

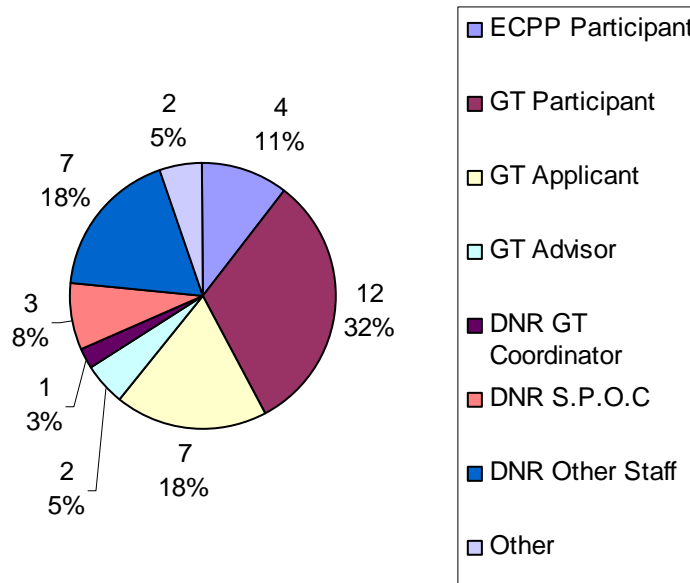
**Survey Results:
Green Tier Working Session Participant Polling
1/22/2007**

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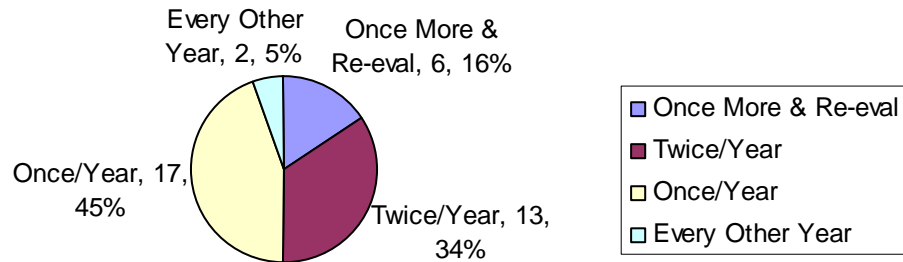
- Section I:** Respondent Demographics and desire for future sessions
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Section I

Demographic breakdown of survey participants:



Respondents desired frequency of future working sessions:



Section II

This survey asked respondents **which topics they would like to see on the next agenda should the stakeholders meet again.** For this rating a score of ONE indicates the highest possible interest, whereas **THREE** denotes low interest. One last note, the best scores for each are in bold type while the worst are in *italics*.

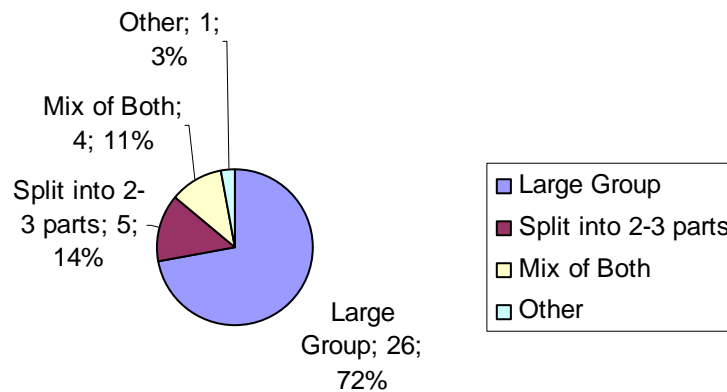
Topic	Business Response Avg.	DNR Response Avg.	Cumulative Response Avg.
Greenhouse Gas Strategies	2.18	1.57	1.96
Green Marketing Strategies	1.84	1.71	1.79
Green Supply Chain Development	2.00	1.75	1.90
Performance Metrics	1.67	1.89	1.72
Stakeholder engagement	1.77	1.40	1.68
Synergy for the beneficial use of by-products	1.82	2.20	1.96
Incentives exploration & development	1.79	1.29	1.68
EMS tips	1.71	1.43	1.73
How to prioritize aspects	2.11	2.40	2.20
Document control: A How To	2.22	2.43	2.30
Setting aggressive vs. easy to accomplish targets	2.12	1.71	2.08
Strategically using performance measures in running a business	1.29	2.00	1.46
Thinking creatively about regulatory efficiency	1.39	1.33	1.35
Latest ideas on energy efficiency	1.79	1.71	1.82
Green Tier and the transition to sustainability	1.60	1.63	1.63

Eight respondents felt compelled to answer question number three verbatim. Their responses are as follows:

1. Tools/methods to engage NGO's (enviros) Education for UW/Tech colleges on EMS and beyond compliance. Panel discussion comprised of critics, believers, participants, dept. staff other agencies, etc. Examples of how GT can facilitate communication between agencies that generate better results. Bio-fuel industry and how they can engage GT companies.
2. Finding new objectives/targets
3. H-culture H-change management
4. Use of logo (Green Tier)
5. EMS development for companies who may not want/need to be a formal Green Tier applicant/participant. Non-regulated entities being in Green Tier.
6. Identifying obstacles/challenges in program and how to overcome.
7. Application process
8. Legislative point of view

Section III

Format of Next Working Session



The following charts demonstrate the respondent's attitudes towards the four items on the agenda for the working session. The rating scale asks for a standard 1-5 rating, where 1 is the lowest possible rating and 5 is the highest possible rating.

