

# Improve the Coordination of Publications

Team Sponsors: Amey Marrella, Susan Frechette,  
Graham Stevens



State of Connecticut  
Department of Environmental Protection  
Amey Marrella, Commissioner

November 2010



Team Champion: Dennis Schain

Team Leader: Kim Czaplá

Team Members: Naomi Davidson, Kevin Barrett, Tom Ouellette,  
Kathy Herz, Brian Golembiewski, Judy Prill, Diane Ifkovic

# Project Team Charter

## Scope:

Identify opportunities for efficiencies and more effective promotion of key agency “messages” through a coordinated publications strategy.

# Project Team Charter

## Opportunities for Improvement:

Several programs regularly produce publications without coordination of content, production or distribution.

## Learn Before You Burn

As the nights get cooler, smoke from burning wood may be a common smell in your neighborhood. Wood, a locally-produced renewable natural resource, has been warming Connecticut families for centuries.



The Wastebusters test wood stoves in DEP's new video.

Although the smell of wood smoke may be pleasant to some people, **the smoke itself contributes to air pollution and can cause negative health effects.** It contains small airborne particles (particulate matter) which can become lodged in your lungs, making breathing difficult and leading to more serious short-term and chronic health problems — especially for people with asthma, respiratory or heart conditions, or other illnesses. Wood smoke also contains harmful gases, including:

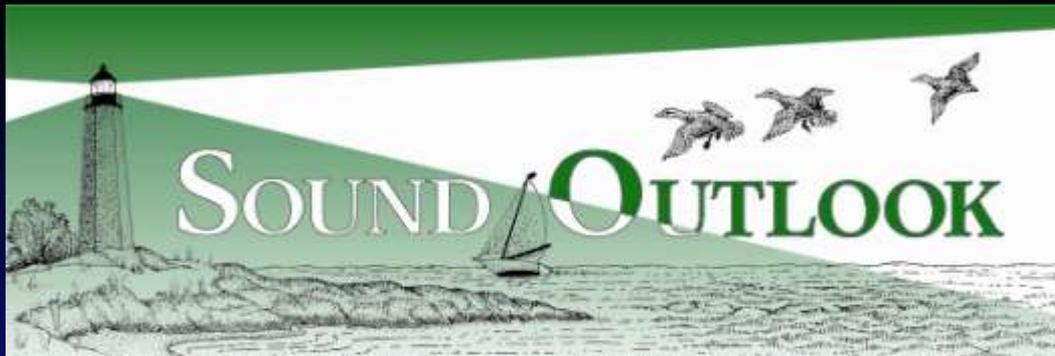
- **Carbon monoxide (CO)** which reduces the blood's ability to supply oxygen to body tissues. Even small amounts can stress your heart and reduce your ability to exercise.
- **Oxides of nitrogen (NOx)** which can lower a child's resistance to lung infections.
- **Hydrocarbons (HC)** which can injure the lungs and make breathing difficult.

In order to improve Connecticut's air quality, the Department of Environmental Protection (DEP) has been working with the Department of Public Health, regional health officials and municipalities to get the

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A NEWSLETTER OF THE CONNECTICUT DEPARTMENT OF ENVIRONMENTAL PROTECTION  
EXPLORING LONG ISLAND SOUND – ISSUES AND OPPORTUNITIES

### Connecticut Celebrates Environmental Milestones

**T**his issue of *Sound Outlook* celebrates three environmental milestones of great importance to Connecticut. This past April 22 was the 40<sup>th</sup> anniversary of Earth Day. Since 1970, this overarching event has focused the nation's attention on a host of environmental issues, including those addressed by the Connecticut Coastal Management Program, which marks its 30<sup>th</sup> anniversary in 2010, and the Long Island Sound Study, now in its 25<sup>th</sup> year.

