United States
Environmental Protection Agency

EPA/IMSD
December 1991

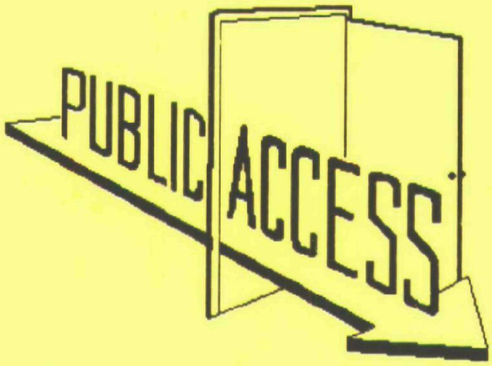
EPA

Administration and Resources Management (PM-211D)

PUBLIC ACCESS MANUAL:

A "HOW TO" GUIDE

(Draft)



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December 2, 1991

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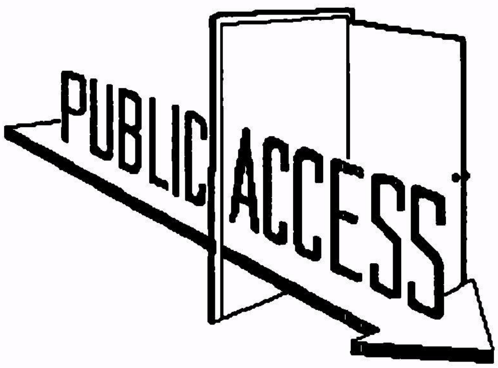

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I. INTRODUCTION

Over the last several years, EPA has been experiencing an increase in demand from the public for information maintained by the Agency. In order to meet this demand, program offices have been responding in a variety of ways, including using information centers, clearinghouses, dockets, hotlines, and databases to make information available to the public. The Office of Information Resources Management (OIRM), in its role as National Program Manager for Public Access, has been promoting coordination and enhancement of these public access activities to increase efficiency in providing this information. This Public Access Manual is another one of the steps that OIRM is taking to promote this increased efficiency.

Definition of Public Access

As defined in EPA's Public Access Policy, public access and dissemination enhance the ability of concerned parties to obtain information generated, collected, and maintained by the government. For EPA this definition includes:

- Responding to hardcopy or electronic requests for information from one of the agency's information sources

- Disseminating, or distributing, solicited and unsolicited information to the public or to publicly available sources.

The public is a very broad term that is used to describe the following:

- Industry and the regulated community

- Federal, state, local, and international governments

- Specific interest groups, such as health organizations, lawyers, consultants, etc.

- Academia and the research community

- Citizens.

Currently, the primary users of EPA information are those audiences who can interpret the vast amounts of technical information collected and maintained by the Agency. Therefore, the smallest user of environmental information is the general public although demand from this audience is continuing to increase.

Background

EPA's current Public Access Program is an informal network of individual systems and services primarily maintained and operated by program offices. The systems and services facilitate access and dissemination to paper-based and electronic information. The four main objectives of EPA's Public Access Program, as defined in the August 6, 1991, Public Access Strategy Document are to enable EPA to:

- Better understand its audiences
- Reach the public in the most effective and efficient manner
- Make quality data available to the public, within available resources, and ensure confidentiality of sensitive information
- Coordinate its public access initiatives at all levels in the Agency so as to improve efficiency and service.

EPA's Public Access Program has used various means to promote achievement of these objectives, including developing the Public Access Status Document, a document which described ongoing public access efforts and which identified issues confronting managers with regard to public access. The Program also sponsored Public Access Forums for Headquarters senior managers in the Fall of 1991. At these forums, senior managers discussed various public access issues and provided suggestions on how EPA should address these issues. Other Public Access Program activities include:

- Sponsoring an interagency committee on public access to share information on how each agency is addressing public access issues and to discuss how each agency provides information to the public
- Developing the *Access EPA* series, a directory of EPA and other public sector sponsored information sources.

Throughout these activities, several common themes have emerged. One of these themes involves the need for practical information that could be used in initiating or enhancing public access efforts. This type of information has been identified as critical for assisting Headquarters, Regional, and Laboratory offices in making information available to the public more efficiently.

Purpose

The purpose of this document is to provide EPA managers with practical, implementation-oriented information to initiate or enhance existing public access efforts. The purpose will be accomplished through:

- Providing information to facilitate compliance with EPA's Public Access Policy contained in the Information Resources Manual

- Outlining information to assist with defining users and their needs

- Providing practical information to assist with responding to public requests for information. This document provides practical information through:

  - Informing staff of relevant policies, procedures, and other public access information

  - Serving as a reference tool for locating information within EPA

  - Promoting information sharing across offices.

In defining the format and content of this manual, numerous interviews were conducted with EPA Headquarters, Regional, and Laboratory staff. This document reflects the suggestions expressed in these interviews.

Future Plans for Manual

Potential users interviewed during the development of this manual indicated that regular updates would be required to keep this manual current and useful. Therefore, this manual will be viewed as a "living document" which will be regularly updated and expanded. This will allow the document to be as useful as possible for an extended period of time. Planned updates and enhancements include:

- Update information on public access initiatives ongoing within EPA

- Include information on potential applications of new technologies as they become available.

To facilitate the updating process through identifying areas for improvement and update, a user survey, entitled "Update and Comment Form" has been developed. Any comments or suggestions should be given on the form, which is located in the Appendix of this document, and forwarded to Brigid Rapp in OIRM. Comments and suggestions will be reviewed for incorporation in the next edition of this manual.

II. IDENTIFYING AND UNDERSTANDING YOUR AUDIENCE

INTRODUCTION

Purpose

The purpose of this section is to assist EPA offices in:

- Identifying members of the public (i.e., audiences) interested in information maintained by the particular office

- Understanding the needs of these audiences with regard to obtaining EPA's information (e.g., type of information, format, delivery mechanism).

This section is intended to serve as the building block for offices developing public access programs. Prior to determining which media, access point, or distribution point to use to convey a message, an office must first understand the audience which needs to be reached and the members of the audiences' needs with regard to obtaining EPA's information. This section will provide an approach to acquiring this type of information.

Approach

To determine how best to approach identifying audiences and developing the knowledge necessary to understand their information needs, an office should first:

- Define its overall requirements and objectives with regard to identifying and understanding audiences

- Evaluate and select an approach for collecting relevant information.

These steps are discussed in the following text.

Objectives and Requirements

Office staff should first define the objectives that they wish to meet with respect to identifying and researching audience needs. The following questions need to be answered when formulating an objective:

- For what specific sets of information does an office want to identify its audiences? For example, does an office want to try to identify all potential audiences for its information (i.e., all audiences for information maintained by the Office of Drinking Water) or should only one specific topic area (e.g., lead in drinking water) be investigated? In general, the more targeted and focused the set of information, the easier and less resource intensive it will be to determine audience needs. Additionally, with more focused research objectives, office staff will be able to more easily analyze the information collected and apply the results to improving public access.

- What specific user needs should be investigated? The following are some typical user needs that should be targeted when determining the data collection objective.

  - ***Format*** - Would the audience like to receive data in electronic or hard copy format?

  - ***Level of Detail*** - Would the audience prefer to receive only summary information, not raw data?

  - ***Quality Assurance*** - What level of quality is required in the data and how updated must it be to be useful to the audience?

  - ***Access/Delivery Points*** Would the public like to be able to access the information in their public library, through a clearinghouse, or a hotline? Would the public like to purchase the information at GPO or NITS?

  - ***Outreach Mechanisms*** - How does the public find out what information is available from EPA? Through a public service announcement, news release, conferences, or through an association?

Cost - How much is a member of the public willing to pay for a certain type of information? Is cost a prohibitive factor in obtaining the Agency's information?

- Should only current audiences be investigated or should potential audiences be considered as well? Current audiences are easier to investigate as some information is already known about them. However, focusing solely on these audiences may continue to exclude other groups who have a need for EPA's information, but are just not currently aware of it or demanding it.

- Should only audiences in a limited geographic area (e.g., a Region) be investigated or should a national perspective on needs be obtained? Again, the more focused the objective, the easier it will be to collect data. However, especially in terms of a national clearinghouse, a broad perspective on the needs of its audiences may be required to make the access point truly responsive to users' needs.

Further questions will become apparent to the office staff if they first attempt to define what a successful data collection would look like. In other words, if an office possessed all the information it needed to enhance its public access efforts, what information would they need? Identifying these components will assist an office in formulating its overall data collection objective.

Regardless of the specific objective, the office should ensure that the objective is sufficiently defined to facilitate collection of useful information. Ambiguous or overly broad data collection objectives will result in the unnecessary expense of resources and the collection of information which may not facilitate decisionmaking in the public access arena. Another important factor to consider when formulating the objective is existing organizational or resource constraints. All data collection objectives ought to be achievable within existing or projected organizational and resource constraints or these data collection efforts will not be successful and, therefore, useful in enhancing public access efforts.

Evaluating and Selecting Potential Approaches

After defining the overall objective of the data collection process, an office next needs to decide upon the best approach to collecting this information. In this section, two type of approaches to collecting audience information are discussed. These approaches are defined below:

- ***User Study*** - This type of study is one which is undertaken specifically for the purpose of collecting information on existing audiences or identifying and learning about new audiences.

- ***Feedback Mechanisms*** - Feedback mechanisms are data gathering approaches that can be incorporated into ongoing operations to collect information on the degree of user satisfaction with existing products or services.

In this chapter, each approach is discussed in further detail along with its benefits and limitations. Additionally, names of EPA staff members who have conducted such a study or implemented a feedback mechanism are provided as contacts for further information.

To select a specific approach, an office should evaluate each one relative to the previously defined objective to determine if the approach will allow the appropriate information to be collected. Certain approaches may be initially eliminated based upon their inability to collect the appropriate type of information. To decide between the remaining approaches, the office will need to consider which best satisfies their data collection objective while taking into account any organizational or resource constraints. For instance, certain approaches may provide a comprehensive set of information, but may be too expensive or too difficult to be realistic. To facilitate this evaluation, a graphic is included at the end of this chapter which summarizes each approach and its primary benefits and limitations.

USER STUDIES

Purpose

This section discusses the following types of user studies.

- Freedom of Information Act (FOIA) Request Examination
- Internal EPA Surveys
- External Surveys.

For each type of user study, various approaches to conducting the study are discussed as well as benefits and limitations of particular approaches and names of individuals within the federal government who have utilized this approach to learning more about their audiences.

Before starting any information collection effort, EPA offices must first consider the Office of Management and Budget's (OMB's) regulations with regard to information collection. These regulations basically state that EPA cannot collect information from more than nine sources external to the Agency without the express permission of OMB as part of an Information Collection Budget request. Related issues can be discussed with more than nine sources if a structured questionnaire or survey instrument is not utilized. To obtain OMB clearance, standard form 83 must be completed and submitted with a narrative statement explaining why the information needs to be collected. OMB then has 60 days to approve or deny the request. To facilitate receiving approval, the office that submitted the request should monitor the progress of the request through OMB. Contacts who can assist in this process are provided at the end of the chapter.

FOIA Request Examination

This section will discuss examining FOIAs as a means of gathering audience information as well as the benefits and limitations of this type of user study.

Approach

FOIAs are a primary means by which members of the public currently request information from EPA. In 1990, the Agency received a total of 39,254 requests, the fourth largest volume of requests among all federal agencies. Due to the increasing interest in environmental information, EPA's Executive Secretariat estimates that the number of requests will continue to grow at a rate of 20% per year. Because of the large interest in requesting EPA's information via FOIAs, an examination of these requests can assist with understanding audiences by revealing the following:

- Types of audiences interested in an office's information (e.g., industry, environmental groups, members of the public)
- Types (i.e, subjects or topic areas) of information in which the public is interested
- Demand for certain types of information (i.e., number of requests for a particular type of information).

By relating these three types of information, an office can develop a basic profile of its current audiences and their interests with regard to EPA's information.

Each Headquarters program office and each Region has a FOIA liaison who can assist with compiling lists of appropriate FOIAs. Additionally, the Agency's Freedom of Information Officer within the Office of the Executive Secretariat maintains records of FOIAs requests and responses as well.

Benefits and Limitations

There are a number of benefits and limitations associated with examining FOIAs to identify and understand audiences for a particular office's information. These are described below:

Benefits

- FOIA examination does not require extensive investment in data gathering as the information already exists and is available within EPA.

- Examining FOIAs can be relatively inexpensive due to the fact that much of the information has already been collected.

- FOIAs provide a basic information about audiences and the types of information in which they are interested.

These benefits indicate that FOIA examination is a relatively quick and straightforward means of identifying basic information about audiences.

Limitations

- FOIAs may not present an accurate assessment of the audiences demanding the Agency's information. Instead, they may only reflect sophisticated audiences, knowledgeable about the FOIA process and with the funds to pay for any costs which are incurred in the FOIA process. (In 1990, 80% of all EPA FOIAs were from commercial requesters which does not provide a complete profile of the audiences interested in EPA's information.)

- FOIA examination does not reveal extensive information about audience needs (e.g., format, level of detail). Instead, the requests indicate only the type of information in which the party is interested and the demand for that information as exhibited through the FOIA process.

- FOIA examination may not provide information on the topic in which an office is interested, especially if that information is already readily available from another source. If the information is easily accessible through a hotline, docket, etc., then the number of FOIAs in this area may be limited.

- FOIA examination will exhibit information on current audiences only. It does not investigate needs of potential audiences.

Although FOIA examination may be fairly quick and easy to accomplish, it only provides limited information about audiences which may not be sufficient to satisfy an office's data collection needs. Therefore, FOIA examination may best be viewed as a starting point for identifying basic information which then provides the basis for targeting a more extensive investigation. The following box provides a contact who has utilized this approach to obtaining information on audiences.

CONTACTS

Staff from the Permit Compliance System (PCS) recently undertook an examination of FOIAs as a means of assessing the public access requirements for their system.

Mike Mundell in the Office of Water should be contacted for further information on this study, (202) 260-8324.

Agency Freedom of Information Officer, (202) 260-4048.

Internal EPA Survey

This section will discuss the opportunities for surveying staff from within EPA to assist with identifying and understanding audiences.

Approach

Requests from the public for information enter the Agency at a variety of points. Examples of these points include the following:

- Public Information Center (PIC)
- EPA libraries
- Office of Communications, Education, and Public Affairs (OCEPA)
- Center for Environmental Research Information (CERI)
- EPA Publications and Information Center, Cincinnati
- Hotlines
- Clearinghouses
- Dockets
- Electronic bulletin boards
- Individual programmatic or administrative offices within Headquarters, the Regions, or the Laboratories.

EPA staff members who respond to these requests via the previously described points have valuable information concerning public demand for the Agency's information.

A variety of means can be utilized to elicit information from EPA staff on audiences for certain types of information and their preferences with regard to obtaining that information. Additionally, EPA staff can greatly assist an office in determining the best approach for meeting the needs of a particular audience. Two approaches for obtaining this information are discussed below:

- ***Interviews*** - Interviews with individuals or with groups of individuals can be utilized to gather information on audiences. The interviews could be conducted in one of several manners: telephone, in person, or through the mail. The particular means of conducting the interviews (e.g., telephone, mail, or in person) will impact the amount of time, the level of effort, the number of responders, and the quality of the information. Specific impacts are discussed below in the "Benefits and Limitations" section. To promote and facilitate discussion in an interview setting, a questionnaire should be developed to ensure that the appropriate information is obtained. This questionnaire can be in hard copy format with specific "skip" instructions provided to guide the interviewer/interviewee through the questionnaire based on responses, or the questionnaire can be administered using a computer. In this case, appropriate questions will be automatically retrieved based upon responses. A successful data collection effort depends upon:

    - *Questionnaire Content* - It is essential that all designated issues are covered.

    - *Question Order* - A logical flow to the questions aids the respondent. Additionally, bias must be considered in that information raised in an earlier question may affect subsequent responses.

    - *Question Wording* - The question must be clear and understandable. Ambiguous questions with unfamiliar terms will inhibit obtaining useful responses.

    - *Questionnaire Format* - This relates only to a mail questionnaire where the interviewee would see the actual document. The format should be attractive to the respondent and the design should facilitate completion through guiding the respondent to the next question and reducing the likelihood of errors.

- *Cover Letter* - If a questionnaire is mailed out, a cover letter must be sent with it explaining the incentive for the requester to reply.

These factors influence the results from the data collection effort in two ways - response rate and validity. With respect to response rate, the clearer, more logically designed, and attractive a questionnaire is, the higher the response rate. Difficult questionnaires are likely to be ignored. Unambiguous and easy to complete questionnaires also improve the quality of the data imparted.

- ***Focus Groups*** - Focus groups could be utilized to bring together a variety of EPA staff receiving requests from the public. In a focus group, the staff members have a chance to share information and to interact when making suggestions on appropriate means for meeting the needs of the various audiences. Focus groups differ from group interviews in that the participants are expected to interact and develop potential solutions. Group interview participants are essentially just required to respond to questions posed by the interviewer. If a focus group is chosen as the means for obtaining information, the following items should be considered:

  - Groups should be between eight and ten people.

  - Groups should last a maximum of two hours.

  - A facilitator with at least some expertise in conducting focus groups and more generally in group dynamics will be required to ensure that the focus group is conducted successfully.

  - Someone besides the facilitator should be taking notes if the session is not being taped to ensure that all relevant information is recorded.

  - A flip chart or white board is helpful in structuring and promoting discussion.

  - A discussion guide should be prepared to provide an overall framework for the focus groups. This guide does not have to be strictly adhered to, instead the facilitator should follow the discussion.

- Staff should ensure that the facilities where the focus groups are being held are comfortable and sufficiently spacious to accommodate the group.

Through the use of focus groups, an office can not only gather basic information on audiences and their needs, but can also benefit from the suggestions on meeting these needs offered through group interaction.

Regardless of which approach that is used - interviews or focus groups - the following basic steps should be followed (not all of which may be present in any given effort)

- ***Define universe*** - Estimate the total number of members of what the office perceives to be its audiences.
- ***Draw sample*** - The size of the sample chosen to survey will be dependent upon the size of the overall universe and the desired level of statistical accuracy.
- ***Hold two to three focus groups*** - These groups will aid in the identification/refinement of issues for the questionnaire.
- ***Draft survey questionnaire*** - Following suggestions given in the preceding text.
- ***Pretest instrument*** - The questionnaire should be pretested with a small sample to identify any problems.
- ***Review pretest results*** - Review the results of the pretest and use them to revise the questionnaire accordingly.
- ***Field the questionnaire*** - After refinement the questionnaire should be fielded to the entire sample.
- ***Conduct mail or phone follow-ups*** - Follow-up with those who do not respond to the initial questionnaire.
- ***Analyze results*** - Results from the survey should be compiled and analyzed to provide the basis for developing conclusions.

Following these steps will enable the user to develop an appropriate, successful data collection effort.

Benefits and Limitations

There are a number of benefits and limitations of the various approaches to conducting internal EPA surveys to obtain audience information. These are described below:

Benefits

- Internal surveys allow an office to obtain extensive information on EPA's current audiences and their needs.
- Internal surveys do not fall under OMB Information Collection regulations as information does not have to be collected from outside of the Agency.
- Both interviews and focus groups can involve EPA managers and staff at many levels in the public access process. This will facilitate sharing information across offices and may promote the identification of opportunities for coordinating public access efforts.
- Interviews conducted in person or over the phone provide the opportunity to clarify or follow-up responses with additional questions to ensure that high quality, relevant information is collected.
- Interviews which are conducted through the mail require less staff time to conduct than those over the phone or in person.
- Focus groups also provide the opportunity to clarify or follow-up responses as well as the opportunity to solicit information on how to best meet the needs of EPA's audiences in an interactive environment.

Internal surveys offer great potential for obtaining information on current audiences and for seeking assistance with identifying means to meet the needs of these audiences.

Limitations

- Internal surveys collect information primarily on current audiences. These types of surveys do not gather extensive information on potential audiences as many of the interviewees may not be familiar with audiences who do not contact EPA.

- Internal surveys can be resource intensive, especially if focus groups are chosen or if extensive numbers of interviews are conducted because EPA staff are required to facilitate or conduct all of these interviews.

- Questionnaires which are mailed out may not elicit sufficient response to assist with gathering useful information. Then additional staff time will have to be utilized to track down individuals who did not respond to the questionnaires.

- Questionnaires which are mailed out may not elicit as high quality responses as those conducted over the phone or in person as questions can be misinterpreted, and there is no opportunity for clarification.

- Individual or group interviews may not provide as high quality responses as focus groups because they do not promote group interaction and discussion during which unique, creative ideas often emerge.

- Focus groups require more specialized expertise to facilitate than interviews.

- Scheduling focus groups or group interviews can be challenging with respect to coordinating various participants' schedules.

Internal EPA surveys are an excellent means of gathering information on current audiences without having to obtain OMB clearance. However, there are various operational constraints which need to be weighed against these benefits. The following box provides contacts who can assist with determining the appropriateness of this approach.

CONTACTS

Brigid Rapp, National Public Access Program, (202) 260-8710

Office of Communications, Education, and Public Affairs, (202) 260-4361

External Survey

This section will describe how to survey individuals external to EPA to identify and collect information on the Agency's audiences.

Approach

One of the best sources of information about EPA's audiences is the members of the public who comprise these audiences. These individuals can belong to any of the following groups:

- Industry (i.e., regulated community)
- Government (i.e., international, federal, state, or local)
- Interest groups (i.e., trade associations, environmental groups)
- Academia (i.e., university researchers)
- General public (i.e., citizens, elementary school students).

Obtaining information from these audiences provides EPA with valuable insight into the types of information that members of the public are interested in as well as the formats, levels of detail, and methods of access and distribution which are most suited to their needs.

A variety of approaches can be utilized when conducting an external survey, similar to those discussed in the Internal Survey Section. Two main approaches are discussed in the following text:

- *Interviews* - As discussed under the Internal EPA Survey section, interviews can be conducted either with individuals or groups of individuals to obtain data on the demand for a particular type(s) of information as well as on the information characteristics in which the audiences is interested (e.g., level of detail necessary). To provide structure for the interview and to ensure that the information obtained is responsive to the data collection objective, a questionnaire with targeted questions should be developed to promote appropriate responses. Potential topic areas are given below:

    - Type of information
    - Use of information

- Frequency with which information is demanded
- Level of detail required to be useful
- Format in which information needs to be obtained
- Appropriate access points
- Appropriate distribution mechanisms
- Level of quality which is acceptable
- Acceptable costs.

This questionnaire could be administered verbally (e.g., via a telephone interview or in person) or could be mailed out to members of the public. Again, as mentioned previously, the method chosen for conducting the interview will impact the amount of time, the level of effort, the number of responders, and the quality of the information. More specifics on the questionnaire are given in the previous Internal EPA Survey section. Impacts are discussed below in the "Benefits and Limitations" section.

- *Focus Groups* - Focus groups could be used to bring together various members of the public to discuss the types of information in which they are interested and the characteristics necessary for that information to be useful to them. Additionally, participants could provide EPA with suggestions on how to best meet their needs with regard to access to the Agency's information. In a focus group, the members of the public can interact and formulate ideas on innovative means of satisfying their information needs. The issues listed under the focus groups section of the Internal EPA Survey section should also be considered here.

In order to implement one of these data collection approaches, the same steps as were defined in the Internal EPA Survey section should be followed. One of the first steps in this process is identifying the members of the public which the Agency is interested in contacting. These types of audiences can fit into two categories:

- *Current EPA Audiences* - These audiences are those currently requesting information from the Agency. The universe of these audiences can be identified through abbreviated FOIA examinations or surveys of internal staff. They could also be identified through any statistics maintained in an office on public phone calls or mail. Additionally, an office could perform a literature search to see how and by whom their information has been used. This would identify current users as well.

- *Potential EPA Audiences* - Potential audiences are those which may have a use for EPA's information, but are not currently requesting it. These individuals or groups can be identified based upon an examination of current audiences and then an identification of additional audiences who are not demanding information, but for whom uses of the information are apparent. Additionally, discussions with EPA staff and external organizations may elicit ideas on the types of groups that could be well served by obtaining EPA's information, but are not currently doing so.

To a certain extent, the number of individuals contacted in any data gathering effort will be dependent upon resources, however, the office must also be certain that sufficient numbers are involved to ensure an accurate portrayal of audience needs emerges. The geographical location of the members of the public also needs to be considered. Is information required on only a certain Region or state, or is a national perspective required? The answers to these questions will help further target whom should be contacted.

Benefits and Limitations

The following benefits and limitations can be associated with surveying external parties to obtain audience information.

Benefits

- External surveys allow an office to obtain extensive information on the needs of EPA's current and/or potential audiences as well as the best approaches for meeting these needs.

- External surveys provide an opportunity to strengthen relationships with EPA's audiences as the audiences perceive that the Agency is interested in learning about their needs.

- External surveys also provide an opportunity to involve state and local governments in EPA public access efforts as these organizations can be targeted to assist in identifying interviewees or focus group participants and in conducting data collection efforts.

- External surveys conducted in person or over the phone provide the opportunity to clarify or follow up responses with additional questions to ensure that high quality, relevant information is collected.

- External surveys which are conducted through the mail require less staff time to conduct than those over the phone or in person.

External surveys allow an EPA office to find out significant information on current and potential audiences and their needs.

Limitations

- Most external surveys fall under OMB Information Collection regulations which, because of the clearance process, requires additional preparation time.

- External surveys can be resource intensive, especially if focus groups are chosen or if extensive numbers of interviews are conducted because of the high requirements for staff to facilitate or conduct these activities.

- If external surveys are conducted by phone, the number of individuals who can be contacted may be limited by the availability of phone numbers.

- Questionnaires which are mailed out may not elicit sufficient response to assist with gathering useful information. Then additional staff time will have to be utilized to track down individuals who did not respond to the questionnaires.

- Questionnaires which are mailed out may not elicit as high quality responses as those conducted over the phone or in person as questions can be misinterpreted, and there is no opportunity for clarification.

- Individual or group interviews may not provide as high quality responses as focus groups because they do not promote group interaction and discussion during which unique, creative ideas often emerge.

- Focus groups require more specialized expertise to facilitate than interviews.

- Scheduling focus groups or group interviews can be challenging with respect to coordinating various participants' schedules.

Although external surveys offer the greatest potential of all methods for identifying and understanding audiences, there are also significant operational challenges with regard to conducting this type of survey, such as OMB clearance and resource limitations. These challenges must be weighed against the benefits obtained from the survey. Contacts of offices who have conducted external surveys are given below.

CONTACTS

In 1990, the Interstate Council on Water Policy and the U.S. Geological Survey conducted workshops with the public to determine the need for water information and to develop practical ideas for meeting these needs. The approach to completing these workshops and the results are presented in an Executive Report which can be obtained through the National Water Information Clearinghouse, 1-800-H2O-9000

Jann Erickson, Office of Toxics Substances is contacting external parties as a component of developing an outreach strategy for TRI, (202) 260-9389

Dave Schwarz, Office of Policy, Planning, and Evaluation can provide information on OMB Information Collection regulations, (202) 260-2786

FEEDBACK MECHANISMS

Purpose

Virtually any of the user studies described in the last section can be used to obtain feedback on existing products and services. However, beyond that, there are two types of mechanisms which can be integrated into ongoing procedures with the specific aim of obtaining feedback on products or services. This section discusses these two feedback mechanisms.

- Product Evaluation Cards - cards which are utilized to measure the degree of user satisfaction with an EPA product

- Telephone Evaluations - short surveys conducted by hotline staff to assess user satisfaction with the response given.

For each type of feedback mechanism, approaches to developing this mechanism are discussed as well as benefits and limitations of the approaches. In addition, names of individuals within the federal government who have utilized feedback mechanisms to learn more about their audiences are given.

Product Evaluation Cards

This section will describe how to utilize product evaluation cards to collect information on EPA's audiences.

Approach

Measuring the degree of requester satisfaction with EPA products can give EPA managers information on the characteristics and needs of their current audiences. Products can include any of the following:

- Publications or letters of response
- Exhibits
- Videos
- Databases or text files in electronic format (online or via diskette, magnetic tape, or CD ROM).

Attainment of this type of information can allow EPA managers to improve upon existing efforts or to create new products which are responsive to the needs of their audiences.

When developing product evaluation cards, staff members need to first define the type of information they are interested in gathering. The following list includes several questions which could promote helpful responses from audiences:

- Were you satisfied with the content of the EPA product you received? Did it contain helpful information? Did it lead you to alter your environmental behavior in any way?

- Was the information at the appropriate level of detail and complexity? (i.e., Did the product provide summary information when you needed raw data? Was the product too technical or too general for you?)

- Was the format (e.g., hard copy, CD ROM, magnetic tape) of the product useful to you? Would you prefer to receive this kind of information in another format? If so, what?

- Was the product easy to read and understand (for publications only)? If not, what was wrong with the product?

- Was the product easy to use? (electronic products only)? If not, please describe any difficulties that you had.

- Was the means of product delivery acceptable to you?

- Do you feel that the price of this product was appropriate for the information you received?

- In which of the following categories would you place yourself (e.g., student/teacher, interest group, industry, government)?

Regardless of the content of the individual question, it needs to be very focused. This will promote the receipt of appropriate responses. Additionally, the number of questions on the evaluation cards should be limited as large numbers of questions will adversely affect the response rate.

Evaluation cards, which are often simply post cards, can be enclosed with each publication, diskette, or CD ROM that is sent out to a member of the public. These cards can be enclosed each time a product is distributed or just during a selected time period each year. If the product is an exhibit displayed at a conference, the evaluation cards could be handed out. Members of the public could be asked to fill out the cards prior to leaving the conference.

Benefits and Limitations

The following benefits and limitations can be associated with product evaluation cards.

Benefits

- These cards allow an office to evaluate the success of current products in meeting audience needs.
- Evaluation cards do not require extensive amounts of effort or resources to develop or collect information.
- Evaluation cards provide information on audience characteristics that can be factored into future public access efforts.

Product evaluation cards provide an easy means of obtaining feedback on current products and services.

Limitations

- Product evaluation cards only allow limited information to be collected on current audiences.
- There is the potential for the response rate to be low.
- Information is only collected on the needs of current audiences.
- Production evaluation cards fall under OMB Information Collection requirements.

The benefits and limitations of utilizing product evaluation cards to collect information must be weighed against one another and against the previously established data collection objective to determine if this method is appropriate for an office's purposes. Names of individuals and organizations who have utilized product evaluation cards are given below.

CONTACTS

Paula Moser, Consumer Information Center, EPA/Agency Liaison, (202) 501-1794

Telephone Evaluations

The following section discusses how to use telephone surveys to obtain feedback on products.

Approach

Telephone surveys can be used to obtain feedback on EPA public access products and access point services. Prior to conducting a telephone survey, a guide should be developed to ensure that appropriate information can be obtained during the interview. Similar topic areas to those suggested in the preceding, Product Evaluation Card section, are appropriate for this type of feedback mechanism as well. Additionally, the tips provided in the Internal EPA Surveys section on developing and administering questionnaires should also be applied here.

Telephone evaluations can be conducted by having hotline managers or information specialists immediately survey a caller to determine his/her level of satisfaction with the response received. This can be achieved by having a hotline manager or information specialist ask a caller if he/she would be able to provide some feedback through responding to a few questions at the end of the call.

Obtaining evaluation information over the phone allows the office to obtain an immediate response to questions and to ask follow-up questions when necessary. However, OMB clearance is usually required for this type of information collection.

Benefits and Limitations

The following benefits and limitations can be associated with telephone surveys.

Benefits

Telephone surveys:

- Allow an office to evaluate the success of current products in meeting audience needs. They also provide information on audience characteristics that can be factored into future public access efforts.

- Do not require extensive amounts of effort or resources to obtain feedback.

- Allow offices to obtain immediate feedback

Limitations

- Telephone surveys only allow limited information to be collected on current audiences.

- Telephone surveys are limited by the cooperativeness of users with respect to responding to the questions.

The benefits and limitations of telephone surveys must be evaluated relative to each other and to the overall data collection objective to determine if this is an appropriate means of obtaining feedback. Contact names of individuals who have performed telephone surveys are given below.

CONTACTS

Barbara Roth, RCRA/Superfund Hotline, (202) 260-4646

Identifying and Understanding Your Audience: A Summary and Comparison

Approaches	Considerations for Selecting a Data Gathering Approach: Information Gathered	Resources Required	Audiences Targeted	Validity of Assessment	OMB Information Collection Requirements
FOIA Request Examination	Reveals only basic information	Does not require extensive data gathering or resources	Gathers information on current audiences only	May be skewed toward sophisticated audiences	Does not fall under requirements
Internal EPA Survey	Gathers extensive information on audiences and their needs	Can be resource intensive depending upon specific data collection objective	Collects data primarily on current audiences	Can be skewed toward audiences who are most vocal in their demands to EPA	Does not fall under requirements
External Survey	Gathers extensive information on audiences and their needs	Can be the most resource intensive depending upon the specific data collection objective	Can collect data on both current and potential audiences	Provides most accurate assessment as audiences are directly providing information	Subject to requirements
Feedback Mechanisms	Provides basic information on audience satisfaction with existing products	Do not require extensive resources to develop or collect information	Collect information on current audiences only	Provide accurate assessment as audiences are directly providing information	Can be subject to requirements

III. DELIVERING THE MESSAGE

INTRODUCTION

This section identifies the possible media (i.e., format for delivering information) that can be used to deliver information to the public. In order for the public to understand the message being transmitted, information must be presented in a format that can easily be comprehended by an audience. The type of media in which information is transmitted may influence how the message is interpreted and the impact the information or message will have on the public. A variety of media allows an office to match an appropriate media to the needs and requirements of the receiving audience.

The information contained in this section can be used in this matching process by assisting EPA offices with identifying and understanding characteristics, including the benefits and limitations, of each media. The following list identifies the various media described on the following pages:

- Hardcopy (i.e., publications)
- Multimedia
- Electronic.

Based on the descriptions contained herein, each media can be assessed for its potential appropriateness for the intended audience. In many cases, the audience will request a specific media, in order to meet their own needs. It is important, however, to understand the benefits and limitations of each, relative to potential audiences, to ensure that an audience is not being excluded due to the selected media. A summary chart included at the end of this section provides the various attributes associated with the different types of media.

Approach

As stated previously, this section provides information on various media, so that an informed decision can be made when selecting a particular format for an audience. There are several issues that should be considered in this selection process.

- ***Define the needs of the intended audience*** - This entails understanding the type of information the public is interested in, the level of detail needed on the subject, how the information will be used, and if the audience prefers certain formats or has access to certain types of equipment (i.e., audiovisual or electronic).

- ***Identify the monetary resources available for media development*** - Limited funding, for example, may narrow the formats that can be utilized.

- ***Consider the material or equipment needed for making products available*** - For example, some offices may not have the capabilities to produce certain media.

- ***Determine if there is an established timeframe in which the audience must receive the message or information*** - Some formats may take considerable time to develop and/or schedule for use.

The guidelines, as indicated above, will help narrow the choices when selecting an appropriate media for a particular audience.

Included under each subsection in this document are descriptions of the media, its uses, and related advantages and disadvantages. The descriptions provided can help to assess each media's potential usefulness and value for transmitting the desired information or message. Based on the information provided, a selection can be made as to the most appropriate type for the intended audience. If there are questions regarding a specific type of media, the person(s) identified as contacts can be reached for additional information or guidance, based on their experiences when using the specific media.

Publications

Basic Description

Publications consist of any information printed on paper material which may contain varying combinations of text, graphics, or photographic images. Published material can take the form of such items as technical reports, newsletters, brochures, factsheets, policy directives, or journals.

Issues Associated With Use

Before preparing any publication, an office should refer to available EPA guidance referencing program-specific or Agencywide publication standards. Relevant policies, guidance, and procedures are highlighted below under Applicable Policies section. When preparing a publication, there are usually several key issues to consider.

- Consider what type of information the audience needs in order to satisfy its demands.

- Consider what the appropriate technical level and level of detail is for the audience who is likely to use it the most (i.e., technical material should not be presented to elementary school children).

- Determine the appropriate mix of text and graphics and which type of publication will best convey the information (i.e., general information intended for public use may best be presented on a small brochure using equal amounts of space for text and graphics).

- In order to facilitate the production process, determine printing requirements prior to submitting documents to the EPA print shop.

- Consider costs of document preparation, printing, and distribution, as well as whether or not to charge requesters.

Resolution of these issues will allow EPA offices to determine if publications are the appropriate media for their audiences.

Offices also have the option of publishing printed material as a stand alone document, or as part of an existing publication. The publications listed below are examples of several sources which accept agencywide articles for inclusion in their publication.

- ***Program newsletters*** - Approximately 40 program newsletters are published and contain articles on program specific events. Program newsletters are distributed to Agency staff and external organizations who have an interest in program activities. OCEPA's Editorial Services can be contacted for the name of each newsletter and editor. The editor can provide information on the newsletter's focus, and how to submit articles for publication.

- ***EPA Journal*** - The Journal is published by OCEPA bimonthly, and is suitable for general audiences. The environmental themes contained in each issue vary, and the OCEPA Journal editor often solicits program offices to contribute articles for the publication. OCEPA also accepts requests for topics and articles to be included in each issue.

For specific inquiries and additional information on other bulletins which accept Agencywide articles in their publication, contact the OCEPA Editorial Services Division.

Applicable Policies

Manuals and handbooks produced by program and administrative offices outline various publication guidelines include, but are not limited to information on such issues as, document planning, preparation, printing, numbering, distribution, and inventory. In addition, all public-oriented publications intended for general distribution are subject to OCEPA's product notification and review process. This process has been instituted to ensure that all publicly available materials are consistent with Agency policies and themes, represent high quality work, and exhibit creativity and factual accuracy. The guidelines on the review process are contained in the *Handbook for EPA Publications,* listed below. Several other available publication manuals provide additional information and guidance on preparing documents at EPA.

