

**GUIDE TO**

**MINNESOTA**

*Office of  
Environmental  
Assistance*

*1999*

LEGISLATIVE REFERENCE LIBRARY  
645 State Office Building  
Saint Paul, Minnesota 55155



*Guide to Minnesota State Agencies 1999* was coordinated by Minnesota Planning, 658 Cedar St., St. Paul, MN 55155, 651-296-3985.

Upon request, *Guide to Minnesota State Agencies* will be made available in an alternate format, such as Braille, large print or audio tape. For TTY, contact Minnesota Relay Service at 800-627-3529 and ask for Minnesota Planning.

November 1998

# Minnesota Office of Environmental Assistance

Welcome

1 Summary of the Office of  
Environmental Assistance

3 Activity Summary

5 Strategic Plans

5 Budget Overview

6 Description of Units

7 Accomplishments



# STATE OF MINNESOTA

OFFICE OF THE GOVERNOR  
130 STATE CAPITOL  
SAINT PAUL 55155

ARNE H. CARLSON  
GOVERNOR

To the Incoming Administration:

As you begin your tenure, I am pleased to inform you that Minnesota's environmental quality is among the best in the nation. We are one of the leaders in the area of solid waste management and recycling. In addition, we are actively examining the long-term future of Minnesota and what it will take to keep the state prosperous over time. The Minnesota Office of Environmental Assistance (OEA) is working to ensure that the state remains a leader in these areas. As we prepare ourselves for the 21<sup>st</sup> century, we must make sound decisions about our environment to ensure the same quality of life for future generations.

The OEA's accomplishments include:

- Minnesota currently has the highest recycling rate in the country, at approximately 45 percent. To help counties meet recycling and waste reduction goals, the Select Committee on Recycling and the Environment (SCORE) legislation established specific planning and implementation requirements for counties. As part of this initiative, pass-through grants administered by the OEA were established totaling approximately \$111.5 million since 1991.
- The *Minnesota-50 Project*, which challenges Minnesota businesses to commit voluntarily to a 50 percent statewide reduction of 17 priority chemicals, has sparked leadership and progress by many businesses, including 3M, which pledged a 70 percent priority statewide chemical reduction in 1992. Businesses in Minnesota exceeded their goal of reducing their toxic chemical releases by over 50 percent in 1995.
- Since 1991, the OEA has awarded nearly \$10 million in financial assistance to local governments, private businesses and organizations. The purpose of these environmental assistance grants is to help organizations and local governments move toward more sustainable practices, with an emphasis on pollution prevention, recycling and environmental education.

These are but a few of the OEA's accomplishments. Although the OEA and other agencies have been doing a great job in protecting and preserving our most important asset, the environment, many challenges remain. As the state's population and economy increase, so do the impacts on our environment. The OEA is committed to solving these challenges to ensure that future generations of Minnesotans will be able to enjoy the natural beauty of the state.

Warmest regards,

A handwritten signature in black ink that reads "Arne H. Carlson".

ARNE H. CARLSON  
Governor



MINNESOTA  OFFICE OF  
Environmental Assistance

January 4, 1999

Dear Incoming Administration:

I would like to take this opportunity to congratulate you and your team on a successful election and welcome you to the Minnesota Office of Environmental Assistance (OEA). The OEA focuses on helping to make Minnesota environmentally healthy and economically strong through efficiency in resource use and the responsible management of waste.

The OEA is committed to showing how its programs and activities are helping to achieve results and reach the Office's mission "to protect Minnesota's environment and assure a sustainable economy through waste prevention and resource conservation." The OEA has outcome-based goals, examines how it can best achieve these goals, and evaluates its results in meeting those goals.

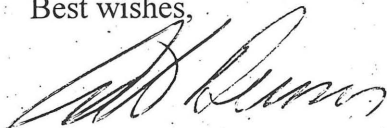
We have identified four environmental outcomes that best describe what we are trying to accomplish with our programs. These outcomes describe what Minnesota will look like when the OEA's work has been accomplished:

1. Minnesotans prevent waste and pollution and conserve resources.
2. Minnesota's waste is recycled and managed in an environmentally sound manner.
3. Minnesota communities are sustainable.
4. Minnesotans make educated decisions and actions regarding the environment.

