

Leveraging Existing Relationships: Are Trade Associations the Key to Improving Industry Compliance?

Presented by

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**Leveraging Existing
Relationships: Are Trade
Associations the Key to
Improving Industry
Compliance?**

**NATIONAL COMPLIANCE ASSISTANCE
PROVIDERS FORUM 2002**

***What are the tools, tips,
and tactics used by trade
associations to raise
environmental awareness
and increase compliance
throughout a particular
industry?***

Screenprinting and Graphic Imaging Association International

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Screen printing .. Who are we?

- Not Lithographers!
- Print a variety of products and substrates – yes, even t-shirts!
- Small businesses – average size of a facility is 25 employees
- Average company sales volume -- \$500k to \$1 million.
- On the horizon – digital printing ...

SGIA .. What do we do?

- Education
- Outreach/Training Activities
- Advocacy
- Environmental Management Systems

Education Activities

- Inform/educate screen printing and digital imaging facilities as to compliance responsibilities
- Environmental AND safety/health issues
- Web based services/activities
- Outreach events
- Workshops

Outreach/Training Activities

- Educate the regulatory community regarding the printing industry
- Printers National Environmental Assistance Center Training Activities
- Partnering Opportunities
- Industry Events
- Web based Events

Advocacy

- Serve as the representative for the screen printing and digital imaging industry sectors
- Engaged in regulatory activities – in both development and compliance arenas
- Engage in voluntary initiatives at federal, state and local levels

Environmental Management Systems

- Active program developed using US EPA Design for the Environment's IEMS template
- Working with US EPA's National Performance Track Program
- Working with State Agencies and looking for partnering opportunities
- While more facilities have EMSs in place, 12 facilities have implemented SGIA's program.

The Associated General Contractors of America

**Leah F. Wood
Environmental Counsel**



AGC AT A GLANCE

- Full-Service National Trade Association
- Operate through a Network of 101 AGC Chapters Across US
- AGC's Membership Is Composed of 33,000 Member Firms
- ALL AGC Members Are Engaged in or Associated with Commercial/Public Construction (no homebuilders)



AGC AT A GLANCE

- Membership Is Represented by Four Occupational Division
 - Building Contractors (office buildings, sky scrapers, hospitals, churches, schools, etc.)
 - Highway Contractors (highways, bridges, related transportation systems, etc.)
 - Municipal Utility Contractors (pipeline installation, waste water treatment plants, etc.)
 - Federal & Heavy Industrial Construction (tunnels, airports, dams, railroads, etc.)



Construction and the Environment

- ALL AGC Members Are Affected by Environmental Requirements
- AGC Works Year-Round to Minimize the Env't'l Barriers to Business Opportunities
 - Improving the Construction Industry's Image
 - Providing Contractors with Compliance Tools
 - Advocating Construction Solutions to Ecological and Economic Challenges



IMAGE

Communicate the construction industry's positive contribution to environmental stewardship.



IMAGE

“Environmental Steward Theme”

- AGC’s Environmental Solutions Series
- AGC’s Green Construction Bible
- RECYCLE THIS! Brochure & Fact Sheets
- Annual Earth Day Awareness Campaign
- Voluntary Diesel Retrofit Initiative
- Partner, EPA National Environmental Performance Track



COMPLIANCE

Assist members in complying with environmental regulations.



COMPLIANCE

- AGC's Environmental Observer Newsletter
- AGC's Environmental Services Webpage
- AGC's Environmental e-Forum



AGC's

ENVIRONMENTAL OBSERVER

All the News You Need on Construction and the Environment

Route to:



The Associated General Contractors of America, Inc.
333 John Carlyle Street, Suite 200, Alexandria, VA 22314

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ENVIRONMENTAL ACTIONS

Senate Environmental Agenda Takes Shape. The Senate Environment and Public Works (EPW) Committee has announced a series of hearings on the reauthorization of the Transportation Equity Act for the 21st Century to examine the impact of transportation systems on growth and air quality. The Committee also announced plans to hold a hearing on any proposed reforms the Bush Administration will unveil to change the Clinton Administration's New Source Review (NSR) permitting rules. Under the NSR rules, stationary sources must install state-of-the-art pollution control equipment when making major plant modifications. The Bush reform package is expected to redefine "routine maintenance," which is exempt from NSR requirements.

