



***CONCIERGE PERMIT ASSISTANCE  
ADVISORY COMMITTEE (CPAAC)***

***JULY 20, 2021***

***CONNECTICUT DEPARTMENT OF ENERGY & ENVIRONMENTAL PROTECTION***

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## HOUSEKEEPING

- Meetings are open to the Public [register for each meeting on [CPAAC webpage](#)].
- Meetings and Q&A are being recorded.
- Panelists are encouraged to keep their webcams on and to speak and provide input. You have “panelist” status in the webinar. Please keep your microphones muted unless sharing information. Please name yourself and add your affiliation.
- Attendees who are not panelists, please share your ideas and questions through the Q&A feature or raise your hand to speak. (The chat function is disabled.) Any answers to the questions posed will be posted on the CPAAC webpage after the meeting.
- Anyone may provide feedback through [DEEP.Concierge@ct.gov](mailto:DEEP.Concierge@ct.gov).
- We will post the slide deck and meeting recording on [CPAAC webpage](#).



# AGENDA

- Welcome
- Benchmarking with Other States - Webpages Flow & Design
- New Permit Assistance webpages
- Panelist Discussion throughout



## SCOPE / GOAL

- Receive feedback and suggestions from various sectors and experiences, including business/industry representatives, environmental advocates, consulting/engineering/environmental law, and municipalities/state agencies on improving our permit assistance and the user experience for permitting resources on DEEP's website

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# COMMITTEE MEMBERS

## DEEP Hosts

- Commissioner Katie Dykes
- Betsey Wingfield, Deputy Commissioner on Environmental Quality Branch
- Natalie Braswell, Chief of Planning, Legal & Regulatory Affairs
- Nicole Lugli, Office Director of Planning and Program Development and Land Acquisition and Management
- Camille Fontanella, Client Concierge Team Lead
- Amy Richardson, Client Concierge Team
- Bea Milne, Permit Assistance

# COMMITTEE MEMBERS

## Panelists

- John P. Miller, President/CEO, National Chromium Co. Inc.
- Scott Miller, General Manager, Clean Earth, Inc.
- Mark Bobman, Executive Director, Bristol Resource Recovery
- Gannon Long, Policy & Public Affairs Director, Operation Fuel, Inc.
- David Griggs, President and CEO, MetroHartford Alliance
- Robert D. Deptula, Supervisor Licensing and Permitting, Eversource Energy
- Saranda Belica, Associate Director, AdvanceCT
- Robert LaFrance, Director of Policy, National Audubon Society of Connecticut
- Carla Sylvester, PE, LEP, Blue River Engineering LLC
- Sudip Bafna, PE, CHMM, Fuss & O'Neill
- Jean Perry Phillips, Attorney, Pullman & Comley LLC
- John Cody, Inland Wetlands Enforcement Officer, Town of Roxbury
- Aïcha S. Woods, City Plan Executive Director, City of New Haven
- Colin Cooper, Chief Manufacturing Officer, Connecticut Department of Economic and Community Development

# CLIENT CONCIERGE AND PERMIT ASSISTANCE SERVICES

## Client Concierge Service *& Permit Assistance*



## PROCESS IMPROVEMENTS

- Complete benchmarking with 11 other State's concierge/permit assistance services
- Concierge Permit Assistance Advisory Committee
- Surveys seeking customer feedback