The attached briefing book will provide you with information on how the OEA is meeting these challenges today, and how the OEA is preparing itself to be a leader in the areas of resource conservation and waste prevention as we enter into the 21st Century.

Should you have any questions about the information contained in the report, or wish to talk to me personally about the OEA, please do not hesitate to call me. I can be reached at 215-0283.

Best wishes,



Art Dunn  
Director

Regional offices in Brainerd, Detroit Lakes, Duluth, Marshall and Rochester

# Summary of the OEA

## Organizational history

The OEA was established on July 1, 1994. The agency is a descendant of the Minnesota Waste Management Board, established in 1980, and the Minnesota Office of Waste Management, established in 1989. In 1994 the Legislature changed the name from the Office of Waste Management to the Office of Environmental Assistance. At the same time, the Legislature transferred to the OEA the solid waste planning and oversight responsibilities of the Metropolitan Council.

The OEA is led by an Director. Since 1994 the Commissioner of the Minnesota Pollution Control Agency has appointed the Director. The current director of the OEA is Art Dunn (January 1997 to present). Since 1991, the OEA has had eight directors or acting directors.

The OEA's main office is located at 520 Lafayette Road in St. Paul. The OEA has staff working out of five regional offices in Brainerd, Duluth, Detroit Lakes, Marshall and Rochester.

## Goals and Mission of the OEA

The OEA's goal is to make Minnesota environmentally healthy and economically strong through efficiency in resource use and responsible management of waste. To accomplish this the OEA helps local governments and businesses reduce their impact on the environment and better manage their wastes, while promoting sustainable practices, environmental education and responsibility. This is done through individual and group assistance, grants and loans, and educational assistance. The OEA provides services to manufacturers, businesses, institutions, schools and colleges, environmental

organizations, individual citizens, city and county staff, local government officials and other state agencies. The OEA's formal mission statement is "to protect Minnesota's environment and assure a sustainable economy through waste prevention and resource conservation."

## Key Legislators and Legislative Committees

The OEA has strong working relationships with the Legislature. Key committees include the Environment and Natural Resources Committees in both bodies, and their corresponding finance committees. The OEA also works with the Local and Metropolitan Government Committee, the Tax Committee and Government Operations Committee in the House and the Senate. On the House side the OEA regularly presents information to the House Environment and Natural Resources Waste Management Subcommittee.

Key legislators in the Senate include Senator Bob Lessard, Senator Steve Morse, Senator Janet Johnson, Senator Dennis Fredrickson, Senator Gen Olson, Senator Lawrence Pogemiller, Senator Dan Stevens and Senator Len Price, Senator Leroy Stumpf and Senator Tracy Beckman.

Key legislators in the House include Rep. Willard Munger, Rep. Kathleen Sekhon, Rep. Jean Wagenius, Rep. Mark Holsten, Rep. Tom Osthoff, Rep. Betty McCollum, Rep. Henry Kalis, Rep. Loren Solberg and Rep. Tom Workman.

## Key issues and constituencies

Since 1980, the OEA (and its predecessors) has worked closely with counties and businesses to dramatically improve our approaches to reducing and managing pollution and waste. Releases of chemicals listed under the U.S. Environmental Protection Agency's Toxic Release Inventory



have been reduced by more than 50 percent since 1991. We have changed our waste management system from one that relies solely on land disposal, which resulted in a \$250 million state landfill cleanup program, to one that recycles close to half of the waste, while only about 25 percent goes to landfills. In the process, Minnesota's recycling industry has grown into a billion dollar industry that employs at least 9,000 people.

Despite this progress, Minnesota still faces significant challenges. Critical issues relate to toxic pollution prevention, solid waste management, environmental education and creating sustainable communities. In the area of pollution prevention, while releases of toxic chemicals has decreased, the use of those chemicals has grown and many products contain these chemicals, presenting concerns about potential releases when they are discarded. The OEA continues to work with industry to reduce the use of toxic chemicals.