Rating the Amount of Time Spent On	Business	DNR	Cumulative
Annual Reports	4.38	4.55	4.43
Idea Sharing & Participant Interaction	4.23	3.91	4.14
Performance Metrics	4.04	4.00	4.00
Regulatory Innovation	4.25	4.36	4.31

Rating the Format Of	Business	DNR	Cumulative
Annual Reports	4.08	3.55	3.89
Idea Sharing & Participant Interaction	4.00	4.00	4.00
Performance Metrics	3.79	3.55	3.76
Regulatory Innovation	3.80	4.09	3.91

Rating the Topic Of	Business	DNR	Cumulative
Annual Reports	4.43	4.18	4.43
Idea Sharing & Participant Interaction	4.36	4.27	4.31
Performance Metrics	4.26	3.91	4.14
Regulatory Innovation	4.15	4.45	4.25

Rating the Content Of	Business	DNR	Cumulative
Annual Reports	4.04	3.55	3.86
Idea Sharing & Participant Interaction	3.81	4.18	3.97
Performance Metrics	3.83	3.55	3.75
Regulatory Innovation	3.90	3.91	3.91

Section IV

The last question of the survey asked respondents for any additional comments or suggestions that related to the working session. Their responses are listed verbatim below:

1. Great location! Thanks for organizing the session.
2. Ideas need to be documented. Very well run. Thank you.
3. Excellent facility for this meeting. Great choice of menu items. Paper plate exercise-will take my plate home to use, but others may not.
4. The day was very fulfilling. Having other companies in different stages, successes and failure was valuable.
5. The audience was saturated with DNR folks, future events try to include more participants, NGO reps, consultants, other staff agency, gov. office, technical colleges, UW people, etc.

6. Facilities and meals were great. Facility was easy to find and central location.
7. Meal was great! Panel discussion was very worthwhile. The “plate color” role-play was great as it generated out of the box thinking.
8. My goal is to learn more about ideas programs that are working to support the environment – a news letter could do that. Would like to hear more about the department’s specific objectives and goals. Facility was perfect for the topic.
9. Meet twice a year for a year or two then reevaluate.
10. We should meet again, but give it enough time first so the issues have evolved. This large a group can be intimidating early in the day – I think smaller groups during some part of the morning could help to warm up the crowd a bit – i.e. make the attendees more comfortable together.
11. Wonderful facility. Great food. Well planned program – good execution.
12. Facility perfect, meal great. Excellent planning. Perfect mix of speakers leading and group participation. These are hard discussions that need open and free discussion. Well done! DNR needs to develop its own EMS – be a leader.
13. If you want to accomplish something with a “working” session, they really have to be frequent enough so that the momentum that’s generated continues forward. Once a year is not enough...Annual reports about 15 mins. too long...Performance metrics could have been a little longer, like 20-30 mins. No unresolved issues. Excellent facility, please use it again! Excellent treats and drinks. Lunch was O.K.; Would’ve liked some potato chips! Or perhaps next time we could get in some pizza? Environmental groups seemed under represented. Should if there’d be more interest in the next working session from NGO’s...Use of visual aids during those sessions where no V-A’s were used, would’ve been helpful esp. “Annual Reports” session.
14. Good location for meeting. A more specific statement at beginning of each session to clarify goals/focus of session would help add context and clarity.
15. Great food and treats.
16. Still need more opportunity to connect participants speak in a frank manner – there was too much happy and not about obstacles faced and overcome or not with DNR staff and others.
17. Facility and meal and hospitality – great. More sharing on how to address those who doubt and those with an important voice (such as environmental groups). When will DNR lead by example and become a Green Tier entity?

18. Nice facility – easy to get to. Enjoyed the day.
19. Participants should state what they are looking for and have others help find that answer. Allot time for that.
20. Issues not addressed or resolved: Documents and EMS monitoring for small office. Incorporating/addressing employer with English as a second language. Length of Annual Report. Great facility, good mix of people.
21. Working session was great, networking and collaboration between participants should be encouraged, maybe include workshop topics e.g. EMS aspects, upcoming regulation, new technology at future events. Facility was good – Thanks! I had some insights to take back to my company as a result of this session.
22. I think there could be more value from exploring potential synergies and partnerships among Green Tier and ECPP participants.

Section V

The following is a list of respondents that indicated willingness to host, plan, or sponsor a future meeting:

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