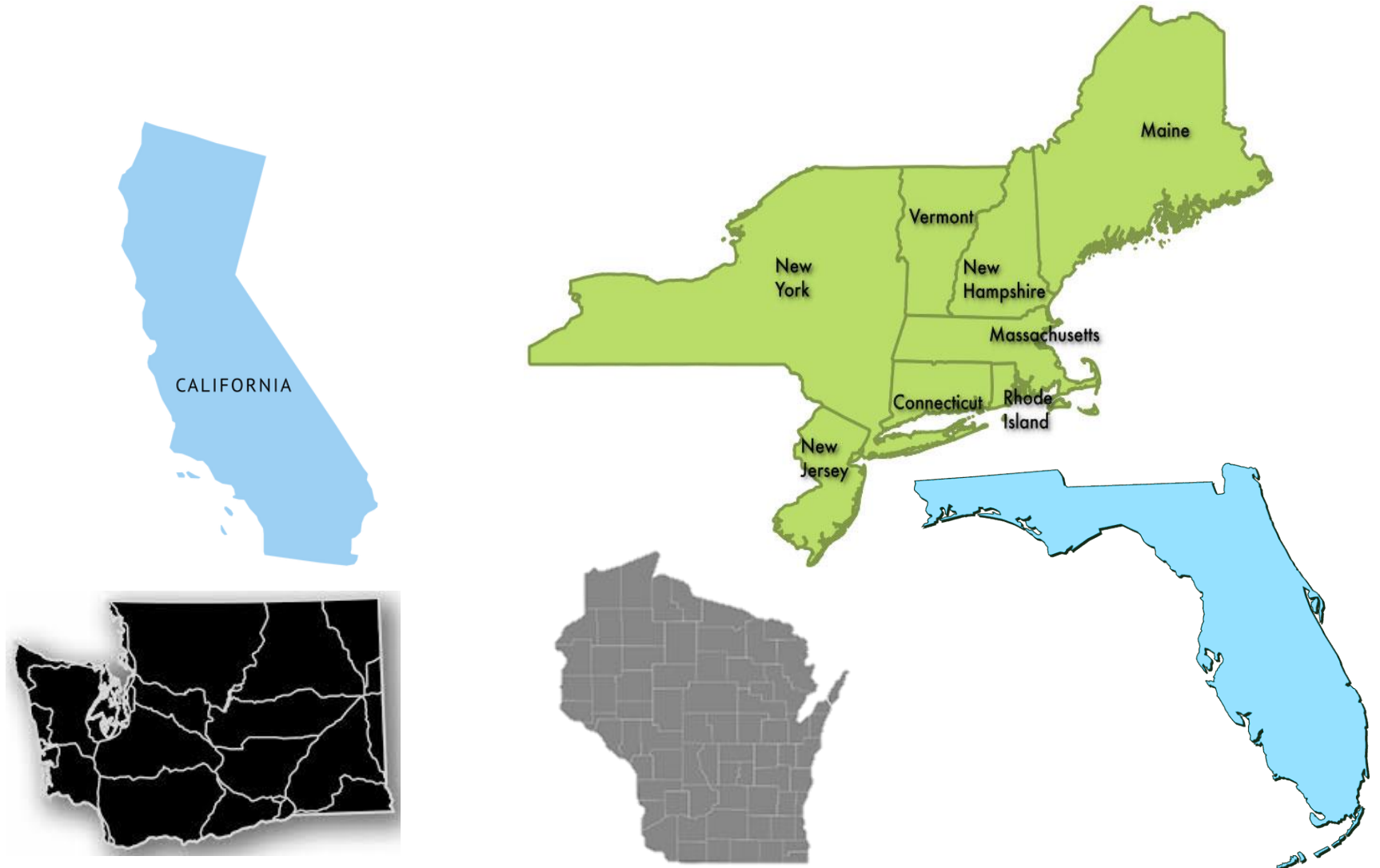
- Support economic development and job creation
- Uphold Connecticut's environmental standards
- Conduct outreach to stakeholder communities to improve knowledge of permit process

## Client Concierge Service

*& Permit Assistance*

- Massachusetts
- New Jersey
- New York
- Rhode Island
- New Hampshire
- Vermont
- Maine
- Florida
- Wisconsin
- California
- Washington

## BENCHMARKING WITH OTHER STATES





# BENCHMARKING METRICS

## WEBSITE AESTHETICS AND DESIGN

- Webpage Flow & Design
- Process Flow Charts/ Schematics

## RESOURCES AVAILABLE ON WEBSITE

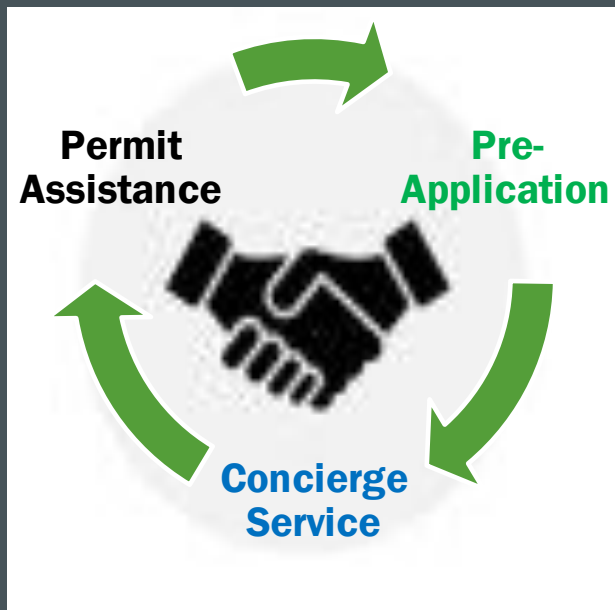
- Permit Status & Document Viewer
- E-Licensing and Permit Payment Portal
- Automated Permit Questionnaire
- Resource Webpages
- GIS Maps