Solid waste generation continues to increase, and is growing at faster and faster rates. While we have reduced our reliance on land disposal, the growth in waste may lead to more and more land disposal in the future. To avoid that occurrence, the state will have to find ways to improve recycling efforts in the state and develop additional resource recovery facilities. One major element in addressing this issue is to change the nature of waste management to a system oriented around resource conservation and management. This change would lead to a reduction in discarded materials, increased and improved recycling activities, and better recovery of resource value from those discarded materials. Another major element involves establishing extended product responsibility among those who produce, sell, use and discard products. Products designed to minimize resource use and to be recycled at the end of their useful lives are a critical part of an effective resource management system.

Education is a vital ingredient of our efforts to meet state environmental goals. The OEA is working with education and environmental organizations to identify improvements in the nature and delivery of environmental education.

Finally, the OEA is working at a community level to support its state-level efforts. Our Sustainable Communities Program is designed to help local initiatives that bring government, business, residents and other organizations together to balance economic, environmental and social priorities.

The OEA's efforts are intended to reach all sectors, from businesses to local governments to schools to community organizations to citizens. We rely on support organizations and trade groups to help identify opportunities and achieve our desired results. The OEA also works closely with many other state agencies, the federal government and other states.

## **OEA Advisory Councils and duties**

Currently the OEA has three advisory councils:

- Solid Waste Management Advisory Council (SWMAC),
- Prevention, Reduction and Recycling Advisory Council (PRRAC), and
- Environmental Education Advisory Board (EEAB).

The Solid Waste Management Advisory Council assists the OEA on a wide array of solid waste matters, from policy and program development to reviews of specific waste facility development and permitting. Members are appointed by the Director to two-year terms. SWMAC consists of 21 members with the membership composed of one-third citizen representatives, one-third representatives from private industry, and one-third representatives from local government. In

1997 all members were appointed for a term of two years. SWMAC meets on the first Friday of each month.

The Prevention, Reduction, and Recycling Advisory Council (PRRAC) helps the OEA to shape its policies and programs related to these areas. This 28-member council is comprised of a broad cross section of businesses, recyclers, waste managers, government, and environmental non-profits. PRRAC provides guidance on legislative recommendations, grant priorities, and activities related to pollution prevention, waste reduction, recycling and environmental purchasing. In 1997 all members of PRRAC were appointed for a term of two years. PRRAC meets the second Friday of each month.

The Minnesota Environmental Education Advisory Board (EEAB) consists of representatives from state environmental and education agencies, and citizen members appointed to two-year terms. The Board was created by the 1990 Environmental Education Act to promote environmental literacy for all Minnesota citizens. The Board consists of 20 members: one representative each from the Pollution Control Agency; Department of Children, Families, and Learning; Department of Agriculture; Department of Health; Department of Natural Resources; Board of Water and Soil Resources; Environmental Quality Board; a representative of the Board of Teaching; the University of Minnesota Extension Service; a citizen member from each U.S. congressional district, of which two must be licensed teachers currently teaching in the K-12 system; and three at-large citizen members. Agency representatives are appointed by the Commissioner of the representative agency. The Director appoints the other members. The citizen members serve two-year terms. The Board is set to expire on June 30, 2003. The EEAB meets on the fourth Thursday of every other month (January, March, May, July, September, November).

All council members serve without compensation, but are reimbursed for their reasonable expenses in accordance to state guidelines. Reimbursement includes mileage to and from monthly meetings, lodging when necessary, and other special expenses as deemed appropriate by the Director.

## Activity Summary

The OEA's activities fall into three broad categories.

- Policy, planning, research and evaluation.
- Project implementation
- Education and information.

**Policy, planning, research and evaluation.** The OEA's research, policy analysis and evaluation activities guide Minnesota's efforts to reduce or prevent waste and pollution, and recover resources from waste. These complimentary efforts support policy and program development that is well-informed, and supported by sound analysis and evaluation. Every two years the OEA produces comprehensive reports on the Waste Management Act and the Toxic Pollution Prevention Act. The reports identify emerging issues and provide direction for future policies and programs. The OEA also responds to legislative requests on specific topics, such as reducing packaging waste or appropriately managing problem wastes.

