

Feedback Session 3
Information -- IT Systems/Databases/Websites/Printed Materials/Other
September 7, 8:30-10:00 a.m., Tower Court A

Facilitators: Chet Wayland and Debbie Stackhouse, U.S. EPA, Office of Air Quality Planning and Standards

Discussion Topic: What information is needed to build successful innovative and voluntary programs? What is the best delivery mechanism for you to receive or deliver information?

Background: Communication and outreach are key components to initiating successful innovative and voluntary programs. Sharing information about existing successful programs, providing guidance and linking to similar programs across the country are only a few ways in which information can help.

This session is designed to explore the needs and benefits of information sharing to assist state/local/tribal agencies and other stakeholders in initiating, promoting and implementing innovative and voluntary programs. Attendees should come prepared with suggestions and ideas about what information, such as databases, websites or IT systems, could be helpful in assisting communities and stakeholders in developing innovative or voluntary.

We will think about this in the context of a few examples, including AirNow, an air quality report and forecast system; EnviroFlash, an e-alert system for the public; and woodstove changeout programs. Bring your thoughts about what be useful to you in promoting and initiating these programs. Also plan to share with us other voluntary/innovative programs and ideas you have for improving how these programs may be implemented.

Key Questions for Discussion:

- 1) What type of information is most needed to foster innovative or voluntary programs?
- 2) How do you find out about other innovative programs?
- 3) What information is available in existing databases or websites that could be pulled together in a central website/database?
- 4) Should EPA provide a central clearinghouse for tools and guidance for innovative programs? If so, how should that be coordinated and developed?
- 5) How do you market your own programs? Who is your audience? What are your goals (e.g., local support, funding, public taking actions, etc.)
- 6) What tools would be most helpful to you in initiating, promoting and implementing your programs?