

## A POTPOURRI OF ENVIRONMENTAL MANAGEMENT METHODS

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IT IS ALWAYS CONFUSING, BUT STILL CHALLENGING TO PRESENT A PAPER IN ACCORDANCE WITH AN ASSIGNED TITLE. SINCE MANY OF YOU HAVE ALREADY SAT THROUGH ONE OR MORE SESSIONS AND PUT UP WITH MY PLAY ON ENVIRONMENTAL TITLES, I WON'T GO INTO THAT TODAY. I HAVE, HOWEVER, TRIED TO READ THE ASSIGNED TITLE AND ATTEMPT TO UNDERSTAND THE WORDS AND THE INTENT. BY ITS DEFINITION, THE WORD "METHODS" SIMPLY REFERS TO SOMETHING ORDERLY, SYSTEMATIC, OR ARRANGED. TRY AS I MAY, I HAVE NOT BEEN ABLE TO GET VERY ORDERLY ABOUT THIS PRESENTATION ON MANAGEMENT METHODS AND, THUS, THE REASON FOR THE TITLE, "A POTPOURRI OF ENVIRONMENTAL MANAGEMENT METHODS". ADDITIONALLY, I HAVE HAD TO MAKE CERTAIN ASSUMPTIONS IN ATTEMPTING TO DEAL WITH THE SUBJECT MATTER, AND THOUGH I HAVE SINCERE FEARS THAT THE ASSUMPTIONS MAY NOT BE VALID, FOR PURPOSES OF THIS PAPER, I AM ASSUMING THAT EFFECTIVE EFFORTS WILL PREVAIL TO ATTAIN A QUALITY ENVIRONMENT AND STOP OUR PRESENT HEADLONG RUSH TO ENVIRONMENTAL DEGRADATION AND EVEN ULTIMATE ENVIRONMENTAL DISASTER. BASED ON THIS OPTIMISTIC ASSUMPTION, ENVIRONMENTAL MANAGEMENT METHODS, FOR TODAY AND THE FUTURE, MIGHT CONSIST OF REALIZING, UNDERSTANDING, LEARNING, UNDERTAKING, ENVISIONING, PLANNING, CHANGING, PROMOTING, DEFINING, CONCEIVING, CREATING, PRIORITIZING, ANTICIPATING, COOPERATING, REGULATING, CONVERTING, ADJUSTING, ORGANIZING, PROTECTING, LEADING, GUIDING, COUNSELING, AND EXHORTING. THESE ARE THE GENERALITIES. NOW FOR A DIS-ORGANIZED POTPOURI OF SPECIFICS.

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WE MUST ACCEPT THE FACT THAT A VAST ARRAY OF GOVERNMENTAL AGENCIES AND CITIZEN GROUPS ARE INVOLVED IN THE STRUGGLE FOR A QUALITY ENVIRONMENT (OFTEN PLAYING ADVERSARY ROLES) AND ADJUST TO THE FACT THAT A GREAT MANY OFFICIAL AGENCIES EXERT A GREATER IMPACT ON THE ENVIRONMENT THAN DO MOST OF THE OFFICIAL ENVIRONMENTAL PROTECTION OR ENVIRONMENTAL HEALTH AGENCIES REPRESENTED HERE TODAY.

WE MUST MANAGE THE ENVIRONMENT IN THE INTERESTS OF THE TOTAL PUBLIC, BUT REMEMBER THAT MANY ENVIRONMENTAL REGULATORY AGENCIES ARE FRAUDULENT IN THAT THEY HAVE CONFLICTS OF INTEREST BY HAVING A PRIME MISSION OF PROTECTING AND PROMOTING THE INTERESTS OF THE VERY INDUSTRIES OR GROUPS THEY ARE ALLEGED TO REGULATE.

WE MUST REALIZE THAT DESPITE CRITICISM OF "FEDERAL INTERVENTION" AND CONCERN ABOUT "STATES' RIGHTS" THAT MOST STATES HAVE NOT BECOME SERIOUS ABOUT ENVIRONMENTAL DEGRADATION UNTIL MANDATED (AND FUNDED) TO ACT BY THE FEDERAL GOVERNMENT.