The OEA has instituted a performance measurement system to guide organizational decisions for program priorities and resource allocation, and to redesign or refocus our efforts when objectives have been met.

Over the past 15 years, the OEA planning activities have counties develop an integrated waste management system that has recycled materials, conserved or recovered resources, and reduced our reliance on land disposal. The OEA works in partnership with counties develop plans that guide local and regional programs.



**Project implementation.** The OEA uses financial and technical assistance to help implement programs and policies designed to meet state objectives for preventing pollution and waste, conserving and recovering resources, and safely managing any remaining waste. These tools are also used to help communities balance environmental considerations with economic and social concerns.

The OEA seeks to create strong partnerships with counties, businesses, cities, educators and community organizations. The OEA's service role is to offer strong technical expertise in areas that local resources cannot provide, and financial incentives to help our partners develop and implement projects that further state objectives.

Examples of technical assistance strategies include providing tools and expertise on product design and use; helping local communities plan and implement programs; targeting priority areas for improved pollution prevention, waste reduction and recycling; assisting recycling manufacturers in developing and expanding their businesses; and promoting the good work done by those that are leaders in environmental responsibility.

The OEA's financial assistance efforts include block grants to counties for waste reduction and recycling, competitive grants and loans targeted to priority needs, and capital grants for the development of recycling and resource recovery facilities.

In addition to these activities the OEA also provides funding for the Minnesota Technical Assistance Program (MnTAP). The MnTAP program is located at the University of Minnesota and consists of 14 staff members focusing on specific industries and technical processes. As a non-regulatory program that provides services at no charge, MnTAP helps Minnesota companies through telephone assistance, site visits,

workshops and presentations, materials exchange programs, student interns, and also has a detailed information clearinghouse and library.

**Education and information.** An integral part of the OEA's activities is providing information and education to all Minnesotans. To carry out its planning and technical assistance functions, the OEA develops information and communications tools such as fact sheets, written reports, directories, manuals and videotapes. The OEA also produces workshops, attends key conferences and events to exhibit information as an interactive means to reach its audiences, and develops community networks for project implementation. The OEA operates and Education and Information Clearinghouse to serve all constituencies.

The OEA supports various environmental education programming. The OEA currently is guiding an evaluation of Minnesota's "Greenprint for Minnesota," which guides environmental education efforts throughout the state. Other efforts include facilitating the Minnesota Environmental Network for Diversity (MEND), Minnesota's Sustainable Communities Network, the Environmental Education Advisory Board, and the implementation of graduation standards for environmental education. The OEA has produced several workshops designed to build capacity for environmental educators. Finally, the OEA runs a world wide web on-line directory of environmental education resources, called Sharing Environmental Education Knowledge (SEEK).

## **Upcoming Events and Important Dates**

The OEA participates in many events throughout the year, as a sponsor, co-sponsor, or active participant.

- The Minnesota Pollution Control Agency's Annual Solid Waste Conference, held in February of each year.

- The Minnesota Association for Environmental Education's Annual Conference, held each Spring.
- Pollution Prevention Week, usually held the third week of September.
- Waste Reduction Week usually, third week of October.
- The Solid Waste Association of North America and Recycling Association of Minnesota's Annual Fall Conference, late October/early November.
- The National Pollution Prevention Roundtable.
- The National Recycling Congress.
- America Recycles Day, November 15 each year.

In addition to these events the OEA also holds the annual Governor's Awards for Excellence in Waste and Pollution Prevention. This program awards selected businesses and other entities in Minnesota for outstanding achievement in the areas of waste and pollution prevention. In 1998 the ceremony was held on September 23, and awarded four Minnesota businesses and one county for their achievements in waste and pollution prevention.