In related news, the EPW Committee is expected to move forward with legislation that would regulate multiple substances emitted from power plants. These substances include carbon dioxide (CO₂), nitrogen oxides (NO_x), sulfur dioxide (SO₂), and mercury. The EPW Committee has urged the Bush Administration to delay announcing any reforms to the NSR program until after Congress has passed legislation cutting utilities' emissions. At this time, the Administration opposes the regulation of CO₂. For additional information, contact AGC's Loren Sweatt at (703) 837-5360 or via e-mail at sweatl@agc.org.

Blacklisting Regulations Revoked. Last December, the Federal Acquisition Regulation Council (FAR Council) revoked the Clinton Administration's harmful blacklisting regulations. The rules would have required federal contractors to demonstrate a "satisfactory" record of compliance with environmental (and other) laws as determined by "all relevant credible information." The FAR Council concluded that the blacklisting regulations were "unworkable and defective." It agreed that the preexisting procurement rules contain well-established decision-making criteria and due process safeguards. The complete revocation reinstates the regulatory scheme regarding contractor responsibility under the FAR standards that existed before the blacklisting rules. AGC strongly supports the FAR Council's action.

Eight Major Rules May Be Targets for Possible Rollback. The White House Office of Management and Budget (OMB) has developed a list of "outdated or outmoded" environmental rules that could be "rescinded or updated." The list includes: the mixture and derived from rules governing hazardous waste disposal; proposed changes to the total maximum daily load program; the new source review rule governing air emission controls; and the arsenic drinking regulations. AGC will keep its members informed as this situation develops.

WATER POLLUTION

Late Breaking News: Corps Reissues Nationwide Permits. The U.S. Army Corps of Engineers (Corps) issued a revised package of nationwide permits in the January 15, 2002, *Federal Register*. The new NWP's will take effect March 16, 2002, resulting in a regulatory gap because most of the existing permits expire on February 10, 2002. However, the NWP's that were revised last year to replace NWP 26 will remain in effect.

NWP's ensure appropriate environmental protections when authorizing discharges of small amounts of dredge and fill material into waters of the United States. According to the Corps, the permits are undergoing several small but important changes. AGC submitted written comments last September on the proposed changes to the permits. The next issue of the "Observer" will take a closer look at the significant modifications made to the Corps' NWP's.

Comments Requested on Mitigation RGL. The Corps has given other federal agencies until March 1, 2002, to comment on a recently released—and heavily criticized—regulatory guidance letter (RGL) that sets standards for mitigating permitted impacts to waters and wetlands. The RGL (01-1) letter may serve as a reference document pending additional review, according to the Corps.

The Corps issued the guidance on November 1, 2001, to address a National Research Council report stating that programs to mitigate for wetlands losses are not meeting the federal government's "no net loss" policy goal for wetlands function. However, the Corps did not solicit comments on the guidance from the U.S. Environmental Protection Agency (EPA) and other agencies with which it shares jurisdiction over wetlands. To learn more about

AGC's ENVIRONMENTAL OBSERVER

All the News You Need on Construction and the Environment



NEWSLETTER SUBSCRIPTION REQUEST FORM

NOTE: Members of the Environmental Resources Committee and AGC chapter executives will automatically receive AGC's *Environmental Observer* and do not need to use this form.

I AM AN AGC MEMBER AND ...

I would like a **FREE** subscription to the monthly AGC's *Environmental Observer*.

