

Client Feedback & Outreach Campaign to Evaluate the Services of OTA Supplemental Materials

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This report represents the work of one or more WPI undergraduate students submitted to the faculty as evidence of completion of a degree requirement. WPI routinely publishes these reports on the web without editorial or peer review.

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Authorship

Student	Authorship
Jacob Talbot	<ul style="list-style-type: none"> Public Programs for Toxics Use Reduction, sections Overview of the Toxics Use Reduction Act and Overview of the Office of Technical Assistance and Technology Methodology, Objective 1: Research OTA Assistance Methods and Client Perceptions of OTA to get a Better Understanding of Operating Procedures and their Effectiveness (1st and 2nd Paragraphs) Analyzing Data, TURI/TURA relations section Booklet Formatting
Aaron Wheeler	<ul style="list-style-type: none"> Environmental Justice, OTA Operations during the COVID-19 Pandemic Methodology, objective 2: Evaluate OTA's operating procedures using past surveys. Methodology, objective 3: Conduct OTA client outreach and provide recommendations for feedback and communication tools. Analyzing Data/Recommendations-Outreach and Visibility Developed the survey in Qualtrics Challenges & Future Improvements
Livia Thomollari	<ul style="list-style-type: none"> Risks Associated with Toxics Use in Facilities Methodology, Objective 1: Research OTA Assistance Methods and Client Perceptions of OTA to get a Better Understanding of Operating Procedures and their Effectiveness (3rd paragraph) Analyzing Data- Technical Assistance feedback section
Yifei Zhao	<ul style="list-style-type: none"> OTA's contribution to toxic use reduction and importance of feedback Assessment of facilities in using public policy for pollution prevention Methodology, objective 2: Evaluate OTA's operating procedures using past surveys. Methodology, objective 3: Conduct OTA client outreach and provide recommendations for feedback and communication tools.

	<ul style="list-style-type: none"> • Analyzing data – outreach and visibility (paragraph 6 & 7) • More data analysis – pie chart explanation and analysis. (Paragraph 2)
Group Work	<ul style="list-style-type: none"> • Introduction • Abstract • Recommendations • Background Summary • Analyzing Our Data • Conclusion • Acknowledgements

Surveys & Interview Questions

Survey Questions

Introduction:

OTA is conducting this survey to collect your feedback about your experiences with us. We greatly appreciate the time you are spending to help us assess and improve our services. This survey should take you approximately 20 minutes to complete.

Your survey link is specific to you. Please do not share it with anyone else. If you are interrupted while you are taking the survey, you may close out of it and your progress will be saved when you access the survey again using the same link. **If someone other than you should be completing this survey on behalf of your company, please contact EMAIL.**

Confidentiality (after page break):

This survey is being administered by OTA interns who are students at Worcester Polytechnic Institute (WPI). These interns are working under the same strict confidentiality agreement that applies to all OTA staff.

The survey is hosted on WPI's survey platform, but **no identifying information** about your company has been programmed into this WPI system—only a unique code that WPI interns can use to connect your survey responses to information about your company. No question in this survey requires you to provide identifying information, such as your company name. We encourage you not to self-identify in your survey responses.

Please be advised that if you do choose to disclose identifying information in your survey responses, you will be disclosing that information into a WPI system.

I understand that OTA has maintained my company's confidentiality in the design of this survey, and that my responses to this survey (including any identifying information I choose to disclose) are being submitted to a Worcester Polytechnic Institute system.

- ☐ Yes, and I agree to participate in this online survey (*continue to Q1*)
- ☐ I would prefer to participate in a phone interview with WPI interns (*redirect to a text page at the end of the survey that only displays for these respondents: "Thank you for your time. A WPI intern will follow up with you to schedule a phone conversation."*)
- ☐ I would prefer not to participate (*redirect to a text page at the end of the survey that only displays for these respondents: "Thank you for your time."*)

1. In the past five years, how many times have you received the following services from OTA (Quantify with the number of times you received the service, give an estimate if exact numbers are not known)

a.) site visits _____

b.) virtual site visits _____

c.) phone calls _____

d.) emails _____

2. In the past five years, which OTA services have you received and how satisfied were you with these services? (1 being not at all satisfied and 5 being very satisfied)

- ☐ Environmental compliance assistance (1 2 3 4 5)
- ☐ Pollution prevention assistance (1 2 3 4 5)
- ☐ Energy efficiency assistance (1 2 3 4 5)
- ☐ Renewable energy assistance (1 2 3 4 5)
- ☐ Water conservation/wastewater assistance (1 2 3 4 5)
- ☐ Chemical safety and climate change resiliency (1 2 3 4 5)
- ☐ PFAS identification (1 2 3 4 5)
- ☐ Other_____ (1 2 3 4 5)

3. What was the primary reason that you requested OTA assistance and what aspects of those services were the most helpful?