WE MUST UNDERSTAND THAT THE EFFORTS OF GOVERNMENTAL AGENCIES ARE INSEPARABLE FROM THE POLITICAL PROCESS WHICH IS ULTIMATELY THE SOURCE OF POWER, AUTHORITY, LEGISLATION, POLICY, AND MONEY.

WE MUST CONSTANTLY REMEMBER THAT APTITUDE, ABILITY, IMAGINATION, CREATIVENESS, AND EFFECTIVENESS ARE NOT THE SOLE PROVINCE OF OFFICIALS IN WASHINGTON, D.C. OR IN REGIONAL OFFICES.

WE MUST COOPERATE MORE EFFECTIVELY WITH CITIZEN GROUPS AND ACCEPT THE FACT THAT CITIZENS ACTIONS HAVE BEEN A DESIRABLE STIMULANT AND HAVE OFTEN SPURRED LAGGARD REGULATORY BODIES TO ACTION.

WE SHOULD ATTEMPT TO REGAIN ROLES OF LEADERSHIP IN SOLVING MATTERS OF ENVIRONMENTAL QUALITY AND REALIZE THAT CITIZEN INVOLVEMENT IS NECESSARY AND DESIRABLE, AND THAT ENVIRONMENTAL QUALITY IS NO LONGER SHROUDED IN PROFESSIONAL MYSTIQUE AS IT ONCE WAS.

WE MUST LEARN THAT ENVIRONMENTAL PROGRAMS CAN BEST BE PLANNED ON THE MULTIPLE GOAL BASIS OF HEALTH, SAFETY, COMFORT, AND WELL-BEING AND PROMOTE THE SOUND TIME-HONORED ECOLOGICAL PRINCIPLE OF "THE GREATEST GOOD FOR THE LARGEST NUMBER OVER THE LONGEST PERIOD OF TIME."

WE MUST PROMOTE, IMPROVE, AND REGULATE ENVIRONMENTAL QUALITY AS DIRECTED AND MANDATED BY OUR VARIOUS GOVERNING BODIES AND LET THE COURTS BALANCE THE EQUITIES INSTEAD OF TRYING TO SO DO AS PROGRAM MANAGERS.

WE MUST ADJUST TO THE FACT THAT THERE IS A UNIVERSE OF DIFFERENCE BETWEEN PREVENTING ENVIRONMENTAL POLLUTION AND ATTAINING ENVIRONMENTAL QUALITY.

WE MUST REALIZE THAT IT IS OFTEN PATENTLY IMPOSSIBLE FOR LOCAL ENVIRONMENTAL HEALTH AGENCIES AND, TO SOME EXTENT, EVEN STATE AGENCIES TO BE FULLY EFFECTIVE AS THEY ARE OFTEN IN THE POSITION OF ATTEMPTING TO REGULATE THEIR OWN PROPRIETARY FUNCTIONS WHICH MAY BE CREATING ENVIRONMENTAL DECAY.

WE MUST LEARN TO ANTICIPATE PROBLEMS SO AS TO OFFER MEANINGFUL INPUT IN THEIR RESOLUTION.

WE MUST REALIZE THAT SOCIETY HAS ONLY RECENTLY ALLOWED GOVERNMENTAL CURATIVE EFFORTS IN SUCH ENVIRONMENTAL PROBLEMS AS WATER POLLUTION, AIR POLLUTION, NOISE POLLUTION, AND SOLID WASTES; BUT HAS NOT YET REACHED THE POINT OF AUTHORIZING PROGRAM EFFORTS TO EFFECTIVELY RESOLVE PROBLEMS CONCERNING THE BASIC PRIORITY ISSUES ASSOCIATED WITH POPULATION, ENERGY, LAND-USE, AND TRANSPORTATION.

WE MUST INCREASINGLY ORGANIZE ENVIRONMENTAL PROGRAMS ON A PROBLEM SHED OR REGIONAL APPROACH WHICH, IN SOME CASES, MAY NECESSITATE INTERSTATE EFFORT OR DIRECT FEDERAL INTERVENTION.

