



LDEQ OUTREACH & ASSISTANCE

Linda Brown
Environmental Scientist Senior
Business & Community Outreach Division
Louisiana Department of Environmental Quality





Office Organizational Chart

ENVIRONMENTAL SERVICES

WATER PERMITS

WASTE PERMITS

AIR PERMITS

PERMITS SUPPORT DIVISION

ENVIRONMENTAL COMPLIANCE

SURVEILLANCE

ENFORCEMENT

EMERGENCY RESPONSE & RADIOLOGICAL SERVICES

ENVIRONMENTAL ASSESSMENT

AIR QUALITY ASSESSMENT

WATER QUALITY ASSESSMENT

TECHNOLOGY

REMEDATION

LABORATORY SERVICES

UNDERGROUND STORAGE TANK

MANAGEMENT & FINANCE

FINANCIAL SERVICES

INFORMATION SERVICES

GENERAL SERVICES

HUMAN RESOURCES



OFFICE OF THE **SECRETARY**



LEGAL AFFAIRS & REGULATION DEVELOPMENT

HERMAN ROBINSON

COMMUNICATIONS

RODNEY MALLET

CRIMINAL INVESTIGATIONS

JEFFREY NOLAN

BUSINESS & COMMUNITY OUTREACH

BIJAN SHARAFKHANI, P.E.

OMBUDSMAN

PERRY THERIOT



ENVIRO SCHOOL

FOR COMMUNITIES

LOUISIANA DEPARTMENT OF
ENVIRONMENTAL QUALITY

Business and Community Outreach Division (BCOD)



- **Mission**

- Provide outreach & assistance to small businesses, municipalities, community groups, non-governmental organizations, schools, and the public at large
- Play a support role for many of the more traditional programs within the department



Business and Community Outreach Division (BCOD)



Leadership Team

Deputy Secretary – Dr. Alexander Appeaning

- Administrator-Bijan Sharafkhani
- Senior Scientist & Technical. Assistant to Deputy Secretary-Linda M. Brown
- Senior Scientists-Tom Griggs, Yanfu Zhao, Jeff Jackson
- Ombudsman-Perry Theriot
- Manager-Jonathan McFarland
- Supervisors
 - Jennifer Pelloat
 - Jason Dewitt
 - Tomeka Prioleau
- Staff Scientist-Karen Fisher



Business and Community Outreach Division (BCOD) Overview



- Clean Water State Revolving Fund Program (CWSRF)
- Environmental Leadership Program (ELP)
- Small Business/Small Communities Assistance Program (SB/SCAP)
- ENVIROSCHOOL
- Litter and Recycling



Business and Community Outreach Division (BCOD)



CLEAN WATER STATE REVOLVING FUND (CWSRF) PROGRAM



Clean Water
State Revolving Fund



Business and Community Outreach Division (BCOD)



Clean Water State Revolving Fund (CWSRF) Program

- **Mission:** Provide financial assistance in the form of low interest loans to finance eligible projects, bringing them into compliance with the requirements of the Clean Water Act, in order to protect public health.



Business and Community Outreach Division (BCOD)-CWSRF



- Eligible projects include:
 - Publicly owned wastewater treatment systems (Sec. 212)
 - Implementation of non-point source mgmt prog. (Sec. 319)
 - Dev. & implementation of an estuary mgmt plan (Sec. 320)
- Eligible costs include:
 - Costs for engineering design, construction and legal fees
 - Costs that meet Program requirements that are incurred prior to loan closing are reimbursable
 - REAL ESTATE transactions are not eligible



Business and Community Outreach Division (BCOD)-CWSRF



2008-2009 Accomplishments

- Identified **55 community projects** to receive **\$43 million in ARRA funds** (250+ applications were received, totaling **\$1.8 billion**)
- **55 projects** represented 22% of all apps received across **42 parishes**
- ARRA funding disbursement via **zero percent interest loans** with **100% principal forgiveness**
- Base CWSRF Program's interest rate was lowered from 2.95% to **0.95%** for a 20 year term
- **\$700 million +** requested by municipalities



Business and Community Outreach Division (BCOD)-CWSRF



Website: www.deq.louisiana.gov/loanfund

- How to apply
- Complete Pre-Application Copy
- List of Projects Under Intended Use Plan (IUP)



Business and Community Outreach Division (BCOD)-CWSRF



For more information on the CWSRF Program,
contact:

Jonathan McFarland, Manager, P.E.

Phone: (225) 219-3956

Fax: (225) 219-3971

Email: Jonathan.McFarland@la.gov



Business and Community Outreach Division (BCOD)



ENVIRONMENTAL LEADERSHIP PROGRAM (ELP)



Business and Community Outreach Division (BCOD)



Environmental Leadership Program (ELP)

- **Mission:** Voluntary partnership program with businesses, municipalities, non-governmental organizations, federal entities, schools and universities and community organizations designed to promote a cleaner and better environment for Louisiana.
- Any Louisiana entity that fits into one of the above categories and is committed to improving the quality of Louisiana's environment is eligible to join.