Connecticut's Coastal Management Program (CMP), administered by the Department of Environmental Protection's (DEP) Office of Long Island Sound Programs (OLISP), has fostered the restoration of more than 1,800 acres of degraded tidal wetlands through removal of tidegates and channel dredging to restore tidal exchange. The CMP has shepherded the construction of osprey platforms, fencing of beaches to protect piping plover and least tern nest sites, planting of beach grass to stabilize shorelines and prevent beach erosion, and installation of fish ladders to reestablish anadromous fish runs.

The CMP has guided coastal municipalities in establishing Municipal Coastal Programs and Harbor Management Commissions, and OLISP's coastal regulatory and enforcement programs have overseen the compensatory acquisition of 55 coastal access sites for active and passive recreation. Since 2005, the CMP has also spearheaded the acquisition of 821 acres of coastal open space. OLISP has managed the funding of 314 coastal habitat restoration, education, research and public access projects through the Long Island Sound License Plate Program. OLISP has also facilitated the Connecticut Clean Marina and Clean Boater Programs and the designation of all of Long Island Sound by the federal Environmental Protection Agency (EPA) as a No-Discharge Area, designed to prevent the discharge of human waste and vessel related pollutants to the estuary.

Under the Long Island Sound Study (LISS), Connecticut's nitrogen input to the Sound has been reduced through sewage treatment plant upgrades, DEP's nitrogen-trading program, reduction of atmospheric nitrogen deposition and septic system remediation. Collectively these efforts have resulted in a decline in severe hypoxia in the estuary. Bacterial indicators have been managed to ensure safe beaches and healthy shellfish consumption. The LISS primary focus areas include the conversion of remaining combined sewer systems in older cities, and better control of storm water and nonpoint source pollution that deliver nutrients, bacteria, suspended solids, oil and grease, and heavy metals to surface and ground waters. Connecticut is increasing efforts to achieve these goals by promoting Low Impact Development (LID) techniques and watershed-based planning.

Our greatest challenge for the future is to ensure that all resource management activities consider the potential effects of climate change, especially accelerated sea level rise, increased storm intensity and rising temperatures. Sentinel monitoring in Long Island Sound (see *Sound Outlook* Issue No. 33 at [www.ct.gov/dep/soundoutlook](http://www.ct.gov/dep/soundoutlook)), as well as climate adaptation workshops recently initiated with federal, state, local and other partners, will provide a framework for assessing the impacts of climate change and developing adaptation responses. 

		
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JUNE 2010 No. 34		
		

# Managing Environmental Compliance in Connecticut



December 2009

Amey W. Marrella  
Commissioner  
<http://www.ct.gov/dep>

Connecticut Department of Environmental Protection  
Office of Enforcement Policy and Coordination

Issue 12

## CRRA and Covanta Enter Consent Orders for Air Emissions Violations

The Connecticut Department of Environmental Protection (CTDEP) has entered into consent orders with the Connecticut Resource Recovery Authority (CRRA) and Covanta for cases involving air emissions violations at trash-to-energy plants in Wallingford and Hartford that will improve operating procedures at these facilities and provide funding for new municipal recycling initiatives. Covanta operates both facilities under contract with CRRA.

The consent order for the Wallingford plant includes a payment of \$355,000 to a CTDEP fund for environmental projects as the result of a violation of permit limits for dioxin emissions at the Wallingford facility. These funds will be used to assist municipalities in strengthening recycling programs, which will save money for cities and towns by reducing their costs for refuse disposal.

The dioxin violations at the plant were discovered during the facility's annual performance tests conducted on May 23, 2007. Follow-up testing on October 9 and 10, 2007 showed that dioxin emissions from the plant were back within permitted limits. The consent order also addresses violations at this facility stemming from the failure to properly perform quarterly audits on the facility's continuous emissions monitoring equipment during the third quarter of 2006. The consent order also requires CRRA to submit a report detailing the cause of the excessive dioxin emissions, conduct more frequent tests for dioxin emissions from 2009 through 2013, and to evaluate the environmental impact of the increased use of carbon to control dioxin emissions.

