



Office of Communications Public Participation Program

Prepared for the

Independent Review Panel

August 10, 2016



Department of Toxic Substances Control



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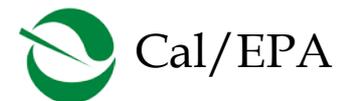
Program Mission



“The Mission of DTSC’s Public Participation Program is to ensure that the public is informed and involved early; that their issues and concerns are heard; and their comments are considered prior to final decisions by DTSC staff and management.”



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Program Background

□ Statewide Team:

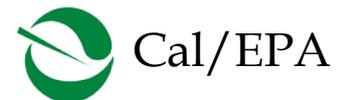
- 22 Positions
- One Program Chief
- Three Supervisors
- 14 Specialists
- Located in Four DTSC Regional Offices
 - Sacramento: 4 Specialists
 - Berkeley: 2 Specialists
 - Chatsworth: 5 Specialists
 - Cypress: 3 Specialists

Our Core Values...

- **Three core values guide our work:**
 1. Ensure the public is informed and involved early;
 2. Ensure that their issues and concerns are heard, and;
 3. Ensure that their comments are considered prior to final decisions by DTSC staff and management.



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Program Background (continued)

□ **Exide Team:**

- 8 Dedicated Positions
- One Supervisor
- Seven Specialists
- Located in Chatsworth Regional Office
- Opening a local community office



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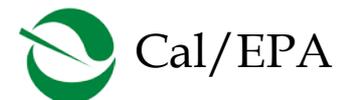
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Program Background (continued)

- Nine Spanish-speaking team members
- Hiring vacancy announcement indicates Spanish speakers are desired and encouraged to apply
- Exide team to be comprised of additional bilingual staff members
- On-going recruitment practice
- Bilingual Project Managers and project team members



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Program Budget

□ FY 2016/2017 Operating Budget:

- \$2 Million
- Personnel Cost: Salaries & Benefits

□ Program Contracts :

- Translation Support: \$ 80,000
- Public Notices: \$ 89,000
- Court Reporting: \$ 8,500
- Exide Technical Advisor: \$ 50,000

Program Roles & Responsibilities

- ❑ Building public confidence in the Department's decisions to promote meaningful public engagement
- ❑ Ensuring communities know of and have opportunities to participate and engage DTSC's decision-makers early and frequently
- ❑ Customizing outreach strategies and activities to a community's needs



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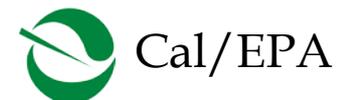


Public Engagement Activities: **SITE MITIGATION/CLEANUP**

- Conduct Community Assessments
- Develop Mailing Lists
- Establish Information Repositories
- Community Notification:
 - Develop Community Updates (Factsheets) & Public Notices
 - Translate documents based on demographics/language needs
 - Publish Public Notice in newspaper announcing public comment period



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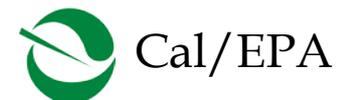


Public Engagement Activities: **SITE MITIGATION/CLEANUP**

- Conduct Community Meetings/Public Hearings
- Provide Briefings to Community Groups, Organizations, Local & State Elected Officials
- Support formation of Community Advisory Groups (CAG)
- Assist in the development of Response to Comments Documents
- Develop, Publish and Mail Final Decision Documents
- Generate and mail Work Notices



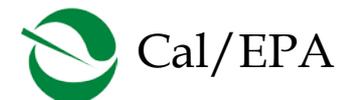
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Public Engagement Activities: **PERMITTING**

- Publish Public Notice of pre-application
- Conduct Pre-application Community Meeting
- Develop mailing list & coordinate mailing
- Conduct Community Assessment
- Establish Community Information Repositories
- Community Notification:
 - Develop Community Update (Factsheet) & Public Notice
 - Translate documents based on demographics & language needs
 - Publish Public Notice announcing the public comment period
 - Place documents into Information Repositories
 - DTSC Website

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Additional Program Support Activities...

- ❑ **Safer Consumer Products Workshops**
- ❑ **Green Ribbon Science Panels**
- ❑ **Supplemental Environmental Project (SEP) Workshops**
- ❑ **Risk Communications Workshops**



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Risk Communications Workshops

- ❑ Designed by DTSC in collaboration with the Department of Defense
- ❑ Customized Science-Based Case Studies
- ❑ Use of Plain Language Constructs
- ❑ Promotes two-way dialogue between Communities and DTSC
- ❑ On-going training provided to all DTSC team members



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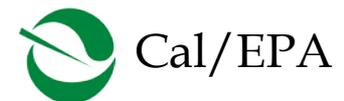


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Program Performance Metrics

- **Current measurements:**
 - Public meetings
 - Public Notices
 - Community Assessments
 - Community Members Reached
 - Social Media:
 - Facebook Likes
 - Twitter Followers

