County of Los Angeles
CHIEF EXECUTIVE OFFICE
Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
http://ceo.lacounty.gov

WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

January 11, 2010

Dear County and Community Leaders:

COUNTY OF LOS ANGELES
2010 "GREEN LEADERSHIP AWARD" PROGRAM

On behalf of the County of Los Angeles Board of Supervisors, we are pleased to invite you to submit applications for the 2010 "Green Leadership Award" program. This program recognizes outstanding efforts by individuals and organizations in fulfilling innovative strategies to improve our environmental sustainability. Each year, our residents, businesses and local organizations face challenges involving environmental issues in the County of Los Angeles. The Board of Supervisors seeks to recognize the outstanding efforts that benefit the residents of Los Angeles County and to provide an opportunity for highlighting these best practices.

The program is open to all County residents, public agencies, businesses, and nonprofit organizations. If your project entails a response to a Federal or State regulation or order, the project must go beyond mere compliance and display a creative approach to meeting those needs.

The deadline for award applications is **February 25, 2010 by 5:00 p.m.** Attached is the application form.

The Board of Supervisors award presentation is Tuesday, April 20, 2010 at:

Kenneth Hahn Hall of Administration
Board Room, Third Floor
500 W. Temple Street
Los Angeles, CA 90012

We look forward to your participation in this exciting program. Please contact Ruth Wong at greenleadership@ceo.lacounty.gov for more information.

Sincerely,

WILLIAM T FUJIOKA
Chief Executive Officer

WTF:RW

County of Los Angeles

2010

Green Leadership Award

Sponsored by the County of Los Angeles

Board of Supervisors

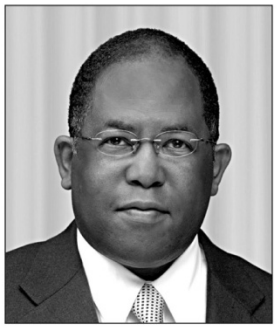
Green Leadership Award
County of Los Angeles

Greening our Environment!

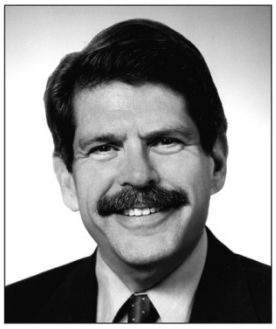
County of Los Angeles

Board of Supervisors

Gloria Molina
Supervisor, First District



Mark Ridley-Thomas
Supervisor, Second District



Zev Yaroslavsky
Supervisor, Third District

Don Knabe
Supervisor, Fourth District

Michael D. Antonovich
Supervisor, Fifth District

Chief Executive Officer

William T Fujioka
Chief Executive Officer

COUNTY OF LOS ANGELES

"GREEN LEADERSHIP AWARD"

TABLE OF CONTENTS

Background……1

Eligibility Requirements and Project Criteria……1

Subject Areas to Consider……1

Categories……2

Project Criteria ……3

Evaluation Process……3

Other Conditions……4

Awards Presentation……4

Dates to Remember……4

(Guidelines and 5-page application)

COUNTY OF LOS ANGELES

"GREEN LEADERSHIP AWARD"

2010 Guidelines

Background

On April 22, 2008, the Los Angeles County Board of Supervisors established an annual *Green Leadership Award.* Throughout Los Angeles County, residents, businesses, nonprofit organizations, community groups and cities develop and employ innovative strategies and initiatives to enhance our environmental sustainability. The *Green Leadership Award* is designed to recognize such efforts and to create opportunities to engage and inspire our constituents about the strategies that make every day Earth Day.

The *Green Leadership Award* will be presented on Tuesday, April 20th during the week of *Earth Day.*

Eligibility Requirements and Project Criteria

Competition is open to all County of Los Angeles residents, businesses, nonprofit organizations, educational institutions, professional and trade associations, communities, and state and local government entities.

Subject Areas to Consider

Transportation

Programmatic reductions in vehicle miles traveled including commutes, mileage, business travel, contractors, and other areas.

