



Enforcement and Emergency Response Division Public Engagement Strategy

The Enforcement and Emergency Response Division's Public Engagement Strategy is a guide for the Department of Toxic Substances Control's Enforcement Program to increase public education and public participation in decision-making processes.

The Mission of the Enforcement and Emergency Response Division is to protect human health and the environment through consistent and timely investigations, enforcement and emergency response.

Background

The Department of Toxic Substances Control's (DTSC) Enforcement and Emergency Response Division (EERD) is committed to the continuing support of effective public engagement practices to ensure opportunities for participation in DTSC's decision-making processes. EERD aims to keep stakeholders informed and take public concerns into account when setting inspection and enforcement priorities.

Technological advancements have created a demand for new and improved communication methods and techniques. EERD will seek opportunities to develop community-specific outreach strategies that engage all stakeholders, including impacted communities.

In 2015, [AB 1071](#) (2015) required each board to establish a policy that “includes a focus on engaging community-based organizations through an accessible and open public process” and the DTSC Independent Review Panel's (IRP) 2016 [survey results](#) indicate the need for an Enforcement Public Outreach Plan. In addition, the [IRP Fourth Report to the Governor](#) (2016) made the following recommendations to improve EERD's public outreach: develop and finalize an Enforcement Public Engagement Work Plan and Public Participation Manual by December 31, 2017; establish long-term relationships between public outreach staff members and community members and organizations.

In 2017, DTSC presented the [Enhancing and Modernizing Public Outreach & Engagement Strategies at the California Department of Toxic Substances Control](#) (Report). The Report, developed in collaboration with the University of California, Davis, provides DTSC with recommendations for enhancing the Enforcement Program's public participation practices.

EERD's public engagement efforts will align with California law, academic research results, and IRP recommendations. DTSC's [2014-2018 Strategic Plan](#) identifies the following objectives to address the issues concerning external engagement:

Objective 5.1: Provide the public with clear, accessible, and timely information to build trust in DTSC decision making and foster an understanding of how DTSC's work benefits the public and the environment.

Objective 5.2: Make DTSC's web site and social media tools useful, accessible, and reflective of the needs of communities, the public, and DTSC's other stakeholders.

Objective 5.3: Develop and implement a process for regular public meetings to obtain broad-based public input on various DTSC projects and proposals and to better inform stakeholders concerning DTSC's programs and activities.

Objective 5.4: Develop and implement an engagement strategy for impacted communities that aligns with program initiatives and community needs.

Objective 5.5: Develop/update DTSC's communication guidance documents (i.e., public participation guidance, community advisory group guidance, environmental justice action plan, tribal affairs guidance, media guide, and writing guide) using a publicly transparent process; and ensure guidance documents align with Cal/EPA and U.S. EPA guidelines, as appropriate.

Objective 5.6: Integrate DTSC's public participation strategies and activities into the site cleanup and hazardous waste management programs, including the use of cross-program workgroups.

Objective 5.7: Develop and implement strategies to engage in a statewide dialogue to obtain ideas and input from DTSC's network of partners (including communities, the public, other government agencies, and other stakeholders) concerning DTSC's initiative to maximize the reduction in the state's hazardous waste by 2025 so as to reduce California's dependence on hazardous waste landfills and protect all impacted communities.

Objective

The objective of EERD's Public Engagement Strategy is to meet or exceed outcomes prescribed in the 2015-16 Budget Change Proposal (BCP) - Improving Enforcement Performance by:

1. Clearly communicating the inspection and enforcement process to stakeholders and the community.
2. Incorporating community engagement and education in setting inspection and enforcement priorities.

Strategies and Outcomes

The following is a summary of the strategies and outcomes EERD will use to meet or exceed the outcomes stated in the BCP.

STRATEGY 1: Continually enhance and evaluate EERD's public EnviroStor website to ensure it is readily accessible, current, and provides the public with desired content.

- ✓ Complete numerous enhancements to EERD's public EnviroStor, as stated in the [Improving Enforcement Performance Work Plan](#) [2014 – present].
- ✓ Redesign Public EnviroStor Website – Create a single facility page to merge facility, enforcement, and corrective action information for treatment, storage, and disposal facilities. Restructure the layout of existing site/facility data.

- ✓ Host public webinars to encourage public comments and recommendations to make the public EnviroStor website more user friendly [2016 - ongoing].
- ✓ Upload past inspection/enforcement documents to EnviroStor [2010 to present].
- ✓ Develop guidance for uploading inspection/enforcement documents to EnviroStor: including the “Roles and Responsibilities” for data managers, staff, and supervisors to ensure data is uploaded correctly and in a timely manner, and does not contain confidential information [target completion date December 2017].