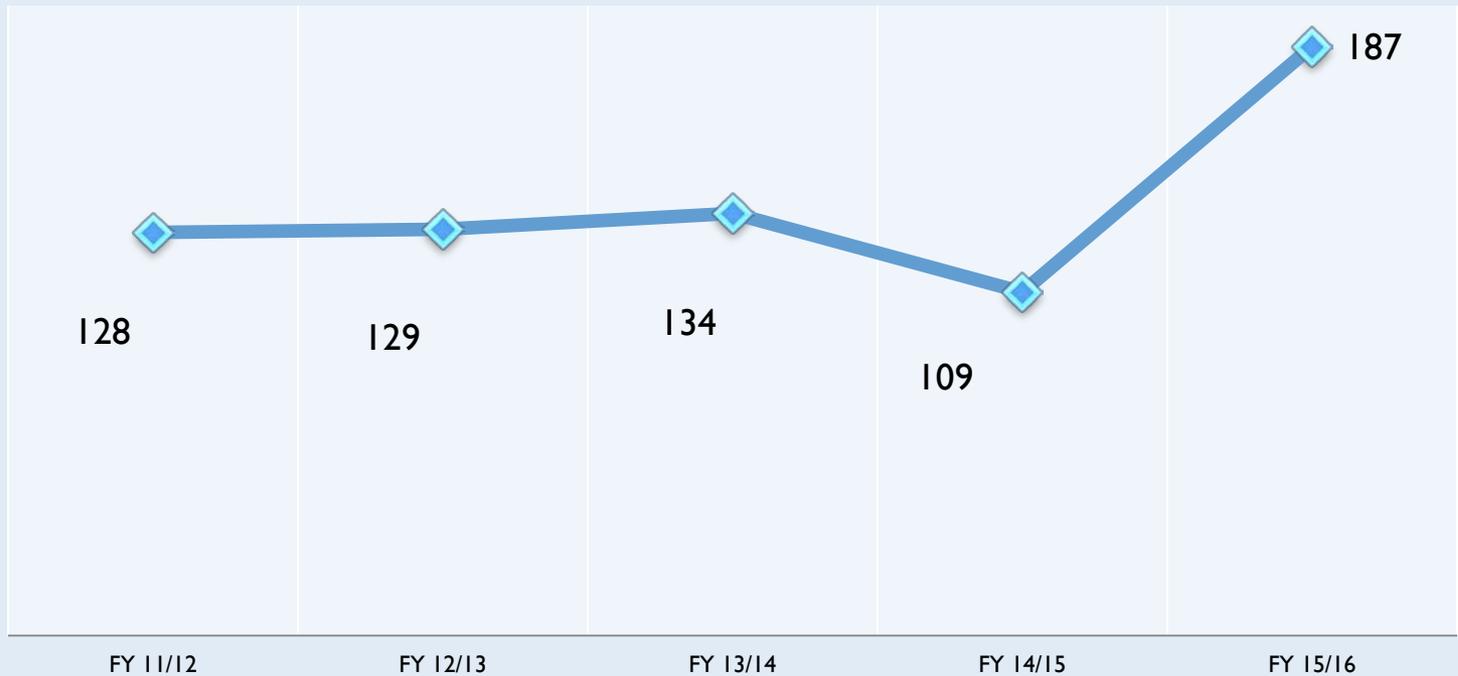
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Program Performance Metrics

Public Meetings

Last Five Fiscal Years



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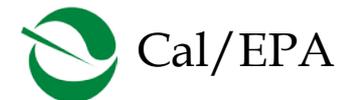
Program Performance Metrics

Public Notices

Last Five Fiscal Years



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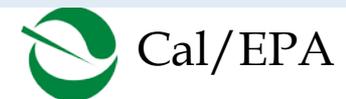


Program Performance Metrics Community Assessments

Last Five Fiscal Years



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Program Performance Metrics Community Members Reached

Last Five Fiscal Years



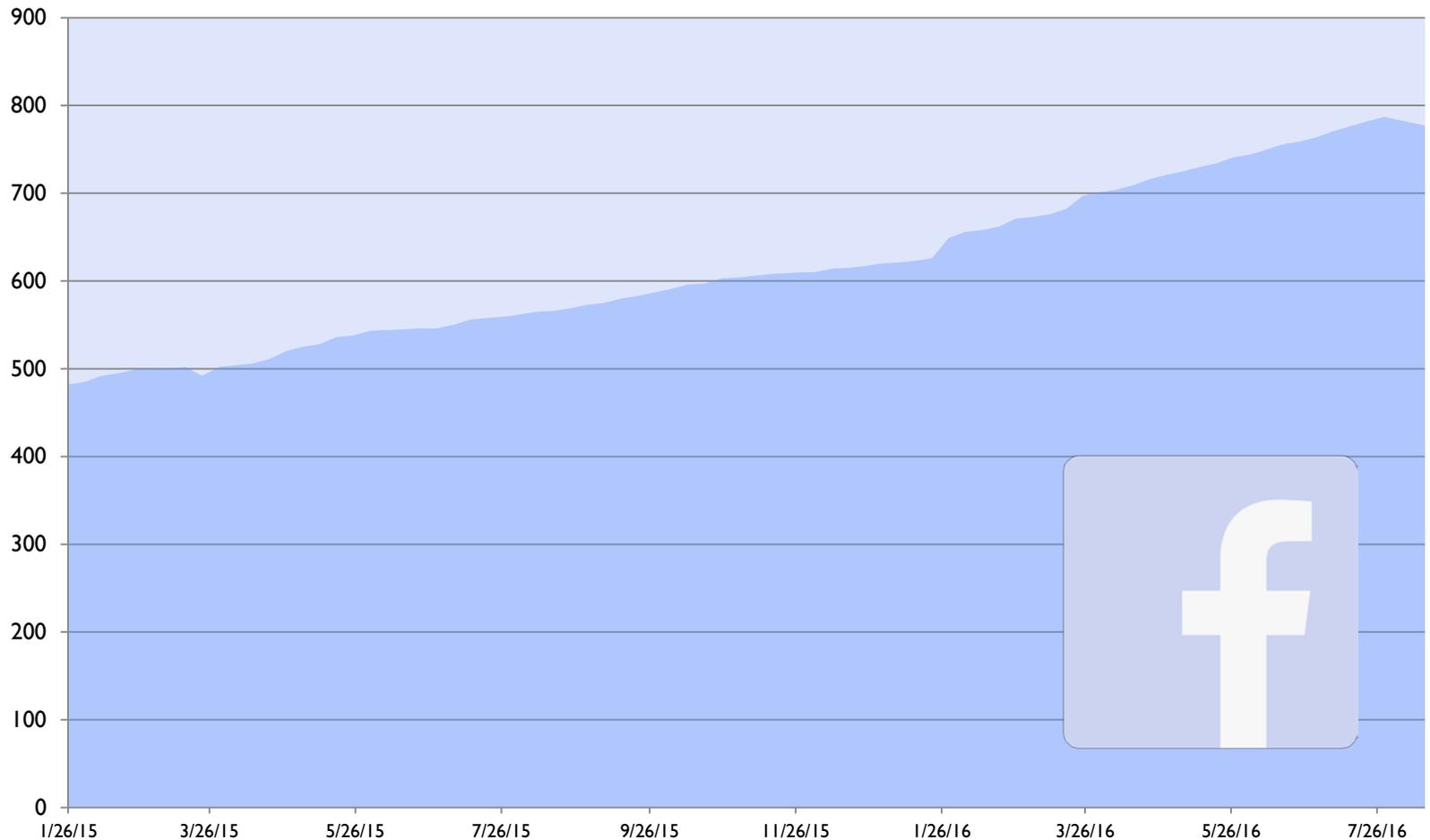
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Program Performance Metrics