Business and Community Outreach Division (BCOD)-ELP



ELP Award Categories:

- Pollution Prevention (P2) Programs/Projects
- Community Environmental Outreach
- Environmental Management System

ELP Member Categories:

- Large Businesses, Medium Businesses, Small Businesses
- Federal Entities
- Municipalities
- Non-Governmental Organizations
- Schools and Universities



Business and Community Outreach Division (BCOD)-ELP



2008-2009 Accomplishments

Enrolled **48** new members:

- **29** businesses
- **2** federal entities
- **6** municipalities
- **8** schools and universities
- **3** non-governmental organizations



Business and Community Outreach Division (BCOD)-ELP

2008-2009 Accomplishments Cont'd



- **Pollution Prevention**

- **34,409,974 pounds** (lbs) of pollutants were removed including: Sodium Chloride Brine, CO₂ Emissions, PM₁₀, SO₂, NO_x, Sulfuric/Hydrochloric Acid, Spent Catalyst, Spent Caustic, Indeterminate Phase Sludge, Hazardous Waste, Lithium Batteries, Nitrates, etc.

- **Reduction in Waste Water Discharge Capacity and Diesel Fuel Consumption Totaled 9,143,000 Gallons**

- **25,000 gallons/day** or **9,125,000 gallons/year** of waste water
- **18,000 gallons/year** of diesel fuel



Business and Community Outreach Division (BCOD)-ELP



2008-2009 Accomplishments Cont'd

— Recycling of Materials

- Total Cubic Yards Reused Totaled **2,004,300**

- **2,000,000** cubic yards of wood waste were reused
- **4,300** cubic yards of asphalt were reused

— Total Pounds Recycled Totaled **3,111,341**

- Recycled material included: E-waste, spent catalyst, hazardous waste, Christmas trees, lithium batteries, filtercake, etc.



Business and Community Outreach Division (BCOD)-ELP



2008-2009 Accomplishments Cont'd

- **Community Environmental Outreach**
 - **45,000** community members attended Earth Day 2008 in Baton Rouge
 - **2,700** POTW operators were certified across the state
 - Community-Industry Partnerships resulted in preservation, conservation, restoration, recycling initiatives, and the construction of a Habitat for Humanity ENERGY STAR Home



Business and Community Outreach Division (BCOD)-ELP



For more information on the ELP, contact:

Linda M. Brown, Senior Scientist

Phone: (225) 219-3954

Fax: (225) 219-3971

Email: Linda.Brown@la.gov

www.deq.louisiana.gov/elp



Business and Community Outreach Division (BCOD)



SMALL BUSINESS/SMALL COMMUNITY ASSISTANCE PROGRAM (SB/SCAP)



Business and Community Outreach Division (BCOD)



Small Business/Small Community Assistance Program (SB/SCAP)

- **Mission:** Provides small businesses with technical assistance in understanding and complying with environmental regulations at no cost.
- Also provides environmental regulatory information to small communities.



Business and Community Outreach Division (BCOD)-SB/SCAP



Examples of Businesses and Activities Assisted by the SB/SCAP

- Ready-mix concrete plants
- Fabricators & Metal Finishers
- Feed mills
- Shipyards
- Oil Field Services
- Car Dealerships
- Refrigerator/Air conditioner service and repair
- Convenience stores
- Waste water treatment facilities



Business and Community Outreach Division (BCOD)-SB/SCAP



Technical Assistance Activities

- Determine regulatory applicability, and how regulations affect a business or community
- Prepare permit applications, reports, registrations, and other forms
- Develop pollution prevention plans
- Conduct compliance consultations
- Disseminate information through newsletters and mail-outs
- Give presentations for industry and civic groups



Business and Community Outreach Division (BCOD)-SB/SCAP



Typical Assistance Provided

- Air Permit Applications
- Wastewater/Stormwater Discharge Permit Applications
- Hazardous Waste Activity Notification Forms
- TRI reports, “Form Rs”
- Air Emissions Reports (EIS and TEDI)
- Wastewater Discharge Monitoring Reports (DMRs)
- Pollution Prevention Assessments



Business and Community Outreach Division (BCOD)-SB/SCAP



Front Loading Mission-a proactive approach that focuses primarily on education, technical assistance, and information sharing. Front Loading efforts are designed to:

- 1) promote a proactive approach to issues instead of a reactive approach to problems,
- 2) inform local communities about the regulatory process, and
- 3) assist local governments in strengthening their rules and processes pertaining to environmental concerns.



Business and Community Outreach Division (BCOD)-SB/SCAP



2008-2009 Accomplishments

Spearheaded the Secretary's Front-Loading Mission by meeting with mayors/parish presidents for all 366 local governments

- Identified top three environmental issues faced by local government:
 - Wastewater infrastructure
 - Regulatory compliance assistance
 - Local ordinances
- Solutions include:
 - American Recovery & Reinvestment Act (ARRA) stimulus
 - DEQ stimulus funding
 - Small Business/Small Communities Assistance Program & Legal Division



Business and Community Outreach Division (BCOD)-SB/SCAP



2008-2009 Accomplishments Cont'd

Front Loading Mission- Top Three Environmental Issues

- Wastewater Infrastructure
 - Municipalities have deteriorating wastewater treatment systems, lack funding to rectify problem
 - ARRA Stimulus Funding (**55 projects/250+ applications, \$43 million awarded/\$1.8 Billion** in requests)
 - DEQ Stimulus Funding (**43 applicants** rec'd **\$120 million, \$700 million** in requests)
- Regulatory Compliance Assistance
 - Municipalities & Small Businesses seek information & assistance to address multi-media environmental issues
 - SB/SCAP Team addressed the regulatory compliance needs identified during site visits



