



National Targeting Center

CLEAN WATER ACT (CWA)

INTRODUCTION AND BACKGROUND INFORMATION

Agenda

1. What is Targeting and Why is it Important?
2. What is the National Targeting Center (NTC)?
3. What is the NTC Working On?
4. Areas of Collaboration Between NTC, States, and Tribes

What Do We Mean By Targeting?

Prioritizing enforcement resources

Who, what, where, and why to inspect

Who, what, where, and why to focus enforcement

Examples of Targeting Tools and Practices:

CWA SNC National Enforcement and Compliance Initiative Quarterly Top 200 List

Water Quality Indicators (WQI) Tool

CMS' define aspects of targeting such as when

Planning inspections based on public complaints or incidents

Why is Targeting Important?

Nationally, there are over 400k facilities regulated under the CWA.

States conduct the majority of CWA compliance monitoring and enforcement activities.

With limited resources, prioritization is critical.

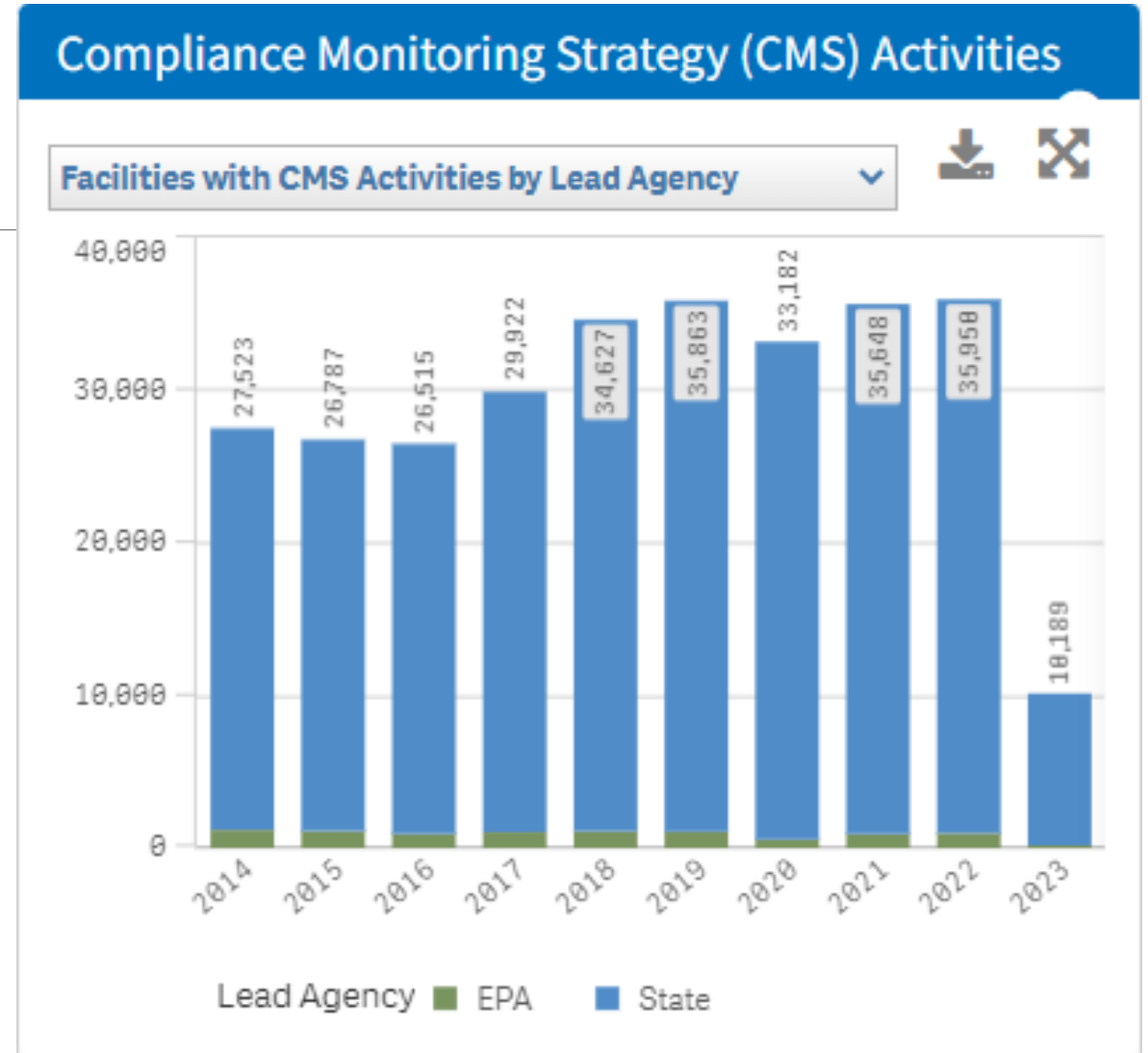


Chart taken from the [EPA/State Wastewater Dashboard](#)

What is National Targeting Center?

EPA's Office of Compliance established the National Targeting Center in 2020 to **support and enhance** targeting capabilities across core media programs.

The NTC brings a customer-focused, data-driven approach, serving as a **targeting and analysis resource** for both EPA and state/tribal/local compliance and enforcement programs.



The National Targeting Center Team

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What We Learned From EPA Regional Offices via Interviews & a Survey of EPA Targeting Contacts

- Generally, people who do the targeting are enthusiastic about their work and are always looking to improve the targeting process, including learning about how other regions target.
- Inspection targeting is typically done at the media branch level as an annual exercise with quarterly or monthly follow up with states.
- Few EPA regions have developed their own targeting tools, but all regions have developed best practices in one or more programs.
 - All regions, to some degree, resort to data sources outside of ECHO to augment targeting processes.
- ECHO tools are regularly used by EPA regions for targeting (specifically to decide which facility to inspect or evaluate), case development, inspection preparation, and compliance screens.
- The biggest targeting challenges according to EPA Regions were:
 - 41% said poor quality data is very or extremely challenging. (30/73)
 - 38% said lack of data for performing analysis is very or extremely challenging. (28/73)

What is the NTC Working on?

