

Cutting through the Environmental Maze

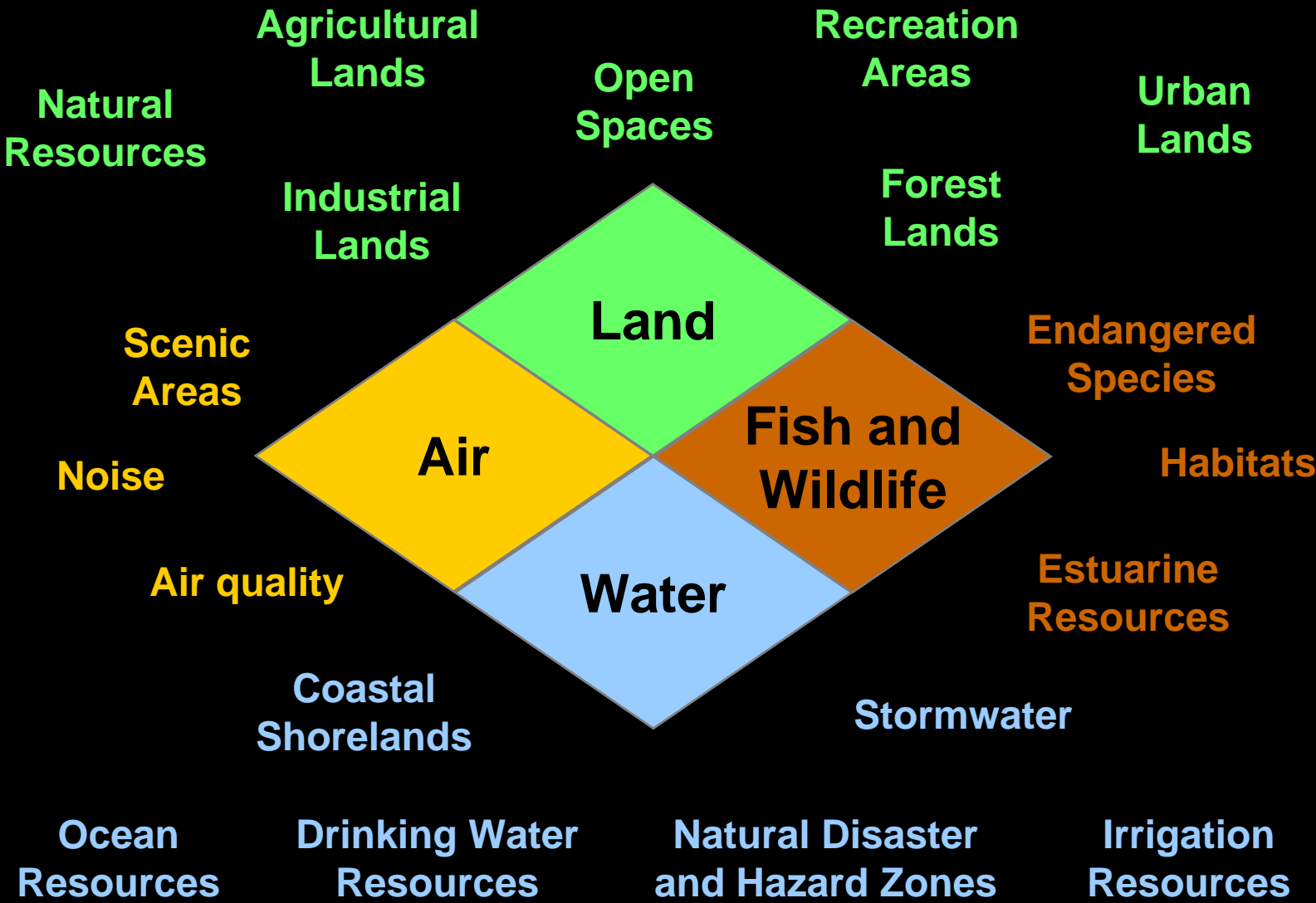
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Udaya Patnaik, Jump Associates LLC

As a community leader, learn about and actively manage environmental issues.

