

Regional E3 NW Meeting Notes

September 20, 2011

Agenda Summary

- Why we're here, Introductions, Outcomes
- Building a Model E3, E3 Tools
- E3 Video Competition
- Additional E3 Tools and what we need from DOC and EPA
- E3 Northwest Time Capsule

Outcomes

1. Develop a shared understanding of E3 NW common purpose.
2. Align our agencies @ state level to offer client services.
3. Build relationships & foster effective collaboration.

Good for Me, Us, World

"Me" (my affiliation):

- Caro – momentum!!!
- Eric – Delegate
- Mary – Collaborate, open doors to partnership, support my centers, new partners and places, fishing repair riparian
- Dan – superhero!
- Chris – new and invigorating
- Scott – put something on the ground
- Dom – more opportunities for waste (I am thinking he means new projects for handling it or lessening it, not creating more of it ☺)
- Dave - better gov't => networking
- Kim – saving \$\$\$, new ideas; Tom – be more creative
- Tom- my project used for training
- Bob - great people collaborate; Josh – collaboration
- Chad – understanding others' views
- Crys – busy people are happy people; Hugh – work is satisfying
- Gabr. – Fun!!!
- Ken – Kids, companies' survival
- Jona. – define my role

- Vicki – creating a btr.(better?) us
- Peter – workforce possibilities, create more GreenStar opportunities
- Christine – Gov't. and private sector together
- Seth – Jobs, jobs, jobs, local manufacturing
- Ben - Lifelong learning; Julie – learning from others; Cheryl – learning; Michelle – new skills
- Brian – Hearing from my customers; Paula – service to customers
- Craig – Outreach, find customers
- Pete – environment first!!!
- Nata. – learning, find a job, networking, collecting data

“Us” (this group/E3):

- Create opportunities
- Collaboration: more effective collaboration/learning; opportunity for collaboration; collaboration => great things happen; collaborations and partnerships; value of collaboration, future linkages; model for collaboration
- Collect/unify results; generating results – “this works!?”; data collection and sharing
- Learn from each other/open our eyes; bouncing ideas off each other
- Building unique model for E3 National
- Chance to do what’s practical/visible
- Cleaner scarce resources (water/air/land)
- Leveraging resources – agencies/companies
- Implement; developing best practices for implementation
- Networking; collaboration and networking
- Discovering synergies via case studies; creating integration of ideas, unity of ideas (synergies); sharing ideas; incredible synergy growing
- Projects that are working; sharing/learning what works (so don’t repeat mistakes)
- Crystallize ideas – focusing
- Better outcomes for jobs
- Using increase understanding to support each others’ goals
- Community of practice => results and sustainability
- Shared successes; sharing and motivating each other based on successes
- Find successful efficiencies
- Creating a better world

- Stabilize trust between partners
- Jobs – local employment, business retention and expansion – JOBS!
- Cooperation – not “cannibalizing” each other
- Efficient intervention at company level
- Integrated and coordinated Service Delivery Model

“The World” (Mother Earth):

- Tackle really big problems
- More productive, less impactful; Productivity and environmental outcomes; Prevention future env/econ cleanup and spreading ideas
- Increase everybody’s awareness
- Common sense
- Bring energy to everybody
- Benefit environment, create jobs, and create sustainable, viable companies
- Environment and productivity come together, not polar extremes
- Increase viability and competitiveness using E3; Keep business competitive and in the USA
- Increase awareness of opportunities/challenges in manufacturing
- Improve everyone’s productivity and bring costs down
- Contributing to global knowledge base
- Sustainable prosperity; Sustainability; Create more sustainable economic model – as sustainable as possible; Sustainable and prosperity; Leading sustainability; Community, sustainable prosperity
- Leave the world a better place; Opportunity to be sustainable legacy for children; Right thing to do. Future generations enjoy environment; Leave a better environment/economy
- Marry environment with ecology – new approach
- Improve environment
- Set an example for other countries/cultures; Exporting concept of efficiency/environment beneficial; Sharing with other cultures what works
- Long term sustainability pro-business & manufacturing; Proving that manufacturing and sustainability are not exclusive – can inc. (incorporate/include?) standard of living
- Jobs; Jobs, creating template for sustainable/clean manufacturing process; Jobs, prosperity globally

- Reduce consumption of everything to survive!; Do more with less; Reducing resource extraction
- More fish!