- *Developing Products for the Public, Handbook for EPA Communications,* produced by OCEPA

- *Printing Manual Procedures* by OARM/FMSD

- *Publication Standards and Requirements* produced by OCEPA

- *Publications Production Manual,* produced by OCEPA's Editorial Services Division

- Standards and publication manuals produced by individual program offices include:

    - The Office of Emergency and Remedial Response (OERR)'s *OERR Publications Standards Handbook* which identifies program and Agencywide publication policies.

    - *Handbook for Preparing Office Research and Development Reports,* produced by the Center for Environmental Research Information.

Once a document has been reviewed through appropriate channels and prepared for printing, it *must* be submitted to the EPA Headquarters print shop. Refer to the FMSD *Printing Procedures Manual* for more complete guidance on Agency printing policies. All offices are required to use the EPA print shop regardless of whether their printing will actually be done on site or through an outside vendor. There are several options available through the print shop:

- Documents can be printed at no charge at EPA's print shop.

- The print shop can send material to the GPO or NTIS for printing.

- The print shop can send the material to an outside vendor for printing.

The Headquarters print shop selects which option to use based on volume and type of printing to be done. All questions concerning printing policies should be addressed to the EPA print shop. The above guidelines have been established in accordance with the Government Printing and Binding Regulations issued by the Joint Committee on Printing. The Regulations explicitly prohibit the Agency from using its contractors and subcontractors to engage in printing in connection with work being performed under an EPA contract. Further description of the regulations are in a memo included as an attachment to this section.

In order to efficiently track the production and dissemination of environmental information, including publications, an Agencywide numbering system has been developed. The numbering system will be managed by EPA Publications and Information Center in Cincinnati and the Center's Manager will assign publication numbers to the program offices. Introduction to the new numbering system is being made through the Facilities Printing Manual currently out for green border. The system is expected to commence January 2, 1992. EPA publications numbers may be obtained by calling FTS 684-7980.

Benefits and Limitations

There are a number of benefits and limitations associated with utilizing publications to communicate information to the public.

Benefits

Although there is an increasing public demand to receive information in electronic formats, paper products continue to serve the needs of many audiences. Several reasons can explain the continued demand for paper products.

- EPA offices are already familiar with using publications to access Agency information.
- Publications reach a wide audience because the materials can be directly sent to any member of the general public for use.
- Publications do not require the use of special or expensive equipment to access.
- Published information is easy to reproduce.

Paper publications are often the format of choice in which to receive information, since they can be used and understood by all audiences.

Limitations

It is not likely that the demand for paper products will cease, but there are several limitations associated with using printed materials.

- Printed material can take up large amounts of storage space. The EPA Publications and Information Center, however, can assist with storage of printed publications.

- Integration and manipulation of data is made more difficult with printed material.

Although publications are a good way to reach almost any audience and are likely to retain their popularity over time, there are many standards to follow when preparing materials for print. The contacts indicated below can provide additional details on the various policies and procedures associated with publication production at EPA.

CONTACTS

Earl Eastwood, IRMD, Cincinnati - Agency numbering system, (513) 569-7980

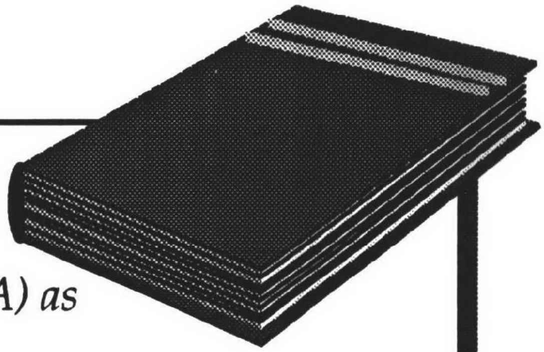
HQ Print Shop - Document printing policies, (202) 260-2125

Editorial Services Division, OCEPA - Publication production and inventory, (202) 260-4359

- Charlie Osolin, OCEPA - Director of Publications
- Kym Burke, OCEPA - EPA Journal Editor

Innovative Uses

Publications



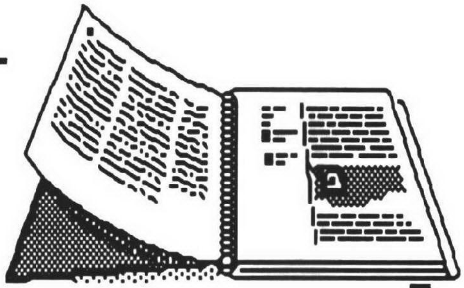
The Office of Pesticide Programs published *The Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) as Amended* in October 1988.

The report, which is paper bound, is a complete textual version of the FIFRA Amendments. Although the report is available to any individual or group who requests a copy through GPO, it is particularly important to business, industry, and agricultural interests. The Act was also summarized in a brochure published in December 1988, entitled *Highlights of the 1988 Pesticides Law.* This brochure contains a condensed version of FIFRA Amendments of 1988 and discusses the Act's main points.

For more information on producing this type of publication, contact OCEPA Editorial Services Division at (202) 260-4359.

Innovative Uses

EPA Journal



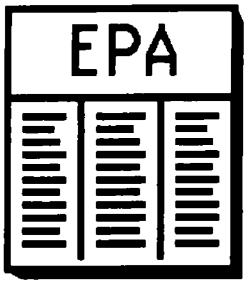
The *EPA Journal,* which is produced bimonthly by OCEPA, is a publication geared for the general public.

The *Journal*'s feature topic in the January/February 1991 issue was entitled, "The New Clean Air Act: What It Means to You." Through a series of articles, this issue focussed on how the Clean Air Act affects the general public. It provided references to EPA's efforts to promote compliance with the Act as well as efforts in process by business and industry. The journal includes a variety of text, photographs, and graphics. Anyone can subscribe to the journal, which is available through GPO.

For more information on a more general interest publication such as the EPA Journal, contact (202) 260-4454.

Innovative Uses

Fact Sheets



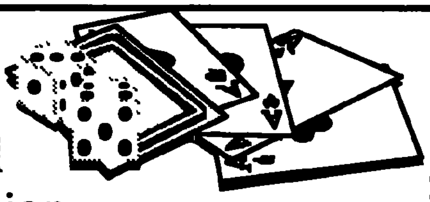
Many program and administrative offices publish fact sheets, which are short documents, several pages in length, that present environmental information. Fact sheets convey program-specific or general information to the public. They often highlight specific events and identify the status of various programs.

Fact sheets can be obtained from any office that produces them. Also, the Headquarters Public Information Center contains a collection of fact sheets available to the public and EPA staff. Fact sheets are also distributed at exhibits and are sent out to the public to follow up on phone inquiries. The fact sheets, included as attachments to this chapter, provide examples of some of the information that program offices transmit to the public. They can also be used by a program office to keep in touch with other offices' current projects and issues of interest.

For additional information on fact sheets, contact the Editorial Services Division (202) 260-4359, OCEPA or the Public Information Center at (202) 260-7751.

Innovative Uses

Great Lakes



In an effort to promote environmental understanding of the Great Lakes Region, the Sea Grants Program developed an innovative type of publication, the Great Lakes Pursuit board game.

This trivia game, originating in Ohio, consists of 500 questions about the Great Lakes Basin environment. It is suitable for ages fourteen through adult and is currently primarily sold to educators. Great Lakes pursuit is promoted through the Sea Grant Network, Center for Great Lakes, and various state agencies, workshops and newspapers.

For more information contact the Sea Grant Program, in Ohio.

Multimedia Products

Basic Description

Multimedia products are materials designed to aid in learning and transmitting information or messages using both sight and sound. Materials are often in graphic forms, with minimal written text. Multimedia materials may take the form of videos, audio tapes, slides, pictures (i.e., posters, photographs, charts), filmstrips, microfilm, or microfiche.

Issues Associated With Use

Multimedia products are widely used by EPA as means for transmitting information. There are, however, various considerations and requirements associated with using multimedia products. Several of the key considerations are identified below.

- *Audience* - The intended message may not be clearly understood unless products are developed for specific audiences with a specific purpose (e.g., like a video made for elementary school students about pollution prevention).
- *Equipment* - Most multimedia materials require the use of special equipment, such as a projector, in order to view and/or understand the product.
- *Facilities* - There are often facility requirements, (i.e., a meeting room) that are necessary for audiences to view a presentation.
- *Cost* - Depending on the specific product to be developed, there can be significant costs associated with multimedia product development, such as video production. There may also be a need to charge the public for using multimedia materials.

Although there are several key issues that must be considered with Multimedia use, these products provide an alternative and often interesting way of effectively transmitting information.

Applicable Procedures

All public-oriented multimedia materials intended for wide use, are subject to OCEPA's product notification and review process. This process has been instituted to ensure that all publicly available materials are consistent with Agency policies and themes, represent high quality work, and exhibit creativity and factual accuracy. The review process guidelines are contained in the *Handbook for EPA Publications.* By working directly with program offices, Multimedia Services, within OCEPA, ensures that all products produced by EPA consistently reflect high quality, and that they are appropriate for their intended audiences. Additionally, Multimedia Services will function as a liaison between program offices using contractors, (i.e., private filmmaking companies) to ensure that the product conforms with EPA's quality standards. Program offices should contact Multimedia Services for complete guidance on producing multimedia materials under the review process.

In order to efficiently track the production and dissemination of environmental information, an Agencywide numbering system has been developed. The numbering system will be managed by EPA Publications and Information Center in Cincinnati and the Center's Manager will assign multimedia numbers to the program offices. Introduction to the new numbering system is being made through the Facilities Printing Manual currently out for green border. The system is expected to commence January 2, 1992. EPA multimedia numbers may be obtained by calling FTS 684-7980.

There are also several regulations that relate specifically to microfilm and microfiche technology.

- *NARA Regulations at 36 CFR Part 1230* - Regulations establish standards for the use of micrographic technology with federal records

- *EPA's Records Management Manual* - Manual contains information on how to justify the need for micrographics systems within the Agency.

Refer to the above policies for complete guidance and detail on applicable procedures for micrographic development and use.

Benefits and Limitations

There are various benefits and limitations associated with using multimedia products to convey information to the public.

Benefits

Multimedia products can convey powerful messages and make a significant impact on the audience by utilizing images and sounds to present facts and ideas. The benefits of various multimedia products are discussed below.

- ***Videos (includes video cassette tapes and reel to reel films)*** - Videos can be used effectively for conveying any message, regardless of how simple or complex the subject. Whether portraying action oriented events or informational lectures, videos often generate interest, while educating the audience.

- ***Slides (also applicable to filmstrips)*** - Slides can be easily be used when traveling, as the small size of slides makes them convenient to store and transport. Projector type slides may also be preferable to overhead slides because the images appear sharper and they are easier to use. In addition, costs for slide production are minimal.

- ***Pictures (i.e., posters, photographs, charts)***- The content of a picture is often easier to remember than words and, as a result, pictures are a very effective means of conveying simple ideas, such as conference themes or the main points of a program. Minimal costs are often associated with their development.

- ***Microfilm and microfiche*** - Large quantities of information can be stored on microfilm and microfiche using limited space. Their small size makes them easier to distribute. Minimal costs are associated with microfilm/microfiche production.

Multimedia products are often the preferred means for conveying information to the public. Not only are they effective for transmitting messages, but they can capitalize upon creative talents not always associated with other forms of media.

Limitations

Although the use of multimedia products can enhance the way in which an office transmits information, there are some limitations associated with using multimedia materials. At times, particularly when traveling, there may be problems obtaining the machines or space required for using multimedia materials. Additionally, the public may not have easy access to the viewing equipment, and the material itself may be difficult to analyze since there are no easy means to extract and manipulate the information. Some of the limitations associated with the use of various multimedia products are identified below.

- ***Videos (includes video cassette tapes and reel to reel films)*** - Considerable expenses can be incurred during video production, and the production process can be very time consuming. Several pieces of equipment are normally required for viewing, and the equipment can be cumbersome to transport. Additionally, audiences may have to travel to view the presentation.

- ***Slides (also applicable to filmstrips)*** - Even though the slides themselves are easily transportable, they normally require the use of both a projector and screen to view.

- ***Pictures (i.e., posters, photographs, charts)*** - In order for pictures to have the intended effect, the subject matter must be carefully chosen and presented so that the audience understands the message. Pictures are not useful for portraying complex or lengthy ideas or issues.

- ***Microfilm and microfiche*** - The machines used for viewing and copying microfilm/microfiche can be difficult to operate, and information can be hard to locate and read. Public access to viewing machines may be limited to specific locations, such as libraries and universities.

The above lists provide basic information on selected multimedia products and their associated benefits and limitations. Individuals referenced below can be contacted for additional guidance or information on their experiences with multimedia products.

CONTACTS

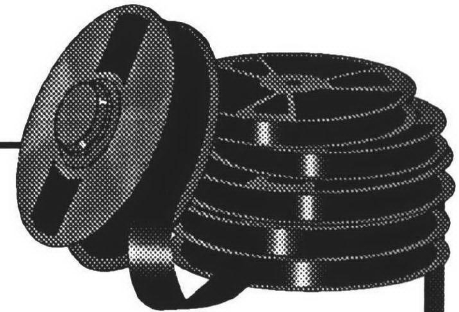
OCEPA Multimedia Services Division - Multimedia productions, (202) 260-2066

Amy Breedlove, Office of Pesticides - Videos, (703) 557-8231

Charlene Shaw, Communication Strategist, Office of Water - Slide shows, (202) 260-2285

Innovative Uses

Videos



Not all videos all have to be made with completely new material in order to effectively convey information. The Information Management Services Division (IMSD) within OIRM developed several videos with existing multimedia products. The videos were viewed at the Federal Quality Conference, which is a management conference given for federal employees. By identifying various management videos within the Multimedia Services video library, IMSD was able to use portions of other videos for their own production. Slide images were also incorporated into the video. Finally, IMSD asked each region to take a picture of different management teams to be included in the video. Senior program management was provided a script and spoke during portions of the video, as well as during the segments where still life photos and slides had been used. The videos were viewed on a continually repeating tape at the conference.

In an effort to inform the public of their research projects, the Environmental Research Laboratory in Corvallis, Oregon, produced a video for the general public on the laboratory programs and interests. The video now takes the place of tours through the lab, which were disruptive to the work taking place throughout the facility.

Electronic Media

Depending on the information to be provided and the demand from the public, program offices may choose to provide information to the public in an electronic format. Electronic media consist of devices that contain information/data that are accessed through computer systems. Floppy diskettes, magnetic tapes, and optical disks (e.g., Compact Disk Read Only Memory (CD ROM)) are several means of transmitting information to the public electronically. Each of these types of electronic media is described below. Contact names are provided at the end of this chapter.

Floppy Diskettes

Basic Description

Floppy diskettes are thin, flexible disks with one or two magnetic read, write recording surfaces. Information is stored in the form of electrical charges on the magnetically-coated surfaces. Disks are available in two sizes, either 5 1/4" or 3 1/2." Generally, the 3 1/2" diskettes have a higher storage capacity than the larger size diskettes.

Issues Associated With Use

Information contained on diskettes can be viewed from any computer that has an appropriately sized disk drive, which serves the purpose of reading the disk and transmitting the data to a readable form on the computer screen. Before making information available on diskettes, there may be several issues to consider.

- *Audience* - It is important to be familiar with the needs of the intended audience. There may be some audiences that do not have easy access to a personal computer or do not possess the required level of technical expertise to utilize a computer.

- *Cost and distribution* - Generally, there are minimal costs associated with diskette production and purchase. Any variations of cost may depend on the number of diskettes required to store the information, and the organization from which they will be distributed. It is best to contact a distribution organization for specific costs associated with diskette production and dissemination. (Refer to Chapter V for additional information on dissemination mechanisms.)

Because diskettes can be utilized by increasingly larger segments of the public, it is important to realize their capabilities as a valuable means of information transmittal.

Benefits and Limitations

Various benefits and limitations can be associated with delivering information to the public on diskette.

Benefits

As personal computers are becoming more widely used by the public, diskettes are likely to become a more popular means for EPA to reach its audiences. Their popularity can be attributed to the following:

- Information on diskettes can be easily accessed on a personal computer very quickly, usually within a fraction of a second.
- Diskettes require limited storage space and are easily transportable.
- Information contained diskettes can be accessed by the computer very quickly, usually within a fraction of a second.
- Information/data contained on diskettes can be easily manipulated and/or analyzed.
- Diskettes are relatively inexpensive to purchase.

Diskettes are generally easy to use for any individual with access to a personal computer. Many audiences in businesses, associations, and schools can access information from a floppy diskette.

Limitations

Several limitations associated with diskette use are identified below.

- Over time and after considerable use, diskettes can wear, become damaged, and information can be lost.

- Compared to other types of electronic media, a single diskette has limited storage capacity. Several diskettes may be required to store very large amounts of information/data.

- Not all audiences have access to computers

Although their limited storage capacity may not be suitable for large amount of information, continued wide use of personal computers may make floppy diskettes an increasingly acceptable format in which to receive information.

MAGNETIC TAPES

Basic Description

Magnetic tape is a type of film with a magnetically charged surface on which data can be read or written by selective magnetization of the surface. The tape can be wound on individual reels or inserted in cartridges or cassettes.

Issues Associated With Use

Although magnetic tapes are primarily accessed from mainframe computers, with various adaptors the tapes can also be read on mini and micro computers. Before making information available on a magnetic tape, there are several issues to consider.

- ***Audience*** - It is important to be familiar with the audiences that will most likely make use of magnetic tapes. The current user audiences include libraries, state organizations, business/industries, and associations. There may be a number of audiences, however, that do not have computer systems equipped to handle magnetic tapes.

- ***Cost and distribution*** - Generally, there are minimal costs associated with magnetic tape production and purchase. Any variations of cost may depend on the number of tapes required to store the information, and the organization from which they will be distributed. It is best to contact the distribution organization for specific costs associated with magnetic tape production and dissemination. (Refer to Chapter V for additional information on dissemination mechanisms.)

Although not every audience can make use of magnetic tapes, information maintained on magnetic tape can be very appropriate for certain audiences who need to access and manipulate large volumes of data.

Benefits and Limitations

Magnetic tapes offer various benefits and limitations to members of the public.

Benefits

- Magnetic tapes have a relatively high data storage capacity.
- Information contained on magnetic tapes can be easily manipulated and analyzed.
- Development/purchase costs per tape are low.

Magnetic tapes will likely remain a useful storage device for mainframe-based information.

Limitations

Magnetic tapes are useful devices for transmitting electronic information, but users may face the following limitations when accessing them.

- Special training may be required to learn to utilize a computer that accesses magnetic tapes.
- Regular maintenance is required to keep a magnetic tape read/write head device functioning properly.
- Information contained on magnetic tapes may take considerable time to access.
- Not everyone has access to the equipment required for reading information contained on magnetic tape.

Magnetic tapes are currently to access data maintained on mainframe computers. Although these tapes have some limitations, particularly regarding their slow data retrieval time, they are often requested by organizations to receive large volumes of data and entire data bases.

CD ROM

Basic Description

A CD ROM is a type of optical disk with very high data storage capacity. CD ROMs contain prerecorded text or image information that can only be read, not changed. After a CD ROM disk has been stamped with information from a master disk, no information can be changed or added to the disk.

Issues Associated With Use

CD ROMs, which can be accessed from any computer with adaptable, read-only drives, are now becoming more widely used on personal computers. Before making information available on a magnetic tape, there are several issues to consider.

- ***Audience*** - It is important to be familiar with the audiences that will most likely make use of CD ROMs. The current user audiences are libraries, state organizations, business/industries, associations, and some segments of the general public. There may be a number of audiences, however, that do not have access to computer systems equipped to handle CD ROMs.

- ***Cost and distribution*** - Although they are generally not expensive to reproduce, it is best to contact the distribution organization for specific costs associated with CD ROM production and dissemination. (Refer to Chapter V for additional information on dissemination mechanisms.)

- ***Variability of information*** - CD ROMs are used for text, such as policies, reports and journals, or certain databases that are not subject to frequent adjustments and changes, as CD ROMs can only be written to once. If information changes frequently, the office should consider another type of optical disk or electronic media.

Discussion and resolution of these issues will allow an office to determine if CD ROMs are appropriate for their purposes.

Benefits and Limitations

CD ROMs offer various benefits and limitations to the public.

Benefits

There are several reasons that CD ROMs are becoming more widely used for textual information storage.

- CD ROMs are capable of storing large amounts of textual, image, or other information.
- CD ROMs do not take up much physical storage space.
- With appropriate software, information/data contained on a CD ROM can be very quickly searched and retrieved.
- Databases contained on CD ROMs can easily be downloaded for viewing and analysis on a personal computer.

Because of the variety of information that can be stored on CD ROM, a wide range of publications, including environmental periodicals, are currently made available on CD ROM when requested within EPA.

Limitations

Several of the limitations associated with using CD ROMs are identified below.

- Although CD ROMs are becoming more popular, they require special equipment for use, which may not be accessible to all audiences.
- Because a CD ROM does not have any writing/editing capabilities, the entire disk must be reproduced if the information contained on it becomes outdated.

Before deciding to use CD ROMs to convey information to the public, it is important to weigh the benefits and limitations associated with their use.

Applicable Procedures

Electronic media, containing information intended for wide public distribution, may be subject to review under EPA's product notification and review process, administered by Multimedia Services within OCEPA. By working directly with program and other offices, Multimedia Services ensures that the information contained on electronic media is of consistently high quality work and creativity and supports EPA's overall themes or goals. The draft reference manual, *Developing Products for the Public: A Handbook for EPA Communications,* further explains review processes and various steps for developing information products intended for wide public use. Program offices should contact Multimedia Services for complete guidance on producing electronic media subject to the review process.

In order to efficiently track the production and dissemination of environmental information, an Agencywide numbering system has been developed. The numbering system will be managed by EPA Publications and Information Center in Cincinnati and the Center's Manager will assign electronic media numbers to the program offices. Introduction to the new numbering system is being made through the Facilities Printing Manual currently out for green border. The system is expected to commence January 2, 1992. EPA electronic media numbers may be obtained by calling FTS 684-7980.

In addition to the above, the following legal and administrative requirements are also related to electronic media:

- *Electronic Communications Privacy Act (P.L. 99-508)* - Agency must provide safeguards for access to electronically transmitted information.

- *National Security Decision Directive (NSDD) 145, September 17, 1984* - Agency must meet minimum security requirements for civilian federal agencies for maintaining sensitive data on computer systems.

- *EPA Information Security Manual (December 1989)* - Manual explains how to comply with electronic security requirements outlined in the 1987 Information Security Policy.

- *Circular 90-1 Federal Information Resources Management Regulation (FIRMR)- FIRMR Bulletin B-1--Electronic Records Management Regulation* - Establishes guidelines associated with creating, maintaining, using, and disposing of electronic records.

The above policies provide complete descriptions of applicable standards and guidelines that are directly related to electronic media.

Floppy diskettes, magnetic tapes, and CD ROMs are several of the electronic media frequently being used by the public to access Agency information. For additional information on these forms of electronic media contact the individuals listed below.

CONTACTS

Gerry Brown, Office of Toxic Substances, Toxic Release Inventory - diskettes, tapes, CD ROMs, (202) 260-7248

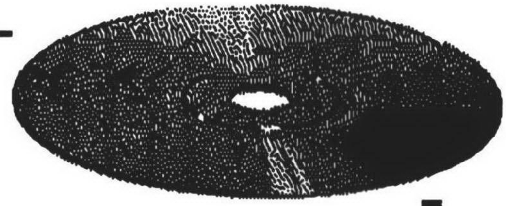
Jan Erickson, Office of Toxic Substances, Toxic Release Inventory - diskettes, tapes, CD ROMs, (202) 260-9381

Tom Climmer, Office of Information Resources Management, RTP, NC - CD ROMs, (919) 541-1057

NTIS Media Production Service, (703) 487-7642

Innovative Uses

Electronic Media



The Office of Toxic Substance (OTS) utilizes various electronic media, depending on the demands from the audience, to make information available.

The Toxic Release Inventory (TRI) is available to the public on floppy diskettes, magnetic tapes, and CD ROMs. OTS uses GPO and NTIS to produce and distribute the TRI in any electronic format requested. By offering a variety of products, OTS is able to meet the information needs of their constituents, regardless of the level of computer literacy they possess. If an organization does not wish to purchase a product, copies of the Inventory are available for loan on diskettes, tapes, and CD ROMs, directly from OTS.

OTS also maintains a CD ROM information and reference service. The CD ROMs are used to store indexes and complete databases for the OTS Chemical Library. Currently the Chemical Library contains the following CD databases: CHEMBANK, MEDLINE, Toxic Release Inventory, and TOXLINE. The CD databases are continually updated, and easy for Library staff and patrons to access.

For more information on OTS, contact Gerry Brown of TRI at (202) 260-7248.

Innovative Uses

Electronic Media

EPA's National Data Processing Division (NDPD) in Research Triangle Park, NC is in the process of developing a CD ROM pilot project in response to an Agencywide proposal.
NDPD combined information previously contained on two databases and 30 paper reports and published it on a single CD. The CD, which is referred to as Air CHIEF (Clearinghouse for Inventories and Emission Factors) is produced by the Office of Air Quality Planning and Standards. It contains data on various toxic substances and volatile compounds, used for estimating air emissions. The vast amount of data contained on the CD ROMS can be quickly searched, and the disk itself is easy to distribute, and very affordable to purchase. It is currently used by industries, consultants and Agency users. Although the office has not advertised the CD ROMs availability, nearly 600 orders have been placed for the Air CHIEF.

For additional information on the CD ROM pilot project or ordering Air CHIEF, contact Anna Pope in NDPD at (919) 541-5373.

Delivering the Message: A Summary and Comparison

Type of Media	Considerations for Selecting Media: Audience	Ease of Access	Storage	Cost	Ability to Use Information
Publications	Can be written for both technical and non-technical audiences	No equipment is required for use	Large storage areas may be needed for retaining voluminous amounts of printed material	Costs vary depending on materials published and the level of distribution	Difficult to extract and manipulate information
Multimedia	Can be produced for technical and non-technical audiences	Special equipment always required for viewing information	Limited space is needed for storing products	Costs vary from expensive to inexpensive, depending on the products developed	Difficult to extract and manipulate infomation from multimedia materials
Electronic	Used by technical and non-technical audiences with applicable computer skills	Appropriate computer equipment required for accessing electronic information	Very limited storage area usually required for holding electronic media	Minimal costs associated with electronic media development and distribution	Data can be easily extracted and manipulated

DELIVERING THE MESSAGE

Attachments

- Memo - Prohibition of Printing Services Under EPA Contracts
- Sample Fact Sheets

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OCT 15 1991

OFFICE OF ADMINISTRATION AND RESOURCES MANAGEMENT

MEMORANDUM

SUBJECT: Prohibition of Printing Services Under EPA Contracts

FROM: David J. O'Connor, Director David J. O'Connor
Procurement and Contracts Management Division (PM-214F)

TO: Headquarters Senior Budget Officers
Deputy Regional Administrators
Laboratory Directors

I wish to bring to your attention the prohibition against contractors and subcontractors providing printing services in connection with the performance of work under a contract. The Government Printing and Binding Regulations issued by the Joint Committee on Printing (JCP) mandate that contractors or subcontractors shall not become prime or substantial sources of printing for Federal agencies.

Unless otherwise specified in the contract, or approved in writing by the Contracting Officer, contractors may not engage in, nor subcontract for, any printing in connection with the performance of work under an EPA contract. The term "printing" includes: composition, plate making, presswork, binding, microform publishing, or the end items produced by such processes. All printing must be obtained through EPA's printing plant at Headquarters (FTS 260-2125), which is an approved Government Printing Office field printing plant.

EPA contractors may provide "duplication services," but only within specified limits. Duplication services are not the same as printing and binding. Duplication is the making of photocopies, i.e., "xeroxing". EPA contractors may duplicate less than 5,000 units of one page, or less than 25,000 units in the aggregate of multiple pages for any individual requirement. If performance of the contract will require reproduction in excess of these limits, program offices should make arrangements with the printing plant for the performance of the duplication services. In unusual circumstances, the Contracting Officer may seek a waiver from the JCP for performance of such services by a contractor.

Please ensure that copies of this memorandum reach those members of your organization who manage contracts. We have also notified EPA active contractors of the prohibition of providing printing services under EPA contracts.

Please direct any questions on this guidance to Paul Schaffer of the Procurement Policy Staff on FTS 260-9032.

cc: PCMD Associate Directors
PMSS Director
PCMD Branch and Staff Chiefs
Director, CMD, RTP
Director, CMD, CINN
PCMD Section Heads
Regional Contracting Officer Supervisors
EPA Publications Task Force Members

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON D C 20460

EPA Fact Sheet **February 1991**

EARTH DAY

What is Earth Day?

Earth Day offers an opportunity to celebrate our natural environment and to examine what can be done to protect and enhance it. "Earth Day began as a spectacular movement of citizen leadership. It has become an American tradition, worthy of future generations," President Bush wrote of Earth Day in 1990. The annual observance of Earth Day is an important means of encouraging public interest in protecting the environment.

In keeping with its history, Earth Day is a grassroots, voluntary occasion. No federal agency directs Earth Day activities in the United States, nor does any recognize a single non-federal organization as being in charge. The words "Earth Day" may be used by any legitimate event tied to the occasion. There is no official "Earth Day" logo, though the U.S. EPA and other organizations have designed and widely used their own Earth Day logos. Because Earth Day belongs to everyone, no one's permission is needed to conduct Earth Day activities.

Individuals can observe Earth Day simply by learning more about how the environment can be protected through changes in consumer habits -- recycling perhaps or using energy more efficiently. People can also join with others to discuss opportunities for improving environmental conditions, or clean up parks and other areas.

On What Date is Earth Day Observed?

Following longstanding tradition, the U.S. Environmental Protection Agency observes "Earth Day" on April 22 of a given year, regardless of the day of the week on which that date falls. The Agency takes this position in light of the popular acceptance of April 22 as Earth Day. In 1980 and again in 1990, presidential proclamations designated that date as "Earth Day."

The History of Earth Day

On Wednesday, April 22, 1970, millions of citizens participated in "Earth Day." Plans for this event began in 1969, when then-Senator Gaylord Nelson (D-Wisconsin) proposed a nationwide "teach-in" on environmental issues. Co-chaired by then-Representative Paul N. McCloskey, Jr (R-California), the 1970 Earth Day project resulted in people in towns and cities across America demonstrating their concern about air and water pollution in a wide variety of ways; thousands of schools, colleges, and other organizations held seminars and discussions on environmental topics; Congress was not in session because so many of its members were home speaking about the environment across the country.

Through that first Earth Day, the concept of "ecology" -- the relationship of living things to one another and their environment -- became more widely understood Less than three months after the April 22, 1970, President Nixon sent Congress his proposal to consolidate major pollution control programs into a new Environmental Protection Agency, and on December 2, 1970, EPA came into existence. Also in the wake of that first Earth Day, the Clean Air Act Amendments of 1970 were enacted, which required 90% cuts by 1976 in carbon monoxide, nitrogen oxides, and hydrocarbon emissions from new cars, among other provisions. The Federal Water Pollution Control Act Amendments of 1972 became law, spelling out a system of controlling industrial and municipal wastewater and aimed to ensure that the Nation's rivers and lakes are fishable and swimmable.

In 1990, the 20th anniversary of the first Earth Day was marked. President Bush proclaimed Sunday, April 22, 1990 as "Earth Day," saying "Earth Day -- and every day -- should inspire us to save the land we love, to realize that global problems do have local solutions, and to make the preservation of the planet a personal commitment." It was estimated that 200 million people in 3,600 communities in the United States and in more than 135 countries on each of the seven continents participated in Earth Day events.

EPA helped encourage participation in Earth Day activities across the country in 1990, using the theme "Think Globally ... Act Locally: You Can Make a Difference," which emphasized the importance of individuals making a personal commitment to improving the environment and preventing pollution. In conjunction with Earth Day, the Agency launched several pollution prevention education and communication initiatives. More than 170,000 copies of new EPA teacher guides were distributed, as were tens of thousands of copies of the EPA Pollution Prevention Office's new pamphlet, "You Can Make a Difference," which outlines ways individuals can help prevent pollution. On the National Mall in Washington, the President's Council on Environmental Quality and EPA coordinated an exposition attended by some 25,000 people April 20-22 at which environmental activities of 10 federal departments and agencies were highlighted.

The U.S. Environmental Protection Agency has Regional Offices in the following cities which can provide additional information about Earth Day and informational materials about environmental protection:

Boston; New York; Philadelphia; Atlanta; Chicago; Dallas;
Kansas City, Kansas; Denver; San Francisco; and Seattle.

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D C 20460

YOU CAN HELP !

You can teach your friends, fellow employees, and family by your example to help *prevent* pollution.

One use is not enough. Recycle paper, glass, plastic, aluminum, scrap metal, motor oil, and yard wastes.

Use less energy. Set back your thermostat, Insulate your water heater, and buy energy efficient appliances.

Cars -- Buy energy efficient vehicles and keep them tuned. Carpool, bike, walk, or use mass transit when possible.

Apply pesticides and herbicides carefully if they must be used. Follow instructions carefully. Use natural control materials when possible.

Noxious air invades our homes and workplaces. Reduce smoke, radon, asbestos, and other indoor air pollutants.

Household hazardous waste -- Buy only as much potentially toxic materials or products as you need. Dispose of remnants and containers properly.

Environmental shopping --
Buy recycled or recyclable products.
Seek out biodegradable, reusable, or returnable packages.

Lead -- Be careful around surfaces covered with lead-based paint, and be cautious when children are near renovation or rehabilitation of old buildings. Carefully draw drinking water. Recycle lead auto batteries.

Plant trees, shrubs, and indoor plants. They replenish the earth's oxygen supply.

United States
Environmental Protection
Agency

Office of
Public Affairs (A-107)
Washington DC 20460

June 1984

EPA

I/M Fact Sheet

I/M = Cleaner Air

Motor vehicle inspection/maintenance (I/M) programs are now operating in a number of jurisdictions throughout the United States in keeping with provisions of the Clean Air Act. Some of the common questions car owners have about I/M programs are answered in this fact sheet.

What is the purpose of I/M programs?
I/M works to lower air pollution levels by requiring periodic *inspection* of the emissions systems of cars and light trucks and *maintenance*, when necessary, to keep those systems functioning properly.

How does I/M work?
Inspections generally are carried out by state-controlled facilities or garages authorized by the state to do the checks. While the vehicle is running, the probe of an exhaust gas analyzer is placed in the tailpipe. This analyzer checks the amounts of carbon monoxide and hydrocarbons in the exhaust.

What if I fail the test?
In most cases, all a car needs is an emissions tune-up which reduces air pollution and can improve the vehicle's performance and gas mileage. Testing programs in several states have shown that about 15 to 30 percent of cars require maintenance work, with typical costs ranging from $18 to $35. The most common repairs required are: (1) carburetor adjustments, (2) air filter replacement, (3) idle speed adjustment, (4) choke adjustments, (5) spark plug replacement. Some repairs may be covered under the car's emissions warranty.

What pollutants come from car exhausts?
Cars emit three major polluting gases—carbon monoxide, hydrocarbons, and oxides of nitrogen.

Carbon monoxide goes directly to the bloodstream and reduces the amount of oxygen in the blood. In large quantities, it is deadly. In smaller amounts, carbon monoxide can cause dizziness, loss of appetite, nausea, blurred vision and headaches.

Hydrocarbons and oxides of nitrogen react together in the presence of sunlight to form smog, which is made up of ozone and other photochemical oxidants. Ozone can cause difficulty in breathing, chest pain, chest and nasal congestion, coughing, eye irritation, nausea and headaches.

The people most susceptible to high levels of carbon monoxide and ozone are infants and small children, elderly people, those with respiratory and heart ailments, and active people such as joggers.

More than 90 percent of the carbon monoxide and one-third of the hydrocarbons in the atmosphere come from motor vehicles. The primary causes of high emission levels are maladjustments and inadequate maintenance.

Apart from the tailpipe check, what does an inspection cover?
Some states include an emissions control tampering check as part of the I/M program. Data collected by EPA since 1978 show that one out of five vehicles has had at least one part of its emissions control system disabled. In some I/M programs, vehicles are checked for air pollution control equipment that was required for that particular model and year. The check could include inspection of some or all of the following: catalytic converter, fuel inlet restrictor, air pump, positive crankcase ventilation, evaporative canister, and exhaust gas recirculation valve.

Don't cars run better without this control equipment?
No. Cars are now designed to perform most efficiently when the emissions control system is fully operational and correctly adjusted. Mileage is better and long-term maintenance costs are reduced. Fuel switching—using leaded gasoline in cars designed for unleaded gas—can ruin emissions control systems, run up maintenance costs and force the replacement of expensive parts.

Isn't I/M unfair to people who own older cars?
Older cars are not expected to meet the same standards as newer models with sophisticated emissions controls. The pass/fail standards for each model year are set to be within the design capacity of the automobile. In addition, some states set cost limits to avoid penalizing people who drive older cars which might require expensive repairs (such as ring or valve jobs) to meet emissions standards.

Why must we have I/M programs?

The Clean Air Act required states to meet certain air quality standards by December 31, 1982, but Congress also provided that areas with severe pollution problems could be granted extensions to 1987 if they agreed to initiate I/M programs. Implementation of I/M was emphasized because the payoff in emissions reductions is significantly greater than can be achieved through alternative control strategies. In addition, programs already in operation had demonstrated that I/M was feasible, reasonable in cost, and acceptable to the public.

Where are I/M programs in operation now?