- Environmental Management 101
- Environmental Issues in Economic Development
- Practical Tips and Actions to Take

Environmental Management 101

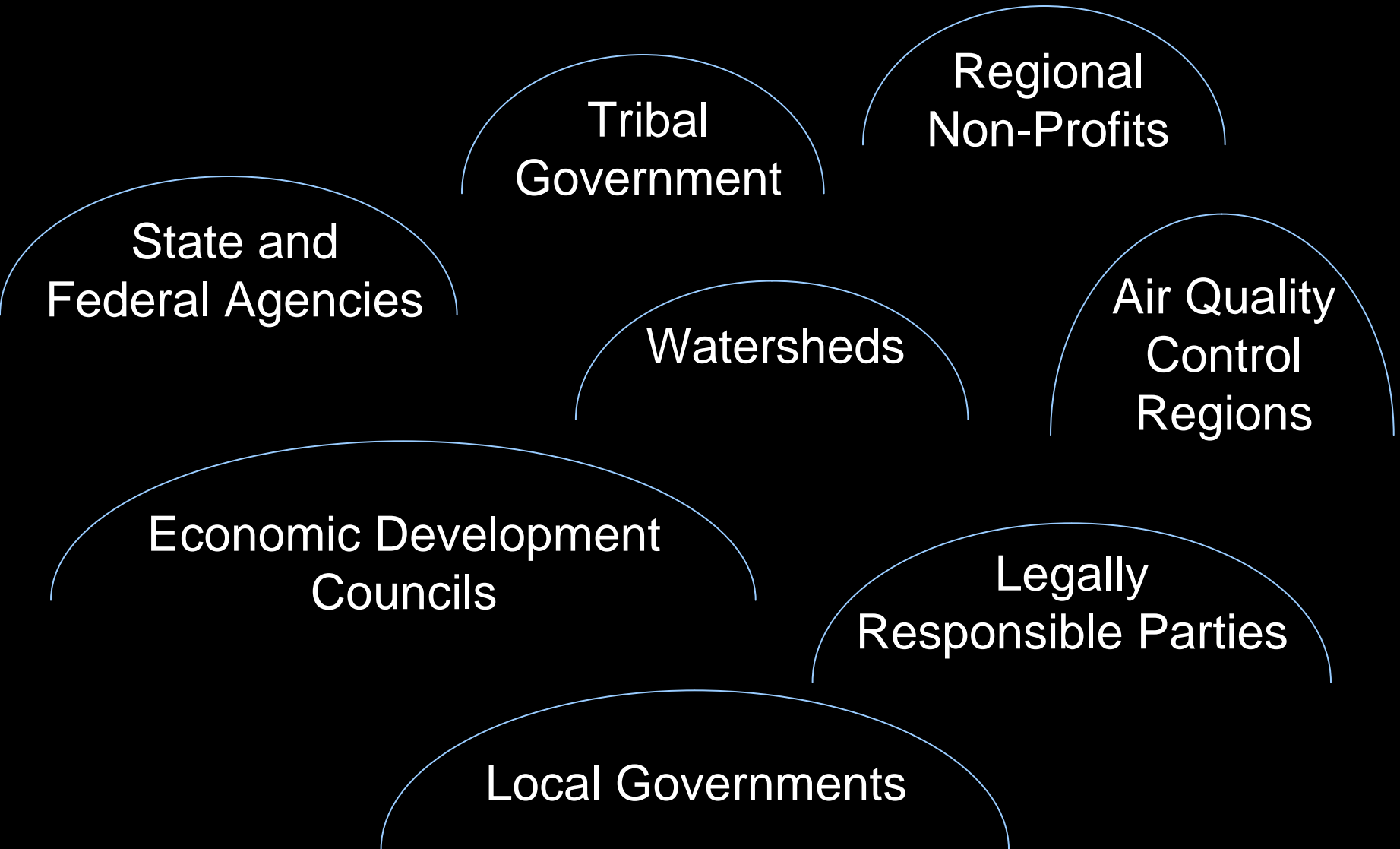
What does "environment" include?