*(continued on page 4)*

## Marinas Get On Board to Properly Manage Wastewaters

CTDEP and the Connecticut Marine Trades Association (CMTA) have been working cooperatively over the last several years to provide education, outreach and technical assistance to marinas that engage in vessel bottom pressure washing activities to ensure that the wastewaters generated from these activities are managed in an environmentally sound manner in compliance with state and federal environmental laws. Given the difficulties in moving an industry from long-standing practices to regulatory compliance, along with the need for the industry to explore and implement environmentally appropriate treatment and disposal measures, CTDEP extended the deadline for compliance to September 30, 2009.

In May of 2009, the CTDEP and CMTA negotiated a resolution that provides an enforceable timeframe for marinas to come into compliance with existing state and federal requirements for the management of wastewaters generated from vessel bottom pressure washing activities. The resolution extends the compliance deadline from September 30, 2009 to December 31, 2010.

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# The Torrent



## New Flood Maps for Fairfield, New Haven & New London Counties

Revised flood maps for Fairfield County became effective on June 18, 2010. The digital Flood Insurance Rate Maps (DFIRMs) from the Federal Emergency Management Agency (FEMA), through its Map Modernization Program, are in a countywide format and overlain onto aerial photographs from 2004. More accurate topographic information and vertical datum was also used to produce these digital flood maps.

New Haven County flood maps will become effective on December 17, 2010. In early August, paper copies of the new maps and study, along with a CD containing this data in digital format, was sent to the chief elected official in each municipality. This will be the only paper copy the community receives. Communities are encouraged to keep old flood maps for reference.

In January 2010, the CTDEP provided a regulatory review letter to each municipal floodplain administrator in New Haven County which outlined the required regulation changes that must be completed by the new effective map date in order to meet the minimum federal standards and new state requirements for compensatory storage and equal conveyance. Communities should now initiate the process of updating floodplain regulations to meet this deadline. If these changes are not completed, the community will be suspended from the NFIP, meaning flood insurance policies will not be renewed or written in the community. The community will also not be eligible for disaster assistance. A fact sheet on the effects of suspension can be found at: [http://www.ct.gov/dep/lib/dep/water\\_inland/flood\\_mgmt/nfip\\_probation\\_and\\_suspension.pdf](http://www.ct.gov/dep/lib/dep/water_inland/flood_mgmt/nfip_probation_and_suspension.pdf).

New Haven County municipalities should also encourage residents to view these revised flood maps prior to December 17, 2010. The maps can be viewed on the internet at: <http://msc.fema.gov>. On the top red bar click on "Product Catalog". Then click on "Future FIRMs". Then choose "Connecticut" as the state and then "New Haven" as the county. Then choose the applicable town and a list of new maps will appear. Property owners should be encouraged to purchase flood insurance prior to the new map date for significant future savings if they find their structure will now be located in the floodplain. (see Grandfathering article on page 2).

New London County flood maps have been significantly delayed and are now tentatively scheduled to become effective in June or July 2011. Regulation review letters will be sent to municipalities in the autumn of 2010.

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# Connecticut Wildlife

PUBLISHED BY THE CONNECTICUT DEPARTMENT OF ENVIRONMENTAL PROTECTION  
BUREAU OF NATURAL RESOURCES • WILDLIFE DIVISION



# Project Team Charter

## Goals (Metrics):

Establish coordinated publishing system that allows for:

- Joint planning by “editors”
- Sharing of content across publications
- Greater efficiencies in the production and distribution processes

# Project Team Charter

## Goals (Metrics):

- Create formal meeting/conference call schedule for publication editors
- Create process to solicit and develop publication content that speaks to “overarching” agency themes and messages
- Review production and distribution processes for each publication and determine if there are efficiencies to be captured

# Current State

- DEP has a number of publications that address a variety of issues.
- Articles/information are not shared between publications.
- No coordinated method of communication with businesses and municipalities.
- No single location for the public to identify and subscribe to available publications.