Listed below are all urbanized areas currently running an I/M program, including areas under 200,000 population. The latter areas are indicated with asterisks. The list also includes counties which have all or a part of their population within the urbanized area boundary, as defined by the 1970 census. A particular I/M program may include counties which do not appear on this list because they are outside the urban area. Also, a program may exclude one or more counties which are part of the urbanized area. Where this occurs, the excluded counties appear on this list in parentheses.

ARIZONA
Phoenix:
Maricopa Co
Tucson:
Pima Co

CALIFORNIA
South Coast Air Basin:
Los Angeles Co
Orange Co
Oxnard - Ventura
Thousand Oaks:
Ventura Co
San Francisco/Oakland:
Alameda Co
Contra Costa Co
Marin Co
Napa Co
San Francisco Co
San Mateo Co
Solano Co
San Bernardino/Riverside:
San Bernardino Co
Riverside Co
San Diego:
San Diego Co
San Jose:
Santa Clara Co
Sacramento:
Placer Co
Sacramento Co
Yolo Co

COLORADO
Denver area:
Adams Co
Arapahoe Co
Boulder Co
Jefferson Co
Colorado Springs:
El Paso Co

CONNECTICUT
[statewide program]
Hartford:
Hartford Co
Middlesex Co
Tolland Co
New Haven:
New Haven Co
Bridgeport:
Fairfield Co

DISTRICT OF COLUMBIA
[tri-state]

DELAWARE
Wilmington
New Castle Co

GEORGIA
Atlanta:
Cobb Co
(Clayton Co.)
DeKalb Co
Fulton Co
(Douglass Co.)
(Gwinnett Co.)

INDIANA
Chicago suburbs:
Lake Co
Porter Co
Louisville suburbs:
Clark Co
Floyd Co

KENTUCKY
Louisville [bi-state]:
Jefferson Co

MARYLAND
Baltimore:
Anne Arundel Co
Baltimore Co
Howard Co
District of Columbia area:
Montgomery Co
Prince Georges Co

MASSACHUSETTS
[statewide program]
Boston
Middlesex Co
Norfolk Co
Plymouth Co
Suffolk Co
Springfield
[illegible] Co
[illegible] Co
Worcester
[illegible] Co
Lawrence
[illegible]

MISSOURI
St Louis area
St Charles
St Louis City
St Louis Co

NEVADA
Las Vegas:
Clark Co
Reno:*
Washoe Co

NEW JERSEY
[statewide program]
Allentown/Bethlehem/Easton:
Warren Co
New York City area:
Bergen Co
Essex Co
Hudson Co
Middlesex Co
Monmouth Co
Morris Co
Ocean Co
Passaic Co
Somerset Co
Union Co
Philadelphia area [bi-state]
Burlington Co
Camden Co
Gloucester Co
Trenton [bi-state]
Mercer Co
Wilmington area [bi-state]:
Salem Co

NEW YORK
NY metro area [bi-state]
Bronx Co
Kings Co
Nassau Co
New York Co
Putnam Co
Queens Co
Richmond Co
Rockland Co
Suffolk Co
Westchester Co

NORTH CAROLINA
Charlotte:
Mecklenburg Co

OREGON
Portland area [bi-state]:
Multnomah Co
Clackamas Co
Washington Co
(Clark Co., WA)

PENNSYLVANIA
Philadelphia [bi-state]:
Bucks Co
Chester Co
Delaware Co
Montgomery Co
Philadelphia Co
Pittsburgh:
Allegheny Co
Beaver Co
(Lawrence Co.)
Washington Co
Westmoreland Co
Allentown/Bethlehem/Easton:
Lehigh Co
Northhampton Co

RHODE ISLAND
[statewide program]
Providence:
Bristol Co
Kent Co
Providence Co
Washington Co

TENNESSEE
Memphis:
Shelby Co

UTAH
Salt Lake City area:
Davis Co

VIRGINIA
District of Columbia area:
Arlington Co
Fairfax Co
Alexandria City
Fairfax City
Falls Church City

WASHINGTON
Seattle area:
King Co
(Pierce Co.)
Snohomish Co

WISCONSIN
Milwaukee
Milwaukee Co
Ozaukee Co
Racine Co
Washington Co
Waukesha Co

United States Environmental Protection Agency

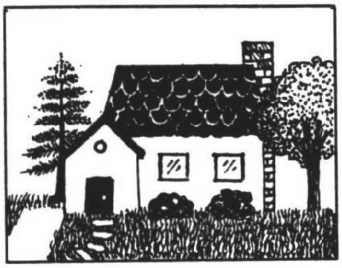
Office of Water
Washington, D.C. 20460
EPA 570/9-91-100

ⓔEPA

Fact Sheet: 21 Water Conservation Measures for Everybody

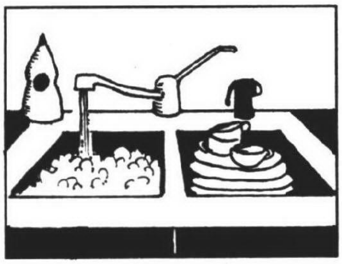
The earth is covered with water, yet only one percent is available for drinking. Unfortunately, many of us take this small percentage for granted. The average adult needs only 2-1/2 quarts of water per day to maintain health, but in the United States, we each use 125 to 150 gallons per day for cooking, washing, flushing, and watering. That's over 40 percent more water than we need to accomplish these tasks. Our wasteful habits not only deplete clean water reserves faster than we can replenish them, but they pollute many waterways, rendering them unfit for human consumption. They also stress aging drinking water and sewage treatment facilities beyond their capacities. In each of the past few years, wastewater treatment systems dumped an estimated 2.3 trillion gallons of inadequately treated sewage into U.S. coastal waters, destroying beaches, fisheries, and other marine life.*

We waste water both by practicing bad habits, like leaving the water running when we brush our teeth, and by using antiquated equipment not built with water conservation in mind. Bad habits can be difficult to change, but new ones can save thousands of gallons of water per year per person. Installing new water-saving equipment and small devices also can save significant amounts of water per household without requiring us to change our daily routines. Many devices are inexpensive, available in local hardware stores, and easy to install. They can save energy (and energy bills) too! By following a few simple steps, a typical family of four can save an astounding 50,000 to 100,000 gallons of water per year. What are we waiting for?



For Every Room in the House

- Repair leaky faucets, indoors and out. One leaky faucet can use up to 4,000 gallons of water per month.
- Install faucet aerators. These inexpensive devices can reduce water use up to 60 percent, while maintaining a strong flow.

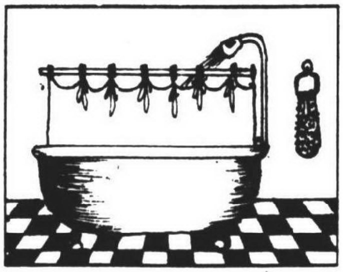


In the Kitchen

- When cooking, save 10 to 15 gallons of water per meal by peeling and cleaning vegetables in a large bowl of water instead of under the running tap.
- When handwashing dishes, save 15 gallons of water by soaking dirty dishes in the basin, then rinsing them off.
- Run full-load dishwashers to save 15 gallons per load and hot water costs, too.
- When buying a new dishwasher, select one with a "light-wash" option. Newer models use 20 percent less water than older ones.

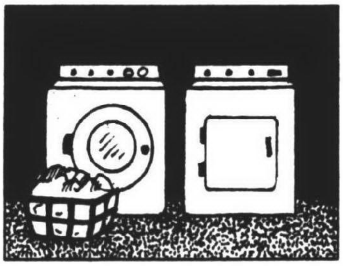
*Congress of the United States, Office of Technology Assessment, 1987. Waste in the Marine Environment, Washington, D.C.

Printed on Recycled Paper



In the Bathroom

- Take short showers instead of baths. Showers use an average of 5 to 7 gallons per minute, three times less than the water used to take a bath.
- Install a low-flow showerhead. This will cut water use in the shower to just 3 gallons per minute and still provide an invigorating flow.
- Turn off the water to brush teeth, shave, and soap up in the shower. Filling the sink to shave uses only 1 gallon, while letting the water run can use 10 gallons per shave or more. Turning off the water when you brush your teeth can save 4 gallons of water each time.
- Repair leaky toilets to save more than 50 gallons of water per day. Add 12 drops of food coloring into the tank. If color appears in the bowl one hour later, the unit is leaking.
- Install a toilet displacement device to save thousands of gallons of water per year or 5 to 7 gallons per flush. Place one to three weighted plastic jugs into the tank, making sure the jugs don't interfere with the flushing mechanism or a suitable flow. Or, instead of jugs, use toilet dams that hold back a reservoir of water during each flush, saving 1 to 2 gallons. Don't use bricks because they can chip and foul the flushing mechanism.
- When buying a new toilet, select a low-flush model that uses less than 1-1/2 gallons of water to flush, saving over 7,000 gallons per year per person.



On Wash Day

- When purchasing a new washing machine, buy a water-saving model that can be adjusted to load-size and has a "suds-saving" option. New models use 40 percent less water than older models.
- For old and new machines, run full loads only.

Taking Water Conservation Outdoors

- Mow your lawn with water retention in mind. Set mower blades on a high setting (2- to 3-inch grass length as opposed to golf-course short) to provide natural ground shade and promote water retention by the soil.
- Water lawn and garden in the morning when evaporation is lowest.
- Water no more than 1 inch per week, applied slowly to prevent runoff. Place several empty cans around the yard when watering to determine how long it will take to water 1 inch.
- Collect rainwater for watering plants using a barrel covered with a screen.
- Plant indigenous species suited to your area and save as much as 54 percent of the water used to care for outdoor plants. Ask your local nursery for plant and grass species that require less water.
- When washing your car, turn off the hose between rinses to save up to 150 gallons per washing.
- Sweep down decks and driveways instead of hosing them down.

United States
Environmental Protection
Agency

Office of Pesticides and Toxic Substances
Office of Pesticide Programs (H7501C)
Washington, DC 20460

Earth Day 1990
EPA
You Can Make A Difference

ENVIRONMENTAL FACT SHEET: PESTICIDE LABELS

Pesticides are poisons that are designed to kill or repel animals or plants that we consider to be pests. However, some pesticides can have unintended affects on people, pets, wildlife and the environment. Most pesticide accidents result from careless use or lack of knowledge about the proper handling of pesticides. If you choose to use pesticides, it is important to do everything possible to keep your exposure to pesticides, and exposure to the environment, at an absolute minimum.

All pesticides must bear labels that provide the pesticide user with information about the product. This fact sheet discusses the parts of a label and what the information means. Read and make sure that you understand the information presented on any products before you use them. Explore alternatives to using toxic chemicals.

THE NINE PARTS OF A PESTICIDE LABEL

1. INGREDIENT STATEMENT

The label of each pesticide product must bear a statement which contains the name and percentage by weight of each **active ingredient** and the percentage by weight of all **inert ingredients**. Ingredients must list chemical and/or common names of active ingredients. The chemical name is a complex name that identifies the chemical components of the pesticide ingredients. Common names are shortened versions of the complex chemical names.

2. NAME, BRAND OR TRADEMARK

The name, brand or trademark under which the product is sold must appear on the front panel of the label. The brand or trade name is the one used in advertising. The brand name does not give an indication of what active ingredient the product contains and, therefore, is not a good method for identifying a pesticide in case of a poisoning. Refer to the chemical name or common name, because they provide specific information about the active ingredient.

3. PRECAUTIONARY STATEMENTS

Precautionary statements are required on all labels. These statements inform you of the proper precautions to take to better protect yourself and others, domestic animals and the environment from harmful effects of pesticide exposure. Hazard statements are not located in the same place on all pesticide labels. Search the labeling for statements that will help you apply the pesticide correctly. Precautions may include:

a. Human Hazard Signal Words (DANGER, WARNING, CAUTION)
Human hazard signal words indicate the level of toxicity of the pesticide product.

DANGER--A taste to a teaspoonful taken by mouth could kill an average-sized adult.

WARNING-- A teaspoonful to an ounce taken by mouth could kill an average-sized adult.

CAUTION--An ounce to over a pint taken by mouth could kill an average-sized adult.

b. Child Hazard Warning (KEEP OUT OF REACH OF CHILDREN)
The Child Hazard Warning, Keep Out Of Reach Of Children, must be on the front panel of the label on pesticide products.

c. Statement of Practical Treatment
Statements of Practical Treatment can include information on: 1. signs and symptoms of poisoning, 2. first aid, 3. antidotes and 4. a note to physicians in the event of a poisoning.

d. Hazards to Humans and Domestic Animals
These statements provide information about routes of pesticide exposure to humans (i.e. mouth, skin, lungs) and specific actions to take to prevent pesticide exposure (i.e. protective clothing, facial masks)

e. Environmental Hazards
If a pesticide is markedly hazardous to wildlife, the label must bear special toxicity statements such as "this product is highly toxic to birds, or to fish." General environmental precautions may include: "do not apply directly to water, or do not contaminate water, food, or feed by storage and disposal of the pesticide."

f. Physical or Chemical Hazards
These statements provide information about the flammability or explosive characteristics of the pesticide product.

4. DIRECTIONS FOR USE
Directions for use provide important information about the proper use, storage and disposal of the pesticide product. The directions will indicate: 1. How much of the product to use and when to use it, **(MORE IS NOT BETTER!)** 2. the crop, animal or site the product claims to protect, 3. the proper equipment to be used for application, 4. mixing directions, if they apply and 5. the proper methods of storage and disposal of the pesticide product which are necessary to follow in order to help prevent contamination and accidental exposure.

5. NAME AND ADDRESS OF MANUFACTURER
The name and address of the manufacturer or distributor must be on the label. This is who to contact should you require additional information not provided on the label.

6. NET CONTENTS
The net contents indicates how much of the product is in the container. This can be listed in gallons, quarts or pints for liquids or in pounds and ounces for dry formulations

7. EPA REGISTRATION NUMBER
Pesticide products must bear an EPA registration number. This number indicates that the pesticide labeling information has been approved by the federal government.

8. EPA ESTABLISHMENT NUMBER
The establishment number identifies the facility that produced the product. If anything should go wrong, the facility that made the product can be traced.

9. USE CLASSIFICATION
EPA classifies pesticides as either "General Use" or "Restricted Use" pesticides. Restricted use pesticides must only be sold to and used by certified pesticide applicators or persons under the direct supervision of certified applicators. A statement indicating that a pesticide is a "Restricited Use" product must appear at the top of the front panel of the label. "General Use" pesticides do not require certification.

IF YOU CHOOSE TO USE A PESTICIDE PRODUCT--REMEMBER:

o READ THE LABEL COMPLETELY

o HEED THE WARNINGS BY TAKING ALL PRECAUTIONS

o USE ONLY THE AMOUNT OF PESTICIDE NEEDED AND USE ONLY IF IT IS REALLY NEEDED

o IN THE EVENT OF A PESTICIDE POISONING, YOU CAN CALL THE FOLLOWING HOTLINES TO OBTAIN FURTHER INFORMATION:

NATIONAL PESTICIDE TELECOMMUNICATIONS NETWORK (NPTN)
1 (800) 858-PEST (7378), TOLL FREE, 24 HOURS A DAY

TOXIC INFORMATION CENTER
1 (800) 233-3360, TOLL FREE

POISON CONTROL CENTER
1 (800) 662-9886, TOLL FREE, 24 HOURS A DAY

United States Environmental Protection Agency | Office of Air and Radiation (ANR-445) | Office of Research and Development (RD-672)

August 1989

EPA

Indoor Air Facts No. 6

Report to Congress on Indoor Air Quality

Introduction and Background

In August 1989, the Environmental Protection Agency (EPA) submitted a report to Congress that describes the Agency's indoor air activities and recommends an appropriate Federal response to the problem of indoor air pollution. The *Report to Congress on Indoor Air Quality* was required by Title IV of the Superfund Amendments and Reauthorization Act (SARA) of 1986. The Office of Air and Radiation (OAR) and the Office of Research and Development (ORD) prepared the report with assistance from other EPA offices and other Federal agencies.

Title IV of SARA (the "Radon Gas and Indoor Air Research Act of 1986") directs the Environmental Protection Agency to establish an indoor air quality research program, to coordinate with other public and private organizations, and to disseminate information on indoor air quality issues to the public. It also requires EPA to submit two reports to Congress. In 1987, EPA submitted the report required by Section 403(d). The report contained the Agency's overall indoor air quality policy objectives and a near-term plan for implementing SARA Title IV. Section 403(e) requires EPA to submit a report two years after enactment of SARA that describes the activities carried out under SARA Title IV and that makes "appropriate" recommendations. This fact sheet summarizes the §403(e) report.

Organization of the Report

The *Report to Congress on Indoor Air Quality* consists of an executive summary and three volumes. The *Executive Summary and Recommendations* briefly describes the entire report and presents the recommendations. Volume I, *Federal Programs Addressing Indoor Air Quality*, details the activities being carried out at eight Federal agencies, including EPA. Volume II, *Assessment and Control of Indoor Air Pollution*, summarizes the current level of knowledge and uncertainties about pollutants, sources, modeling and monitoring methods, concentrations, exposures, health effects, existing standards, codes and legislation, economic impacts, and policy issues. Volume III, *Indoor Air Research Needs Statement*, is an interagency workgroup assessment of the major gaps and research needs in the indoor air field. More detail is given below.

Executive Summary

At this time, indoor air research and policy programs have not sufficiently characterized indoor air quality problems and solutions to be able to define the appropriate long-term Federal role regarding the need for, or desirability of, regulatory approaches to indoor air quality problems. Nevertheless, sufficient evidence exists to conclude that indoor air pollution represents a major portion of the public's exposure to air pollution and may pose serious acute and chronic health risks. Consequently, EPA makes the following recommendations:

1. Research to better characterize exposure and health effects of chemical contaminants and pollutant mixtures commonly found indoors should be greatly expanded.

2. A research program to characterize and develop mitigation techniques for biological pollutants in indoor air should be developed.

3. Research to identify and characterize key indoor air pollution sources and to evaluate appropriate mitigation strategies should be greatly expanded.

4. A program is needed to develop and promote, in conjunction with appropriate private sector organizations, guidelines covering ventilation, as well as other building design, operation, and maintenance practices, for ensuring that indoor air quality is protective of public health.

5. A national program of technical assistance and information dissemination, similar in scope to the Agency's radon program, is needed to inform the public about risks and mitigation strategies, and to assist State and local governments and the private sector in solving in-

door air quality problems. Such a program should include an indoor air quality clearinghouse.

6. The Federal government should undertake an effort to characterize the nature and pervasiveness of the health impacts associated with indoor air quality problems in commercial and public buildings, schools, health care facilities, and residences, and should develop and promote recommended guidelines for diagnosing and controlling such problems.

Volume I – Federal Programs Addressing Indoor Air Quality

The Indoor Air Division within the Office of Air and Radiation is responsible for implementing the indoor air policy and program development provisions of SARA. Some of the chief indoor air activities which the OAR has completed include: cosponsoring an indoor air quality policy forum; conducting a survey of private sector diagnostic and mitigation services; publishing, in cooperation with the Consumer Product Safety Commission (CPSC), an indoor air quality booklet for the general public *(The Inside Story: A Guide to Indoor Air Quality)* and a directory of State indoor air contacts; and compiling a chart of Federal indoor air quality activities and contacts.

Projects underway in the Indoor Air Division include the development of a manual on work place policies related to environmental tobacco smoke, a manual on preventing indoor air quality problems in new or remodelled buildings, and an introductory indoor air quality course for State and local officials. In its coordination role, EPA takes the lead in co-chairing the Interagency Committee on Indoor Air Quality (CIAQ) with the CPSC, the Department of Energy, and the Department of Health and Human Services.

The Office of Research and Development is responsible for carrying out the research responsibilities mandated by SARA. Some of the major accomplishments of EPA's indoor air research program include: completion of an information assessment identifying the hazards of indoor environments; preliminary identification of adverse health effects from exposure to the emissions from kerosene and other unvented space heaters; measuring emissions from selected indoor sources in small chambers and a test house; and assessing the effectiveness of selected air cleaning technologies. Health effects research has focused on environmental tobacco smoke and mixtures of volatile organic compounds.

ORD has also completed several studies designed to assess the exposure of individuals to major indoor air pollutants, including carbon monoxide and volatile organic compounds; additional research on pesticides and particulates is underway. Along with other Federal agencies, EPA is investigating complaints of indoor air pollution in the Library of Congress Madison building and the EPA Headquarters buildings.

Among the actions EPA has taken to address specific pollutant problems under SARA or several other statutes (e.g. the Toxic Substances Control Act (TSCA), the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), and the Safe Drinking Water Act (SDWA) are the following:

Radon. Under the Radon Action Program, EPA has gathered information on the extent of the radon problem, developed cost effective methods for reducing radon levels in existing structures and for preventing radon entry in new construction, and issued many publications to help citizens and professionals. EPA is also developing standards for radon and other radionuclides in drinking water and cooperating with other Federal agencies in a number of radon-related activities.

Asbestos. The asbestos program at EPA has grown from a technical assistance program into a major national program that encompasses the full range of regulatory, grant, and technical assistance activities. While the primary focus of the asbestos program has been in the nation's schools, the program has begun to address asbestos problems in commercial and public buildings and in homes.

Environmental Tobacco Smoke. Reports published by the Surgeon General and the National Research Council of the National Academy of Sciences conclude that exposure to environmental tobacco smoke (ETS) is a cause of lung cancer in healthy non-smokers and is responsible for other health effects. Accordingly, EPA has undertaken activities related to ETS, including research, risk assessment, and public information.

Formaldehyde EPA has designated formaldehyde for priority attention under TSCA. EPA is currently investigating the need for, and potential nature of, additional Federal regulations affecting formaldehyde emissions from pressed wood products (particleboard, hardwood plywood paneling, and medium density fiberboard.)

Chlorinated Solvents. An interagency workgroup, chaired by EPA, is examining the risks from four chlorinated solvents: methylene chloride, perchloroethylene, trichlorethylene, and 1,1,1-trichloroethane. The objective is to determine appropriate control options for use by EPA or other agencies.

United States Environmental Protection Agency | Office of Solid Waste and Emergency Response | Publication 9200 5-008A November 1990

The Challenge of Superfund

Thousands of Sites Must Be Evaluated

Hazardous waste sites are identified through procedures as varied as formal notification requirements and citizen phone calls to the Agency.

Approximately 33,000 potential National Priorities List (NPL) sites have been placed in CERCLIS, EPA's computerized inventory of sites to be evaluated.

To date, almost 31,000 potential NPL sites have received the first level of evaluation, the preliminary assessment.

At 19,000 of these sites, the Agency decided that further Federal action is unnecessary. Problems at these sites are being dealt with by State and local governments, individuals, or companies.

Approximately 11,000 sites passed the first level of evaluation and are awaiting further investigation.

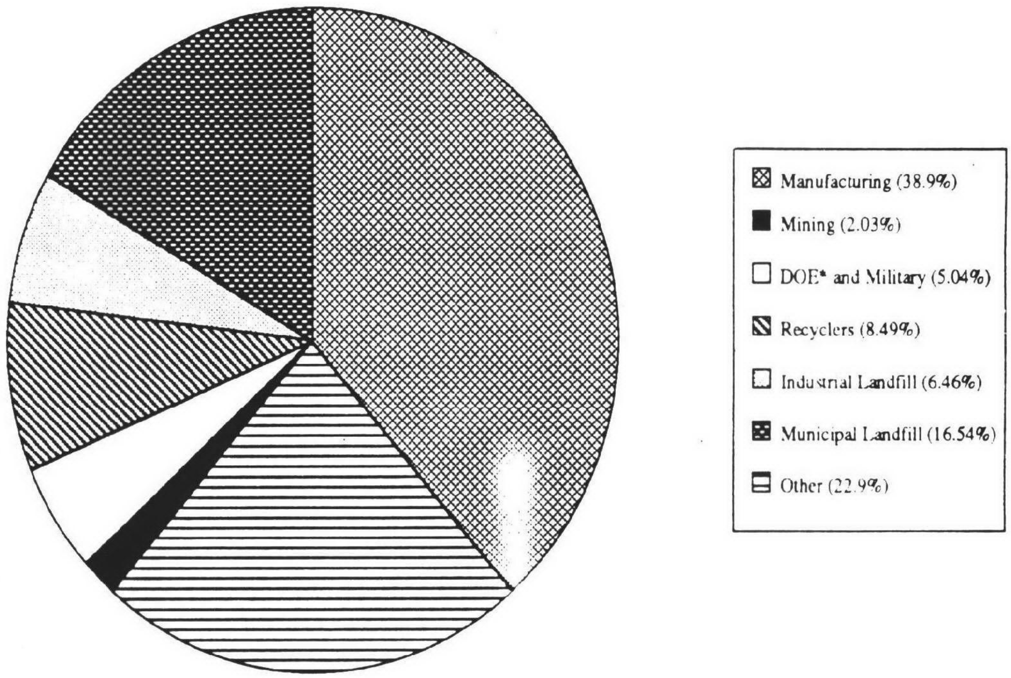
To date, the Agency has placed more than 1,200 sites on the NPL. Historically, 5-10 percent of all sites evaluated are placed on the list. Based on past experience, the Agency expects to continue listing approximately 100 sites per year.

Wastes at NPL Sites Come From Many Sources

Each NPL site is unique in its layout, type of location, and variety of wastes.

- Superfund sites range from a 1/4-acre metal plating shop to a 250-square mile mining complex.
- Every conceivable type of waste is found at Superfund sites:
  - Heavy metals,
  - Solvents,
  - Organics,
  - Pesticides, and
  - Radioactive wastes.
- Superfund sites pose threats to:
  - Groundwater,
  - Surface water,
  - Drinking water,
  - Soils, and
  - Air.

INDUSTRIES ASSOCIATED WITH SUPERFUND SITES



* Department of Energy

Superfund Must Satisfy Conflicting Expectations

The public and Congress have many — often conflicting — expectations for Superfund. Some of the mandates the program must meet are:

Rapid response	*and*	Careful planning
Cleanups at many sites	*and*	Thorough cleanup at each site
Prompt cleanup completion	*and*	Extensive public involvement
Consistent cleanup nationwide	*and*	Decentralized decision-making
Using Trust Fund money for cleanup	*and*	Suing for private party response

Meeting these expectations requires EPA constantly to make difficult decisions regarding strategies and priorities.

IV. DEVELOPING ACCESS POINTS

INTRODUCTION

Purpose

The purpose of this chapter is to discuss how to build upon information gathered about audience characteristics and needs to determine which type of access point is most appropriate for making EPA's information available to the public.[1] This section further offers issues and information to consider when developing an access point. The types of access points that are discussed in this chapter include the following:

- Hotlines
- Dockets
- Electronic Bulletin Boards
- Databases
- Clearinghouses
- Public Information Centers
- Libraries.

This chapter will provide an approach to evaluating the various access points as well as provide issues to consider with regard to each access point. In addition, the chapter will provide benefits and limitations of employing each type of access point and offer specific examples of EPA uses of the various access points.

[1] Chapter II "Identifying and Understanding Your Audience" provides detailed information on approaches for gathering information on audience characteristics and needs with regard to public access to information.

Approach

Prior to selecting and developing a particular type of access point, an office should consider the following steps:

- Establish overall objectives of what the access point is intended to accomplish

- Investigate options for making information available (e.g., types of access points) and then evaluate and select an access point.

These steps are discussed in the following text.

Establishing Objectives

Office staff need to identify the following pieces of information in order to establish objectives for developing access points:

- Determine the type of information that the office is interested in communication

- Identify the audience they are trying to reach

- Understand the needs of this audience with respect to obtaining information.

Once this basic understanding of communication needs exists, EPA managers can establish an overall objective that they wish to accomplish with regard to establishing an access point. This objective, which ought to be achievable within known or projected organizational and resource constraints, will provide the basis for evaluating alternative approaches.

Identifying, Evaluating, and Selecting Potential Access Points

As mentioned previously, this section discusses seven different types of access points. Descriptions are given of each along with discussions of applicable standards, policies, and procedures. Additionally, benefits and limitations of each type of access point are discussed along with examples of EPA uses of these points.

To select a specific access point, an office should evaluate each type of access point relative to the previously defined objective while taking into account any organizational or resource constraints. To facilitate this evaluation, a graphic is included at the end of this chapter which summarizes each approach and its primary benefits and limitations.

ACCESS POINTS

Purpose

This section discusses the seven types of access points listed previously. For èach type of access point, the following will be presented:

- A brief description
- Issues associated with utilizing this type of access point
- Benefits and limitations
- Innovative uses within Headquarters, the Regions, or the Laboratories
- Individuals to contact for additional information.

A graphic summarizing the access points is located at the end of this chapter.

Although there are no specific standards, policies, or procedures for most access points, all must conform to the Agency's standards, policies, and procedures in relevant areas. Examples of these include the following:

- *EPA's Public Access Policy*
- *EPA's Information Security Policies*
- *EPA's Publications and Printing Policies.*

Mandatory policies and procedures for individual access points are given within the appropriate section.

Hotlines

This section will discuss the use of hotlines to make information available to the public.

Description

Hotlines are points of contacts for parties external to EPA to ask technical or general questions. EPA hotlines have been established to meet the demand for verbal responses to queries. Additionally, hotlines are often utilized as a means of accessing clearinghouse information. Currently within EPA, most of the hotlines specialize in regulatory or risk-related issues and are utilized by state and local governments, industry, special interest groups, and the general public. Hotlines depend upon program personnel and the individual research of hotline staff to formulate responses. Many hotlines use distribution mechanisms, such as the National Technical Information Service, the Government Printing Office, and EPA's Publications and Information Center to assist with the dissemination of documents.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of a hotline and when developing plans for establishing a hotline.

- *Accessibility* - The EPA office needs to consider which audiences they are trying to reach and audiences' needs with regard to accessing information. Additionally to further ensure access, EPA needs to attempt to project call volume to make certain that sufficient lines are available for callers to get through.

- *Information Collection* - How are the responses given out by the hotline operators formulated? What procedures should be established to ensure that the hotline has the latest information in the particular topic area?

- *Information Quality* - What level of quality is going to be required by the audiences demanding information from the hotline? How is the necessary level of quality going to be ensured with verbal responses? Various approaches to ensuring quality are currently used, including developing canned responses and monitoring selected conversations.

- *Information Searching* - When hotline operators are responding to calls, what types of information will they need at their immediate disposal? How will they search through this information - in an automated or manual fashion?

- *Services* - The types and extent of services that the hotline is going to offer must be clearly defined and then the resources must be provided to support these services. For example, is the hotline going to answer questions in a certain area or is it intended to serve as a referral point for an office? Even if the hotline intends to answer calls, a referral list should be developed as many calls will not be relevant to the hotline. Another example would be whether or not the hotline is going to distribute publications or is going to use another distribution mechanism?

- *Staffing* - Hotline staff need to possess not only a knowledge of the particular issue area for the hotline, but the staff must also possess appropriate interpersonal skills to assist callers in defining their queries. An office needs to consider what methods it will use to recruit and retain appropriate individuals.

- *After Hours Calls* - The hotline should consider having a mechanism in place (e.g., an answering machine) to take after hours calls, especially a national hotline which will be receiving calls from different time zones.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of the hotline to EPA, but also with regard to deciding if and how to charge members of the public for the phone call and any corresponding information which is mailed out to the member of the public. Is the hotline going to be toll-free or toll? This can also have implications for the volume of calls received as toll-free access tends to generate more interest.

- *Publicity* - For a hotline to be utilized, the public must be aware of it. Therefore, EPA needs to consider means of publicizing the hotline and its functions and services.

Some potential outreach mechanisms are presented in Chapter VI.

Resolution of these issues will enable EPA managers to decide if a hotline is appropriate and, if so, to begin developing the hotline.

Benefits and Limitations

There are a number of benefits and limitations associated with utilizing hotlines to make information available to the public. These are described below:

Benefits

- Hotlines can be accessed via a telephone which does not usually restrict access or exclude any audiences.
- Hotlines allow for immediate access to information and allow for requesters who do not have clearly defined needs to receive assistance.
- Hotlines offer a "personalized" touch and promote a relationship between EPA and members of the public.
- Hotlines allow EPA to receive immediate feedback on the quality of its response to the public.

These benefits indicate that hotlines are appropriate access points for certain types of information which usually require explanation.

Limitations

- Hotlines must be adequately staffed to ensure an adequate level of service. Therefore, hotlines can be resource-intensive.
- Hotlines face challenges in finding and retaining staff that are qualified in the technical area of expertise and that have appropriate interpersonal skills.
- Hotlines which are not adequately staffed or that do not have sufficient phone lines (i.e., the user is on hold for lengthy periods of time or cannot get through at all) can annoy users and create a negative image of the Agency's public access efforts.

- Hotlines can have difficulty identifying and obtaining current, appropriate information to give out to users.

- It is more difficult to ensure quality and consistency in responses with a hotline than other types of access points.

Hotlines can provide a level of individual attention that other access points cannot. However, this feature must be balanced against resource requirements and other limitations. Examples of how EPA Headquarters and Regional offices have used hotlines to provide access to information are given on the following page. Additionally, individuals who can be contacted for more information on developing and operating hotlines are given below.

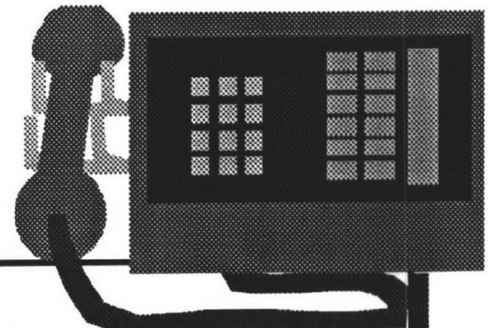
CONTACTS

Region 5's, Office of Public Affairs, (312) 886-2072

Barabara Roth, RCRA/Superfund Hotline, (202) 260-4646

Innovative Uses

Hotlines



The Air Risk Information Support Center hotline was established in response to state and local agency demand for information in the areas of health, risk, and exposure assessment for toxic air pollutants. This hotline provides three levels of service to callers:

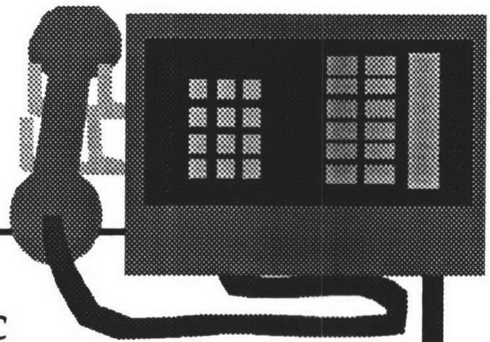
- *Quick Response* - providing an initial quick response based upon available health and exposure data and the expertise of EPA.
- *Detailed Technical Assistance* - requesting through the hotline the detailed, technical assistance of an EPA staff member. This could include assistance in understanding risk assessment methodologies or review and interpretation of toxicological literature.
- *General Technical Guidance* - addressing health, exposure, and risk assessment issues which have broad national interest.

Currently, no fees are charged for these services.

For more information contact the Air Risk Information Support Center, at (919) 541-0888.

Innovative Uses

Hotlines



Several Regions within EPA have established hotlines within their Public Affairs Offices as central points-of-contact for Regional information. For example, Region 5 has a toll-free hotline which performs three main functions:

- Answers many questions directly (e.g., radon, ozone)
- Distributes publications
- Refers callers to appropriate offices within the Region, other parts of EPA, or other agencies.

This service is advertised in news releases, and the number is placed in every publication and phone book.

Region 5 has found consistent staffing to be the biggest challenge in operating a hotline. They currently utilize hotline positions as the entry-level position into the Public Affairs office to ensure qualified individuals.

Region 10 also has a toll-free hotline which performs many services similar to Region 5's. This service is also advertised through publications and fact sheets.

For more information on the Region 5 hotline, contact the Office of Public Affairs at (312) 353-2072. For the Region 10 hotline, call Pat Bonner at (206) 553-8509.

Dockets

This section will discuss the use of dockets to make information available to the public.

Description

Dockets are usually mandated by law to provide access to documentation supporting rulemaking. In addition, dockets often serve as a repository for program directives. The dockets rely upon EPA program personnel to compile and deliver the information to the docket. Docket information is accessed primarily by walk-in visitors although some dockets accept mail and phone requests for information. Users, currently including lawyers, interest groups, and EPA staff, usually photocopy the information that they require, but for major studies, they are referred to EPA's Publications and Information Clearinghouse in Cincinnati or NTIS.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of a docket and when establishing plans for developing a docket.

- *Accessibility* - The EPA office needs to consider the audience they are trying to reach as the primary means of accessing many dockets is in person. This greatly restricts access.

- *Information Collection* - How is the information maintained in the docket going to be collected? Should procedures be established to ensure that the docket receives copies of the public comments, directives, etc. related to the particular law?

- *Information Searching* - How will users locate information within the docket? Will there be an automated or a paper-based index?

- *Information Security* - Since members of the public will be directly accessing the information, how can EPA make certain that documents are not taken or are not mutilated?

- *Services* - The types and extent of services that the docket is going to offer must be clearly defined and then the resources must be provided to support these services. For example, will there be docket staff available to assist users? If so, what types of services will they offer?

- *Staffing* - Docket staff need to possess not only a knowledge of the particular law, but the staff must also possess appropriate interpersonal skills to assist users in locating information.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of the docket to EPA, but also with regard to deciding if and how to charge members of the public for copies and if there needs to be a limit on the number of copies which can be made. Dockets must conform to the June 1988 interim fee schedule policy which was approved by the Office of General Counsel and the Office of the Comptroller, Financial Management Division. This policy establishes the following fees:

    - If 267 pages or less are copied, there is no charge

    - If more than 267 pages are copied, an administrative fee of $25 plus $.015 for each page starting with page 268.