WE MUST GUIDE OUR PERSONNEL IN MATTERS OF IMPROVING AGENCY COOPERATION IN THOSE MYRIAD ENVIRONMENTAL PROBLEMS WHICH CROSS SINGLE AGENCY JURISDICTIONAL LINES.

WE MUST INCREASINGLY EXHORT AND COUNSEL OUR UNITED STATES SENATORS AND REPRESENTATIVES IN MATTERS OF FEDERAL LEGISLATION WHICH AFFECT THE ENVIRONMENTAL QUALITY OF OUR INDIVIDUAL OR COLLECTIVE STATES.

WE MUST CHANGE OUR EFFORTS WHERE EVER POSSIBLE TO ATTEMPT TO CONSIDER ENVIRONMENTAL MATTERS ON A REGIONAL, NATIONAL, AND GLOBAL SCALE IN ACCORDANCE WITH THE TRUISM THAT "EVERYTHING IS CONNECTED TO EVERYTHING ELSE".

WE MUST INCREASINGLY PLAN, DEFINE PROBLEMS AND PRIORITIES SO AS TO INSURE THE GREATEST EFFECTIVENESS OF OUR LIMITED BUDGET DOLLARS.

WE MUST CONCEIVE OF THE DIFFERENCES AND RELATIONSHIPS BETWEEN PROGRAMS AND PROBLEMS SO AS TO ASSURE THE CITIZENS AND TAXPAYERS OF THE BEST POSSIBLE ORGANIZATION AND DELIVERY OF ENVIRONMENTAL SERVICES.

WE MUST REGULATE WHERE OTHER METHODS FAIL BUT UNDERSTAND THAT REGULATORY ACTIONS CONSIST OF BLUFF, WARNINGS, ADMINISTRATIVE ORDERS, PERMIT REVOCATIONS, DOWNGRADINGS, AND CONDEMNATIONS IN ADDITION TO APPROPRIATE COURT ACTION.

WE MUST OBJECTIVELY STUDY THE TYPE OF MANPOWER ASSIGNED GIVEN TASKS AND PROGRAMS SO AS TO INSURE THAT PERSONNEL ARE UTILIZED FOR TASKS IN ACCORDANCE WITH THEIR TRAINING AND ABILITIES.

WE MUST CONSTANTLY REMEMBER THAT PUBLIC OPINION POLLS CONTINUE TO INDICATE THAT THE PUBLIC CONSIDERS ENVIRONMENTAL PROBLEMS AS ONE OF THE MOST SERIOUS ISSUES OF THE DECADE AND THAT SUCH POLLS CONTINUE TO INDICATE THAT THE PUBLIC IS WILLING TO PAY FOR ENVIRONMENTAL QUALITY.

WE MUST ACCEPT THE FACT THAT WE ARE ALSO WITNESSING AN ATTEMPTED ENVIRONMENTAL BACKLASH PERPETRATED BY MAJOR POLLUTERS ACTING ON THE THESIS THAT "NO HARMFUL EFFECTS HAVE YET BEEN SHOWN ON FUTURE GENERATIONS" OR "FUTURE RESEARCH WILL PROVE THAT POLLUTION IS HEALTHFUL."

WE MUST CONVERT OUR CONCEPTS TO THINK AND PROGRAM IN TERMS OF ENVIRONMENTAL CONSUMPTION NEEDS, INSTEAD OF ENVIRONMENTAL CONSUMPTION DEMANDS.

WE MUST CHANGE OUR COLLECTIVE ATTITUDES AND ADJUST TO THE FACT THAT "BIGGER IS NOT BETTER" AND THAT "GROWTH IS NOT PROGRESS".

WE MUST RECOGNIZE THE CON GAMES BEING PERPETRATED BY CERTAIN POLLUTERS IN ADVANCING SINGLE INTEREST ALTERNATIVES LEADING ONLY TO SINGLE INTEREST SOLUTIONS, INSTEAD OF CONSIDERING ALL THE ALTERNATIVES AVAILABLE FOR PROBLEM SOLUTION.

