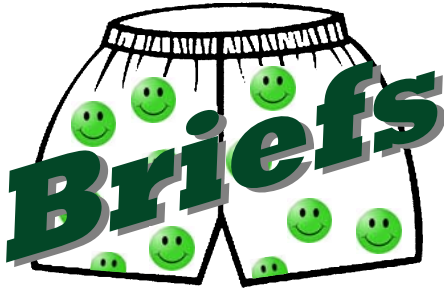


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APPROACHING DUE DATES

West Virginia Brownfields Grant

Nov. 24: Applications for FOCUS mini-grants to the Northern West Virginia Brownfields Assistance Center. Details at <http://wvwrri.nrcce.wvu.edu>.

**Greenhouse Gas Emissions
Comments Due to USEPA**

Nov. 28: Submit comments on Advance Notice of Proposed Rulemaking on "Regulating Greenhouse Gas Emissions Under the Clean Air Act" to USEPA. Important? Clean Air Act sponsor Rep. John Dingell (D-MI) says it "has the potential for shutting down virtually all industry and...economic activity and growth."

**Comments on New Stormwater
Manual Chapter to PADEP**

Nov. 30: PADEP is offering the opportunity to comment on a new chapter of Pennsylvania's Erosion & Sediment Pollution Control Program Manual entitled "Erosion & Sedimentation Control Practices for Contaminated Sites." See the draft at www.cummingsriter.com and submit comments to Domenic Rocco, P.E., Chief, Stormwater Section/Watershed Management Program, PADEP Southeast Region at drocco@state.pa.us.

It had to happen...The Green Issue: Green remediation, a greenhouse gas rulemaking deadline, green quotables & headlines, green fatigue, and even green smiley faces on the boxers. Enjoy.



What Color Is Your...Remediation?

Unlike the popular guides asking that question about your parachute or diet, there's only one correct answer here, and it isn't mauve with peach undertones. (Warning: If you suffer from green fatigue due to the greening of America and seeing the word green—or ridiculous mutations thereof—just *once more* may induce a trance due to greenformation overload, see *Fatigue* on page 2.) Ironically, remediation activities can negatively impact the environment—many treatment systems are energy hogs, for example. Given the current energy market and focus on global climate change, the time to minimize that impact has arrived. This means scrutinizing environmental impacts *throughout* a remedial process to maximize the *net environmental benefit of a cleanup*; in short, it means practicing green remediation (GR).

WHAT IS GREEN REMEDIATION?

GR's core elements relate to energy, materials, air, water, natural resources, and overall sustainability (see box). Strictly speaking, GR practices are not new; most are rooted in existing initiatives such as the Triad approach and the construction industry's Energy Star® system. Practices range from basic stormwater controls to innovative geothermal-powered treatment systems. As a member of the National Advisory Counsel on Environmental Policy and Technology, C/R's Pat O'Hara has participated in the evaluation of GR practices, and examples of those used by C/R include wind turbines for landfill gas extraction; passive treatment technologies; geophysics to conserve natural resources; and recycling treatment system effluent as cooling water.

VOLUNTARY OR MANDATORY?

There are two reasons for those with a stake in cleanups to practice GR. First, it may be a wise investment. USEPA's GR primer (April 2008) features many examples of sizeable economic benefits—not unreasonable given that many remedies were designed when energy was cheap (and global warming was just a twinkle in Al Gore's eye). Second, you're going to have to, more or less. USEPA is promoting GR use at all sites, including state-led and private cleanups, although the initial focus is on Superfund sites. USEPA Region III's website says GR will be promoted through partnerships, outreach, and "enforcement incentives" ranging from agency recognition to consent orders. Three states now have guidance and many others are in the process of integrating GR into existing programs. GR practices incorporated into procurement, investigation, design, construction, operations, and maintenance will soon be the standard.