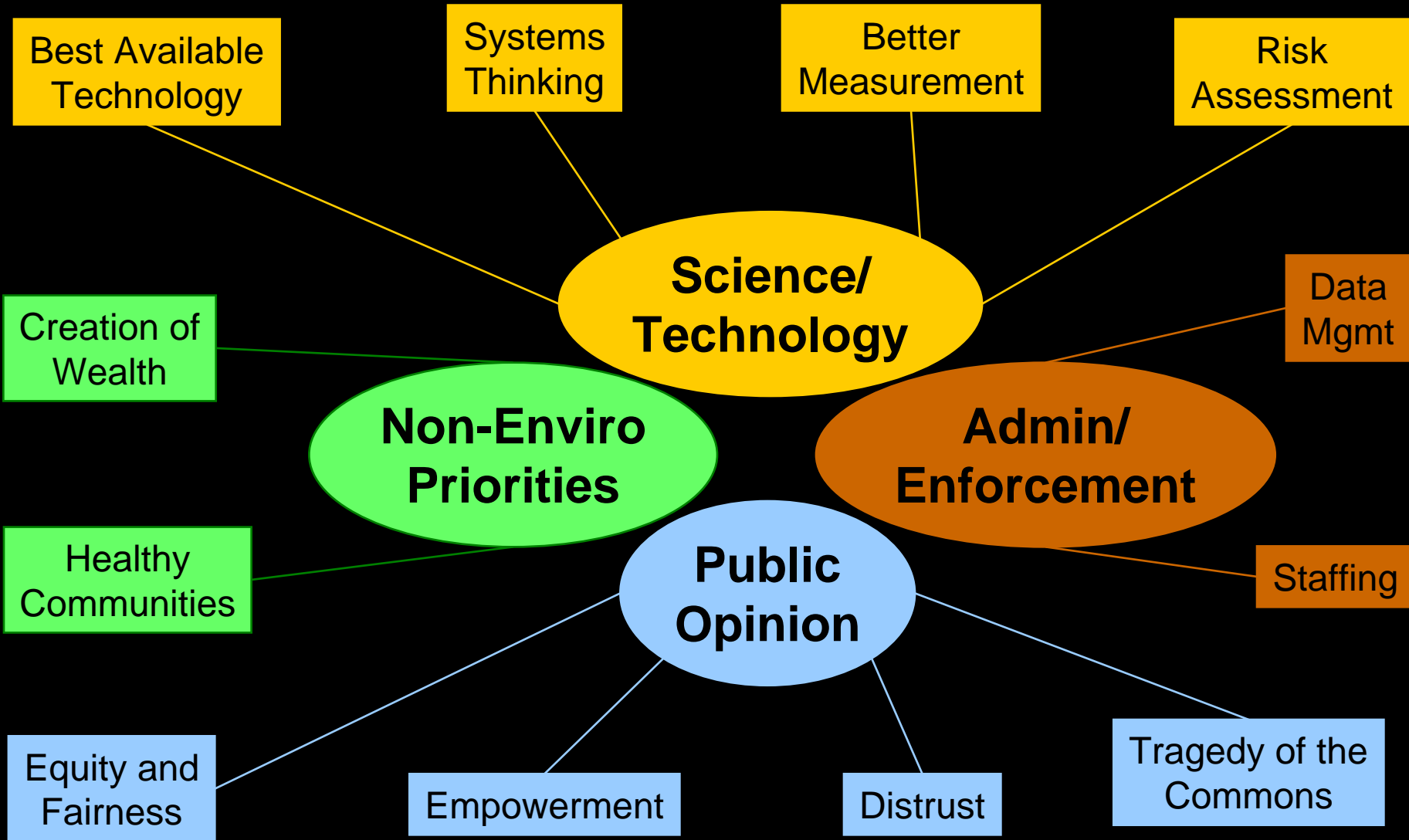
Multimedia environmental regulation occurs at different levels.

Federal	USEPA, USDA, BLM USFWS, NMFS, FEMA, BIA, IHS, NPS Inter-Agency	NEPA, SDWA, CAA, CWA, RCRA, CERCLA, CFR Title 40
State	Drinking Water Primacy Environmental Quality Growth/Land Use Inter-Agency/Inter-State	SEPA, State Reg's
Local	Public Health Natural Resources Building/Planning City/County/Regional	Local Ordinances

Multiple parties work together to manage environmental issues.



Environmental regulation is driven by several competing forces.



Permits are still prominent tools in environmental management.

Advantages

- Ensure compliance with regulations
- Balance development with sustainability
- Ensure that projects are in line with local, regional and federal long-range objectives
- Can be very straightforward or a complex web