E3: ECONOMY - ENERGY - ENVIRONMENT
 SUPPORTING MANUFACTURING LEADERSHIP THROUGH SUSTAINABILITY

E-3 Northwest: Assistance Tools

Client Development

- Utilities
- MEPs
- IACs
- EDCs
- SBDCs

Technical Assessment

- Lean Manufacturing MEPs (NIST, DOC)
 - o 59 Centers, 1,600 Field staff in 440 service locations
- Product Development, MEPs (NIST, DOC)
- Quality ISO, Six Sigma, MEPs (NIST,DOC)
- Lean and the Environment, State Pollution Prevention Technical Assistance Providers – (EPA)
- Energy Audits (IACs , DOE, State Energy Offices, Utilities)
 - o 26 Industrial Assessment Centers (IACs) conduct energy audits
- GHG Calculators (EPA Climate Leaders)

Implementation/Financing Support

- Economic Development Administration Grants (DOC)
- Workforce development grants with energy focus (DOL)
- Utility Rebates/Financing (Utility)
- Loan Guarantee Programs SBA 7 (a) and 504 loans (SBA)
 - o General equipment and working capital loans up to \$2 million
 - o Manufacturers' equipment financing up to \$10 million
- Business Consulting (loan packages, financial analysis, marketing, business planning, operations and commercialization) SBDC (SBA)
- _____
- _____
- _____

Training and Continuous Improvement Support

- Workforce Development Grants (DOL)
- Career Awareness and Work Experience (worker pipeline information from employers) (DOL)
- Apprenticeships – underutilized (DOL)
- Green Skills Certification (DOL)
- One Stop Career Center (DOL)

- Green Job Training Grants (DOL)
- Business Management Training (SBDC)
- Customized training DOL covers up to 90%
- Customized training for current workers through community colleges (DOL)
- State discretionary resources for incumbent worker training/re-training (DOL)
- On the Job Training reimbursement up to 90% for 6 mo. – lay-off aversion (DOL)
- Work Opportunities Tax Credit (funding for employers) for targeted groups (DOL)

Additional Client Development Tools

- Environmental agencies as technical experts or topic-specific assistance, (By David Livengood, DEQ)
- Energy Extension, NEAA/MEP Energy Support Project, Vocational/Universities, (PPRC, Can't offer these, Just Suggesting)
- Source for Small Business typically Haz Waste generation types working on P2/Sustainability (Dentists, Dry Cleaners, Landscapers, Manufactureres, Medical & Vet Clinics/Hospitals, Colleges, Automotive, etc. Nail Salons, Janitorial..(By Laurel Tomchick, King County EnviroStar)
- Multi County Organization=Washington, Jefferson, King, Kitsap, Pierce, Skagit, Spokane, Whatcom, ..(By Laurel Tomchick, King County EnviroStar)
- Industry Trade Groups (By Ben Jarvis IDEQ)
- Universities, E.g., Boise State (Design Thinking)
- Partner with State Dept. of Energy to integrate priorities into E3 projects/services (By David Livengood, DEQ)
- Business Consortium (HPEC) Portland Area, Trade Organisation, (By PPRC)
- OMEP Client Development, Network Access to resources, Ongoing Support, Helping Make Visible the Benefit Model for Engagement.
- State Energy Office e.g. WSU Extension Energy Program, Industrial Folks (By Chris Love, WSU)
- Green Star, Technical Assistance, Recognition & Trust in Label