    Photocopying charges are to be paid by a personal or business check or by money order made out to the U.S. Environmental Protection Agency.

- *Publicity* - For a docket to be utilized, the public must be aware of it. Therefore, EPA needs to consider means of publicizing the docket and its functions and services. Suggested outreach approaches are given in Chapter VI.

Discussion and resolution of these issues will enable EPA managers to decide if a docket is an appropriate means of making information available to the public.

Benefits and Limitations

There are a number of benefits and limitations of utilizing dockets to make information available to the public. These are described below:

Benefits

- Dockets allow users to search through information so they can locate exactly what they need.
- As users are usually searching through information themselves, dockets do not require as many EPA staff. Therefore, they are less resource intensive than other access points.
- Users are often asked to pay for copying costs which minimizes EPA's printing costs.

These benefits indicate that dockets are appropriate access points for legal types of information or other types of information that need to be searched through and quickly copied.

Limitations

- Many dockets can only be accessed on a walk-in basis, greatly reducing the ability to obtain the information.
- Dockets can face challenges in finding and retaining staff that are qualified in the technical area of expertise and that have appropriate interpersonal skills.
- Dockets can have difficulty identifying and obtaining current, appropriate information to give out to users.
- The potential for lost or destroyed information from a docket is real since the public is usually directly accessing paper information.

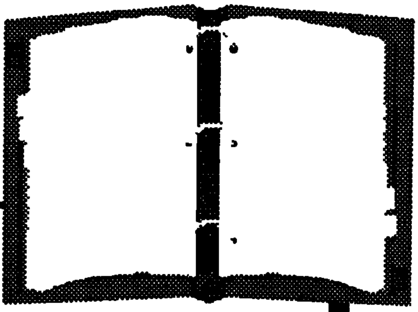
Dockets can provide access to legal information fairly inexpensively for EPA. Examples of how EPA Headquarters and Regional offices have used dockets to provide access to information are given on the following page. Additionally, individuals who can be contacted for more information on developing and operating dockets are given below.

CONTACT

Gloris Butler, Docket Coordinator, Information Management and Services Division, OIRM

Innovative Uses

Dockets



The Superfund Docket was mandated by the Administrative Procedures Act of 1966 to coordinate the development of rules for the SUPERFUND program and to provide the public access to SUPERFUND decisionmaking documents. The docket is a repository for supporting documents to proposed and final regulations and for receipt and storage of public comments. In 1989, the SUPERFUND docket was expanded to provide a repository for a variety of SUPERFUND-related information and is now called the SUPERFUND Docket and Information Center. Access to the docket is obtained primarily through the telephone with some written and walk-in requests. The primary audiences for this docket's information are:

- EPA staff
- Federal agencies
- Law/consulting firms
- Environmental organizations
- States
- General public.

In addition to the Headquarters docket, each Region has a SUPERFUND National Priorities List (NPL) Docket.

For more information contact the Superfund Docket and Information Center, at (202) 260-8864.

Electronic Bulletin Boards

This section will discuss the use of electronic bulletin boards in making information available to the public.

Description

Electronic bulletin boards, which are accessed by computers connected to modems, are established to satisfy demands for electronic access to information on a particular subject. These bulletin boards generally promote information sharing among users by providing lists of other users, lists of expert contacts relevant to the subject area, and a means for leaving messages. Bulletin boards rely upon voluntary input of information by the users who currently include mainly EPA staff, contractors, and state and local governments. For disseminating publications, bulletin boards often utilize distribution mechanisms; attempts are being made to establish online ordering capabilities with some of these mechanisms.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of an electronic bulletin board and when establishing plans for developing the bulletin board.

- ***Accessibility*** - The EPA office needs to consider the audience they are trying to reach as accessing an electronic bulletin board requires a computer with a modem. This can restrict access for certain audiences. Additionally, the office should consider providing instructions for how to access the bulletin board in understandable language.

- ***Information Collection and Quality*** - How is the information maintained in the electronic bulletin board going to be collected? If users add information to the bulletin board, what types of quality assurance procedures need to be established?

- ***Software*** - EPA is in the process of drafting an Agencywide policy on electronic bulletin boards. This draft policy, a copy of which is provided in the attachment to this section, specifies a standard Agency software for bulletin boards. Information on this software is also provided in the attachment. Adherence to this policy will help promote a more consistent appearance of the Agency's bulletin boards to the public, thus making them easier to utilize.

- *Information Searching* - How will information within the bulletin board need to be structured to facilitate users locating the proper information?

- *Information Security* - What types of security are necessary on the bulletin board to prevent information from being altered, etc.?

- *Services* - The types and extent of services that the electronic bulletin board is going to offer must be clearly defined and then the resources must be provided to support these services. For example, an electronic bulletin board may want to consider providing or identifying some sort of support for assisting users with questions on the content of the bulletin board as well as user support for technical, operational questions.

- *Staffing* - Electronic bulletin boards will require sufficient support to assist users with hardware, software, and telecommunications problems as well as to develop and maintain the bulletin board.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of the bulletin board to EPA, but also with regard to deciding if and how to charge members of the public for access. For instance, should the system be accessed via a toll-free or toll line?

- *Publicity* - EPA needs to consider various means of publicizing the electronic bulletin board and its functions and services to promote usage. Chapter VI provides suggestions in this area.

Discussion and resolution of these issues will enable EPA managers to decide if an electronic bulletin board is an appropriate means of making information available to the public.

Benefits and Limitations

There are a number of benefits and limitations of utilizing electronic bulletin boards to make information available to the public. These are described below:

Benefits

- Electronic bulletin boards provide virtually immediate access to data and information.
- Users can download data and then manipulate or use it in their own analyses.
- Electronic bulletin boards promote information sharing among users.
- Electronic bulletin boards are not as staff-intensive as other access points except for in the development phase.

These benefits indicate that electronic bulletin boards are appropriate access points for users with the need for immediate access or the need to electronically manipulate the data.

Limitations

- Computers with modems are required to access electronic bulletin boards. This will restrict usage to those with access to this type of equipment.
- Electronic bulletin boards can pose data quality problems if the data entered by users is not adequately screened.

Electronic bulletin boards can provide quick access to certain types of Agency information for users who have access to computers and modems. Examples of how EPA Headquarters and Regional offices have used electronic bulletin boards to provide access to information are given on the following page. Additionally, individuals who can be contacted for more information on developing and operating electronic bulletin boards are given below.

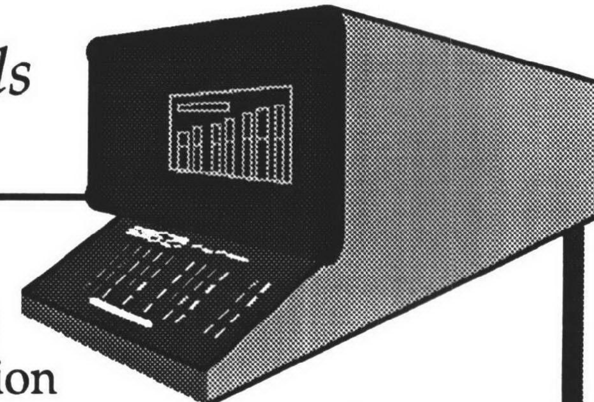
CONTACTS

Vandiver Bradow, Telecommunications Branch, OARM, RTP, (919) 541-3574

Myles Morse, ORD, Pollution Information Exchange System, (202) 260-7161

Innovative Uses

Electronic Bulletin Boards



The Pollution Prevention Information Clearinghouse (PPIC) was established to promote pollution prevention through efficient information transfer. The clearinghouse contains technical, policy, programmatic, legislative, and financial information to aid in reducing or eliminating discharges and emissions through source reduction and environmentally sound recycling. The primary mechanism for accessing PPIC information is an electronic bulletin board, the Pollution Information Exchange System (PIES). PIES was designed to encourage interaction and information exchange between technical assistance professionals. The primary audiences for this bulletin board are:

- Industry
- International, federal, state, and local governments
- Academia
- Interest groups
- International organizations.

A sister program to PIES, the International Cleaner Production Information Computer System (ICPIC) was mandated by UNEP in 1989. The ICPIC is intended to transfer technical, policy, programmatic, legislative, and financial expertise on cleaner production internationally.

For more information on PIES, contact Myles Morse at (202) 260-7161.

Databases

This section will discuss utilizing databases to make information available to the public.

Description

Databases are computerized information systems. Currently, many of EPA's databases are mainframe databases which have been developed to fulfill legislative requirements and to support the Agency's mission to protect the environment. The primary audiences of most existing EPA systems are EPA officials and EPA's data sharing partners, such as state environmental agencies, contractors, and grantees. Additionally, EPA provides database information to the general public through a variety of other means (e.g., clearinghouses, hotlines, commercial and other government database vendors, such as NTIS or NLM), but usually not through direct online access due to security and confidentiality requirements. Recently, many EPA offices have been experimenting with Geographic Information Systems (GIS) applications to display data from a system geographically in a manner that facilitates understanding and analysis. Although these applications are not yet used by EPA's more non-technical audiences, there are plans to move in this direction.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of a database and when establishing plans for developing the database.

- *Accessibility* - EPA needs to consider the audience they are trying to reach as accessing a database requires a computer with a modem. This can restrict access for certain audiences. Additionally, the office should consider what types of help features or instructions are necessary to facilitate access and usage.

- *Information Collection* - How is the information maintained in the database going to be collected? What procedures exist (or need to be established) to ensure that appropriate information is captured and entered into the system?

- ***Data Quality*** - What level of data quality is going to be required by the audiences using the database's information? What procedures are in place or are necessary to ensure that this level of quality is achieved? If errors are found, how will users report the errors and how will they be corrected?

- ***Information Searching*** - How will information within the database need to be structured to facilitate users locating the proper information?

- ***Information Security*** - What types of security are necessary in the database to prevent information from being altered or to prevent unauthorized access to other data or databases?

- ***Services*** - The types and extent of services that the database is going to offer must be clearly defined and then the resources must be provided to support these services. For example, a database may want to consider providing or identifying some sort of support for assisting users with questions on the data content as well as user support for technical, operational questions.

- ***Staffing*** - Databases will require sufficient staff support to assist users with hardware, software, and telecommunications problems as well as to develop and maintain the system.

- ***Cost*** - Cost must be considered not only from the viewpoint of the cost of developing and maintaining the system to EPA, but also with regard to deciding if and how to charge members of the public for access. Will a toll or toll free number be available to access the system? Should the user be charged for CPU time?

- ***Publicity*** - EPA needs to consider means of publicizing the database and its functions and services to promote usage. Chapter VI provides additional information on this area.

After considering these and any other identified issues, EPA managers should be in a position to decide if a database is appropriate for meeting the needs of the particular audience.

Benefits and Limitations

There are a number of benefits and limitations of utilizing databases to make information available to the public. These are described below:

Benefits

- Databases provide virtually immediate access to data and information.
- Users can download data and then manipulate or use it in their own analyses.
- Databases are not usually staff-intensive access points except for in the development phase.

These benefits indicate that databases are appropriate access points for users with the need for immediate access or the need to electronically manipulate the data.

Limitations

- Computers with modems are required to access databases. This will restrict usage to those with access to this type of equipment.
- Direct public access to the Agency's mainframe is not currently allowed, so alternative methods must be investigated.
- Data quality of some current systems may not be adequate for usage by the public.

Databases can provide quick access to certain types of Agency information for users who have access to computers and modems. Examples of how EPA Headquarters and Regional offices have used databases to provide access to information are given on the following page. Individuals who can be contacted for additional information on developing and operating databases are given below.

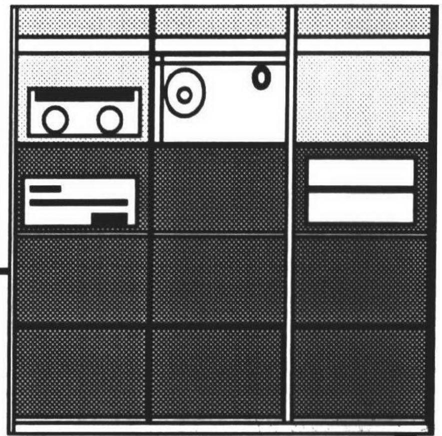
CONTACTS

Vandiver Bradow, Telecommunications Branch, OARM, RTP (919) 541-3574

Steve Newburg-Rinn, Office of Toxic Substances, Toxic Release Inventory System (202) 260-3757

Innovative Uses

Databases



The Toxic Release Inventory (TRI) was mandated in the 1986 Superfund Amendments and Reauthorization Act. This Act requires EPA to make information on the presence of hazardous chemicals and release of these chemicals in the environment available to the public. TRI information is made available electronically to the public through the National Library of Medicine's TOXNET System. Additionally, TRI data is available through the following means:

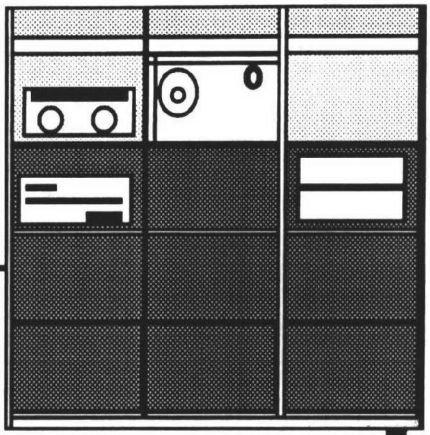
- Mail, phone, and walk-ins to the Title III Reporting Center located in Washington, D.C.
- Magnetic tape of database which is sold by GPO and NTIS
- Hotline
- Various publications which are produced
- Microfilm and CD ROMs of data subsets which are distributed in public libraries.

TRI information is requested by a diverse group of users, including government organizations, the chemical industry, and private citizens. TRI information is promoted through environmental publications, press releases, conferences, meetings, and trade associations.

For more information on TRI, contact Steve Newburg-Rinn at (202) 260-3757.

Innovative Uses

Databases



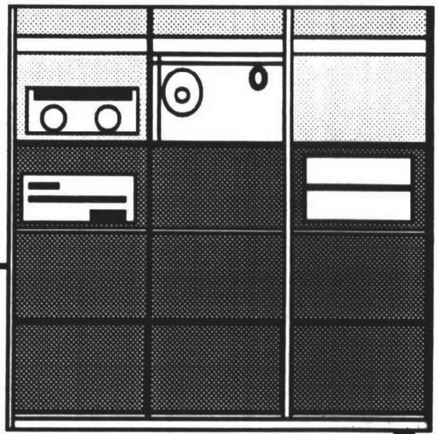
EPA's Region 4 receives a substantial number of requests for data from EPA's national systems (e.g., the Facility Index Data System). These requests are currently satisfied by printing out a report from the computer. As this is very resource intensive, Region 4 has developed a tool which allows a standard set of data to be downloaded from the national system onto a 3 1/2" diskette. The user then places this diskette into his/her computer disk drive and types "go." A menu appears which allows the user to choose from one of a variety of standard reports.

Region 4 plans to add latitude and longitude values to this data set so that the user would be able to perform searches and structure reports by location. Once these values are added, a user could then extract relevant data and produce a hard copy report at such a scale that it could be laid over a U.S.G.S. quad map to perform further analysis.

Requests for this type of information are currently received from mortgage companies, financial institutions, banks, engineering firms, and the press. Initial plans are to make these diskettes available at as low a price as possible.

For more information on this project, contact Jack Sweeney at (404) 347-2316.

Innovative Uses



Databases

The Online Library System (OLS) references the information resources maintained in the EPA library network. OLS consists of several related databases that contain bibliographic citations from books and other federal agency's technical reports, conference proceedings, indices, audiovisual materials, maps, journals, and a variety of other documents. The information in OLS is obtained from EPA program offices, Regional offices, and NTIS. The primary users of OLS are:

- EPA staff
- Consultants
- General public.

OLS is available at any EPA library.

In addition, EPA is piloting a program for the public to directly access OLS via the mainframe. The member of the public dials into the EPA mainframe, types two commands, and then is connected to OLS. Once access has been established, the user can select, from a menu, the database (e.g., Clean Lakes, Hazardous Waste) within OLS that he/she is interested in accessing.

For more information on OLS, contact Jonda Byrd at (513) 569-7183 or John Knight at (919) 541-2794.

Clearinghouses

This section will discuss the use of clearinghouses to make information available to the public.

Description

Clearinghouses are consolidated reference sources established to provide information on specific subjects to members of the public. Information is usually voluntarily inputted into clearinghouses by program office staff. Clearinghouses provide requesters with documents or abstracts, as well referrals to other expert contacts, when appropriate. Currently, clearinghouses are primarily used by Regions, state and local governments, contractors, and industry. Access to clearinghouses currently occurs through a variety of means:

- Primarily by phone
- Limited use of mail
- Limited electronic access (e.g., electronic bulletin board).

In other words, clearinghouses often combine various other access points, such as hotlines and electronic bulletin boards, into their clearinghouse operations. Additionally, many clearinghouses use distribution mechanisms, such as the National Technical Information Service, the Government Printing Office, and EPA's Publications and Information Center to assist with the dissemination of documents.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of a clearinghouse and when developing plans for establishing the clearinghouse.

- *Accessibility* - The EPA office needs to clearly consider which audience they are trying to reach and these audiences' needs with regard to accessing information. For example, if the majority of the audience is the general public, a clearinghouse should not just have electronic access. Instead, telephone, mail, and fax alternatives need to be considered.

- *Information Collection* - How is the information maintained in the clearinghouse going to be collected? What procedures need to be established to ensure that the clearinghouse has the latest publications, videos, etc. in the particular topic area?

- *Information Quality* - What level of quality is going to be required by the audiences demanding information from the clearinghouse? What procedures need to be established to ensure that this level of quality is attained in each document, data set, etc. that will be made available to the public?

- *Services* - The types and extent of services that the clearinghouse is going to offer must be clearly defined and then the resources must be provided to support these services. For example, is the clearinghouse going to distribute publications or is it going to use another distribution mechanism? Is the clearinghouse going to directly answer questions or refer callers to "experts" within the Agency?

- *Staffing* - Clearinghouse staff need to possess not only a knowledge of the particular issue area for the clearinghouse, but the staff must also possess appropriate interpersonal skills to assist callers or walk-in visitors. EPA offices should consider how feasible it will be to recruit and retain staff for a clearinghouse.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of the clearinghouse to EPA, but also with regard to deciding if and how to charge members of the public for information obtained from the clearinghouse.

- *Publicity* - For the clearinghouse to be utilized, the public must be aware of it. Therefore, EPA needs to consider means of publicizing the clearinghouse and its functions and services. Publicity alternatives are discussed in Chapter 6.

If these issues are considered initially, EPA offices can promote the development of a clearinghouse that is truly responsive to user needs.

Benefits and Limitations

There are a number of benefits and limitations of utilizing clearinghouses to make information available to the public. These are described below:

Benefits

- Clearinghouses usually offer several means of access (e.g., telephone, mail, electronic, and walk-in), so they do not exclude users based on access capabilities.

- Clearinghouses are often equipped to disseminate information in a variety of media which meets the needs of a variety of users.

- Clearinghouses with hotlines or electronic access allow for immediate access to information and allow requesters who do not have clearly defined needs to receive assistance.

These benefits indicate that clearinghouses are appropriate access points for serving audiences with diverse capabilities and needs, such as the general public.

Limitations

- Clearinghouses can be labor and, therefore, resource intensive depending upon the level of services that is offered.

- Clearinghouses with hotlines and walk-in services have additional challenges in finding and retaining staff that are qualified in the technical area of expertise and that have appropriate interpersonal skills.

- Clearinghouses can have difficulty identifying and obtaining current, appropriate information to give out to users.

Clearinghouses clearly have real benefits in terms of providing access to information. However, these benefits must be weighed against potential operational challenges. Examples of how EPA Headquarters and Regional offices have used clearinghouses to provide access to information are given on the following page. Individuals who can be contacted for further information on developing and operating clearinghouses are given below. Additionally, the EPA Headquarters Library maintains a file which provides information on developing clearinghouses as well.

CONTACTS

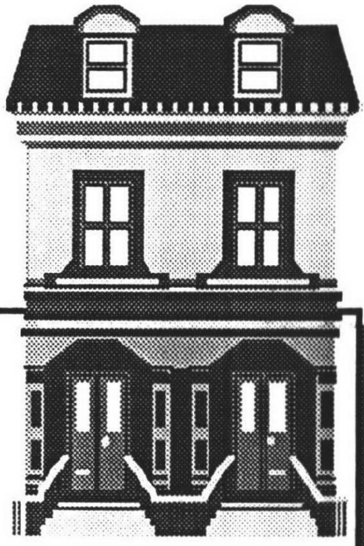
Linda Spencer, INFOTERRA, (202) 260-3522

Susan Dolgin, Indoor Air Clearinghouse, (703) 308-8793

EPA Headquarters Library, (202) 260-5922

Innovative Uses

Clearinghouses



The United Nations Environment Programme (UNEP) identified a need to promote information sharing amongst environmental experts and interested parties worldwide. To fulfill this need, UNEP established INFOTERRA to serve as an international environmental research and referral system. Today, this network encompasses 137 participating countries, each of whom is a focal point for information exchange. The EPA component of INFOTERRA serves as a clearinghouse for all U.S. international environmental requests. Through responding to telephone and written inquiries, INFOTERRA serves the needs of the following audiences:

- Governments
- Businesses
- Policymakers
- Academia
- General public.

For more information on INFOTERRA, contact Linda Spencer at (202) 260-3522.

Innovative Uses

Clearinghouses

The Center for Environmental Learning in Region 3 was created to serve as a clearinghouse for general environmental education information. The Center's objective is to improve the public understanding of current and emerging policy issues and to increase opportunities for the public to communicate with EPA. The Center disseminates information in the following manners:

- Sponsoring environmental lectures and seminars
- Presenting Region 3 Environmental Education Awards to exemplary education programs in various categories
- Participating in the President's Environmental Youth Awards Program and the Adopt-a-School Program.

In the future, the Center plans to develop partnerships with nonprofit organizations, industry, state and local governments, and academia.

For more information on the Center, contact Bonnie Smith at (215) 597-9076.

Public Information Centers

This section will discuss utilizing public information centers (PICs) to make information available to the public. PICs can be considered from two standpoints: using an existing PIC to provide an office's information to the public; or developing a PIC (Regions or Laboratories).

Description

Public Information Centers (PICs) have been established in Headquarters and in several Regions to provide non-technical information to the public. The Headquarters PIC is the Agency's primary point-of-contact for non-technical information provided by the program offices or OCEPA about the environment and EPA. PICs are usually accessed via the mail, phone, or walk-in. PICs also refer technical questions to the appropriate program or administrative offices, clearinghouses, hotlines, dockets, etc. PICs distribute some information themselves but often use other distribution mechanisms for large volume orders.

Issues Associated with Use

The following issues should be considered when evaluating the potential usefulness of a PIC and when establishing plans for developing a PIC.

- *Accessibility* - The office needs to clearly consider which audience they are trying to reach and these audiences' needs with regard to accessing information. As the majority of the audience is usually the general public for a PIC, the Center should be accessible through several means, including telephone, mail, and fax.

- *Information Collection* - How is the information maintained in the PIC going to be collected? What procedures need to be established to ensure that the PIC has the latest publications, videos, etc. in the particular topic area?

- *Information Quality* - What level of quality is going to be required by the audiences demanding information from the PIC? How current does the information need to be? What procedures should be established to ensure that high quality, current information is made available to the public?

- *Services* - The types and extent of services that the PIC is going to offer must be clearly defined and then the resources must be provided to support these services. For example, is the PIC going to distribute publications or is it going to use another distribution mechanism? Is the PIC going to directly answer questions or refer callers to "experts" within the Agency? Is the PIC going to provide onsite services?

- *Staffing* - PIC staff need to possess not only a general knowledge of the Agency and of environmental issues, but the staff must also possess appropriate interpersonal skills to assist callers or walk-in visitors.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of the PIC to EPA, but also with regard to deciding if and how to charge members of the public for information obtained from a PIC.

- *Publicity* - For a PIC to be utilized, the public must be aware of it. Therefore, EPA needs to consider means of publicizing the PIC and its functions and services. Chapter VI provides further outreach information.

After considering these and any other identified issues, EPA managers should be able to decide if a PIC is appropriate for meeting the needs of the particular audience.

Benefits and Limitations

There are a number of benefits and limitations of utilizing PICs to make information available to the public. These are described below:

Benefits

- PICs usually offer several means of access (e.g., telephone, mail, and walk-in), so they do not exclude users based on access capabilities.

- PICs usually focus specifically on the needs of the general public, so all brochures, pamphlets, and other documents are targeted for that audience.

- PICs with telephone access allow for immediate access to information and allow requesters who do not have clearly defined needs to receive assistance.

- PICs offer Headquarters and Regional offices expertise and assistance in disseminating information to the general public.

These benefits indicate that PICs are appropriate access points for serving audiences with diverse capabilities and needs, such as the general public.

Limitations

- PICs can be labor and, therefore, resource intensive depending upon the level of services that is offered.

- PICs with hotlines and walk-in services have additional challenges in finding and retaining staff that have an appropriate level of EPA and environmental knowledge and that have good interpersonal skills.

- PICs can have difficulty identifying and obtaining current, appropriate information to distribute to users.

PICs clearly have real benefits in terms of providing the general public access to information. However, these benefits should be weighed against the limitations to determine if this is an appropriate access point. Further information on the EPA Headquarters and Regional PICs is given on the following page. Additionally, individuals who can be contacted for more information on developing and operating PICs are given below.

CONTACTS

Kevin Rosseel, Headquarters Public Information Center
(202) 260-1755

Pat Bonner, Region 10, Office of Public Affairs (206) 553-8509

Libraries

This section will discuss utilizing libraries to make information available to the public.

Description

Both EPA and non-EPA libraries, including state environmental libraries, Federal Depository Libraries, and public libraries, can be utilized to make information available to the public. The two primary types of libraries used by the public to access environmental information are discussed in this section: EPA and Federal Depository Libraries. The issues and benefits and limitations associated with the libraries are discussed together due to similarities.

EPA Libraries

EPA's library network is comprised of 28 Headquarters, Regional, or Laboratory Libraries which maintain paper-based information as well as information in microform and electronic (e.g., CD ROMs) formats. EPA libraries provide information on a variety of environmental subjects ranging from technical to non-technical as well as on the Agency itself. This information is listed on the Online Library System (OLS) as well as on the national cataloging system, the Online Computer Library Center (OCLC). Libraries also refer requesters to program and administrative offices or other access points as necessary. EPA libraries are accessed primarily by walking in with some phone calls and letters.

Federal Depository Libraries

The Depository Library Program was created by Congress in the early 1800's in order to promote the American public's awareness of the activities of the federal government. Title 44 of the United States Code requires federal agencies and their contractors to provide publications to the Government Printing Office (GPO). GPO then distributes theses documents to nearly 1,400 libraries throughout the country. These Depository Libraries are required by law to make their depository collections open to the public , and therefore, provide the public access to federal government publications at no cost.

Each year Depository Libraries select titles from a list of more than 6,000 categories of publications. Therefore, sections are tailored to local needs. Fifty regional Depository Libraries receive every unclassified government publication of interest to the public and have undertaken the responsibility of retaining this material permanently, on paper, or microfiche. Inter-library loan and reference services are also provided.

Issues Associated with Use

The following issues should be considered when evaluating the potential for using libraries to make information available to the public.

- *Accessibility* - The EPA office needs to clearly consider which audiences they are trying to reach and these audiences' needs with regard to accessing information. The office should consider the different types of access the libraries offer to ensure that members of their audiences will not be excluded. Additionally, EPA should choose libraries which are geographically located close to their audiences to promote easy access.

- *Information Collection* - How will the information be given to the library? What procedures need to be established to ensure that the library has the latest publications, etc. in the particular topic area?

- *Information Quality* - What level of quality is going to be required by the audiences demanding information from the library? How current does the information need to be? What procedures should be established to ensure that this level of quality is attained in each document. etc. and that information made available to the public through libraries is current?

- *Services* - The types and extent of services that a library offers must be understood to ensure that they match the needs of the audiences. For example, does the library provide adequate onsite services? These types of services could be especially important for general audiences who are not as certain about the types of information they need.

- *Staffing* - An EPA office should investigate the level and type of staffing that a library offers to ensure that it is appropriate for assisting users with investigating their information.

- *Cost* - Cost must be considered not only from the viewpoint of the cost of using a library to EPA, but also with regard to deciding if and how the library charges members of the public for information.

- *Publicity* - For members of the public to access information in a library, they must be aware that the library is the place to go. Therefore, EPA needs to consider means of publicizing that its information is available through libraries. Chapter VI provides suggestions in this area.

After considering these and any other identified issues, EPA managers should be able to decide if making information available to a library is appropriate for their audiences.

Benefits and Limitations

There are a number of benefits and limitations of utilizing libraries to make information available to the public. These are described below:

Benefits

- Libraries usually offer several means of access (e.g., telephone, mail, electronic, and walk-in), so they do not exclude users based on access capabilities.

- Libraries are often equipped to disseminate information in a variety of media which also meet the needs of various users.

- The on-site services offered by libraries provide an individual touch and are usually staffed by individuals skilled in assisting requesters in locating and using information. EPA libraries are staffed by librarians with environmental knowledge as well.

- Many libraries already possess the equipment required to access microfilm and fiche and CD ROMs, so each office does not have to invest in these themselves.

- EPA and Depository Libraries exist across the country, so information can be made available in diverse geographic locations.

- Depository Libraries can choose selected topics and therefore can have sections tailored to local needs and issues.

- Regional Depository Libraries permanently maintain government publications and therefore can offer a permanent record of ongoing information.

These benefits indicate that libraries are appropriate access points for serving diverse audiences.

Limitations

- Due to the breadth and depth of material that many libraries maintain, it may be difficult for each library to have a staff member who has an appropriate level of technical knowledge in each environmental area. Therefore, users may have some difficulty having detailed questions answered.

- If libraries do not handle calls or mail and the user is not located close to the library, it will be difficult to obtain information.

- Libraries can have difficulty identifying and obtaining current, appropriate information to distribute to users.

Libraries offer real benefits for making information available to the public, particularly for information that does not require extensive explanation or interpretation. Discussions of how libraries have been used to provide access to information are given on the following page. Additionally, individuals who can be contacted for information on using libraries are given below.

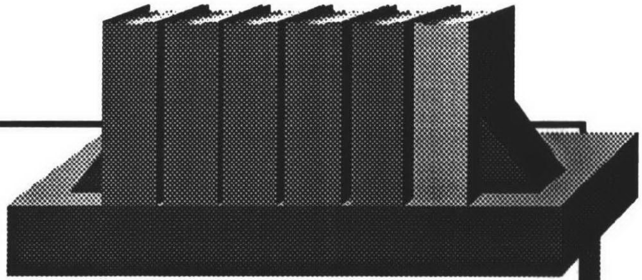
CONTACTS

Brigid Rapp, Information Management and Services Division, Office of Information Resources Management, (202) 260-8710

Gerry Brown, Office of Toxics Substances, Toxics Release Inventory, (202) 260-7248

Innovative Uses

Libraries



The Toxics Release Inventory (TRI) utilizes libraries as the primary intermediary for making information available to the public. This includes the public library system (e.g., state, county, and city libraries) as well as the Depository Library System. These libraries have access to the following TRI information:

- TRI database through the National Library of Medicine
- TRI diskettes for each state
- Microfiche copies of data for each state
- CD ROM versions of the database
- TRI National Report summarizing TRI data by regions, manufacturing sectors, and a variety of other measures.

For more information on the use of libraries, contact Gerry Brown of TRI at (202) 260-7248.

Developing Access Points: A Summary and Comparison

Access Points	Considerations for Selecting an Access Point: Accessibility	Services Offered	Resources Required	Operational Challenges	Information Quality
Hotlines	Can be accessed immediately via a telephone	Offer verbal responses which provide a personalized touch	Can be resource intensive due to staffing requirements	Require adequate staffing and phone lines to ensure service	Can be difficult to ensure quality and consistency in responses
Dockets	Are not always accessible as they operate mainly on a walk-in basis	Allow users to search through information	Are not as resource intensive due to lower staffing requirements	Require qualified staff to assist users as needed	Must ensure that information received from EPA offices is current
Electronic Bulletin Boards	Provide immediate access for those with computers and modems	Allow users to share information and to immediately extract and manipulate data	Are not as staff-intensive, but require hardware/ software investment	Require user support for subject-related and technically-related issues	Quality problems can occur if user-entered data is not adequately screened
Databases	Provide immediate access for those with computers and modems	Allow users to immediately extract and manipulate data	Are not as staff- intensive, but require hardware/ software investment	Direct public access to Agency's main-frames currently not allowed	Quality of some systems may not be adequate for public usage

Developing Access Points: A Summary and Comparison (cont'd)

Access Points	Considerations for Selecting an Access Point				
	Accessibility	Services Offered	Resources Required	Operational Challenges	Information Quality
Clearing-houses	Offer several means of access and thus do not exclude users	Disseminate infomation in a variety of formats	Can be staff and resource intensive depending on services offered	Require adequate and appropriate staffing to assist the public	Must ensure that information received from EPA offices is current
Public Information Centers	Offer several means of access and thus do not exclude users	Distribute mainly paper-based information targeted at the general public	Can be staff and resource intensive depending on services offered	Require adequate staff with broad base of environmental knowledge	Must ensure that information received from EPA offices is current
EPA Libraries	Offer several means of access and are geographically disbursed	Offer assistance in locating information and many already possess sophisticated equipment	Usually no cost is born by individual offices	Require ensuring that information is made available to libraries	Must ensure that information received from EPA offices is current
Depository Libraries	Offer several means of access and are geographically disbursed	Offer assistance in locating information and many already possess sophisticated equipment	Usually no cost is born by individual offices	Require ensuring that information is made available to GPO	Must ensure that information received from EPA offices is current

DEVELOPING ACCESS POINTS

Attachments

- Draft Bulletin Board Policy
- Description of standard bulletin board software

U.S. ENVIRONMENTAL PROTECTION AGENCY
NDPD OPERATIONAL POLICIES MANUAL

TITLE: NDPD PC Bulletin Board Services NO. 100.19

APPROVAL: Donald W. Fulford DATE: 10-3-91

1.0 PURPOSE

This policy specifies the support to be provided by NDPD in the use of Agency-wide electronic Personal Computer Bulletin Board Services (PC BBS).

2.0 SCOPE & APPLICABILITY

This policy applies to all levels of NDPD's data processing support organization and to all PC bulletin board services that EPA and its contractors operate.

3.0 RESPONSIBILITIES

NDPD is responsible for providing data processing support services to customers throughout the Agency. Within NDPD, the Information Centers Branch (ICB) and the Telecommunications Branch (TCB) are responsible for computer support activities most directly affected by this policy. All employees of EPA, EPA contractors, and EPA grantees are responsible for compliance with the provisions of this policy.

4.0 POLICY

Various EPA offices support over thirty electronic bulletin board services. These BBSs fulfill an essential need for communication throughout the Agency, keeping BBS customers updated on strategic information. Agency BBSs provide services such as electronic distribution of documentation, notices of meetings, electronic conferencing and messaging on environmental areas of study, software updates, and computer programs. As the interest in BBSs has grown within the Agency, so has the need for better PC BBS communications. Advertising the existence of specialized BBSs is difficult for EPA offices. Various offices have requested NDPD to provide BBS EPA network access and advertising for PC BBSs.

This policy defines the NDPD PC BBS network strategy and describes the management requirement associated with connecting a PC BBS to the EPA network. Software and hardware components necessary to provide PC BBS telecommunications services are enumerated. This policy outlines procedures for applying for networked PC BBS connections and announces NDPD advertising support for PC BBSs. This policy defines NDPD BBS system manager and operator support.

An alternative to starting a new PC BBS is using an Agency MAIL BBS. A MAIL BBS can provide electronic conferencing and binary file exchange, while retaining BBS management under a system manager's control. NDPD encourages offices investigating how to start a PC BBS to discuss the capabilities of MAIL BBS with NDPD's Program Management Support Branch.

4.1 PC BBS MANAGEMENT

NDPD requires that an EPA employee (BBS system manager) sponsor a proposed PC BBS for connection to the EPA network. This employee will apply for an EPA network connection by completing an NDPD Telecommunications Service Request (TSR). The TSR will be submitted to the NDPD Telecommunications Branch with a memo stating whether the proposed network PC BBS is available for public access. Refer to Section 4.3 for a detailed description of public access PC BBS issues. The public access BBS system manager will ensure that there is no BBS posting of EPA network access directions or telephone numbers. System managers converting to public access will notify NDPD Telecommunications Branch 30 days before conversion occurs. Public access through the EPA network to the BBS is prohibited and will be blocked electronically. Public access through the PC BBS to the EPA network is also prohibited.

Duties of the BBS system manager include:

- Managing the availability of the BBS.
- Enforcing practices to ensure that the message and file information available to BBS customers is appropriate and virus-free.
- Maintaining and upgrading the BBS hardware and software as necessary.
- Acting as "central point of contact" for NDPD management to resolve procedural problems that may arise.

The technical operations of the BBS can be provided by the system manager or a system operator who is sometimes a contractor. The system operator's duties include:

- Creating bulletin board categories.
- Working with NDPD technical staff to troubleshoot telecommunications problems.
- Providing regularly scheduled tape backups for the PC BBS.
- Running virus checker programs to maintain a virus clean PC BBS.
- Purging old information.
- Performing other PC BBS software and system-related duties.