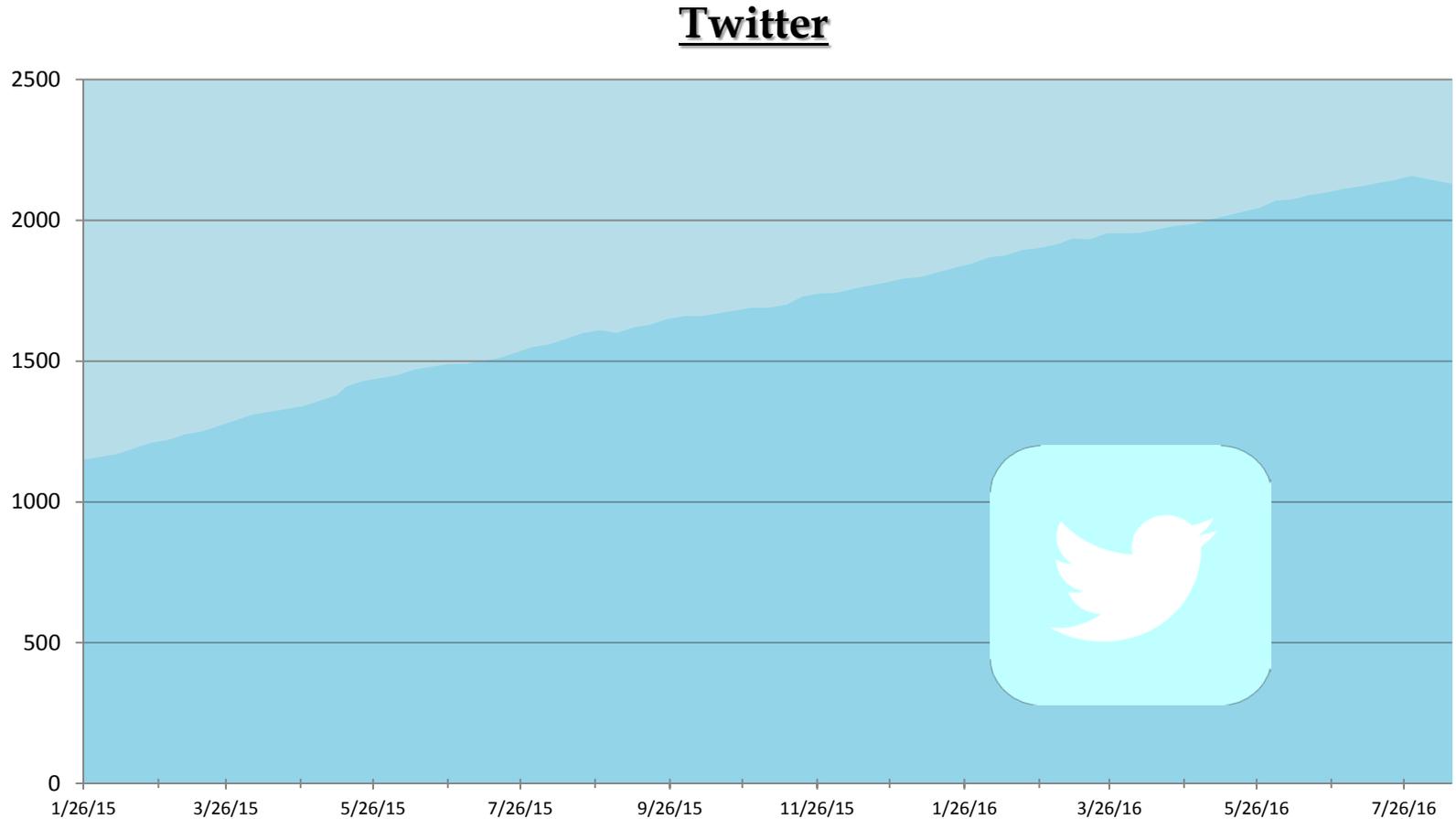
Facebook Likes:

Facebook

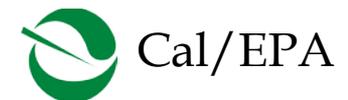


Program Performance Metrics

Twitter Followers:



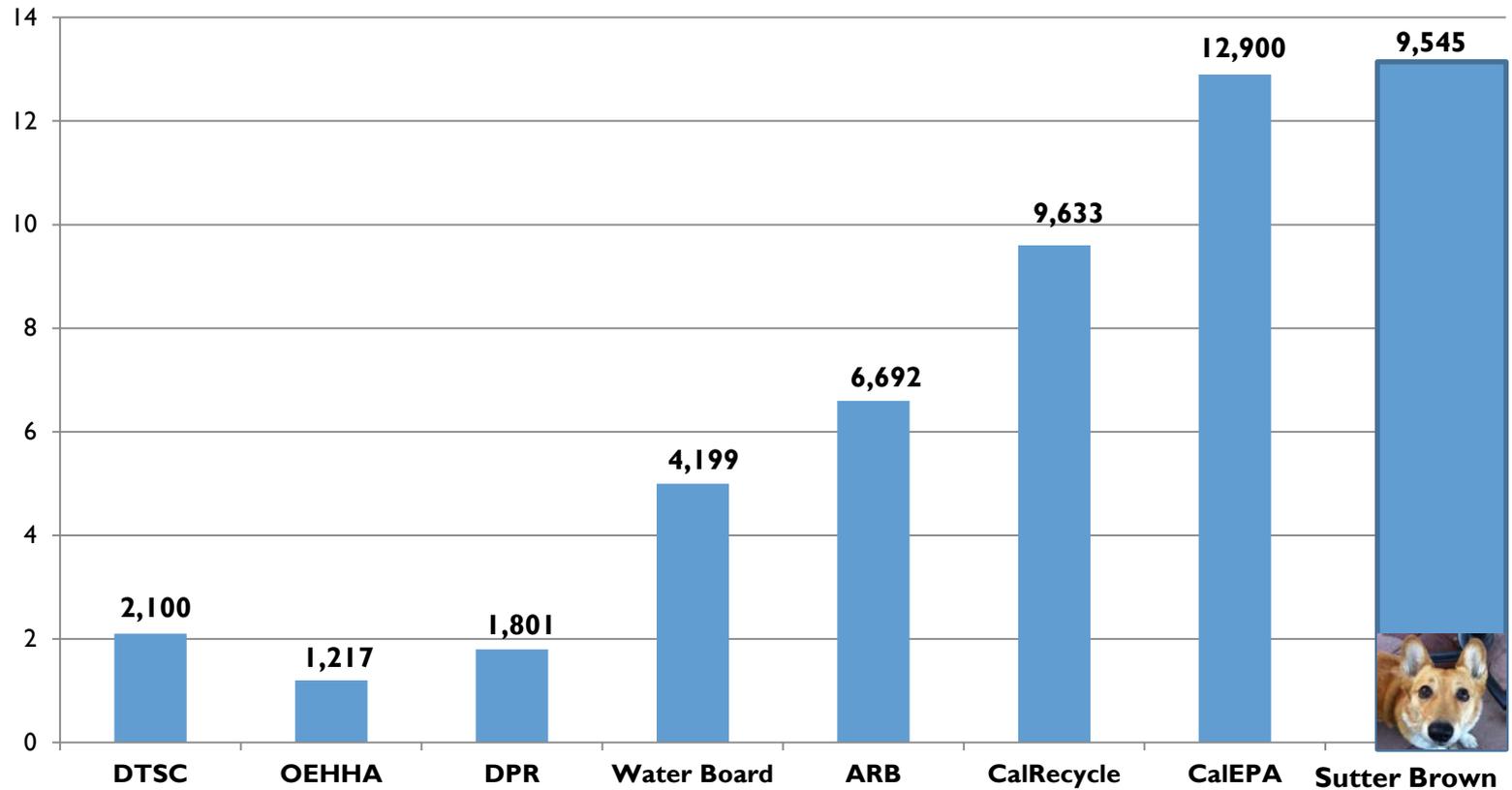
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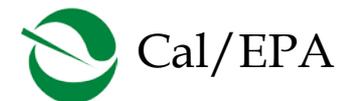