- Personal reduction in vehicle miles traveled, including influence on others
- Use of telecommuting or other programs to reduce transportation
- Projects that encourage public transportation and car pooling
- Conversion to alternative fuel vehicles
- Other innovations
- Assessment/measurement of results: miles/emissions reduced, per capita measurements, penetration rates, project goals, improvements

Energy/Water

Programmatic reductions in energy and water usage

- Organizational goals or policies towards reduced energy and water usage
- Personal reduction in energy and water usage including influence on others

- Use of new technologies and innovations in reducing energy and water consumption
- Use of renewable resources or other sustainable practices in reducing energy and water consumption
- Other innovations in energy and water consumption
- Influence on others through outreach efforts
- Assessment/measurement of results: BTUs (British Thermal Unit) and gallons reduced, emissions reduced, per capita measurements, progress towards goals, significant improvements, influence on others

Sustainability
Programmatic policies/goals to certify buildings or sites as "green" (indicate the certification standard or list measures) or activities that promote waste reduction, recycling, or related technologies

- Projects that: combine housing and office space; protect forests and wildlife; preserve other resources; enhance recreation
- Projects that address or emphasize cost effectiveness in implementing sustainable measures
- Projects that address social equity; for example, address the needs of underrepresented or hard to reach markets
- Emphasis on waste reduction through: recycling; reuse, green purchases, other waste diversion practices
- Use of technology or other innovations
- Impact on others through outreach efforts
- Assessment/measurement of results: emissions mitigated, other resource benefits metrics, per capita metrics, others influenced

Outreach and Education
Programmatic policies and goals to educate others, and to encourage and implement sustainability programs

- Measurement of success or impact; persons reached or impacted, record of behavioral changes, program longevity
- Innovation in education, marketing and outreach
- Consideration of hard-to-reach or disadvantaged sectors (environmental justice)

Categories

Resident: An individual whose efforts, on their own or through an organization, empowers their community and society toward ecological restoration and a sustainable future. Their leadership, foresight, and innovation inspire others leading to significant achievements through individual effort and move others to action.

Public Agencies: A local government and or public sector organization that demonstrates environmental leadership within their own organization, peer group or

represented constituents through activities, initiatives or programs that encourage and develop sustainability.

Business/Private Sector: A private company that is moving its business practices toward a sustainable enterprise. This company's commitment to resource efficiency, social responsibility and sustainability pervades throughout the company's employees in their business and personal life. This company encourages and inspires other private companies to join in pioneering the processes of sustainable development.

Nonprofit Agency: An agency that demonstrates leadership by protecting the environment and creates a shift toward a sustainable, secure future. Through collaboration and partnerships, the agency resolves environmental challenges and conflicts with innovative solutions and initiatives.

Project Criteria

Eligibility:

- Nominees must be located in the County of Los Angeles.
- The project must be implemented, built or currently running.
- Project or activity must have been initiated within the past three years. (Long term projects may be considered if a new benefit was achieved in the past three years.)
- The nominee must agree to allow the County to publish a summary of their accomplishments.

Evaluation Process

Award winners will be determined by a panel of judges representing relevant disciplines in the respective categories. Finalists will be contacted no later than April 1st. The deliberative process of the judges is confidential and all decisions are final.

In the event that a judge has a close affiliation with an entry, they will withdraw from judging that entry. Judges' decisions are solely based on the nomination forms and supporting documentation.

The following factors may be considered:

Project Description:	Clear and comprehensible with a realistic timeline; activities well-defined and technically feasible
Results:	Results are clearly defined in measurable terms
Transferability:	Project can be readily transferred to other sectors
Impact:	Benefits include more than one environmental resource; has a long lasting and sustainable impact; scale of impact
Innovation:	Demonstrates creative, original approach to problem; project goes beyond standard techniques or regulatory compliance standards

Collaboration:	Working with community/government partners in designing, planning and implementing project
Economy:	County's economy is enhanced; new/better jobs are created; new markets developed; cost effectiveness
Financial Viability:	Organization or individual demonstrates sound fiscal management
Outreach:	Promotional and incentive component for employees or Customer

Other Conditions

All materials submitted become the property of the County of Los Angeles, and will not be returned. Any information submitted or generated is subject to public disclosure requirements. The County reserves the right to reproduce, promote and publish information on award winning projects.