Business and Community Outreach Division (BCOD)-SB/SCAP



2008-2009 Accomplishments Cont'd

Front Loading Mission- Top Three Environmental Issues Cont'd

- Local Ordinances
 - Municipalities lack resources and personnel to update or draft local ordinances
 - SB/SCAP & Legal Division developed and disseminated sample ordinance CD addressing various environmental issues for use as a guide



Business and Community Outreach Division (BCOD)-SB/SCAP



2008-2009 Accomplishments Cont'd

- Assisted **1,372** small businesses in the areas of:
 - Compliance assistance
 - Permits assistance
 - Outreach activities
 - Workshops/seminars
 - Wastewater surveys
 - Environmental publication distribution
 - Assisted with regulatory oversight at hurricane debris sites
- Provided recycling environmental information and educational assistance



Business and Community Outreach Division (BCOD)-SB/SCAP



Leadership Team

Headquarters (Baton Rouge)

Jonathan McFarland - Engineer Manager 225-219-3956

Jennifer Pelloat – Engineer Supervisor 225-219-0879

Yanfu Zhao - Senior Scientist 225-219-3258

Pineville

Jason Dewitt- Environmental Scientist Supervisor 318-487-5528



Business and Community Outreach Division (BCOD)-SB/SCAP



Regional Office Contacts

- Acadiana Region (Lafayette):
 - Mike Savoy 337-262-5591
 - Jeff Jackson 337-262-5582
- Capital Region (Baton Rouge):
 - Jada Lewis 225-219-3963
- Southeast Region (New Orleans):
 - Ella Barbe 504-736-7752
 - Kurt Wilson 504-736-7767
 - My Trinh 504-736-7768



Business and Community Outreach Division (BCOD)-SB/SCAP



Regional Office Contacts Cont'd

- Southwest Region (Lake Charles):
 - Markle Farber 337-491-2804
 - Ned Richard 337-491-2719
- Northeast Region (Monroe):
 - Faith Stephens 318-362-5429
- Northwest Region (Shreveport):
 - Larry Lashley 318-676-7476
- Northeast Region (Pineville):
 - Katrina Daigrepoint 318-484-2120



Business and Community Outreach Division (BCOD)-SB/SCAP



Contacts

- Hotline: 1-800-259-2890
- Email: SBAP@la.gov
- Website: www.deq.louisiana.gov



Business and Community Outreach Division (BCOD)



ENVIROSCHOOL



Business and Community Outreach Division (BCOD)



- **Mission:** Serves as the educational arm of the Department. The “School” is designed to help the public at large better understand the agency and how it operates. ENVIROSCHOOL introduces a different topic each month covering a variety of environmental issues.
- Educate communities and encourage meaningful participation in the regulatory process.
- Instructors for ENVIROSCHOOL are LDEQ employees. Currently, ENVIROSCHOOL is offered in Baton Rouge, New Orleans, Lake Charles, Shreveport, Alexandria and Monroe.



Business and Community Outreach Division (BCOD)



2008-2009 Accomplishments

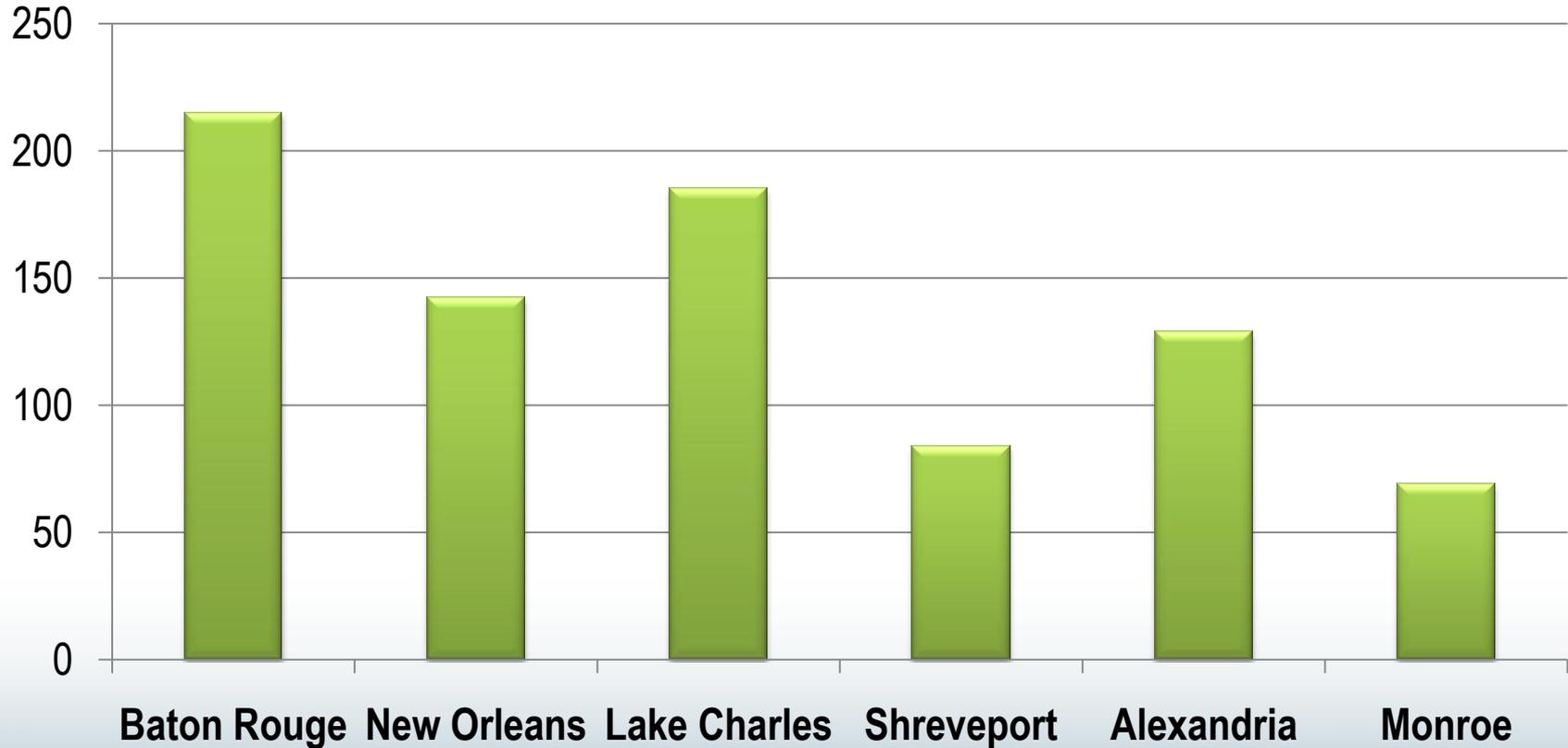
- **824** Community residents attended
- **57** Sessions have been offered
- **12** Topics covered by instructors
- **37** LDEQ Instructors have participated