CHECK ONE

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- I would like more information on AGC's Environmental Resources Committee.
- I would like to join AGC's Environmental E-Forum—an electronic mailing system created by AGC of America exclusively for the discussion of environmental issues.

Name: _____

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AGC Chapter: _____

Please return the completed form by mail or fax to:

Melinda L. Tomaino, Administrative Assistant
AGC of America, Inc., Legal Department
333 John Carlyle Street, Suite 200
Alexandria, Virginia 22314-5745
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To subscribe online, visit AGC's web site at www.constructionenvironment.org.

COMPLIANCE

- Environmental Bulletins
- Enviro Issues in AGC's News & Views
- Guidance Material (AGC's Nationwide Permit Guidance / Storm Water Resources)
- Environmental Publications Library



COMPLIANCE

- AGC & IECA Partnering Agreement
- AGC's Environmental Resources Committee
- Regional Environmental Seminars;
Storm Water Workshops; Chapter Visits



ADVOCACY

Advocate constructive solutions to complex ecological and economic challenges.



ADVOCACY

- Regulatory Comments
- Lobbying on Proposed Legislation -- Oral and Written Comments Before Congress
- AGC Position Papers
(Regulatory & Legislative)
- Litigation Support
- EPA / Industry Workgroups



QUESTIONS ?

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How can other compliance assistance providers maximize their outreach efforts by leveraging existing compliance assistance frameworks already in place within most trade associations?

Compliance Assistance In Action

SGIA Case Study

Kansas Printer Outreach Effort

Compliance Assistance & P2

- Personal Contacts/Relationships
- Workbook
- Outreach Workshops



Personal Contacts



- Prior working relationship with state small business outreach program
- Willing to engage with the trade associations
- Use of trade association contacts

Workbook

- State Specific
- Sector Specific
- No need to reinvent the wheel

Outreach Workshops

- Planned together
- Utilized trade association for outreach efforts
- Engaged industry suppliers
- Partnered in all aspects



Results

- Increased awareness regarding services offered by the small business office
- Higher turnout for all workshops
- Sector specific notebook for the printing industry on key environmental issues
- From association – higher level of confidence in the state small business office

Compliance Assistance In Action

AGC Case Study

*Federal Storm Water Management &
Permit Requirements*



Compliance Assistance In Action

AGC Case Study

- Initiated Education and Outreach Efforts
 - USEPA
 - State Environmental Agencies
- Developed/Distributed Compliance Tools
 - Frequently Asked Questions Fact Sheets
 - Storm Water Contacts Lists
 - Website for Online BMP Manuals



Compliance Assistance In Action

AGC Case Study

- Distributed State-Specific Storm Water Compliance Guides to 103 AGC Chapters
- Partnered with the International Erosion Control Association (*Classroom / Online Training*)
- Launched Regional Environmental Seminar Series
- Participate in EPA Construction Workgroup



***What measurable benefits
can providers realize by
strengthening their
relationships with trade
associations?***

Understanding Industry Needs

*Trades Can Help You Get to
Know Your Audience*

- Educational Programs for State Personnel – Regulatory, Enforcement, and Outreach
- Site Visits
- Annual Conventions, Trade Shows
- Membership Surveys

Soliciting Industry Input

*Trades Can Connect You with Stakeholders
and Provide for an Open Exchange*

- Hold Networking Sessions
- Reach Out Beyond Your Usual Suspects
- Access Trade Association Contacts
- Small Business Review Process (SBREFA)
- EPA Industry Sector Performance Program

Information Dissemination & Communication

Business Owners Look to Trades for Compliance Assistance

- Utilization of Association Resources
- Online Assistance Centers
- Key Contacts - Target Mailings
- OECA Workgroups
- Environmental Seminars

Alignment of Voluntary Programs with Industry Needs

Work with Trades to Increase Response to Voluntary Initiatives

- One Size Does NOT Fit All
- Design for the Environment
- National Performance Track
- National Voluntary Diesel Retrofit Program
- Environmentally Preferable Purchasing