Twitter Followers by Comparison:

Twitter Followers



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What is EnviroStor ?

- ❑ EnviroStor is a data management system used by DTSC to track information concerning DTSC's Cleanup, Permitting, Enforcement, and investigation activities
 - Vendor based solution
- ❑ Secured System used by DTSC to plan, schedule activities, upload documents, workflow, assignment tracking, and generate reports
- ❑ Public Website provides users access to non-confidential information and documents



EnviroStor Demonstration

□ **DTSC Contacts:**

EnviroStor Help Desk

Email: envirostor@dtsc.ca.gov

Phone: 1-877-7TOXICS (1-877-786-9427)

<http://www.envirostor.dtsc.ca.gov/public/>



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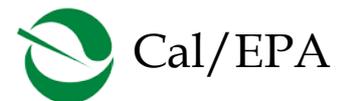
EnviroStor

Improvement Opportunities

- ❑ Reviewed past survey results for suggested improvements
- ❑ Some enhancements have been completed based on internal and external suggestions
- ❑ Ongoing efforts:
 - Public Forums with Stakeholders
 - Collaboration with Public Participation



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EnviroStor & Public Participation Performance Tracking Tool

- ❑ Since 2006 Public Participation has used EnviroStor to receive Work Requests from DTSC Core Programs, Permitting & Cleanup
- ❑ Work Requests submitted to Public Participation include:
 - Requests to prepare and review outreach documentation
 - Community Updates/Factsheets
 - Community Surveys
 - Coordinate and participate in Public Meetings, Workshops
 - Public Meeting Announcements & Agendas
 - Provide information and guidance on community outreach

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CA.GOV ENVIROSTOR

Permitted Hazardous Waste Facilities in California

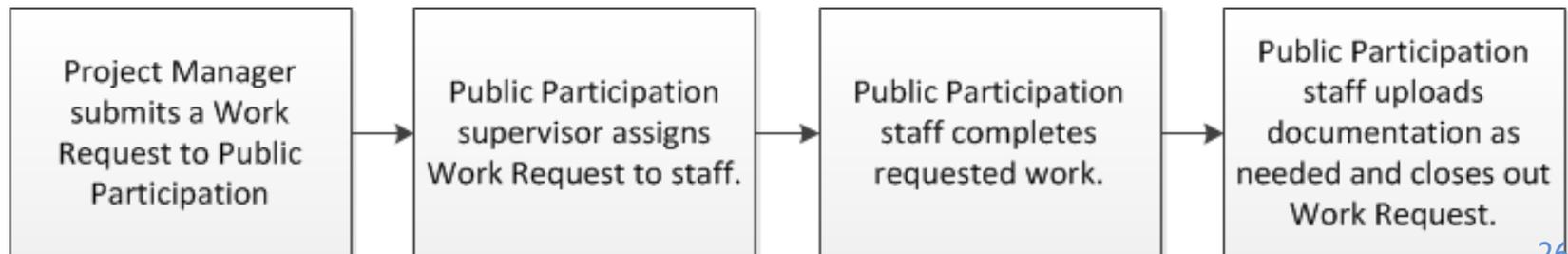
EPA ID	PROJECT NAME	PERMIT EFFECTIVE DATE	PERMIT EXPIRATION DATE	PERMIT TYPE	ADDRESS	CITY	ZIP	COUNTY
PERMIT01	ADVANCED ENVIRONMENTAL, INC	10/22/11 (OP)	10/22/11 (OP)	STANDARDIZED	13071 WHITTAKER AVE	FORTNAVA	94320000	BERNARDINO
PERMIT02	AEROC CON INC	02/12/14 (OP)	02/11/2025 (OP)	STANDARDIZED	30077 HARTWOOD AVE	HAYWARD	94547001	ALABAMA
PERMIT03	AEROSJET ROCKETDYNE, INC	04/12/05 (PC)	03/28/2019 (OP)	RCRA	100 HENRY ST & KERNLETT RD	ROCKWELL	92681000	SACRAMENTO
PERMIT04	AMERICAN OIL COMPANY	01/11/2007 (OP)	01/11/2017 (OP)	STANDARDIZED	12740 SACRICO ST	VAN NUYS	91402000	LOS ANGELES
PERMIT05	ASBURY ENVIRONMENTAL SERVICES	04/02/05 (OP)	04/02/05 (OP)	STANDARDIZED	2808 BERRY AVE	CHICO	95926100	BUTTE
PERMIT06	ASBURY ENVIRONMENTAL SERVICES-CHICO II LLC	03/02/10 (OP)	03/02/2015 (OP)	STANDARDIZED	4018 W 8TH ST	CHICO	95926174	BUTTE
PERMIT07	ASBURY ENVIRONMENTAL SERVICES-FORTNAVA	10/22/11 (OP)	10/22/11 (OP)	STANDARDIZED	280 S DUNSMUIR DR	FORTNAVA	94320000	BERNARDINO
PERMIT08	ATLAS PRECIOUS METALS INC	02/22/05 (OP)	02/22/14 (OP)	STANDARDIZED	840 S HILL ST	LOS ANGELES	90010000	LOS ANGELES
PERMIT09	BARBERFIELD TRANSFER INC	10/22/05 (OP)	10/22/05 (OP)	STATE ONLY	1400 S BRUNSWICK LN	BARBERFIELD	95697	SIERRA
PERMIT10	BAVDECK OIL & INC	10/22/1987 (OP)	10/22/2007 (OP)	STANDARDIZED	210 ENCINAL ST	SANTA CRUZ	95060000	SANTA CRUZ
PERMIT11	BENDER REUSE FACILITY	06/10/05 (PC)	06/10/05 (PC)	RCRA	7000 S DAVENY DR	SELBYVILLE	94010000	LAKE
PERMIT12	BEST ENVIRONMENTAL, LLC	12/29/1987 (OP)	12/29/2007 (OP)	STANDARDIZED	3301 KENNEL E EAST	LAMCASTER	95302118	LOS ANGELES
PERMIT13	BLUE HILLS PESTICIDE CONT DISPOSAL	08/07/2007 (PC)	08/07/2017 (PC)	RCRA	10 HILLS NORTH OF COALINGA	COALINGA	93210000	FRESNO
PERMIT14	BORG SANITARY LANDFILL	06/24/1987 (OP)	06/24/1987 (OP)	RCRA	300 S ADUNA AVE	WEST COVINA	91760000	LOS ANGELES
PERMIT15	CHEMICAL WASTE MANAGEMENT INC WETTLERMAN	06/10/05 (OP)	06/10/05 (OP)	RCRA	1000 WETTLERMAN HILLS DR	WESTLAWN	93120000	CONTRA COSTA
PERMIT16	CHEMTRAC WEST US LLC	06/20/05 (OP)	06/20/14 (OP)	RCRA	601 NICHOLS RD	BAFF POINT	94508100	CONTRA COSTA