Business and Community Outreach Division (BCOD)



ENVIROSCHOOL ATTENDANCE



Business and Community Outreach Division (BCOD)



2008-2009 Accomplishments Cont'd

- **57** Sessions have been offered
 - Baton Rouge: **11** sessions
 - New Orleans: **11** sessions
 - Lake Charles: **11** sessions
 - Shreveport: **9** sessions
 - Alexandria: **8** sessions (started in November)
 - Monroe: **7** sessions (started in November)



Business and Community Outreach Division (BCOD)



2008-2009 Accomplishments Cont'd

12 Topics covered by DEQ instructors:

- Access 101: Navigating DEQ
- Environmental Regulations 101 Broad Overview
- Permits 101: Understanding the Basics
- Air Permits 101: Understanding the Process
- Air Permits 101: Understanding the Types of Permits & Their Components
- Air Quality 101: Understanding Emissions



Business and Community Outreach Division (BCOD)



2008-2009 Accomplishments Cont'd

12 Topics covered by DEQ instructors cont'd

- Air Quality 101: Understanding the New Ozone Standard
- Water Permits 101: Understanding the Process
- Water Quality 101: Understanding the Basics
- Waste Permits 101: Understanding the Process
- Surveillance & Enforcement 101: Understanding the Basics
- Emergency Response & Radiological Services 101: Understanding the Process



Business and Community Outreach Division (BCOD)



- Currently working on new schedule for 2010
- Seeking input from the community on future topics
- DEQ Homepage – ENVIROSCHOOL Hot Button
 - Schedule
 - Session descriptions
 - Past Session Presentations
 - On-line registration
 - Signed in at session, automatically included on contact list



Business and Community Outreach Division (BCOD)



For more information on ENVIROSCHOOL, contact:

Tomeka Prioleau, Supervisor

Phone: (225) 219-0877

Fax: (225) 325-8222

Email: Tomeka.Prioleau@la.gov



Business and Community Outreach Division (BCOD)



Litter and Recycling

- Partnered with Envirothon, local governments and industry, Keep Louisiana Beautiful
- Staffed Litterbug Hotline, distributed anti-Litter bumper stickers
- Provided educational material to teachers, citizens, organizations regarding the program
- Set up exhibits at conferences, school functions, Earth Day, Etc.



Envirothon



- March 27, 2010,
- ULL Cade Farm
- 6th – 12th graders
- Compete in Soils, Aquatics, Wildlife, Forestry, Current Issue & Oral Presentation



www.deq.louisiana.gov/envirothon



Business and Community Outreach Division (BCOD)



Household Hazardous Material & School Lab Material Removal

- Assist parishes & municipalities exploring HHM options & developing programs
- Limited funds available through BEPS (Beneficial Environmental Projects)