	Engaging Website Design	Process Flow Charts	Online Permit Status & Document Viewer	E-Licensing	Permit Payment Portal	Automated Permit Questionnaire	Resource Pages	GIS maps
Connecticut	●	●	●	●	●	●	●	●
Washington	●	●	●	●	●	●	●	●
Massachusetts	●	●	●	●	●	●	●	●
Wisconsin	●	●	●	●	●	●	●	●
California	●	●	●	●	●	●	●	●
New Hampshire	●	●	●	●	●	●	●	●
New York	●	●	●	●	●	●	●	●
New Jersey	●	●	●	●	●	●	●	●
Rhode Island	●	●	●	●	●	●	●	●
Maine	●	●	●	●	●	●	●	●
Vermont	●	●	●	●	●	●	●	●
Florida	●	●	●	●	●	●	●	●

-  Developed
-  Existing
-  Non-Existent

# OVERVIEW

## KEY TAKEAWAYS



- Permit Assistance has been offered for many years in CT
- Concierge services are an emerging amenity in many states
- Some impactful areas to improve user experience:
  - Easily digestible information for quick understanding and reference
  - Organization of available resources (videos, flow charts, tables, handbooks, factsheets)

# WEBSITE AESTHETICS AND DESIGN

## Webpage Flow & Design

### Washington

- List of all site pages at the top of splash page
- Layman's terms throughout website – engaging and simple!
- Aminated icons for sub-webpages
- Linear webpage with use of color to delineate different categories



Home > Permitting

- PERMITTING SERVICES
- PERMITTING TIPS
- PERMITTING FAQs
- PERMITTING PUBLICATIONS
- PERMIT INFORMATION CENTER
- PROJECT QUESTIONNAIRE
- PERMIT SCHEMATICS
- HAVE QUESTIONS?
- REGULATORY HANDBOOK
- JARPA
- FOREST PRACTICES PERMIT
- PERMIT PROCESS SCHEMATICS

Click here to ask a question.

## Permitting Services

ORIA's environmental permitting resources can help you with projects large or small!

### Project Questionnaire

A tool developed by the Department of Ecology to help you determine which environmental permits you might need for your project

The Regulatory Handbook contains information about local, state, and federal permits, approvals, and licenses for Washington state.