EnviroStor & Public Participation

❑ EnviroStor Work Request System

- The EnviroStor/Work Request system acts as a workflow management and performance tracking tool
- The Work Request system allows DTSC Support Groups to track the volume of requests received and provides performance metrics for completed requests / projects
- Public Participation has received **2,330** Work Requests since FY 2006, including: **FY 13/14: 467**; **FY 14/15: 477**; **FY 15/16: 466**
- After receiving a Work Request, Public Participation works with the requestor to complete the requested work, then closes out the Work Request once the work is completed



EnviroStor & Public Participation

❑ Internal Use:

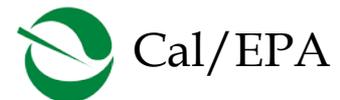
➤ Retention of Public Outreach Documents:

- Community Updates/Factsheets/Public Notices
- Posting of Public Meeting Agendas
- Community Surveys
- Public Meetings, Workshop Announcements, Project Materials
- Community outreach guidance documents

❑ External Use:

- Direct community members and stakeholders to site specific documents, including those listed above
- Solicit subscribers to the receipt of E-mail Alerts

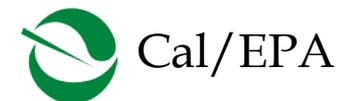
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Enhanced Public Engagement Steps taken and Implementation Plan



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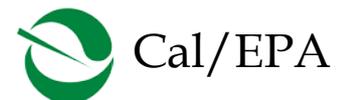
Enhanced Public Engagement

- **GOAL:**
 - Ensure Public Engagement efforts remain relevant and effective for communities

- **STRATEGY:**
 - Work with community and environmental groups to identify concerns, steps and priorities to enhance engagement and outreach



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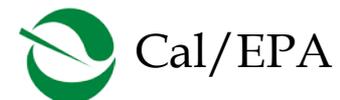


Enhanced Public Engagement Efforts & Timeline

- ❑ **Late 2013 - Early 2014: Internal Assessment identified key areas for improvement:**
 - ✓ Change the community involvement model
 - ✓ Community request for a collaborative approach in the design of meeting agendas
 - ✓ Better understanding of communities by DTSC
 - ✓ Need for DTSC to partner with communities
 - ✓ Enhanced facilitative dialogues



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Enhanced Public Engagement Efforts & Timeline

- ❑ **Late 2013 – Fall 2014: Internal Assessment identified key areas for improvement:**
 - ✓ Enhanced use of social media
 - ✓ Bringing BDOs together to address environmental issues
 - ✓ Enhanced effectiveness of public outreach to create better technical decisions
 - ✓ Need for DTSC to actively listen
 - ✓ Higher level of community involvement
 - ✓ The need for applicable changes in Statutes



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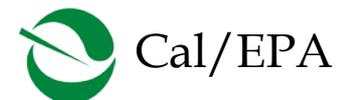
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Enhanced Public Engagement Efforts & Timeline

- ❑ **Early 2014: CPS HR Consulting Review identified:**
 - Needed enhancements to aged/outdated process workflows
 - Proposed enhancements to Statutes & Policies
 - Modifications to Guidance documents outlining best practices for enhanced public engagement
 - Improvements with internal communications across multi-functional programs
 - Need for ongoing staff training

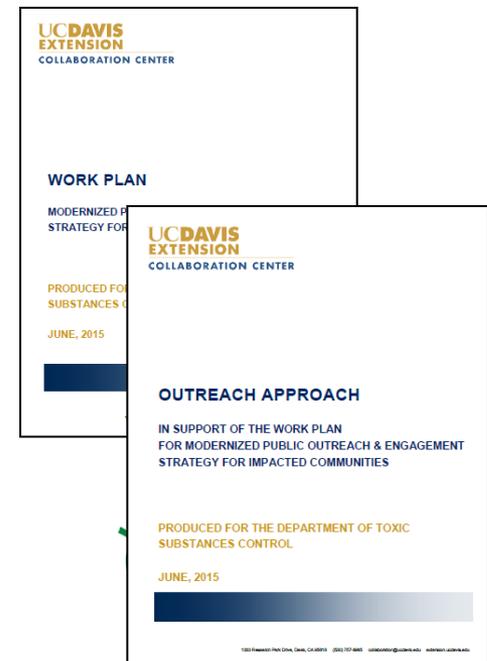


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Enhanced Public Engagement Efforts & Timeline

- **March 2015: DTSC contracted with UC Davis to:**
 - Conduct further stakeholder outreach and focus groups
 - Identify specific steps to enhance:
 - Policies
 - Aged/Outdated Guidance Documents
 - Methods & Workflow Processes
 - Program Procedures
 - Technology



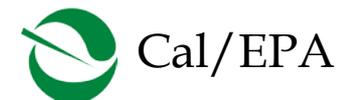
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Focus Group & Stakeholder Outcomes...