## Strategic Plans

Strategic planning, coupled with effective performance measurement and program evaluation efforts, is a high priority. The OEA is working to prepare a new strategic plan by the end of 1998. This new plan will reflect progress that has been made, and respond to new challenges and opportunities that have arisen over the past few years.

The OEA management team organizes quarterly planning sessions with senior staff to review progress, identify new and changing program needs, and ensure consistent focus on the OEA's four outcomes.

## Organizational Chart

Currently the OEA has one appointed leader, Art Dunn, who serves as the Director. The OEA has seven units, with two strategic managers who have leadership responsibility across the organization. The strategic managers are Julie Ketchum, Strategic Operations, and Tom Osdoba, Strategic Directions. The units within the OEA and the Supervisors are:

- Local Government Assistance, Supervisor David Benke,
- Policy, Evaluation, Research and Grants, Supervisor Felicity Fahy,
- Business Assistance, Supervisor David Cera,
- Project Assistance, Supervisor Sigurd Scheurle,
- Communications, Education and Communities, Supervisor Sue Wiley,
- Administration, Supervisor Helen Renner, and
- Financial Administration, Supervisor Mary Palmer.

## Personnel Overview

Currently the OEA has 70 full-time staff. These numbers include the Director and his Executive Aide. The staffing level of the OEA has remained constant for over the last four years, despite the fact that the OEA has implemented several new programs.

## Budget Overview

The total annual budget for the OEA has been around \$20 million since 1991. The vast majority of that amount is appropriated from the state's general fund, about \$19 million, while most of the remainder comes from the environmental fund. Small amounts of the budget are from project grants from the federal government or the state through the Legislative Commission on Minnesota Resources.



Much of the OEA's budget is used to assist others in project implementation, providing over \$16 million each year in grants. Counties receive \$14 million of that amount in the form of block grants for waste reduction and recycling. The OEA's competitive grant program provides over one million dollars each year to projects. MnTAP receives about \$900,000 per year. Total staff costs for the OEA are about \$3.4 million per year.

The OEA has prepared a biennial budget for 2000-01 that includes significant increases for new initiatives. The requested increase is for a base adjustment of \$3.6 million per year and a one-time appropriation of \$5 million that would not impact the base budget. The initiatives address increased environmental education, greater promotion of waste reduction, and increased grant funds for targeted priority activities. These initiatives do include funding for some new staff, both in St. Paul and in regional offices.

The OEA's biennial budget document contains detailed information on the entire OEA budget and the initiatives for new funding.

## **Description of Units**

The OEA's staff is organized into seven units. This section will provide a brief description of each of these units.

### **Local Government Assistance (LGA) Unit Dave Benke, Supervisor (215-0196)**

This unit assists counties and other local units of government with solid waste management and disposal. The LGA unit oversees solid waste planning for each of the 87 counties and the Western Lake Superior Sanitary District. Solid waste plans guide local solid waste systems, including waste reduction, recycling, yard waste composting, household hazardous waste collection, problem materials management, resource recovery facilities, construction and demolition material management, and land

disposal. Currently, a priority area of focus of county planning is implementing waste reduction and procurement programs.

### **Policy, Evaluation, Research and Grants Unit Felicity Fahy, Supervisor (215-0290)**

The Policy, Evaluation, Research and Grants (PERG) Unit of the OEA collects and analyzes a host of data on waste reduction, recycling, processing and disposal, toxic chemical releases, and hazardous waste generation and management. The unit also evaluates the progress and impact of OEA policies and programs. PERG staff conduct research on environmental issues, coordinate the OEA's grants program and are responsible for the development of policies and strategies for the Office.

### **Business Assistance Unit David Cera, Supervisor (215-0240)**

The OEA's Business Assistance Unit is designed to help businesses use resources more efficiently, generate less waste and pollution, and save money on materials, energy, water, waste disposal, regulatory costs and liability. The unit incorporates a number of programs aimed at businesses, giving companies a one-stop shop for assistance related to pollution and waste prevention, and resource efficiency.

