Outline for the Next Hour

• Intros and group discussion
• Outline of EcoBiz project
• Quick group activity & report out
• Discuss lessons learned from EcoBiz outreach work
• Questions
PSU’s Community Environmental Services
Certifications to date:
• 91 Auto Repair & Body Shops
• 17 Carwashes
• 24 Landscapers
• 29 Public agencies/parks depts.
Grant Programs for Pollution Prevention

- **Pollution Prevention Grant Program**
- **Pollution Prevention Information Network Grant Program (PPIN)**
- **Source Reduction Assistance Grant Program (SRA)**

**Pollution Prevention Grant Program**

This program funds grants/cooperative agreements that implement pollution prevention technical assistance services and/or training for businesses and support projects that utilize pollution prevention techniques to reduce and/or eliminate pollution from air, water and/or land.

In fiscal year 2015, EPA has approximately $3.97 million to award P2 grants.

**Quick facts for P2 Grants**

- **Eligibility:** State governments, colleges and universities (recognized as instrumentalities of the state), federally-recognized tribes and intertribal consortia.
- **Match requirement:** 50 percent match; for tribal governments that place P2 grant activities into
Uneven Development of the Sustainable City: Shifting Capital in Portland, Oregon

Erin Goodling
Portland State University, erin.goodling@pdx.edu

Jamaal Green
Portland State University, jamgreen@pdx.edu

Nathan McClintock
Portland State University, n.mcclintock@pdx.edu

Contesting Sustainability: Bikes, Race, and Politics in Portlandia

Amy Libitov
Portland State University, a.libitov@pdx.edu

Thaddeus R. Miller
Portland State University, t.miller@pdx.edu
Form into groups of 4-6 and strategize:
You are performing outreach to an auto business in East Portland. What is included in your “elevator pitch”? Think most important aspects to convince them to participate in the program.
EcoBiz Program Benefits:

- Free advertising
- Searchable business listing on EcoBiz Website
- Prestige of an award
- Meeting high sustainability standards
- Free equipment
- Translation of basic city & env. policy
- Advice on efficiency & cost savings
- Trusted/reliable source of information & assistance
Spill Response Procedures

1. Contain spill with materials in spill kit located

2. Absorb and collect all liquid spill residues.

3. Place clean up debris in 55-gallon drum or container located

4. Contact ________________ the shop emergency coordinator, at
   ____-____-_______ to provide notification of spill and receive
   further guidance.

5. If spilled liquid escapes from shop and/or is released to the
   environment or sanitary sewer, call the following emergency
   numbers:

   Clackamas County Water Environment Services (WES):
   503-741-4567 (Mon-Thurs, 7:30am - 5:30pm)
   After hours, call 503-655-8211 (non-emergency) or 911 (emergency)
   and ask dispatcher to notify WES
   Additional contacts:
   State of Oregon Emergency Response System 1-800-452-0311
   Clean Water Services 503-681-3600, ask for Source Control

Spill kits & spill response training = tangible & achievable
Better Brakes 4 Less
Recommendations for EcoBiz Certification

High-standards recommendations & up-front equipment investment= not as tangible or achievable
One-Way Approach to Outreach
Dr. Randy Stoecker
Dept. Rural Sociology
University of Wisconsin
Community-Based Approach to Outreach
EcoBiz Program Benefits:

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- Searchable business listing on EcoBiz Website
- Prestige of an award
- Meeting high sustainability standards
- Free equipment
- Translation of basic city & env. policy
- Advice on efficiency & cost savings
- Trusted/reliable source of information & assistance
Understanding the Community

**Barriers**

- Language barriers
- Time constraints
- Financial stressors
- Lack understanding of P2
- Disconnect from PDX “greenie” culture

**Opportunities**

- Bilingual outreach/materials
- Prioritize key message
- Free, useful equipment
- Simple, explicit language
- Repeat, repeat, repeat
Follow-up survey

- Appreciated free equipment & advice

- For many businesses, first interaction with “public employee”

- Most indicated they would have appreciated more return visits
Limitations & Opportunities: Community Partnerships

Please visit our Cully Park Website

Division Midway Alliance For Community Improvement

Rosewood
Story: the Angry Neighbor’s Son

Lesson: Our outreach work is meaningful, even if we don’t always realize it.

Questions?