



Shout Outs in EPA's MyEnvironment

An Example of Leveraging GIS and Gov 2.0 to
Extend the Bilateral Exchange Between the Public
and its Government

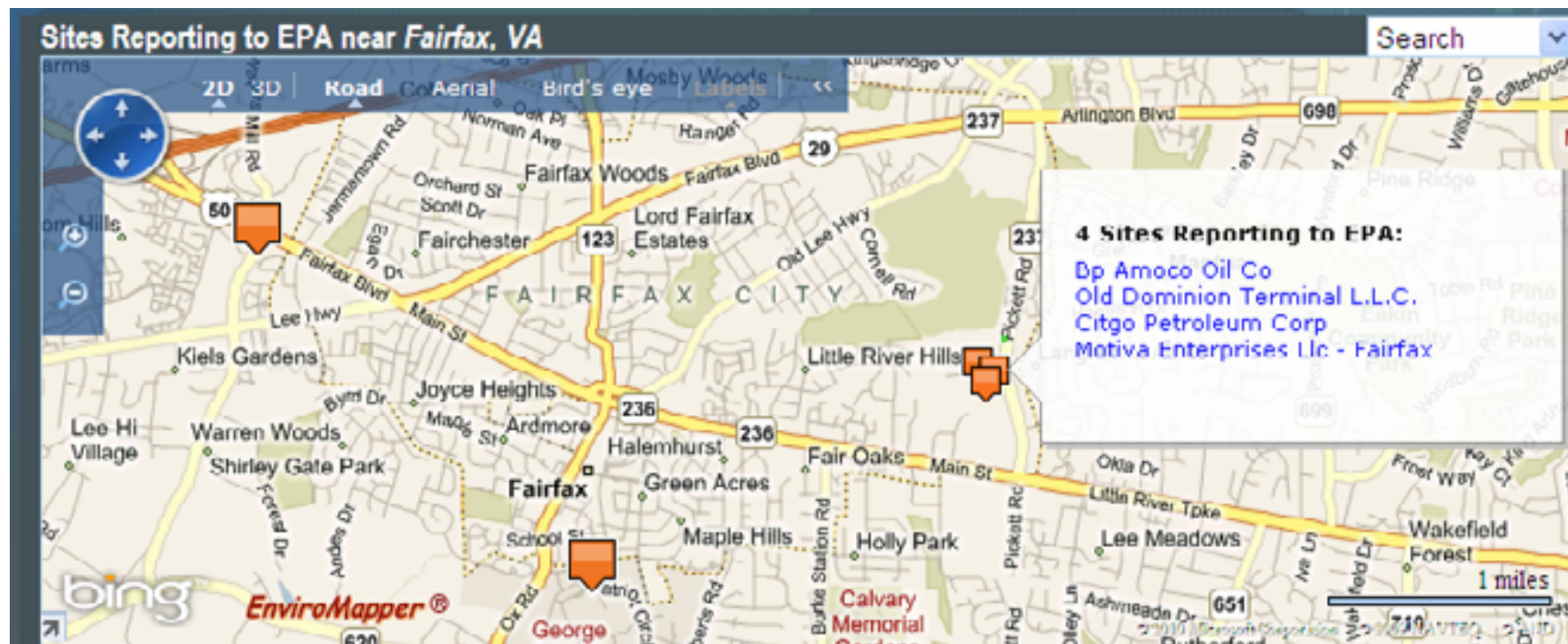
ESRI Federal User Conference

Friday February 19, 2010 8:30 am



www.epa.gov/myenvironment

The screenshot shows the EPA MyEnvironment website. At the top left is the EPA logo with the text "United States Environmental Protection Agency". To the right is the "MyEnvironment" header with the tagline "environmental information for my area". The main content area features a large background image of a lake and trees. On the left of this area is a green leaf icon with the text "MyEnvironment". To the right is a "Location" search bar with a "Go" button. Below the search bar, text prompts the user to "Enter a location such as address, zip, city, county, waterbody, park name, etc. (e.g., 22207, Arlington, VA or Difficult Run)" and includes a "Learn More >>>" link. The footer contains a grid of links: "Contact Us", "About EPA", "Careers", "EAGs", "Newsroom", "Blog", "Privacy & Security", "Inspector General", "Budget & Performance", "No Fear Act", "FOIA", "Accessibility", "USA.gov", "White House", "Regulations.gov", "Pandemicflu.gov", and "EPA & Pandemic Flu". To the right of these links are icons and text for "Widgets", "RSS News Feeds", "Podcasts", and "News by Email". The EPA seal is located in the bottom right corner of the footer.