4.2 PC BBS EPA NETWORK ACCESS

Bona fide EPA employees, state agency representatives, other government agency representatives, EPA contractors, and EPA grantees will gain access to EPA PC BBSs through the EPA network. NDPD Telecommunications Branch will support an X.25 synchronous communications connection to a PC BBS, giving customers 9.6 kb or 19.2 kb access through EPA's packet switched network. The X.25 PC BBS communications link can, theoretically, provide service for up to 64 concurrent customers. Network service levels will vary with the speed of the bulletin board service PC, the number of simultaneous customers, and the type of network traffic generated by the customers (i.e., file transfer vs. reading BBS Email).

4.3 PUBLIC ACCESS TO EPA PC BBSs

This policy defines public access to a BBS as totally unrestricted access to an Agency-sponsored PC BBS. Typical customers who are not classified as public access include EPA personnel, EPA-related contractors, EPA-specified grantees, and members of EPA-associated state and government organizations.

Public access to the PC BBS using the EPA network is prohibited. A system manager of a public access BBS must service these customers by request from NDPD for dial-in lines or toll-free number lines to the BBS. Toll-free lines will be directly connected to the BBS and paid for by the system manager's organization. Public access PC BBSs will be blocked from using toll-free exchanges that permit direct access to the EPA network.

The technology connecting a public access BBS to the EPA network simultaneously provides service to customers from the EPA network without interfering with dialup public access. The BBS can service both types of customers at the same time since the telecommunication traffic is not being mixed between dialup and EPA network access. It is the responsibility of the PC BBS system manager that public access users do not gain access to EPA network dialup procedures or telephone numbers, but remain limited to the direct dialup services of the PC BBS.

4.4 HARDWARE AND SOFTWARE REQUIRED FOR EPA NETWORK ACCESS

NDPD is certifying standard BBS telecommunications hardware, PC hardware, and PC BBS software for EPA BBSs. Galacticomm is the only vendor whose BBS communications hardware and software have been certified and approved with NDPD.

Certification of other BBS hardware and software configurations is possible. The requesting office must set up a working PC BBS at the RTP National Computer Center and invest several days testing a proposed configuration onsite with the Telecommunications Branch support staff. BBS system managers can obtain more information about the certification program by contacting the NDPD Telecommunications Branch. It is anticipated that from two to five certified configurations will be supported in FY1992.

The difference between a certified and noncertified PC BBS is that NDPD will provide software, telecommunications, and hardware system operator support only for certified BBSs. Noncertified PC BBSs can be connected to the network, but the Telecommunications Branch will support telecommunications up to the PC. PC hardware and software troubleshooting will not be provided for noncertified BBSs.

Noncertified PC BBS configurations will be studied when an office submits a BBS TSR. NDPD Telecommunications Branch will develop the best technical solution for connecting the BBS to the EPA network.

Reference Section 4.8 for further information about NDPD PC BBS support.

4.5 RESPONSIBILITIES FOR FUNDING PC BBS NETWORK ACCESS

The Telecommunications Branch will decide whether connecting a specific BBS to the EPA network will result in a telecommunication savings to the Agency. This analysis will be based on usage data for grandfathered BBSs, projected usage for proposed BBSs, number of simultaneous EPA customers, and projected BBS longevity. This information must be submitted with the BBS Telecommunications Service Request.

If placing a BBS on the EPA network is not a substantial savings to the Agency, the owner of the BBS system must fund (non-timeshared funds) all telecommunication costs for connecting the BBS to the network. The owner will fund NDPD-supplied modems and a dedicated line for the EPA network connection. If the BBS is available for public access, the owner will always fund all telephone dial-in lines and any toll-free requested lines. The BBS system manager can contact the NDPD Telecommunications Branch for an estimate of the costs associated with network access.

The BBS system manager will purchase the BBS PC hardware and software.

4.6 PROCEDURE FOR APPLYING FOR BBS NETWORK ACCESS

The BBS system manager must complete a BBS TSR and a memo stating whether or not the proposed BBS will be made available for public access. The TSR must be signed by the system manager's EPA ADP coordinator or IRM chief. The TSR must include a BBS deployment schedule, software and hardware configuration, and information requested in Section 4.5. NDPD Telecommunications Branch will process the BBS TSR and provide the installation cost and yearly cost estimate to the submitting office. The office will then furnish NDPD with a reimbursing purchase requisition.

4.7 ADVERTISING BBS ACCESS TO EPA CUSTOMERS

At the discretion of the system manager, the appropriate user communities will be notified of each newly established BBS service. Each Region will have BBS as a telecommunication service selection on the EPA network. NDPD will include a listing of the BBS in the National Locator System and telephone directories.

4.8 SOFTWARE/HARDWARE/TELECOMMUNICATIONS SUPPORT

NDPD Telecommunications Branch will provide network and dial-in line troubleshooting support in cooperation with the BBS system manager. NDPD Information Centers Branch will provide BBS system operator support for each certified software configuration. BBS system operator support is NDPD Information Centers Branch (ICB) provided telephonic support for BBS system operators who need certified software setup, troubleshooting, and/or consultation assistance.

When new bulletin board software and hardware is certified by the NDPD Telecommunications Branch, NDPD Information Centers Branch will obtain the software, hardware, and training necessary to support the new certified BBS system operators.

4.9 SYSTEM OPERATOR/SYSTEM MANAGER SPECIAL INTEREST GROUP

NDPD will establish an Agency MAIL-based BBS (named PCBBS) for system managers and system operators. ICB will be responsible for the management of the PCBBS Email bulletin board. PCBBS will provide improved communications among BBS system managers, system operators, Information Centers Branch software support, and Telecommunications Branch support staff. PCBBS will provide such services as announcing scheduled network maintenance, status of network problems, availability of new software releases, and information on common points of interest.

NDPD Telecommunications Branch will notify NDPD Information Centers Branch when a new PC BBS joins the EPA network. This notification will alert NDPD Information Centers Branch that an additional system manager is to be added to the PC BBS MAIL system. The notification will indicate the type of bulletin board software used by the new BBS.

4.10 DEFINITIONS

BBS System Manager	EPA employee legally responsible for management of an Agency BBS as described under Section 4.1. A contractor may not be a BBS system manager.
BBS System Operator	EPA or contractor technical support employee who provides day-to-day BBS operational, troubleshooting, and user support. The BBS system manager may be the BBS system operator.

GALACTICOMM

BREAKTHROUGH FACT SHEET

November 1990

The Galacticomm Breakthrough, Model 2408, is an 8 modem circuit card for the XT/AT/EISA bus. Each modem operates independently at 300, 1200, or 2400 bps. The modems are registered under FCC Part 68, and the board as a whole qualifies as Class A under FCC Part 15. Each modem is individually microprocessor-controlled, and supports the industry standard "AT" command set. CCITT V.22bis, V.22/V.21, and Bell 212A/103 protocols are supported. Telephone (RJ-11) cables are included.

	non-MNP	*MNP Class 4*
Model 2408 w/2 modems	$ 1536	$ 1696
Model 2408 w/4 modems	$ 2090	$ 2388
Model 2408 w/6 modems	$ 2644	$ 3080
Model 2408 w/8 modems	$ 3198	$ 3772
Individual XE2400 modems	$ 279	$ 348

The Major BBS is our multi-user Bulletin Board System software package, which includes electronic mail, teleconferencing, file upload/download, SIG (Special Interest Group) messaging and file areas, questionnaires, a user registry, classified ads, user account display and edit functions, a system information module, and complete System Operator control, accounting, and display functions.

The C source code to The Major BBS is available separately, along with the message text files, linker control files, assembly library files, and Btrieve parameter files. This package is necessary if you wish to integrate 3rd-party software with your system, merge multiple extended editions, or develop new functionality of your own design.

The GSBL (Galacticomm Software Breakthrough Library) is our programmer's "communications toolkit" package. It provides a very programmer-friendly interface to all Galacticomm multi-modem cards, multi-port serial cards, and all COM1/COM2-type devices as well. It is a necessary component of The Major BBS development environment, but programmers also find it perfect for the development of credit-card verification systems, call-forwarding systems, file transfer systems, multiple listing services, etc.

The number of users shown below refers to the maximum number of users, or data channels or ports, that the software is capable of supporting simultaneously. Please specify 5.25" or 3.5" disks when ordering.

	The Major BBS	*with C source & GSBL*	*GSBL separately*
2 users	$ 59	$ 344	$ 172
4 users	$ 359	$ 644	$ 447
8 users	$ 659	$ 944	$ 722
16 users	$ 959	$ 1244	$ 997
32 users	$ 1259	$ 1544	$ 1272
64 users	$ 1559	$ 1844	$ 1547

You may "trade up" to more users at any time, with full credit for your existing software applied to the upgrade. The same is true of upgrading to the source/GSBL package. For example, suppose you have the basic 2-user package, and you want to upgrade to 4 users. Your cost would be $300, with the trade-in of your $59 package. Later, if you wanted the C source and 4-user GSBL too, you could trade in your 4-user copy of The Major BBS and pay only $285 additional ($644-359=$285).

— Call for prices on systems larger than 64 simultaneous users! —

The GalactiBox™ is an AT-size card enclosure with slots for up to 16 standard 8-bit I/O option cards inside. It comes with an interface card for the XT/AT/EISA bus and a connecting cable. The GalactiBox can be used as a 16-slot "expansion chassis" if desired, but its real power comes from its ability to "multiplex" a group of identical XT/AT/EISA option cards into software-distinguishable I/O addresses.

This "multiplexing" has two modes, individually DIP-switch configurable on each of the 16 slots: GalactiBox Mode, in which the slot is enabled if and only if the high-order six I/O address bits match its slot and chassis address; and Universal Mode, which allows each slot to be individually enabled or disabled, under software control, on the basis of a bit setting in the "Universal Disable Register". Two 8259 interrupt controller chips are provided, jumper-selectable between interrupt levels 2, 3, 4 and 5 on both inputs and outputs, the latter being available either separately or as a combined, edge-regenerating signal.

The GalactiBox can be used with modems, FAX cards, voice/DTMF interface cards, serial cards, or any 8-bit I/O option cards, to expand the hardware addressing potential of these cards for multi-line, multi-user, or multi-tasking applications. Up to 4 boxes may be connected to one machine, for expansion up to 64 slots.

	2400bps	*9600bps V.32 MNP Class 5*
GalactiBox (unpopulated)	$ 1992	$ 1992
GalactiBox w/4 modems	$ 2416	$ 4668
GalactiBox w/8 modems	$ 2840	$ 7344
GalactiBox w/16 modems	$ 3688	$ 12,696
Individual single-slot modems	$ 109	$ 672

The X.25 Software Option works with the "PC X-Net" packet-switch package from OST, Inc. (phone: 703-817-0400). It is available for both the BBS and the GSBL. This software option allows you to deal with X.25 virtual circuits as though they were ordinary serial channels. No PAD is required. Using this option, you can attach your system directly to TELENET, TYMNET, ARPANET, CompuServe Network, RBOC videotex gateways, Datapac, and other X.25 networks.

Add-on cost of X.25 software option .... $ 935

Ergo OS/286 Protected-Mode Toolkit (special MAJORBBS-ONLY version) is a DOS extender that allows The Major BBS to address up to 15 megabytes of "extended" memory on your 286, 386, or 486-based PC. Requires the C source code to the BBS.

Ergo OS/286 (special MAJORBBS-ONLY version) .... $ 195

GENERAL ORDERING INFORMATION:

Please call our main number, 305-583-5990, and say, "I'd like to place an order." We can generally ship your order within 48 hours. We normally ship UPS "Blue" (2nd-day air). However you ask us to ship is fine, too!

We accept
VISA, MASTERCARD, and AMERICAN EXPRESS

★ Prices shown do not include shipping or insurance ★

We cover shipping within the U.S.A. if you pay in advance by cash or check. Otherwise C.O.D., shipping and insurance charges collect. Cashier's checks only on C.O.D.s, please. Purchase Orders accepted ONLY from U.S. governmental agencies and U.S. corporations with favorable Dun & Bradstreet ratings. Florida orders please include 6% sales tax. Overseas orders must be paid in advance in U.S. dollars, drawn on a U.S. bank, or by credit card, and must include $25 plus $5 per lb extra for Express Mail shipping (Model 4 6 lbs, Model 16 9 lbs, Model 2408 9 lbs, Stargate PLUS-8 7 lbs, serial cables 1 lb each, The Major BBS 1 lb, GSBL 2 lbs, GalactiBox 35 lbs, 2400bps modems 2 lbs each, 9600bps modems 3 lbs each)

Galacticomm, Inc. 4101 S.W. 47 Ave.
Suite 101, Fort Lauderdale, FL 33314

Modem: (305) 583-7808
Fax: (305) 583-7846
Voice: (305) 583-5990

Super-Combo Protected-Mode No-Source Special File Library, Entertainment, Shopping Mall and MenuMan Editions, all pre-linked and ready to run, fully configurable but without source code or development tools of any kind Runs in true "extended memory" on any high-speed 286, 386, or 486 (2MB required, 4MB recommended). Works with MS-DOS 3.3 or 4.01. Limited to maximum modem speeds of 9600 bps.

Super-Combo Special for 2 simultaneous users .... $ 829
Super-Combo Special for 4 simultaneous users .... $ 1129
Super-Combo Special for 8 simultaneous users .... $ 1429
Super-Combo Special for 16 simultaneous users .... $ 1729
Super-Combo Special for 32 simultaneous users .... $ 2029
Super-Combo Special for 64 simultaneous users .... $ 2329

The Stargate PLUS-8 is an 8-port RS-232 serial interface subsystem, suitable for use with The Major BBS and/or the GSBL. Up to 4 of these cards can be installed in a single PC, for a total of up to 32 simultaneous serial links. Baud rates may range from 50 to 19200 baud per channel. The Major BBS can use this card to interface to external modems, or for local serial lines around an office.

Stargate PLUS-8 serial card (w/WD16C450 UARTs) .... $ 585
7-foot serial cable (8 needed, per Stargate), each .... $ 12

SOFTWARE EXTENSIONS

Any single extended edition can be installed over an existing "Standard Edition" system quickly and easily, without disturbing your existing configuration data variables or user account structures in any way Even if jumping ahead several versions, the work that you have done at configuration levels 1, 2, and 3 will all be protected, and your user data files (including E-Mail, SIGs, attachments, Registry entries, and classified ads) will all be automatically carried forward into the new version completely intact

Each extended edition will run in 512K or less, up to 16 users For 16 to 32 users, 640K may be required, above 32 users, more than 640K may be required

You do not need a C source license to any of this software in order to simply run it You *do* need C source licenses if you plan to combine extended editions with each other, or integrate third-party software, or make your own modifications or enhancements to your system at the C source level

If you want to combine extended editions with each other, or integrate third-party software into your system, custom C source compilation and linking is required. If you don't have the knowledge or inclination to get involved in this, the following companies specialize in providing integrated solutions:

Company Name	Contact	Phone Number
Galactic Innovations	Scott Brinker	305-321-2400
ProStar Software	Robert Michnick	206-946-0579
H-A-B Associates	Michael Narimatsu	415-541-0131
ARK-TEC, Inc	Ron Sachse	416-292-7705

The Automatic Software Update Program (ASUP) entitles you to free updates to any and all Galacticomm software licenses you hold. Each time we come out with a significant update to a software product, we immediately mail out updates to all current ASUP members who have previously bought the product. A 30-day ASUP membership is included free with every software purchase. You may then extend your coverage for a full year, if you like.

ASUP membership, per year .... $ 199

The File Library Edition of The Major BBS is an extension of the standard BBS with enhanced features relating to *file upload and download* An extra option appears in the user Main Menu, titled "File Library" This allows users to see file "directories", with DOS file-names, lengths, creation dates, and a short description of each file Features include ZMODEM, KERMIT, Super-KERMIT, YMODEM-Batch, YMODEM-g, configurable charges per downloaded file, drive and path management, password-protected subdirectories, pre-keyed (i e. super-fast) keyword searching, and much more. The new advanced protocols also become available for upload and download of E-Mail and SIG attachments. The File Library Edition EXE file is about 110K larger than the standard edition.

Add-on cost of File Library Edition .... $ 199
Add-on cost of File Library C source extensions .... $ 159

The Entertainment Edition of The Major BBS greatly extends the power of the BBS in the area of *fun and games*. It includes Androids' (a multi-player arcade-style ANSI-graphics game), Flash Attack (a futuristic tank and laser battle for multiple players with IBM PC's), and the Action Teleconference Link-Up, a supercharged multi-user chat extravaganza with action verbs (grin, nudge, hug, etc.), custom entry/exit messages (e.g. "Sysop has just flown into the chamber on a chariot of fire!"), the ability to link together with other Galacticomm systems for massive cross-town or cross-country teleconference parties, and much more! The Entertainment Edition EXE file is about 100K larger than the standard edition.

Add-on cost of Entertainment Edition .... $ 149
Add-on cost of Entertainment C source extensions .... $ 129

The Shopping Mall Edition of The Major BBS extends the system into *online order entry, catalog sales, and credit-card-based purchases* of both physical products and online time. An unlimited number of "stores" can be created, each of them run by a different User-ID, each with its own product line, pricing policies, discount schedule, shipping methods list (with flat rate, percent of sale, 1st-ounce/add'l-ounce, or 1st-pound/add'l-pound shipping rates), payment methods list (with flat rate or percent of sale surcharges or discounts, and built-in Kuhn Formula credit card number validation), and much more. Users can search for store by product category, browse catalogs, place and cancel orders at will Adds only about 40K to standard edition EXE file size.

Add-on cost of Shopping Mall Edition .... $ 249
Add-on cost of Shopping Mall C source extensions .... $ 189

The MenuMan Edition of The Major BBS is an extension of the standard BBS with emphasis on freedom of *menu construction* Design your own menu tree, with menus leading to menus leading to menus, or to ASCII text files of your choice which are simply scrolled out to the user's screen, or to "module" directives that simulate "concatenated commands" which are treated as though issued at the conventional Main Menu prompt. Features include a "GO" command for direct routing to a named page, a "FIND" command for searching the menu tree, and online remote editability of the menu tree by the Sysop, without any need to shut the system down! Very easy to set up and use The MenuMan Edition EXE file is only about 20K larger than the standard edition.

Add-on cost of MenuMan Edition .... $ 149
Add-on cost of MenuMan C source extensions .... $ 129

One-Shot Updates are available, if the ASUP is not for you, for a service fee of $19 per diskette or manual Naturally, this service is only available on updates to software of which you are a registered licensee.

Note: An Update to the latest version of the software is *automatically included* in any *upgrade* that you buy, whether a doubling of users, a purchase of C source and GSBL, or moving up to an extended edition.

V. UTILIZING DISTRIBUTION MECHANISMS

INTRODUCTION

This section describes organizations that EPA either actively uses to disseminate information to the public or that have the potential to be more actively used by EPA in the dissemination of information. These dissemination mechanisms, which are both internal and external to EPA, distribute information in various forms including paper based and electronic formats, such as CD ROM, floppy disk, or magnetic tape.

In this section, the distribution mechanisms are divided into three categories:

- EPA distribution mechanisms
- Federal government sponsored distribution mechanisms
- Partnership opportunities for distributing information (i.e., use of third party organizations to distribute or produce information).

For each organization, practical information on the services provided, as well as a contact person is given.

Purpose and Approach

The intent of this section is to better familiarize the reader with some of the different ways in which information can be distributed to the public. There are many issues that should be considered when choosing an appropriate distribution mechanism, such as:

- The ultimate goal, i.e., the message that needs to be communicated
- The type (i.e., technical/non-technical) of information to be distributed

- The audience that the information needs to reach, and the audience's characteristics

- Whether the associated costs are within the designated budget

- The services (e.g. advertising, feedback mechanisms) provided by the organization.

The information provided in this section will help an office choose the organization that best fits its needs. A contact person for each distribution mechanism is given to answer additional questions pertaining to the practical use of that particular organization. This section provides only a basic discussion on distributing EPA's information. These mechanisms can be utilized to distribute information in a variety of other manners, and offices are encouraged to work with mechanisms to identify additional distribution approaches.

EPA DISTRIBUTION MECHANISMS

The following section discusses various EPA mechanisms that can be used to distribute information to the public.

EPA Publications and Information Center (EP&IC)

Basic Description

The EPA Publications and Information Center (EP&IC) was formally established in April 1991 and is supported by the Office of Administration and Resources Management, Cincinnati. It was established as an Agency information system to respond to the need for enhanced access to an extensive body of environmental information.

Type of Information Distributed

- Non-technical and technical publications
- Multimedia environmental information inclusive of:
  - Paper-based publications
  - Videos
  - Posters
  - Floppy disks
  - Transparencies.

Services

The EP&IC is available to assist with the compilation of information packages for dissemination. Distribution is available on an international scale with year to date distribution for 1991 equalling 103 million plus copies. The Center also actively develops collaborative relationships with organizations both internal and external to EPA to compile, archive, and disseminate environmental information.

The Center operates the Master Inventory System (MAIS), an online database updated monthly, which contains over 7,000 titles of multimedia products. This system has the capability for order entry, query, inventory for on-hand month-to-date quantities, and mailing list/customer information. Currently, the MAIS is operating at seven test sites and will be expanded when final enhancements are made. The Center also operates a subject oriented database that allows users to identify those publications most closely associated with a particular subject matter by using a one word or multi-string query. This system will also be expanded in late November 1991 when the pilot is completed.

Audience Reached Through Distribution

- State and local governments
- Other federal agencies
- EPA
- General public
- Academia
- Environmental groups
- Industry.

Access/Dissemination

The EP&IC responds to requests by mail, fax, telephone, the new MAIS system, and work requests from the Agency. The Center distributes multimedia environmental information inclusive of paper-based publications, Videos, posters, floppy disks, and transparencies.

Associated Costs

There are currently over 40 clients throughout the Agency who have established accounts with the EP&IC. Essentially, the clients cover the cost of the publishing, shipment, and dissemination of environmental information. The Office of Administration and Resources Management provides cost sharing for storage and postal fees. These publications are provided at no cost to customers. There are established procedures to set up an account, for further information, contact (513) 569-7980.

Advertising Mechanisms

- Marketing brochures are being developed for wide distribution.

Feedback Method

- In these early stages, no formal feedback mechanisms are in place. Customer service is provided on a personal basis with follow-up to ensure satisfaction.

CONTACT

Deborah McNealley, EP&IC, (513) 569-7986

Headquarters Public Information Center

Basic Description

The Headquarter's Public Information Center (PIC) was established to provide non-technical, citizen-oriented information about the environment and EPA to the public. It is operated by the Office of Information Resources Management.

Type of Information

- Brochures on EPA programs
- Fact sheets and pamphlets on environmental topics
- Consumer guides
- Educational materials.

Services

The Headquarters PIC works with program offices to distribute documents, fact sheets, and other types of information to the general public, and assists program offices with assessment of public demand for information on key topics. In addition, the PIC provides on-site information services for EPA staff and visitors, as well as providing EPA staff with materials for display and distribution at conferences. The PIC also serves as a central referral point for the Agency. Technical questions are referred to program offices, clearinghouses, hotlines, dockets and other access points, where appropriate.

Audience Reached Through Distribution

- Teachers 50%
- Students 30%
- Consumers 10%
- Special interest
- Federal, state, and local governments
- Industry.

Access/Dissemination

The Headquarters PIC responds to telephone, written, and walk-in inquiries for non-technical information (approx. 6,000/month). It distributes mainly paper-based information in the form of fact sheets, pamphlets, and brochures. Requests for distribution of high volume documents are forwarded to CERI, GPO, EP&IC, and NTIS.

Associated Costs

- Users are not charged.

Advertising Mechanisms

- Informal advertising is conducted through scholastic magazines and home journals.

Feedback Method

- Monthly reports are provided to programs on frequently asked questions and most heavily demanded information
- There are no formal mechanisms to obtain feedback from users.

CONTACT

Kevin Rosseel, Headquarters Public Information Center, (202) 260-1755

Regional Public Information Centers

Basic Description

The Public Information Center in Region 10 was established in response to the high volume of requests for regional environmental information from the general public. Other regions utilize libraries, in a similar manner to fulfill requests.

Type of Information

- Brochures on EPA programs
- Fact sheets and pamphlets on environmental topics
- Consumer guides
- Educational materials.

Services

The Regional PIC distributes environmental information to the public. The PIC provides walk-in informational services in addition to access by mail and telephone. Additionally, the PIC refers technical requesters to appropriate sources within program offices. Region 10 also operates a toll-free hotline for the PIC.

Audience Reached Through Distribution

- General public
- Teachers
- Students
- State and local governments
- Industry
- Interests groups.

Access/Dissemination

The Regional PIC responds to telephone (a toll free hotline in Region 10), written, fax, and walk-in inquiries for non-technical information. They distribute mainly paper-based information in the form of fact sheets, pamphlets, and brochures.

Associated Costs

- No costs are charged to the user. Program offices pay for publications, etc.

Advertising Mechanisms

The Region 10 PIC advertises their services and information, for example:

- All Region 10 publications, press releases, and general information list the phone number of the Region 10 PIC

- Region 10 PIC bookmarks accompany every publication that is sent out.

Feedback Method

- No formal feedback mechanisms are used, although informal follow-up calls are made to requesters of information.

CONTACTS
Renee Nicholas, Region 10 Public Information Center, (206) 553-4973
Region 10 Hotline for Region 10 States, 1-800-424-4EPA

FEDERAL GOVERNMENT SPONSORED DISTRIBUTION SERVICES

The following section provides details on distribution services sponsored by the federal government.

Government Printing Office (GPO)

Basic Description

The Government Printing Office (GPO) was established by Congress in 1861 for the purpose of producing and procuring printing for Congress and federal agencies. In 1985, GPO's mission expanded to include the dissemination of information to the public through the Superintendent of Documents publication sales and Depository Library programs.

Type of Information

- All federal government documents

Services

GPO provides a full range of printing, binding, graphic art services, distribution, and electronic product development. This is accomplished through GPO's in-house production facilities or by procurement from the private sector. Products range from state-of-the-art electronic publishing to hand binding and include all phases of Compact Disk Read Only Memory (CD ROM) development, including preparing data, acquiring information search and retrieval software, and contracting for disk manufacture. Through GPO's Typography and Design Division (T&D), typography, design, illustration, photography, video, and quality control services are provided. This division provides free preliminary consultations with graphic arts and design specialists to resolve document style and production questions. A "Dial-Up" Composition Service is also offered by GPO for customers to view information on-line prior to printing. GPO's procurement power extends nationwide with a network of 13 regional and 6 satellite offices located in areas of high volume work. These offices offer the same type of services to regions as the main office provides to customers in Washington, D.C.

Audience Reached Through Distribution

- General public
- Regions/labs
- States/local governments
- Federal agencies
- Industry
- Interest groups
- Depository libraries
- International organizations.

Access/Dissemination

GPO sells publications through government bookstores and provides access to information (publications, microfiche, and CD ROMs) through Depository Libraries. GPO also responds to telephone and written inquiries for specific publications.

Associated Costs

- Users are charged a fee based on the cost of the document plus 50%

- Discount offered to bulk distributors.

Advertising Mechanisms

- Formal advertising program through brochures, pamphlets, television, and radio.

Feedback Method

- Informal feedback through interaction with Depository Libraries.

CONTACT

James Anderson, EPA/GPO Liaison, (202) 260-2125

National Technical Information Services (NTIS)

Basic Description

The Department of Commerce was directed by Congress in 1950 to operate a national clearinghouse to collect, store, and distribute scientific and technical information. In 1970, the national clearinghouse was reestablished as the National Technical Information Service (NTIS) and expanded to include business, health, and statistical information in the collections.

Type of Information

- Scientific, technical, business, health, and statistical information in the form of publications, periodicals, computer datafiles, and computer software.

Services

NTIS provides information services that save time and can expand the audience for information. NTIS provides a complete, centralized information management system that stores, processes, and distributes an agency's information. When information products are provided to NTIS, the staff creates a bibliographic record for each item, lists the item in the NTIS online database, and maintains the item in the archive. As part of its standard information management, NTIS handles all the administrative and accounting details for the sale of products, takes care of subscription details, stores information, and makes it available for retrieval at any time.

The Federal Computer Products Center, as part of NTIS, works with agencies to collect and announce computer products that are useful to businesses and the scientific community. The Center manages subscriptions for datafiles on tapes or diskettes and provides services to convert data contained on magnetic tapes to diskettes. The NTIS Federal Research in Progress Database lists an agency's current research projects, making them easy to access through private sector vendors. This database, which is updated monthly, lists project title, start date, project summary, and various other information. For a free copy of the NTIS Products and Services Catalog that details NTIS services, call (703) 487-4650 and request catalog number PR-827.

Audience Reached Through Distribution

- Government
- Industry
- Academia
- Libraries
- Interest groups.

Access/Dissemination

Requests for publications are taken by telephone, mail, commercial online database information companies, or through direct access to the automated NTIS ordering system. Documents are offered in both printed and microfiche format, and NTIS distributes magnetic tapes, diskettes, CD ROMs and digital tapes for agencies.

Associated Costs

Users are charged a fee for products. Agencies are charged a $20 registration fee per document to provide permanent archiving and other services.

Advertising Mechanisms

- Formal advertising through announcement media and promotional material
  - Governments Report Announcement and Index
  - Weekly subject-specific newsletters
  - NTIS Bibliographic Database
  - FEDRIP
  - Catalogs, directories, and direct mail
  - Trade announcements
  - Sales agents
  - Media.

Feedback Method

- Requests reviewed periodically to determine what is being accessed.

CONTACT

Tom Bold, Office of Program Management and Acquisitions, (703) 487-4785

Consumer Information Center (CIC)

Basic Description

The Consumer Information Center (CIC), which is funded by Congress, is located administratively in the General Services Administration. The CIC was established in 1970 to help federal agencies distribute information to the general public and to make the public aware of the availability of this material. The CIC's Pueblo, CO distribution center is now the central source of federal information for the general public.

Type of Information

- Consumer booklets

Services

The CIC provides editorial assistance in planning, revising, and evaluating publications. The CIC staff also reviews outlines or draft copies of publications for both clarity and consumer relevance. Another service that is provided by the CIC is a cooperative publishing program which assists Federal agencies in the gathering, promotion and distribution of consumer information developed collaboratively by several federal agencies or by government working with private industry.

Audience Reached Through Distribution

- Primarily general public

Access/Dissemination

The CIC sells publications through mail, filling requests within seven working days. They distribute paper-based documents through the Colorado facility.

Associated Costs

The cost depends on which one of three methods of distribution is used:

- The Free Booklet Program does not charge customers. The appropriate federal agency pays for printing and distribution. Promotion and evaluation services are provided free of charge

- The Low Priced Publication Program (LPP) charges customers 50 cents for the publication. The appropriate federal agency pays for printing. GPO administers the billing and collects the 50 cents to pay for shipping and handling expenses. The publication must weigh less than 4 ounces

- The GPO Sales Program charges customers various prices for publications. The appropriate federal agency develops the publication, and GPO determines the costs for printing and distributing the document.

The CIC reviews the publication's subject and audience and recommends to the agency which distribution option would be most effective. The agency chooses the option based on the publication's message, and audience, as well as the resources available to support it. The CIC weighs all these factors in selecting publications to be listed in its quarterly catalog.

Advertising Mechanisms

- The CIC promotes selected consumer booklets by listing them in the free quarterly Consumer Information Catalog

- The CIC also regularly promotes selected publications through "News for Consumers" press releases to approximately 6,000 newspapers, magazines, and consumer organizations that highlight information from booklets in the catalog

- Radio announcements

- Special media promotions with selected magazines on current topics.

Feedback Method

- Once a year the CIC conducts surveys to find out customer reaction to publications and new topics of interest
- Publication evaluation surveys can be done for free publications.

CONTACT

Paula Moser, CIC/EPA Agency Liaison, (202) 501-1794

PARTNERSHIP OPPORTUNITIES

INTRODUCTION

This section describes ways in which EPA can work with other organizations (state environmental organizations, other federal agencies, interest groups, and private companies) to produce or distribute information to the public. Often times it is better to work with another organization who has mutual goals and interests because through working together each party benefits. The benefits for both parties include:

- Lower costs
- Positive public reaction
- Increased expertise on subject matter
- Pooling of staff time
- Creation of a positive working relationship
- Increased distribution by expanding number of outlets.

Although there are no formal rules to follow when establishing a partnership, there are some general guidelines that should be taken into consideration when deciding whether it would be beneficial to engage in a partnership.

- Determine what the goal/message is that needs to be communicated

- Determine who the audience is that the message is to reach

- Identify the key players with similar interests, goals, and audiences

- Determine the budget of the project

- Contact an EPA legal advisor (e.g., Office of General Counsel or Office of Regional Counsel) if any questions arise as to whether this partnership is in violation of EPA rules.

The following pages provide examples of how EPA offices have entered into partnerships with third parties to distribute information.

STATE ENVIRONMENTAL ORGANIZATIONS

State Environmental Organization: Individual States

Description of Organization:

Approximately 90 percent of EPA laws are implemented by the states. States, therefore, can serve as a useful partner in the dissemination of information. Each program has a contact at the state level, and EPA staff can work with that person to disseminate information.

EPA Partnership Experience:

The Office of Pesticides has cooperated with the states to distribute publications. When producing a brochure, Pesticides has produced extra sets of negatives (the cost is minimal) and sent the negatives to the state contact. These negatives are accompanied by a letter stating the intent of the brochure and encouraging states to add state-specific information to the brochure and distribute it to the public.

CONTACT

Wendy Butler, OCEPA, (202) 260-4355

State Environmental Organization: Association of State and Territorial Health Officials (ASTHO)

Description of Organization:

The ASTHO represents the nation's chief state public health officials.

EPA Partnership Experience:

The Office of Pesticide Programs (OPP) maintains a cooperative agreement with ASTHO which provides for improved communication between OPP and state health officials. ASTHO communicates relevant information to the public and collaborates with EPA on projects which promote understanding of environmental issues from the health perspective. In addition, the cooperative agreement provides avenues for keeping the regulatory community appraised of OPP actions regarding health issues.

CONTACT

Arty Williams, Office of Pesticide Programs, (703) 305-7371

State Environmental Organization: National Association of State Departments of Agriculture (NASDA)

Description of Organization:

NASDA represents the interests of state departments of agriculture.

EPA Partnership Experience:

On September 9, 1991 Deputy Administrator Habicht entered into a memorandum of understanding with Mr. C. Alan Pettibone, President of NASDA, to provide a coordinated structure for the conduct of communication activities with the public and other interested parties. The scope of information covered by the memorandum includes pesticides and the American food supply, pesticide use in general, and related programs.

CONTACT
Arty Williams, Office of Pesticide Programs, (703) 305-7371

State Environmental Organization: State FIFRA Issues Research and Evaluation Group (SFIREG)

Description of Organization:

SFIREG was created under a cooperative agreement between the Office of Pesticide Programs and the Association of American Pesticide Control Officials (AAPCO). The Pesticide Control Officials are the state personnel with primary responsibility for enforcement pesticide use.

EPA Partnership Experience:

As an independent, but related body of the American Association of Pesticide Control Officials (AAPCO), SFIREG identifies, analyzes, and provides state comments to the Office of Pesticide Programs on matters relating to pesticide registration, enforcement, training and certification, ground water protection, disposal, and other areas of environmental concern. In addition, SFIREG provides a mechanism for EPA to keep the State Lead Agencies informed and up-to-date on its pesticide regulatory program.

Contact

Arty Williams, Office of Pesticides, (703) 305-7371

OTHER FEDERAL AGENCIES

Federal Agency: The Consumer Information Center (CIC)

Description of Organization

The many services provided by the CIC are discussed in detail in the section focusing on Federal Government Sponsored Distribution Mechanisms. The CIC does, however, operate a program that focuses on partnership opportunities. This program identifies partners for joint production of a publication and provides editorial and design assistance for the publication. The CIC publishes a pamphlet entitled "Industry and Government: Publishing Together for Everybody's Benefit." This pamphlet presents the details of producing and distributing joint consumer booklets. For information on cooperative publishing, contact Paula Moser, CIC's EPA Agency Liaison, at (202) 501-1794.

EPA Partnership Experience:

The following EPA publications were produced through the CIC's joint publishing program:

- *Recycling Used Oil.* Produced by the Office of Solid Waste and Emergency Response and reprinted by Pennzoil Company

- *A Home Buyer's Guide To Environmental Hazards* Produced by the Federal National Mortgage Association with the Environmental Protection Agency (EPA), the Federal Deposit Insurance Corporation (FDIC), Department of Housing and Urban Development (HUD), Office of Thrift Supervision, and the Department of Veteran's Affairs.

Subjects Under Consideration for Joint Publication:

- Ozone
- Packaging
- Recycling
- Composting
- Recycling Plastics/Number System
- Disposing of Wastes Properly
- Lead
- Environmental Labeling/Definitions
- Emissions Control/Clean Air.

Contact

Paula Moser, EPA Agency Liaison (202) 501-1794

INTEREST GROUPS

Interest Group: Alliance for a Clean Rural Environment Trade Association: Food Manufacturers Association

EPA Partnership Experience:

Often times non-profit organizations will work with EPA and print publications provided to them by the Agency at their own cost. For example, the Office of Pesticides worked with the Alliance for a Clean Rural Environment. EPA provided the Alliance with negatives for the "Pesticides in Your Drinking Water" brochure, and the alliance printed the brochure at their own cost. This type of partnership was also entered into with the Food Marketing Association. The association printed copies of a publication that was funded by the United States Department of Agriculture and the Office of Pesticides.

CONTACT

Wendy Butler, OCEPA, (202) 260-4355

Interest Group: National Coalition Against the Misuse of Pesticides

EPA Partnership Experience:

Interest groups are an effective way to reach audiences with specific areas of interest. There are numerous ways to disseminate information through an interest group, such as participating in their conferences, giving them information to disseminate to their members, or giving them a contact point in an EPA office to list in their newsletter. The Office of Pesticides has worked with the National Coalition Against the Misuse of Pesticides in distributing information in this manner.