Additional Assessment Tools

Green Star:

- Providing monthly workshops for businesses on Green Ideas and initiatives.
- Site assessments
- Online Tip Sheets anyone can access
- Referrals
- “Safe” alternatives for businesses to utilize for tech assistance support

David Livengood ODEQ:

- Provide TA services that further support E3 efforts, such as specialties (e.g. GHG assessments, carbon reduction, LCA, HW, small business assistance)

Hugh O'Neill WDOE:

- Env/Ecology Assistance includes: water conservation, water efficiency, through WA Ecology “TREE” Team.
- “Local Source Control” – thousands of small business site visits around Puget Sound and Spokane, WA. Could be a vehicle to deliver simple Lean//Env/Energy training assistance

Laurel Tomchick, King County EnviroStars (multi county org = Washington: Jefferson, King, Kitsap, Pierce, Skagit, Spokane, Whatcom)

- P2/sustainability/"Greener" practices/health & safety assistance for small businesses

Scott Lamb WDOE – small assessment projects

Michelle Gaither, PPRC:

- Post project environmental metrics quantification
- ✓ GHG project level reductions
- ✓ Potential “missed environmental savings” (e.g., EMFACT calculator)

Steve Hatten:

- Energy Audits
- SBDC – small companies
- Universities (e.g., Integrated Design Lab U of Idaho)

Barbara Larson/How Turner EPA:

- Energy Star (benchmarking, training, information, resources)

Dan Ferguson, WDOE (425-649-7067):

- WA Dept of Ecology – TREE Team – Energy audits, air leak detection, IR Detector (for heat losses)

John Earl:

- By-products synergy groups

PPRC can offer (Michelle Gaither):

- Pre-assessment “research” on process or industry specific opportunities prior to site walk through

Additional Implementation/Financing Tools

OMEP Bill Paugh:

- Access to grant programs
- Coordinate with stakeholders to ease burden with target company

Tom Cope, OR Community Colleges:

- Private Foundations – particularly focused on “rural families, development, children” who benefit from stable jobs and local economic development, etc.
- If: one outcome of intervention is “local stability” – then could be possible

Laurel Tomchick, King County EnviroStars:

- Financial assistance for small businesses to kick start P2 related changes
- King County \$500 (\$20K for dry cleaners to move away from PERC)
- EnviroStars/voucher incentives

Kim Koval Green Star:

- Marketing the client’s story

Steve Hatten Northwest Food Processor’s Assoc.

- Grant appl
- Grant \$

Additional Training Tools

- Technical Assessment, Implementation, Training; Food Safety, MEPs, (By Steve Hatten, of Techhelp)
- JOB Referrals, Retention, On-The Job-Training, Incumbent Worker Training
- E3 Implementation “Models” and “Ideas” from the National Experience (By Bob Drake, EPA)
- Energy Efficiency Building Consulting & Analysis (By Howard Turner, EPA Region 10)
- Training, Planning, and Implementation, Export-ExporTech (Idaho DEC) (By Steve Hatten, TechHelp)
- MEP Training and Continuous Improvement Support; Customized Training, Lean Certification, E3 Training and Practicum
- Regional E3 “Roundtable” Meetings, (Bob Drake, EPA Regional 10)
- Training and Continuing Support; 1). Industry Sector/Skill Panels-combine Industry + Training to Broker Solutions to Needs, Workforce Development Councils, 2.) Employee Skills Assessment, 3).Workplace Literary (sic. Probably meant Literacy) Training, 4.)Employee Recruitment + Referrals, 5.) Training program Graduates.