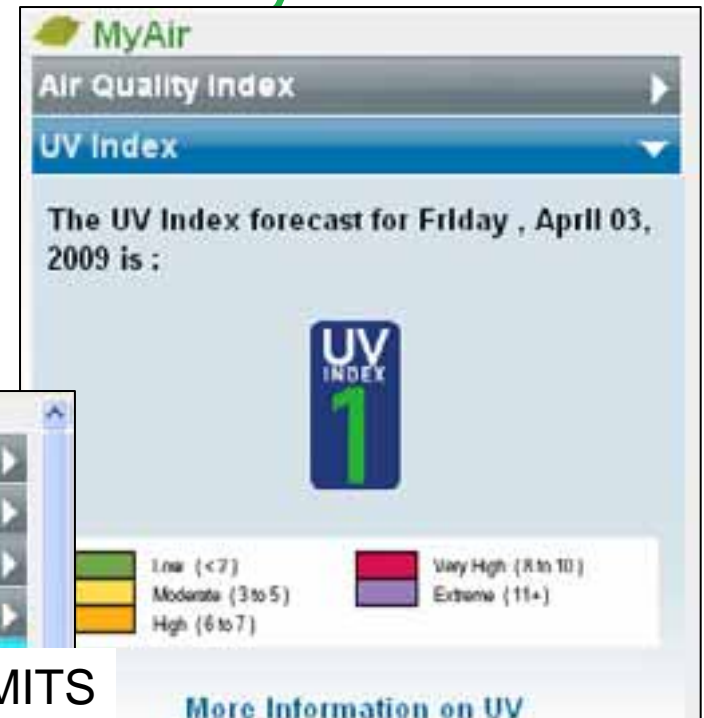


EPA Telling a Story

STREAMFLOW



UV



AIR TOXICS



EXPIRING PERMITS

MyWater
Is streamflow high today in my area?
What are the water conditions in my area?
Drinking water sources and status
Monitoring Stations by Pollutant
New/expiring fa

Expiring Permits Facility	Address
HEBREW H.OF GREATER WASHINGTON	6121 MONTROSE ROAD ROCKVILLE, MD 20852
JONES LANG LASALLE	4800 HAMPDEN LANE BETHESDA, MD 20814
WILCO BUILDING	6000 EXECUTIVE BOULEVARD ROCKVILLE, MD
HEWLETT-PACKARD COMPANY	6406 IVY LANE GREENBELT, MD 20770



SUPERFUND SITES



BROWNFIELDS



The Story Continues

CHEMICAL INFO

MySearch Results for "mercury"

EPA.gov | EPA Digital Library | EPA Request Center

Home | About ATSDR | Press Room | A-Z Index | Contact Us

ATSDR Department of Health and Human Services
Agency for Toxic Substances and Hazardous Waste

Toxic Substances & Health

- ATSDR Home
- Case Studies in Environmental Medicine (CSEM)
- Interaction Profiles
- Managing Hazardous Materials Incidents
- Medical Management Guidelines
- Minimal Risk Levels
- Priority Data Needs
- Priority List of Hazardous Substances
- Public Health Statements
- Public Health Statements in Spanish
- Toxicological Profiles
- Toxicology Curriculum for Communities Trainer's Manual
- ToxFAQs™
- ToxFAQs™ en Español
- ToxFAQs™ Chemical

ToxFAQs™ for Mercury (Mercury)
April 1999

PDF Version, 196 KB

CAS#: 7439-97-6

This fact sheet answers the most frequently questions about mercury. For more information, contact the ATSDR Information Center at 1-888-422-8731 or one in a series of summaries about hazardous substances that may harm you. The effects of exposure to hazardous substances depend on the dose, the route of exposure, personal traits and habits, and chemicals are present.

- Highlights
- What is mercury?
- What happens to mercury when it enters the environment?
- How might I be exposed to mercury?
- How can mercury affect my health?