Requests for CWA Targeting Tools

- Recent CWA ECHO Enhancements
 - Update the Detailed Facility Report
 - Improved Aerial Imagery and Base Maps
 - Present Enforcement Actions Older than 5-Years
 - Improved Training, Presentation, and Analysis Related to EJ Data
 - Buffered Distances Between NPDES Dischargers and Drinking Water Intakes
- Recent CWA Tool Development
 - DMR Integrity Screening
 - <https://echo.epa.gov/targeting/dmr-integrity> (log in required)
 - Water Quality Indicators Pathogen Pollutant Expansion
 - <https://echo.epa.gov/maps/wqimap> (log in required)
 - PFAS Analytic Tools
 - <https://echo.epa.gov/trends/pfas-analytics> (log in required for Gov version)
 - NPDES Predictive Analytics for General Permits (University of Chicago Collaboration)

Areas of Collaboration Between NTC, States and Tribes

- Targeting Practice Idea Sharing (**Not limited to wastewater!**)
- Targeting Tool Training
 - Webinars
 - Short Videos
 - Cheat Sheets
- A Venue to Provide Feedback and Input on ECHO Targeting Tools
- Opportunities to Pilot Novel Targeting Practices and Tools
- Opportunities to Participate in Targeting Field Studies

Areas of Collaboration Between NTC, States and Tribes: EPA/State Joint Community of Practice


- Quarterly Meetings
 - **State**/EPA Idea Sharing
 - ECHO Targeting Tool Updates
- Targeting Tool and Practice Trainings
- Reach Out to Rusty/Carey with Ideas/Questions – “I’m trying to do x, does anyone have experience...”
- Join the CWA NTC Listserv to Stay Informed
 - <https://echo.epa.gov/targeting/national-targeting-center> (log in required)

How to Stay Connected

The NTC currently has listservs for the CAA, CWA, RCRA, and SDWA programs. In the future, the NTC will expand its offerings for other programs. To stay informed of NTC offerings related to your area of interest, enter your email address below and click sign up to join the listserv of interest and begin receiving email notices.


Join the National Targeting Center's media specific listservs:

Clean Air Act

 Get email alerts

sign up

Clean Water Act

 Get email alerts

sign up

Questions? Comments or Feedback

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What is the NTC Working on?

Recent Developments on PFAS

- **PFAS Analytic Tools**

This data visualization tool integrates various national data sets relating to per- and polyfluoroalkyl substances (PFAS) testing results and areas of known or suspected contamination.

- Recent Updates:

- 2020 Data from the Toxic Substances Control Act Chemical Data Reporting Rule (Updated July 2022)
- Toxics Release Inventory PFAS Waste Management and Releases Data for Reporting Year 2021 (Updated November 2022)
- DoD Reports to Congress on Progress of Installations Being Assessed for PFAS Use or Potential Release (March 2022) and Status of Notifications to Agricultural Operations for Fiscal Year 2022 (Updated August 2022)
- Superfund Sites w/ PFAS Detections Dataset (Updated November 2022)
- Integrated State and Tribal PFAS in Drinking Water Reports (Updated July 2022)
- <https://echo.epa.gov/trends/pfas-analytics> (log in required for Gov version)

What is the NTC Working on?

Testing Novel Compliance Practices

- **NPDES Notification Project Study (University of Chicago Collaboration)**

This study examined whether low-cost notifications affect compliance, EPA developed an electronic notification system. This innovative system was able to detect any new effluent limit exceedances and send e-mail notifications to the authors of the violating discharge monitoring reports (DMRs). These email notifications detailed each effluent exceedance and reminded the recipients that NPDES permittees are responsible for ensuring full compliance with their permits.

- Individually Permitted NPDES facilities randomly selected to receive notifications in seven states: MA, NH, ID, MD, AR, TX, TN.
- From 2018 to 2020, EPA and uChicago conducted a randomized control trial (RCT) to quantify the impact of these automatic violation notification emails. Analysis is expected to conclude in fall 2022.

What is the NTC Working on?

Water Quality Indicators (WQI)

- **Water Quality Indicators**

The WQI project allows a user to visualize millions of surface water monitoring records. The tool's mapping interface allows a user to identify nutrient pollution hotspots and search upstream to identify potential pollution sources. The tool recently expanded to include surface water monitoring records for pathogen pollutants (e. coli, enterococci, and fecal coliforms).

- Development Plans

- Upstream Downstream Analysis – will automate identifying stream segments where pollutant concentrations are increasing.
- Expand pollutants presented in the tool
- <https://echo.epa.gov/maps/wqimap> (log in required)

ECHO Cheat Sheets

Guides that connect a use case to an available tool in ECHO. Cheat Sheets are available for [CAA](#), [CWA](#), [RCRA](#), and [SDWA](#).



ECHO Tools Cheat Sheet Clean Water Act

echo.epa.gov

Use Case	Access	Tool	Overview
I want to find CWA regulated facilities meeting specific criteria	Public	Water Facility Search	Easily search, sort, and download compliance and enforcement history data for NPDES-regulated entities based on customizable search criteria that includes facility, geographic, and environmental data. Similar facility searches are available for industrial stormwater and biosolids programs.
I want to evaluate compliance based on pollutant discharges	Public	Pollutant Loading Tool	Aggregates pollutant loads at the facility-level. Easy to evaluate top dischargers geographically or by pollutant of interest.