- Early and frequent Public engagement and outreach
- Early and thorough Community Assessment
- Ease of navigation to DTSC website and EnviroStor
- Community access to Site specific information
- Enhanced involvement in Permitting decisions
- Community- tailored engagement approaches
- Policies for continuous community involvement
- Community training and workshops

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Permitting Process:

Early Public Engagement

- ❑ DTSC received significant input on the need for earlier and meaningful public involvement in Permitting
- ❑ New permitting goals were established to address these needs including:
 - ✓ Ensure Permitting Project Managers post Quarterly Updates of permit activity on each facility to EnviroStor website
 - ✓ Revise processes for consolidating public feedback and communicating back how input is reflected in final decisions
 - ✓ Implement a community workshop process to educate public on the permitting process



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Permitting Process:

Early Public Engagement

NEW ACTIONS IDENTIFIED:

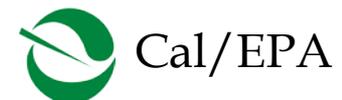
➤ **ACTION 1: Inform the Public of Progress made in Processing Permits:**

- Review the current process for consolidating community feedback
- Incorporate needed revisions to the process for communicating how public recommendations are reflected in the final decision

➤ **ACTION 2: Community Workshops:**

- Implement a community workshop process as a communications and training tool to educate community and stakeholders about the permitting process

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Permitting Process:

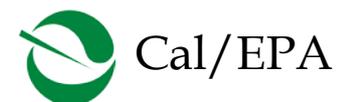
Early Public Engagement

NEW ACTIONS IDENTIFIED:

- ❑ Identify and address Environmental Justice and Tribal concerns early in the Permitting process:
 - **ACTION 3:** As a component of revising the Permitting Process Flow Chart identify specific engagement points in the permit process
 - **ACTION 4:** Develop new engagement strategy to identify and involve stakeholders earlier in the permitting process in communities may be more vulnerable to multiple pollution



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New Public Engagement Process for Early Involvement in Vulnerable Communities

DRAFT FOR DISCUSSION PURPOSES

DTSC Permitting Process: Public Participation and Environmental Justice Enhancements

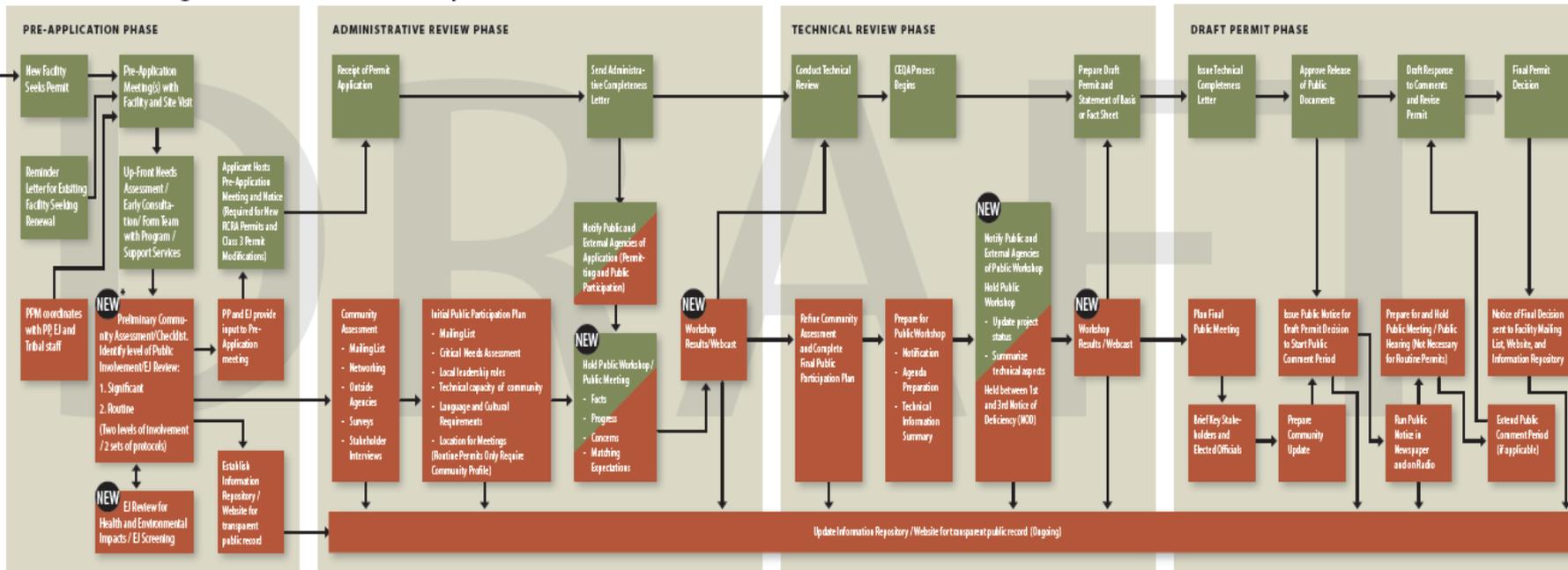
LOCAL AGENCY
LAND USE DECISIONS

Local Agency Jurisdiction over Land Use Decision (Siting and Zoning of New Facilities or Permit Modifications with Significant Expansions)

Tanner Act Process, HSC Article 67 sets forth procedures that state and local agencies are required to follow when application for land use decision for hazardous waste facility is submitted.

