

Interstate Technology & Regulatory Council (ITRC) State Engagement Program Plan

April 2015



About the State Engagement Program

The overall goal of the ITRC State Engagement Program (SEP) is to work with state environmental agencies to foster good decision-making in the use of innovative environmental technologies for more effective environmental protection. The core purpose of the SEP is to ensure that ITRC documents and training courses are available, promoted, and used by staff at state environmental agencies and by all other applicable stakeholders. The SEP consists of a network of the state Points of Contact (POCs), along with the State Engagement Coordinator (SEC)—who is a voting member of the ITRC Board of Advisors—and contract-based Program Advisor support. The POCs play an integral role by serving as advocates for ITRC in their state's environmental agency and by communicating their state's environmental priorities back to ITRC. The POCs are also instrumental in marketing and promoting ITRC tools and resources to other government agencies, industry, academia, and community groups. Specifically, the POCs perform the following key tasks:

- ♦ Lead and advocate for ITRC participation in their state
- ♦ Identify and communicate state priorities and emerging environmental issues
- ♦ Coordinate input within their agency on draft guidance documents, training, and survey requests
- ♦ Promote ITRC guidance documents and training
- ♦ Assist ITRC teams with implementation and concurrence of ITRC guidance documents
- ♦ Document ITRC successes and value, and communicate this value to their agency's leadership team

Vision of the State Engagement Program

The vision of the ITRC SEP is for each member's state agency and environmental community to use ITRC as the "go-to" source of guidance and training on innovative solutions to protect human health and the environment.

Mission of the State Engagement Program

The mission of the ITRC SEP is to facilitate the implementation of ITRC tools and help break down barriers to the acceptance and use of technically sound innovative solutions to environmental challenges.

ITRC State Engagement Program Plan

Appendix A – Focus Areas, Roles, and Metrics Table

July 2012

SEP Focus Area Table With POC Roles and SEP Responsibilities

The following table presents the major SEP focus areas, details the POC general roles and SEP general responsibilities, and outlines the metrics.

SEP Focus Area	Summary	Metrics
I. Broadening the State Network	<p>Goal: All 50 states, the District of Columbia, and U.S. territories are formal ITRC members and retain an active POC (http://www.itrcweb.org/About/State) who meets the expectations outlined in this table.</p> <p>POC Role</p> <ul style="list-style-type: none"> • Network and outreach with current POCs to encourage active participation in ITRC and strengthen the network. • Assist in finding a replacement and in transition when a POC can no longer participate. <p>SEP Role</p> <ul style="list-style-type: none"> • Retain current members (including yearly membership drive, in conjunction with the ITRC membership process). • Recruit POCs from states currently without a POC. • Assist POCs in finding a replacement POC if they can no longer participate. Lead in POC transition. • Facilitate POC mentoring for new POCs. • Conduct regular POC “Check-in” Calls. 	<ul style="list-style-type: none"> • Number of states with confirmed POCs • Number of states with active POCs
II. Identifying State Environmental Priorities and Challenges	<p>Goal: Help ITRC focus on state environmental priorities; communicate state environmental priorities to federal funders, and forecast future environmental challenges for ITRC action. For additional information regarding the results of the ITRC State Environmental Priorities collection, visit: http://www.itrcweb.org/Planning/Planning.</p> <p>POC Role</p> <ul style="list-style-type: none"> • Identify state environmental priorities from the highest level of management possible. • Lead or assist in the development of ITRC project proposals for those projects the state has identified as priorities. • Provide expected level of state participation in potential projects through the Project Proposal ranking process. <p>SEP Role</p> <ul style="list-style-type: none"> • Schedule online collection of state environmental priorities and development of raw data into a useable report. • Engage and communicate the importance of the environmental priority request with state directors/commissioners as necessary. • Convey state priorities to ITRC Board of Advisors and Federal Liaisons. 	<ul style="list-style-type: none"> • Number of states submitting environmental priorities • Number of states participating in project proposals • Number of states providing input to the Project Proposal Process

SEP Focus Area	Summary	Metrics
III. Assisting in the Development of Usable, Quality ITRC Products	<p>Goal: Provide feedback to ITRC Teams (http://www.itrcweb.org/Team) on products throughout the project lifecycle to increase the product quality and usability. Involve states as much as possible in the team and product development to better assist in the states' acceptance and use of the product after it is released.</p> <p>POC Role</p> <ul style="list-style-type: none"> Recruit state team members for projects in which the state has an interest. Identify state reviewers and survey respondents; coordinate document reviews and state survey responses. Respond to POC networking requests. Work with ITRC teams to resolve issues during product development (e.g., during technical sessions at ITRC meetings). Coordinate participation in Internet-based training (IBT) dry runs. <p>SEP Role</p> <ul style="list-style-type: none"> Strengthen role of POCs in the project lifecycle by encouraging more interaction with ITRC teams. Support and encourage POC responses to team requests and ensure POCs have all applicable information and resources. Provide project management tools to assist POCs in managing deadlines and workload. 	<ul style="list-style-type: none"> Number of new team members referred by POCs Number of states responding to document review requests Number of states responding to surveys Number of states participating in the IBT dry run Number of states participating in project technical sessions held at ITRC meetings
IV. Assisting in the Marketing and Implementation of ITRC Products	<p>Goal: Transfer of technical information and guidance to state regulators via ITRC products to increase the effectiveness and efficiency of state agency work. Promote and market ITRC products to all applicable stakeholders. This goal includes:</p> <ul style="list-style-type: none"> Use of ITRC documents in state guidance or for state projects (http://www.itrcweb.org/Guidance). Increasing the number of state staff and other applicable stakeholders participating in ITRC training (http://www.itrcweb.org/Training). Use of ITRC products by outside parties (e.g., other government agencies, industry, academia, community groups) and fostering of partnerships with these entities. <p>POC Role</p> <ul style="list-style-type: none"> Establish a network to promote ITRC documents and training which includes both state agency/division and external stakeholders (e.g., other government agencies, industry, academia, community groups). Distribute documents and coordinate training via a professional network to increase state and external use of documents and attendance at training courses. Lead efforts to integrate ITRC products and resources into state agency planning, decision making, and guidance within the agency. Establish and facilitate a process for concurrence with ITRC documents. Identify and document ITRC successes and value within their state (http://www.itrcweb.org/SuccessStories/SuccessStories). Support and assist ITRC Teams with implementation of products as specified in the Team's Implementation Plan. <p>SEP Role</p> <ul style="list-style-type: none"> Provide tools, guidance, and resources to help POCs market and implement the use of ITRC products within the state agency and externally. Keep POCs informed and aware of ITRC activities and product development lifecycles; integrate POC work with the rest of the organization (e.g., teams, training program, federal partners, industry, stakeholders). Provide POCs with tools and processes for identifying success stories and obtaining document concurrences. 	<ul style="list-style-type: none"> Number of ways states are using a document (e.g. directly in guidance, referenced in guidance, used at a specific site, or recommended use at all sites) Number of in-house IBT viewing sessions set up Number of state regulators and non-state regulators trained Number of times a state has attempted concurrence Number of concurrences achieved per state relative to documents released Number of success story leads provided