OUTCOME: Continual EnviroStor evaluation and improvements to ensure inspection and enforcement information is readily available to the public.

STRATEGY 2: Increase public communication and community education.

Completely redesign EERD’s public website:

- ✓ Update EERD’s public website so it is easier to navigate and ensure the content is meaningful and current; update expired links.
- ✓ Create and upload a detailed mapping of the inspection and enforcement process [target completion date September 2017].
- ✓ Update and develop multi-language fact sheets, FAQs, and additional EERD information [target completion date July 2018].
- ✓ Create and upload an EERD contact list including name(s), email address, and telephone number to empower the public to make inquiries.
- ✓ Monitor and evaluate visits to EERD’s website to help guide efforts to continually improve its content.

Utilize various media to communication with the public.

- ✓ Activate and maintain an EERD List Serve account for frequent communication.
- ✓ Post public events to the DTSC Events Calendar, Facebook, Twitter, IVAN Network website, etc., and upload public participation photos from past events.
- ✓ Identify impacted community’s desired method of communication.
- ✓ Distribute surveys, brochures, and educational resources to the public.

OUTCOME: Provide the public an avenue for effective communication and engagement with EERD.

STRATEGY 3: Identify and develop analytical tools to prioritize enforcement efforts.

- ✓ Utilize CalEnviroScreen to identify impacted communities.

- ✓ Utilize the new Online Complaint System to prioritize enforcement activities.
- ✓ Implement Lean Six Sigma recommendations for improving prioritization of EERD activities.
- ✓ Consider public feedback in prioritizing enforcement activities.

OUTCOME: Provide consistent, objective strategies that support EERD's enforcement decisions.

STRATEGY 4: Develop long-term relationships with community leaders and organizations who work closely with impacted communities. Build trust between EERD and affected communities.

- ✓ Collaborate with the DTSC's Permitting Division and Office of Public Participation and Public Relations to conduct surveys, workshops, and public outreach on a frequent, consistent, and ongoing basis.
- ✓ Perform in-person interviews with community groups and community leaders.
- ✓ Provide informational bulletins to communities near inspection and enforcement activity sites.
- ✓ Follow-up with the public; inform community members of how their feedback was incorporated.

OUTCOME: Build trust and maximize sharing of information between EERD, impacted communities, and the public.

List of Documents Reviewed

- Adkins, T. and Garcia, E. (2015, October 8). Assembly Bill No. 1071 Supplemental environmental projects. Retrieved March 1, 2017, from http://www.leginfo.ca.gov/pub/1516/bill/asm/ab_10511100/ab_1071_bill_20151008_chaptered.pdf
- California Department of Toxic Substances Control. (2014). 2014-2018 Strategic Plan Fixing the Foundation – Building a Path Forward. Retrieved April 6, 2017, from https://www.dtsc.ca.gov/InformationResources/upload/Strategic_Plan_2013_Web.pdf
- California Department of Toxic Substances Control. (2016, October 24). DTSC Independent Review Panel Fourth Report to the Governor and Legislature Pursuant to Health and Safety Code Section 57014(f). Retrieved April 20, 2017 from <https://www.dtsc.ca.gov/GetInvolved/ReviewPanel/upload/DTSC-Independent-Review-Panel-Fourth-Report-to-the-Governor-and-Legislature-Pursuant-to-HSC-Section-57014-f-2.pdf>
- California Department of Toxic Substances Control. (2017). Improving Enforcement Performance Work Plan. Retrieved June 23, 2017.
- California Department of Toxic Substances Control. (2016, September 9). Public Outreach Recommendation Ideas for Discussion as of September 9, 2016. Retrieved March 13, 2017, from <http://www.dtsc.ca.gov/GetInvolved/ReviewPanel/upload/IRP-Public-Outreach-Recommendation-Ideas-for-Discussion-September-9-2016.pdf>
- California Department of Toxic Substances Control. (2011, October). Public Participation Manual. Retrieved March 1, 2017, from <http://www.dtsc.ca.gov/LawsRegsPolicies/Policies/PPP/upload/DTSC-PublicParticipationManual.pdf>
- California Department of Toxic Substances Control. (2016, September 7). Results of Independent Review Panel August 2016 Survey of Selected Individuals on Their Recommendations to Improve DTSC Programs. Retrieved March 13, 2017, from <http://www.dtsc.ca.gov/GetInvolved/ReviewPanel/upload/IRP-August-2016-Survey-Results.pdf>
- University of California, Davis Extension. (2016, January 13). Enhancing and Modernizing DTSC's Public Outreach & Engagement Strategies. Retrieved January 31, 2017 from <https://www.dtsc.ca.gov/GetInvolved/ReviewPanel/upload/Enhancing-and-Modernizing-DTSC-s-Public-Outreach-Engagement-Strategies.pdf>