4. What feedback would you give to OTA staff member(s) who provided technical assistance to your company?

5. What would you change about your experience with OTA?

6. What are the methods and media by which you prefer to interact with OTA (e.g., trainings, one on one consultation via phone or site visit, trade shows, social media, newsletter, etc.)?

7. If you have worked with TURI alongside OTA, how effective was the coordination between OTA and TURI in meeting your needs? (1 being not at all effective and 5 being very effective)

- ☐ TURI [Industry/Small Business](#) Grant (1 2 3 4 5)
- ☐ TURI Laboratory (1 2 3 4 5)
- ☐ [Academic Research](#) Grant (1 2 3 4 5)
- ☐ Other_____ (1 2 3 4 5)
- ☐ N.A.

If applicable, describe your experiences working with TURI alongside OTA.

8. Since your last encounter with OTA, if you have achieved any new environmental accomplishments that would be worthy of promotion or writing a case study, please describe them.

9. Please describe any additional improvements that your company has achieved from the foundation that OTA staff laid out (e.g., healthier working conditions; other environmental improvements; cost savings).

10. What other resources or companies do you use for potential environmental projects?

11. How could OTA increase the value of its services to your company or other TURA filers?

12. What strategies would you recommend OTA use to increase our visibility to companies such as yours?

13. Please describe any emerging concerns or developing technologies in your industry that you might need OTA's assistance with (e.g., disclosure of PFAS in supply chains, nanotechnology, climate resilience or any services you would like OTA to add).

14. Do you have any comments or suggestions about OTA and its services that were not covered in earlier questions?

15. Would you like an OTA staff member to follow up with you about your responses to this survey?

a.) Yes

b.) No

If yes, what is the best way to contact you?

☐ Phone

☐ Email

Before end of survey:

Would you be willing to give OTA permission to use your comments in this survey in our communications and outreach about our services? Your comments would only be shared **anonymously** and would not be attributed to your company.

- ☐ Yes, I give OTA permission to share my comments anonymously in its communications and outreach

- ☐ No, I do not give OTA permission to share my comments

Interview Questions

1. OTA typically communicates with its clients through site visits, virtual site visits, phone calls, and emails. Which of these have you used to communicate with the OTA(let them answer). What is your experience with these services? Can you clarify? (if needed)
2. In general, OTA's services include environmental compliance assistance, pollution prevention assistance, energy efficiency assistance, renewable energy assistance, water conservation/wastewater assistance, chemical safety, and climate change resiliency, and PFAs identification. Which of these services have you received? What was your experience with these services? Can you clarify(if needed)?
3. What feedback would you give to the OTA staff member(s) who provided technical assistance to your company? Can you clarify(if needed)
4. What would you change about your experience with the OTA? Can you clarify(if needed)
5. Are there any other ways you think that the OTA could interact with you that could be helpful? These include trade shows, trainings, social media, newsletters, etc?
6. If you have worked with TURI alongside OTA, how effective was the coordination between OTA and TURI in meeting your needs? If applicable, describe your experiences working with TURI alongside the OTA.
7. Since your last encounter with OTA, if you have achieved any new environmental accomplishments that would be worthy of promotion or writing a case study, please describe them.
8. Please describe any additional improvements that your company has achieved from the foundation that OTA staff laid out (e.g., healthier working conditions; other environmental improvements; cost savings).
9. What other resources or companies do you use for potential environmental projects?
10. How could OTA increase the value of its services to your company or other TURA filers?
11. What strategies would you recommend OTA use to increase our visibility to companies such as yours?
12. Please describe any emerging concerns or developing technologies in your industry that you might need OTA's assistance with (e.g., disclosure of PFAS in supply chains, nanotechnology, climate resilience or any services you would like OTA to add).
13. Do you have any comments or suggestions about the OTA and its services that were not covered in earlier questions?
14. Would you like an OTA staff member to follow up with you about your responses to this interview?

Data Summary

Interview & Survey Themed Results Frequency Table

Theme/Subcategory	Number of times mentioned in response	Percentage of Total Respondents
Thought OTA's visibility and outreach methods were good enough	4	13.8%
Recommended OTA to other companies	1	3.4%
Wanted the to have a bigger social media presence	6	20.7%
Recommended OTA look into other programs or connect with other agencies	6	20.7%
Uses services outside of OTA	9	31.0%
Wished more information about OTA services was available to companies	8	27.6%
Wants OTA to be more present at industry events	6	20.7%
Technical assistance was overall positive	28	96.6%
Mentioned that OTA's work was a necessary service	3	10.3%
Thought that OTA's site visits were too scripted and didn't focus on the problem that needed to be addressed	2	6.9%
Recommendations made by OTA were either too large scale or expensive to reasonably implement	6	20.7%
Wants more follow ups from OTA	7	24.1%
Only worked with the OTA to remain in compliance	5	17.2%
Wanted the OTA to assist with actual filing	3	10.3%
Recommendations tend to be industrial focused rather than pharmaceutical	2	6.9%
Wants OTA staff to include more subject matter experts	1	3.4%
Felt that frequency of follow-ups was pushy or pressuring	1	3.4%
Was unaware of TURI services or thought there was a disconnect between OTA and TURI	4	13.8%
Frustrated with TURA regulations	3	10.3%
Total Responses	29	