http://www.deq.louisiana.gov/bep_hhm

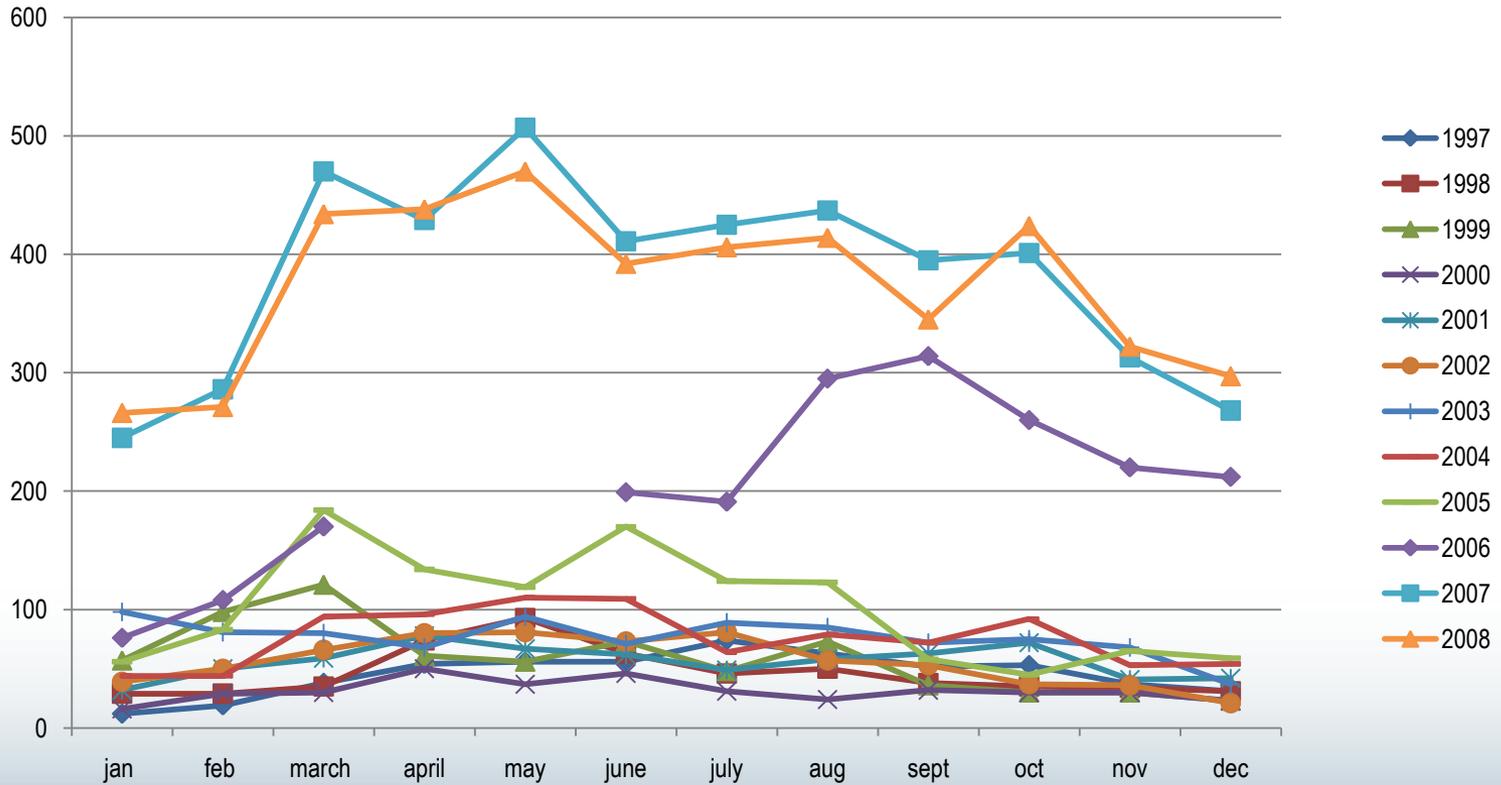


Report litterbugs



888-LITRBUG

888-548-7284



Business and Community Outreach Division (BCOD)



- Promote waste reduction/green purchasing
 - State contracts through Div. of Admin [Go Green with Recycled Goods & Services](http://www.doa.louisiana.gov/osp/contracts/recycled/index.htm)
<http://www.doa.louisiana.gov/osp/contracts/recycled/index.htm>
- Provide educational resources through conferences, symposia, etc.



Business and Community Outreach Division (BCOD)



For more information on the Litter and Recycling, contact:

Karen Fisher, Staff Scientist

Phone: (225) 219-3265

Fax: (225) 325-8105

Email: Karen.Fisher@la.gov



Business and Community Outreach Division (BCOD)



For more information about BCOD, please contact:

Bijan Sharafkhani, Administrator

Phone: (225) 219-3957

Fax: (225) 219-3971

Email: Bijan.Sharafkhani@la.gov



DEQ in 2009



Office of the Secretary

Business & Community Outreach Division

P.O. Box 4301

Baton Rouge, LA 70821-4301

Phone: (225)219-3953

FAX: (225) 219-3971





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communications:

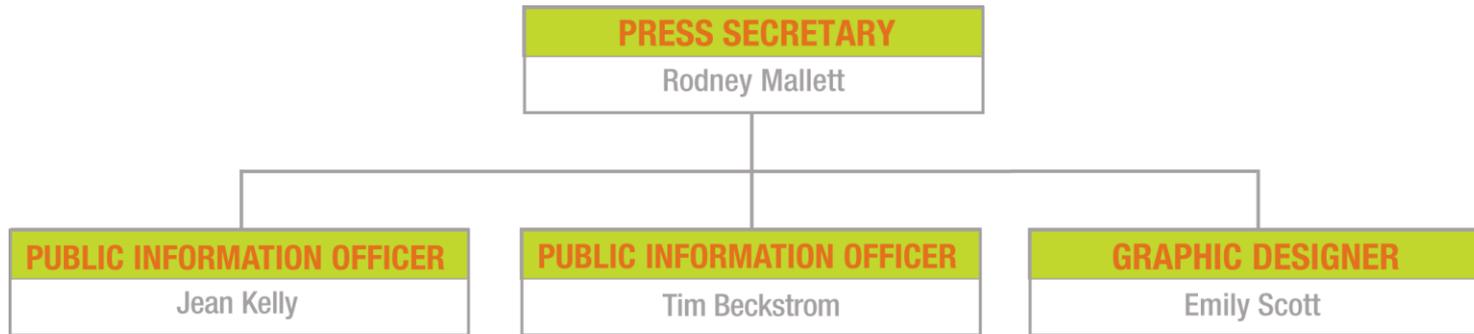
information exchange

Rodney Mallett
Press Secretary
Louisiana Department of Environmental Quality



Who We Are

Communications Organization Chart



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PRESS RELEASES



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Not News



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Dealing with the Media

A Good Interview

- Provide facts
- Don't speculate
- Don't answer hypothetical questions
- Get your message across in easy-to-understand language
- Use short sentences (sound bytes, quotes)



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Dealing with the Media

What Not to Say

- Don't Speculate
- Never say "no comment"
- Don't play holier than thou
- Don't fiddle with their equipment
- Don't give exact figures unless you can back it up



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PRESS RELEASES



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Dealing with the Media

What You Can Say

- Explain what you are doing
- Tell them you'll get back with them with correct information
- Tell the truth
- Tell them if you are not prepared to answer a question
- Tell them to call me – Rodney – 329-9743



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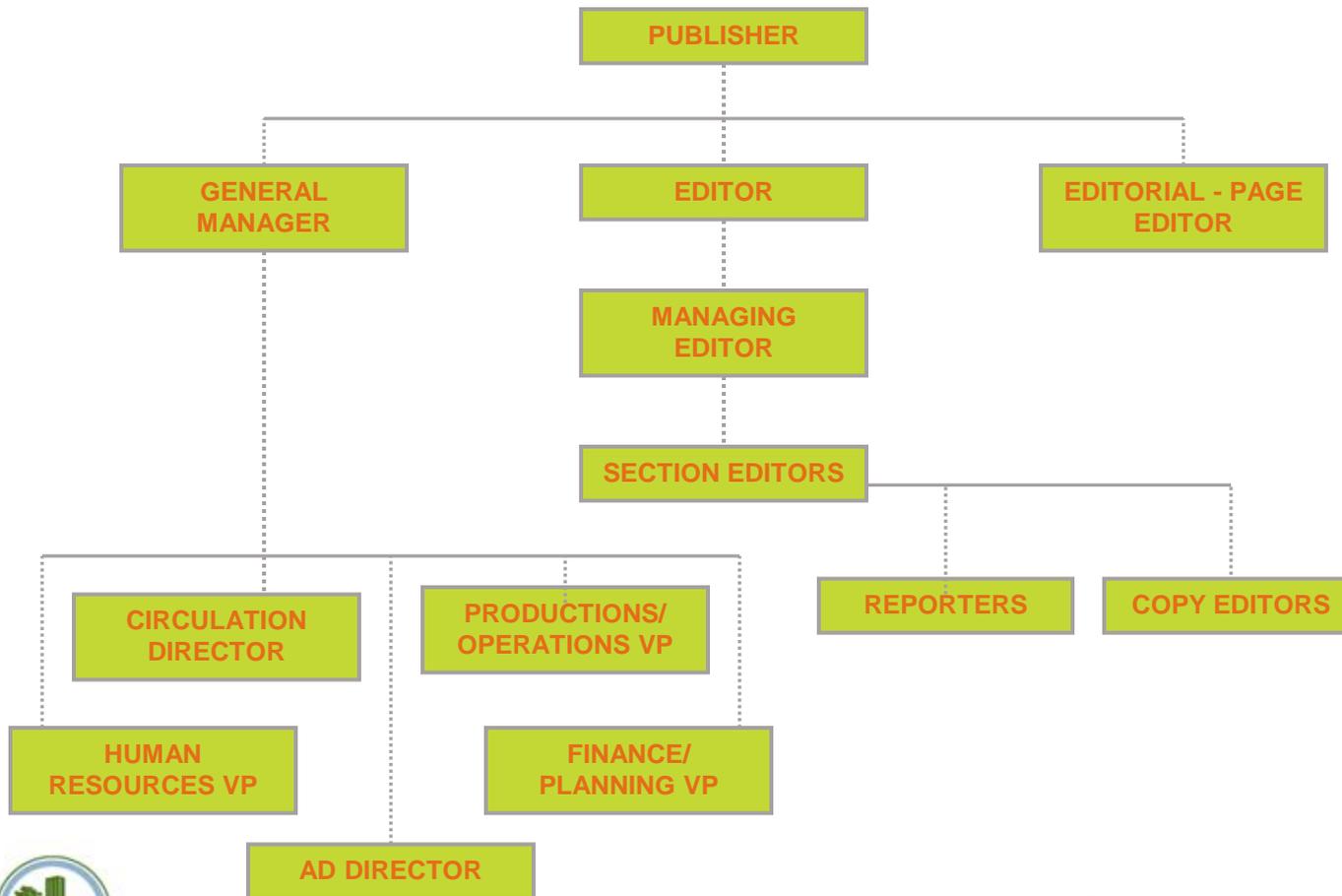