Actions

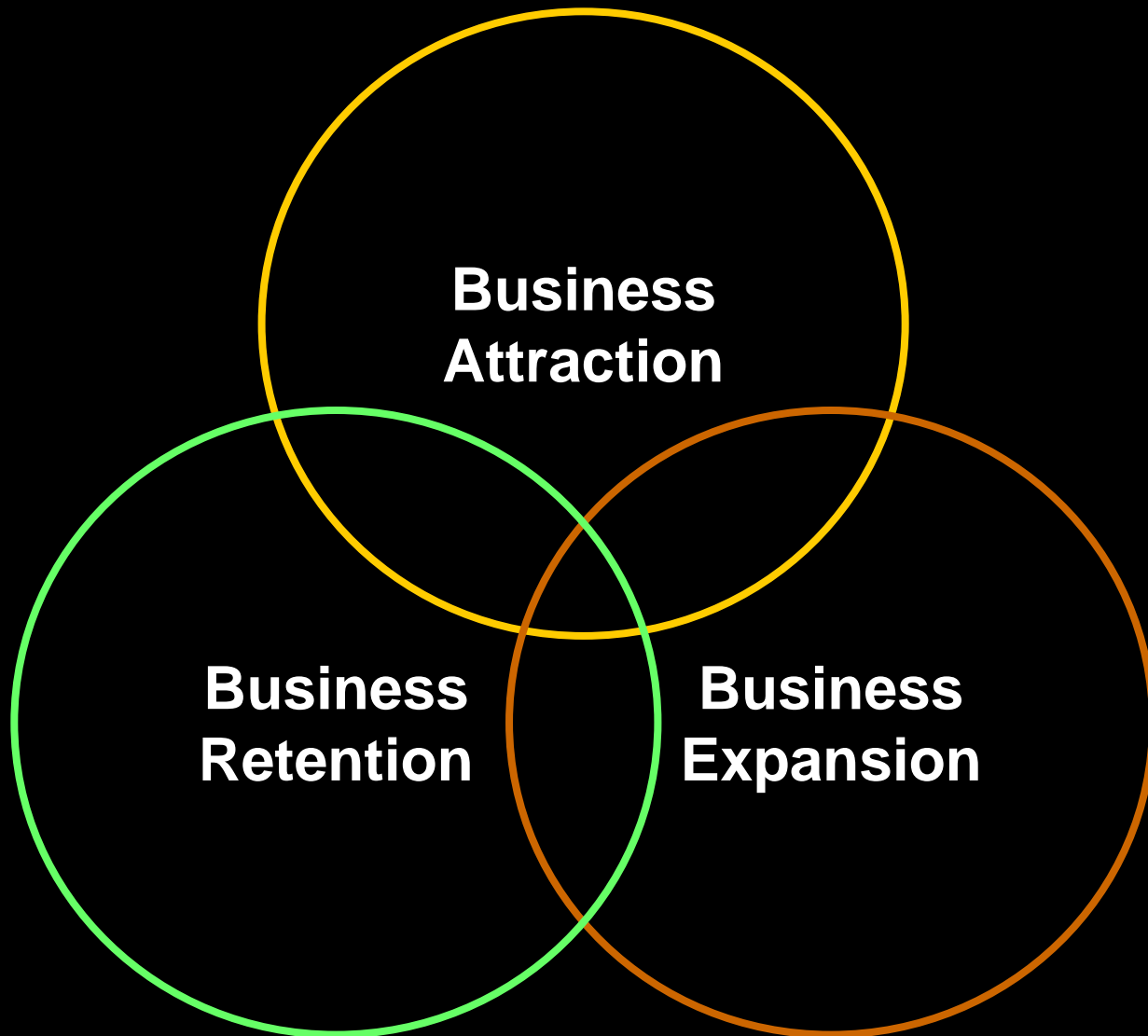
- Learn what's out there
- Take advantage of consultants' experience
- Use state and federal permit assistance resources