E-3 Tools – Not associated with client development, assessments, financing/implementation and workforce training

Who	Affiliation	Tool
Eric Downey	AMEP	E-3 grant proposal example with budget and 3 stage roll-out Lean and green overview power point presentation Comprehensive business assessment tool (modified edge tool from Alabama MEP - ATIV)
Tom Turner	ADEC	Private Sector Resources like business associations and manufacturing organizations
Tom Turner	ADEC	Data collection
Gabriela Carvalho	EPA R10 Compliance Assistance	Regulatory compliance information and assistance
Mary Fabien	Research Technology Enterprise Initiative, UW, Kaufman Foundation	Planning and implementing open source innovation projects

Case Study Debrief/Additional Resources

1. Language translation needs to train workforce in changes. (List Agencies?)
 - a. Resource: community college courses, special contacts
 - b. LEAN English essentials (conel??? See this word)
2. Managing contracts with client that involve a number of providers/some who change, some who don't.
3. Import (Impart? Impact??) Feasibility Tool to set priorities
4. Consulting Skills-meeting clients where they want to start.
5. "Willing Workers"
 - a. Frontline people are a resource for improvements-suggesting and implementing.
6. "A Map" a tool to be able to go to the work Entry, "building/designing" a relationship with the client.
7. Suggest going to site and do a (minimum 2-day) walkthrough , a grounded assessment and build relationships with client
8. Peer approach within the industries.
9. Economic Development Council coordinate 1st meeting also know who is the decision maker within the business.
10. Distinguish technical fixes from social/behavior fixes.
11. EE involvement: profound knowledge and buy-in for implementation.
12. Workforce Improvement, Relationship Building with sponsor within clients' organizations.
13. Support leadership development of project sponsor and manager.
14. Don't assume that understanding the relationships are well established, both with clients and within their organizations.

Case Study Discussion Ideas

1. First Step?
2. Opportunity Assessment
3. Prioritization/Coordination
4. Funding? How used?

Debrief: Case Study

1. How did you approach this
2. Similarities/Differences
3. Value-added combining services
4. Who else needs to be at the table
5. Additions to the Banner

Case Study Table 1, Report Out

1. Contact Customer-schedule informal walk-through.
2. Conduct informal walkthrough.
 - a. Investigate competitive issues?
 - b. Find “pain points”?
 - c. Learn processes?
 - d. What does PM look like?
 - e. Who (decision makers) to follow up with?
 - f. Timing/Duration= Day 1/8hrs.
3. Financial Discussions (service cost, funding opportunities).
 - a. Determine real value of fixing problem?
 - b. Who/what/where will funding come from?
 - c. Timing/Duration= Day 10/one week/8hrs.
4. Value Stream Map (VSM) and Formal Assessment.
 - a. Process, energy, and environmental impacts?
 - b. Timing/Duration= Day 15-30/two weeks/40hrs.
5. Prioritization and Planning.
 - a. Frank discussion about issues?
 - b. Timing/Duration= Day 31 /4hrs.
6. Identify any and all partners needed.
 - a. Timing/Duration=Concurrent.
7. Plan and execute Kaizen event(s).
 - a. Worker training and involvement?
 - b. Timing/Duration= Day 30-90/two-four events/20hrs each.
8. Quantify results.
 - a. Measure savings and improvements?
 - b. Timing/Duration= Day 120/8hrs.
9. Adjust as needed.
10. Publicity.
 - a. Both company and project?
 - b. Timing/Duration= Day 1, 90,120.

Case Study Report out by Table 2

1. Initiate client contact with a cautious approach.
 - a. Have you thought about the goals for this company
 - b. What are they?
 - c. Keep the company long-term or sell soon?

- d. Does the CEO agree that this effort make sense?
 - e. What are her priority challenges?
 - f. Is she a hands-on manager?
 - g. if not engage her manager.
2. CEO needs to crest her internal team, bring in supervisors.
 - a. Work with internal leaders, get them engaged
 - b. Avoid any staff nervousness about the new CEO
 - c. She should spend time in internal relationship building
 3. NEXT put together her assistance team
 - a. MEP.
 - b. Green Providers.
 - c. DOL, workforce development.
 - d. SBDC
 4. After assessment, how big is this project?