LEARN MORE

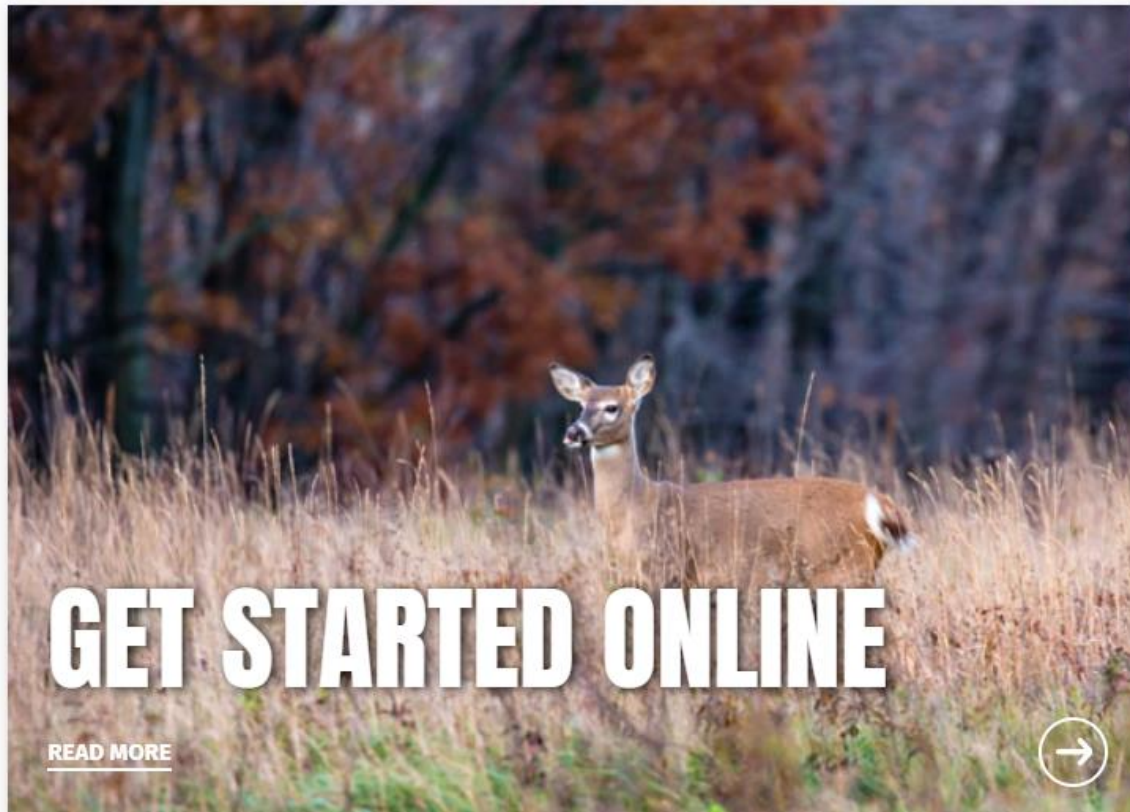
### Permit Process Schematics

### ORIA Information Center

# WEBSITE AESTHETICS AND DESIGN

## Webpage Flow & Design

### Wisconsin



#### REGISTRATIONS FOR BOATS AND OFF-HIGHWAY RECREATIONAL VEHICLES

Boats, ATVs and UTVs, Snowmobiles and Off-highway Motorcycles

[READ MORE](#)



#### WATER PERMITS

For some of our permits, submit applications and other forms to the DNR online.

[READ MORE](#)



Connecticut's Relative Status:

CT 

WI 

WA 

# WEBSITE AESTHETICS AND DESIGN

## KEY TAKEAWAYS WEBPAGE FLOW & DESIGN

- Flow and design is critical to the user experience
- Website flow that follows a linear structure (WA, WI, NY) promotes understanding
- Graphic links (WI, WA) are helpful and attractive
- ✓ Under a grant, worked with marketing consultant Adams & Knight, Inc. to improve user experience and flow and to upgrade design



# CPAAC

## DISCUSSION OF NEW WEBPAGES

### LANDING PAGE:

<https://portal.ct.gov/DEEP/Permits-and-Licenses/Permits-and-Licenses>



[CT.gov Home](#) / [Department of Energy and Environmental Protection](#) / [Permits and Licenses](#)



#### Access Our Assistance

DEEP specialists are here to assist you before, during and after the permitting process.



#### Navigate the Process

Learn more about the processes for applying for the different types of permits that may be required for your projects.



#### Access Forms/Guidance

If you're already familiar with the permit application process and requirements, simply click here to access our online forms and resources.

#### DEEP Permit Assistance

- [Pre-Application Assistance](#) >
- [Client Concierge Service](#) >
- [Permit Program Contact Info](#) >
- [Permit Status Check](#) >

#### Permitting Process

- [General Permit Process](#) >
- [Individual Permit Process](#) >
- [How To Submit Your Application](#) >
- [FAQs](#) >

#### Forms/Guidance

- [Air Emissions Permits](#) >
- [Waste & Materials Management](#) >
- [Water & Land Use](#) >
- [Water Discharges](#) >
- [Other Types of DEEP Licensing](#) >

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# Discussion Questions

## New Webpages

- Are DEEP's permit assistance webpages visually appealing? *Majority said "visually appealing."*
- Are DEEP's permit assistance webpages user friendly and easy to navigate? *Split response "somewhat appealing" and "appealing."*  
If not, why?
- Do DEEP's permit assistance webpages have more, less, or about the same amount of materials and information you would expect for permit assistance webpages? *Most said "expected amount."*  
If less, what are you looking for? *"Examples of permits"*



# CPAAC

## DISCUSSION OF NEW WEBPAGES

## PERMITS & LICENSES:

<https://portal.ct.gov/DEEP/Permits-and-Licenses/Forms-Guidance-Fact-Sheets>

- Permits & Licenses Main Page >
  - Professional & Occupational Licenses >
  - Recreational & Natural Resources Licenses >
  - Compliance Assistance >
  - Enforcement >
  - Laws & Regulations >
  - Adjudications and Environmental Hearings >
  - Public Participation >
  - Online Services >
  - Main Menu >
- Search Department of Energy and

## Overview

Take a look through the list of permitting topics below to find more information on your area of interest. Find factsheets, forms, guidance and more. Make sure to also take a look at the content available in the horizontal navigation for additional access to helpful materials.