Common Permits

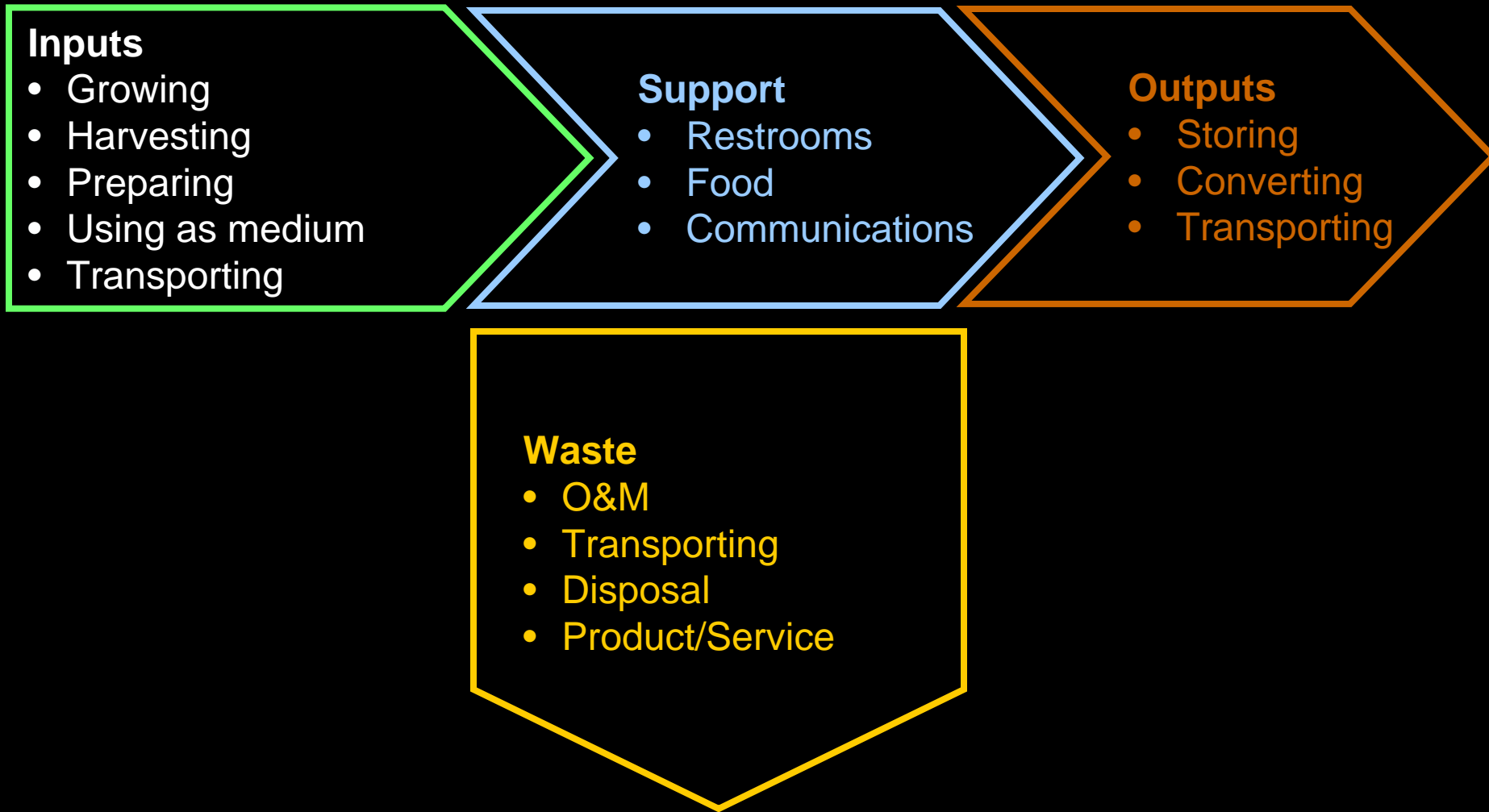
- NPDES
- Air emissions
- Hazardous material storage, transport and disposal
- New construction

Environmental Issues in Economic Development

Managing environmental issues is key to economic development.