### **Communications, Education and Communities Sue Wiley, Supervisor (215-0260)**

The Communications, Education and Communities (CEC) Unit is responsible for all of the OEA's external communication pieces and also edits and illustrates the OEA's vast collection of educational and assistance related materials. This unit houses the OEA's Environmental Education staff which works with Minnesota's educators in redeveloping materials to teach students about pollution prevention, source reduction, recycling, resource conservation and other environmental issues. The CEC unit also houses the OEA's staff that focus on Sustainable Communities. This group was formed in 1996 to promote sustainable development activities at the

community level. Services offered include education, consultation, meeting planning, program design, training, environmental technical assistance, financial assistance, conferences, workshops, and referrals.

### **Project Assistance**

#### **Sigurd Scheurle, Supervisor (215-0197)**

Recently, the OEA established a new unit, which focuses on providing specific projects with intensive, hands-on assistance. A primary focus of this group is to assist existing, or newly developing, resource recovery facilities, which face complex challenges in the current waste collection and disposal market. The unit also oversees the Solid Waste Processing Facilities Capital Assistance Program (CAP) which provides bond-funded grants up to \$2 million to local governments to develop resource recovery facilities that recover resources and energy and reduce land disposal.

### **Administrative Services**

#### **Helen Renner, Supervisor (215-0247)**

The Administrative Services Unit performs all of the administrative service functions of the OEA. Consisting of six staff members. This unit allows for the OEA to function smoothly and provide effective and efficient services to our vast array of clients.

### **Financial Administration**

#### **Mary Palmer, Supervisor (215-0238)**

The Financial Administration Unit deals with all of the OEA's financial matters. This group assists the OEA in making sure that all grant agreements are properly executed, prepares and oversees the OEA's Biennial Budgets, and tracks fiscally related information for the OEA.

## **Accomplishments**

The following accomplishments are presented here in relationship to the outcomes that they meet.

## **Outcome: Minnesotans prevent waste and pollution and conserve resources.**

- The Minnesota-50 Project, which challenges Minnesota businesses to commit voluntarily to a 50 percent statewide reduction of 17 priority chemicals, has sparked leadership and progress by many businesses, including 3M, which pledged a 70 percent priority chemical reduction statewide in 1992. Businesses in Minnesota exceeded their goal of reducing their toxic chemical releases by over 50 percent in 1995.
- Six pollution prevention (P2) conferences have been held since 1991. The conference's main objectives were to introduce pollution prevention as a viable method to handle and reduce waste in Minnesota's businesses and institutions
- Pollution Prevention Week is held during the last week of September each year. The purpose of this week is to raise awareness of consumers and businesses about pollution prevention and how it can be used in their lives and work.
- The annual Governor's Awards for Excellence in Waste and Pollution Prevention has recognized and promoted the accomplishments of many businesses, community groups and organizations; and has underscored the fact that preventing waste and pollution often translates into big savings for businesses.
- Continued to shift our emphasis from waste management to prevention, with new projects highlighting product stewardship, design for the environment, and source reduction alternatives
- The OEA - sponsored Minnesota Technical Assistance Program (MnTAP) has become a nationally recognized program that provides technical assistance to businesses as they seek to reduce toxic and hazardous pollution. MnTAP's responsibilities and resources have been expanded to provide assistance with



pollution prevention, industrial waste and emissions reduction, and proper waste management. MnTAP's website can be found at <http://www.umn.edu/mntap>.

- Worked to change state procurement guidelines to consider more environmental buying alternatives, such as environmentally friendly ("green") cleaning products.

**Outcome: Minnesota waste is recycled and managed in an environmentally sound manner.**

- To help counties meet recycling and waste reduction goals, the Select Committee on Recycling and the Environment (SCORE) legislation established specific planning and implementation requirements for counties. As part of this initiative, pass-through grants administered by the OEA were established totaling approximately \$111.5 million dollars since 1991. Minnesota currently has the highest recycling rate in the country at approximately 45 percent. Currently 3.6 million Minneostans have curbside recycling programs available to them. The state also has 1326 recycling drop off centers and 110 material recovery facilities.
- The OEA's Solid Waste Processing Facilities Capital Assistance Program (CAP) grants to Minnesota cities, counties and solid waste management districts have helped defray the capital costs of facilities intended to serve as alternatives to landfills. CAP grant funding has totaled nearly \$15.5 million since 1991 for the construction and expansion of 26 projects - including recycling facilities, transfer stations, waste-to-energy facilities, MSW composting facilities, special waste stream facilities, and yard waste composting facilities.
- Established the county planning requirement, in which SCORE pass-through grants are given based on county completion of five-and ten-year plans for source reduction, solid waste measurement and disposal. This requirement helps counties to better track their waste production and target problem areas.