WE MUST REMEMBER THAT EXPERIENCE HAS REPEATEDLY PROVEN THAT POLLUTION CONTROL TECHNOLOGY ADVANCES MOST RAPIDLY UNDER THREAT OF DEADLINES AND PENALTIES AND THAT ENVIRONMENTAL QUALITY STANDARDS MUST, THEREFORE, BE BASED ON THE NEEDS OF ENVIRONMENTAL PROTECTION RATHER THAN ON THE LATEST LIMITS OF TECHNOLOGY OR STATE OF THE ART.

WE MUST DEMAND THAT NO SIGNIFICANT ENVIRONMENTAL DETERIORATION BE PERMITTED BEYOND CURRENT LEVELS INASMUCH AS THE ENVIRONMENT, ONCE DEGRADED, IS SELDOM RESTORED.

WE MUST NOT PERMIT POLLUTION TO BE OUR GROWING NATIONAL RESOURCE.

WE MUST COUNSEL THAT, TO REGAIN A SEMBLANCE OF QUALITY AIR IN URBAN AREAS, ALTERNATIVE TRANSPORTATION METHODS AND POWER SOURCES MUST BE DEVELOPED AND SUBSIDIZED BY PUBLIC FUNDS JUST AS FACILITIES TO PREVENT WATER POLLUTION ARE FINANCED BY TAX FUNDS.

WE MUST RESEARCH AND DEVELOP METHODS OF ENERGY PRODUCTION FROM SUCH CLEAN SOURCES AS SOLAR ENERGY INSTEAD OF BLINDLY CONTINUING TO RELY ON ENERGY FROM FOSSIL FUELS IN ACCORDANCE WITH THE DESIRE OF THE FOSSIL FUEL INDUSTRY AND LOBBYISTS.

WE MUST GUIDE NATIONAL POLICY AND PRIORITIES SO THAT DEVELOPMENT OF ALTERNATIVE ENERGY SOURCES AND TRANSPORTATION FACILITIES PRIORITIZE AS HIGH AS PUTTING A MAN ON THE MOON.

WE MUST DEMAND CONTINUING HEALTH RESEARCH TO DETERMINE THE LONG TERM CHRONIC EFFECTS OF POLLUTANTS ON MAN AND THE BIOSPHERE.

WE MUST ADJUST TO THE FACT THAT ENVIRONMENTAL HEALTH AND ECONOMIC HEALTH ARE NOT AT OPPOSITE POLES IN ADVERSARY POSITIONS BUT, RATHER ARE INSEPARABLY INTERDIGITATED FOR THE CONTINUED HEALTH AND WELL-BEING OF THE ENVIRONMENT, INCLUDING THE HUMAN ANIMAL.

WE MUST EXHORT OUR LEADERS THAT WE DO NOT HAVE TO HAVE A SICK ENVIRONMENT TO HAVE A HEALTHY ECONOMY.

WE MUST PROTECT THOSE AREAS, PRIMARILY IN THE WEST, WHICH STILL RETAIN A HIGH DEGREE OF ENVIRONMENTAL QUALITY AND RESIST CURRENT FEDERAL EFFORT TO CONTROL POLLUTION BY NATIONAL DILUTION BY PERMITTING A UNIFORM LAYER OF SMOG.

WE MUST PROTECT OUR ENVIRONMENT IN SUCH A MANNER THAT FUTURE GENERATIONS CAN ENJOY THE THRILL OF FRESH BRISK AIR, WILDERNESS AREAS, TROUT IN CLEAR MOUNTAIN STREAMS, UNCLUTTERED MESAS AND VISTAS, WILD GEESE ON A COLD MORNING, OR SOLITUDE ON A MOUNTAIN PEAK.

WE SHOULD CONSIDER OUR ENVIRONMENT AS A TREASURE, NOT A DUMPING GROUND.

WE MUST DEDICATE OURSELVES TO THE PROPOSITION THAT THE ENVIRONMENT SHOULD PROVIDE SOMETHING FOR EVERYBODY, NOT EVERYTHING FOR EVERYBODY.

WE MUST STRIVE TO NEGATE THE VERSE WHICH SAYS "SO LEAP WITH JOY, BE BLITHE AND GAY, / OR WEEP, MY FRIENDS, WITH SORROW, / WHAT CALIFORNIA IS TODAY / THE REST WILL BE TOMORROW."