Contact

Wendy Butler, OCEPA, (202) 260-4355

Association: Society of Consumer Affairs Professionals in Business (SOCAP)

Description of Organization:

SOCAP is an international professional organization of individuals whose purpose is to:

- Foster and maintain the integrity of business in dealing with consumers
- Encourage and promote effective communication and understanding between business and government and consumers
- Define and advance the consumer affairs profession.

SOCAP has numerous members from local, state, and federal government including USDA, Department of Commerce, Food and Drug Administration, and the North Carolina Department of Agriculture.

SOCAP provides a forum for communication among all segments involved in the consumer affairs field. The bringing together of individuals with common interests and objectives encourages the exchange of ideas and stimulates personal and professional growth. SOCAP conducts seminars around the country on useful topics, such as:

- Establishing and/or Managing an 800 number
- Innovative Uses for 800 Numbers
- Managing for Customer Focus and Quality Service
- Effective Consumer Affairs Staff Management.

SOCAP also produces a monthly newsletter, a quarterly professional journal, special reports, and a membership directory which lists contact information for all members and provides an extensive network of consumer affairs professionals. In addition, SOCAP is in the process of establishing a "Skills Data Base" which lists members skills, experiences, and backgrounds. This will be kept on computer and can be used in locating individuals with particular skills or experiences. For example, if someone was interested in establishing an 800 number this data base would be able to generate a list of members who have had experience in establishing an 800 number.

CONTACT

SOCAP, (703) 519-3700

PRIVATE COMPANIES

Private Company: Supermarket Communication System

Description of Organization:

The Supermarket Communication System is a private company which operates the "Good Neighbor Boards" at local supermarkets. These boards provide booklets, factsheets, and information cards which allow individuals to request information on certain topics free of charge. The company provides many services to promote the booklets on this information board, such as housing, distribution, and restocking of booklets, targeting the appropriate audiences, distributing the accompanying public service announcement (PSA) to appropriate television stations for viewing, and administering follow-up surveys.

EPA Partnership Experience:

The Office of Water successfully used this company to distribute its "Lead in Your Drinking Water" booklets. The Office of Water wanted to target the distribution of this booklet to the general public and this was an effective way to reach that audience. Supermarket Communication Systems worked with the Office of Water in distributing a video PSA. They distributed 40,000 booklets in the Washington D.C./Baltimore area in a three month period, and then went nation-wide and distributed over 385,000 booklets in three months. The Office of Water found this organization to be very cost-effective because they were able to reach a large audience. They would highly recommend use of this organization for specific issues that would be of interest to the general public who frequent supermarkets. Cost to users varies with the distribution area, type of information distributed, etc.

CONTACTS

Charlene Shaw, Office of Water, (202) 260-2285

Supermarket Communication System (203) 852-0888

Utilizing Distribution Mechanisms: A Summary and Comparison

Distribution Mechanisms	Considerations for Selecting Distribution Mechanisms: Type of Information	Audience	Services	Cost	Advertising/ Feedback Mechanisms
EPA Publications & Information Center (EP&IC)	Multi-media technical and non-technical information	Government, EPA, general public, academia, interest groups	Assists with compilation and dissemination of information. Indexes all products on a database	Users are not charged. Program offices pay for publishing, shipping, and dissemination of information	Marketing brochures are being developed. No formal feedback.
Headquarters Public Information Center	General brochures, fact sheets, consumer guides, and educational information on environmental topics	General public	Helps program offices distribute information, assesses public demand of information on key topics, and provides walk-in information services	Users are not charged. Program offices pay for publications, etc.	Advertising in scholastic magazines and home journals. No formal feedback.
Regional Public Information Center	Brochures, fact sheets, consumer guides, and educational information on environmental topics	General public, including teachers, and students, as well as local governments	Distributes environmental information and provides walk-in information services	No costs are charged to user. Program offices pay for publications, etc.	Advertising in regional publications. Informal calls to requesters for feedback.

Utilizing Distribution Mechanisms: A Summary and Comparison (cont'd)

Distribution Mechanisms	Considerations for Selecting Distribution Mechanisms: Type of Information	Audience	Services	Cost	Advertising/ Feedback Mechanisms
Government Printing Office (GPO)	All federal government documents	Government, general public, academia, interest groups	Provides printing, binding, graphic art services, electronic product development, and distribution through the GPO sales program	Users are charged a fee based on the cost of the document, plus 50%	Advertising in brochures, t.v., and radio. Informal feedback with GPO libraries.
National Technical Information Services (NTIS)	Scientific, technical, business, health, and statistical information	Government, industry, academia, libraries, interest groups	A complete information management system that stores, processes, distributes, and permanently archives information	Users are charged for products. Agencies are charged a $20 per document fee for services	Advertising through announcements and promotions. Requests reviewed for feedback.
Consumer Information Center (CIC)	Consumer booklets	General public	Provides editorial and distribution services for government clients. Runs cooperative publishing program	Cost varies depending on type of publication	Advertising through CIC catalog, press releases, announcements and promotions. Annual study for customer reaction to publications and new topics.

VI. REACHING OUT FOR EFFECTIVE ACCESS

INTRODUCTION

This section focuses on public outreach; the Agency's means of actively keeping the public informed on environmental issues and promoting their involvement with the environment. The Agency currently participates in a variety of outreach activities to promote this type of interest and involvement. The purpose of this section is to promote usage of these outreach activities within the Agency through discussing:

- Outreach tools
- Outreach opportunities.

The intent is to inform EPA offices of the potential for promoting effective access through outreach. The summary chart, immediately following the Outreach Opportunities subsection, should be referred to for a brief overview of the various attributes associated with each outreach effort described herein.

OUTREACH TOOLS

Outreach tools refer to available directories, that can be utilized to locate information on any given environmental topic. These tools are valuable resources in promoting both the public's and EPA's awareness of and ability to locate information. A better understanding of the various sources of information within the Agency can facilitate the process of responding to public requests.

This subsection identifies a selection of EPA's key outreach tools and describes how they can be used and obtained. The directories indicated below will be discussed in further detail.

- Access EPA
- Information Systems Inventory
- Online Library System
- Organization and Functions Manual
- EPA Telephone Directories
- Program Reference Manuals.

This sample of outreach tools should be used as a starting point for identifying the types of information available at EPA and where this information is located.

ACCESS EPA

Basic Description

Access EPA consists of a series of directories that are produced by the Office of Information Resources Management to facilitate locating environmental information and services provided by EPA and other public sector organizations. The directories contain contact information and a description of services provided by each information resource. Current directories in the series are identified below.

- Public Information Tools
- Major EPA Dockets

- Clearinghouses and Hotlines
- Records Management Programs
- Major EPA Environmental Databases
- Library and Information Services
- State Environmental Libraries.

ACCESS EPA is updated annually and is available in a single, consolidated volume or as a set of booklets. They can be obtained by calling GPO at (202) 783-3238, order number 055-000-00378-5, or NTIS at (800) 553-NTIS, order number 055-000-003738-5. There are forms contained in the directories for updating and commenting on information. Once completed, these forms can be submitted to the office designated in the directory for inclusion in the next issue. For additional information on ACCESS EPA, please contact the Headquarters Library as listed below.

CONTACT

Headquarters Library (202) 260-5922

Information Systems Inventory

Basic Description

The Information Systems Inventory (ISI) is a collection of information on 600 EPA automated data systems, models, and databases. It can be used to identify specific environmental information often requested by the public by various programs and administrative offices. The ISI is routinely updated and maintained by the Information Management Services Division within OIRM. For each system listed, the ISI identifies the full system name, the system acronym, if applicable, and the name and phone number of the individual responsible for its development, and/or maintenance. Descriptions of the system contents are not included.

The Inventory is available in both hardcopy and automated forms for EPA libraries and specific contacts in Headquarters and Region offices. The ISI can also be ordered through NTIS at (800) 553-NTIS. For additional information regarding the ISI and its distribution, please contact Steve Hufford as listed below.

CONTACT

Steve Hufford, Chief Information Management Branch, OIRM, (202) 475-7732

Online Library System

Basic Description

The Online Library System (OLS) is a computerized catalog system of the holdings of EPA's 28 network libraries. OLS has been designed to offer an efficient way to search these holdings. For each document listed in the system, OLS provides the author, title, and keyword access to document titles. There are also abstracts of selected titles. OLS can be used by any Agency employee and is available to the public through EPA's libraries. EPA is currently piloting a program which allows the public to directly access OLS on the Agency's mainframe from a personal computer (see Chapter 4 for further information on this pilot).

The Information Management and Services Division within OIRM sponsors OLS which is updated every two weeks. For additional information concerning OLS, please refer to the individuals referenced below.

CONTACTS

Jonda Byrd, OIRM/IMSD, Cincinnati - general inquiries, (513) 569-7183

John Knight, EPA National Computer Center, RTP - pilot project, (919) 541-2794

Organization and Functions Manual

Basic Description

The *Organization and Functions Manual* is a reference document which describes each of the Agency's offices and functions from the administrators' level, down through each office and division. The manual also provides organizational charts which show the reporting relationships between each functional area and level. The manual can be used either by Agency employees or the general public for locating or contacting specific offices within EPA's entire organization.

The *Organization and Functions Manuals* can be found in each of the 350 Agencywide directives collections. The directives collections are located in each Agency office and library. The manual is not updated on a regular schedule, but when changes to the Agency's organizational structure are made, specific pages are updated to reflect the changes. Supplemental pages are then issued to the directives collections, along with instructions to insert the new pages in the manual and discard the out-of-date duplicates. For additional information on locating or obtaining a copy, please contact Thelma Adams, as indicated below.

CONTACT

Thelma Adams, Central Directives Officer Office of Administration and Resources Management, (202) 260-5000

EPA Telephone Directories

Basic Description

EPA publishes several phone directories which contain a variety of information on Headquarters or Regional organizational structures, services, and employees. The directories can be used to facilitate locating relevant individuals to respond to requests. The directories are described in more detail below.

- ***Headquarters Telephone Directory*** - This main directory is organized in sections which identify offices, their structure, and employees. The following list includes each main section contained within the directory.

  - Emergency Telephone Numbers
  - How to Use Your Telephone
  - Organizational Directory
  - Alphabetical Directory
  - Headquarters Subject Directory
  - Regional Directory
  - Electronic Mail Directory
  - Facsimile Directory
  - Selected Washington Agency Directory
  - General Information.

  The Headquarters directory is published semiannually, normally in February and September, by the Government Printing Office (GPO). Headquarters directories are distributed to all Headquarters employees and to each Region. Additional copies can be ordered directly through GPO at (202) 783-3238. Updates to the alphabetical listings are made by using a locator change form provided in the directory.

- ***Research Triangle Park (RTP) Phone Directory*** - Like the Headquarters directory, the RTP directory contains the organizational structure for RTP, as well as the Headquarters offices. The directory also contains alphabetical listings for federal and contractor employees. Although it is distributed to employees at the RTP office, anyone can obtain it through GPO by calling (202) 783-3238.

- ***Regional and Laboratory Phone Directories*** - Phone directories are maintained by and published within each regional and laboratory site. To obtain information on these directories, it is necessary to contact each site for its local directory listings.

CONTACT

Dwight Rodgers, Telecommunications Manager, Office of Administration and Resources Management, (202) 260-2082

Program Reference Materials

Basic Description

Many program offices produce their own reference materials which contain program specific information as well as program materials and resources. These materials can be used to facilitate the process of locating information in response to specific programmatic requests. These materials may provide information on the following topics.

- Training
- Videos
- Publications
- Information Systems.

The *OSWER Source Book,* for example, contains information on training courses, publications, videos, information systems, and software developed by OSWER. *The Pollution Prevention Training Opportunities in 1991 manual,* published by Office of Environmental Engineering and Technology, provides references and lists for industry specific fact sheets, videos, educational opportunities, pollution prevention contacts, clearinghouses, and other related resources. Similarly, the Office of Water, published the *Office of Water Environmental and Program Information Systems Compendium,* which identifies the various information systems maintained by water program offices. These are just three examples of the many different references sources available within program offices. Samples of several multimedia lists that are often contained within these manuals are included as an attachment to this section. Individual program offices should be contacted for further information on their reference manuals.

OUTREACH OPPORTUNITIES

This subsection will identify several possible outreach opportunities available to the Agency for actively addressing and engaging the public. Several of these opportunities are identified below and will be discussed further in this subsection.

- Exhibits
- Speaking engagements
- Press releases
- Public service announcements.

By becoming familiar with these options for outreach, offices can make more informed decisions when evaluating and selecting an appropriate means for reaching the public. Because of their expertise in outreach activities and product development, OCEPA should be contacted prior to initiating an outreach effort to ensure that the methods used, or media developed, meet Agency standards.

Exhibits

Agency offices often have an opportunity to send messages to the public during conferences or special events (e.g., Earth Day), which are held by various groups such as environmental organizations and industries. Exhibits are one of the primary tools used at conferences or special events for the purpose of relaying information to the public.

Basic Description

An exhibit is a three dimensional visual display which is shown publicly for the purposes of demonstration and information transmittal. Exhibits can take the form of a simple booth display set up at a table or a more elaborate show using large panels or framed mountings. An exhibit may contain display information in the form of audiovisual materials, printed information, or demonstration objects.

Issues Associated With Use

In order to expose the public to different environmental programs using exhibits, offices actively contact associations for upcoming events, and keep calendars of conference locations and themes. Associations may also contact program offices and inform them of conferences schedules. Once a decision is made to develop an exhibit for a specific conference or special event, consideration should be given to several factors, such as the ones identified below.

- ***Audience*** - Exhibits are useful for audiences that have access to the conference or special event where it is being displayed. In order for an exhibit to stand out, however, the display should be designed to draw attention and interest. This can be achieved through experimenting with catching phrases or graphics and distributing materials, such as environmental posters or technical policy regulations, depending on the audience.

- ***Materials*** - Although there are a variety of printed, multimedia, and electronic materials available for use in an exhibit, they should be carefully coordinated in order to clearly project the theme of the conference or project.

- ***Facilities*** - Before developing an exhibit, determine whether the display facilities have limitations for the size of the unit or materials that can be distributed to the public.

- ***Cost*** - Because exhibit development can be very costly, depending on the size of the display and materials used, it may be more cost effective to update or enhance an exhibit previously developed. Considerable costs, however, may still be incurred through shipping, travel, and staff required for operation during a conference, as well as from renting floor space, tables, chairs, carpet, trash cans, etc.

EPA offices should consider how to address each of these issues prior to developing an exhibit.

Applicable Procedures

Public-oriented display items, may be subject to OCEPA's product notification and review process. This process has been instituted to ensure that all materials viewed by wide segments of the public are consistent with Agency policies and themes and that they represent high quality work, creativity, and factual accuracy. The guidelines for the review process are contained in the *Handbook for EPA Publications*. Program offices should contact Multimedia Services for complete guidance on exhibit development under the review process.

In order to efficiently track the production and dissemination of environmental information, an Agencywide numbering system has been developed. The numbering system will be managed by EPA Publications and Information Center in Cincinnati and the Center's Manager will assign exhibit numbers to the program offices. Introduction to the new numbering system is being made through the *Facilities Printing Manual* currently out for green border. The system is expected to commence January 2, 1992. EPA exhibit numbers may be obtained by calling FTS 684-7980.

Benefits and Limitations

There are several benefits and limitations associated with using exhibits to communicate information.

Benefits

Exhibits are developed by Agency offices as a valuable means of transmitting information and messages, particularly during conferences. There are a number of advantages associated with exhibits. Several of the ones expressed by Agency employees are identified below.

- A good exhibit will generally develop public interest in a program, by "catching people's eye" and prompting questions.

- Materials used for an exhibit (e.g., pictures, brochures) can be easily updated to keep the display current.

- Exhibits can be effectively developed for either technical or general audiences.

- There are often many opportunities for exhibits to appear at organizations holding conferences or at special events. These invitations give program offices an additional outlet in which to convey their information and messages.

As indicated above, exhibits offer program and administrative offices much diversity of how information is presented to the public.

Limitations

Although exhibits can be valuable tools for informing the public, there are some constraints which may limit their use. Several of these limitations are listed below.

- Depending on the materials used, exhibit construction can be very expensive.

- Operating an exhibit can be very labor intensive because staff often must be present at all times during a conference or event to truly engage the public.

- It can be hard to inform large numbers of individuals with an exhibit because it is confined to viewing at specific conferences or events.

- Depending on the available facilities, there may limits on the size of the exhibit and restrictions on the materials used for public distribution.

The above benefits and limitations provide a sample of the items to consider for exhibit development and use. For additional information on exhibit use and development, the individuals below can be contacted for guidance or information on personal experiences.

CONTACTS

Brenita Starkes, Office of Waste, Water Enforcement and Compliance, (202) 260-7287

Charlene Shaw, Communication Strategist, Office of Water, (202) 260-2285

Cheryl Maline, Office of Radon Programs, Policy and Public Information Section, (202) 260-1518

Julie Klass, Office of Waste Programs and Enforcement, (703) 308-8653

Innovative Uses

Exhibits

The Office of Waste Water Enforcement and Compliance follows several practices to attract audiences to observe their exhibits.

First, because the physical placement of a conference exhibit can be an important factor in attracting patrons to stop for information, the Waste Water staff like to place displays next to exhibits of similar topics. Exhibits are often easier to notice when seen as a group, promoting the same theme. Similarly, the Waste Water staff also place their displays next to exhibits that normally attract large crowds, such as those related to computer technology. Out of convenience people often stop at displays adjacent to popular exhibits. Another way the Office of Water encourages patrons to view their exhibit is to attract children. By distributing items specifically targeted at youngsters, such as coloring books, adults often are drawn to the exhibit along with the children.

For additonal information, contact Bernita Starkes in the Office of Waste Water Enforcement and Compliance at (202) 260-7287.

Innovative Uses

Exhibits

In addition to displaying exhibits at conferences, the Headquarters Public Information Center has available, but limited space, for setting up program exhibits in its facility.

Program and other offices can display such items as publications, photographs, and three dimensional materials to convey their activities. Although no formal procedures exist for displaying items as of yet, the exhibits are currently shown on a rotating schedule.

If offices are interested in displaying an exhibit in the Public Information Center, Suzanne Annand in OIRM can be contacted for additional information at (202) 260-8298.

Speaking Engagements

Speaking engagements give offices the opportunity to disseminate information, support EPA's policy of remaining open and accessible to the public, and encourage participation in environmental issues.

Basic Description

At a speaking engagement, a speaker will communicate information, messages, or ideas on any given topic or subject matter. A speaker may address an audience alone or with several individuals in a panel discussion. Speaking engagements allow the Agency the opportunity to provide comments to groups on any number of environmental issues, such as how clean air regulations effect the community. Engagements are often held at associations, businesses, industries, schools, conferences, or meetings.

Issues Associated With Use

A speaking engagement is often a good way to put the public closely in touch with the Agency's programs and goals. There are, however, several issues to consider before an Agency staff member attends at speaking engagement.

- ***Audience*** - The audiences that a speaker must address may be quite diverse, and some speakers may be more experienced at addressing certain types of audiences. Audiences at schools and associations will likely have different needs and levels of knowledge on the subject matter. The speech itself as well as the speaker's style should closely match the level of knowledge associated with a given audience. (e.g., humorous speakers may not be appropriate for all audiences)

- ***Cost*** - There can be high costs associated with speaking engagements, particularly if considerable travel is required to the location of a conference or meeting.

- ***Screening requests*** - Depending on the number of speaking requests and the availability of individual speakers, it may be necessary to screen which speaking engagements to accept. Additionally, selecting speaking engagements may depend on the type of organization making the request, whether EPA has any pertinent messages to relay, or whether there are particular EPA topics of interest to the group.

Ideally, EPA's role is to educate and inform. This is best achieved when the speaker is able to relay information that the audience is interested in hearing and that can readily be comprehended.

Applicable Procedures

EPA offices identify the need for a speaking engagement either by receiving phone requests from various organizations or by directly contacting their own clientele about upcoming meetings and conferences. Although the needs are frequent, there are no standard procedures for locating a speaker within EPA. Offices often use several options for locating speakers.

- Offices identify speakers from within their own program area.

- Offices, such as the Office of Environmental Education, often refer to contacts in program offices for locating individuals to speak on different subjects.

- Offices may contact OCEPA for additional speaker referrals, which usually are from within program offices.

It is not uncommon for a regional or local interest group to contact a Headquarters office and request a speaker. In this situation, the program office may refer the requester to the regional office, where a speaker would be located that is suitable for their interests.

When EPA staff accept an invitation to attend a speaking engagement, the Ethics Reform Act of 1990, issued by GSA, now authorizes federal agencies to accept travel expenses from any non-federal organization offering to pay. Specific procedures for accepting money for travel expenses are contained in the memo entitled "EPA Ethics Advisory 91-90," included as an attachment to this section.

Benefits and Limitations

Various benefits and limitations can be associated with speaking engagements as a means to communicate and reach the public.

Benefits

Since organizations frequently request speaking engagements, the Agency has many opportunities to transmit information and messages. Although organizations may request a speaker to address specific policies, regulations or other topic areas, the manner in which messages are relayed is at the Agency's discretion. Several additional benefits for the Agency are listed below.

- A speaker can often add an interesting perspective to an Agency's program area.
- Speakers can convey a personal touch by engaging EPA with its audiences.
- Speakers can add credibility as well as reinforce and promote a program's goals and objectives.
- Speakers are likely to provide the most up-to date information on their program topic.
- Speakers can give immediate clarity to policies, regulations, or other topics during question and answer sessions.

Speaking engagements provide the Agency with many opportunities to generate public support and interest in accomplishing EPA's goals and objectives.

Limitations

Even though program offices may welcome the opportunity to respond to a request for a speaking engagement, there are several limitations associated with accepting a request.

- Unless the requesting organization offers to pay for the travel expenses, the Agency usually assumes the cost of preparation as well as travel to the given location, which can be very expensive.

- It can be difficult to schedule speakers for presentations because of the volume of speech requests and the individuals' time constraints.

- Information cited in speeches is difficult to manipulate or extract.

Each office has had slightly different experiences and utilizes various approaches for handling speaking engagements within EPA. For additional information on speaking engagements, the individuals below can be contacted.

CONTACTS

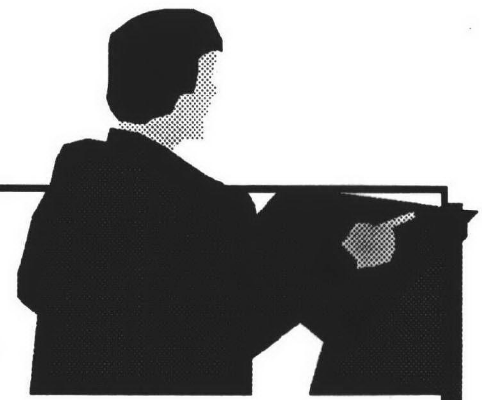
Allen Fox, Associate Assistant Administrator of Water - Speaking engagements for Office of Water, (202) 260-5700

Ruth Podems, Region 3 Public Affairs Office - Speaking engagements for regional office, (215) 597-4169

External Relations and Education Division, OCEPA, - Agency wide speaking engagements, (202) 260-4454

Innovative Uses

Speaking Engagements

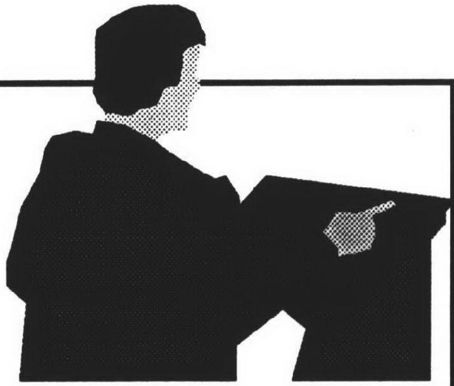


Speeches are best received by the audience when the message given will directly affect and impact the receiving audience. The Office of Water sent the Assistant Administrator in the Office of Water to give a presentation for the Water Pollution Control Federation. The speech addressed the changing nature of water control in the United States and focused on better ways to control water pollution. This topic generated much interest by prompting questions and positive feedback within the audience, because of their immediate concern and direct involvement in the information being presented. Although each program office may have different individuals who frequently make speeches, the Office of Water receives many requests for their Assistant Administrator to make speaking engagements. Because availability makes it difficult for her to respond to every speech request, other senior program managers, such as the Deputy Administrator and Assistants to the Administrator frequently appear for speeches. When requests are made for a speaker to appear during a panel discussion, program directors, who can provide more detailed technical information, are often asked to participate.

For additional information, contact Allen Fox in the Office of Water at (202) 260-5700.

Innovative Uses

Speaking Engagements



The Office of Public Affairs in Region 3 uses an informal but effective method for locating speakers for various speaking engagements in its region.

When the office receives a request for a speaking engagement, the office refers to a single record book which lists individuals who have previously made speeches within Region 3. The record book contains such information as:

- speaker's name
- date, name and topic of speech
- location speech was made
- type of audience
- reason speech was requested
- type of handouts used or equipment needed, and whether they are still usable
- name of contact at the facility

If the record book does not provide potential candidates on a given topic, then the appropriate program office is contacted to identify an individual who can make the speech. The record book is updated when new speakers are located.

For additional information, contact Region 3 Public Affairs Office at (215) 597-4169.

Press Releases

Press releases are often used by the Agency as an additional method of actively reaching out and relaying information to the public.

Basic Description

Press releases are usually brief pieces of information that the Agency transmits to the public by means of external news media such as newspapers, wire services, and radio and television stations. Newly enacted, major regulations and environmental policies affecting the public are often announced through press releases.

Issues Associated With Use

Press releases allow for pertinent information to be quickly transmitted to a large receiving audience. However, there are several issues to consider prior to issuing a press release.

- ***Audience*** - Evaluate what audience will need to receive the message and tailor the message to meet their specific needs or interests. Offices should be certain that the information is at the appropriate level of detail and required length so that the information can easily be understood.

- ***Resources*** - It is also important to anticipate the impact the message may have on the receiving public, so if necessary, offices can be ready to respond and send out additional information.

- ***Distribution Media*** - Offices need to identify how the release will be distributed. Several points should be considered prior to issuing a press release.

  - Each type of news media will reach very different audiences. For example, newspapers, such as the Wall Street Journal may reach different audiences than radio stations. Therefore, an office needs to match the audience intended to receive the information, with the particular distribution media which serves this audience.

- Consider the volume of the distribution. For general messages that need to reach as many people as possible, the radio or television may be most appropriate as they reach a larger audience. If the message is intended primarily for industries, then industry and trade publications should be targeted.

- Finally, geographic areas should be considered, since this will influence the particular distribution media chosen. An office may want the release to be distributed by several different media services to ensure that all appropriate audiences receive the information.

Since the information and messages contained in press releases can potentially impact a large segment of the public, sufficient preparation should be given to their development, beginning with an evaluation of these issues.

Applicable Procedures

When office staff anticipate the need for a press release, they must contact either the Headquarters Press Office or the appropriate Regional Public Affairs office, which are responsible for distributing press releases to the news media. The Press Office or Regional Public Affairs Office will also determine whether the information to be contained in the release is newsworthy and if it appears to be pertinent to a large number of individuals. Press releases which are only of interest to a small number of Agency employees and outside organizations may not be transmitted to news media. When information is considered newsworthy, the Press Office or Regional Public Affairs offices faxes the release to the appropriate media organization, such as a wire service, or to individual environmental reporters who will transmit the information to the public.

Benefits and Limitations

There are several benefits and limitations to consider when transmitting information to the public through a press release.

Benefits

The following benefits can be gained by using press releases.

- Press releases can relay information to very large segments of the population.
- Information can be transmitted to the public very quickly.
- Press releases can generate requests for more detailed information.

Press releases are one of the best way to quickly inform the public of important environmental issues.

Limitations

There are several limitations that can constrain the use of press releases.

- Press releases are only appropriate for transmitting certain types of information, usually consisting of wide interest environmental topics.
- Press releases are not recommended for topics only of interest to a limited number of individuals.
- Press releases are only effective when the public accesses the specific media source that is transmitting the information.
- Press releases do not usually transmit detailed information on a subject.

Additional guidelines on their intended audience and preparation contact the Headquarters Press Office or Regional Public Affairs offices as indicated on the next page.

CONTACTS

Office of Communications, Education, and Public Affairs, (202) 260-4355

Any Regional Office of Public Affairs

Public Service Announcements

At times, a program office may choose to reach the public by producing a public service announcement. The public service announcement is an additional means of reaching out to large segments of the population.

Basic Description

A public service announcement is a short segment or clip produced for television or radio media, which is specifically used to relay messages to the general public. Public service announcements normally reach larger audiences than press releases, and are geared more towards the general public, rather than to industry interests. The information conveyed in a public service announcement often concerns specific environmental factors directly affecting the public, such as high acid levels in water. Public service announcements may be targeted at a specific geographic area or may be national in scope.

Issues Associated With Use

Effective public service announcements are those that alert the audience to information that may not have been received elsewhere. Although an office may determine that a public service announcement is the best way to reach out and inform the public, there are several issues to consider prior to the actual production.

- ***Audience*** - It is important to identify the target audience the message is intended to reach so that the message can be produced to meet their specific needs, and aired at the time they are most likely to be listening.

- ***Distribution*** - Offices need to consider the geographic location of the distribution. A public service announcement produced on wood burning stoves, for example, was only sent to areas of the country that were likely to use the stoves.

- *Cost* - Depending on the content of the announcement and different production requirements, production costs may vary from moderate to expensive.

Since public service announcements often inform the general public of environmental concerns directly affecting them, it is important that the information being presented is clearly understood. This can be accomplished through first considering these preceding issues.

Applicable Procedures

Any office contemplating the production of a public service announcement should first contact the Multimedia Services Division within OCEPA, whose staff will provide guidance for the development of the actual announcement. Although Multimedia Services usually contracts the video production out to private firms, all public service announcements are subject to EPA's product review and notification system. As administered by OCEPA, this system ensure the high quality and creativity of the written script and overall filming effort.

Benefits and Limitations

Before producing a public service announcement, there are several benefits and limitations that should be considered.

Benefits

The following represent several of the benefits to be gained from producing a public service announcement.

- Public service announcements can be understood by most audiences viewing a television or listening to a radio.

- Large segments of the population can be reached by a public service announcement.

- Producing a public service announcement for television offers an office a variety of options and flexibility for presenting the information.

- Public service announcements can quickly inform the public of critical issues and generate further requests for information.

Because they can be directly received on a television or radio, public service announcements provide a good opportunity for the Agency to transmit important or serious information to large audiences.

Limitations

There are several limitations associated with using a public service announcement.

- An audience that does not have have access to a television or radio at its time of airing, will not receive the announcement.

- Although production expenses are variable, high costs can be incurred when developing a public service announcement.

- Technical information cannot be effectively conveyed through a public service announcement.

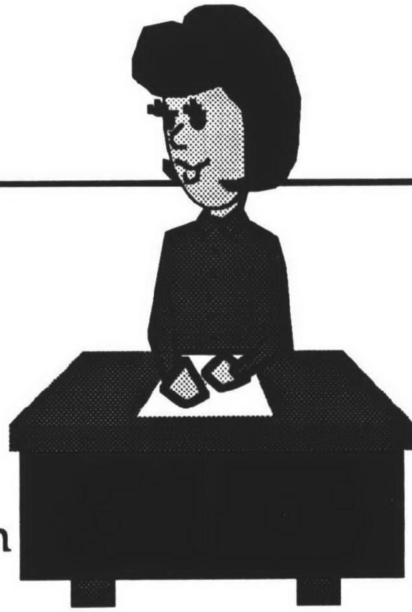
- Public service announcements cannot convey many details since they are, usually limited in time.

Offices can receive complete information and guidance on public service announcement production by contacting the Multimedia Services staff, as indicated below.

CONTACTS
Multimedia Services Division, OCEPA (202) 260-2066

Innovative Uses

Public Service Announcements



Although pubic service announcements can be very effective in conveying messages, they can be expensive to produce. The Office of Water used effective, yet cost saving, ideas to develop an announcement on lead in drinking water.

Instead of using a film studio, an EPA film crew shot a video in the home of an Agency employee. Rather than hiring all professional actors, the employee's child appeared in the video, with one professional actress. The only outside expenses associated with the production was the use of a professional lighting company. The announcement, which was intended for the general public, was well received, and prompted considerable requests to receive additional information on lead in drinking water.

For additional information, contact Charlene Shaw in the Office of Water at (202)260-2285.

Reaching out for Effective Access: A Summary and Comparison

Outreach Opportunities	Considerations for Outreach Opportunities: Audience	Numbers Reached	Costs	Ability to Use Information
Exhibits	Presented for both technical and non-technical audiences	Limited to those individuals attending the conference or special event	Costs for shipping and renting space for the display may be very expensive personnel costs	Very difficult to extract and manipulate display information
Speaking Engagements	Speeches may be geared to both technical and non-technical audiences	Limited to those individuals listening to the speaker	Travel or preparation costs can be expensive	Information cannot be easily extracted and manipulated
Press Releases	Press releases are usually intended for a wide audience	Limited to those individuals utilizing the particular newspaper, radio, or other media employed	Relatively inexpensive	Depending on the source of media used to release the information, extraction and manipulation can be very difficult
Public Service Announcement	Normally produced for a large, general public audience	Limited to those individuals viewing the particular television station or listening to the radio station	Depending on production requirements, costs vary, but can be expensive	Difficult to extract and manipulate data

REACHING OUT FOR EFFECTIVE ACCESS

Attachments

- Memo - New Rule on Acceptance of Travel Expenses
- Memo - Acceptance of Speaking Engagements at Conferences, Conventions and Symposia
- Memo - Contacts with Personnel Outside the Agency
- Sample multimedia lists from program reference materials
    - OSWER videos
    - PPIC videos

OSWER Videos

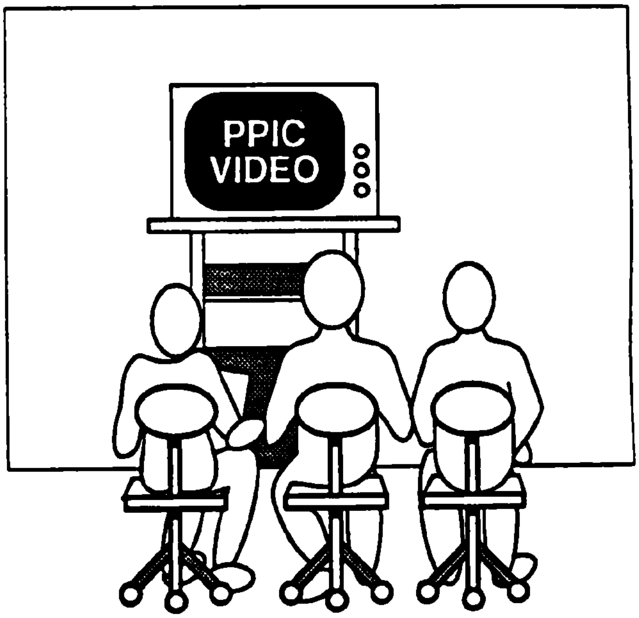
The following is a list of videos from the Office of Solid Waste and Emergency Response.

Construction of RCRA Ground-Water Monitoring Wells
CRV Cleanup at Chemical Control
Doing It Right! Proper Installation of Underground Tanks and Piping
ERTV Montage
Here Lies the Problem (slide show)
In Your Own Backyard
Laboratory Compliance with RCRA
LRT: The Liquid Release Test
Managing Underground Storage Tanks (slide show)
Monitoring Well Installation
Operation Wildfire - A Hazardous Materials Response Simulation
A Question of When: Tank Installation for Inspectors
RCRA Inspector Workshop
RCRA Orientation Course
Resource Conservation and Recovery Information System (RCRIS) Instructional Series
Risk Reduction Engineering Laboratory (RREL)/Releases Control Branch (RCB) Research Program
Straight Talk On Leak Detection with Joe Thursday, Leak Detective
Superfund Innovative Technology Evaluation (SITE) Program
Superfund Seniors
Tank Closure Without Tears: An Inspector's Safety Guide
Tank Talk II: The New National Rules (slide show)
The Technology Transfer Electronic Bulletin Board System
Tire Fires
Toxicity Characteristic Leaching Procedure (TCLP)
Toxicity Characteristic Leaching Procedure/Difficult to Filter Wastes (TCLP/DTFW)
Use of GIS for Hazardous Waste Sites Characterization
What Do We Have Here? An Inspector's Guide to Site Assessment at Tank Closure
X-Ray Fluorescence Method for Superfund Site Screening

Section V

Pollution Prevention Videos

The videos on this list are suitable for use as supplements to a training course or workshop or as sources of background information. Some of the videos are available by loan through EPA's Pollution Prevention Information Clearinghouse, if so marked (see "Pollution Prevention Resources"). For those not available through the PPIC, contact the organization that produced the video for availability information.



BEYOND BUSINESS AS USUAL: MEETING THE CHALLENGE OF HAZARDOUS WASTE
(28:30 min.)

U.S. EPA Region VIII
999 18th Street, Suite 500
Denver, Colorado 80202-2405
(303) 293-1603
Available through the PPIC
Cost: Free Loan

This video promotes source reduction and recycling as the best hazardous waste management options, and offers treatment as an alternative only after all pollution prevention opportunities are realized. *Beyond Business as Usual* supports its case with success stories from industry, Federal agencies, and State and local government programs. The video stresses that successful pollution prevention requires both industrial initiatives and governmental direction. It includes a short discussion of the Federal legislative foundation for this strategy and presents the opinions of a cross-section of individuals involved in this field.

CLEANING UP TOXICS AT HOME (25 min.)