[Where to Begin](#) | [Public Notice Requirements](#) | [Common Forms](#) | [Public Notices](#) (Issued by DEEP) | [Issued Permits](#) | [Environmental Justice](#) | [Online Services](#) | [Siting Council](#) | [Video Library](#)



Permitting Overview: [Air Emissions](#)

## Clean Air Interstate Rule

## New Source

[Minor Modification Application for an Existing New Source Review Permit](#) +

[New Source Review Permit](#) -

**Fees:** Beginning at \$3,250 for new minor sources (includes \$940.00 application fee)

**Public Notice:** Initial notice of application - **AND** - Notice of Tentative Determination (30 days). *Ej, if in applicable area.*

**Estimated Processing Timeframe:** 6 months for new minor source / 12 months for new major source

**Type of Permit:** Individual

[Get More Detail](#)

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# Discussion Questions

## New Webpages

- Are you able to find what you are looking for?  
*Most said, “Found some things I was looking for.”*
- Do you anticipate that DEEP’s new Permits & Licenses page will help make your permit planning more efficient?  
*Answers ranged from “neutral to more efficient.”*

# WEBSITE AESTHETICS AND DESIGN

## Flowcharts / Schematics – Washington State “Schematics”

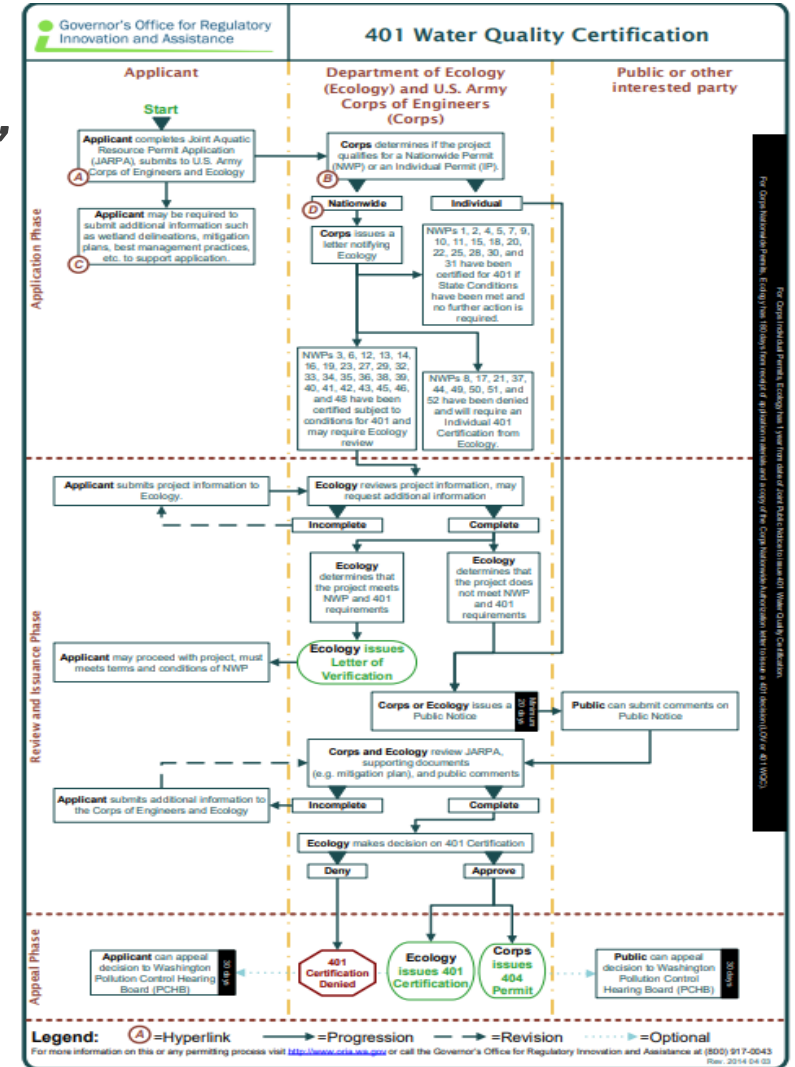
“Need to visualize the permit process?”

- Alphabetical list of every environmental permit the State offers
- Flow charts for each permit process
  - DEEP could embed hyperlinks within flow charts to navigate to permit webpages, applications, factsheets, guidance, etc.