HOMER CITY, PENNSYLVANIA 15148 Report Spills and Violations

Toxic Release Inventory (TRI) - Names and Amounts of Chemicals Released to the Environment by Year.

The most recent 10 years of reported data for a facility is displayed below. For all releases estimated as a range, the mid-point of the range was used in these calculations. NR = signifies nothing reported for this facility by the corresponding medium. Rows with all "0" or "NR" values only were not listed.

Chemical Name	Media	Unit of Measure	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
ARSENIC COMPOUNDS	AIR STACK	Pounds	2900	2400	2900	2900	3000	2500	NR	3031	28		
ARSENIC COMPOUNDS	OTH LAND	Pounds	1400	2400	1900	6200	6600	7600	NR	4380	620		
ARSENIC COMPOUNDS	WATER	Pounds	0	0	0	0	0	0	0	0	0	0	0
BARIUM COMPOUNDS	AIR FUG	Pounds	6	11	11	14	7	6	NR	5			
BARIUM COMPOUNDS	AIR STACK	Pounds	2800	2200	2100	2200	2100	2100	NR	510	19		
BARIUM COMPOUNDS	OTH LAND	Pounds	13000	24000									

TOXIC RELEASES

National Institutes Of Health
9000 ROCKVILLE PIKE
BLDG 13
BETHESDA, MD 20892-0002

FACILITY INFO

WHO LIVES HERE

Total Population	10522
Number of Households	4302
% Minority	1
% Below Poverty Level	11
% with < HS Education	21
% with HS Diploma Only	48
% with Bachelors Degree of Higher	12
% Below 6 Yrs Old	6
% Below 18 Yrs Old	21
% Above 64 Yrs Old	19
% of Homes Built Before 1950	44
% Poor English Speaker	0
% Female	51
% Renter	22

EPA RESEARCH

MyEcological Conditions

- Kentucky Standard Operating Procedure Manuals
- Mercury in Southeast Wadeable Streams
- Ohio EPA Biological and Water Quality Reports
- West Virginia DEP Ecological Assessment Reports
- Virginia DEQ Probabilistic Monitoring Program
- Maryland Biological Stream Survey Publications



The Missing Piece: Neighborhood-Level Environmental Activism!



Influencers:

- [Outside In](#) (Steven Berlin Johnson)
- My hike club: The Trophies and volunteer water quality sampling
- Running past the Marriott's Roosevelt Island River Cleanup Event
- EPA's [Watershed Central wiki](#)—supporting riverkeeper collaboration
- People like [Rachel Carson](#) who took it upon themselves to act
- EPA Administrator Lisa Jackson redefines who is an environmentalist
- The obvious delta between what the government CAN DO and what NEEDS TO BE DONE



Environmental Shout Outs





What's a Shout Out?

A shout out is:

“A public expression of thanks or gratitude.”

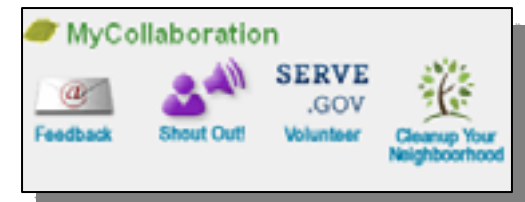
“To acknowledge someone. To make ones presence known.”

Example: “I gave my girls a shout out at the party.”

(<http://www.urbandictionary.com/>)

President Obama gives lots of shout outs at events to acknowledge friends, supporters, etc.

Listeners of WPGC 95.5 FM Radio hear other listeners giving shout outs.





What's an Environmental Shout out?

- Hey, I did a river cleanup with the Boy Scouts of America at Difficult Run!
- We are holding a meeting to discuss the impacts of hydro-fracturing.
- My class raised money to plant trees in our county.
- Today is Arlington County's Bike to Work Day!
- We installed a composter for home use and are reducing our waste!
- Our solar panels are being installed next week! Yay!
- We ordered our radon test today...
- The Key Bridge Marriott is holding its annual e-cycling effort on Jan. 1.



Add a pushpin & Describe the Activity

Create shout out

Title:

Date: (MM/DD/YYYY)

Category:

Description:

Note: Click on the map to get latitude/longitude.

