mailto:jwaters@mail.unomaha.edu). Interested parties are asked to submit cost quotes and a statement of work including descriptions of proposed deliverables to NBDC by 5 PM Central time on May 30, 2002. Send this information to Jean Waters, [jwaters@mail.unomaha.edu](mailto:jwaters@mail.unomaha.edu), or via land carrier at Nebraska Business Development Center; University of Nebraska Omaha; 1313 Farnam, Suite 230; Omaha, NE 68182.

## **Established marketing goals;**

The marketing committee proposed goals and the entire administrative group voted on the goals. The marketing goals are:

- 3. Help P2Rx identify how to specifically meet content and delivery needs of our identified customers. Prioritize P2Rx products/projects/services based on existing and potential funding.**
- 4. Identify action items to achieve P2Rx goals.**

To elaborate on the goals:

- 1. Help P2Rx identify how to efficiently use existing funds to specifically meet content and delivery needs of our identified customers. Prioritize P2Rx products/projects/services based on existing and potential funding.**

P2Rx currently operates on a limited set of funds from EPA. Decisions must be made about how many resources can be put into different projects. Currently, P2Rx has four national projects and three regional collaborations. Additionally, centers provide regional services and projects. The question is, are the projects/services we're currently working on valuable to our market? Some projects/services are more expensive to produce than others. What is the perceived value of products we produce or potential products? By comparing the perceived value of products and services to the resources required to produce them, we will be able to prioritize our efforts. It is also recognized that even within our existing identified market, there may exist submarkets based on level of experience, size of the assistance provider's operations, main focus of the assistance provider, or several other factors.

*Action item identified in the solicitation:*

- Identify information needs summary of market, including content and type of products (fact sheets, manual, checklists, etc.) – how useful is the info Center's provide and what's missing?
- Make recommendations on what information P2Rx should deliver to distinct audiences (or submarkets).

Centers need to know the types of P2 content their users need and the delivery mechanism they prefer. In addition to web services, centers offer meetings and conferences, listserves, hot lines for technical assistance, newsletters, and other delivery options. When making decisions about how to deliver information on a limited budget, centers must weigh the perceived value with the cost to deliver the information.

*Action item identified in the solicitation:*

- Identify delivery preferences of market.

- 2. Identify action items to achieve P2Rx goals**

- a. *Serve as the first stop for pollution prevention (P2) information for environmental service providers*
- b. *Increase the awareness, accessibility, and usability of P2 information*
- c. *Facilitate dynamic, regional P2 networks*

In order to know if P2Rx is the first stop for environmental service providers, we need to know where they currently get their information. This is one of the items that will be addressed in the customer survey. We will learn who environmental service providers usually turn to first and why. That will establish a baseline of activity and will let us determine what we need to do differently in order to get people to switch to P2Rx as their first stop.

We will also need a plan to move forward over the next few years, realizing that as circumstances change, the marketing plan may change. Still, it is our goal to have a strategy in place that we can follow over the next few years.

To achieve increased awareness, part of the second P2Rx goal, we need to do more than supply current P2 information needs. We also need to promote P2 so that people look for the P2 solution, not for the “end-of-the-pipe” control technology. Therefore, in addition to finding out the P2 needs of our users, we need to know something of their other environmental information needs.

*Action items identified in the solicitation:*

- Direction on where to promote P2Rx and how best to deliver P2 message. Also, the information needs summary (support the first goal) supports this goal as well.
- Long-term plan for improving products and increasing market size and market share.

To increase usability of the information, we must survey the users and determine whether the content we provide is easy to use and to retrieve. Based on feedback from users, P2Rx centers can change the style of presentation or the content itself.

*Action items identified in the solicitation:*

- Recommendations for improvement of P2Rx.org web site.
- Recommendations for increasing awareness, effectiveness and web site traffic for P2Rx.org and the regional Center web sites.

To facilitate dynamic, regional P2 networks, we must learn if the regional products and services provided by the centers benefit the P2 community in that region. Also we must learn if there are other items that are needed which are not currently being provided. Again, this feedback will be solicited with surveys.

*Action item identified in the solicitation:*

- Identify information needs summary of market, including content and type of products (fact sheets, manual, checklists, etc.) – how useful is the info Center’s provide and what’s missing?

- Make recommendations on what information P2Rx should deliver to distinct audiences (or submarkets).

### **Formulated and finalized on-line user survey;**

Center directors voted on the on-line user survey in September with actual finalization occurring at the October 1-3 meeting in Jackson, Wyoming. The final changes need to be incorporated and sent to EPA for approval.