## Data collected for each publication



# Encouragement!!



# Invited Guests Day 1-3



**DEP Guests:**  
Commissioner Amey Marrella  
Bob Kaliszewski  
Diane Joy  
Susan Frechette  
Jim Parda



**Outside Guest:**  
Bill Hoelzel,  
Market Research Specialist

## Key Strategies:

- Transform CT Wildlife to “CT Outdoors” with broader message and wider audience
- Develop newsletter strategy including business and municipal focus
- Centralized on-line subscription service

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# What does good look like?

## Magazine:

- broad range of issues
- short, concise, readable articles
- attractive (photos)
- creates positive action
- print and electronic publication (downloadable to Kindle/iPad)
- increase subscribership

## Newsletters:

- outreach to businesses and municipalities
- provide information about program and regulatory issues/changes
- electronic distribution

## Subscription Service

# 3 P's: Production Preparation Process

(Training with Fred)

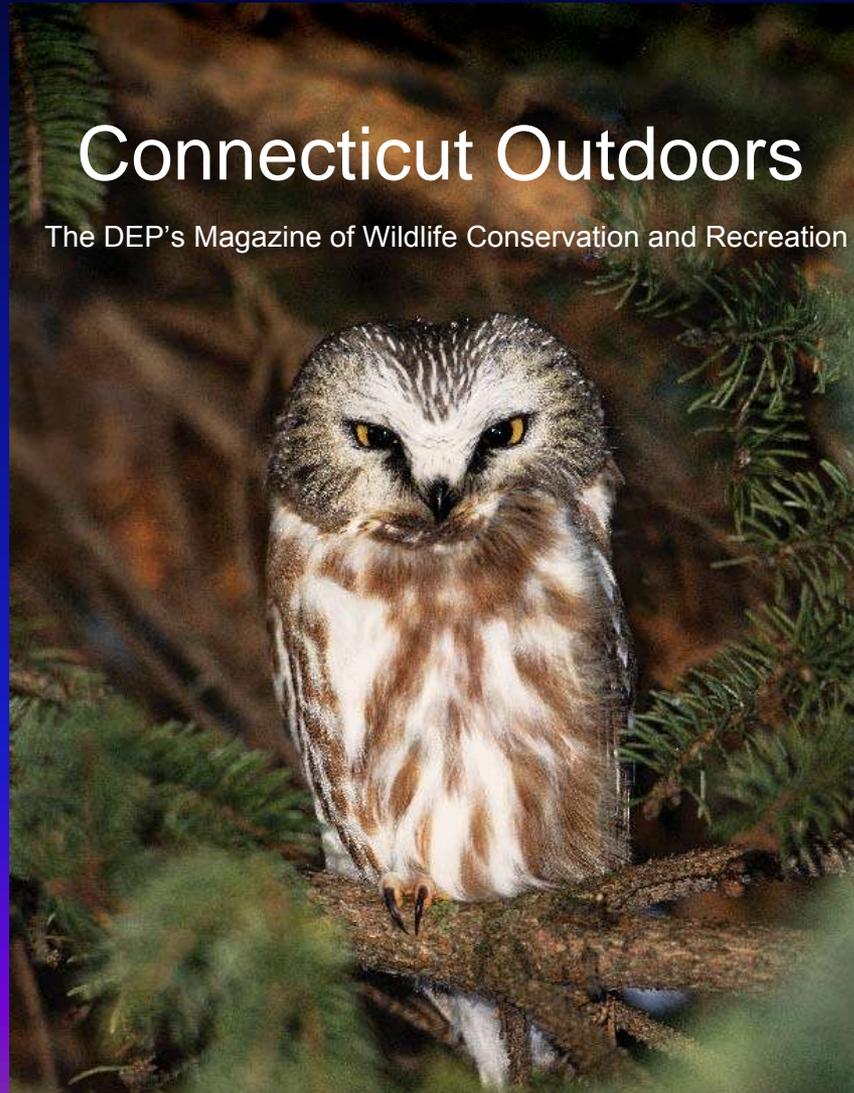
Creating a New Product



DEP Outdoor Magazine

Change proposed is 50% or greater  
(size, content and subscribers)