### Permit Schematics A - M

Description	File Name	
401 Water Quality Certification	401-Water-Quality-Certification-Schematics.pdf	
Air Operating Permit (AOP)	Air-Operating-Permit-Schematics.pdf [ver. 3]	
Air Quality Notice of Construction (NOC) Permit	Air-Quality-Notice-Of-Construction-Permit-Schematics.pdf [ver. 3]	
Aquatic Use Authorization	Aquatic-Use-Authorization-Schematics.pdf	
Agricultural Field Burn Permit	Burn-Permit-Agricultural-Field-Schematics.pdf	
Agricultural Pile Burn Permit	Burn-Permit-Agricultural-Pile-Schematics.pdf	
Land Clearing Burn Permit	Burn-Permit-Land-Clearing-Schematics.pdf	

Click here to a



Connecticut's Relative Status:

CT

WA

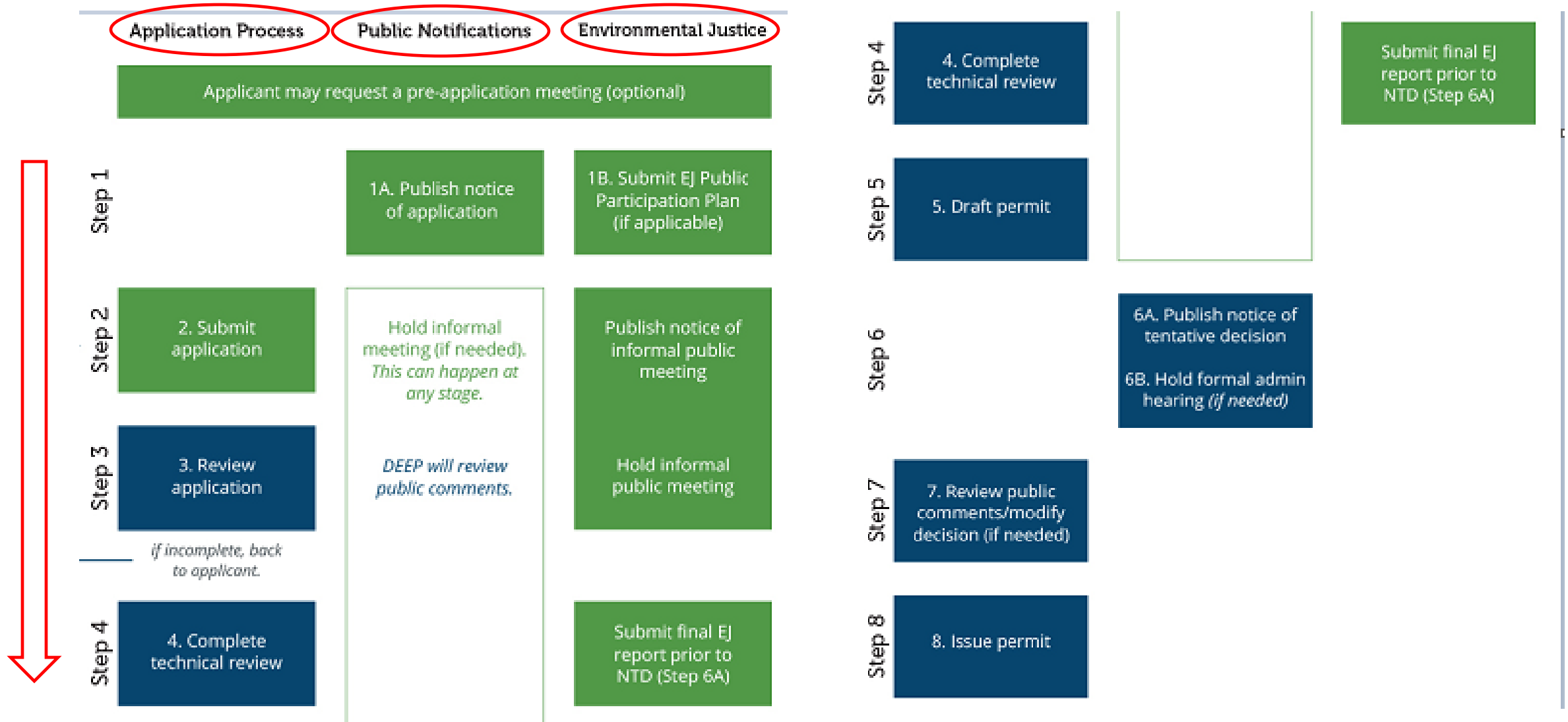
# WEBSITE AESTHETICS AND DESIGN

## KEY TAKEAWAYS FLOW CHARTS / SCHEMATICS

- For the more technical user, schematics or flow charts that outline permitting process (WA) assist applicants through permitting process
- Hyperlinks at each step would be useful
- Steps can be both concise and include short descriptions

