

Multimedia Peer Center (MPC)

www.smallbiz-enviroweb.org/sba/multimedia_peer_center.html



June 2008

What is the MPC?

The MPC is an online resource center for Section 507 Small Business Ombudsmen/Small Business Environmental Assistance Programs that want to become multimedia or want to improve their programs' multimedia services. Multimedia assistance means environmental assistance (compliance and beyond) to reduce threats to our air, land, and water.

Why and How Do I Use the MPC?

Do you want to provide more comprehensive assistance to your clients? Is your program air only or does it mainly provide air compliance assistance? You can see how others do it by using the MPC. First, review MPC questionnaire responses for each participating mentor program or search for a program that matches closely to yours using the database (www.smallbiz-enviroweb.org/sba/mpc_programs_search.asp). Then, use the information online or take the next step to contact one or more of these programs for peer mentoring. Currently, there are ten participating programs waiting for your call:

- ◆ Arkansas Business Assistance Program
- ◆ Idaho Small Business Environmental Assistance Program
- ◆ Indiana Compliance and Technical Assistance Program
- ◆ Iowa Waste Reduction Center
- ◆ Kansas Small Business Environmental Assistance Program
- ◆ Michigan Environmental Assistance Program
- ◆ Minnesota Small Business Environmental Assistance Program
- ◆ Oregon Air Quality Business Assistance Program
- ◆ Texas Small Business and Local Government Assistance Program
- ◆ Vermont Small Business Compliance Assistance Program.



Small Business Environmental Home Page

www.smallbiz-enviroweb.org

Helping small businesses access environmental compliance and pollution prevention information



How Can My Program Become a Mentor Program?

Your program can become a member of the MPC if it provides multimedia assistance and you are willing to share information about it with other state programs. Joining the MPC is easy. Provide a response to 20 questions (see back) and do at least one of the following: allow your MPC questions to be posted on the web page, provide telephone and/or email assistance to other programs, allow program visits to your location, provide training to other programs, or provide other types of assistance.

Who Can I Contact for More Information?

Contact Dave Fiedler, Michigan DEQ Environmental Science and Services Division, Multimedia Subcommittee Chair, SBO/SBEAP National Steering Committee, at: 517/373-0607, fiedlerd@michigan.gov.

Supported by funding from the U.S. EPA Small Business Ombudsman Team / Office of Small Business Programs

For questions about the MPC web page, contact:

Audrey Graylin Zelanko • Small Business Environmental Home Page
Phone 724/452-4722 • Fax 724/452-5840 • zelanko@smallbiz-enviroweb.org

MPC Mentor Program Questions

www.smallbiz-enviroweb.org/sba/multimediafiles/MPC_Questions.pdf

1. Do you have a state statute, policy, MOU, or other written document that established your multimedia small business environmental assistance program (SBEAP) (SBEAP refers to the Small Business Ombudsman and/or the technical assistance program in each state)? If yes, please explain and provide a link to the document if possible.
2. How and when did your SBEAP begin offering multimedia compliance assistance?
3. Does your SBEAP provide confidential services? Explain.
4. What role does the Ombudsman play? Does the office address multimedia issues or is it strictly an air ombudsman? What agency or organization does the ombudsman work in? Please provide contact information.
5. What types of multimedia assistance does your SBEAP provide (air, hazardous waste, solid waste, water quality, other)? Describe.
6. Is your SBEAP's work prioritized? If yes, explain (e.g., media, rule, industry sector).
7. What percent of your total multimedia assistance effort is delivered through each of the following methods:
 - ◆ Direct referrals to appropriate regulatory staff (___%)
 - ◆ Personal contact with appropriate media staff (e.g., arranging meetings with regulatory staff from different media, having each program outline their respective rule requirements, following up as needed) (___%)
 - ◆ Internal SBEAP expertise (e.g., gathering all information, walking client through requirements) (___%).
8. Describe who actually provides the assistance. Is the primary role of the SBEAP staff to refer assistance requests to appropriate regulatory staff or do the SBEAP staff possess the knowledge and experience to provide direct assistance? Explain the educational background and experience level of SBEAP staff.
9. Please identify the compliance assistance tools your SBEAP provides by completing the table below. (*Table includes 5 types of tools for air, waste, water, remediation, storage tanks, emergency planning, and wetlands/land-water interface regulatory programs.) In addition, please elaborate on any of the tools and include information about compliance assistance tools not included in the table.
10. Do you have SBEAP staff members with expertise in pollution prevention/EMS, as well as regulatory compliance?
11. Are there any industry sectors for which you cannot provide assistance or can provide only limited assistance? Explain.
12. Where is the technical assistance component of your SBEAP housed (state environmental regulatory agency, Small Business Development Center [SBDC], college or university [not SBDC], other state agency)?
13. Where does funding come from for your multimedia SBEAP (air permit fees only, air permit fees plus other sources, task-specific funding, other)? What are the funding criteria? Please note that since this could be sensitive information, this is an optional question.
14. How many staff does your SBEAP have (using FTE equivalents)? Does your SBEAP have a documented performance measurement system (system to track data on activities such as web site hits, hotline/telephone assistance calls, mailings, onsite visits, publications, seminars/workshops/trainings, teleconferences/videoconferences, other)? Describe.
15. What have been the benefits of providing multimedia versus air only assistance? Have you performed any cost benefit analyses? Describe your successes.
16. Provide an overall link or links to your online multimedia assistance web page(s), checklists, calculation spreadsheets, guidance, factsheets, publications, and contacts.
17. What kind of peer assistance (for other SBO/SBEAP programs) is your SBEAP willing to contribute at this time (information provided here only, telephone/email assistance, program visits, training, other)?
18. Please list the industry sectors that you assist/have assisted most, and feel you have "expert" knowledge about. If possible, use the industry sector examples below to categorize. (*20 industry sectors listed.) You may also be specific, include additional details, or write in a category that is not listed. In addition, please provide contact information for each industry sector "expert."
19. What is your advice to other SBEAPs who want to become multimedia programs? What particular challenges did you face evolving into a multimedia program and how did you overcome them?
20. Provide contact information for peer assistance with your SBEAP.

Audrey G. Zelanko • Phone 724/452-4722 • Fax 724/452-5840
zelanko@smallbiz-enviroweb.org

 Concurrent Technologies Corporation