Awards Presentation

A special awards ceremony will be held by the County of Los Angeles Board of Supervisors to honor the award winners at the regular Board meeting on the third Tuesday of April. At this time, a publication about the recipients will be released. The Board will also host a ceremony and reception in honor of the recipients. Award recipients will be notified according to the schedule below and provided with details regarding the ceremony and reception.

DATES TO REMEMBER	
February 25, 2010	Applications are Due
March 8 - 19, 2010	Site Visits of Finalists
April 1, 2010	Notify Award Winners
April 20, 2010	Board Reception and Award Ceremony

County of Los Angeles Green Leadership Award

"Greening Our Environment"

2010 Application

Submit electronic copy to: greenleadership@ceo.lacounty.gov
or mail to:

Chief Executive Office
Quality and Productivity Commission
500 West Temple Street, Room 565
Los Angeles, CA 90012

Application Deadline: February 25, 2010, 5:00 p.m.

Page 1

Project Title: Provide a title which gives a clear idea of what the project is about. (Limited to **50 characters or less,** including spaces)

Date of Implementation/Adoption: Start date or adopted date of the project.

Project Status: Check (√) one box: "Ongoing" or "One-Time Only."

Executive Summary: Describe the project in 15 lines or less. Summarize the problem, solution and benefits of the project in plain language.

Joint Submission: If two or more businesses, nonprofits, community groups or cities are collaborating, the named lead partner must submit the application.

Pages 2, 3 and 4 (Do not exceed three pages)

Fact Sheet: Use plain language to describe the project. You may want to consider including:

- Problem. Describe the problem.
  - Discuss the problem that generated the project. If the project is in response to a federal or state regulation or order, the project must go beyond mere compliance, and must display a creative approach to meeting those requirements.
- Solution. Describe how your project solves the problem.
  - Project vision and objectives
  - Consumers (who it serves)
  - Contributions by partners
  - How project is innovative, resourceful or unique
  - Describe all technology used
- Benefits (Worthiness of Award). Describe the results and the success of the project.
  - Specific examples and measures.
  - How the project:
    - Benefits environmental sustainability
    - Improves the administration or enhances an existing environmental program
    - Upgrades the environmental working conditions or levels of training for employees
    - Enhances the level of participation in, or the understanding of, environmental programs
    - Promotes cooperation and coordination in addressing shared problems
    - Has a significant positive impact on the County community
    - Cost benefit

County of Los Angeles Green Leadership Award

"Greening Our Environment"

2010 Application

Title of Project (Limited to 50 characters, including spaces):

Date of Implementation/Adoption: _____
(Project or activity must have been implemented within the past three years)

Project Status: ☐ Ongoing ☐ One-time only

Category: **Resident** ☐ **Public Agency:** ☐

Business/ Private Sector ☐ **Nonprofit** ☐

Executive Summary: **Describe the project in 15 lines or less using 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner.**

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15

SUBMITTING RESIDENT, PUBLIC AGENCY, BUSINESS, NONPROFIT AGENCY - NAME AND COMPLETE ADDRESS (INCLUDE TELEPHONE AND FAX NUMBER)

NAME OF CONTACT		**TELEPHONE NUMBER**
PROJECT MANAGER'S NAME (IF APPLICABLE)	**DATE**	**TELEPHONE NUMBER**
PARTNER'S NAME (IF APPLICABLE)	**DATE**	**TELEPHONE NUMBER**

County of Los Angeles Green Leadership Award

"Greening Our Environment"

2010 Application

Title of Project (Limited to 50 characters, including spaces):

- **<u>Fact Sheet – limited to 4 pages (three Fact Sheets and one graphics page)</u>:** Describe the **Problem, Solution, and Benefits** of the project or activity, written in plain language. Include a discussion of the technology and strategies used.

Title of Project (Limited to 50 characters, including spaces):

- **<u>Fact Sheet – limited to 4 pages (three Fact Sheets and one graphics page)</u>:** Describe the **Problem, Solution, and Benefits** of the project or activity, written in plain language. Include a discussion of the technology and strategies used.

Title of Project (Limited to 50 characters, including spaces):

- **<u>Fact Sheet – limited to 4 pages (three Fact Sheets and one graphics page)</u>:** Describe the **Problem, Solution, and Benefits** of the project or activity, written in plain language. Include a discussion of the technology and strategies used.

Graphics page: This page is for picture attachments only.