

# **Increasing Participation in Pollution Prevention Programs in North Carolina**

**Prepared for:**

**The Division of Pollution Prevention and Environmental  
Assistance  
North Carolina Department of Natural Resources**

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# Executive Summary<sup>1</sup>

**Policy Question:** *How can the state of North Carolina increase participation of businesses in voluntary state-sponsored pollution prevention programs?*

## Recommendations (p. 17)

We recommend that the Division of Pollution Prevention and Environmental Assistance (DPPEA), located within the Department of the Environment and Natural Resources (DENR), work with the Department of Commerce (Commerce) to implement the following recommendations in immediately: (1) develop and implement a defined communication and outreach strategy, (2) make the DPPEA website more user-friendly, and (3) discount the cost of express permitting for Environmental Stewardship Initiative (ESI) participants. In the long term, once DPPEA has improved its outreach and communication, we recommend that DPPEA hire additional technical staff and institute a revolving loan program.

## Problems (p.2)

The lack of communication between DENR and Commerce and the lack of outreach from these agencies to businesses pose significant barriers to increasing participation in state-sponsored pollution prevention programs. These problems are compounded by two common misconceptions held by the business community: (1) investing in environmental programs does not yield financial benefits and (2) forming a relationship with DENR will result in increased violations and fines. In addition, businesses who are interested in participating in voluntary pollution prevention programs face further hurdles. In some cases, they lack the capital to make the necessary investments reduce pollution; in other cases, they are in need of technical assistance in order to make those changes.

These problems result in missed opportunities for the State and businesses to work together to prevent pollution.

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<sup>1</sup> *This student paper was prepared in 2007 in partial completion of the requirements for PPS 304, a course in the Masters of Public Policy Program at the Terry Sanford Institute of Public Policy at Duke University. The research, analysis, and policy alternatives and recommendations contained in this paper are the work of the student team who authored the document, and do not represent the official or unofficial views of the Terry Sanford Institute of Public Policy or of Duke University. Without the specific permission of its authors, this paper may not be used or cited for any purpose other than to inform the client organization about the subject matter. The authors relied in many instances on data provided to them by the client and related organizations and make no independent representations as to the accuracy of the data.*

## **Four Criteria (p. 5)**

The following criteria were used to evaluate the alternatives:

1. Increase participation in pollution prevention programs.
2. Minimize costs to the State.
3. Improve communication between DENR and businesses.
4. Improve communication between DENR and Commerce.

## **Six Alternatives (p. 6)**

The six alternatives that DPPEA could implement are broken down into two categories: (1) promoting pollution prevention programs and (2) engaging the business community.

### Promoting pollution prevention programs

1. Develop and implement a defined communication and outreach strategy
2. Make the DPPEA website more user-friendly

### Engaging the business community

3. Discount the cost of express permitting for ESI participants
4. Institute a revolving guaranteed loan fund
5. Increase DPPEA technical assistance staff
6. Create and utilize a corps of retired pollution prevention specialists to provide technical assistance to businesses

## Analyzing the Six Alternatives (p. 12)

The following outcomes matrix summarizes our analysis of the six alternatives based on the four criteria:

### Outcomes Matrix

Category	Responsible Party	Alternatives	Criteria			
			Increase Participation	Minimize Cost	Improve Communication (DENR and Businesses)	Improve Communication (DENR and Commerce)
Promoting Pollution Prevention Programs	DENR and Commerce	1: Communication & Outreach Strategy	√√	√	√√	√√
	DPPEA	2: User-friendly DPPEA website	√	√√	√√	X
Engaging the Business Community	DPPEA	3: Discounted express permits	√√	√	√	X
	DENR and DPPEA	4: Guaranteed revolving loan fund	√√	X	X	X
	DPPEA	5: DPPEA technical assistance staff	√	√	X	X
	DPPEA	6: Team of retired specialists	√	√√	X	X

Key: X – Does not meet, √ - Meets , √√ - Highly Meet