Designed to provide meaningful opportunities for public involvement

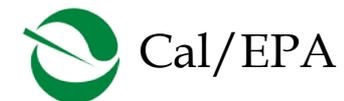
DTSC has advisory role only



*Note: For steps marked NEW, the incorporation of draft new procedures and/or meetings are in process. These draft new steps may require regulatory change.

Green boxes: reflect the current Permitting Process
 Orange boxes: reflect the current Public Participation Activities
 Enhancements are identified with the "NEW" Button

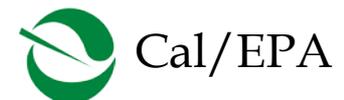
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Enhanced Outreach & Engagement Activities

- Use of CalEnviroScreen to identify impacted communities
- Conduct door-to-door canvassing promoting face-to-face interaction with community members
- Make documents accessible via DTSC website and EnviroStor
- Expand reach electronically through Constant Contact/E-Lists
- Social media: Use of Twitter & Facebook
- Conduct Community Workshops, Open Houses, Neighborhood backyard briefings
- Establish Community Advisory Workgroups for ongoing engagement

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Enhanced Outreach & Engagement Activities

□ Provide Informational Training:

- DTSC's Programs: Permitting, Enforcement, Clean-up, Safer Consumer Products
- How communities can be involved in DTSC's decision making process
- DTSC to serve as a convener to coordinate with sister agencies to provide support and information based on community needs
- EnviroStor Training: To support easier and better access to documents, subscribing for E-mail Alerts



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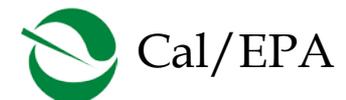


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Best Practices for Community Engagement

- Community Assessments
- Community Updates/Fact Sheets
- Face -to-Face Community Interaction
- Public Notices
- Website postings
- EnviroStor & Email Alerts
- Social Media
- Informal and formal Community meetings
- Public Comment Periods

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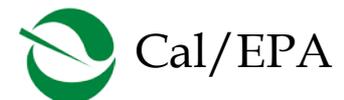


Community Assessment

The importance of a Community Assessment:

- Determines Public Interest, Involvement, Engagement and informational needs
- Early and continuous outreach allows communities to have ownership of the project in *their* neighborhoods
- Better assist DTSC to respond to community needs identified by community members and stakeholders
- Essential component to the success of the project
- Effective involvement can eliminate delays, reduce barriers, and reach project completion in a timely manner

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Community Assessment Process

□ WHO?

- Impacted Communities and Stakeholders

□ WHAT?

- Type of outreach already accomplished?
- The demographics, languages needs and cultures
- Gauges current level of community interest

□ WHEN?

- Start at the receipt of the Permit Application
- Conducted simultaneously during the start of the Permit Application review process



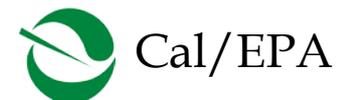
Enhanced Community Assessment Model

- ❑ Series of meetings between Public Participation & Permitting
- ❑ Discussions on Interactive Community Assessment Model
 - Allows Project Managers & Specialists to understand and customize approach based on Public Interest Level for any project
 - Expands the influence of Community Surveys and Community Visits
 - Provides guidance to avoid subjectivity
 - Directly informed by historical context of a project and the community where the project is being proposed
 - Responsive to community organizing

Enhanced Community Assessment Model

- 20 Variables
- 5 Categories
- Scoring Criteria Outlined
- Outline Accessible & Useful data sources
 - ✓ Community Survey
 - ✓ CalEnviroScreen
 - ✓ Local newspapers, etc.
- Establish parameters for tiered approach (Interest Level - IL)
 - ✓ IL 1
 - ✓ IL 2
 - ✓ IL 3
 - ✓ IL 4
- Based on community approach developed for IVAN taskforces

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Enhanced Community Assessment Model

Community Engagement Scorecard For Permitting Enhancement Project

COMMUNITY	SCORE	DTSC FACTORS	SCORE	HEALTH	SCORE
MINORITY DEMOGRAPHICS		ENFORCEMENT CASES		SENSITIVE RECEPTORS	
ACTIVE COMMUNITY GROUPS		PROXIMITY TO OTHER FACILITIES		UNINSURED POPULATIONS	
HISTORY OF RESIDENT ENGAGEMENT		OPERATOR INVOLVED IN CLEAN-UPS		RESIDENTS CONCERNED ABOUT COMMUNITY HEALTH OUTCOMES	
COMMUNITY GATHERING SPACES				HEALTH CARE PROVIDERS IN CLOSE PROXIMITY	
COMMUNITY LEADERS					
MEDIA COVERAGE					
TOTAL		TOTAL		TOTAL	

CIVICS	SCORE	ENVIRONMENTAL JUSTICE	SCORE	TOTAL SCORE	
CONTENTIOUS LAND USE PROCESS		CalEnviroScreen		SCORE: 0-5	IL 1
INTERESTED ELECTED OFFICIALS		LINGUISTIC ISOLATION		SCORE: 6-10	IL 2
COMMUNITY INTERACTION WITH ELECTED REPRESENTATIVES		TRIBAL CONSIDERATION		SCORE: 10-15	IL 3
		OTHER BDO CONSIDERATIONS		SCORE: 16-20	IL 4
TOTAL		TOTAL			

IL (Interest Level)

I

** All variables are to be scored at a possible value of 1. To be scored at increments of 0, .5, or 1

** Total Score is an addition of the totals in each Measure. Please use the total score to determine IL (Interest Level)

Round up whenever necessary in between the Interest Level score



Permitting Pilot Projects

❑ **Beta Test Projects**

- Westmorland = (11.5) (IL 3)
- Riverbank Oil = (8.5) (IL 2)
- Identified modifications to Assessment Tool

❑ **From Beta Test to Pilot Test**

- 3 Permits
- Permit Renewals
 - Westmorland Landfill, Imperial County
 - Dow Chemical, Pittsburg
- Permit Modification
 - World Oil San Joaquin, Parlier



Tiered Approach (Development Stage)

- **Interest Level 1 (0 - 5)**
 - Legal Requirements
 - Permitting Workshop 101
- **Interest Level 2 (5.5 - 10)**
 - Legal Requirements
 - Permitting Workshop 101
 - Community Meeting
- **Interest Level 3 (10.5 - 15)**
 - Legal Requirements
 - Permitting Workshop 101
 - 2 Community Meetings
- **Interest Level 4 (15.5 - 20)**
 - Legal Requirements
 - Permitting Workshop 101
 - 2 Community Meetings
 - IVAN taskforce Support

