



Strategic Goals Update

Robert McDowell, Sr.
SGP Project Manager—Industry
54 West Avenue, Suite 207
Fairport, NY 14450
Phone: 716/425-7500
E-mail: rmcowell@rochester.infi.net

The Strategic Goals Website

The Strategic Goals Program (SGP) website, which is operated by the National Metal Finishing Resource Center (NMFRC), is located on the Internet at <http://www.strategicgoals.org>. Although the website is new, it already contains some very informative and useful features.

Program Information

Background information concerning U.S. EPA's Common Sense Initiative (CSI) and the SGP can be found in the "About the Program" feature. Recent news and program updates are located in "Goals at a Glance," which will be changed on a regular basis using information submitted by the numerous program participants, including industry, EPA, states, publicly owned treatment works (POTWs) and others.

Participants

The "Participants" feature gives users the opportunity to identify metal finishing shops, POTWs, states and others that have signed on to the SGP. Information about participants is maintained in a searchable database, and there are various methods available for searching. For example, using the sensitive map of the U.S., click on Region III, and you see a display of all participants (shops, states and POTWs) located in that area.

With other search methods, users can locate a specific type of participant (e.g., just shops) in a given region or state. There are also alphabetical searches for either people or companies/agencies.

Worksheet Database

Metal finishing shops participating in the SGP submit information concerning, among other things, wastewater, discharges, sludge generation and pollution prevention activities.



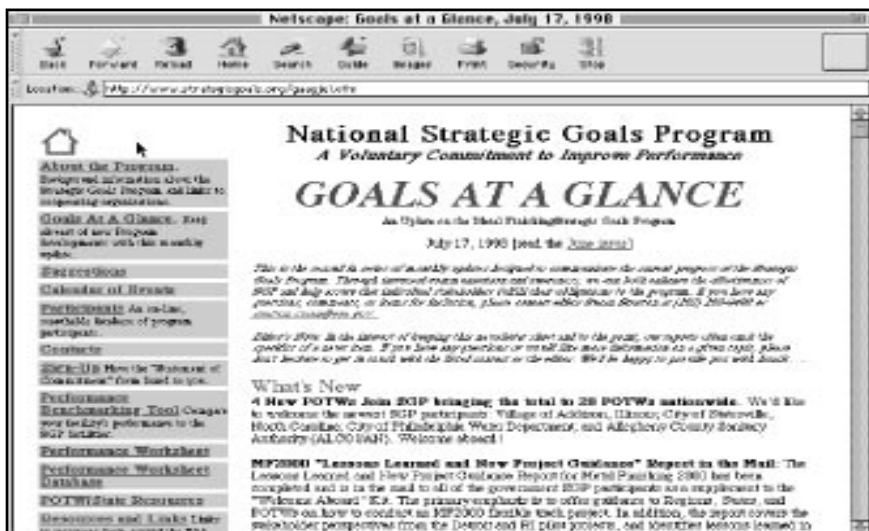
The Strategic Goals home page.

Information submitted by the shops will be used to assist them in tracking their progress toward meeting the voluntary goals. Shop personnel can either submit a hard copy form (referred to as the program worksheet) or enter their data directly into an electronic worksheet located on the website. Visitors to the website can view most of the data submitted by participants, although any identifier information, such as people and company names, is blocked from view. To view the worksheet data, click on "Performance Worksheet Database," located on the left menu. You can then select to view data from a particular facility (coded by number) or a particular goal (e.g. 50 percent reduction in water use). A summary of all data are graphically displayed along with a table that summarizes data relative to this goal from each of the participants.

The worksheet database is instantly updated each time a new entry is made. All participants and the public, therefore, have access to the latest results.

Benchmarking Tool

How does your shop stack up against those participating in the SGP? You can find out by using the web-based benchmarking tool. It looks at several aspects of the SGP worksheet: sales volume, water use, energy use and sludge generation. Just provide data on an electronic form, click on "Go," and you are presented with a graphical comparison of both absolute and normalized units of measure. The normalized comparison is shown in terms of sales dollars (e.g., gal/yr of wastewater discharged per dollar of sales). Normalization is a way of fairly comparing the performance of various facilities, even though they may be very different in size.



The "Goals at a Glance" feature provides continuous updates on the Strategic Goals Program.

In addition to providing a comparison of your shop with SGP participants, the benchmarking tool also provides links to information, depending on the comparative performance of the shop. For example, facilities with higher than average water use are directed toward information on the NMFR that

explains how to reduce the use of water. The better performing facilities are asked to submit and share details on how they achieved low water use.

The Future

The SGP website will be updated frequently. We encourage you to check it at least once a month.

Suggestions for making improvements to the program are welcome. Drop them off in the on-line suggestion box. Your input will help shape the direction of this terrific industry resource.

Note: This column is first in a series that will highlight the Metal Finishing Strategic Goals Program, a product of the CSI. The purpose of CSI, launched in 1994 by EPA Administrator Carol Browner, is to explore industry-specific strategies for environmental protection. The SGP establishes a set of voluntary National Performance Goals for the metal finishing sector that represent "better than compliance" environmental performance for metal finishers. Industry leadership has endorsed the SGP and encourages metal finishing facilities to sign on. Approximately 272 metal finishing companies signed on to the program during its inaugural six months. The column, which will appear bi-monthly, will assist in keeping the AESF membership informed about SGP activities. **P&S**