



NEW AIR COMMUNICATION PLAN PROVIDES BETTER UNDERSTANDING OF PERMITS

While we are proud of our record, the DNR Air Quality Construction Permit Section continually strives to enhance the permitting process. When customers asked for more uniform communication, we responded—brainstorming how we could strengthen our communication with companies prior to and during the review of their application.

As we developed our communication plan, we focused on providing consistent experiences for applicants and a better understanding of how long it will take to issue your permit. These improvements mean that regardless of which engineer handles a project, the applicant can expect a similar experience every time. As the project is completed, applicants should understand why the permit contains certain provisions and exactly what the permit requires.

These enhancements include:

- **Metrics Website:** Created a [permits webpage](#) that displays current permit lead times and volume of applications. Tracking the DNR workload can help applicants time their application submittal to achieve their permit issuance goals;
- **EASY Air:** Revised Iowa EASY Air automated emails and system dashboard so you can check your application status;
- **Consistent Engineer:** When possible, assign the review engineer familiar with the facility’s most recent project;
- **Project Kick-off Discussion:** Added a project kick-off meeting or discussion. During this meeting, the company and review engineer will discuss project goals and set timelines to issue the permit;
- **Standardized Communication:** Developed some standardized emails to ensure communication with a company is consistent between engineering staff—even if a different engineer must be assigned to the current project.
- **Explanation of Permit Requirements:** If potentially unexpected requirements crop up in the draft permit, the review engineer will explain requirements and assist companies to understand their permit.



Figure 1. All steps in the application review process incorporate more opportunities for communication with applicants.

We take customer satisfaction seriously. Over the next six months, we will ask several applicants to complete a short survey about their application-review experience. The survey results will help us evaluate whether our communication improvements have been successful. We will use your input to continuously refine and improve our communications with you.

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