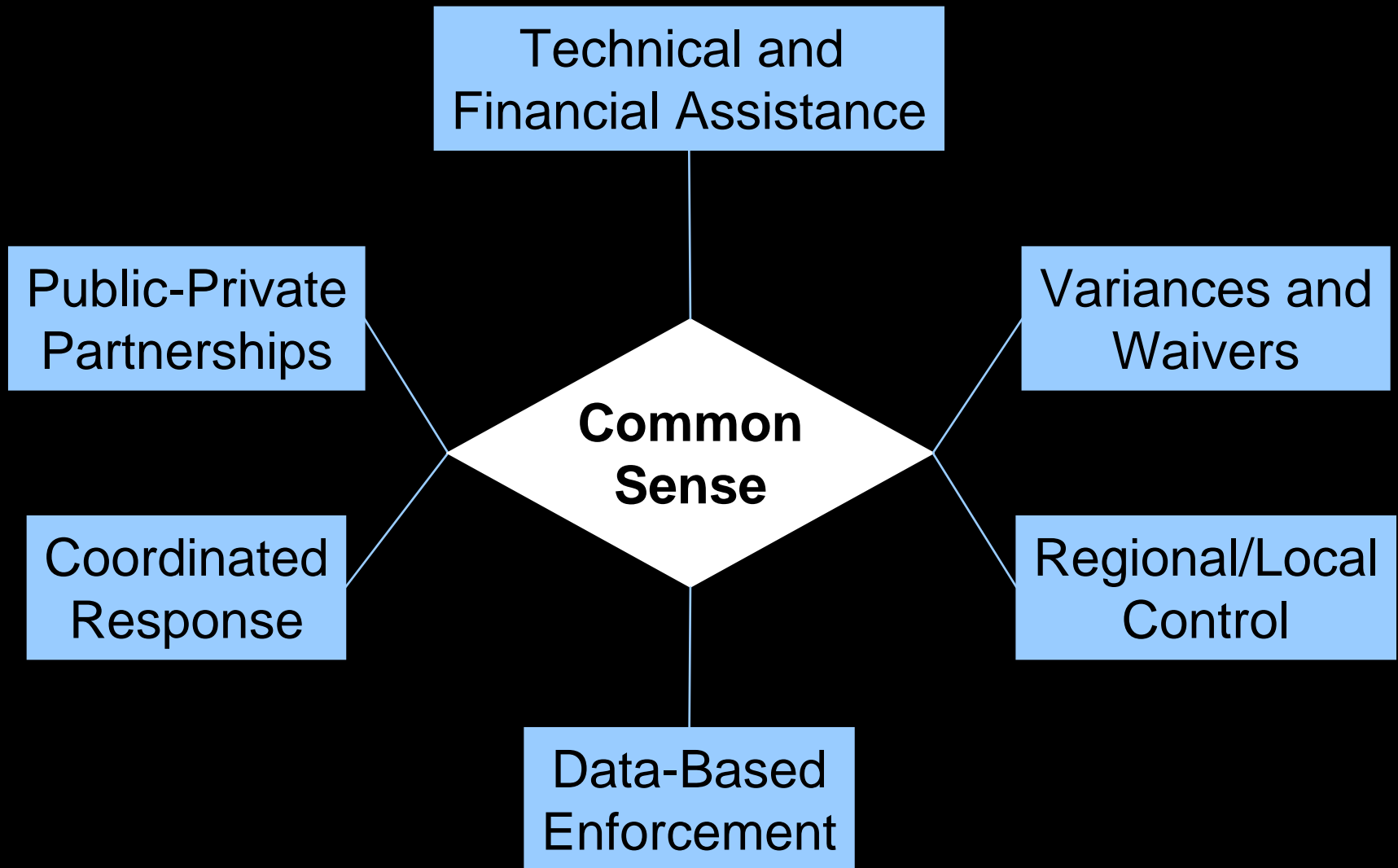
Environmental impacts come from every part of a business or organization.



Communication helps meet a community's environmental and economic needs.

- **Stakeholders**
 - Include different levels/areas of authority
 - Build trust over time
- **Process**
 - Involve public
 - Feedback regularly and correct course as needed
 - Avoid consultant “black boxing”
- **Expectations/Metrics of Success**
 - Balance business, community and regulators goals
 - Set team metrics vs. individual metrics

Use common sense environmental management to balance and set priorities.



Environmental management requires systems thinking - if you don't got it, get it.



Practical Tips and Actions to Take

Environmental Management with an Economy in Flux...

- Info Economy's environmental issues are still here
 - Impacts of infrastructure (e.g., cellular towers)
 - Part of the quality of life equation
 - Services to support info tech workers
 - Appeal of the old, raw and rustic
 - Eventual disposal of aging info tech gear
- Choose the businesses you want in your community
 - Knowledge work, manufacturing, distribution...
- A weak economy means less money for environmental investment

As a community leader, be a vital partner in environmental management.

- Identify and start solving potential site issues.
- Use public-private partnerships as clean-up incentives.
- Understand enviro needs/problems early; solve them actively.
- Market environmental quality as an incentive.
- Calculate “enviro quotas” and remaining capacities.
- Benchmark infrastructure rates.
- Build ties with TA providers, regulators and funders.
- Broker common sense resolution to environmental problems.
- Keep on top of regulatory trends; read, click, discuss, write...
- Use environmental information as a competitive analysis tool.

For further information...

- Environmental News Service: www.ens-newswire.com
- The EnviroLink Network: www.envirolink.org
- *A River Lost : The Life and Death of the Columbia* by Blaine Harden (1996)
- *A Common Fate : Endangered Salmon and the People of the Pacific Northwest* by Joseph Cone (1996)
- EPA and Environmental Finance Centers
- Watchdog/Lobbying groups