## Vision for new DEP Magazine



# Connecticut Outdoors

## Features

**Wildlife**

**Recreation**

**(Hunting/Fishing/Camping/Birding/Hiking/Boating)**

**Fisheries (Inland and/or Marine)**

**Long Island Sound**

**Habitat (Forests/Wetland Restoration/etc.)**

**EQ (as it relates to effects on the natural resource/environment)**

# Connecticut Outdoors

## Departments

**Short Takes**

**Ask Eartha**

**Connecticut Roadtrip**

**Coastal and Inland Water Access**

**DEP Success Stories**

**Get Involved!**

**Just for Kids**

**My Green Neighborhood**

**DEP @ Work**

**Environmental Police Blotter**

**(Spills/boating)**

**Wildlife Observer (readers photos & experiences)**

**Food/Recipes, etc.**

**Wild Almanac**

# Newsletters

Two new newsletters for businesses and municipalities

Establish editorial board for agency wide guidance and oversight

Continue P2 View and Sound Outlook

Incorporate The Torrent and Managing Environmental Compliance

# Online Subscription Service

[DES Home](#) > [Media Center](#) >

## Join the New Hampshire Department of Environmental Services E-Mail Mailing List

### Want to get the latest news about New Hampshire's Environment?

Just sign up below to receive press releases and newsletters from DES programs.

We will never share your contact information with anyone, and you can unsubscribe or change your settings at any time.

[NH State web site privacy policy](#)

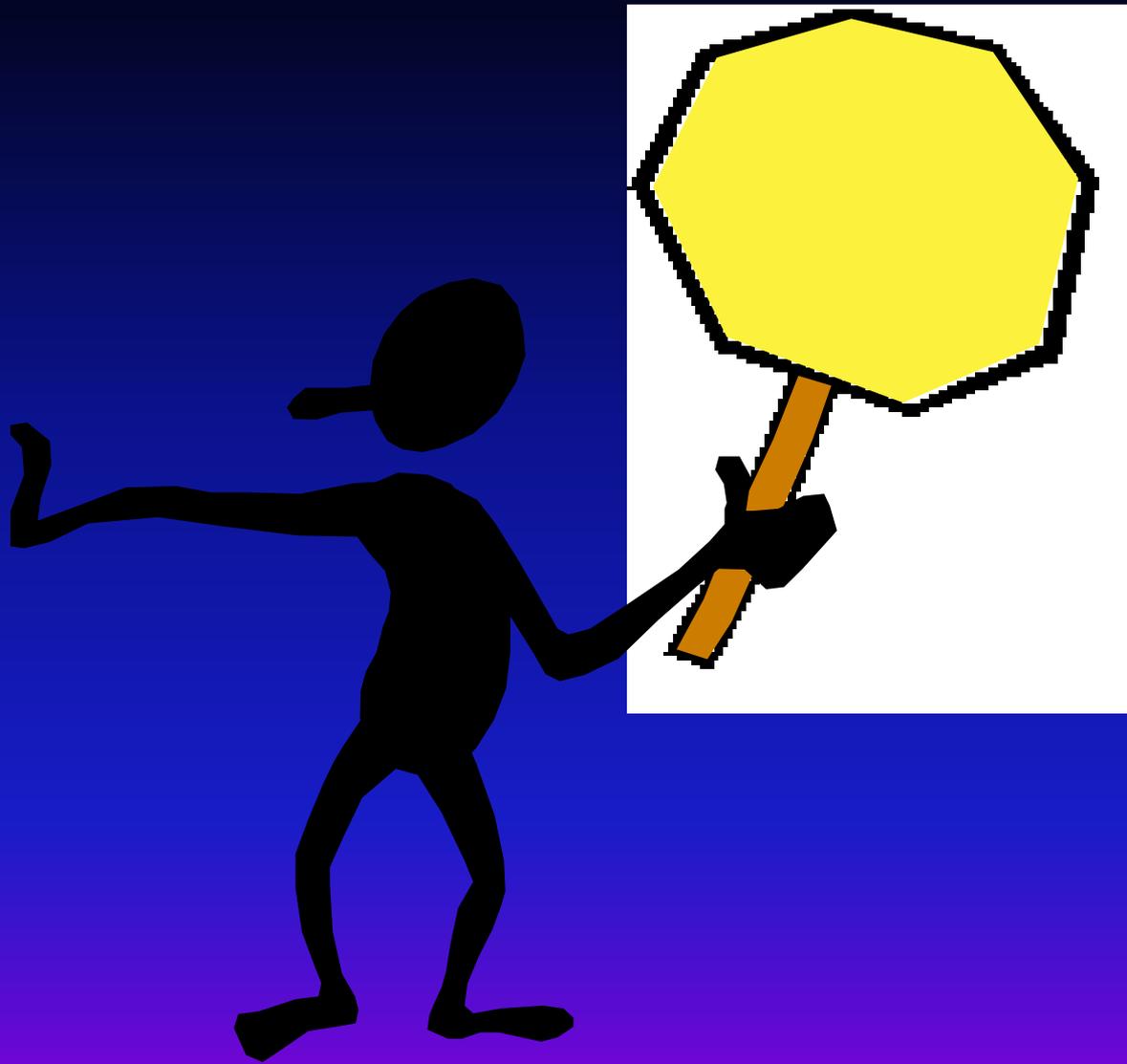
Required fields are marked with \* below.