CLEANING UP TOXICS IN BUSINESS (25 min.)

League of Women Voters, 1991
The Video Project
5332 College Avenue, Suite 101
Oakland, California 94618
(415) 655-9050
Cost: Individuals/Low Income Groups: Sale $29.95 each
Rent $20.00 each; Series Price $49.95
Institutions: Sale $59.95 each Series Price: $99.95

This two-part how-to series is produced by the League of Women Voters. *Cleaning Up Toxics At Home* gives simple and practical advice on how to reduce pollution from households. The tape emphasizes safe use, proper disposal, recycling, and reduction of the most common household toxics: motor oil, paints, strippers, pesticides, automotive products, and oven and drain cleaners. Highlights include community programs that collect and recycle or dispose of oil, pesticides, and paint; a demonstration of simple ways to prevent poisoning and injury from the misuse of household chemicals; and tips from professional housecleaners who use mild soaps and baking soda instead of more toxic and expensive cleaning products.

Cleaning Up Toxics In Business shows how small businesses can use a variety of innovative solutions to comply with increasingly strict environmental regulations. Businesses, from a brass bed manufacturer to a termite control service, are finding ways to stop pollution before it starts — substituting less hazardous materials or techniques. Others, such as dry cleaners, are investing in new equipment that recaptures and reuses virtually all toxic chemicals in their shops. This is a stimulating program of special interest to business owners and their customers, as well as public policy makers, regulatory agencies, and environmental studies classes.

THE COMPETITIVE EDGE
(17:50 min.)

Ontario Waste Management Corporation, 1989
2 Bloor Street West, 11th Floor
Toronto, Ontario, Canada M4W3E2
(416) 923-2918
Cost: $24.00

The Competitive Edge is designed to acquaint employees with the industrial auditing process. The video explains the six steps of an audit in clear and simple terms. The video can be shown for general information or as a training tool to be used with OWMC's *Industrial Waste Audit and Reduction Manual* (see "Pollution Prevention Instructor Manuals").

HAZARDOUS WASTE REDUCTION OPTIONS FOR OREGON BUSINESS
(8:40 min)

Oregon Department of Environmental Quality, 1988
Hazardous Waste Reduction Program
811 S.W. Sixth, Portland, Oregon 97204-1390
(503) 229-5913
Available through the PPIC
Cost: Free Loan

This video describes how businesses can reduce or eliminate dispoal costs and liability through pollution prevention. Case studies of two large companies (an electronics manufacturer and a silicon wafer manufacturer) and two small companies (a metal plater and an automotive repair shop) illustrate various pollution prevention strategies, including process redesign, better management practices, chemical substitution, and on-site recycling. Although this video was intended for Oregon businesses, the concepts are applicable to industry in any location.

IN PARTNERSHIP WITH EARTH: THE FUTURE OF THE ENVIRONMENT

(1 hour)

U.S. EPA, Office of Pollution Prevention, 1990
401 M St., S.W. (PM-219)
Washington, D.C. 20460
(202) 245-3557
Available through the PPIC
Cost: Free Loan

In Partnership with Earth is a collaborative effort by industry, environmental groups, and the EPA. It describes the emerging effort to change our emphasis from pollution control to pollution prevention. The video shows how companies like 3M, General Motors, General Electric, and McDonald's, as well as private citizens, are making it happen. Also included on the tape is a series of public service announcements with John Denver on pollution prevention: segments include agriculture, EPA Administrator Bill Reilly, and community recycling.

LESS IS MORE: POLLUTION PREVENTION IS GOOD BUSINESS

(23:13 min.)

U.S. EPA, Office of Solid Waste
401 M Street, S.W.
Washington, DC 20460
(202) 382-4807
Available through the PPIC
Cost: Free Loan

Less Is More highlights industry success stories proving that pollution prevention is the best alternative to costly end-of-the-pipe waste management strategies, such as treatment and disposal. The success stories draw from the experiences of both large and small industries, which include electroplating, ink manufacturing, metal parts manufacturing, pesticide formulating, and polyethylene producing concerns. The video describes three needs essential to successful pollution prevention programs: top-down corporate commitment to lead the way, employee involvement, and procedures to track costs and potential liabilities. *Less Is More* demonstrates that with regard to pollution prevention, company innovation — not regulation — is the key to cost savings, better worker health, and a cleaner environment. Preventing industrial waste generation is a "Win-Win" situation in which government and industry can work as partners for a safer, cleaner world.

MANAGEMENT TRAINING IN POLLUTION PREVENTION AND CONTROL IN THE METAL FINISHING INDUSTRY

Environment Canada, 1991
Canadian Water and Wastewater Association
24 Clarence Street, 3rd Floor
Ottawa, Ontario, Canada K1N 5P3
(613) 238-5692
Cost: $225

This new course for the metal finishing industry has been designed to assist managers, supervisors, and foremen as well as owner/operators of smaller facilities gain a better understanding of pollution prevention and control at their plants. The materials in this course – four videotapes, a two volume student workbook, and Administration Guide – can be presented in approximately 18 hours with a group of 15 to 20 students. The objectives of the program are to highlight the increasingly critical environmental and regulatory requirements for pollution control; to emphasize and explain the importance of training staff in pollution control and prevention techniques; to discuss the economics and cost benefits of pollution control and treatment techniques; to discuss a means for assessing and planning for pollution prevention; and to discuss waste control methods and approaches to wastewater treatment in metal finishing plants. The course is organized into eight sections:

Part 1: *Requirements for Pollution Prevention* is designed to motivate the student and identify the problems, economic and regulatory requirements, and management responsibilities. (home study)

Part 2: *Regulations and Guideline Requirements* covers Canadian federal, provincial, and municipal regulations, guidelines, and bylaws that concern the metal finishing industry. (home study)

Part 3: *Waste Generation, Pollution Prevention and Your Pocketbook* examines the economic arguments for pollution prevention and control. (home study)

Part 4: *Pollution Sources* describes the industrial processes that are used in the metal finishing industry as well as the types of pollutants generated by each process. (video and workbook)

Part 5: *Planning for Pollution Control* demonstrates the procedures for a plant assessment, including mass balance, sampling, analysis, and flow measurement. (video and workbook)

Part 6: *In Plant Control for Pollution Prevention* covers waste reduction, water conservation or recycling, and inplant modifications. Included are sections on good housekeeping, segregation, substitution, dumps and leaks, water use, factors affecting drag-out and drainage, rinsing efficiency, reclamation, regeneration, recovery and reuse. (video and workbook)

Part 7: *Methods of Wastewater Treatment* describes conventional wastewater treatment systems. (video and workbook)

Part 8: *Evaluating Costs of Wastewater Treatment* provides costs for typical treatment processes and goes through a detailed cost analysis for a typical plant. (home study)

MISSION IMPOSSIBLE: INTRODUCTION TO THE POLLUTION PREVENTION INFORMATION CLEARINGHOUSE
(48 min.)

Pollution Prevention Information Clearinghouse (PPIC)
8400 Westpark Drive
McLean, Virginia 22102
(703) 821-4800
Available through the PPIC
Cost: Free Loan

Mission Impossible describes in detail the purpose, structure, and activities of the PPIC, a U.S. EPA clearinghouse dedicated to promoting source reduction and recycling through information exchange and technology transfer. The video includes an overview of the Clearinghouse components and a training session on how to access and use the Electronic Information Exchange System (for more information about the PPIC, see "Pollution Prevention Resources").

MONEY DOWN THE DRAIN
(18:10 min.)

Ontario Waste Management Corporation, 1989
2 Bloor Street West, 11th Floor
Toronto, Ontario, Canada M4W3E2
(416) 923-2918
Cost: $24.00

Businesses looking for alternatives to costly offsite treatment and disposal can benefit from the experience of other businesses. In *Money Down The Drain*, five Ontario manufacturers tell how they applied reduction, reuse, recycling, and recovery to their liquid industrial and hazardous wastes, leading to impressive cost savings. This video is suitable for in-plant use and for more general audiences with an interest in industrial waste reduction.

NEGAWATTS – A GOLDMINE OF OPPORTUNITY (20 min.)

TRANSPORTATION 2000 – MOVING BEYOND AUTO AMERICA (30 min.)

PERMANENT PROFITS: TOWARD A MORE SUSTAINABLE AGRICULTURE (30 min.)

U.S. EPA Region VIII and Rocky Mountain Institute, 1991
Rocky Mountain Institute
1739 Snowmass Creek Road
Snowmass, Colorado 81654-9199
(303) 927-3851
Cost: Negawatts $20.00
Contact RMI for cost and availability information for the planned videos

These three videos are usable as general introductions to their respective environmental sectors. *Negawatts* is currently available; *Transportation 2000* will be completed in May 1991 and *Permanent Profits* will be available in September 1991.

Negawatts describes how corporations can join in the energy-efficiency revolution that is yielding economic and environmental benefits throughout the world. Aggressive energy efficiency program are enabling many leading corporations to improv bottom line perfon..ar... while meeting customer demands for greater corporate responsibility. Energy efficient devices can generate electric savings (negawatts) to displace the output of up to 500 typical power plants. As an added benefit, these technologies prrevent pollution before it even happens, by wringing more work out of each unit of energy. Energy efficiency also creates jobs and reduces dependence on foreign oil.

POLLUTION PREVENTION: THE BOTTOM LINE
(24 min.)

POLLUTION PREVENTION: REDUCING WASTE IN THE WORKPLACE (24 min.)

Coastal Video Communications Corporation
3083 Brickhouse Court
Virginia Beach, Virginia 23452
(800) 767-7703
Cost: The Bottom Line
$295 for business/industry
$195 for schools, municipalities, and most non-profits
Reducing Waste in the Workplace
$495

This series, produced in association with the Environmental Protection Agency, leads managers, supervisors, and workers through the complexity of terms and practices associated with pollution prevention. *The Bottom Line* includes interviews with officials of major international corporations, such as Dow, DuPont, and Chevron, regarding methods of waste prevention. Many corporate examples help demonstrate waste prevention principles at work in the marketplace. The program deals with environmental legislation, cost motivation, and the identification and implementation of pollution prevention techniques. The program is partially funded by Citibank and has received the endorsement of the United Nations Environment Program. *Reducing Waste in the Workplace* deals with material handling and inventory control, equipment operation and scheduling, cleaning and maintenance, and waste collection and management.

RINSING PROCESS MODIFICATION FOR METAL FINISHERS
(30 min.)

U.S. EPA Region IX, Terrence Foecke and Peer consultants
Release date to be announced
Attention: Bernadette Adams
Library
U.S. EPA Region IX
75 Hawthorne St., 13th Floor
San Francisco, CA 94105
(415) 744-1519
Available through the PPIC after release date
Cost: Free

The basis of this video is footage from a November 1989 workshop sponsored by Santa Clara County on waste reduction practices for metal finishers and electroplaters. Its focus is on small quantity generators, and it includes case studies of metal finishers' success stories.

3M'S POLLUTION PREVENTION PAYS PROGRAM
(9:00 min.)

CHALLENGE TO INNOVATION
(8:30 min.)

3M Corporation, 1984, 1987
Environmental Engineering and Pollution Control
Building 21-2W-07 • Box 33331
St. Paul, Minnesota 55133
(612) 778-4791
Available through the PPIC
Cost: Free Loan

The first video highlights the achievements and strategy of 3M's highly successful, corporate-wide pollution prevention program, which is based on source reduction and the reclamation and reuse of process waste. *Challenge to Innovation* is intended to encourage formulating chemists and other key players in 3M laboratories to eliminate or reduce waste in products.

SMART MOVES
(21:26 min.)

Chevron Corporation
Attention: Cathy Meyers
Corporate Communications Division, Public Affairs
225 Bush Street
San Francisco, California 94104
(415) 894-3498
Cost: Free Loan

This video describes Chevron's successful waste reduction program, which is entitled "Save Money and Reduce Toxics."

WASTE NOT
(35 min.)

Umbrella Films, 1989
60 Blake Road, Brookline, Massachusetts 02146
(617) 277-6639
Cost: $395.00

In a series of company profiles, *Waste Not* examines activities and programs within industry that have been designed to reduce or eliminate the generation of hazardous waste at the source. Company spokespersons describe how reducing waste has helped them lower costs and liabilities. Profiles include small, medium, and large manufacturers of electroplated, rubber, and photographic products. Although basically nontechnical, the tape includes an overview of waste reduction methods and emphasizes the need to relate waste reduction to manufacturing in terms of processes, costs, and design.

WASTE NOT...WANT NOT
(15 min.)

U.S. EPA Region IV
345 Courtland Street, N.E.
Atlanta, Georgia 30365
(404) 347-7109
Available through the PPIC
Cost: Free Loan

Overconsumption, consumer preference for disposable products, and an "out of sight, out of mind" mentality among the public have led to the Nation's current municipal solid waste crisis. The U.S. generates 160 million tons of this waste each year, which, when compounded by shrinking landfill space and the "not in my backyard" syndrome, leaves few waste management options. *Waste Not...Want Not* offers EPA's solution: a waste management hierarchy led by source reduction and recycling. The video stresses that government, industry, and the public must work cooperatively if the national waste reduction goal of 25 percent by 1992 is to be met. Industry leadership in preventing pollution is illustrated in highlights of 3M's Pollution Prevention Pays Program.

WASTE REDUCTION ASSESSMENT OPPORTUNITIES
(32 min.)

Tennessee Valley Authority, University of Tennessee-CIS, University of North Carolina Asheville-EQI, 1989
Attention: Carroll Duggan
Waste Technology Program • 2F 71B Old City Hall Building
Knoxville, Tennessee 37902
(615) 632-3160
Cost: $15.00

This video summarizes the multi-media waste reduction assessment procedure and its application at several Tennessee businesses. The film uses footage shot during the Waste Reduction Assessment and Technology Transfer (WRATT) course provided by the Tennessee Valley Authority and the University of Tennessee Center for Industrial Services for retired engineers and scientists during March 1989.

WASTE REDUCTION ASSESSMENT AND TECHNOLOGY TRANSFER TELECONFERENCE
(15 hours)

Sylvia Gordon
WRATT Case Studies
University of Tennessee
Center for Telecommunications and Video
Suite 61, 1345 Circle Park Drive
Knoxville, Tennessee 37996-0312
(615) 974-1313
Cost: Contact the CIS for cost information

This teleconference's training materials were prepared to provide industry and state waste reduction program and regulatory personnel with practical information on how to approach and implement a multimedia waste reduction program. The teleconference addresses the need to train both industrial and regulatory personnel. A portion of the teleconference addresses the national strategy for pollution prevention, strengthening State waste reduction programs and opportunities for local governments to promote pollution prevention. Another portion of the teleconference outlines the incentives for industry to implement waste reduction plans with successful company case studies. These eight case studies detail how the companies determined waste reduction options and implemented the methods and techniques identified. Finally, the teleconference covers waste reduction assessment procedures that motivate people to search, screen, and put into practice measures that result in decreased waste generation. Different sessions of the teleconference can be used as "stand alone" training courses. The teleconference's training materials are on the "cutting edge" of identified waste reduction needs for industry and State programs.

The following videos were developed from the teleconference as individual subjects. To order the entire teleconference or individual videotapes, please contact the UT - Center for Telecommunications and Video.

30708 Arcata Graphics (14:16):

Large Printing Operation: Better Operating and Paper Segregation Procedures/Employee Training/Ink Recycling with Mill;

Presented by Mr. *Joe Buba, Director of Safety and Environment, Arcata Graphics/Baird Ward, Nashville, TN*

30708 Circuit Sciences (7:12)

Printed Circuit Board Manufacturing: Mr. *Doug Campbell, President, Circuit Sciences. Rinse water reuse is demonstrated with water savings of 25% from repiping rinse tanks. Savings of 15% in raw material usage is a result of better analytical procedures for plating baths.*

30708 Materials Change (8:20)

Discussion by Cam Metcalf, CIS Waste Reduction Engineer, on issues relevant to raw material changes or substitutions. Good examples of successful substitutions are found in TRW and CLEO Wrap Case Studies.

30708 CLEO Wrap (25:07)

Printing Operation Material Change: Solvent-Based Inks to Water-Based Inks: Mr. *Walter Langford, Executive Vice President and General Manager, Cleo Wrap, Memphis, TN.*

30710 Metal Working Fluids (25:08)

Waste Reduction Management for Metal Working Fluids Case Study: Mr. *Tim Lafever, Manufacturing Supervisor, the Dunron Company, Inc , Cookeville, TN. Also included are two videotapes on proper mixing and annual cleaning programs for coolants.*

30709 TRW (18:10)

Tennessee Governor's Award Winner for Waste Reduction (1988), presented by Mr. *Frank Hartman, Environmental Coordinator, TRW Ross Gear Division, Greenville, TN. Case study of replacing a TCE degreaser with an ultra-sonic, alkaline degreasing unit.*

30707 EPA/ORD (23:18)

Mr. *Harry Freeman, EPA, ORD, Cincinnati, OH. A description of EPA's Pollution Prevention Branch research activities.*

30709 Fun Factory (29:04)

Fun Factory Training Demonstration: Hands-on Training Procedure using CIS/TVA-Training Retirees. This tape is designed to involve management and employees in communicating better about waste reduction using a mock industrial process.

30710 Waste Reduction Assessment Procedures (32:24)

Panel Discussion CIS Staff and CIS/TVA-Trained Retirees. Discussion of Waste Reduction Assessment field experience pertaining to collection of data and setting up a waste reduction program.

TVA/CIS #1 Waste Reduction Plan—A Program in Place (30:00)

Generators of hazardous waste can benefit in activities designed to reduce hazardous waste by implementing a systematic plan to accomplish waste reduction goals. This video tape presents incentives for reducing wastes and elements of a waste reduction program. The new Tennessee Waste Reduction Act is discussed.

TVA/CIS #2 Waste Reduction Plan — Assessment and Employee Involvement (30:30)

Employees of hazardous waste generators often have unique insights into solving waste reduction problems. To successfully reduce wastes, inhouse assessment teams should be formed with all levels of employees as members. This program describes a logical sequence of events to complete a waste reduction assessment.

WHY WASTE? WASTE MINIMIZATION FOR TODAY'S BUSINESSES (28 min)

California Department of Health Services, 1990
Attention: Debra Taubitz
Toxic Substances Control Program
Alternative Technology Division
Technology Clearinghouse Unit
P.O. Box 942732
Sacramento, California 94234-7320
(916) 322-7636
Cost: $15 Purchase (only available from DHS)
Free Loan (only available from the PPIC)

Why Waste? Waste Minimization for Today's Businesses defines waste minimization and illustrates waste reduction successes in several different types of businesses. Source reduction and recycling case studies illustrate the environmental and economic benefits of implementing waste minimization programs. This video will be useful for training sessions and seminars focusing on innovative ways for reducing hazardous waste.

THE 1988 WRAP AWARDS (8:36)

Dow Chemical, July 1989
Attn: Dan Fellner, Environmental Communications
2020 Willard H. Dow Center
Midland, Michigan 48674
(517) 636-5765
Available through the PPIC
Cost: Free Loan

This video presents a brief overview of Dow Chemical's 1988 Waste Reduction Always Pays (WRAP) awards, which are presented to Dow divisions that demonstrate innovative pollution prevention programs. The video identifies employee initiative, team effort, and a waste reduction mentality as essential ingredients in preventing the generation of industrial wastes. The winners include divisions producing chloralkalai, styron, herbicide, chlorine, agricultural chemicals, and hydrochloric acid.

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

AUG 30 1991

OFFICE OF
GENERAL COUNSEL

EPA Ethics Advisory 91-10

SUBJECT: New Rule on Acceptance of Travel Expenses

FROM: Gerald H. Yamada Gerald H. Yamada
Principal Deputy General Counsel
Designated Agency Ethics Official

TO: Deputy Ethics Officials

As discussed in EPA Ethics Advisory 89-21 of February 8, 1990, the Ethics Reform Act of 1990 authorized agencies to accept official travel expenses from any non-Federal source[1] under regulations to be issued by the General Services Administration (GSA) in consultation with the Office of Government Ethics (OGE). An interim regulation to carry out this authority was published March 8, 1991, at 56 Fed. Reg. 9878, and a copy is attached. Also attached is a copy of a March 11, 1991, OGE memorandum explaining the regulation. Since this Ethics Advisory is intended merely to summarize the regulation and to establish procedures for accepting travel expenses in EPA, you should read the OGE memorandum and the regulation carefully.

The Administrator has delegated to the Designated Agency Ethics Official (DAEO) the authority to approve acceptance of travel expenses under the GSA regulation and to redelegate this authority to the Alternate Agency Ethics Official (AAEO), to certain other attorneys in the Office of General Counsel, and to Deputy Ethics Officials (DEOs). As discussed below, this authority is being redelegated at this time only to the AAEO; the DEO for the Office of General Counsel; the Associate General Counsel for Grants, Contracts and General Law; and the Assistant General Counsel for General and Information Law. The following individuals currently serve in these positions:

AAEO--Donnell Nantkes; Attorney; Grants, Contracts and General Law Division; (LE-132G), FTS 260-4550

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[1] The regulation does not deal with accepting travel expenses from other Federal agencies--which is generally permissible.

DEO for the Office of General Counsel--Karen Kucik; Attorney; Grants, Contracts and General Law Division; (LE-132G), FTS 260-5460

Associate General Counsel for Grants, Contracts and General Law--Richard D. Feldman (Acting), (LE-132G), FTS 260-5320

Assistant General Counsel for General and Information Law--Charles E. Breece (Acting), (LE-13G), FTS 260-5460

If this procedure proves to be impractical, the authority may be further redelegated.

BRIEF SUMMARY OF RULE

When Travel May Be Accepted

The GSA regulation authorizes the agency to accept official travel and related expenses for employees to attend meetings, conferences, seminars, speaking engagements, training courses and similar events. This authority does not apply to travel for the purpose of carrying out "statutory and regulatory functions, such as investigations, inspections, audits, or site visits." The authority to accept travel for "training courses" does not include promotional vendor training or other meetings held for the primary purpose of marketing products.

As is our current practice under 5 U.S.C. §4111 (acceptance of travel from organizations listed under Section 501(c)(3) of the Internal Revenue Code), we will not accept travel expenses which are wholly or partially paid out of EPA contracts or assistance agreements. This would constitute an improper transfer of appropriations to the EPA travel account.

Employees may not solicit payment from a non-Federal source. However, once an invitation to attend a meeting or similar function has been received, the agency or the employee may inform the non-Federal source of the authority to accept travel expenses.

In addition to accepting travel expenses for an employee, agencies may also accept travel for a spouse to accompany the employee to the same event where the spouse's presence "will support the mission of the * * * agency or substantially assist the employee in carrying out his/her duties through attendance at or participation in the meeting or similar function." In such case, the spouse must be issued a Travel Authorization along with the employee, and must submit a travel voucher at the conclusion of the travel.

Additional determinations must be made when the party offering to pay for travel is a "conflicting source"; that is, a person or entity which "has interests that may be substantially affected by the performance or nonperformance of the employee's duties." In such case, travel expenses may not be accepted unless the agency determines that "the agency's interest in the employee's * * * attendance at or participation in the event outweighs concern that acceptance of the payment may or may reasonably appear to influence improperly the employee in the performance of his/her official duties." This determination is to be based on

> all relevant factors, including the importance of the travel for the agency, the nature and sensitivity of any pending matter affecting the interests of the conflicting non-Federal source, the significance of the employee's role in any such matter, the purpose of the meeting or similar function, the identity of other expected participants, and the value and character of the travel benefits offered by the conflicting non-Federal source.

<u>Acceptance of travel expenses must be approved BEFORE the travel begins</u>.

<u>What Kinds of Travel Expenses May Be Accepted</u>

Authority to accept travel expenses is limited to the <u>kinds</u> of expenses payable under the Federal Travel Regulations (FTR). However, we are not necessarily limited to the <u>amounts</u> payable under the FTR. For example, the Agency may accept payment for a hotel room which costs more than the maximum per diem limit or the employee may be authorized to accept such a room in kind. First class or other premium class air accommodations may also be accepted even if the employee would not be entitled to such accommodations under the FTR. However, such accommodations may not be accepted unless they are "comparable in value to [those] offered to, or purchased by, other similarly situated individuals attending the meeting or similar function."

<u>Only the Agency can accept cash</u>. However, employees may be authorized to accept travel expenses <u>in kind</u>--tickets, transportation, hotel rooms, meals, etc. In fact, if payment is to be provided by a party which has no interest in the event, employee acceptance of travel "in kind" is the only permissible way to accept travel expenses. Only "the types of services that a non-federal source generally provides" may be accepted from parties which have no interest in the event. For example, airlines may provide transportation, hotels may provide rooms, and restaurants may provide meals.

Conference or training fees (or waiver of such fees) may also be accepted even if they entitle the traveler or the traveler's spouse to amenities or benefits offered as part of the event by the sponsor which might not ordinarily be reimbursable, such as alcoholic beverages and training materials. Non-reimbursable benefits other than conference or training fees must be provided in kind and be incident to or for use at the event. For example, the traveler may attend a dinner dance which is available to all who attend the conference. If an event is hosted by someone other than the sponsor, the employee may not attend unless the entertainment (1) would otherwise be acceptable under the "gifts, gratuities and entertainment" rules (see 40 C.F.R. §3.400) or (2) is provided incident to the payment of training fees.

Effect on Other Authorities to Accept Travel Expenses

The GSA regulation supersedes all other provisions which authorize the Agency to accept travel expenses. However, statutes which authorize employees to accept travel expenses or which authorize the agency to accept travel expenses for other than conferences and meetings remain in effect.

Accordingly, the authority at 5 U.S.C. §4111 to accept travel expenses from organizations listed under Section 501(c)(3) of the Internal Revenue Code (with the approval of the DAEO or the AAEO) still exists. However, since it is generally preferable for the Agency rather than employees to accept money, and since 5 U.S.C. §4111, like the new GSA regulation, applies only to travel for meetings, etc., 5 U.S.C. §4111 will no longer be used unless acceptance under the GSA regulation is for some reason impractical.

Employees may also continue to accept travel expenses under Intergovernmental Personnel Act (IPA) agreements. However, since it is preferable for the Agency to accept travel expenses rather than the employee, the GSA regulation will be used instead of the IPA whenever a state or local government requests an employee to travel to attend a conference or meeting. The IPA should be used only where a state or local government wishes to provide travel expenses for some other purpose.

Employees may continue to accept travel expenses and travel in kind from foreign governments and public international organizations for travel "entirely outside the United States" pursuant to 5 U.S.C. §7342. Since such travel must be "consistent with the interests of the United States," this requires approval by the Office of International Activities as part of the International Travel Plan process. Of course, for travel to meetings, EPA may also accept travel expenses under the GSA regulation in such cases. The program office and the Office of International Activities should consider which procedure is more appropriate.

Other provisions which remain in effect are (1) the authority under 5 U.S.C. §3343 for employees to accept travel expenses in connection with details to foreign governments and public international organizations and (2) the authority under 5 U.S.C. §5751 for employees and agencies to accept travel expenses when summoned or assigned to provide official testimony on behalf of parties other than the United States. These authorities remain in effect because such travel is not for the purpose of participating in a conference or meeting.

Method of Payment

Checks or other instruments must be made payable to EPA --not to the traveler. However, the traveler may accept the check on behalf of EPA and provide it to the appropriate EPA Servicing Finance Office for deposit to the EPA account from which the travel expenses were or will be paid.

Where payment is provided to EPA (rather than to the employee "in kind"), the agency may reimburse the employee for "only the types of expenses" defined in the FTR, such as transportation and lodging. In such case, the traveler is not entitled to reimbursement for otherwise unallowable expenses, such as for alcoholic beverages.

However, if the source provides sufficient funds, the traveler is entitled to full payment for the types of expenses otherwise allowable. For example, if the source provides sufficient funds for first class air accommodations or lodging which costs more than the maximum rate allowable under the FTR, EPA may reimburse the employee for the full cost of the trip. But if the source provides only part of the cost, EPA's payment cannot exceed the usual maximum rate. For example, if EPA receives a check for one-half of the first class air fare, the traveler can be reimbursed only for the cost of coach accommodations.

Employees (and, where relevant, employees' spouses) must file travel vouchers even for "in kind" travel reimbursements.

Sanctions

In addition to any appropriate administrative sanctions, an employee who accepts payment in violation of the GSA regulation may be required to pay to the U.S. Treasury an amount equal to the amount accepted. In such case, the employee is not entitled to any payment or reimbursement from the Government for the travel expenses.

Reports

By May 31 and November 30 of each year, EPA must report each acceptance of more than $250 per trip (traveler and spouse combined) to OGE.

Since it is EPA that receives the travel reimbursement and not the employee (even where travel expenses are accepted "in kind"), receipt of travel expenses need not be reported on the SF 278, Executive Personnel Financial Disclosure Report, or on any confidential financial report (which may require reporting of gifts at some future time).

REDELEGATION OF AUTHORITY

Authority to approve acceptance of travel expenses under the GSA regulation is redelegated to the AAEO; the DEO for the Office of General Counsel; the Associate General Counsel for the Grants, Contracts, and General Law Division; and the Assistant General Counsel for General and Information Law.

Each acceptance of travel expenses must be recorded in the attached format (unless OGE provides another format). A copy of each acceptance over $250 will be provided to OGE by May 31 and November 30 of each year.

* * *

This Ethics Advisory and the attachments should be widely distributed among employees in your organizations. Please call me at FTS 260-8064 or Don Nantkes at FTS 260-4550 if you have any questions.

Attachments

cc: Office of Government Ethics

(Please type or print)

Approval to Accept Travel Expenses
Under Ethics Reform Act of 1989

1. Name and position of traveler (and name of spouse where applicable).

____

2. Is this meeting being paid for, in whole or in part, under an EPA contract or assistance agreement? Yes ___ No ___

If "yes," EPA contract or assistance funds cannot be used to pay employees' travel expenses. If EPA funds are not to be used for this travel, please attach an explanation of why this is so.

3. Will travel expenses be provided for the employee's spouse? Yes ___ No ___

If "yes," please attach a statement explaining how the spouse's presence will support the mission of EPA or substantially assist the employee in carrying out his/her duties.

4. Name of person or entity making payment. ______________

____

5. Is the person or entity a "conflicting source"? Yes__ No __

If "yes," please attach a detailed justification of why the employee's or accompanying spouse's participation in the event outweighs concern that acceptance may reasonably appear to influence employee improperly. See 41 C.F.R. §304-1.5. A "conflicting source" is any person or entity whose interests are likely to be affected by the traveler's official duties.

6. Nature of meeting or similar function. ______________

____

____

____

7. Time & place of travel ______________________________

____

8. Amount (total for both spouses if applicable--cost for private or chartered aircraft calculated on basis of premium class commercial fare) and method of payment. (Employees may accept travel "in kind"; i.e., tickets, local transportation, lodging and meals. Any cash payment must be made to EPA, not to the employee, and be credited to the appropriation account used for the travel.)

____

9. Does this amount exceed the amount otherwise payable under the Travel Regulations? Yes __ No __

If "yes," pease attach an explanation of why such "premium" accommodations are being provided.

10. Nature of expenses (e.g., airfare, subsistence, local transportation, conference and training fees, other) __________

____

____

____
(Signature of traveler)

Date: ______________

____

____
(Typed or printed name and title of traveler)

Approved:

____
Designated or Alternate Agency Ethics Official; Deputy Ethics Official for the Office of General Counsel; Associate General Counsel for Grants, Contracts and General Law; or Assistant General Counsel for General and Information Law

Date: ______________

United States
Office of Government Ethics
Suite 500, 1201 New York Avenue, N.W.
Washington, D.C. 20005-3919

March 11, 1991

MEMORANDUM

TO: Designated Agency Ethics Officials, General Counsels and Inspectors General

FROM: Stephen D. Potts
Director

SUBJ: 31 U.S.C. § 1353 and GSA Interim Rule

The following is a summary of an interim rule, with request for comments, published by the General Services Administration (GSA) on March 8, 1991, in consultation with the Office of Government Ethics (56 Fed. Reg. 9878). The rule implements 31 U.S.C. § 1353 and governs acceptance by Executive Branch agencies of payments for travel, subsistence, and related expenses from non-Federal sources in connection with the attendance of employees at certain meetings and similar functions. The rule also provides authority for an agency to accept payments in connection with the attendance of an accompanying spouse in some circumstances. Comments on the interim rule must be submitted to the appropriate office within GSA by May 7, 1991.

<u>New Agency Gift Acceptance Authority</u>

Section 1353 provides authority for agencies to accept payments from non-Federal sources in connection with the funding of certain official travel. Before the enactment of section 1353, some agencies had statutes permitting them to accept gifts from non-Federal sources. Some of these agency gift acceptance statutes extended to the acceptance of payments in connection with an employee's official attendance at meetings or similar functions. As of the effective date of GSA's interim rule, section 1353 supersedes all of these agency gift acceptance statutes to the extent that payments may be accepted under authority of the new law. See § 304-1.8(a) of the interim rule.

As emphasized in the statute and in § 304-1.8(a) of the interim rule, section 1353 is authority for an <u>agency</u> to accept payments and does not disturb authorities which authorize an <u>employee</u> to accept payments from non-Federal sources. Thus, for example, the Foreign Gifts and Decorations Act (5 U.S.C. § 7342) will continue to provide authority for an employee to accept travel-related benefits when the donor of the gift is a foreign

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government. See, e.g., the Department of State's implementing regulation at 22 C.F.R. Part 3. Similarly, 5 U.S.C. § 4111 will continue to authorize the acceptance by employees of payments for travel, subsistence, and other expenses incident to training or attendance at certain meetings. See the Office of Personnel Management and General Services Administration implementing regulations published at 5 C.F.R. Part 410 and 41 C.F.R. Part 304-2, respectively.

<u>Conditions for Acceptance of Payments for Employee Travel</u>

Section 1353 is authority for an agency to accept payments only with respect to the travel of an "employee" as that term is defined in § 304-1.2(b)(3). By indicating that the term includes those employees "appointed" under authority of 5 U.S.C. § 3109, the definition excludes independent contractors who may be hired pursuant to the same statutory authority.

The agency must make certain findings in advance of an employee's travel to ensure that acceptance is authorized under the statute. Section 304-1.3 of the interim rule requires that agencies "ensure that officials delegated authority to determine the propriety of accepting payments under this part are at as high an administrative level as practical to ensure adequate consideration and review of the circumstances surrounding the offer and acceptance of the payment." Since an official travel authorization must be issued as noted in § 304-1.4 of the interim rule, the authorized agency official may choose to document his determinations by annotating the authorization.

As outlined in § 304-1.4(a) of the interim rule, the authorized agency official must make the following three determinations before an agency can accept payments for an employee's travel under authority of section 1353:

1. <u>Payment is for attendance at a meeting or similar function</u>. The authorized agency official must determine that the employee will attend a "meeting or similar function." The term meeting or similar function is defined in § 304-1.2(b)(4) to mean "a conference, seminar, speaking engagement, training course, or similar event that takes place away from the employee's official station." The definition specifically excludes events required "to carry out an agency's statutory and regulatory functions, such as investigations, inspections, audits, or site visits ...." Thus, an agency could not use section 1353 to accept payments from an adverse party to fund a Government attorney's travel to the location of a deposition incident to a bid protest. While the definition of meeting or similar function does encompass a "training course," it excludes promotional vendor training or other meetings held for the primary purpose of marketing the non-Federal source's products. Note that the event need not be "widely-attended."

2. <u>Payment is for travel related to an employee's official duties</u>. The authorized agency official must determine that the travel relates to an employee's official duties. See § 304-1.4(a)(1) of the interim rule. Section 304-1.8(a)(2) of the rule emphasizes that section 1353 has no application with regard to travel for personal or partisan purposes since such travel is not undertaken in an official capacity. The authorized official's determination requires an examination of both the nature of the meeting or similar function and the official duties of the employee. The interim rule includes language intended to indicate that, in some circumstances, a meeting or similar function can "relate" to an employee's duties even if the subject matter of the event bears no direct relation with the employee's official duties. For example, a security agent's attendance at a conference on hazardous waste may relate to his official duties because he must be present at the meeting "to permit participation in the meeting by another employee." Acceptance of payments for the travel of an executive assistant or aide could also fall within this category.

3. <u>Payment is from a non-Federal source that is not disqualified on conflict of interest grounds</u>. The authorized agency official must determine that the payment is from a non-Federal source that is not disqualified on conflict of interest grounds. As indicated in § 304-1.2(b)(5) of the interim rule, a non-Federal source can be "any person or entity other than the Government of the United States." The definition includes any individual, private or commercial entity, or nonprofit organization or association, and extends to any state, local, or foreign government. Normally, it is expected that it will be the non-Federal sponsor of the meeting or similar function that will be the source of the payments, or at least a non-Federal source with an interest in the subject matter of the event. However, § 304-1.4(c) indicates that payments may be accepted from a non-Federal source that does not have an interest in the subject matter of the meeting or similar function so long as the payment is provided in kind and consists of "the types of services the non-Federal source generally provides; e.g., air passenger transportation services provided by a commercial airline." This provision could, for example, permit an agency to accept a hotel's offer of a free final night's lodging in connection with a 4-day regional administrator's conference. Payments can be accepted from more than one non-Federal source in connection with a single event.

If the prospective non-Federal source of payments "has interests that may be substantially affected by the performance or nonperformance of the employee's duties," then it is a "conflicting" non-Federal source within the meaning of § 304-1.2(b)(2) of the interim rule. In the case of a conflicting non-Federal source, §304-1.5 of the interim rule requires that the authorized agency official determine that "the agency's interest in the employee's ... attendance at or participation in the event outweighs concern that acceptance of the payment may or may reasonably appear to influence improperly the employee in the performance of his/her official duties." The interim rule provides guidance to the authorized official in making this determination.