- Worked to improve the recycling infrastructure, with achievements including increased recycling rates due to curbside pick-ups and recycling market development. It is estimated that currently there are between 6,200 and 8,700 manufacturing jobs in Minnesota that relate directly to recycled feedstock.
- By working closely for many years with stake holders such as haulers, the OEA has reviewed the Waste Management Act and established broad directions for the future, with increased emphasis on resource conservation and management, reduced toxicity, and product stewardship.

**Outcome: Minnesota communities are sustainable.**

- Since 1991, the OEA has awarded nearly \$10 million in financial assistance to local governments, private businesses and organizations. The purpose of these environmental assistance grants is to help organizations and local governments move toward more sustainable practices, with an emphasis on pollution prevention, recycling and environmental education.

**Outcome: Minnesotans make educated decisions and actions regarding the environment.**

- In response to legislation from the Waste Management Act in 1989, the OEA implemented four public education initiatives, including: A K-12 grade curriculum entitled "WhataWaste," a Recycling Guide for Minnesota Schools, school source reduction workshops, Waste Education Grants and the Waste Education Clearinghouse.
- Published many reports, manuals, fact sheets and newsletters (including the quarterly *Resource*); and make a wide variety of educational materials on waste topics available to the public through its Waste Education Clearinghouse.

- Implemented the SMART (Saving Money and Reducing Trash) program, which educated the public on the benefits of source-reduction. The SMART campaign has been adapted by numerous local governments and community action groups nationwide.
- Over the years, our educational outreach programs have included award-winning videos (including *Source Reduction Now*, *Mercury and the Healthcare Professional*, and *Way to Go Minnesota!*), radio ads, and other public education initiatives such as the Minnesota State Fair (in which the display space educated over 144,000 people in 1997 alone on environmental issues), county fairs, trade and consumer shows, and other public events. These initiatives have greatly improved public awareness of environmental issues.
- Created the first website devoted specifically to environmental education. This page, titled SEEK (Sharing Environmental Education and Knowledge), works as a clearinghouse for all types of environmental education resources, from articles to lesson plans, from performances to displays, etc., and gets an average of 54,000 hits a month. Resources come from a variety of organizations throughout Minnesota, including schools and colleges, government agencies, libraries and businesses. SEEK can be found at <http://www.seek.state.mn.us>
- The official OEA website (<http://www.moea.state.mn.us>) debuted on Earth Day 1998. This new, comprehensive site has become the single best place to find information on any environmental topic, including: many pages offering information on technical assistance for businesses and municipalities; a comprehensive link list including links to dozens of other environmental sites and resources; a page just for kids; and many searchable databases on such topics as SCORE recycling data and preferred solid waste haulers and facilities.

## Awards and Recognition

- 1992 Public Relations Society of America Classic Award for the interactive Reduce, Reuse, Recycle exhibit at the State Fair.
- 1994 Minnesota Chapter, Public Relations Society of America Classics II award for the P2 Makes Sense program.
- 1995 Crystal Clarion Award from Women in Communications, Inc. for the P2 Makes Sense program.

For the SMART campaign:

- 1993 National Public Education Award (Best education program in the U.S.): National Recycling Coalition.
- 1994 Excellence in Solid Waste Education Award: Solid Waste Association of North America.
- 1992 National Awards finalist for Keep America Beautiful, Inc.
- Award of Merit for Graphic design: International Association of Business Communicators, Minnesota Chapter.
- 1993 Award of Merit: Minnesota Association of Government Communicators.