E-mail Address *	<input type="text"/>
First name *	<input type="text"/>
Last name *	<input type="text"/>
Company	<input type="text"/>
Address *	<input type="text"/>
Address (line 2)	<input type="text"/>
City *	<input type="text"/>
State/Province *	<input type="text" value="**"/> <input type="text"/>
	<small>If state not on menu, select "Other" and fill in box.</small>
Zip/Postal Code *	<input type="text"/>

### select newsletters: \*

### Please check all that apply:

- Press Releases (announcements by DES)
- Press Advisories (upcoming event or meeting announcement)
- Environmental News (Main DES newsletter)
- Beach Advisories
- The Critical Edge (Quarterly newsletter from the Shoreland Protection Program)
- GreenWorks (Ideas for a Cleaner Environment)
- Meanderings (annual newsletter from the DES Rivers Management and Protection Program)
- The Municipal EcoLink (DES e-bulletin for local governments)



# Reality Check Day 4

Rick Jacobson,  
DEP Wildlife Director



I can't believe this!!!

Should I stay or Should I go  
now?





# Intervention!

**Commissioner Amey Marrella**

**Fred Shamburg, Leanovations**

**Dennis Schain**

**Deputy Commissioner Susan Frechette**

**Rick Jacobson, DEP Wildlife Director**

# Cautiously Optimistic





Okay, I'm on board!!