Community Engagement Scorecard

For Permitting Enhancement Project

COMMUNITY	SCORE	DTSC FACTORS	SCORE	HEALTH	SCORE
MINORITY DEMOGRAPHICS		ENFORCEMENT CASES		SENSITIVE RECEPTORS	
ACTIVE COMMUNITY GROUPS		PROXIMITY TO OTHER FACILITIES		UNINSURED POPULATIONS	
HISTORY OF RESIDENT ENGAGEMENT		OPERATOR INVOLVED IN CLEAN-UPS		RESIDENTS CONCERNED ABOUT COMMUNITY HEALTH OUTCOMES	
COMMUNITY GATHERING SPACES				HEALTH CARE PROVIDERS IN CLOSE PROXIMITY	
COMMUNITY LEADERS					
MEDIA COVERAGE					
TOTAL		TOTAL		TOTAL	

CIVICS	SCORE	ENVIRONMENTAL JUSTICE	SCORE	TOTAL SCORE	IL (Interest Level)
CONTENTIOUS LAND USE PROCESS		CalEnviroScreen		SCORE: 0-5	IL 1
INTERESTED ELECTED OFFICIALS		LINGUISTIC ISOLATION		SCORE: 6-10	IL 2
COMMUNITY INTERACTION WITH ELECTED REPRESENTATIVES		TRIBAL CONSIDERATION		SCORE: 10-15	IL 3
		OTHER BDO CONSIDERATIONS		SCORE: 16-20	IL 4
TOTAL		TOTAL			

** All variables are to be scored at a possible value of 1. To be scored at increments of 0, .5, or 1
 ** Total Score is an addition of the totals in each Measure. Please use the total score to determine IL (Interest Level)
 Round up whenever necessary in between the Interest Level score

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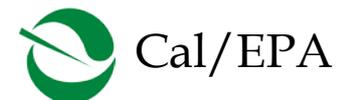


Enhanced Service To Communities

- Develop and implement training program for DTSC staff
- Use Community Representatives to provide ongoing feedback on DTSC's outreach and engagement performance
- Create online tools for Public Participation work processes and guidance
- Enhance Communities ability to provide input on DTSC's performance



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Enhance Community Capacity

- ❑ **Network Building**
 - EJ Task Forces and Coalitions
- ❑ **Supplemental Environmental Projects**
 - Policy Finalized, Soliciting Proposals
- ❑ **Community Workshops**
 - Participating in Community Meetings
 - Environmental Sampling and Analysis



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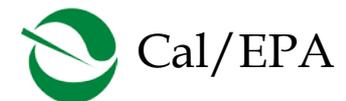
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Enhance Community Capacity

- Partnerships and New Programs: Workforce for Environmental Restoration in Communities (WERC)



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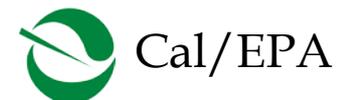


Effective Community Engagement

Results of effective Engagement:

- ✓ Identifies opportunities for full **Public** Engagement/participation
- ✓ Allows easy and enhanced access to information
- ✓ Ensures Early **Public** involvement
- ✓ Supports Adaptable communication tools
- ✓ Ensures DTSC accountability
- ✓ Enhances trust and strong **Community** relationships
- ✓ Fulfills deliverables for Goal 7 & 8 of the Permitting Workplan

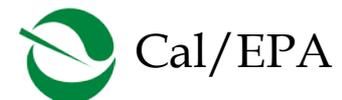
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Workplan Guiding Principles...

- ❑ **Ensure that the following core public engagements principles are inculcated in the Workplan...**
 - Those affected by a decision have a right to be involved in the decision making process
 - The commitment that the public's contribution can influence the decision
 - Promote public decisions by recognizing and communicating the needs and interest of all participants, including decision makers
 - Facilitate the involvement of those potentially affected or interested the decision
 - Seek input from those affected in designing how they participate
 - Provide participants with the information they need to participate
 - Communicate to participants how their input affected the decision

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Public Engagement Workplan

□ **GOAL 1:** Ensure early and ongoing public outreach and engagement with impacted communities

- **STRATEGY 1:** Establish benchmarks that initiate public outreach and engagement
- **STRATEGY 2:** Provide opportunities for early and ongoing engagement for Permitting and Site Cleanup initiatives
- **STRATEGY 3:** Facilitate broad discussion of environmental issues within impacted communities
- **STRATEGY 4:** Develop an automated mailing list system for effective public outreach

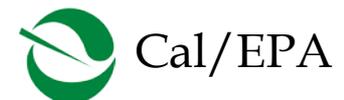


Public Engagement Workplan

- **GOAL 2:** Create a more direct connection between public feedback & decisions made by DTSC
 - **STRATEGY 1:** Increase accountability and transparency of DTSC's decisions
 - **STRATEGY 2:** Provide performance data on public engagement to communities



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Public Engagement Workplan

□ **GOAL 3:** Build capacity for public outreach and engagement within communities and within DTSC

- **STRATEGY 1:** Ensure communities receive highest level of service and support
- **STRATEGY 2:** Enhance community capacity to participate in DTSC's decision-making



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Public Engagement Workplan

- **GOAL 4:** Increase community access to data and information relevant to decision-making
 - **STRATEGY 1:** Communicate to communities the data and information used to make decisions and how their input affected the decision



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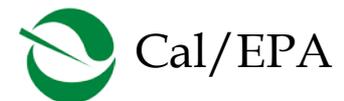
Public Engagement Workplan

Next Steps...

- Develop Workplan Deliverables and Timeline
- Draft Program Goals and Actions
- Solicit Stakeholder Feedback on Draft Workplan
- Conduct Internal Program Peer Review
- Finalize and Implement Workplan



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Public Engagement Workplan

Next Steps...

Public Engagement Workplan

Start: July 2016 End: July 2017



Activities	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July
Develop Workplan Deliverables	→												
Develop Program Goals & Actions	→												
Solicit Stakeholder Feedback on Draft Workplan					→								
Conduct Internal Program Peer Review									→				
Finalize and Implement Work Plan													→



What We Know For Sure...

“People don’t care how much you know, until they know how much you care...”

Theodore Roosevelt ~



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