Resources are now available, with more in the pipeline as federal and state agencies work to identify best management practices, establish benchmarks, and develop tools for remediation managers. See www.cummingsriter.com for more examples and links to sites that answer questions like: Is my site a good candidate for solar or wind power? How will Site Management Plans change? How do I "green" a non-treatment remedy? If you concur with Kermit the Frog—that it's *not* easy being green—call C/R for help.

GREEN REMEDIATION: 6 CORE ELEMENTS	
Energy	↑Efficiency ↓Consumption
Materials	↓Consumption ↓Waste Generation
Air	↓Air Emissions
Water	↑Conservation ↑Quality
Land & Eco-System	↑Conservation
Overall Cleanup	↑Sustainability ↓Life-Cycle Costs

SIGNS OF THE TIMES — 2008 HEADLINES

Why I don't flush — Huffington Post (Jul 15)

Eco-anxiety replaces dishpan hands for 'green moms' — Herald Tribune (Feb 15)



Ken Bird, VP

Bird's Eye View is on hiatus but will return soon.

GREEN GREEN GREEN GREEN GREEN GREEN GREEN GREEN GREEN GREEN GREEN *Fatigue*

How did it happen? Green was such a *nice* color...grass, sweet peas, Crayola of choice for puffy-shaped trees. Life was simple. Oh, sure, you had the green-eyed monster—but now the monster is green from hair to toes and lunging at us from every direction: think green, go green, live green. Green wedding then green diapers. Get a green-collar job and a green loan (it requires an energy audit) then build green and greenscape. Be a light green consumer, one who drives the SUV to Whole Foods. Buy green, but first check the Consumer Greendex™ and avoid greenwashers who hide bad environmental practices. And dying is no excuse to stop being green! Green caskets don't leach chemicals.

Then there's the greener-than-thou celebrities, blind to their own Sasquatch-size carbon footprints. Last year when John Travolta flew his jet to London for a movie premiere, he asked fans to help tackle global warming—failing to note that the previous year, his flights produced 40 times more carbon emissions than the average person. And Sheryl Crow has confidence that Americans are “industrious enough” to make one square of toilet paper work for most...uses.

No wonder the green message has become green noise. A recent study says “buying green” dropped dramatically from 2006 to 2007—green backlash from confusion about things like which is green, food from an organic farm 2,000 miles away or a local industrial farm? A blogger at Grist.org (a green e-zine with the worthy mission to “have a better sense of humor than a pack of fur protesters”) calls green marketing a scheme “to sell environmentally destructive crap” while an activist wrote on Newsweek's blog “they keep asking us to do more. Al Gore, take this green and shove it!”

So what do we do? Nobody wants to biggie-size their carbon footprint; most people want to do the right thing but don't know what that is. Eco-psychologists (yes, *eco*-psychologists) say this produces green guilt—the feeling you can never do enough. One solution: Edson Freeman of HenAndHarvest.com suggests *brown* is the true color of the earth and asks, “Who wants to join me in creating a Big Steaming Brown Movement? BSBM for short?” All in favor...

Quotable

“Barbra Streisand told Diane Sawyer that we're in a global warming crisis, and we can expect more and more intense storms, droughts and dust bowls. But before they act, weather experts say they're still waiting to hear from Celine Dion.” —Jay Leno

E-WASTE UPDATE: STING REVEALS U.S. FIRMS ILLEGALLY EXPORT, INDUSTRY ACTIVITY FOLLOWS

A September 2008 report by the U.S. Government Accountability Office says investigators posing as foreign buyers in Asia intercepted illegally exported e-waste from 43 U.S. companies. Since then there has been a flurry of activity:

- Leaders: Waste Management and Materials Processing signed Basel Action Network's no export/landfill pledge.
- New options: Panasonic-Sharp-Toshiba joint venture MRM is developing e-cycling programs in New Jersey, West Virginia and other states. New e-cycling plants are being built in Florida and Kentucky.
- 17th state passes law: Illinois enacted a mandatory e-cycling law land-banning e-waste as of 2012.

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