# WEBSITE AESTHETICS AND DESIGN

## Flowcharts / Schematics – DEEP Flowcharts



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# Discussion Questions

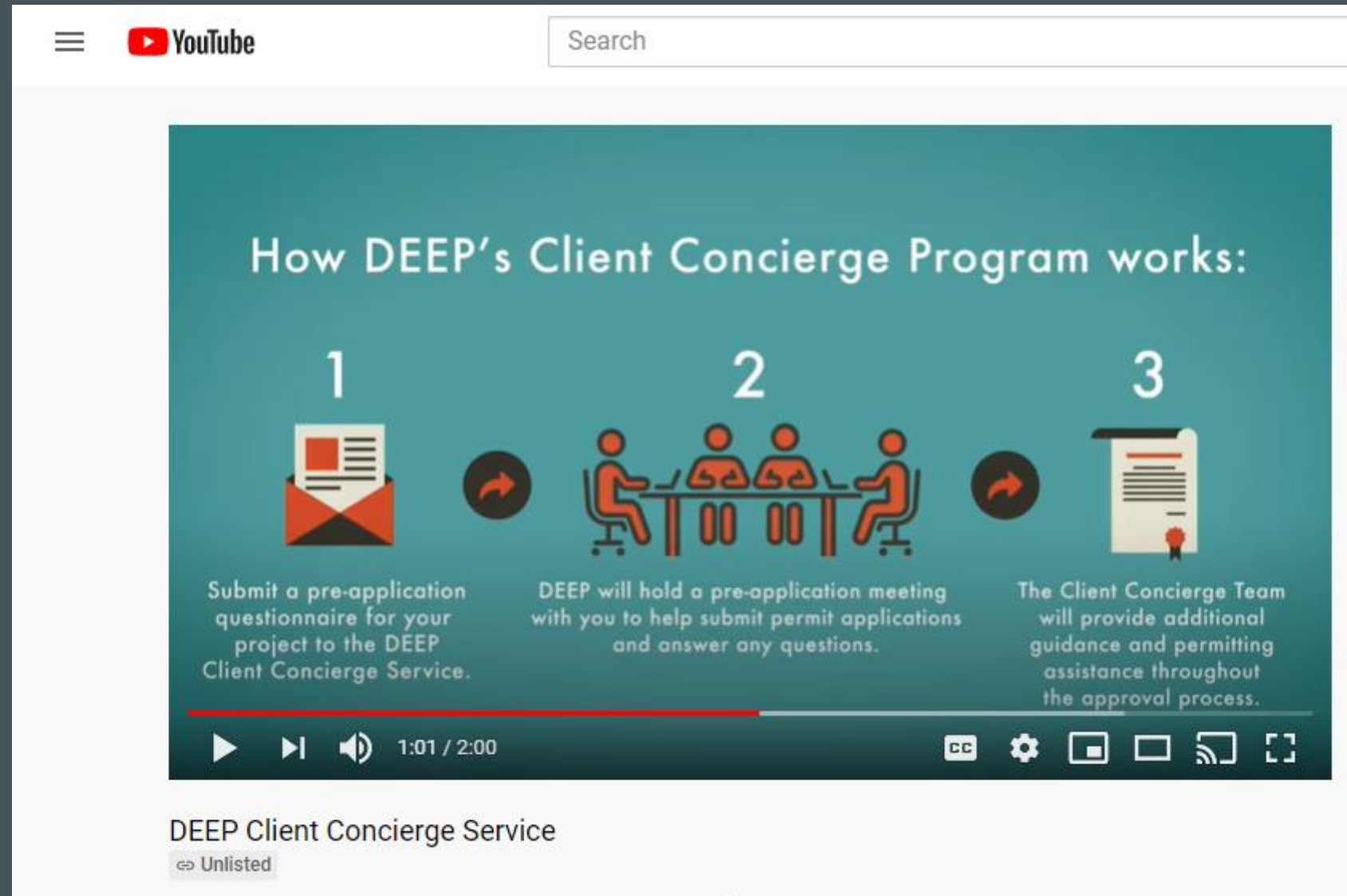
## New Webpages

- Is information about the permitting process clear?  
*Split response “somewhat clear” and “clear”*
- Is information about permit assistance and Concierge services clear?  
*Most said “clear.”*