Outreach & Visibility
Technical Assistance Feedback
TURA Regulations and Relations

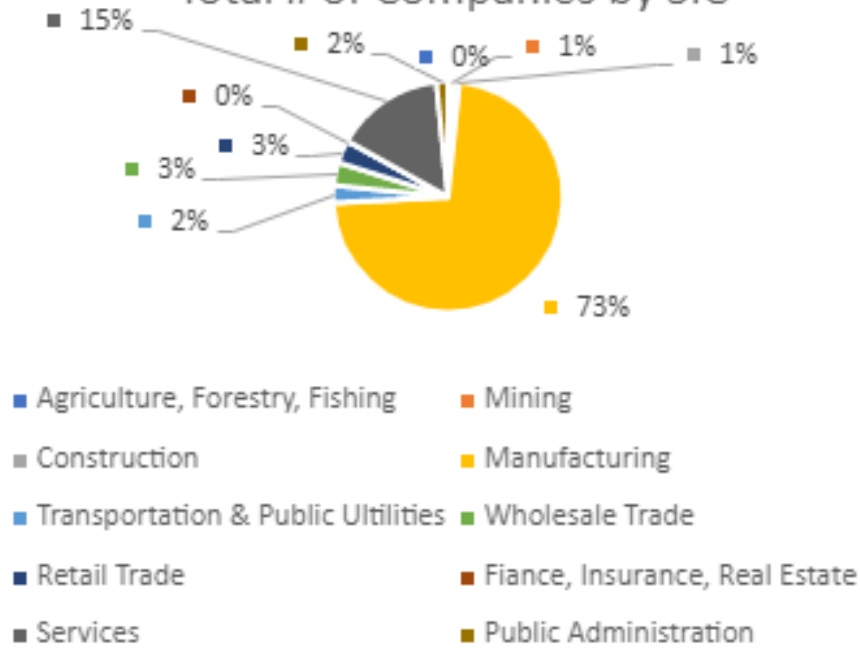
Response Rates and SIC Code Comparison Graphs

Company Category	# of Companies
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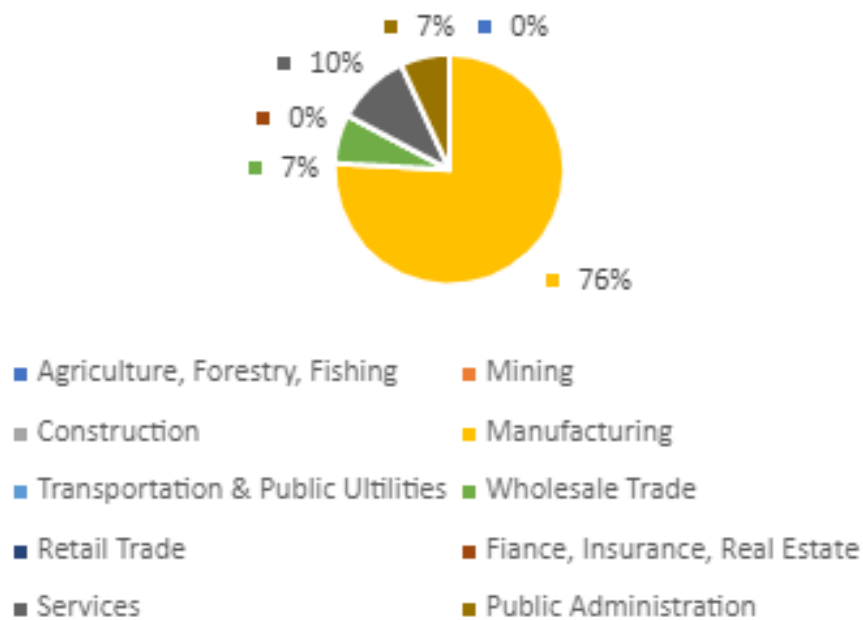
# of Companies We Reached Out To	124
# of Respondents	29
Total # of Interviews	18
# of Phone Interview	14/18 interviews
# of Web Interview	4/18 interviews
# of Survey Responses	11
# of Email Reponses	1
# of Referrals to OTA Staff	8

SIC Code	Industry Sectors	# of Companies Total	# of Companies Interviewed/Surveyed
"01-09"	Agriculture, Forestry, Fishing	0	0
"10-14"	Mining	1	
"15-17"	Construction	1	
"20-39"	Manufacturing	90	22
"40-49"	Transportation & Public Utilities	3	
"50-51"	Wholesale Trade	4	2
"52-59"	Retail Trade	4	
"60-67"	Fiance, Insurance, Real Estate	0	0
"70-89"	Services	19	3
"91-99"	Public Administration	2	2
Totals		124	29

Total # of Companies by SIC



of Company Responses by SIC



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