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Dealing with the Media

Understanding the Process



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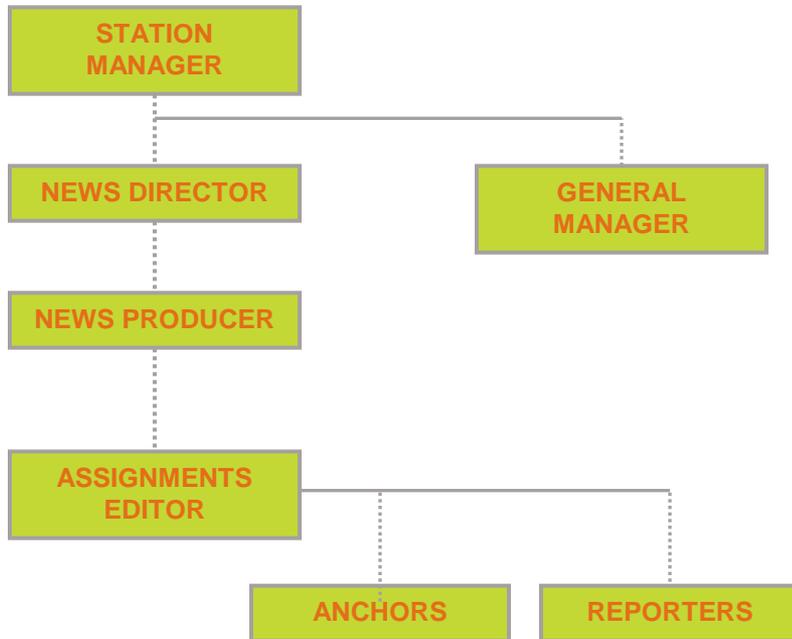


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Dealing with the Media

TV and Radio



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PRESS RELEASES



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Dealing with the Media

Communication is Key

- **Press releases, media advisories & other correspondence issued:**

2004 – 88

2005 - 55 (also issued 146 Hurricane Katrina/Rita related press releases)

2006 – 75

2007 – 82

2008– 121

- **Media inquiries handled:**

2004 – 515

2005 - 489 (also handled 395 Hurricane Katrina/Rita related calls)

2006 – 671

2007 – 600+

2008 – 474+ (hurricane, oil spill and train derailment calls not counted)

- **Web Hits (Note: in 2005, DEQ's website underwent a redesign):**

2004 - 7,615,436

2005 - 10,280,955

2006 - 21,332,837

2007 - 25,601,029

2008 -- 28,872,881



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PRESS RELEASES



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Dealing with the Media

Communication is Key

• The Advocate,

- Front page (EPA, DEQ pick up orphaned drums)
- Full color
- With a jump to inside
- \$10,000 (front only).
- Circulation is 123,453
- Reach is between 200,000-250,000

• The Times Picayune

- Front
- 2 columns
- 6 inches
- \$8,890
- Circulation is 180,000, Reach is 250,000-300,000
- It was picked up by several newspapers with a range \$300-\$500.



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Dealing with the Media

Trying to Speak Their Language



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PRESS RELEASES



State of Louisiana
Department of Environmental Quality



Kathleen Babineaux Blanco

For Immediate Release
December 29, 2004

Mike McDaniel, Ph.D.

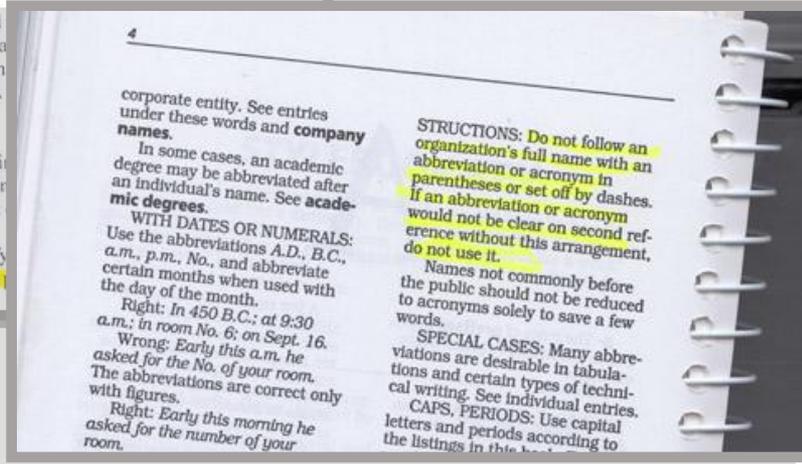
Contact: Darin Mann, 225-219-3964
Rodney Mallet, 225-219-3964

DEQ maintains authority over water permitting program

BATON ROUGE – The U.S. Environmental Protection Agency announced that the Louisiana Department of Environmental Quality will continue to have authority over the state's water quality as the Louisiana Pollutant Discharge Elimination System (LPDES) program reference to petitions filed by several environmental groups that asked EPA to take over the LPDES program.

EPA conducted an independent investigation to ensure the program was being managed. DEQ successfully completed the seven performance measures that were jointly agreed upon by EPA and DEQ. Those procedures were implemented to improve DEQ's management of the program.