Latitude:

Longitude:

The purpose of this shout out feature is to applaud the environmental efforts of local communities, but also to make neighbors the good that is being done right in their own backyard! We encourage all to show us where something neat was done to help environment, and provide a short description. Your local activities are a key part of keeping our nation's water, land and air clean. We believe in the motivational value of these actions in spurring on similar good deeds across the nation.

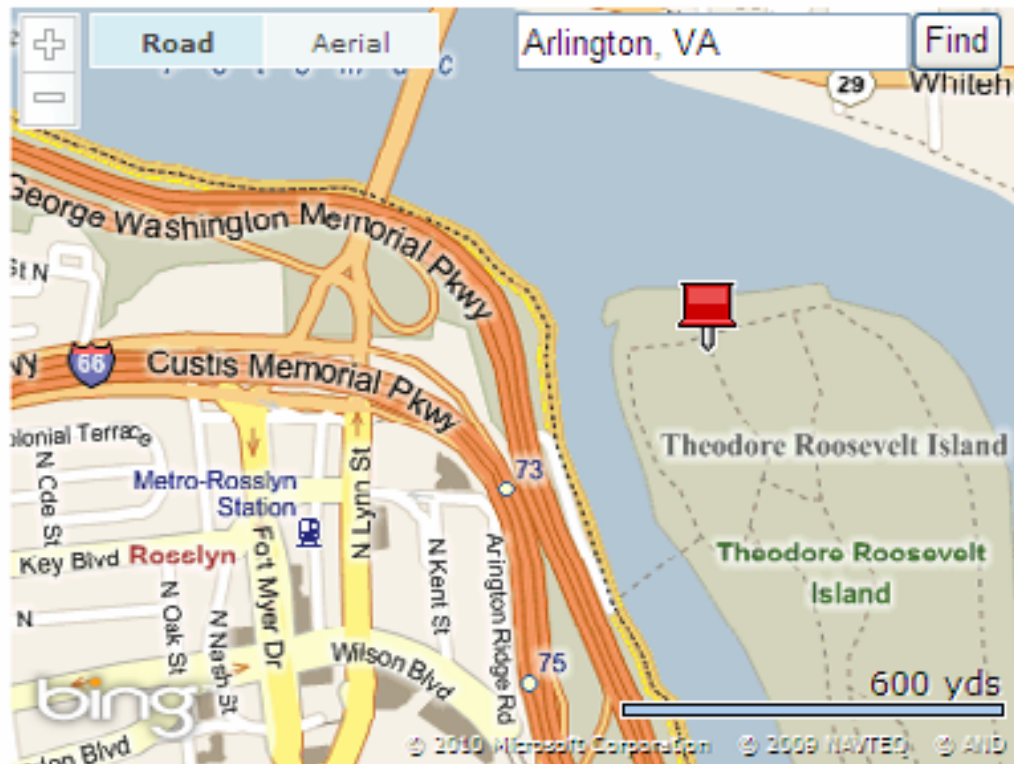
We want to publish your activities, but we need to ensure that inappropriate or off-topic comments are not published. Therefore post shout outs that contain: vulgar language; personal attacks of any kind; or offensive terms that target specific ethnic or racial groups.



Categorized so we can parse feeds later on...

- According to different interests:

Create shout out



Title:

Roosevelt Island Cleanup

Date:

02/18/2010



(MM/DD/YYYY)

Category:

Teaching the kids

Teaching the kids

Helping the air

Helping the water

Helping the Earth

Helping with climate change

Submit my shout out

Note: Click on the map to get latitude/longitude.

Latitude:

38.899483


Longitude:

-77.064886



So now we sit and wait...

- What do we hope to see:
 - Spatterns (spatial patterns) emerging that we can't currently anticipate
 - Patterns emerging that we know about and can address with EPA resources and research and good information
 - Some inspiration to go along with the general message of MyEnvironment, which is: there's lots to do and get involved in.
 - More support and recognition for local environmental activism

Put a pushpin  on the MyEnvironment map that publicizes a good-for-the-environment action or event.
Who knows - it may inspire someone!



Contact

Kim Balassiano
Balassiano.kim@epa.gov
202.566.0709