Oregon Time Capsule

1. Coordinated OR E3 effort
 - a. Lead (DEQ) id players @ nighttime-
 - b. big outreach component- more concerted effort
 - c. Cross function
 - d. R & R's defined
2. Comprehensive clearing house of tools and (serie0 look at this word ?????) providers.
3. More political/public funds to E3-
 - a. Jobs component to raise business awareness
4. Symbol of this year's energies= \$1USD Dollar Bill

Washington Time Capsule

1. Marketing that enrolls more companies to participate.
2. Strengthen private/public partnerships
 - a. Make a network
3. Centralize Resources
 - a. Education
 - b. Marketing
 - c. PPRC volunteered
 - d. NW focused
4. Symbol of this year's energies= Greek Symbol for Energy= n

Alaska Time Capsule

1. Sustainable Funding
 - a. DDL grant
 - b. Green skills for training
 - c. Denali funding

2. Synergy of organizations, working together
 - a. E.g. breweries engaged in E3/LEAN
3. Improved data collection
 - a. Business
 - b. Environmental/E3
4. Symbol of this year's energies= symbol of a FISH, shout out "FISH ON" meaning a lot of energy, everyone clear away to avoid tangling fishing lines
 - a. Funding
 - b. Informative Data
 - c. Standardize process
 - d. Holistic approach

Idaho Time Capsule

1. A real E3 project with longer engagement with a client
2. Engage all three expertise's in one project
 - a. Environment
 - b. Economy
 - c. Equity
3. Funding, engage with IAC to subsidize funding
4. Symbol of this year's energies=Newspaper article on a successful E3 project

What do you want/need from EPA and DOC?

Who	Affiliation	Need
Hugh O'Neil	Ecology	Help with developing quick, efficient, superior proposals Need industry associations as partners
Howard Turner Barbara Larson	EPA R10 Energy Star	Leads from companies, agencies on buildings needing Energy Star services
Nigel Moore	Impact Washington	Better understanding of what each partner can offer an E-3 project.
Deborah Taevs	PPRC	Partnerships, tools and approaches for E-3 projects in Oregon. Models that can be replicated in Oregon.
David Livengood	ODEQ	Support for broader chemical policy, testing and demonstration of new technologies relating to energy efficiency and P2 – Then dissemination to state and local TA programs.
John Earl	Canyon Creek	New contacts, Ideas about other ways to deal with issues, resources for future projects.
Tom Turner	ADEC	Data collection, methods, calculators, numbers
Hugh O'Neil	Ecology	DOE, EPA, Commerce, DOL SBA Pot of money - RFP where E-3 projects are eligible for funding
Mary Fabien	Research Technology Enterprise Initiative, UW, Kaufman Foundation	Vibrant Regional Innovation Ecosystem
Barbara Larson	EPA R10 Energy Star	Develop National E-3 website for centralized information and resource storehouse.
Eric Downey	AMEP	Workforce Training DOL grant proposal template/example Example of using DOE Quick Plant Energy Profiler (PEP) Green Skills workforce development curriculum outline Success stories and accountants who have used the building energy efficiency tax deduction.
Josh Sherwood	Green Star	Best practices from other R10 states New ideas about engaging businesses dialogue regarding E3 Partnerships and collaboration Standardization of E3
	Green Star	Improve business bottom line while protecting the environment.
Kim	Earth Friendly Products	Lean Manufacturing Assessments Green Skills Certification Green job training grants
Kim Koval	Green Star	More defined framework Standardized brand for businesses – recognition for businesses Standardized data collection dump Marketing the message/social media/videos/earned media
Kim Koval	Green Star	Funding Skin in the game (from whom?) Green Star wants to work on supporting stakeholders and providing tech assist.
		Workforce skills for lean and the environment programs
David Livengood	ODEQ	Oregon DEQ staff to support E3 efforts while balancing other priorities