# CPAAC

DISCUSSION OF WEB  
RESOURCES TOPIC:  
CONCIERGE VIDEO

[Concierge Video](#) -  
overview of service



The image shows a YouTube video player interface. At the top, there is a YouTube logo and a search bar. The video content is a teal-colored slide titled "How DEEP's Client Concierge Program works:". It features a three-step process:

- 1**: An icon of an envelope with a document inside. Below it, the text reads: "Submit a pre-application questionnaire for your project to the DEEP Client Concierge Service."
- 2**: An icon of four people sitting around a table. Below it, the text reads: "DEEP will hold a pre-application meeting with you to help submit permit applications and answer any questions."
- 3**: An icon of a document with a red seal. Below it, the text reads: "The Client Concierge Team will provide additional guidance and permitting assistance throughout the approval process."

Below the steps is a video player control bar with a red progress bar, play/pause, next, volume, and time (1:01 / 2:00) indicators. On the right side of the control bar are icons for closed captions (CC), settings, full screen, and other options.

DEEP Client Concierge Service  
Unlisted

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## Discussion Questions

### Concierge Video

- Instructional Videos: What videos that you would find most useful for DEEP to produce? – 1) how to fill out an application/license, 2) how to file an application on line, 3) how to use the search function on maps, 4) other  
*People seemed to like our suggestions. Other suggestions included “how to get permits for new activities,” “summaries on different permits,” “explanation of permit by rule vs general vs individual permits,” “why permits are needed (to help clients understand),” “how to know which permit you need,” “tips and tricks (hints) for each permit,” “Storm Water Sampling,” “WPED Permits.”*
- Informational Videos: What specific permitting topics would you want to see a video on?  
*Suggestions included “wastewater & compliance with wastewater,” “wastewater, groundwater, air permits,” “Pre-Treatment System modifications”*



# CPAAC

## DISCUSSION OF WEB RESOURCES TOPIC: CONCIERGE BROCHURE

### Virtual Brochure

- Regular updates to stakeholders
- Highlighted projects
- Widespread distribution – please share!

The Concierge Team facilitates communication between DEEP's permit programs and stakeholders to fulfill project needs and to guide projects through the environmental permitting process in a coordinated and sequenced manner.



To support your permitting needs, DEEP offers pre-application assistance—just submit a [pre-application questionnaire](#), and we will schedule a pre-application meeting, bringing staff from the necessary permit programs to you to discuss your project, regulatory requirements, and estimated timelines.

## Concierge Service Highlights:

- Added support for complex projects, involving multi-media permitting and supporting economic development and recovery
- Coordination and follow-up on projects within DEEP and with other State agencies
- Post-permit application assistance
- Obtain information on the status of permit applications



E-mail our team at  
[DEEP.Concierge@ct.gov](mailto:DEEP.Concierge@ct.gov)



Visit the Client  
Concierge Website

Connecticut Department of Energy &  
Environmental Protection

# CONCIERGE PERMIT ASSISTANCE ADVISORY COMMITTEE

## Discussion Questions Concierge Brochure

- Do you enjoy seeing highlighted projects? *100% yes*
- What else can be added to the brochure to engage readers?  
*Suggestions included “what the process actually looks like,” “each edition of the brochure can have a different highlighted permit with helpful tips or tricks,” “testimonials,” “job descriptions of each Team member”*
- What other types of updates should be included in the brochure?  
*Suggestions included “timeline, what permits were involved,” “What deadlines are coming up soon for permits”*
- How often would you like the brochure to be updated? Similar to a reoccurring newsletter, quarterly, semi-annual, annual  
*Majority said “semi-annual”*
- Would you prefer a static brochure that acts as an introductory factsheet on the Client Concierge Service? *Majority said “no”*

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## Discussion Questions Informational Materials

- What additional permit assistance reference materials can we provide to better your permitting application and experience?  
*Some answers included “they shouldn't be limited to large permits/clients,”  
“The tip sheets for each permit would be helpful even if not in video form  
just as a pdf that is next to each permit”*

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Next Meeting: August 17, 2021 2:00 pm

<https://portal.ct.gov/DEEP/Permits-and-Licenses/Client-Concierge-Permit-Assistance>

<https://portal.ct.gov/DEEP/Permits-and-Licenses/Where-to-Begin--Users-Guide-to-Environmental-Permits>

[Sign up](#) to receive email updates through Constant Contact.

Contact the Concierge Team: [DEEP.Concierge@ct.gov](mailto:DEEP.Concierge@ct.gov)