A Memorandum of Agreement (MOA) was signed by both agencies to solidify the LPDES program. The MOA completes EPA's review of DEQ's LPDES program.



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Public Hearings

Our Role Explained

- Preparing trifold brochures explaining the hearing process
- Handling the media
- Answering questions



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PRESS RELEASES



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Media Events

On the Scene

- Media tours
- Ozone Steering Committee (statewide)
- Water sampling (TMDL)
- Watershed inventory
- Ruston Foundry in Alexandria, completed Superfund site.
- Orphaned drums in BR
- Train derailment in Plaquemine
- Bayou Trepagnier
- Ozone attainment



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PRESS RELEASES



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Graphic Design

What Does That Cover?

- Logos
- Promotional Items
- Brochures
- Directory
- Presentations
- Agendas
- Invitations
- Campaigns
- Annual Report



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PRESS RELEASES



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Program Promotion

Our Role Explained

- Campaigns – outreach and education



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GARBAGE IN.



www.deq.louisiana.gov

GARBAGE OUT.



BE THE SOLUTION



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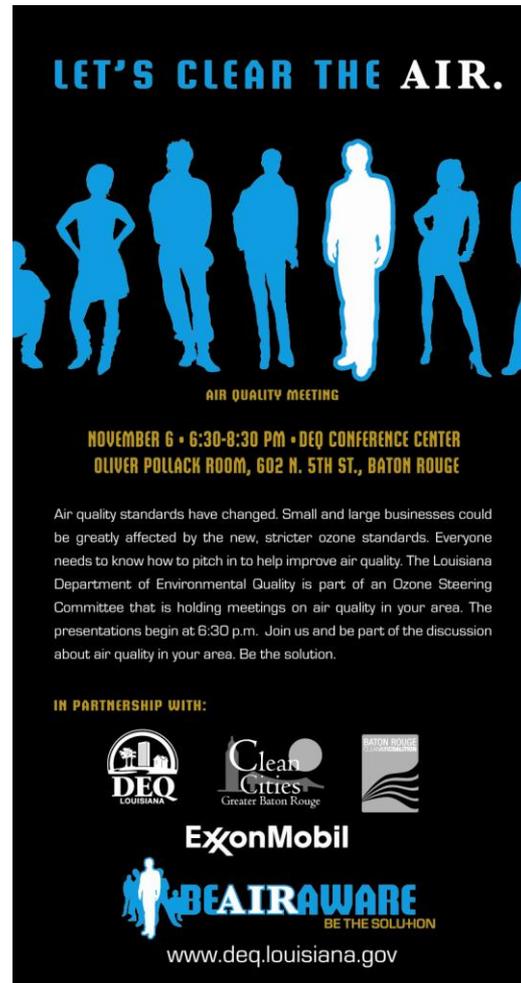
communications



Program Promotion

Our Role Explained

• Advertising to get message out



LET'S CLEAR THE AIR.

AIR QUALITY MEETING

**NOVEMBER 6 • 6:30-8:30 PM • DEQ CONFERENCE CENTER
OLIVER POLLACK ROOM, 602 N. 5TH ST., BATON ROUGE**

Air quality standards have changed. Small and large businesses could be greatly affected by the new, stricter ozone standards. Everyone needs to know how to pitch in to help improve air quality. The Louisiana Department of Environmental Quality is part of an Ozone Steering Committee that is holding meetings on air quality in your area. The presentations begin at 6:30 p.m. Join us and be part of the discussion about air quality in your area. Be the solution.

IN PARTNERSHIP WITH:

ExxonMobil

 **BE AIR AWARE**
BE THE SOLUTION

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PRESS RELEASES



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Communications Initiatives

Areas of Responsibility

- Air quality
- Water quality
- Solid wastes
- Hazardous wastes
- Asbestos in schools
- Radiation protection
- Remediation of contaminated sites
- Regulations development
- Permitting
- Surveillance
- Enforcement
- Underground storage tanks
- Environmental planning
- Environmental impact assessment
- Environmental justice
- Compliance assistance
- Laboratory services
- Laboratory accreditation
- Beneficial environmental projects
- Environmental monitoring
- Environmental education
- Emergency response
- Accident prevention
- State revolving loan fund
- Brownfields projects
- Recycle and litter
- Environmental research
- Economic development assistance
- Emissions inventories
- Lead abatement
- Mercury program



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PRESS RELEASES



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Communications Initiatives

Goals

- Solid media coverage
- News partnerships
- Professional materials featuring a consistent look
- Effective and functional Web site
- Campaigns

End Result:

DEQ is recognized as an honest and professional organization in the eyes of the public



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PRESS RELEASES



louisiana department of environmental quality

communications

If you need information, please call Communications at 225-219-3960.

- Rodney Mallett, Press Secretary
(225)219-3964 or rodney.mallett@la.gov
- Jean Kelly, Public Information Officer
(225) 219-3966 or jean.kelly@la.gov
- Tim Beckstrom, Public Information Officer
(225) 219-3967 or tim.beckstrom@la.gov
- Emily Scott, Graphic Designer
(225) 219-3968 or emily.scott@la.gov

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DEQ in 2009 Office & Division Contact Information



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