**Rick Jacobson,  
DEP Wildlife Director**



## Day 5 Back in the saddle again



# Project Implementation Plan

Publication Team / Project Plan - 11/19/2010

Six-Month Goals

TASK/ACTIVITY	TASK OWNER(S)	PARTICIPANTS	December 2010				Jan-11				Feb-11			
			Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
<b>Newsletters</b>														
<b>Task 1. Online Subscription Management Service</b>														
<i>Evaluate available systems</i>	Naomi													
<i>Make final recommendation</i>	Naomi	LEAN Team/OIM												
<i>Purchase service</i>	Naomi	DEP Purchasing												
<i>Service implementation/web site coordination</i>	Naomi													
<i>Training list managers</i>	Naomi	Judy/ List Managers												
<b>Task 2. Newsletter Editorial Board</b>														
<i>Develop list of board members</i>	Dennis	LEAN Team												
<i>Contact recommended board members</i>	Dennis													
<i>Appoint members of board</i>	Commissioner													
<i>Define role of board</i>	Dennis	Lean Team, Editorial Board												
<b>Task 3. Develop new business newsletter</b>														
<i>Identify business contacts to seek input</i>	Brian	Kevin, Bob Kaliszewski												
<i>Determine methods to obtain input</i>	Brian	Kevin												
<i>Identify information to be collected from stakeholders</i>	Brian	Kevin												
<i>Collect, analyze and compile information</i>	Brian													
<i>Define subject areas to be included, in addition to material previously covered by "Managing Environmental Compliance"</i>	Brian	Kevin, Bob Kaliszewski , Dennis Schain												
<i>Develop newsletter title/ template</i>	Brian	Kevin												
<i>Present recommendations to editorial board</i>	Brian	Kevin												
<i>Finalize content areas, design and schedule</i>	Brian	Kevin												
<b>Task 4. Develop new municipal newsletter</b>		Kim												
<i>Identify municipal contacts to seek input</i>	Tom	Kim, Bob Kaliszewski												
<i>Determine methods to obtain input</i>	Tom	Kim												
<i>Identify information to be collected from stakeholders</i>	Tom	Kim												
<i>Collect, analyze and compile information</i>	Tom	Kim												
<i>Define subject areas to be included, in addition to material previously covered by "The Torrent"</i>	Tom	Kim, Bob Kaliszewski , Dennis Schain												
<i>Develop newsletter title/ template</i>	Tom	Kim												
<i>Present recommendations to editorial board</i>	Tom	Kim												
<i>Finalize content areas, design and schedule</i>	Tom	Kim												
<b>Task 5: Develop Distribution Strategy for business newsletter</b>														
<i>Compile e-mail addresses for initial notification</i>	Naomi	Judy												
<i>Identify additional trade groups, etc to notify</i>	Brian	Kevin, Bob Kaliszewski												
<i>Send advance notice regarding upcoming newsletter and how to subscribe</i>	Naomi	Judy												

# Key Performance Indicators

## e- Newsletters

Launch newsletter for business community by April 1, 2011  
Launch newsletter for municipalities by May 1, 2011

Number of Subscribers:

Goals for Business newsletter: First Year: 2,000;  
Second Year: 4,000

Goals for Municipal newsletter: Average of 4 subscribers from every town government and additional subscribers from others - organizations, attorneys, consultants;

Goal - First Year: 750 subscribers; Second Year: 1,000 subscribers

# Key Performance Indicators

## Electronic Subscription Service

Number of newsletters/topics available for e-subscriptions . Goal increase by 30%

Total number of subscriptions for agency newsletters. Goal increase subscriptions by 100% in first year; increase by 50% in second year.

## Magazine

Launch repositioned CT Wildlife as broader outdoor magazine by Hunting and Fishing Day Sept. 2011

Circulation of magazine –

Double the existing circulation of the magazine (6800 to 13,600) in first year.

Double the circulation of the magazine (13,600 to 27,200) in second year.

## Finances

Meet goals established by the agency for costs vs revenues

# Summary Statements

## What we learned

- ▣ Communication is vital
- ▣ There needs to be pre-consensus on the team charter between all parties involved
- ▣ Projects that cross program lines can be very complex

**“WOW” moments** – We realized the opportunity to get the public excited about the outdoors through a more comprehensive magazine was possible

## What went well

- ▣ Worked well together (constructive criticism)
- ▣ We developed a good vision

## Other

- ▣ We hit bottom but recovered well – we didn't give up!
- ▣ Pathways of communication were opened up

# Acknowledgements

Commissioner – Amey Marrella

Deputy Commissioner – Susan Frechette

Sensei - Fred Shamburg