Conditions for Acceptance of Payments for Accompanying Spouse

Provided that an employee is attending a meeting or similar function in an official capacity, section 1353 provides limited authority for an agency to accept payment from a non-Federal source for the travel of an accompanying spouse. As is made clear by the use of the word "accompanying" in § 304-1.4 of the interim rule, the authority of section 1353 cannot be utilized to accept payments for a spouse's travel unless the spouse is traveling to the same event as the employee. However, an agency's acceptance of a payment in connection with an employee's attendance at an event is not a condition precedent to its acceptance of a payment in connection with the spouse's attendance. Thus, an agency could use appropriated funds to pay for the employee's travel, yet accept payment from a non-Federal source for the accompanying spouse's travel to the same event.

Like the employee, the spouse must also travel pursuant to an official travel authorization. The authorized agency official must make three advance determinations before a payment can be accepted for an accompanying spouse. As noted in the previous paragraph, the authorized official must first find that the employee will be attending the same meeting or similar function in an official capacity. The authorized official must then find that the "spouse's presence will support the mission of the employee's agency or substantially assist the employee in carrying out his/her duties through attendance at or participation in the meeting or similar function." See § 304-1.4(a)(1) of the interim rule. Finally, if the prospective non-Federal source is a "conflicting" source as to the employee, § 304-1.5 of the rule requires that the authorized official determine that "the agency's interest in ... the accompanying spouse's attendance at or participation in the event outweighs concern that acceptance of the payment may or may reasonably appear to influence improperly the employee in the performance of his/her official duties."

Method of Payment and Acceptance

Section 1353 is authority for an agency to accept "payments" for "travel, subsistence, and related expenses" for the purposes described in the statute. Section 304-1.6 of the implementing rule makes clear that an agency may accept payment from a non-Federal source in the form of a check or similar instrument made payable to the agency, or it may accept payment in kind. "Payment in kind" is defined in § 304-1.2(b)(7) as meaning "goods or services provided in lieu of funds paid to an agency by check or similar instrument for travel, subsistence, and related expenses."

If an agency has authorized acceptance of payment, then the employee or spouse is authorized to receive the payment on the agency's behalf. As a practical matter, payments in kind must be received on behalf of the agency by the employee or spouse. Thus, it is the traveler who receives the dinner, the seat on the airplane, or the hotel room key on behalf of the agency. Checks made payable to the agency may be received by the employee or spouse on behalf of the agency, but must be "submitted as soon as practicable for credit to the agency appropriation applicable to such expenses." Neither an employee nor spouse is authorized to receive cash, a check, or a similar instrument made payable to the traveler.

Expenses Authorized to be Accepted By Agency

Payments can only be accepted by an agency under authority of section 1353 if they are for "travel, subsistence, and related expenses" as defined in § 304-1.2(b)(8) of the interim rule. Under this definition, agencies can accept the types of expenses that are payable under the Federal Travel Regulation, Chapter 301 of title 41, Code of Federal Regulations, or under analogous provisions of Volume 6 of the Foreign Affairs Manual (applicable to the State Department) or Volume 1 of the Joint Federal Travel Regulations (applicable to the uniformed services). Significantly, payments accepted under authority of section 1353 are not always subject to the maximum rates otherwise prescribed in these travel regulations. See § 304-1.6 of the interim rule. So, for example, the agency could accept a check from a non-Federal source that covers the cost of a room at a hotel, even though that cost exceeds the lodgings portion of the otherwise applicable lodgings plus per diem rate. Similarly, the agency could accept that same night's lodging if provided for the employee in kind. The agency could also accept payment for first class air transportation even where the employee would not otherwise be authorized to fly first class. The only limitation with respect to an agency's ability to accept payments in excess of applicable maximum rates is that the accommodation or other benefit must be "comparable in value to that offered to, or purchased by, other similarly situated individuals attending the meeting or similar function."

In addition to the types of expenses payable under applicable travel regulations, the definition of travel, subsistence, and related expenses in § 304-1.2(b)(8) indicates that the term also includes "expenses such as conference or training fees as well as other benefits which cannot be paid under the applicable travel regulation and which are provided in kind and made available by the sponsor to all attendees incident to and for use at the meeting or similar function." Conference and training fees (or the waiver of these fees) may be accepted by an agency from an approved non-Federal source who may or not also be the sponsor of the event. Payment of these fees may entitle the employee or spouse to benefits or amenities offered as part of the event that may not be reimbursed under applicable travel regulations, such as cocktails or training materials. Non-reimbursable benefits other than conference or training fees must be provided by the sponsor of the event, be provided in kind, and be incident to or for use at that event in order to qualify for acceptance by an agency. Provided that the authorized official has determined that the sponsor is a non-Federal source from whom payments can be accepted, this permits the employee or spouse to enjoy or utilize benefits made available to all attendees by the sponsor, even though the benefit may not have been provided as part of the conference or training fee. This would permit an employee or spouse to enjoy a dinner dance available to all attendees hosted by the sponsor in connection with the meeting or similar function, but would not permit the employee to take home two tickets to a professional baseball game even if two tickets were given to all other attendees. Moreover, if the dinner dance were hosted by someone other than the sponsor, even by a pre-approved non-Federal source, the employee and spouse could only partake of the evening's entertainment if consistent with the standards of conduct or if provided incident to payment of the conference or training fee.

Reimbursement to Employee or Spouse

Each employee or spouse on whose behalf a payment has been accepted under authority of section 1353 must file a travel claim on an authorized reimbursement form. See § 304-1.7(a) of the interim rule. Except as noted below concerning reimbursements in excess of otherwise applicable limitations, the employee or spouse will be reimbursed for expenditures in accordance with the Federal Travel Regulation or analogous provisions of the Foreign Affairs Manual and the Joint Federal Travel Regulations.

For purposes of filing a travel claim, payments in kind for otherwise reimbursable expenses (such as transportation or lodging) are treated as if furnished by the Government. Adjustments to or deductions from expenses otherwise reimbursable by the Government will ensure that the employee or spouse is not reimbursed for benefits provided in kind.

In the case of payments provided to the agency by check or similar instrument, section 304-1.7(b) of the interim rule indicates that an agency may reimburse an employee or spouse "only the types of expenses" defined in applicable travel regulations, such as transportation or lodging. This would mean, for example, that a traveler would not be entitled to be reimbursed for out-of-pocket expenses associated with the purchase of alcoholic beverages at a cash bar since this is not a type of expense that is reimbursable under applicable travel regulations. Since lodging is a type of expense reimbursable under these regulations, however, an agency can reimburse a traveler for the amount expended for a hotel room in connection with attendance at an event. Moreover, to the extent that an agency receives full payment from a non-Federal source for any type of reimbursable expense, the traveler can be reimbursed to the full extent of his or her expenditure even if that amount exceeds applicable maximum rates. When a non-Federal source funds only a certain type or types of expenses associated with attendance at an event, e.g., by sending a check to the agency to cover lodging but not air fare, § 304-1.7(d) of the interim rule explains that reimbursement for other expenses shall not exceed maximums established in the applicable travel regulation. In the event a non-Federal source sends a check to the agency that covers only a portion of a particular type of expense, such as only one-half of a first class air fare, the agency can only reimburse the traveler for that expense in the amount provided by the non-Federal source or in an amount authorized under the applicable travel regulation, whichever is greater. See § 304-1.7(c) of the interim rule.

Reports

Section 1353 provides that each agency shall "submit to the Director of the Office of Government Ethics reports of payments of more than $250 accepted under this section with respect to employees of the agency." The statute also establishes May 31 and November 30 as the applicable due dates for these semiannual reports. Section 304-1.9(a) of the interim rule specifies the information that must be included in the report. Significantly, the rule explains that the $250 reporting threshold is met when the total of payments received from non-Federal sources exceeds that amount with respect to attendance at a particular function. Thus, if an agency accepts payments of $150 for the employee and $150 for the spouse for any one event, the reporting threshold is met. As noted in the preamble of the interim rule, the first agency report is to be submitted not later than May 31, 1991, covering payments accepted from the date of the interim rule's publication through March 31, 1991. Negative reports are not required. The interim rule's preamble notes that a standard reporting form may be issued at a later date.

Finally, since it is the agency and not the employee or spouse that actually accepts payments under authority of 31 U.S.C. § 1353, an employee need not report his receipt of payments on any public or confidential financial disclosure form required to be filed by any Office of Government Ethics regulation. Provided that the guidelines set forth in the GSA implementing rule are followed, such payments are gifts to the agency and not to the employee or spouse. See § 304-1.9(b) of the interim rule.

41 CFR Part 301-1 and Chapter 304

[FTR Interim Rule 3]

RIN 3090-AE19

Federal Travel Regulation; Acceptance of Payment From a Non-Federal Source for Travel Expenses

AGENCY: Federal Supply Service, GSA.

ACTION: Interim rule with request for comments.

SUMMARY: This interim rule further implements legislation governing the acceptance of travel, subsistence, and related expenses from a non-Federal source. It provides central policy direction on the subject and cancels a previous interim rule (54 FR 53321) which provided temporary policy direction pending development of this rule.

DATES: This interim rule is effective March 6, 1991, and applies for travel performed on or after March 8, 1991. Comments are requested on new § 301-1.2(c) and revised part 304-1 only and must be submitted by May 7, 1991.

ADDRESSES: Send comments to the General Services Administration, Travel Management Division (FBT), Washington, DC 20406, telefax (703) 557-3094.

FOR FURTHER INFORMATION CONTACT: Lennard Loewentritt or Janet Harney, Office of General Counsel (LP), Washington, DC 20405, telephone FTS 241-1156 or commercial (202) 501-1156.

SUPPLEMENTARY INFORMATION: Section 302 of the Ethics Reform Act of 1989 (Pub. L. 101-194, approved November 30, 1989) amended title 31, United States Code, by adding a new section 1352 "Acceptance of travel and related expenses from non-Federal sources." Public Law 101-280 renumbered and amended various provisions of section 1352, now designated as section 1353, and gives the Administrator of General Services, in consultation with the Director of the Office of Government Ethics, authority to issue implementing regulations.

On December 28, 1989, the General Services Administration (GSA) published an interim rule (54 FR 53321) which provided temporary policy direction on the subject pending the development of an expanded rule. This interim rule with request for comments implements section 1353 and cancels the previous interim rule published at 54 FR 53321. As such, it amends 41 CFR 301-1.3 to delete the interim rule's codifying language and thereby reflect its cancellation. Following receipt and reconciliation of requested comments, GSA will make any changes deemed appropriate and issue a final rule governing the acceptance of travel and related expenses from a non-Federal source. This rule implements a reporting requirement imposed by 31 U.S.C. 1353; a standard reporting form may be issued at a later date. The first agency report required under § 304-1.9 will be submitted not later than May 31, 1991, with respect to payments accepted from the date of publication of this interim rule through March 31, 1991.

GSA has determined that this rule is not a major rule for the purposes of Executive Order 12291 of February 17, 1981, because it is not likely to result in an annual effect on the economy of $100 million or more; a major increase in costs to consumers or others; or significant adverse effects. GSA has based all administrative decisions underlying this rule on adequate information concerning the need for and consequences of this rule; has determined that the potential benefits to society from this rule outweigh the potential costs and has maximized the net benefits; and has chosen the alternative approach involving the least net cost to society.

List of Subjects in 41 CFR Parts 301-1, 304-1, and 304-2

Government employees, Travel, Travel allowances, Travel and transportation expenses.

For the reasons set out in the preamble, 41 CFR part 301-1 is amended and chapter 304 is revised as set forth below:

PART 301-1—APPLICABILITY AND GENERAL RULES

1. The authority citation for part 301-1 is revised to read as follows:

Authority: 5 U.S.C. 5701-5709; 31 U.S.C. 1353; E.O. 11609, July 22, 1971 (36 FR 13747).

2. Section 301-1.1 is revised to read as follows:

§ 301-1.1 Authority.

This chapter is issued under the authority of 5 U.S.C. 5701-5709 and 31 U.S.C. 1353.

3. Section 301-1.2 is amended by revising paragraph (b) and adding new paragraph (c) to read as follows:

§ 301-1.2 Applicability.

* * * * *

(b) This chapter 301 also applies to official travel of individuals employed intermittently in the Government service as consultants or experts and paid on a daily when-actually-employed (WAE) basis and of individuals serving without pay or at $1 a year. These individuals are not considered to have a "permanent duty station" within the general meaning of that term; however, they may be allowed travel or transportation expenses under this chapter while traveling on official business for the Government away from their homes or regular places of business and while at places of Government employment or service. Maximum rates prescribed herein are applicable except as provided in paragraph (c) of this section or unless a higher rate is specifically authorized in an appropriation or other statute.

(c) To the extent the Government has received payment and except as provided in § 304-1.7, acceptance of payment for, and reimbursement by an agency to, an employee (and/or the accompanying spouse of such employee when applicable) under part 304-1 are not subject to the maximum rates prescribed in this chapter 301 for reimbursable travel expenses.

4. Section 301-1.3 is amended by revising paragraph (b) to read as follows:

§ 301-1.3 General rules.

* * * * *

(b) *Reimbursable expenses.* Travel expenses which will be reimbursed are confined to those expenses essential to the transaction of official business.

* * * * *

5. Chapter 304 is revised to read as follows:

CHAPTER 304—PAYMENT FROM A NON-FEDERAL SOURCE FOR TRAVEL EXPENSES

Part 304-1 Acceptance of payment from a non-Federal source for travel expenses.
Part 304-2 Reductions in meeting and training allowance payments.

PART 304-1—ACCEPTANCE OF PAYMENT FROM A NON-FEDERAL SOURCE FOR TRAVEL EXPENSES

Sec.

304-1.1 Authority.
304-1.2 General.
304-1.3 Policy.
304-1.4 Conditions for acceptance.
304-1.5 Payment from a conflicting non-Federal source.
304-1.6 Payment guidelines.
304-1.7 Reimbursement claims for official travel expenses.
304-1.8 Limitations and penalties.
304-1.9 Reports.

Authority: 31 U.S.C. 1353; 5 U.S.C. 5701-5709; E.O. 11609, July 22, 1971 (36 FR 13747).

§ 304-1.1 Authority.

This part is issued under the authority of 31 U.S.C. 1353 and 5 U.S.C. 5701-5709.

§ 304-1.2 General.

(a) *Applicability.* This part applies to agency acceptance of payment from a non-Federal source for travel, subsistence, and related expenses with respect to the attendance of an employee in a travel status (and/or the accompanying spouse of such employee when applicable) at any meeting or similar function relating to the official duties of the employee. This part does not authorize personal acceptance of such payments by an employee or the accompanying spouse of an employee (see, however, § 304-1.8(a)).

(b) *Definitions.* As used in this part, the following definitions apply:

(1) *Agency. Agency* means an executive agency as defined in 5 U.S.C. 105, and includes an independent agency as well as an agency within the Executive Office of the President.

(2) *Conflicting non-Federal source.* A *conflicting non-Federal source* is any person who, or entity other than the Government of the United States which, has interests that may be substantially affected by the performance or nonperformance of the employee's duties.

(3) *Employee. Employee* means an appointed officer or employee of an agency, including an expert or consultant in the executive branch (as defined in 31 U.S.C. 1353) appointed under the authority of 5 U.S.C. 3109.

(4) *Meeting or similar function. Meeting or similar function* means a conference, seminar, speaking engagement, training course, or similar event that takes place away from the employee's official station. A meeting or similar function need not be widely attended for purposes of this definition. This term does not include events required to carry out an agency's statutory and regulatory functions, such as investigations, inspections, audits, or site visits, and does not include promotional vendor training or other meetings held for the primary purpose of marketing the non-Federal source's products or services.

(5) *Non-Federal source. Non-Federal source* means any person or entity other than the Government of the United States. The term includes any individual, private or commercial entity, nonprofit organization or association, state, local, or foreign government, or international or multinational organization.

(6) *Payment. Payment* means funds paid for travel, subsistence, and related expenses by check or similar instrument to an agency, or payment in kind.

(7) *Payment in kind. Payment in kind* means goods or services provided in lieu of funds paid to an agency by check or similar instrument for travel, subsistence, and related expenses.

(8) *Travel, subsistence, and related expenses. Travel, subsistence and related expenses* includes the same types of expenses payable under chapter 301 of this title or analogous provisions of Volume 6 of the Foreign Affairs Manual (FAM) or Volume 1 of the Joint Federal Travel Regulations (JFTR). The term also includes expenses such as conference or training fees as well as other benefits which cannot be paid under the applicable travel regulation and which are provided in kind and made available by the sponsor to all attendees incident to and for use at the meeting or similar function.

§ 304-1.3 Policy.

As provided in this part, an agency may accept payment from a non-Federal source (or authorize an employee to receive such payment on its behalf) with respect to attendance of the employee at a meeting or similar function which the employee has been authorized to attend in an official capacity on behalf of the employing agency. An employee shall not solicit payment from a non-Federal source. However, after receipt of an invitation from a non-Federal source to attend a meeting or similar function, the agency or employee may inform the non-Federal source of this authority. An agency may accept payment under this part from a non-Federal source for an accompanying spouse when it determines that the spouse's presence at the meeting or similar function will support the mission of the employee's agency or substantially assist the employee in carrying out his/her duties through attendance at or participation in the meeting or similar function. However, the accompanying spouse shall not be deemed a Government employee for any purpose other than eligibility for payment of travel, subsistence, and related expenses under this part. Agencies shall ensure that officials delegated authority to determine the propriety of accepting payments under this part are at as high an administrative level as practical to ensure adequate consideration and review of the circumstances surrounding the offer and acceptance of the payment. Acceptance of payment for, and reimbursement by an agency to, an employee (and/or the accompanying spouse of such employee when applicable) under this part are not subject to the maximum rates prescribed in chapter 301 of this title when full payment is made by the non-Federal source for one or more types of travel expenses to be reimbursed. Payment acceptance must be in accordance with internal agency procedures.

§ 304-1.4 Conditions for acceptance.

(a) An agency may accept payment for employee and/or spousal travel from a non-Federal source when an authorized agency official determines in advance of the travel that the payment is:

(1) For travel relating to an employee's official duties (including attendance because the employee's presence at the meeting is necessary to permit participation in the meeting by another employee or because a spouse's presence will support the mission of the employee's agency or substantially assist the employee in carrying out his/her duties through attendance at or participation in the meeting or similar function) under an official travel authorization issued to the employee, and to an accompanying spouse when applicable;

(2) For attendance at a meeting or similar function as defined in § 304-1.2(b)(4); and

(3) From a non-Federal source that is not a conflicting non-Federal source or from a conflicting non-Federal source that has been approved under § 304-1.5

(b) Payments may be accepted from multiple sources under paragraph (a) of this section.

(c) If a meeting or similar function does not concern a subject of mutual interest to the employee's agency and the non-Federal source, acceptance of payment from the non-Federal source under paragraph (a) of this section is limited to payment in kind and to the types of services the non-Federal source generally provides: e.g., air passenger transportation services provided by a commercial airline.

§ 304-1.5 Payment from a conflicting non-Federal source.

The agency may accept payment from a conflicting non-Federal source if the conditions of § 304-1.4 are met and the authorized agency official (designated in accordance with § 304-1.3) determines that the agency's interest in the employee's and/or the accompanying spouse's attendance at or participation in the event outweighs concern that acceptance of the payment may or may reasonably appear to influence improperly the employee in the performance of his/her official duties. In determining whether to accept payment, an agency shall consider all relevant factors, including the importance of the travel for the agency, the nature and sensitivity of any pending matter affecting the interests of the conflicting non-Federal source, the significance of the employee's role in any such matter, the purpose of the meeting or similar function, the identity of other expected participants, and the value and character of the travel benefits offered by the conflicting non-Federal source.

§ 304-1.5 Payment guidelines.

(a) *Payment other than in kind.* Payments from a non-Federal source for an employee and/or accompanying spouse, other than payments in kind, shall be by check or similar instrument made payable to the agency. Any such payment received by the employee on behalf of the agency for his/her travel and/or that of the accompanying spouse is accepted on behalf of the agency and is to be submitted as soon as practicable for credit to the agency appropriation applicable to such expenses. Reimbursement for an employee's and/or accompanying spouse's travel expenses is not subject to the maximum rates prescribed in the applicable travel regulation (chapter 301 of this title, FAM, or JFTR) when full payment is made by the non-Federal source for one or more types of the travel expenses, provided that the accommodation or other benefit furnished is comparable in value to that offered to, or purchased by, other similarly situated individuals attending the meeting or similar function.

(b) *Payment in kind.* When the acceptance of payment has been approved in advance by the authorized agency official, the employee, for his/her travel (and/or that of the accompanying spouse, when applicable), may receive payment in kind in excess of limitations (including maximum per diem rates) under the applicable travel regulation (chapter 301 of this title, FAM, or JFTR), provided that the accommodation or other benefit is comparable in value to that offered to, or purchased by, other similarly situated individuals attending the meeting or similar function.

§ 304-1.7 Reimbursement claims for official travel expenses.

(a) The employee (and/or accompanying spouse when applicable) shall submit to the employing agency on authorized reimbursement forms all travel expense reimbursement claims, and shall itemize all expenses incurred which exceed maximum rates prescribed under the applicable travel regulation (chapter 301 of this title, FAM, or JFTR). The employee, and/or accompanying spouse when applicable, shall be reimbursed either an amount not to exceed the maximum rate prescribed in the applicable travel regulation, or when full payment is made by the non-Federal source for one or more types of the travel expenses, the amount of that payment from the non-Federal source. However, reimbursement for expenses in excess of applicable regulatory limitations shall not in any case exceed the amount of expenses incurred.

(b) The agency may reimburse the employee (and/or accompanying spouse of such employee when applicable) for only the *types* of expenses defined in §§ 301-7.1 (b)(6) and (c) of this title or in analogous provisions of the FAM or JFTR, as applicable, for per diem allowances, transportation expenses, or other miscellaneous travel expenses.

(c) If an accepted payment covers only a portion of one or more types of the expenses incurred (e.g., $50.00 per night for lodging in a locality with an $85.00 per night maximum lodging allowance), the agency shall reimburse the employee (and/or accompanying spouse when applicable) only the amount to which he/she otherwise would be entitled under applicable regulation (chapter 301 of this title, FAM, or JFTR).

(d) If an accepted payment covers in full one or more types of expenses described in paragraph (b) of this section (e.g., payment for lodging accommodations) but does not cover all of the travel expenses incurred, the agency shall reimburse the employee (and/or accompanying spouse of such employee when applicable) for those expenses that are not covered by the payment, not to exceed applicable limitations established in chapter 301 of this title or in analogous provisions of the FAM or JFTR.

§ 304-1.8 Limitations and penalties.

(a) Except as provided in paragraphs (a) (1) through (3) of this section, this part is the only authority under which an agency may accept payment from a non-Federal source, or authorize an employee to accept such payment on behalf of the agency, in connection with the attendance of its employee (and the accompanying spouse of such employee when applicable) at a meeting or similar function. An agency may not accept under an agency gift statute or other similar authority, payment for the travel, subsistence, and related expenses of an employee or accompanying spouse incurred to attend a meeting or similar function. However, nothing in this part authorizes or prohibits an agency or employee from accepting payment as follows:

(1) When authorized under 5 U.S.C. 4111 or 5 U.S.C. 7342;

(2) When payment is otherwise authorized and an employee's travel is for a personal rather than official purpose, or for a partisan rather than official purpose and is not prohibited by the provisions of the Hatch Act (5 U.S.C. 7321 *et seq.*); or

(3) When payment is otherwise authorized and the employee's travel is for attendance at or participation in an event other than a meeting or similar function.

(b) An employee who accepts any payment in violation of this part is subject to the following:

(1) The employee may be required, in addition to any penalty provided by law and applicable regulations, to repay for deposit to the general fund of the Treasury, an amount equal to the amount of the payment so accepted; and

(2) When repayment is required under paragraph (b)(1) of this section, the employee shall not be entitled to any payment or reimbursement from the Government for such expenses.

§ 304-1.9 Reports.

(a) *Agency reports.* (1) The head of each agency (or his/her designee) shall submit to the Director of the Office of Government Ethics (OGE), 1201 New York Avenue, N.W., Suite 500, Washington, DC 20005-3917, semiannual reports of payments, as defined in this part, which total more than $250 per event, and which have been accepted under this part with respect to the attendance at, or participation in, a meeting or similar function by an agency employee, and/or accompanying spouse of such employee when applicable. The Director of OGE shall make such reports available for public inspection and copying. These reports shall:

(i) Specify the name of the employee (and/or spouse when applicable), the position held by the employee, the name of the person or entity making the payment, the nature of the meeting or similar function, the time and place of travel, the amount and method of the payment, and the nature of the expenses;

(ii) Be submitted not later than May 31 of each year with respect to payments in the preceding period beginning on October 1 and ending on March 31; and

(iii) Be submitted not later than November 30 of each year with respect to payments in the preceding period beginning on April 1 and ending on September 30.

(2) In the case of acceptance of travel on a private or chartered aircraft, for purposes of agency reports under this section, value shall be determined by computing the total constructive cost of

transportation using premium-class air fares to the extent scheduled air service is available between the relevant cities.

(b) *Employee reports.* Payments properly accepted under this part, if received by an employee, are accepted on behalf of the agency and must be submitted to the agency for credit to the agency appropriation applicable to such expenses. Therefore, receipt of such a payment by an employee for himself/herself and/or the accompanying spouse, when applicable under the authority of this part, is not required to be reported as a gift on any confidential or public financial disclosure report that the employee is required to file pursuant to law or OGE regulation. Acceptance of payment by an employee for himself/herself and/or the accompanying spouse, when applicable, that is not authorized under this part may require reporting of the payment on the employee's financial disclosure report and may subject the employee to agency disciplinary procedures.

PART 304-2—REDUCTIONS IN MEETING AND TRAINING ALLOWANCE PAYMENTS

Sec.
304-2.1 Authority.
304-2.2 Applicability.
304-2.3 Conditions for approval of contributions or payments.
304-2.4 Agency responsibilities.

Authority: 5 U.S.C. 4111(b); E.O. 11609, July 22, 1971 (36 FR 13747).

§ 304-2.1 Authority.

This part is issued under the authority of 5 U.S.C. 4111(b).

§ 304-2.2 Applicability.

Subject to the exceptions in 5 U.S.C. 4102, this part 304-2 applies to civilian officers and employees of executive agencies, including the Department of Defense; independent establishments, as defined in 5 U.S.C. 104; Government corporations, subject to 31 U.S.C. 9101 *et seq.*; the Library of Congress; the Government Printing Office; the Government of the District of Columbia; and commissioned officers of the National Oceanic and Atmospheric Administration. All such officers and employees and all such agencies, independent establishments, and departments are hereinafter referred to in this part 304-2 as "employees" or "agencies," as appropriate.

§ 304-2.3 Conditions for approval of contributions or payments.

Section 303(j) of Executive Order 11348 of April 20, 1967, and the regulations issued by the Office of Personnel Management under section 401(b) of that Order, prescribe the conditions under which agency heads may approve the acceptance by employees of contributions and awards incident to training and payments incident to attendance at meetings, under 5 U.S.C. 4111(a), from the organizations described therein. These organizations are hereinafter referred to as "donors."

§ 304-2.4 Agency responsibilities.

Agency heads shall provide adequate safeguards to ensure that the following regulations are carried out:

(a) Where an approved payment by a donor fully covers expenses incident to training in a non-Government facility, or travel, subsistence, or other expenses incident to attendance at a meeting, the agency shall not pay for such expenses or shall recover payments previously made in the manner described in paragraph (c) of this section.

(b) If an approved payment by a donor does not fully cover expenses described in paragraph (a) of this section, the agency may pay an amount considered sufficient to cover the balance of the expenses to the extent authorized by law and regulation, including 5 U.S.C. 4109 and 4110. If an amount in excess of such balance has been previously paid by the agency, such amount shall be recovered from the employee in the manner described in paragraph (c) of this section.

(c) Recoveries of payments, as provided in paragraph (b) of this section, shall be made in the manner prescribed by regulations of the agency concerned and shall be issued according to 5 U.S.C. 5514.

(d) No reduction in payment by an agency is required where an approved contribution or award to an employee covers types of expenses which the agency is not authorized to pay. For example, where an agency authorizes travel expenses of an employee, including per diem and transportation expenses of his/her immediate family and household goods and personal effects to a training location, no reduction in payment by the agency is required if an approved contribution or award covers subsistence expenses of the family en route and expenses incurred by the employee in establishing himself/herself and the family at the training location.

(e) Expense data shall be obtained from employees or donors in such detail as the agency head deems necessary to carry out this regulation.

Dated: February 11, 1991.

Richard G. Austin,

Administrator of General Services.

[FR Doc. 91-5295 Filed 3-7-91; 8:45 am]

BILLING CODE 6820-24-M

FEDERAL COMMUNICATIONS COMMISSION

47 CFR Parts 2 and 80

[GEN Docket No. 90-133; FCC 91-17]

Maritime Radio Service

AGENCY: Federal Communications Commission.

ACTION: Final rules.

SUMMARY: The Report and Order revised the maritime channeling plans in the HF bands between 4000-27500 kHz allocated exclusively to the maritime mobile service. The revisions reflect changes to the International Radio Regulations that were adopted by the Final Acts of the World Administrative Radio Conference for Mobile Services, Geneva, 1987, (1987 Mobile WARC). The worldwide changes will take effect at 0001 hours Coordinated Universal Time (UTC) on July 1, 1991, and will affect every licensed ship and coast station that operates on HF band frequencies between 4000 kHz and 27500 kHz.

EFFECTIVE DATE: July 1, 1991.

ADDRESSES: Federal Communications Commission, 1919 M Street NW., Washington, DC 20554.

FOR FURTHER INFORMATION CONTACT: Kathryn S. Hosford, Special Services Division, Private Radio Bureau, Federal Communications Commission, Washington, DC 20554; or telephone (202) 632-7197.

SUPPLEMENTARY INFORMATION: This is a summary of the Commission's Report and Order, GEN Docket No. 90-133, adopted January 10, 1991, and released January 30, 1991. The complete text of the Report and Order is available for inspection and copying during normal business hours in the FCC Dockets Branch (room 230), 1919 M Street NW., Washington, DC. The full text also may be purchased from the Commission's copy contractor: (Downtown Copy Center, 1114 21st Street NW., Washington, DC 20036; telephone 202-452-1422.)

Summary of Report and Order

1. The Report and Order sets forth the amendments that are necessary to implement the Final Acts of the World Administrative Radio Conference for Mobile Services, 1987, (1987 Mobile

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D C 20460

NOV 8 1983

THE ADMINISTRATOR

MEMORANDUM

SUBJECT: Acceptance of Speaking Engagements at Conferences, Conventions and Symposia

TO: Associate Administrators
Assistant Administrators
Staff Office Directors
Regional Administrators

In my May 19, 1983 memorandum to all EPA employees concerning contacts with persons outside the Agency, I set out some basic principles to guide our communications with the public. Recently, I reviewed existing EPA policy on acceptance of speaking engagements at conferences and meetings for consistency with those principles. In furthering my desire that EPA employees conduct themselves with openness and integrity in dealing with the public, I decided to revise the existing policy. This memorandum establishes the EPA policy concerning acceptance of official speaking engagements at conferences, conventions and symposia. All previous memoranda, policy statements and the EPA Travel Manual chapter on this subject are superseded by this memorandum.

Policy

Our goals are to reach out to as broad a spectrum of interests and opinions as possible, remain open and accessible and encourage full public participation in matters in which the Agency is involved. In fulfillment of these goals, EPA representatives are encouraged to speak at conferences, conventions, symposia and other such meetings when their participation serves to increase public understanding of the programs for which they are responsible and when a wide range of interest groups are represented as speakers.

It is the responsibility of each Assistant Administrator, Associate Administrator, Staff Office Director and Regional Administrator to insure that EPA is represented by EPA spokespersons who are knowledgeable and best able to increase public understanding of the environmental programs that we administer.

Where the speakers at a conference are predominantly EPA employees, the conference fees should be reasonably related to the actual costs of the conference. Also the Agency should seek conference scholarships for other interested EPA employees or a reduced conference fee for all attending EPA employees.

To best coordinate this effort, the Assistant Administrator for the Office of External Affairs must be notified about all EPA employees's major speaking engagements. This will also insure that speeches presented by EPA representatives reach the widest audience possible through distribution of the prepared text by the Office of External Affairs.

Application

This policy applies to all EPA employees who are requested to speak at conferences, conventions, symposia or other such meetings as EPA representatives. This policy does not apply where EPA employees address conferences in their private capacity.

This policy will be implemented in the EPA Travel Manual.

William D. Ruckelshaus

per:clm:A-100EA:Rm.1133WT:10/18/83

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

May 19, 1983

THE ADMINISTRATOR

MEMORANDUM

SUBJECT: Contacts with Persons Outside the Agency

TO: All EPA Employees

When I recently appeared before the Senate Committee on Environment and Public Works, I promised that EPA would operate "in a fishbowl." I said, "We will attempt to communicate with everyone from the environmentalists to those we regulate and we will do so as openly as possible." Therefore, I believe it is important to set out for the guidance of all EPA employees a set of basic principles to guide our communications with the public.

In formulating these principles I considered more stringent restrictions on contacts with those outside the Agency than those described below. At my request, my staff met with staff members of the Administrative Conference of the United States to discuss these issues. This organization is an independent agency that develops improvements to the legal procedures by which Federal agencies administer their programs. Based on the recommendations of the staff members of the Administrative Conference and those of the Office of General Counsel, I am convinced that restrictions beyond those set out below would unnecessarily inhibit the free flow of information and views. In adopting these flexible procedures I am relying on EPA employees to use their common sense and good judgment to conduct themselves with the openness and integrity which alone can ensure public trust in the Agency.

General Principles

EPA will provide, in all its programs, for the fullest possible public participation in decision-making. This requires not only that EPA employees remain open and accessible to those representing all points of view, but also that EPA employees responsible for decisions take affirmative steps to seek out the views of those who will be affected by the decisions. EPA will not accord privileged status to any special interest group, nor will it accept any recommendation without careful critical examination.

Appointment Calendars

In order to make the public fully aware of my contacts with interested persons, I have directed that a copy of my appointment calendar for each week be placed in the Office of Public Affairs and made available to the public at the end of the week. The Deputy Administrator, and all Assistant Administrators, Associate Administrators, Regional Administrators, and Staff Office Directors shall make their appointment calendars available in a similar manner.

Litigation and Formal Adjudication

EPA is engaged in a wide range of litigation, both enforcement and defensive in nature. All communication with parties in litigation must be through the attorneys assigned to the case. Program personnel who receive inquiries from parties in matters under litigation should immediately notify the assigned attorney, and should refer the caller to that attorney.

Formal adjudications, such as pesticide cancellation proceedings, are governed by specific requirements concerning ex parte communications, which appear in the various EPA rules governing those proceedings. These rules are collected and available in the Office of General Counsel, Room 545, West Tower. I will conduct myself in accordance with these rules, and I expect all EPA employees to do the same.

Rulemaking Proceedings

In either formal or informal rulemaking proceedings under the Administrative Procedure Act, EPA employees must ensure that the basis for the Agency's decision appears in the record. Therefore, be certain (1) that all written comments received from persons outside the Agency (whether during or after the comment period) are entered in the rulemaking docket, and (2) that a memorandum summarizing any significant new factual information or argument likely to affect the final decision received during a meeting or other conversations is placed in the rulemaking docket.

You are encouraged to reach out as broadly as possible for views to assist you in arriving at final rules. However, you should do so in a manner that ensures, as far as practicable, that final decisions are not taken on the basis of information or arguments which have not been disclosed to members of the public in a timely manner. This does not mean that you may not meet with one special interest group without inviting all other interest groups to the same meeting, although all such groups should have an equal opportunity to meet with EPA. It does mean, however, that any oral communication regarding significant new factual information or argument affecting a rule, including a meeting with an interest group, should be summarized in writing and placed in the rulemaking docket for the information of all members of the public.

William D. Ruckelshaus

APPENDIX

- Public Access Experts
  - OIRM
  - OCEPA
- Update and Comment Form

Public Access Experts

Basic Description

Public access experts are EPA staff members or designated offices who are able to provide practical guidance on activities related to making information available to the public. These points of contact can answer questions or refer the requester to additional locations or persons, in order to obtain the required information. The following lists contains individuals and offices identified as OIRM public access experts OCEPA, and multimedia contacts within OIRM and OCEPA who can be contacted for assistance.

OIRM CONTACTS

Telecommunications - Vandy Bradow, (919) 549-1191

CD ROM Technology - Tom Climmer, (919) 541-1057

Dockets - Gloris Butler, (202) 260-5926

Libraries - Jonda Byrd, (513) 569-7183

Public Access/PIC - Brigid Rapp, (202) 260-8710

Records Management - Mike Miller, (202) 260-9275

Government Ethics/OGC - Don Nantkes, (202) 260-4550

OCEPA OFFICES

OCEPA Editorial Services Division, (202) 260-4359

OCEPA Multimedia Services Division, (202) 260-2066

OCEPA External Relations and Education Division, (202) 260-4454

PUBLIC ACCESS MANUAL, A "HOW TO GUIDE"
UPDATE AND COMMENT FORM

Submitted by: Date:

EPA Office/Division:

Address Phone:

I. UPDATE INFORMATION

New Entry:__________
Revision: __________ Page Number:______

Description of information to be updated or added:

II. IMPROVEMENTS TO THE PUBLIC ACCESS MANUAL

Pease provide comments below which indicate areas that need improvement or additional topics which should be covered:

How often do you use the manual?

When or why do you use the manual?

Do you find the manual to be a helpful reference tool?

Internal Use Only: Date Received________